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Implementation of Community-Based Ecotourism Concept in Pakseballi Tourism Village, Bali Indonesia

I Kadek Merta Wijaya

Abstract

Sustainability and synergy are important aspects of an ecotourism village that contains learning and conservative aspects of the natural environment and provides welfare to the local community. Community-based tourism is the approach used in realizing the ecotourism concept. Pakseballi Tourism Village is one of the tourism villages in the Klungkung Regency which has potential assets in the form of nature, local traditions and culture, the local craft industry, and culinary. The development of tourism in this tourism village is still Eco-Aware - tourists only visit natural attractions - while other tourist objects have not become a part of the synergy with Pakseballi Tourism Village. This community service research aims to formulate a community-based ecotourism concept development program in Pakseballi Tourism Village. The approach used is a community based on prioritizing sustainability aspects - economic, social, and environmental. As a result, there is community participation in identifying potentials as part of the local community life system, physical planning by considering sustainability aspects and establishing cooperation with related institutions and institutions.

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Implementation of Community-Based Ecotourism Concept in Paksewali Tourism Village, Bali Indonesia

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Abstract— Sustainability and synergy are important aspects of an ecotourism village that contains learning and conservative aspects of the natural environment and provides welfare to the local community. Community-based tourism is the approach used in realizing the ecotourism concept. Paksewali Tourism Village is one of the tourism villages in the Klungkung Regency which has potential assets in the form of nature, local traditions and culture, the local craft industry, and culinary. The development of tourism in this tourism village is still Eco-Aware - tourists only visit natural attractions - while other tourist objects have not become a part of the synergy with Paksewali Tourism Village. This community service research aims to formulate a community-based ecotourism concept development program in Paksewali Tourism Village. The approach used is a community based on prioritizing sustainability aspects - economic, social, and environmental. As a result, there is community participation in identifying potentials as part of the local community life system, physical planning by considering sustainability aspects and establishing cooperation with related institutions and institutions.

Keywords-*Community-Based Tourism; Development Programs; Ecotourism; Sustainability; Tourism Village*

I. INTRODUCTION

Bali tourism is a sector that is very developing and is the prima donna of the world [1]. This achievement is of course inseparable from the potentials of nature, culture, and customs as a tourist destination in Bali. Tourist activities like enjoying natural beauties and cultural attractions as well as traditional arrangements are still maintained today. This development is an opportunity for tourism figures, both local and non-local, to invest in the tourism sector in Bali. This development creates an imbalance between the potentials as a tourist attraction and these tourism activities. The number of tourist accommodations has sprung up without paying attention to the natural and cultural ecosystem, non-local tourism figures carry out tourism business activities in Bali, the emergence of non-local products, and so on. Tourist accommodation that does not pay attention to environmental quality will decrease the potential for the environment as a tourism asset. This means that the presence of the tourism sector has a positive impact on economic development, but on the other hand, it will pose a great risk to environmental sustainability, so it needs wise management of these environmental resources for sustainability in the future [2]. The sustainability of tourism potential is an aspect that must be taken into account in the planning of a holistic tourism area, which means that in planning a tourist attraction, there is a need for a mindset in the form of a social, economic, and environmental perspective that must be considered in maintaining the sustainability of tourism carrying capacity [3]. Tourism management that does not pay attention to the aspect of locality has an impact on the community who only acts as an audience and

does not get any benefit from this tourism so that there will be an attitude of indifference to environmental and cultural assets that are potential tourist destinations. Of course, local communities will experience very little of these benefits as figures who maintain these potentials [4]. This description is the initial milestone in the emergence of a tourist attraction managed independently by the local community called the Tourism Village. The characteristics of a tourist attraction in the form of a tourism village are the integration between tourist attractions, tourist accommodation, and local communities in a structural order of community life based on applicable procedures and traditions [5]. Furthermore, it can be said that the keywords in the Tourism Village are the potentials of the village as a tourist attraction, the local community as tourism figures who are responsible for the sustainability of these potentials, and provide a form of comfort and hospitality in the form of tourist accommodation and have legal force (legality) in its operations.

One of the villages in Bali that is designated as a tourist village is Pakseballi Village. This determination is based on the Peraturan Bupati Klungkung No. 2 of 2017, Pakseballi Village is designated as a Tourism Village and has traditional and cultural potential, natural potential, and local craft potential as a tourist destination in their village. The potential of Pakseballi's traditions and culture is the sacred ritual of *Dewa Masraman*, the *Lukat Gni* tradition, the *Lente* dance tradition, the *Ngelawang* Dance, and the *Subali* Mascot Dance. Another potential is in the form of natural potential, namely the Tukad Unda area and the Mandean Hill area. Whereas the potential for local crafts is in the form of velvet *Wastra*, *Ikad Endek* weaving, Balinese building, glass painting, and Balinese *gamelan*. Apart from these potentials, Pakseballi Village also has local culinary delights, namely *Jaje Bulung*, *Masak Porridge*, *Serombotan*, *Koples* Noodles, and *Rujak Bir*. The description of these potentials can be seen from the distribution of the map of Pakseballi Village below.

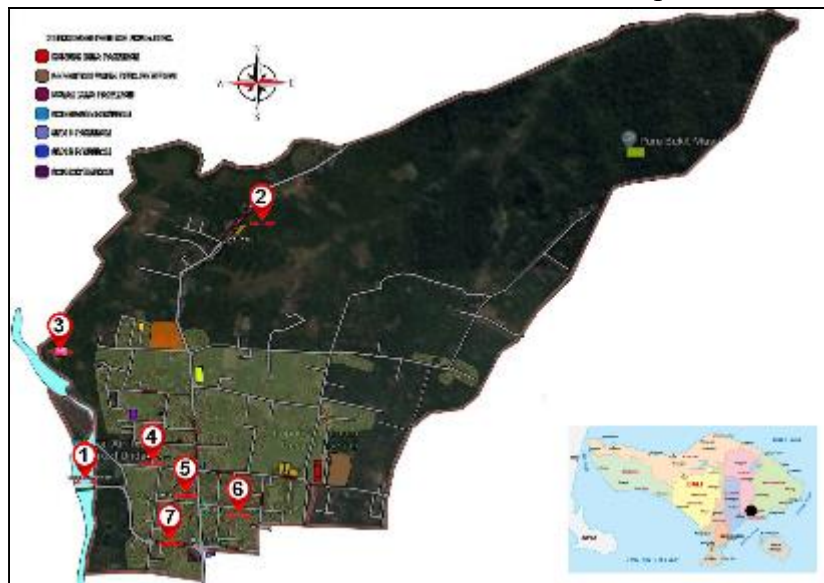


Figure 1. Map of Pakseballi Tourism Village Potential Distribution



Figure 2. 1st Potential: Tukad Unda (Unda River)



Figure 3. Potential 2nd: Mandeian Hill



Figure 4. 3rd Potential: Taman Seganing Temple



Figure 5. 4th Potential: Tedung Bali Craftsman



Figure 6. Potential 5th: Weaving Fabric Craftsman (pictured left), Velvet Fabric Craftsman (center pictured), Gamelan Craftsman (pictured right)



Figure 7. Potential 6th: Glass Painting Craftsman



Figure 8. 7th Potential: Klangsah Craftsman (coconut leaf woven)

These potentials have not been fully managed in a systematic, structured, and planned manner. Tourist activities are limited to Eco-Aware, namely tourists who come only to visit natural attractions [6]. There are Eco-Aware in Pakseballi Village such as Tukad Unda (this object has a beauty in the form of water falling on the terraces to form like a curtain and this place is used as a place for bathing by the local community) and Mandean Hill (a hill that is both natural and often used for tracking and hiking). While other potentials have not been touched at all because there is no scenario for tourist activities in the Pakseballi Tourism Village, either in the form of a development concept or program nor the unavailability of a tourism center in the village. The potential for tradition and culture will be difficult to watch because this activity is sacred and its activities are incidental, whereas there is no such activity program. The same thing also happens to the potential of local crafts, tourists and visitors do not know the exact position of the craftsmen's location because they are home crafts. Tourists who come to Pakseballi Tourism Village sporadically, mostly are backpackers, the rest are visitors who come in groups or who come using a guide. The involvement of the local community in tourist activities is still minimal even though there is a Travel Awareness Group in Pakseballi Village, but its programs are still minimal.

The problems mentioned above have received serious attention from various groups in creating an independent tourist village. Because the concept of a tourism village is not just an object of "something to see", but there must be independent activities of the local community in managing tourism, both as managers and those who provide tourist accommodation services. As a result, the sustainability of these tourism potentials becomes a continuation of both the economic, social, and natural sectors. Moreover, the growing issue is that with the emergence of tourist accommodation such as lodging and restaurants in Pakseballi Village, which is owned by personal, of course, the concept of a tourist village as a concept of independence will disappear.

The sustainability of these potentials is a form of ecotourism by involving local communities as the owner. Ecotourism is a form of tourism (travel) while preserving the environment (nature and culture) or can be referred to as tourism that is responsible for natural resources, the existence of educational and conservation specs, and can increase local or local community records [7]. An understanding of the meaning of ecotourism will provide keywords about sustainability, improve the community's economy as a form of sustainability in the economic sector (economic sustainability), maintain or preserve natural resources as a form of environmental sustainability, and protect the social life of the community both in customs, as well as local patterns of life as a form of social sustainability. This is by a statement or understanding of the sustainability of a balanced environmental quality that focuses on three pillars, namely economic, social, and environmental sustainability [8].

The purpose of this activity is to formulate concepts and strategies for the development of the Pakseballi Tourism Village through a community-based ecotourism approach. The keyword for the ecotourism approach is sustainability (economic, social, and environmental) through the involvement of the Pakseballi Village community. This community participation must be supported by competent parties in the field of tourism and management to produce an independent community in managing their village.

II. RESEARCH METHOD

The Pakseballi Tourism Village development program uses a Community Based approach in realizing the sustainability of the potential as a tourism asset in the village. These potentials are very valuable assets for the economic, social, and environmental sustainability managed by the local community. The sense of belonging and being part of the life system and continuity of the Pakseballi Village community is a method of maintaining village assets as developing assets that are ecotourism in nature. Indirectly, the community has

economic independence through developed handicraft businesses, jointly preserving natural potential through community involvement in village tourism management, the community providing lodging accommodation by empowering villagers' houses, and being able to provide other tourist attractions. Before the community able to do tourism service independence, they must be able to map the resources or assets of Pakseballi Village. The Asset-Based Community Development approach was carried out by mapping the assets owned by the community so that the tourism development program is by the conditions, needs, and goals of the community [9].

Another approach used is economic, social, and environmental sustainability [8], which was aimed to maintain the balance of life for the people of Pakseballi Village. The existence of tourism village activities can improve the economy of the local community, which is managed by themselves, equal distribution of welfare that is felt by all levels of society, as well as the sustainability of natural resources as capital in creating welfare and further sustainability. This sustainability model - economic, social, and environmental - is driven or acted by the local community as an asset for the Pakseballi Tourism Village. The methods used in the Pakseballi Tourism Village development program through a community-based ecotourism approach are: (1) identifying the potentials of Pakseballi Tourism Village - nature, culture and traditions, local arts and crafts and local culinary; (2) create a tourist village map which is equipped with clear information about tourist objects; (3) carry out promotions through print and online media; (4) assisting the independent management of tourism actors; (5) making a regulation in implementing tourist village attractions; (6) involving the community and tourists to appreciate nature through nature tourism; (7) generating small and medium enterprises in the local community by developing local products and (8) providing opportunities for all communities to be involved in implementing tourism village attractions through fostering tourism village governance and (9) providing physical tourist accommodation facilities in the form of supporting facilities that are environmentally friendly and integrated with the life system of the local community.

III. RESULTS AND DISCUSSION

A. Physical Problems

- The distribution of potential points in Pakseballi Village was spread over large distances and has not been supported by information facilities in the village. This will have an impact on not being thoroughly touched on these potentials.
- There were no tourism support facilities in each tourist destination in Pakseballi Village.
- The places for craftsmen in Pakseballi Village were spread in villagers' houses in the hinterland, so it is difficult to reach them if there is no clear information about the whereabouts of these craftsmen.
- The large water discharge in Tukad Unda when the rainfall is high caused very strong water flow. This needs to be considered regarding the safety aspects of tourists visiting the place. There was no tower view facility to enjoy the beauty of Tukad Unda.
- The potential for culture and tradition in the form of local dances in Pakseballi Village cannot be enjoyed by visiting tourists because they are only performed at certain times.
- The absence of tourist services for information on potential in the Pakseballi Tourism Village
- No accommodation integrates with the local community such as a homestay, so tourists will feel the atmosphere of the local community life more closely.

B. Non Physical Problems

- The flow of tourist activities was not clear and structured, which causes the circulation of tourists to be sporadic.
- The Bukit Mandeian area has no regulations in entering the area, both aspects of tourist safety, environmental protection aspects of the hill area, and hospitality facilities.
- Lack of foreign language skills from the Pakseballi Tourism Village community
- There was no legality in developing a tourism village, both operational legality, and legality in maintaining the potentials of Pakseballi Village.

These problems are the result of discussions with the Head of the Pakseballi Tourism Village Travel Awareness Group and the Pakseballi Village Head, which are shown in the following figure 9:



Figure 9. Discussion and signing of partner cooperation

C. Community-Based Ecotourism Approach

The formulation of the Pakseballi Tourism Village development concept was based on a community-based ecotourism approach. This approach was chosen based on the original potentials of the village and the need for local community independence in village management. Ecotourism is understood as a tourist trip to remote areas to enjoy as well as learning and understand the potential of nature, culture, and customs as well as improving the economy of the local community. Tourism activities are responsible for natural and cultural resources through education, understanding, and protection of these resources [10]. From this understanding, several aspects need attention, namely (1) mass tourism; (2) conservation value; (3) educational value; (4) economic value; and (5) the value of community participants.

The keyword that is learned from understanding ecotourism is "sustainability". Sustainability will be achieved if these potentials are part of the management structure and system and provide an increase in the standard of living of the manager. This means that the involvement of local communities in tourism management will have a positive impact on the sustainability of these resources as tourism potential. The positive impacts include economic, social, and environmental aspects. Full community involvement will prosper the economic life of the community, natural social relations between the local community and tourists are well-established which means that the service provided is due to necessity but is something that runs as hospitality, and the concept of "owning" the resources will impact on the sustainability of these resources.

A full community approach is a criterion in realizing a sustainable eco-tourism area. The community involvement in question is in the aspects of planning, managing, implementing ecotourism with all its benefits [11]. There is an active role of the community which clearly understands the existence of its

resources and creates jobs for the community itself. Community-based ecotourism approaches, namely (1) community participation; (2) local ownership; (3) economic value; and (4) educational value.

D. Problem Solution

1. Planning Concept

The stage in this planning concept is divided into two, namely, stage 1 (briefing) and stage 2 (identification and scenario). Stage 1 (briefing) namely:

- Assist the community regarding community-based tourism governance and management and with the concept of ecotourism. The community needs to be educated about hospitality, namely using English or other foreign languages efficiently, being able to communicate well with tourists, being able to plan, implement and evaluate tourism activities in Pakseballi Village.
- Fostering cooperation between communities and groups and supporting each other in creating togetherness to build a sustainable Tourism Village.
- Formulate regulations that are regulated in the local customary village law or village *awig-awig* (local regulation) in a systematic and measured manner which leads to the preservation of resources as part of a tourist attraction
- Reviving the potential of local resources that can attract tourists visiting Pakseballi Village. Generating this sector is not based on the interests of tourists but is part of the life of the local community. This aims to create a natural tourist attraction, meaning that the existing attraction is part of the life system, not packaging for the benefit of tourist activities.
- Collaborating with government and private parties as well as universities and educational institutions to assist tourism village management and governance
- The community receives training in promoting tourism villages and training in entrepreneurship in developing small industries as part of tourist destinations

After stage 1 has been completed, the next step is for the community to identify the potentials of Pakseballi Village and plan scenarios for tourism activities. The activities in stage 2 are as follows:

- Identifying and collecting data on the potentials in Pakseballi Village. This identification is illustrated using the Pakseballi Village tourism distribution map where each potential spot provides clear information, namely history, usage regulations, and mileage information. This will make it easier for visitors to travel without having to get into trouble when they are at the location. The local community map the information and place it in strategic places in the Pakseballi Village area. Direct community involvement and the existence of regulations in tourism activities are part of the sustainable concept to maintain the sustainability of these potentials (environment sustainability). With direct community involvement, of course, they will feel the strengths and weaknesses of Pakseballi Village resources more closely. Cooperation and mutual assistance between communities will create sustainable social relationships (social sustainability).
- Tourism support facilities were still minimal in each tourist destination in Pakseballi Village. The first step that can be taken to plan these supporting facilities is to identify the activity program in each of the tourist destinations of the Pakseballi Tourism Village so that the form of the facilities to be planned is appropriate. Wherever possible reduce permanent facilities and able to integrate with the surrounding environment. Visitors are directed to the concept of education through an introduction by experiencing the conditions of existing resources. Therefore, the planned facilities will not damage the environment (environment sustainability). The management of these supporting facilities is coordinated by Pokdarwis (Tourism Awareness Group) and the community

equally gets the same benefits (economic sustainability). This planning involves the community, tourism managers, and the government so that the guidelines have many ecotourism approaches. Community involvement is an effort to build communication with the local community as a village asset that has been built a long time ago (social sustainability).

- Information regarding local craftsmen in Paksewali Tourism Village was still very minimal, while empirically these craftsmen can produce handicrafts that are not only in demand domestically but abroad. The program planned is to identify the distribution of local craftsmen who have been an asset for the economic development of the local community. This identification aims to map the local craftsmen who are prepared as local tourist destinations in the planning of the Paksewali Tourism Village development program. The business places are generally located in the houses of the craftsmen who have not been arranged compactly so that the future planning for each craftsman place is given a sign in the form of the name of the craftsman and the owner so that there is uniformity of identity. In this physical planning, there is a map of the distribution of the craftsmen in Paksewali Village which is equipped with the specifications of the craftsmen so that visitors or tourists can understand the character of each craftsman in Paksewali Village. Developing local craftsmen is a form of economic sustainability for the local community that can create local economic independence (economic sustainability).
- Tukad Unda is the largest river in the Paksewali Tourism Village which is famous as a place for photo spots such as pre-wedding photos, selfies, and even used as a place for ceremonies to commemorate the Independence of the Republic of Indonesia every August 17. The charm of the beauty of the "water curtain", Tukad Unda attracts the attention of tourists visiting Paksewali Village, but at certain times (the visiting season) the Tukad Unda water has a heavy flow. In this condition, in its physical planning, a physical security system is needed, so that in heavy water conditions, tourist activities can continue comfortably and safely.
- Another tourist asset in Paksewali Tourism Village is local dances. These dances are only danced during ritual ceremonies in the village. In the planning, the program of activities carried out is to schedule these activities even though on certain days. The goal is to maintain the sacred value of these activities. This cultural attraction, of course, has its benefits for the community, namely, these activities generally take place at night so that it requires visitors to spend the night in the Paksewali Tourism Village. This will have an impact on the provision of homestay facilities managed by Paksewali Village, with regulatory planning that must be right on target.
- The problem that has arisen so far in Paksewali Tourism Village is that it is not yet structured and systematic as well as centralized tourist information in Paksewali Tourism Village. Tourists have difficulty getting this information. In its planning, a Tourism Information Center for the Tourism Village of Paksewali is required which includes: (1) information about tourism potentials in the form of a map equipped with object specifications; (2) information on tourism activity procedures; (3) a place for rental of tools or equipment for tourists who wish to carry out tracking, cycling and other adventure activities; (4) information in the form of physical and digital replicas of the elements that become tourist attractions, such as agricultural tools, tools for weaving local fabrics, photos of ritual activities and their specifications and others.
- The potential tourist attraction of Paksewali Village needs to be packaged into a program that can provide an increase in the standard of living of the local community. Lodging which is managed locally by the local community is an answer to this problem. Making the house sit as a place to stay (homestay) so that visitors or tourists can feel the rural atmosphere in the morning, afternoon,

or evening. However, this must be packaged into a hospitality residence. Planning a homestay and guest house through the following approaches: (1) the aspects of hospitality and cleanliness are prioritized, even though the conditions are using people's houses; (2) indigenous aspects, namely the set of activities between lodging places and community residences in one site, meaning that tourists experience the lives of residents; (3) social aspects, namely the existence of good communication between indigenous people and tourists who stay overnight. This approach must be accompanied by socialization and training for the community in providing hospitality services to tourists.

- Tourist activities in Pakseballi Tourism Village require a planned and structured circulation concept. Programs that can be carried out in preparing this concept are identifying the destinations to be planned as tourist spots, determining the time to visit these destination spots, planning short and long activity packages by paying attention to the aspect of equal distribution of each destination. The flow of planned activities is outlined in the form of leaflets and the Pakseballi Tourism Village website so that visitors get an overview before visiting Pakseballi Tourism Village.
- The sustainability of natural potential in Pakseballi Tourism Village is very important to be maintained. It requires conservative planning in preserving the Mandean Hill. This can be done through planning regulations to visit these attractions. Involving the local community in protection efforts, providing education to visitors about the importance of environmental conservation of Mandean Hill as one of the tourist destinations in Pakseballi Village. Planning supporting facilities that pay attention to environmental aspects, meaning that zoning system uses space as supporting facilities in non-critical (not conservative) zones and the appearance of the building uses a harmonious approach to the environment such as using environmentally friendly wood materials.
- Communication between locals and tourists is very important in creating social relations. The community needs to be able to communicate without intermediaries from tour guides. In planning the development of the Pakseballi Tourism Village which is community-based, not only the physical aspects are the priority but also the human resources of the local community in communicating with foreign tourists. A plan is required for training in foreign language communication (mainly English) for the public. This means that the independence of aspects of community assets can be optimized.

2. Implementation Concept

a) Short Term

- The first step that can be taken in the Pakseballi Tourism Village development program is to map tourism potentials as assets of Pakseballi Tourism Village. The mapping is complemented by a descriptive description as well as the specifications and advantages of each destination. This mapping involves the community and facilitators (competent institutions).
- Create a destination map that can attract tourists in the form of a destination distribution map image or an animated video of the village's potential.
- Also, collaborating with related institutions in promoting tourist destinations online.
- It is no less important to guide the community regarding community-based tourism villages, namely, training in foreign languages, training in developing homestays or guest houses, reviving local traditions to enrich tourist destinations, supporting each other in equal

distribution of responsibilities and local welfare, as well as guidance on maintaining environmental cleanliness from waste pollution.

- Planning a simple tourist information center as the front office of the Paksewali Tourism Village.
- In collaboration with government health agencies to provide health services for tourists visiting Paksewali Tourism Village

b) Long Term

- Arranging tourist objects, namely natural tourism, local crafts, local culinary delights, and local traditional activities through an indigenous approach that is separated from the aspects of renewal that can erase local identity. This arrangement certainly focuses on providing comfort and safety for visitors.
- Making regulations in the implementation of Paksewali Village tourism activities so that they are legally legal.
- Conduct evaluation of activities accompanied by related parties such as the government and competent institutions in their respective fields. This aims to support the sustainability of the tourist village

IV. CONCLUSION

Paksewali Tourism Village has the potential for culture and tradition, natural potential, the potential for local craftsmen, and the potential for local culinary. This potential is certainly a very valuable asset in the development of a tourism village. The sustainability of these assets is of course very important in formulating the concept of an ecotourism-based tourism village. This sustainability is certainly supported by a sense of ownership of these assets as part of the economic, social, and environmental system of Paksewali Village. The involvement of the local community as actors implementing tourism activities is very important in supporting the welfare of the local community. The concept of developing Paksewali Tourism Village uses a sustainable approach to economic aspects (economic sustainability), social aspects (social sustainability), and environmental aspects (environment sustainability). This approach is rooted in the community of Paksewali Village: community involvement in the implementation of tourism activities, the community as a provider of tourist accommodation, provider of tourist attractions, the community has friendly hospitality in communicating with visitors, the community who maintains the sustainability of the natural environment as regulated in the Paksewali Village regulations. The community approach is a driving asset and executing tourism activities in Paksewali Village as part of ecotourism in supporting the sustainability of the community and the local environment.

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