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Submission date: 14-Jun-2023 12:08PM (UTC+0700)

Submission ID: 2115738303

File name: Scitepress_Artikel_ICEBMUntar_2018_8.pdf (281.6K)

Word count: 2156

Character count: 12460

Managing the Integrated Tourism Area through Local Community Empowerment: A Qualitative Study in Pantai Matahari Terbit Sanur

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Keywords: Managing Integrated Tourism Area, Community-based Tourism.

Abstract: Community empowerment is an attempt to create a community through the realization of their potential. The concept of community empowerment as a thought could not be separated from the paradigm of development that is centered on the people. This qualitative study aims to analyze the empowerment of local community in managing integrated tourism area of Pantai Matahari Terbit Sanur (PMT) through several components, including some social and environment benefits the local community could get.

1 INTRODUCTION

Community empowerment is a concept of economic development that encapsulates social values. This concept reflects the new paradigm of development, which is: people centered, participatory, empowering and sustainable. The empowerment of society in tourism always involves two interrelated groups. Both groups are the local community as the empowered and the concerned party as the empowering party (Kartasasmita, 1997).

According to Sumodiningrat (1996), community empowerment itself is an attempt to create a community, through the realization of their potential. The concept of community empowerment as a thought could not be separated from the paradigm of development that is centered on the people.

In community-based development, there are three aspects that can be used to empower the community, namely:

- **Empowerment**
Empowerment is defined as someone or some parties that supports others or makes people aware of their potential and abilities and motivates them to be self-reliant and willing to try according to their abilities. According to the description, people have a significant role in realizing sustainable tourism. Community empowerment in tourism activities will be able to improve people's welfare.

- **Partnership**
Partnership is understood as how several parties that play a role in a community are integrated where each has different roles and strengths. Those are directed to support each other in order to develop, so with the formation of a partnership, it is expected to generate profits for all parties involved in the partnership. Empowerment process can be done individually or collectively (group). But since this process is a form of social change involving relationships or relationships between social layers characterized by economic polarization, the ability of the individual to share in one group tends to be judged as the most effective form of empowerment (Friedmann, in Priyono and Pranarka, 1996).

- **Participation**
So far, the involvement of the people has been seen in a narrow context only, which means that human beings are seen as rough enough to reduce the cost of social development. The community is expected to participate actively rather than passively (in Priyono and Pranarka, 1996) as follows:
"....participation refers to an active process whereby the beneficiaries influence the direction and execution of development projects rather than merely receive a share of project benefits".
The definition sees the involvement of the community from the decision-making stage, the

enjoyment of results and evaluation (Cohen and Uphoff in Prijono and Pranarka, 1996). According to Murphy in Madiun (2010), the participation or involvement of local communities in the planning and development of tourism can contribute in terms of vision related to the heritage and culture of the community in the development of tourism products, so that the differentiation of destinations can be done.

Nature and culture are tourism capitals that must be preserved, protected, and be able to maintain balance in utilization, with the obligation to preserve nature and culture to avoid damage. This encourages the concept of the importance of tourism activities and environmentally friendly tourism management, by increasing the participation of local communities in managing the natural resources and local culture which are known as community-based tourism.

There are several things that must be considered in the development of community-based tourism. Tourism activities should be able to increase the participation of local communities. Local people play an active role in tourism development and management activities, starting from planning, implementation, organizing, monitoring and evaluation. This is because the local people have knowledge about nature and culture that become tourism potential in their area. Thus, it is expected that the results of tourism activities can be enjoyed and received directly by the local communities. Community-based tourism aims to empower local communities in tourism development and management activities.

Denpasar is a city that implements the development of cultural tourism that is inspired by Hinduism and based on *Tri Hita Karana*. *Tri Hita Karana* is a concept to keep harmony between human and God, human with fellow human beings, and human and the environment. Balinese cultural activities are a series of dynamic, open, flexible, selective and adaptive activities towards external cultural influences (Bagus, 2002: 58). In addition, the policy of tourism development of Denpasar is to develop tourist attractions that increase community development and awareness, as well as the active role of the community, such as traditional village through the utilization of technology and information. Tourism development in Denpasar is expected to improve people's economy in order to actualize the populist economy.

2 DISCUSSION

2.1 Community Involvement in Managing PMT

One of the attractions in Denpasar, which applies to the community-based tourism principle is the Integrated Tourism Area of Pantai Matahari Terbit (PMT). PMT is located in the Indigenous Village of Sanur (*Desa Adat*). The location of land or high land on this beach is ± 5 meters above sea level with a white sandy beach structure. The average temperature per year is between 29-30 degrees Celsius. This beach has a strategic position and good accessibility because it is easy to reach from Benoa, Denpasar, and other beaches in Sanur area.

The entire PMT area has been styled to be an Integrated Tourism Area with *Tri Hita Karana* insight. Based on *Tri Hita Karana*, the area arrangements also use the concept contained in it. The arrangements are as follows:

- *Parahyangan* (place for religious ceremony).
- *Pawongan* (tourism, sports).
- *Palemahan* (environmental preservation / small mangrove forests / other plants).

The area of PMT is divided into three *Mandalas*, they are:

- *Utama Mandala* at the northern part (place for doing the religious ceremony).
- *Madya Mandala* (place for Mina Sari Asih Fisherman's Ward, open field, burning corpse area / *petunon*, and meeting venue).
- *Nista Mandala* Mandala (complex of villas, bungalows and hotels).

The utilization of PMT has been submitted to Indigenous Village of Sanur (*Desa Adat Sanur*) based on the The Decree of Governor of Bali's First Level Region Number: 593.5 / 14170 / B.T. Pem. October 15, 1998. The grant of utilization rights is mainly for the purposes of the implementation of religious ceremonies / customs, defenses and other public interests. *Desa Adat* is a traditional institution or organization that has been existed for generations and is led by a village head. Therefore, the development of tourism activities in PMT is not separated from the management conducted by the local communities (indigenous people) of Sanur, which is in line with existing traditions.

The existence of a tourism association or organization that manages and maintains a policy for the sustainability of tourism businesses and activities in an integrated tourism area is very important. In

PMT area there are various business activities, especially service business. For example: parking service, *jukung* or boat rental, and stall/kiosk. These business activities are managed by a business entity, named *Badan Usaha Milik Desa Pekraman Sanur (BUMDPS)*, which means the business entity owned by the local community. This business entity was formed after the handover of coastal management to indigenous communities of Sanur based on Governor's Decree on October 15, 1998. All service units, parking, taxation fee for religious ceremony practitioners, boats/*jukung*, traders/kiosks and street vendors are all managed and coordinated by BUMDPS. The local communities also do various forms of business, such as parking personnel, levy services, boat transportation personnel to Nusa Penida and Nusa Lembongan island, and merchants stalls/kiosk.

In addition to the above organizations, there are several forms of organizations or associations in PMT that support the development of tourism, those are:

- The fishermen have also formed an organization, the Fisherman Association of *Mina Sari Asih Sanur*. They do fishing activities, renting boats and fishing equipment for tourists, and helping the *Balawista* Sanur team in maintaining the safety of travelers who swim or enjoy the water sport facilities at PMT.
- The local community also has a youth group consisting of young villagers named *Karang Taruna Asta Dharma*. Their activity is to mobilize young villagers to make use of their creativities in various activities such as bazaar for fund-raising, race events for village anniversary, learning activities for young villagers in *pesraman* (a place to learn about Hinduism), etc.
- *Wahyu Baruna* Transport is a transport organization managed by the local community.
- *Hansip* is a civil defense organization owned and managed by the local community. The duty is to maintain security and anticipate possible criminality.

Furthermore, as a beautiful beach, PMT is used as a place to do the *Nyekah* ritual. *Nyekah* is a part of cremation (called *Ngaben*) held by Hindus in Bali. All religious activities require boat payment to Nusa Penida. This beach is one of the locations of Sanur Village Festival which held by the local community every year as listed in Bali event calendar. Those events make this area interesting.

2.2 Community Involvement in Policy and Training

The government and local community fully support tourism activities in PMT. The management of PMT is run by empowering the local community of Sanur Village.

Efforts made by the government towards empowerment, conducted by the Department of Tourism in Denpasar along with academics and practitioners, provide training and socialization to local community about tourism, management of community-based tourist areas. Through the existence of training and socialization to the community, it is expected that the knowledge about tourism will increase, so that the local community have an awareness that in the end they also can enjoy the benefits of tourism.

2.3 Socio-cultural Benefit

Managing PMT also provides socio-cultural benefits to local community. These socio-cultural benefits include: the linkage and engagement between local community and the wider society, benefits to organizational foundations or social institutions, and benefits to the arts and traditions:

- Linkage and Engagement between Local Community and Broader Communities.
Managing PMT also enhances the relationship between local community, tourists and wider community. The local community is able to exchange ideas and exchange knowledge with visitors in PMT. They also communicate and know the outside world from exchanging thoughts and information.
- Development of Organizational Fundamental or Social Institutions.
All organizations owned by the local community get benefits from managing PMT. These benefits include information gained from tourism area management activities and links between existing organizations.
- Preservation of Traditions and Customs.
Socio-cultural benefits that the local community also gain in managing PMT is the benefit of preserving Balinese traditions and customs by introducing them to PMT visitors.

2.4 Environmental Benefits

The empowerment of local community in managing PMT also provides positive benefits in the form of

environmental conservation. Managing PMT is an effort to preserve the environment while maintaining coastal area.

Awareness of the importance of the environment is often realized only after the environment is already damaged by tourism exploitation. However, the management of PMT and the local community have agreed to preserve the environment.

3 CONCLUSIONS

The management of PMT is managed by the local community who get support from the government, academics and practitioners through training and socialization in tourism sector.

The socio-cultural benefits of empowering local community are building relationships between local community, tourists and the wider community, the development of organizational foundations or social institutions, and preservation of traditions and customs.

In addition, local community empowerment in managing PMT is also beneficial for the preservation of the environment.

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