MAKING PARTICIPATORY POLICY IN BUILDING TOURIST VILLAGE GOVERNANCE IN KLUNGKUNG REGENCY, BALI, INDONESIA

by I Ketut Sudiarta
MAKING PARTICIPATORY POLICY IN BUILDING TOURIST VILLAGE
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Abstract
The challenge of developing marine ecotourism in Bali is to optimize the implementation of ecotourism principles in accordance with local Balinese wisdom so that ecotourism contributes optimally to the conservation of nature and Balinese culture, increases collective awareness of natural and cultural values, improves the welfare of local communities, minimizes the impact on environmental damage, and provides meaningful experiences for tourists. The implementation of local wisdom as local ideas that are wise, full of wisdom, of good value, which is embedded and followed by community members in the implementation of ecotourism needs to be continuously instilled in stakeholders. In this context, this research was conducted with the aim of knowing: (1) Characteristics of resources as a core attraction for the development of marine ecotourism that is unique to a specific location in Bali along with the pattern or practice of its implementation, (2) The suitability of ecotourism principles with Balinese local wisdom, and (3) Attributes of the ecotourism principle which are strengths and weaknesses in the implementation of local Balinese marine ecotourism.

This research was designed with mixed methods. Sources of data are diving ecotourism destinations, traditional village administrators, and diving communities in diving ecotourism destinations which were collected by survey method. Measurement of respondents' expectations of the attributes or indicators of the ecotourism principle variables and their perceptions of the performance of these attributes in the practice of implementing diving ecotourism using a 5-point Likert scale (1-5).

The core attraction for the development of marine ecotourism in Bali is the combination of natural resources and human creativity. In practice, marine tourism destinations in Bali do not yet have a structured management pattern, such as management units, management regulations, guidelines, and financing mechanisms for sustainable destination management. In general, the implementation of marine ecotourism with local Balinese wisdom has not been in accordance with the principles of ecotourism. Of the 28 attributes or indicators of ecotourism with local wisdom according to ecotourism principles, only one attribute is appropriate, namely "The involvement of business actors and diving communities in nature conservation activities". Attributes that become strengths in the implementation of ecotourism with local Balinese wisdom that need to be maintained and improved performance are: (1) Respect for good local culture and wisdom, (2) Application of Standard Operating Procedures to minimize negative impacts on biodiversity and the environment, (3) Responsibility moral, ethical and behavioral responsibility towards the natural and cultural environment, and (4) Respect, courtesy, and friendliness to tourists. While the attributes that are weaknesses and need to be prioritized for improving their performance are: (1) Building awareness about the preservation of culture and local wisdom, (2) Use and operation of tourism facilities that have a low impact on the natural
environment, (3) Minimization of social impacts, behavior and psychology in the community, (4) Partnership and involvement of local community participation, (5) Use of local products, (6) Guidance on ecotourism as a diversification of the local economy, (7) Use of local labor, and (8) Capacity building and skills of local communities.

In order to realize competitive marine ecotourism, local Balinese wisdom, and sustainability, it is suggested to the government, business actors, and the diving community to focus and prioritize on improving the quality of the attributes of the ecotourism principle which are the weaknesses in the implementation of marine ecotourism in Bali, while the attributes that have been optimal performance needs to be maintained and even improved performance.

Keywords: conservation, environment, local community, sustainable.

INTRODUCTION

Villages and rural areas are seen as not only having a production function from farming, raising livestock, harvesting forest products, and processing other natural resources. Villages and rural areas have an important function as tourist destinations because they offer authentic tourism sites in the form of various natural and cultural tourist attractions that are closely integrated with nature, customs, and traditions. These are all that visitors need to have individual experiences.

Taking into account this potential, the development of villages and rural tourism has become a global trend in the mainstream of modern tourism. This type of tourism is often associated with alternative tourism and community-based tourism. The main motivation of this tourism market segment is "back to nature". The emergence of alternative tourism is also a correction to conventional tourism which is mass, hedonistic, and is seen as having moved away from the involvement of local communities as hosts of a tourism destination, especially in rural areas.

This tendency encourages the government, village communities, and rural communities to compete to make the village a tourist village. The goal is that villages that have unique and authentic tourism resource potential can develop into tourist destinations that directly benefit the village and its people. Through the development of tourist villages, tourists are expected to live in or near the village, interact with the local community, enjoy the village atmosphere, and gain learning about ways of life, traditions, culture, local wisdom, and admire rural nature. Then grow small-scale businesses managed by local communities to provide for various needs of tourists during their stays, such as eating, drinking, souvenirs, and tourist attraction services.

Nowadays tourist villages grow like mushrooms in the rainy season, including in Klungkung Regency, Bali. There are at least 18 tourist villages in Klungkung Regency. In reality, the achievement of tourist villages is still far from its mission. To achieve its mission, a tourist village requires effective governance, including a governance system as a management instrument, the ability to manage the system to be governed (all resources and social systems of the village community), as well as interact and build relationships with the external environment.

To build good and effective governance, tourist villages need future-oriented policy planning. Governance theory emphasizes that no single institution can effectively address governance challenges. Therefore, the involvement of stakeholders representing the government, market, and civil society is very important in developing a tourist village. One approach to facilitate a participatory future-oriented policy-making process by involving stakeholders is foresight planning (Havas, 2004; Berkhout and Hertin, 2002; Stratigea and Giaoutzi, 2013; Stratigea and Papadopoulou, 2013). This approach helps make choices in increasingly complex situations by bringing together the different knowledge and experiences of each stakeholder (Havas, 2004; Riafland and Wold, 2009).

The focus of this study is the development of the methodological framework of the LIPSOR module, which builds on the integration of scenario planning analytical models in supporting future anticipation and decision making to realize a developed tourist village by involving stakeholders.
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