



The Involvement of Local Community in The Tourist Attractions of Baliwoso Upadesa, Pengotan, Bangli

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ABSTRACT

Bali, which is essentially the center of Indonesian tourism which is known by all foreign tourists, has all kinds of tourism that tourists need. One of the tourism sectors is special interest tourism, especially in rural areas. The involvement of local community participation plays an important role in the development and preservation of the environment and local resources. However, most of them work as farmers, of course they lack knowledge and experience in the field of tourism. So that in involving the community it is necessary to do training first. This study aims to analyze the form of local community involvement in Pengotan Village by using the theory of participation and the function of human resources. This research was conducted by collecting qualitative data. Data obtained from interviews and observations. After the data was obtained, the researchers analyzed the data using Miles and Huberman. The results of this study found that the Pengotan Village Community involved in Baliwoso participated actively in a

top-down or bottom-up manner, starting from managerial functions to the operational functions of Upadesa Baliwoso. This provides a boost to employment opportunities or additional income by working to meet the operational needs of tourists visiting Baliwoso.

1. INTRODUCTION

Tourism is a human activity that involves doing fun things outside of daily routines and activities. Tourist activities are usually done outside of one's own area (Auster et al., 2020; Kusumajanti et al., 2021; Pajriah, 2018). People who engage in tourism are called tourists, and they typically seek interesting and enjoyable tourist destinations to visit. Tourism itself has many types of activities, ranging from relaxing to extreme activities, such as beach tourism, urban tourism, rural tourism, spiritual tourism, mountain tourism, nature tourism, adventure tourism, historical tourism, marine tourism, and many more (Arismayanti, 2017; Edison et al., 2019; Sylvia, 2017).

Bali, which is essentially the center of Indonesian tourism, known to all tourists worldwide, has all types of tourism that tourists need (Astuti et al., 2019; Darmawijaya et al., 2019; Sambou et al., 2019). One of the interesting new types of tourism is experiencing tourism, a special interest tourism that invites tourists to do activities outside that have never been done before, so that the experience will be remembered and brought back by the tourist to their home area (Iwayan & Utama, 2016; Mustika et al., 2013; Sari et al., 2022).

Special interest tourism, experiencing tourism, is usually done by tourists by completing a mission, job, or game provided. This activity is carried out in green open spaces, houses of residents, rice fields, farms, and even forests (Abdillah et al., 2022; Wirawan et al., 2020). Certainly, this tourist activity will be guided by a facilitator who will guide tourists to complete each game. The facilitator must have high communication skills and creativity to be able to guide tourists in every experiencing tourism activity (Ahmad et al., 2021; Raharjana & Putra, 2020; Setiawan, 2016). Human resources, along with training provided by the destination provider, must have high standards (Amilia et al., 2020; Ristiana & Yusuf, 2020; Suwintari et al., 2023).

One of the special interest tourism destinations for experiencing tourism in Bali is Baliwoso Upadesa located in the Pengotan Village, Bangli Regency. Established since 2009, it invites tourists who come to learn how to make udeng, learn how to make baskets, play enggrang, learn to play gamelan, and many more. Baliwoso Upadesa has human resources from volunteers, local communities, and academic graduates. The involvement of the local community in this destination is intended so that the local community can also develop in line with the development of this tourism destination (Azwar, H., Yudistira, S., & Edmizal, 2020; Purnomo et al., 2021; Yuliana et al., 2017). The local community selected must be those

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who have the desire and potential to become competent human resources in their respective fields needed by Baliwoso Upadesa. The selection process, training, and practice in tourism activities must be carried out for local communities who want to become part of Baliwoso Upadesa (Bhowmik et al., 2020; Kanoksilapatham & Suranakkharin, 2018; Wirawan et al., 2020).

Based on the important role of human resources in advancing village tourism and the problem of the field that has not been as expected. Researcher is interested in conducting this study with aims is to analyze the form of local community involvement in Pengotan Village using participation theory and human resource function.

2. METHODS

The location of this research is in a special interest tourism destination called Baliwoso Upadesa, Pengotan Village, Bangli Regency. Bangli is a regency located in the province of Bali, Indonesia. This research was conducted by collecting qualitative data. Qualitative data is data in the form of sentences, words, or pictures (Sugiyono, 2015). This qualitative data was obtained from primary data sources. Primary data sources are data that are directly collected by the researcher from their original sources. The data was obtained from interviews conducted by the researcher with the managers of Baliwoso. Interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic. The researcher also conducted observations at the research location. Observation is a complex process, a process composed of various biological and psychological processes. The scope of this research is limited by using community participation theory (Tosun, 1999) and managerial and operational human resource management functions (Hasibuan, 2016). After the data was obtained, the researcher analyzed the data by reducing or summarizing the data collected in the field and systematically arranging the data, which was then presented in the form of a written summary of the results of interviews and observations. After the data was presented, conclusions were drawn based on the research presented in the written data (Miles et al., 2014).

3. RESULTS AND DISCUSSIONS

Result

Baliwoso Upadesa, initially known as Baliwoso Camp, was established in 2009 and managed by a private party from Jakarta, Rakata Adventure. At first, the Baliwoso location was rented for Bali cattle farming by Mr. Widi Wibowo. In that year, Bali cattle farming experienced a decline. Mr. Widi Wibowo had a colleague named Mr. Irwan Saroso who was a tourism consultant, who then gave the idea to turn the Baliwoso location into an environmentally based tourism destination. The initial activity at Baliwoso only invited tourists to walk around the local garden and feed the cattle. Over time, tourists who came were interested in the activities at Baliwoso and asked for accommodations to be built so they could stay for more than one day.

The management received input from tourists and then built four tent accommodations at Baliwoso. From 2010 to 2015, Baliwoso still had few tourists. However, in 2015 Baliwoso started to rise because Rakata, the Baliwoso Camp Marketing Team from Jakarta, got guests who were national companies and banks to try the experience of staying at Baliwoso. In 2018, the ownership of Baliwoso began to transition to the Pengotan Village under the supervision of the Badan Usaha Padruwen Desa Adat (BUPDA) Upadesa Pengotan Adat Village with profit sharing for the previous manager, PT. Triwoso Agro. Until now, Baliwoso has 11 tents with a maximum capacity of 100 people, which are divided into three categories: family, deluxe, and group standard. Some activities provided by Baliwoso include a talent show, ATV games, gardening, tracking, team building, and many more.

Since its inception, Baliwoso has always involved the local community until now. The community was initially only involved as supporters in every activity carried out by Baliwoso when tourists were present. Such as helping to prepare activity areas, food, and other properties. Previously involved communities will be trained first in both technical activities and how to deal with guests. This training is certainly not separated from the lack of experience of the Pengotan Village community in the tourism sector, considering that the majority of the community are farmers and livestock breeders. As time went by, the involved community became more skilled, and finally, in 2018, during the ownership transition period of Baliwoso, the Pengotan Village community also took over the management structure at Baliwoso. There are several permanent employees at Baliwoso and dozens of daily contract workers who are employed when tourists are present and for the maintenance and cleanliness of Baliwoso. In addition, every food consumed by tourists is the result of the cuisine of the Pengotan Village community. This certainly helps the economy of the surrounding community of Baliwoso.

Baliwoso, which is an environmentally based tourism destination that provides experiencing tourism to tourists, needs to involve and require an active role from the community. Because the existence of Baliwoso located in the village and not many other tourist destinations around makes Baliwoso difficult to recruit people from outside the village to work there. In a recent study, it was reported that the involvement of local community participation plays an important role in the development and preservation of the environment and local resources. In developing countries, tourism is considered a sustainable source of income for rural and local communities. Local community participation is an appropriate component of sustainable tourism and ecotourism.

Discussion

Based on observations and interviews conducted by the author on the field, the community initially participated in Baliwoso due to encouragement from the management. This encouragement came in the form of job offers for daily workers who were called in when Baliwoso needed manpower to receive and serve guests, maintain and repair facilities, and keep the Baliwoso area clean. Meanwhile, the community members who became permanent employees participated spontaneously in every activity and planning carried out by Baliwoso. Since Baliwoso has been acquired by the Adat Village, the involved community, especially the permanent employees of Baliwoso, have participated in planning and organizing every activity at Baliwoso. In addition, the employees who work in the managerial field create regulations and management in Baliwoso so that this destination can run smoothly. As a destination, human resource management is certainly very important for knowing each function (AbuKhalifeh, A. N. et al., 2013; Azhari & Wicaksono, 2017; Guiyao et al., 2017).

In terms of human resource management function, Baliwoso recruits community members as daily workers to become human resources with operational functions. This was conveyed by the interviewee, Mr. I Wayan Suparmadi, the marketing team member who agreed to be interviewed by the author to replace the main informant, Mr. I Wayan Bayer, the manager of Baliwoso. Certainly, as human resources working to fulfill the operational needs of a destination, training and introduction to some knowledge about hospitality, work safety, and the mechanism of activities to be carried out by the destination towards tourists are needed (Huang & Huang, 2004; Johnson & Park, 2020; Zahedpisheh et al., 2017). These trainings are provided by the Baliwoso management team from the private sector to daily workers who want to work at Baliwoso. This training is also certainly a small education for the Pengotan Village community members who are involved because they have never worked in the tourism sector before. The Pengotan Village community, almost all of whom are farmers, now have an option for employment in Baliwoso.

With the existence of Baliwoso, job opportunities in the tourism sector in Pengotan Village start to open up. Although most of the daily workers still work as farmers. In the managerial function of human resources in Baliwoso, permanent employees are people who have been part of Baliwoso for a long time (Mohd Zubir et al., 2021; Osei et al., 2019). For example, Mr. I Wayan Bayer, who has been working at Baliwoso since it was established in 2009. Mr. I Wayan Bayer now serves as the person in charge of Baliwoso under the supervision of the Badan Usaha Padruwen Desa Adat (BUPDA) Upadesa. In addition to Mr. I Wayan Bayer, there are still several permanent employees who are local Pengotan Village community members working in the administrative, marketing, and program activity fields at Baliwoso.

This study is in line with some previous studies. One of them is study that examining the views of the community roles at Katse area in Lesotho (Thetsane, 2019). The result revealed that local communities want to be involved when tourism policies are being made to enable policymakers to prepare a policy that meets stakeholders' needs and addresses their concerns. It is also supported by study that explores local community involvement in a rural tourism development in Kinabalu National Park, Sabah (Jaafar et al., 2015). The result show that Local communities enjoy being involved in the tourism sector because it improves their key income resources and quality of life.

Recommendations for the government or officials of Pengotan Village to conduct research on new tourism opportunities considering the positive impact that can be felt by the community and the Pengotan Village area, which is very suitable to be developed as an alternative tourism attraction. In addition, the village officials are expected to form a *pokdarwis* or Tourism Awareness Group so that the community of Pengotan Village has a platform in the tourism sector development in Pengotan Village. Recommendations for the management include providing more intensive training for the community so that in the future, the people of Pengotan Village will have the desire to work in the tourism sector, both in Baliwoso and outside of Baliwoso. In addition, the management should immediately revitalize the facilities and infrastructure that are starting to or have already deteriorated so that the comfort and safety of tourists can be guaranteed.

4. CONCLUSION

Based on the theory of community participation and the function of human resources, there are two types of involvement and functions of the Pengotan Village community towards Baliwoso, namely spontaneous participation for permanent employees who actively carry out managerial functions in Baliwoso Upadesa. Meanwhile, for the community members who work as daily workers or food service providers for guests, they are involved in a top-down manner or due to encouragement. The encouragement referred to is the encouragement in job opportunities or additional income by working to fulfill the operational needs of tourists visiting Baliwoso.

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