

## Tourism Villages' Development in Bali, Mass or Alternative Tourism?

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### Abstract

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The policy of regional autonomy in Bali has implications for the autonomy authority granted at the regency/city level regarding the establishment of tourism villages in each regency/city in Bali. The number of tourism villages in Bali has increased significantly over the past decade years totaling 154 tourism villages. Tourism villages have high opportunities in equitable development between urban and rural areas, hampering the flow of urbanization, creating new employment opportunities, and creating a appreciation for traditional professions cultivated by rural communities which are the main attraction (such as farmers, weavers, fishermen). This study aims to analyze the typology of tourism villages and the potential for developing tourism village in Bali.

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**Keywords:** Tourism village, mass tourism, alternative tourism, Bali

### Introduction

Bali is one of the provinces in Indonesia which has many tourist attractions in the form of natural beauty, cultural uniqueness and customs. Since mastery by the Dutch, Bali seems to be opened wide for foreigners to visit. Bali is not only the arrival of foreigners as travelers, but not a few observers and cultural aspirants who come to record the uniqueness of Balinese art and culture.

From cultural aspirants consisting of writers, and painters, Bali's uniqueness is increasingly spreading internationally. Submission of information through various media by foreigners was apparently able to attract travelers to visit Bali. The admiration for Bali aroused the interest of foreigners calling Bali by the terms: The Island of Gods, The Island of Paradise, The Island of Thousand Temples, The Morning of the World, and various other praise names. The Bali region is administratively divided into eight regencies and one city, 57 Districts, 716 Villages / Sub-districts, 1,488 'Pekraman' Villages, and 3,625 'Banjar Pekraman' (Bali Provincial Government, 2018). Regencies and city in Bali consist of Jembrana, Tabanan, Badung, Gianyar, Karangasem, Klungkung, Bangli, Buleleng, and Denpasar City. The total area of Bali as a whole reaches 5,636.66 km<sup>2</sup> or 0.29 percent of Indonesian archipelago.

Cultural tourism has become the choice of development and mutual agreement as Bali's tourism identity. The agreement was reached in the 73 Bali Regional Culture Tourism Seminar on 15 September 1971 as outlined in Regional Regulation Number 3 of 1974 and then revised in Regional Regulation Number 3 of 1991 and Bali Provincial Regulation Number 2 of 2012 stating that tourism developed in Bali was Bali cultural tourism. Balinese cultural tourism, namely Balinese tourism which is based on Balinese Culture imbued with the teachings of Hinduism and the philosophy of 'Tri Hita Karana'.

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That is the main potential by using tourism as a vehicle for actualization, so as to realize a dynamic reciprocal relationship between tourism and culture that makes them develop synergistically, harmoniously and sustainably to be able to provide prosperity to the community, cultural preservation and the environment. Since the enactment of Law Number 22 Year 1999 concerning Regional Autonomy which was perfected by Law Number 32 Year 2004 concerning Regional Government, the focus of autonomy authority is given at the regency / city level. This has implications for the determination of several tourism villages in each regencies and city in Bali. The names of the tourism villages in each regencies and city can be seen in Table 1. The number of tourism villages in each regencies and city in Bali varies in number, where Buleleng and Bangli regencies have the 2 most tourism villages in Bali.

**Table 1 Number of Tourism Villages per Regency / City in Bali**

No	Regency / City	Number of Tourism Villages	Name of Tourism Village	Decree Number
1.	Buleleng	31	Ambengan, Pancasari, Gitgit, Sembiran, Julah, Pacung, Munduk, Pedawa, Tigawasa, Cempaga, Banyuseri, Banjar, Pemuteran, Bebetin, Lemukih, Sekumpul, Menyali, Sangsit, Jagaraga, Sawan, Paket Agung, Sidetapa, Les, Bengkala, Sudaji, Kalibukbuk, Sambangan, Wanagiri, Kaliasem, Gobleg, and Sumberkima.	Buleleng Regent Decree Number 430/405/H K/2017
2.	Bangli	31	Penglipuran, Guliang Kangin, Pengotan, Sedit, Undisan, Jehem, Kayuambua, Trunyan Desa, Bayung Gede, Kintamani, Suter, Buah, Sukawana, Batur Utara, Batur Tengah, Batur Selatan, Belandingan, Abang Batudinding, Abang Songan, Songan A, Songan B, Pinggan, Kutuh, Kedisan, Bunutin, Tembuku, Selulung, Catur, Peninjoan, Langgahan, and Guliang Kawan.	Bangli Regent Regulation Number 4 Year 2018
3.	Tabanan	22	Tua, Kukuh, Pinge, Jatiluwih, Mangesta, Lalang Linggah, Antapan, Kerambitan, Belimbing, Nyambu, Kaba-kaba, Biaung, Tajen, Tista, Antap, Gunung Salak, Megati, Wanagiri, Lumbung Kauh, Munduk Temu, Sanda, and Bongan.	Decree of the Regent of Tabanan per Tourism Village
4.	Karang- asem	20	Jasri, Budakeling, Timbrah, Tumbu, Tenganan, Antiga, Sibetan, Bugbug, Besakih, Padangbai, Nongan, Tanah Ampo, Kastala, Duda, Pringsari, Jungutan, Muntigunung, Sebudi, Selumbung, and Gegelang.	Karangasem Regent Decree Number 658/HK/2014
5.	Klung- kung	18	Tihingan, Timuhun, Bakas, Kamasan, Tegak, Gelgel, Besan, Pesinggahan, Paksewali, Jungutbatu, Lembongan, Ped, Batu Kandik, Tanglad, Pejuktan, Batununggul, Kelumpu, and Suana.	Klungkung Regent Regulation Number 2 Year 2017
6.	Badung	11	Baha, Pangsan, Mengwi, Munggu, Bongkasa Pertiwi, Petang, Belok, Carang Sari, Sangeh, Kapal, and Pelaga.	Badung Regent Regulation Number 47 Year 2010
7.	Gianyar	9	Singapadu Tengah, Singapadu Kaler, Batubulan, Kemenuh, Mas, Taro, Kendran, Kedisan, and Kerta.	Gianyar Regent Regulation Number 429/E-02/HK/2018
8.	Denpasar	6	Sanur Kauh, Sanur Kaja, Sanur, Penatih, Kertalangu, and Serangan.	Decree of the Mayor of Denpasar Number 188.45/472/HK/2015
9.	Jembrana	6	Ekasari, Blimbingsari, Perancak, Batuagung, Sangkaragung, and Delod Berawah.	Not yet published regulations
TOTAL		154		

Sources: Bali Tourism Statistic, 2018; Bali Provincial Tourism Office, 2018.

Determination of this tourism village maybe one solution given the uneven development of tourism in Bali (between South Bali and North Bali). In addition, the average population density of Bali in 2017 reached 753.37 people / km<sup>2</sup> with the highest population density and growth rate found in southern Bali, namely the highest density in Denpasar City which reached 7,155.27 people / km<sup>2</sup>; the highest population growth rate occurred in Badung City, which was 8.49 percent followed by Denpasar City 7.38 percent (Population Census, 2017 in the Provincial Government of Bali, 2018; Central Bureau of Statistics Bali Province, 2018). But the determination of so many tourism villages where there are no good planning, without coordination between regencies / city and also there is no clustering of tourism development, so that between one tourism village and another tourism village offer relative the same and monotonous products, then the market segments of that villages there are not different and there is no differentiator.

Some tourism villages have become new tourist attractions for tourists, but not a few of the established tourism villages have not experienced significant development due to various obstacles, such as: limited accessibility and infrastructure; lack of readiness of human resources and their mastery of knowledge and skills in the field of tourism; lack of stakeholders commitment; lack of awareness of protecting the environment; and also the limited of systems, networks and marketing strategies for tourism products. Village tourism or rural tourism is a form of nature-based tourism that reveals rural life, culture, art and heritage in these rural locations, so that it benefits local people, both socially and economically. This form of tourism, if able to be managed properly will be able to create a high direct impact on the local economy and socio-cultural maintenance efforts, as well as the preservation of the environment. Tourism village has high opportunities in equitable development between urban and rural areas, impedes the flow of urbanization, creates new employment opportunities, and creates a love for traditional professions that are cultivated by rural communities that are the main attractions (such as farmers, weavers, fishermen). Jakovic, et al (2015) stated the increasing saturation and competitiveness in the tourism market as well as individual ecological awareness, certain destinations try hard to create and offer acceptable tourism products that may be sustainable and unique at the same time, with the aim of attracting as much as possible contemporary. Gadad and Kamashetty (2014) state that the positive impacts of rural tourism development include: sustainable livelihoods, poverty alleviation, improvement of rural artists and rural artisans, empowerment of women, improvement of urban and rural infrastructure, better image, quality of life and human attitudes, the revival of traditional crafts, conservation of cultural heritage, and conservation of natural resources.

The dynamics of accelerating tourism growth increase the demand for alternative forms of tourism, strengthening the diversity of products and tourist destinations (Aziz et al, 2013). The distinctive feature of the tourism village tourism product is the direct contact between the host and guest; offers an atmosphere of physical and human environment in the countryside; high participation of rural communities in tourism; high tourist participation in the activities, traditions and lifestyles of the local people; strong culture and education in this form of recreational tourism. Combined with local hospitality and comfortable accommodation, rural holidays must also include natural attractions and historic attractions, local food, wine and traditional entertainment (MacNulty, 2004), which makes rural tourism products unique and combined products in the context of tourism experiences (Dissart and Marcouiller, 2012). The number of tourism villages in Bali with different typologies and characters, their development should be adjusted to the potential and uniqueness of their respective villages, so as to complement and support tourism development in Bali.

## **Theoretical Framework**

### **Definition of Tourism Village**

Difficult to distinguish between tourism villages with rural tourism. But there are different emphases between that definitions. The definition of a tourism village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that integrates with applicable procedures and traditions (Nuryanti, 1993). This definition emphasizes the existence of an overall planning and management element that is minimal in a village labeled as a tourism village, but is able to integrate with the life structure and traditions of the local community. Meanwhile, according to Inskip (1991) rural tourism is where small groups of tourists stay in or near traditional, often remote villages and learn about village life and the local environment. This definition emphasizes the existence of tourist activities undertaken by tourists in a tourism destination that presents an

atmosphere of rural life. Village tourism in the context of rural tourism can be referred to as an asset of tourism based on rural potential with all its uniqueness and attractiveness that can be empowered and developed as tourism products to attract tourist visits to the location of the village. The approach to developing tourism villages must be carefully planned so that the impacts that arise can be controlled.

Tourism Village emphasizes: 1) A form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that integrates with applicable procedures and traditions; 2) A rural area that has a unique attraction (both in the form of physical attraction / uniqueness of the rural natural environment and cultural social life), which is managed and packaged naturally and attractively by the development of tourism support facilities in a harmonious environment and planned management. So that the attractiveness of the countryside is able to drive tourist visits to the village, as well as fostering economic tourism activities that increase the welfare and empowerment of the local community. The development of a tourism village requires a study, so that the impact of the development of tourism activities in rural areas can be controlled, including through the development of a limited scale, taking into account the carrying capacity, and sustainability and can provide economic benefits, both directly and indirectly to the village community. Therefore, the development of a tourism village needs to emphasize the importance of community empowerment through community based tourism.

The developed tourism village should refer to careful consideration related to various aspects. The community has a good understanding of the tourism village and the existence of local potential that can be developed for tourism activities. In general, a tourism village is a rural area that has some special characteristics that are worthy of being a tourist destination, namely: 1) The population still has relatively original traditions and culture, has special food, agricultural systems and social systems, natural resources and the environment which is still original and maintained, has various facilities to support it as a tourist destination; and 2) These various facilities will make it easier for visitors to the tourism village in conducting tourism activities. The facilities that should be included are transportation facilities, telecommunications, health, and accommodation. Specifically for accommodation facilities, tourism villages can provide lodging facilities in the form of tourist lodges (homestays), so that visitors can feel the atmosphere of a pristine countryside.

Tourism village and rural tourism is a new branch of the tourism sector that has grown into a business potential in its own space. Some of the requirements that must be owned by a tourism village are (Nuryanti, 1993): 1) Good accessibility, making it easier for tourists to use various types of transportation; 2) Has an attractive tourist attraction consisting of art, culture, legends, local food, to be developed as a tourist attraction; 3) The community and village officials receive and provide assistance to tourism villages and tourists who come to their villages; 4)

Security in the village is guaranteed; 5) Availability of adequate accommodation, telecommunications and labor; 6) Cool or cold climate; 7) Connect with other tourist attractions that are well known by the wider community. At the same time this urbanization trend has led to a decline in income levels, lower employment opportunities in the total area leading to an analysis of urbanization in rural areas. Rural Tourism is one of the few activities that can provide a solution to this problem. In addition, there are other factors that shift the trend towards tourism such as increasing interest in heritage and culture and increasing accessibility and environmental awareness. In developed countries, this has produced a new style in the village to improve a relaxed and healthy lifestyle. This concept has taken a formal form (Anupama and Kamashetty, 2014).

### **Typology of a Tourism Village**

The typology of a tourism village based on the characteristics of its resources and uniqueness can be grouped into 4 (four) categories (Yogyakarta Special Region Tourism Office, 2014):

- 1) Tourism village based on the uniqueness of local cultural resources (traditional traditions of community life, cultural artifacts, etc.) as the main tourist attraction, namely rural areas with the uniqueness of various elements of traditional traditions and the uniqueness of people's daily lives inherent in the form of culture of rural communities, both related with livelihood activities, religion and other forms of activity.
- 2) Tourism village based on the uniqueness of natural resources as the main attraction (mountains, agro / plantations and agriculture, coast, etc.), namely rural areas with unique locations that are in mountainous areas,

valleys, beaches, rivers, lakes and various forms other unique landscapes, so the village has the potential of beautiful views and landscaping to attract tourists.

- 3) Tourism villages based on a combination of the uniqueness of cultural and natural resources as the main attraction, namely rural areas that have a unique attraction which is a strong mix of cultural tourism resources uniqueness (traditional customs and patterns of community life) and natural tourism resources (beauty landscape / landscape).
- 4) Tourism villages based on unique creative economic activities (handicraft industry, etc.) as the main tourist attraction. Rural areas that have a uniqueness and attractiveness as a tourist destination through the uniqueness of creative economic activities that grow and develop from the home industry activities of the local community, both in the form of crafts, and distinctive artistic activities.

### **Principles of Tourism Village Development**

The development of a tourism village as a tourism asset and an economic asset to grow the tourism economy in the region, especially in rural areas, besides needing to be supported by fulfilling a number of basic criteria above, it must also be developed by maintaining and fulfilling the following principles (Yogyakarta Special Region Tourism Office, 2014):

- 1) Does not conflict with the customs or culture of the local village community. The development of a village into a tourism village must pay attention as aspects related to social life, culture and livelihood of the village. A village in its development of tourist attractions must be adapted to customs, culture or procedures in force in the village. Tourists visiting the village must follow the procedures and customs that apply in the village.
- 2) Physical development is intended to improve the quality of the village environment. Tourism development in a village basically does not change what is already in the village, but rather an effort to change what is in the village and then package it in such a way that it is interesting to be used as a tourist attraction.
- 3) Pay attention to the elements of locality and authenticity. Building architecture, landscape patterns and materials used in development must highlight the characteristics of the village so that it can reflect the locality and authenticity of the local area. The materials used for building houses, interiors, eating / drinking utensils and other facilities should provide a natural feel and illustrate the elements of locality and authenticity. Materials such as wood, earthenware, bamboo and shingles and other natural materials should dominate the atmosphere, so that it blends in with the surrounding natural environment. The use of these materials in addition to increasing the attractiveness of the village concerned is also in accordance with the basic concept of the environment.
- 4) Empowering rural tourism communities. An important element in the development of rural tourism is the involvement of rural communities in every aspect of tourism in the village. The development of tourism as an embodiment of the concept of core people's tourism implies that rural communities benefit as much as possible in the development of tourism. The community is directly involved in tourism activities in the form of providing services and services which can increase the income of the community outside their daily activities. Some forms of community involvement are the provision of accommodation facilities in the form of people's homes (homestays), the provision of consumption needs of tourists, tour guides, and the provision of local transportation such as horse carts, horses, art shows, and so forth.

The development of tourism villages must pay attention to the carrying capacity and capacity as well as being environmentally friendly. Development of a village into a tourism village must pay attention to the capacity of the village, both physical capacity and community readiness. The principles of sustainable tourism must underlie the development of tourism villages. Development that goes beyond carrying capacity will have a large impact not only on the natural environment, but also on the socio-cultural life of the community which will ultimately reduce the attractiveness of the village. Another approach in looking at the principles of rural tourism development is:

- 1) Development of tourism facilities on a small scale with services in or near the village.
- 2) The facilities and services are owned and carried out by villagers, one can work together or individuals who have.
- 3) The development of a tourism village is based on one of the "nature" of traditional culture that is attached to a village or the "nature" of attractions close to nature with the development of the village as a service center for tourists visiting both attractions.

### Tourism Village Development Model

The tourism village development model is: 1) Indirect interaction. The development model is approached in a way that the village benefits without direct interaction with tourists. Forms of activities that occur such as: writing books about developing villages, village life, traditional architecture, historical background, making postcards and so on; 2) Half-direct interaction. Forms of one day trips conducted by tourists, activities include eating and doing activities with residents and then tourists can return to their accommodation. The principle of this type of model is that tourists only stop and do not live with residents; and 3) Direct Interaction. Tourists are allowed to stay / overnight in accommodation owned by the village. The impact can be controlled with various considerations, namely the carrying capacity and potential of the local community (Yogyakarta Special Region Tourism Office, 2014).

Manolis (2011) in the TRAVELSAT benchmarking survey stated that the main factors affecting tourists in choosing tourist destinations are as follows: 1) Friends or relatives recommendation; 2) World renowned must-see destination; 3) Information on the web; 4) Cheap deal/ special offer; 5) Geographically close destination; 6) Travel agency recommendation; 7) Article in a magazine/ newspaper; 8) Movie realized in the country; 9) Appealing advertising on it; and 10) Heard about in the TV news. Whereas Seyidov and Adomaitiene (2016) argue that there are 22 attributes that influence tourist decisions in choosing tourist destinations. The attributes are as follows: 1) Explore the country; 2) Visit new places; 3) To see unique features of the destination; 4) Meeting new people; 5) Diversity of accommodations and F&Bs; 6) Quality of service in accommodations and F&Bs; 7) Price of accommodations and F&Bs; 8) Condition of transportation; 9) Cost of transportation; 10) Possibility of recreation activities for the entire family; 11) Availability of important information about accommodations and F&Bs; 12) Outdoor activities; 13) Seeking a place to just relax; 14) Personal security and safety; 15) Climatic conditions in the region; 16) Environmental condition of the destination; 17) Nice/ unpolluted environment; 18) Wide range of local cuisine; 19) Historical monuments of the destination; 20) Destination's cultural heritage; 21) Local festival/ events; and 22) Hospitality of local people.

In addition, Mohamad and Jamil (2012) stated that tourist preferences in choosing tourist destinations are based on four motivational factors, namely: intelligence, physical factors, social interaction and search. As an indicators of the following four factors are as follows:

- 1) Psychological Factors
  - (1) Escape
  - (2) Self Actualization
- 2) Physical Factors
  - (1) Rest and Relaxation
  - (2) Medical Treatment
  - (3) Health & Fitness
- 3) Social Interactions
  - (1) Visiting Friends/ Relatives
  - (2) Meeting New People
- 4) Seeking/ Explorations
  - (1) Novelty Seeking
  - (2) Culture Exploration
  - (3) Enjoying Night Life and Shopping
  - (4) Adventure Seeking

### Mass and Alternative Tourism

In the tourism destination cycle theory proposed by Butler, stating the concept of the destination life cycle shows that tourism lowers the destination and ultimately destroys itself if the manager does not implement corrective or preventive actions during the development of the sector. Efforts to avoid negative impacts and the desire to obtain positive economic, socio-cultural and environmental impacts from tourism have led to the concept of sustainable tourism, or tourism in the carrying capacity received from certain destinations.

Critics of contemporary mass tourism are raised and a warning platform that articulates this criticism is a reaction to the general pattern of large-scale tourism development that is the result of a dominant western environmental paradigm. As summarized in Butler's order, this critique argues that the emphasis on unlimited free market growth results in the contradiction of the initially desirable tourist destination which ultimately destroys itself because it becomes overcrowded, polluted, and filled with crime, and therefore increasingly less desirable for both, namely tourists and residents.

Sustainable tourism is tourism that meets the needs of the present generation without reducing the ability of future generations to meet their own needs. More generally, sustainable tourism is considered as managed tourism in such a way that it does not exceed the environmental, social, cultural and economic carrying capacity of a particular destination. Weaver, 2006 (in Weaver and Lawton, 2006) also suggests that the definition must include the operator's need to be financially sustainable, because tourism that is not financially viable will not last long, no matter how appropriate it is from an environmental or socio-cultural perspective. Since the early 1990s, the World Tourism Organization (WTO) has played a major role in identifying and 'road indicators' related to tourism, recommending a basic management framework of 11 core practical indicators that are considered relevant to any purpose. In addition, additional special indicators have been identified that can be added to the relevant destination management framework such as beach resorts (beach erosion rates and intensity of beach use (people per meter of accessible beach) and managing wildlife parks (human populations in the park and beyond, number of hunting activities) (WTO, 1996 in Weaver and Lawton, 2006).

**Table 2 WTO Core Indicators of Sustainable Tourism**

<b>Indicators</b>	<b>Specific Steps</b>
Site protection	site protection categories according to the IUCN index
Stress	number of site travel visits (per year / peak month)
Intensity of use	intensity of use in peak periods (people per hectare)
Social impact	ratio of tourists to local residents (peak period and over time)
Development control	there is an environmental review procedure or formal control over site development and usage density
Waste management	percentage of waste from locations that receive treatment (as well as structural limits of the capacity of other infrastructure at the site, such as water supply)
Planning process	there is an organized regional plan for the tourist destination
Critical ecosystem	the number of rare or endangered species
Customer satisfaction	visitor satisfaction level (based on questionnaire)
Local satisfaction	level of satisfaction by the local community (based on questionnaire)
Contribution of tourism to the local economy	the proportion of total economic activity produced by tourism only

Source: WTO, 1996 in Weaver and Lawton, 2006.

Even if it is assumed that the WTO framework provides selection of indicators that adequately reflect the diversity of variables that need to be considered by the destination manager. Because of the uncertainty and complexity associated with the indicator, it may not be possible to determine completely whether a destination is sustainable, as Weaver (2006) points out. It is wise to judge that goals that appear to be successful appear to be sustainable to the best of the best practice knowledge.

**Table 3 Types of Mass and Alternative Tourism**

<b>Characteristics</b>	<b>Unsustainable Mass Tourism</b>	<b>Deliberate Alternative Tourism</b>
<b>MARKET</b>		
Segment	Psychocentric-Midcentric	Allowcentric-Midcentric
Volume and mode	High, tour package	Low, individual arrangement
Seasonal	High and low seasons are different	There are no different seasons
Origin	Some dominant market	There is no dominant market
<b>ATTRACTION</b>		
Pressure	Very commercialized	Fairly commercialized
Character	Commonly made	Specific, original region
Orientation	Only for tourist or primary	Tourist and local people
<b>ACCOMMODATION</b>		
Size	Large scale	Small scale
Spatial pattern	Centralized in the tourist area	Spread throughout the area
Density	High density	Low density
Architecture	International style, prominent, unsympathetic	Regional style, non-obtrusive, complementary
Ownership	Not local, big corporate	Local, small business
<b>ECONOMIC STATUS</b>		
The role of tourism	Dominate the local economy	Completing existing activities
Relationship	External priority	Internal priority
Leakage	Large	Minimum
Multiple effect	Low	High
<b>REGULATION</b>		
Supervision	Private sectors non local	Local community
Amount	Minimal; to facilitate the private sector	Large; to minimize local negative impacts
Ideology	Free market power	Public intervention
Pressure	Economic growth, profits, special sectors	Community stability and well-being; integration; thorough
Time period	Short term	Long term

Sources: Butler, 1992; Weaver, 1993; Weaver, 1998; Weaver and Lawton, 2006.

## Study methods

### Research settings and methodology

This study aims to: analyze the typology of a tourism village and analyze the potential for the development of a tourism village. The type of data used in this study is qualitative and quantitative data. While the data sources are primary data and secondary data. In this research, data were collected by observation, interview, questionnaire, and documentation study.

### Data analysis

This study illustrates all tourism villages and categorizes them in the tourism village typology based on their dominant potential. This research case study uses one of the tourism villages in Bali, namely Undisan Village. This village was chosen because it represents some of the characteristics of a tourism village in Bali. Data was collected by observation, interview and questionnaire distribution. Informants are the Provincial and Regency / City Tourism Offices; Bangli Regency Regional Government; Indigenous Village and Perbekel Undisan Village; Tourism Aware Groups ('Pokdarwis') Chairperson, Tourism Actor, the Owner of Homestay, Villa, Craftsman and local community in Undisan Tourism Village. Respondents are tourists who stay at Undisan Tourism Village. Data were analyzed with Qualitative Descriptive Analysis and Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS).



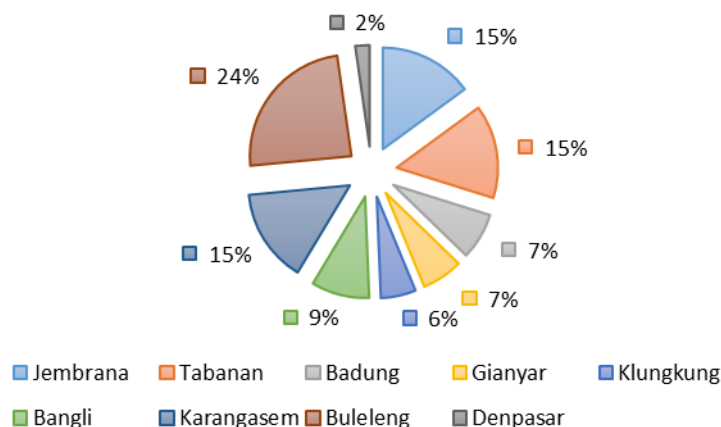
### Findings and discussion

The Bali region is administratively divided into eight regencies and one city, 57 Districts, 716 Villages / Sub-districts, 1,488 ‘Pekraman’ Villages, and 3,625 ‘Banjar Pekraman’ (Bali Provincial Government, 2018). Regencies and cities in Bali consist of Jembrana, Tabanan, Badung, Gianyar, Karangasem, Klungkung, Bangli, Buleleng, and Denpasar City which are also the capital of the province of Bali. Besides Bali Island, Bali also consists of other small islands, namely Nusa Penida Island, Nusa Lembongan, and Nusa Ceningan which are the regions of Klungkung Regency. Serangan Island is located in the Denpasar City area, and Menjangan Island in Buleleng Regency, as shown in Figure 1.



Source: Central Bureau of Statistics Bali Province, 2018.  
 Figure 1 Geographic Location Map of the Bali Province

The total area of Bali as a whole reaches 5,636.66 km<sup>2</sup> or 0.29 percent of Indonesian archipelago. Buleleng Regency is the widest regency in Bali with an area of 1,365.88 km<sup>2</sup> or 24.23 percent of the area of Bali, and then Jembrana Regency 841.80 km<sup>2</sup> or 14.93 percent of the area of Bali; Karangasem Regency 839.54 km<sup>2</sup> or 14.89 percent of the area of Bali; and Tabanan Regency 839.33 km<sup>2</sup> or 14.89 percent of the total area of Bali. The rest in a row are Bangli Regency 520.81 km<sup>2</sup>; Badung Regency 418.52 km<sup>2</sup>; Gianyar Regency 368.00 km<sup>2</sup>; Klungkung Regency 315,00 km<sup>2</sup>; and Denpasar City 127.78 km<sup>2</sup> (Bali Provincial Government, 2018; Central Bureau of Statistics Bali Province, 2018) as shown in Figure 2.



Source: Central Bureau of Statistics Bali Province, 2018.  
 Figure 2 Area percentage of Regencies and City in Bali

The uniqueness of the tourism village in Bali has a variety of local culture that is varied and is still practiced by the people to this day as a belief and offering of worship to God. Bali Aga or Bali Mula villages in Bali which are designated as tourism villages include Trunyan, Tenganan, Pedawa, Tigawasa, Julah, Cempaga, Sembiran and Banyuseri villages. Likewise, the subak farming system that still exists in several tourism villages. Agriculture based tourism village (Jatiluwi Village, Tua, Kukuh, Pinge, Lalanglinggah, Mangesta, Antapan, Kerambitan, Belimbing, Gunung Salak, Nyambu, Kaba-Kaba, Biaung, Tajen, Tista, Antap, Baha, Bongkasa Pertiwi, Undisan, Timuhun, Bakas, Bayung Gede, and Sudaji) prioritize agriculture as a tourist attraction. In addition to agriculture, several tourism villages are also supported by the presence of waterfalls as a tourist attraction in the village (Ambengan, Gitgit, Sekumpul, Antapan, Antap, Gunung Salak, Kemenuh, Batukandik, Bebetin, Lemukih, Les, Sambangan, Sumberkima, Wanagiri, and Jatiluwi). Hot spring sources are also able to attract tourists to visit several tourism villages close to the mountains (Banjar, Mangesta, Angseri, and Kintamani villages). The typical food of the people in some areas is almost similar, but there are some very famous tourism villages and only found in the village (like 'loloh cemcem' from Penglipuran Village).

The facilities available in the tourism villages in Bali are still limited, such as public transportation, road access, and tourism facilities. In some tourism villages there are adequate tourism facilities (Ambengan, Pancasari, Gitgit, Sembiran, Julah, Munduk, Pemuteran, Jagaraga, Paket Agung, Sudimara, Kukuh, Jatiluwi, Lalanglinggah, Baha, Pangsang, Mengwi, Munggu, Bongkasa Pertiwi, Sangeh, Jungut Batu, Suana, Singapadu Tengah, Singapadu Kaler, Batubulan, Kemenuh, Mas, Taro, Kendran, Kedisan, Kerta, Penatih, Sanur Kaja, Sanur Kauh, Sanur, Kertalangu, Penglipuran, Kintamani, Buah ). Facilities needed by tourists are generally provided and owned by local people, such as toilets, homestays, restaurants / stalls, tourism activities. Some tourism villages have accommodation and other tourism supporting facilities. The process of developing tourism villages in Bali is different, some are determined directly by the Regent as a policy maker, and there are also starts from proposals from the community, community leaders, and local communities before being decided by the Regent.

Tourism villages in Bali have unique and distinctive product / attraction potential that can be developed as tourist attractions (natural and cultural tourism resources). The rural atmosphere is supported by agriculture, plantations, and the potential of the beach (Kelating, Lembongan, Jungutbatu, Batununggul, Suana, Sanur Kaja, Sanur Kauh, Serangan, Kalibukbuk, Sumberkima, and Lalanglinggah) villages. Bali is also rich in handicraft centers, such as kepeng and brass handicraft centers in Kamasan Klungkung Village, gong and gamelan craft centers in Tihingan Klungkung, woven fabrics in Pakse Bali and cepuk weaving in Tanglad Klungkung Village, pegringsingan weaving in Tenganan Karangasem Village, and woven bamboo handicraft centers in the village of Tigawasa, Buleleng. The potential of the socio-cultural life of the Balinese people (unique patterns of daily life of the people, cultural customs and traditions, arts and crafts and traditional arts). As the tradition of 'mecacar' in Tigawasa village, a 'mekotek' in Munggu Village, a ceremony to plant rice in Jatiluwi Village, funerary corpse in Trunyan Village, and all villages have their own unique culture.

This huge tourism potential requires sufficient and adequate creativity, innovation and local human resource management to support the management of tourism villages, so as to be able to increase their capacity and productivity economically to improve the welfare of rural communities through their fields. In addition, given the large number of tourism villages in Bali, exploring the uniqueness of each village that is different from other villages is very important to do. Thus the positive impact of tourism development in the village will be felt directly by the local community. The basic potential possessed by a village to become a tourism village then needs to be supported by the factor of access opportunities to market access.

The classic problems encountered in tourism villages in Bali are access roads to tourist attractions in villages with supporting facilities, low levels of awareness of the local population regarding the importance of structuring and maintaining the environment as an effort to maintain the existence of cultural potential and existing tourism potential, commitment of village stakeholders in tourism development, active community participation in tourism management and development, limited local human resources considering that many young people prefer to work outside their villages and or tourism centers in southern Bali, limited mastery of local knowledge and hospitality skills, and also systems and management marketing tourist products.

Actually, not all villages must have the labels as a 'tourism village'. Other villages can develop themselves as supporting neighboring tourism villages in terms of providing accommodation, food raw materials, making souvenirs, places for education and training of human resources, waste management, manufacturing industries, and other creative industries. This potential is huge to be developed, considering that tourism has a very large trickle-down effect, not only for the core areas where tourism is being developed, but also the buffer areas that are located close together. The role of government in creating systems, directing, regulating, and helping in marketing products is very important. This factor plays a key role, because a village that already has readiness to be developed as a tourism village, is meaningless when it does not have access to interact with markets / tourists. Therefore, the readiness of the tourism village must be balanced with the ability to build a market network with tourism industry players, with various forms of cooperation and development of promotional media, so that the potential of the village appears in the product map and package of tourism in regional, regional, national and international.

Other reasons for the stipulation of a tourism village Decree are to anticipate land use changes that occur in the regency and environmental cleanliness of plastic waste.

### Typology of Tourism Village in Bali

Typology of tourism villages in Bali, can be divided into: 1) Tourism villages based on the uniqueness of local cultural resources; 2) Tourism villages based on the uniqueness of natural resources as the main attraction; 3) Tourism village based on a unique blend of cultural and natural resources as the main attraction; 4) Tourism villages based on unique creative economic activities. The following is the dominant tourist attraction in each of the tourism villages in Bali as shown in Table 4.

**Table 4 Typology of Tourism Villages of Regency / City in Bali**

No.	Regency/City in Bali	Typology of tourism village			
		Local cultural resources	Natural resources	Cultural and natural resources	Creative economy activities
1.	Buleleng	Sembiran, Julah, Pedawa, Tigawasa, Banyuseri, Sangsit, Jagaraga, Sawan, Paket Agung, Sidetapa, Bengkala	Ambengan, Pancasari, Gitgit, Munduk, Banjar, Pemuteran, Bebetin, Lemukih, Sekumpul; Menyali, Les, Sambangan, Kaliase, Goble, Sumberkima	Pacung, Cempaga, Sudaji, Kalibukbuk, Wanagiri	Ambengan, Tigawasa
2.	Bangli	Penglipuran, Pengotan, Sedit, Trunyan Desa, Bayung Gede	Guliang Kangin, Undisan, Kayuambua, Kintamani, Suter, Buah, Batur Utara, Batur Tengah, Belandingan, Abangbatudinding, Abangsongan, Songan A, Pinggan, Kutuh, Kedisan, Bunutin, Tembuku, Selulung, Catur, Peninjoan, Langgahan, Guliang Kawan	Jehem, Sukawana, Batur Selatan, Songan B	Penglipuran, Guliang Kawan
3.	Tabanan	Kerambitan, Biaung	Lalang Linggah, Gunung Salak, Megati, Wanagiri, Munduk Temu, Lumbung Kauh, Sanda	Tua, Kuku, Pinge, Jatiluwih, Mangesta, Antapan, Belimbing, Nyambu, Kaba-Kaba, Tajen, Tista, Antap, Bongan	
4.	Karangasem	Timbrah, Tenganan, Besakih, Peringsari	Sibetan, Antiga, Padangbai, Tanah	Jasri, Budakeling, Tumbu, Bugbug,	Jasri, Tumbu, Tenganan, Sibetan,

			Ampo, Jungutan, Muntigunung, Sebudi, Selumbung, Gegelang	Nongan, Kastala, Duda	Nongan, Kastala, Peringsari, Muntigunung, Sebudi
5.	Klungkung	Tihingan, Kamasan, Tegak	Timuhun, Bakas, Besan, Pesinggahan, Pakseballi, Jungutbatu, Lembongan, Batu Kandik, Tanglad, Pejukutan, Batunungul	Gelgel, Ped, Kelumpu, Suana	Tihingan, Kamasan, Tegak, Pesinggahan, Pakseballi, Tanglad, Pejukutan
6.	Badung	Munggu, Mengwi, Kapal	Bongkasa Pertiwi, Petang, Belok, Carang Sari, Sangeh, Pelaga	Baha, Pangsang	Mengwi, Kapal
7.	Gianyar	Singapadu Tengah, Singapadu Kaler, Batubulan, Kemenuh, Mas	Taro, Kendran, Kedisan	Kerta	Batubulan, Kemenuh, Mas
8.	Denpasar	Penatih, Kertalangu	Sanur, Serangan	Sanur Kauh, Sanur Kaja	Sanur
9.	Jembrana	Sangkaragung	Ekasari, Blimbingsari, Perancak, Batuagung, Delod Berawah		
	Total	36	80	38	26

Sources: Bali Tourism Statistic, 2018; Bali Provincial Tourism Office, 2018, observations and interviews, 2019.

### Development of Tourism Villages in Bali

Basically the development of Bali tourism is sustainable tourism which is identical to alternative tourism which is focused on small scale development and low intensity. In the development of tourism villages in Bali, they have a passion for the development of alternative tourism that is small-scale, providing amenities from the surrounding community, tourism actors are local people and provide benefits to the surrounding communities in tourism villages that are developed with relatively low density levels. When viewed from the characteristics of tourists who visit are green tourists who are sensitive to the surrounding environment and local culture, want to have a positive impact on the destination, be more independent and smart in utilizing information technology, carefully look for information and assess tourism products, look for tourist attractions that are authentic and meaningful for oneself, motivated by a desire for self-fulfillment of experience and learning, direct contact with the local community, searching for local products provided for the local community, and looking for adventures that are physically and mentally challenging.

However, the development of tourism villages in Bali which is very numerous and continues to grow, selling products that are almost the same, there is an effort to commercialize, focus leaning on tourists, without differentiating the target market, conducting vigorous promotions in attracting the number of tourist visits (dominant foreign tourists who use air transportation and other mass tourism products that contribute to environmental and social problems) of course this is contrary to the concept of alternative tourism. The role of alternative tourism is inadvertently in opening up areas for more intensive forms of tourism. In addition, tourism villages in Bali do not yet have the same service standards, high levels of competition between tourism villages, business focus and economic activities, as well as different community understandings and commitments in the development of tourism villages, of course this is not in accordance with the development of alternative tourism. However, the implementation of alternative tourism development in general can also cause socio-cultural pressure, inadvertently suppressing wildlife in their presence, using air transportation products that contribute to global sustainability, local residents may in some cases prefer forms of tourism more intensive and larger scale resulting in higher economic returns.

From the point of view of the people involved in the development of tourism villages as well as local tourism actors want a high number of visits because it impacts on the sustainability of their businesses and increases their income and welfare. The role of intermediaries is still very much needed to connect the products of tourism villages in Bali with the market. This is due to the limited accessibility (facilities and information) obtained by tourists visiting tourism villages in Bali.

This resulted in many tourists still using the services of a travel agent and found that they had no choice in determining which tourism village to visit. This depends on the agreement and has implications for relatively short stays and is dominated by first-time tourist visits. Apart from the paradigm of mass tourism and alternative tourism, the development of sustainable tourism based on alternative tourism such as ecotourism is the right choice at this time because most of the tourism villages in Bali are in the involvement and development phase. Lack of planning is a weakness of developing tourism villages in Bali. So, the development of tourism villages is better is slow because of the lack of stakeholder's readiness and planning in developing tourism villages which endanger the development of tourism villages in the future, such as negative impacts of tourism (availability and ownership of land; employment opportunities accessible to local communities; crime; culture shock conflicts with tourists, between communities and investors).

Tourism villages in Bali are said to be in the involvement phase because many tourism villages were born from the submission of local communities and community leaders to the local government. The community is trying independently in managing its tourism village with various limitations. Tourism villages in Bali are said to be in the development phase because the government gives legitimacy to the determination of tourism villages, although in many cases, the government does not have much role in providing tourism support facilities and fostering local human resources because of limited funds. The model of developing tourism villages in Bali is a semi-direct and direct interaction. Semi-direct interaction can be seen from the presence of travel agents' efforts to package village tourism packages into the itinerary offered to tourists. Tourists can stay at the hotel / cottage or just stop by the tourism village. Direct interaction can be seen from tourists who visit the tourism village, then enjoy various tourist activities with the local community and stay at the available homestay.

### Case Study in Undisan Tourism Village

The case study in one of these villages was chosen based on the domination typology in Bali that based on the natural resource tourism village (51.95 percent), than the typology of cultural resources (23.37 percent) and a combination of natural and cultural resources (24.67 percent). In the typology of creative economic activities is a tourism village that also has cultural and or natural potential and also develops the creative economy in that tourism village.

Undisan Tourism Village is a tourism village located in Bangli Regency. The typology of this tourism village is dominant based on nature, but also has the potential of a creative economy and economy that can be developed. This village was determined to be a tourism village based on Bangli Regency Regulation Number 16 of 2014 concerning Tourism Village in Bangli Regency. Undisan Tourism Village has extraordinary natural and cultural tourism potential, but as a tourism village there are many untapped potentials and a lack of public awareness about tourism. The main constraints faced by this village are the limited availability of infrastructure, lack of community involvement in tourism development, lack of availability and lack of innovation in the local tourism industry, lack of marketing and promotion of handicrafts produced by the community, and the absence of management of tourist visits to villages and resources tourist attraction in the Undisan Tourism Village.

The tourism potential and problems contained in Undisan Tourism Village are as follows:

#### 1) The beauty of the village's natural panorama

Undisan Tourism Village has a beautiful and cool natural atmosphere with panoramic views of rice fields, forests and mountains possible to be developed activities, such as trekking, with cows, cooking However, the obstacles tourist attraction and not prepared for these tourist



that are very beautiful, so it is very and offered a variety of tourist cycling, 'metekap' or plowing fields classes, and other tourist activities. faced by the lack of management of well organized trekking paths that activities.

#### 2) Tangkup Waterfall Tourism Attraction

Tangkup Waterfall is one of the attractions found in Undisan Tourism Village which has an extraordinary attraction if it is developed and arranged properly. This waterfall was formerly called Selau Waterfall or also called Dukuh Sakti. The name 'Selau' comes from the name of the river that flows under the waterfall. This waterfall is located in the Subak Umeselat Region, 'Desa Pekraman' Undisan Kelod, Tembuku District. The Subak Umeselat region consists of several regions, including: Tangkup, Pacing, Andog, and Duaji Regions. Because this waterfall is located in the Tangkup region, so far it has been named Tangkup Waterfall. To arrive at the location of this waterfall, visitors must go along the rice fields and footpaths along the 2.5 km with a width of 1 meter road and winding road conditions. Several times through a steep stairs and slippery descent through dozens of stairs, then into the middle of the Selau River flanked by steep stone walls that resemble a cave, before finally arriving at the location of the waterfall.

Compared with some waterfalls in Bangli Regency, Tangkup Waterfall is very unique with cliffs resembling a canyon with streams that continue to flow between rock cliffs that are getting narrower to the ends. The water flowed quite swiftly from a 25-meter high natural rock cliff with rocks resembling people meditating. At the base of the cliff where the water falls is a whirlpool that is often used by visitors as a purification. According to the belief bathing in this waterfall that is believed to cure diseases, one of them mentally ill. For visitors who aim to perform holy bathing or painting usually bring praying facilities to be arranged before the ritual is carried out. Constraints faced are about the existence and beauty of this waterfall is not widely known by visitors, this is due to the limited signage and the difficulty of accessibility, the condition of the mossy slippery road, steep stairs, the absence of permanent security that is prepared all the way to the attraction this tour. The village government has made access to the trail to the waterfall in 2014, only at this time the condition of the road at several points was damaged. Other constraints are the limited facilities found in this tourist attraction, such as toilets, changing rooms, parking lots, trash bins, and the absence of visit management.



### 3) Agricultural and plantation products

Undisan Tourism Village has a great potential in the field of agricultural and plantation products, bearing in mind that most of the local people as farmers. Farm products produced are rice and cassava, while plantation products such as: coffee, cocoa, durian, jackfruit, green passion fruit, various spices and tubers. In developing tourism villages, agricultural and plantation products can be processed into local cuisine that can be served to tourists who visit, besides being able to improve the welfare of the community through added value products. Constraints faced are not yet the maximum utilization of agricultural products and community plantations for tourism activities given the number of tourist visits to the village is still very limited. Besides that, the tourism village development need community understanding of the potential and the food processing training that can improve the competitiveness of agricultural and plantation products.

### 4) Gold and silver craft center

Undisan Tourism Village is very famous for its gold and silver craft centers which are processed into flower decorations, bouquets, bridal clothing accessories, dancer clothing accessories, as well as for religious ceremonies in Bali. More than 80 family heads of Undisan Tourism Village residents work in these skills as a livelihood. Craftsmen produce handicraft products based on orders that are not certainly in number on a time scale. The craft manufacturing activities are carried out at the homes of each resident and marketing is done manually and passively. Constraints faced include: (1) The lack of capital owned by the community to develop products and increase productivity to produce crafts that have more competitiveness in the market; (2) The need to increase the expertise, skills and capacity of the community in creating products that are more innovative, creative, quality, and in accordance with market tastes; (3) Marketing of products with very limited and manual coverage; (4) Design a classic product and still use simple equipment; (5) Tariff war between fellow craftsmen; and (6) There is no signboard as information on the existence of the craftsman and his place of business.



## 5) Archaeological Statue in Puseh Temple



Undisan Tourism Village has an ancient statue placed in Puseh Village Temple. Statue in the form of Ghanaian statue and several other statues. The relics of this ancient statue, if arranged and packaged properly, can be used as a guide for future generations and tourist attractions for tourists who visit.

## 6) Petirtaan tourist attraction

Undisan Tourism Village has several petirtaan which are often used by the community as a place of purification and a place to take holy water used for the procession of religious ceremonies in temples.

The names of these petirtaan include: Petirtaan Dedari, Tukad Gerembeng, Pancoran Dukuh, and Taman Suci. The obstacle of petirtaan tourist attraction in this village is the lack of maintenance of the attraction and some are in a state of near collapse. In addition, accessibility to petirtaan is inadequate.

## 7) Taman Saritourist attraction

Taman Sari tourist attraction is a bathing pool combined with a place of purification. In the area of the Sacred Park there is a temple which is used for praying. But the condition of this tourist attraction has been destroyed and has long been abandoned. To get to this location there is adequate road access.

## 8) Subak organization

Subak is a social organization that specifically regulates the irrigation system used for farming in Bali. Likewise, rice fields in Undisan Tourism Village are managed by this organization. In this village there are 4 subaks, namely: Subak Undisan Kaja, Umeselat, Umelawang and Umeselau. The obstacle faced by Undisan Tourism Village Subak is related to the lack of existing irrigation, which causes irregular paddy field irrigation.

## 9) Group of tourism aware

Undisan Tourism Village has a Group of tourism aware organization with 30 members. The obstacle faced by this organization is that there is no secretariat as a place to carry out administration and activities and programs. In addition, there is a need to increase expertise, skills and technical capacities of tourism awareness and tourism. Thus in the future this group increasingly plays a role in the development of tourism in the area.

## 10) Accommodation

In supporting tourism activities, in the Undisan Tourism Village there are already several accommodations built by some of the Undisan Tourism Village resident who are tourism actors. In the development of tourism villages, various development of tourism facilities in the village is expected to be small scale, ownership by the local community, and utilizing local potential. The community is expected to be able to play an active role in providing homestay for tourists who visit. Travelers who stay overnight are certainly very happy to live together in the homes of residents, because tourists can gain experience and information and learn the way of living local community that is unique. Information about the history and culture of the local community and culinary processing typical Undisan Tourism Village is information and experience that tourists want to know. As a tourism village, the community should be involved in the development of tourism in their area. Because they are who knows and masters local wisdom there. Guidance on tourism and housekeeping training especially for homestay and tourist attraction managers is very important given to empower local communities in tourism development given the increasing number of tourists visiting and deciding to stay in the area. Constraints faced by the provision of homestays by local people is need for understanding and capability in tourism and homestay management related to minimum standards of homestay, understanding the characteristics of tourists, services to tourists, cleanliness, and sanitation.

## 11) Traditional market

Undisan Tourism Village has a traditional market that is used for buying and selling daily necessities. This market is open twice in 3 days. Undisan Tourism Village market conditions are not yet arranged with limited facilities (parking lots, toilets, tables). Whereas traditional markets if managed properly can be developed into tourist attractions. This can be done by revitalizing and renovating markets that are partly (ground floor) for traditional markets and partly (upper floors) for art markets. The existence of the art market in Undisan Tourism Village is very important considering Undisan Tourism Village as a center of gold and silver craft.

## 12) Village hall

The existence of the village hall in Undisan Village certainly has a function that is not small. One of them is in the development of arts and culture and a place of elaboration for young people whose presence in the village hall is certainly very important. The existence of the village hall, the young generation as the successor and owner of culture has a place and place to study cultural arts and express themselves in cultural behavior. The village hall can be used as a venue for art performances that can be a tourist attraction in the Undisan Tourism Village. Performing arts in Undisan Tourism Village can be found out, then preserved through cultural performances and making routine event schedules throughout the year. The obstacle faced is the lack of representation of the hall used as a meeting place as well as the elaboration of art and culture by the local community.

## Characteristics of Tourists Visiting Undisan Tourism Village

Based on research conducted by taking a sample of 100 tourists who visited Undisan Tourism Village as respondents, the characteristics of respondents in this study are as follows:

**Table 5 Characteristics of tourists visiting the Undisan Tourism Village**

Gender	<b>Female</b>	<b>56</b>
	Male	44
Age	15-24	12
	<b>25-34</b>	<b>46</b>
	35-44	22
	45-54	20
Education	<b>Diploma or bachelor</b>	<b>88</b>
	Master/Doctoral	12
Job	<b>Private employees</b>	<b>59</b>
	Businessman	24
	Students/collage students	12
	Government employees	5
Nationality	<b>France</b>	<b>37</b>
	Indonesia	19
	Australia	16
	Netherlands	12
	Poland	8
	British	8
Accommodation	<b>Homestay</b>	<b>68</b>
	Villa	32
Travel purpose	<b>Holiday</b>	<b>100</b>
Visit time	<b>First time</b>	<b>100</b>
Use travel agencies	<b>Yes</b>	<b>76</b>
	No	24
Length of stay	1 day	32
	<b>2 day</b>	<b>48</b>
	3 day	16
	4 day	4



Source of information	<b>Tour Operator/Travel Agent</b>	<b>80</b>
	Social media (Instagram)	12
	Internet	3
	Friend recommendation	5
Tourist activities	<b>Cooking Class</b>	<b>36</b>
	Hiking, trekking in the farm	35
	Visiting waterfalls (Tangkup and Cepung waterfalls)	24
	Bicycle	20
	Yoga	15
	Culinary	15
	Farming	12
	Watching Balinese dance	12
	Visiting artshop	12
	Drink young coconut	10
	Learning 'gamelan'	7
	Learning Bali raditional dance	7
	Swimming	6
	Visiting temple	5
	Rafting	5
	Plowing use cows in farm ('metekap')	5
	Shopping in traditional market/'warung'	4
Visiting the other tourist attraction (Batur mountain etc)	3	

Source: Research result, 2018.

Characteristics of tourists by gender can be seen that more female tourists (56 percent), this is due to the dominance of women who visit Undisan Tourism Village want to enjoy peace and be different from their daily routines. Characteristics of tourists by age are dominated by the 25-34 year age range (46 percent) constituting the adult and productive age range. Characteristics of tourists based on education level are dominated by diploma / bachelor education level (88 percent). The high level of education of tourists who visit Undisan Tourism Village is also due to the tourism products offered in this village which are more towards eco / green tourism and tourists who visit highly appreciate the surrounding environment. Characteristics of tourists based on work can be seen that tourists who have a profession as employees of private companies dominate (59 percent) this is due to leisure time such as school holidays and work leave often used by tourists for travel.

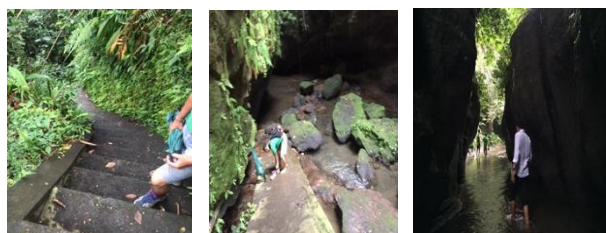
Characteristics of tourists based on nationality can be seen that French nationality tourists dominate (37 percent), and then followed by Australian, Asian and American tourists. This is due to the level of loyalty from European and Australian tourists visiting Bali. In Undisan Tourism Village, the main thing is because of the market segment owned by travel agents and accommodation in the village. Promotions conducted by the industry greatly affect tourists who come to visit. Most of these tourists come by buying tour packages offered by travel agents owned by local tourism actors in this village.

Tourists who visit Undisan Tourism Village generally decide to stay at accommodations in the village. The types of accommodation in Undisan Tourism Village are homestays and villas. There are three homestays, namely: De Karang, De Umah, and Puri Karang, while the villa is one with the name De Klumpu. Tourists who come there are also visiting the waterfalls in the village. Tourists staying at homestays amounted to 68 percent. This is inseparable from the efforts of travel agents owned by local people in marketing and making this village as a tour package. Characteristics of tourists based on travel destinations are dominated by vacation destinations by 100 percent. Basically, the main destination of tourists coming to Bali for the purpose of traveling, vacationing and having fun. This location was deliberately chosen for relaxation based on information and travel agent recommendations. Characteristics of tourists based on the number of trips to Bali as a whole is a visit for the first time (100 percent).

Characteristics of tourists based on using travel agent services or not, it can be seen that most tourists (76 percent) use travel agent services in planning their holidays. Tourists state the selection of visits to tourism villages in Bali based on tour packages that have been arranged by the travel agent, so they do not get the opportunity to choose another tourism village. There are also tourists who come to visit Bali, choosing to find information on their own and make reservations via online, so they do not use the services of travel agents by 24 percent, mostly based on information on the internet, social media (Instagram), and recommendations of friends who have visited before. Characteristics of tourists based on length of stay are dominated by length of stay for 2 days (48 percent). Characteristics of tourists based on sources of information about the Undisan Tourism Village most through travel agents (80 percent) and are included in the tour package for tourists visiting Bali. This is because homestay and villa owners in the Undisan Tourism Village are local people who also have a travel agent (Karang Bali Asli / KBA Tur and Bali Best Memory / BBM Tour) who are members of the Association of The Indonesian Tours and Travel Agencies (ASITA).

While other sources of information obtained by social media tourists (Instagram), the internet, and friend recommendations. The pattern of tourists traveling while traveling from their country to a tourism destination, and then returning to their country and being associated with tourist choices before going to Undisan Tourism Village, it is known that Undisan Tourism Village is not the first tourist destination to be the tourist choice. Some tourists make it the second and third choice after the tourism destinations of Ubud, Lovina, Sanur, Kuta, Amed, Gili Trawangan, Penglipuran Village, Sidemen, Taro, Java, and also from France.

Tourists who visit Undisan Tourism Village as a whole state that the condition of tourist attractions is good and very exotic and is supported by the hospitality of the people. Likewise, the perception of tourists on the natural environment, culture, history, art, infrastructure, and environmental atmosphere, accessibility to the village, amenities,



social environment, hospitality, and social organizations rated very well. Perceptions of tourists about the desire to return to the Undisan Tourism Village, 90 percent answered that they would return to Undisan Tourism Village in the future, while 10 percent did not with the reason they would try the other tourism destinations. However, there are a number of suggestions given by tourists for the progress of this tourism village, including: limited of internet connection, lack of

cleanliness, the amount of plastic waste, difficult access to Tangkup Waterfall, and need for several menu choices provided by existing accommodations and restaurants for foreign tourists.

Stakeholder perception in Undisan Tourism Village is very important to provide information and description not only related to external factors, but also a kind of confirmation for internal factors and the extent of the role of stakeholders in the development of tourism-related villages. Interviews were conducted with Indigenous 'Bendesa', 'Perbekel', and Chairperson of the Tourism Aware Group and Undisan Tourism Village community leaders, tourism actors, local government, and academics. Based on the Focus Group Discussion, interviews, questionnaires conducted can be determined internal environmental factors (strengths and weaknesses) and external environmental factors (opportunities and threats) Undisan Tourism Village, as follows:

#### **Internal Environmental Factors (Strengths)**

- 1) Determination of Undisan Tourism Village as a Tourism Village. Undisan Tourism Village is designated as a Tourism Village based on Bangli Regent Regulation Number 16 of 2014 concerning Tourism Village in Bangli Regency;
- 2) Potential tourism of Undisan Tourism Village in the form of: the beauty of the natural panorama of Undisan Tourism Village, Tangkup Waterfall tourist attraction, agricultural and plantation products, archaeological statues in Puseh Temple Undisan Tourism Village, Petirtaan tourist attraction, and Taman Sari tourist attraction;
- 3) Potential of local community handicraft business in the form of silver and sponge flower craft centers, as well as imitation gold for Balinese wedding and cultural customs. Community handicraft businesses are still in their homes with independent marketing;
- 4) Subak organization and Undisan Tourism Village Aware Group. Since being established as a tourism village, Undisan has formed a tourism awareness group, although its capacity is not yet optimal. While the subak organization in still exists today;

- 5) Amenities available such as accommodation in the form of homestays and villas managed by local communities; traditional market; and hall. Some accommodation is owned by local people, who's has travel agents. Travel agents done direct marketing and looking for market segment for accommodation in the village. There are 3 Travel Agents that play a role there, namely: KBA Tour, BBM Tour and Suar Bali Tour;
- 6) Characteristics of tourists visiting young, highly educated, private employees, predominantly foreign tourists, liking homestays, travel destinations, and using travel agent services. This is known based on a questionnaire distributed to tourists;
- 7) Various tourist activities that can be done by tourists. Undisan Tourism Village is packaged by travel agents as a new tourist destination that offers rural and authentic Balinese life with its various activities. So far, tourists like activities that are different from their daily routines;
- 8) Positive tourist perceptions about the condition of good and very exotic tourist attractions and supported by the friendliness of the people, the natural environment, culture, history, art, infrastructure, atmosphere of the environment, accessibility to the village, amenities, social environment, hospitality, and existing social organizations are very nice;
- 9) Tourism potential of Undisan Tourism Village based on environment and social culture. This tourism village offers a natural and beautiful environment, and is supported by the hospitality of local communities and rural activities; and
- 10) The existence of local security officer (pecalang) that helps the security of Undisan Tourism Village.

#### **Internal Environmental Factors (Weaknesses)**

- 1) Undisan Tourism Village is not the main tourism destination visited when visiting Bali. This can be seen from the travel patterns of tourists when visiting Bali. The main destinations chosen were Ubud and Lovina. Prior to South Bali, tourists settled for an average of 2 days with tour packages already booked. Undisan Tourism Village is inserted among the well-known tourism destinations in Bali;
- 2) The characteristics of tourists visiting Undisan Tourism Village show the low number of guest repeaters and the length of stay of tourists is still low. This can be seen from the questionnaire distributed, where all tourists stated their first visit with an average length of stay of 2 days;
- 3) Information about Undisan Tourism Village that can be accessed by tourists is still limited. Information obtained by tourists is more dominant than travel agents than the internet or other social media. Promotion through the internet is limited by the tourism industry in the village. Existing promotions are only carried out by local tourism actors without the support of local governments;
- 4) Limited internet connection in the village. This is often complained of by tourists visiting. Internet and WiFi networks are very important for tourists to communicate and posting their activities on various social media;
- 5) Lack of environmental cleanliness and still a lot of plastic waste. It is known from the questionnaire distributed to tourists, that the existence of plastic waste in the Undisan Tourism Village gives an unfavorable image;
- 6) The lack of tourism support facilities and the difficulty of access roads to the existing tourist attractions. Based on observations and comments of tourists who visit, in reality the existing access to the village is very limited, and the condition of access to the waterfall is very steep and unsafe;
- 7) Limited supply of food / menu variations for foreign tourists. There are not many menu choices available and can be bought by tourists. For food served to tourists served by the homestay or villa where they stay;
- 8) Lack of community understanding of tourism, tourism villages, and tourism awareness. Many people do not know about the designation of their village as a tourism village, tourism and tourism potential in the area. Changing the mindset of people to be more concerned about the environment and play an active role in tourism requires a process;
- 9) Lack of knowledge, skills, expertise, and participation of local human resources in tourism development in the village. This challenge was conveyed by tourism actors in the Undisan Tourism Village, from the beginning they made tourism products to train the community's skills so that they could work in the tourism sector in the village; and
- 10) Lack of synergy and coordination of stakeholders in the village. Developing tourism in Undisan Tourism Village has not synergized with existing stakeholders and there is no good coordination between tourism actors and village government.

### **Identify the external environment of Undisan Tourism Village**

Based on the Focus Group Discussion, interviews, questionnaires conducted can be determined external environmental factors (opportunities and threats) in Undisan Tourism Village, as follows:

#### **External Environmental Factors (Opportunities)**

- 1) Bali as a tourism destination visited by many tourists and becomes a national tourism barometer;
- 2) Advances in transportation technology and opening access to direct flights from several countries to Bali;
- 3) There is a government policy that tourism is a priority for development with opportunities to increase employment opportunities and overcome poverty in Indonesia;
- 4) The existence of government policies, especially from the tourism ministry regarding the provision of 100,000 homestays in Indonesia, appreciation of community businesses in the field of tourism, marketing themes such as digital marketing and nomadic tourism;
- 5) Government policies on village funds can be manage annually to villages;
- 6) Advances in internet technology that affect and touch all aspects of life; and
- 7) Tourism trends based on sustainable, responsible and environmentally friendly.

#### **External Environmental Factors (Threats)**

- 1) Lack of planning in tourism development in general;
- 2) Limited access and supporting facilities to remote areas and villages in Indonesia. Limited access will hamper almost all related sectors, distribution channels and expensive transportation to tourist destinations;
- 3) The existence of Mount Agung natural disasters and other disasters in Indonesia;
- 4) There is no integrated tourism development system pattern in the Regency and Province. This is due to the fact that Bali has not been managed as a one island tourism management destination. Each regency / city issues a regulation on the determination of tourism villages, the number of which continues to increase every year, and there is no evaluation as to the impact of the stipulation on the economy, social, culture and environment; and
- 5) Limited internet network and Global Positioning System / GPS in villages and remote areas. This makes tourism destinations and tourist attractions difficult to find, and is compounded by the lack of direction boards.

### **Conclusion**

The development of a tourism village in Bali has a semi-direct and direct interaction model with the spirit of developing alternative tourism in accordance with the characteristics of visiting tourists. However, the development of tourism villages in Bali which is very numerous and continues to grow, selling products that are almost the same, there is an effort to commercialize, focus leaning on tourists, without differentiating the target market, conducting vigorous promotions in attracting the number of tourist visits (dominant foreign tourists who use air transportation and other mass tourism products that contribute to environmental and social problems) of course this is contrary to the concept of alternative tourism. The role of alternative tourism is inadvertently in opening up areas for more intensive forms of tourism. In addition, tourism villages in Bali do not yet have the same service standards, high levels of competition between tourism villages, business focus and economic activities, as well as different community understandings and commitments in the development of tourism villages, of course this is not in accordance with the development of alternative tourism.

Tourism villages in Bali require adequate and adequate local creativity, innovation and human resource management to support the management of tourism villages, so as to be able to increase their capacity and productivity economically to improve the welfare of rural communities through their fields. In addition, given the large number of tourism villages in Bali, exploring the uniqueness of each village that is different from other villages is very important to do. The suggestions that can be conveyed include: 1) Considering the number of tourism villages in Bali, each tourism village must be able to display the uniqueness and characteristics of each; 2) Reviewing the determination of tourism villages and conducting a feasibility study on the determination of tourism villages; 3) Village leaders and village communities should begin to coordinate, synergize, and plan the direction of tourism development in their villages; 4) The importance of the support and contribution of all stakeholders' in the village to create a

tourism village that is able to provide color in accordance with its tourism potential; 5) Importance to explore and create unique tourism products, based on innovation and creativity, so that tourism villages in Bali are easily recognized by tourists; 6) Need to expand market segments in accordance with the character of the products contained in each tourism village in Bali; 7) Need for awareness and synergy of the surrounding village community in providing tourism support products; 8) Importance to increase community knowledge, skills and expertise about tourism; 9) Importance of maintaining environmental cleanliness, developing a clean culture and implementing tourism awareness by the village community; 10) Need to work for internet and wifi networks in the village and the addition of location points so that GPS is easily detected; 11) Create digital team and carry out promotions about tourism potential in each tourism village; and 12) Importance to increase cooperation with other travel agents as well as with other tourism actors.

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