

# Community Based Tourism Management at Pinge Village, Tabanan Regency, Bali

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## Abstract

The demand of something different has driven tourism destination to make new attractions to accommodate various needs of tourists. The idea of presenting authentic local attraction has given local people something to expect from tourism. Thus the idea of community based tourism emerges. This research was conducted at Pinge Village in Tabanan Regency; focusing on the management of the Pinge Village governing body, which consists of the local people themselves. The purpose of this research is to identify and illustrate the role of the governing body for the benefit of the local people. The data collection is done by observation, interview, and literature review. The analysis technique used is descriptive qualitative research. The result is that the governing body is responsible for managing the village's attraction, activities, and facilities, namely trekking, performing arts, farming activities, cooking class, and home stay. These attractions, activities and facilities are either owned personally by the villagers or owned by the village. The aim of the governing body is to make the people and village prosperous.

*Keywords: Community Based Tourism, management, Pinge Village, governing body, alternative tourism*

## 1. Introduction

Bali's beauty has charmed visitors from around the globe. The culture of the Balinese people can be said as the main point of attraction to the island, according to various researches. The growth of tourists coming to Bali each year is increasing which makes the demand of the tourist higher than before. Beaches, resorts, handicrafts, cultural activities, beautiful scenery, and shopping may be a strong magnet for tourist to come to Bali, but there is a niche market for those who want to enjoy the village life in Bali. This can't be found in famous and crowded spots like in the southern part of Bali. This demand can only be supplied by villages that are located far away from the busy life of most tourism destinations.

In 2017, Bali has been voted as the best tourism destination in the category of 2017 Traveler's Choice Award by Tripadvisor. Bali is followed by London, Paris, Rome and New York City in fifth Place. Other destinations in South East Asia in the top ten are Siem Reap, Cambodia in eighth place and Phuket, Thailand in tenth place. Competing with other destination in the world and becoming the winner according to travelers is a proof that Bali has made positive impacts to them. With awards given to Bali from years before, places other than those already well known have put their hopes in tourism in the attempt to use it for their benefit. Several villages located far from southern Bali have an initiative to use the potentials of their village to attract tourists.

The village of Pinge is located in the Regency of Tabanan. It is approximately 50 kilometers from Ngurah Rai International Airport. This village has its uniqueness that

differentiates it from other villages in Bali. As we enter the village, we can notice the composition on the houses towards the street is symmetrical. The street runs right in the center of the village which makes it evenly divided. The house compound also has taken distance from the edge of the street thus making space for grass to grow and decorate the front area of the house compound. Every single house has taken the same step about the disposition from the street. Located in the countryside of the island, Pinge has lots to offer regarding natural landscape and ambience and village life.

According to Bywater in Williams (2004: 35), the majority of tourists are primarily interested in 'historic monuments and sites, followed museum and then by art and music'. This indicates that there are the minority of tourist that has interests other than those mentioned previously. This minority market is a segment that needs to be focused by some party because they also have money to spend. Tabanan Regency through Pinge village wants to take this opportunity and attract tourists coming to the village.

## **2. Literature Review**

In analyzing the research mentioned above the researcher applies community management theory by Korten: "community management takes as its point of departure, not the bureaucracy and its centrally mandated development projects and programs, but rather the community itself: its needs, its capacities, and ultimately its own control over both its resources and its destiny" (Korten 1986: xix)

According to Asia Pacific Tourism Exchange Center (APTEC) community based tourism defined as: "activities of the local community to promote exchange and to create a community filled with energy by fully harnessing nature, culture, history, industry, talented people and other local resources" (APTEC, 2001: 3). With this definition, the village of Pinge wants to utilize its potentials for their benefit. Through tourism, the introduction to Pinge and its uniqueness is hoped to give profit for the village.

## **3. Research Method**

This research was conducted in the attempt to identify and illustrate the role of the governing body that organizes the tourism activities in the village. Observation, interview with the members of the body, and also literature review was executed to obtain the data needed for this research.

The design of this research is done by descriptive qualitative method which describe qualitatively (no statistical), so by this analysis is expected to give meaning of governing body by community based tourism in Pinge Village, at Tabanan Regency. In this case only reports, description, and explanation of the phenomenon are used.

## **4. Findings**

The idea of Pinge being a tourism village was first initiated at 2004 by the government of Tabanan Regency with the issue of Regent's Decree number 337 year 2004. This decree has given Pinge the legal standing to arrange its village to become a tourism village. The villagers has since welcomed the decision by the regent and slowly

changing its neighborhood into an attraction worthy of tourist to enjoy. The phenomenon of tourism in the island has led the villager's intention to use this to increase their quality of life, especially in the increase of their income. They believe with the potentials of their village, tourists will come and tourism will make an impact for them and the village.

Pinge village has already established a government of their own for their village (*prajuru desa pakraman*). This system has been inherited since previous generations. It is a traditional governmental system to manage the village, its people, its social activities and norms, and also its environmental surrounding. It is led by a leader named *Bendesa Adat*. This person is the highest position within the village but actually the village forum (*sangkep*) has the biggest power to decide on any matter. Thus everybody has a voice that can influence any matter discussed in the forum. In the attempt to control and increase the benefit from tourism, the village has formed a governing body to manage the activities of the tourism village.

Pinge has been chosen by the government of Tabanan to be developed into a tourism destination. This idea was also supported by the Minister of State Owned Enterprises, Rini Sumarni, in the form of Memorandum of Understanding. With this support, the minister hopes that "Pinge to be built as a better tourism village than before, not only to increase the number of tourist coming but foremost is to help the villagers to increase their income and be more prosperous". Some of the state owned enterprises that have committed to help and build Pinge are Semen Indonesia, Pertamina, Perusahaan Listrik Negara (State Electricity Enterprise), and several banking enterprises such as Bank Tabungan Negara, Bank Mandiri, Bank BRI, and Bank BNI.

#### 4.1 The Governing Body of Pinge Village

Pinge has formed a governing body for the tourism village named Badan Pengelola Desa Wisata Pinge Asri (Tourism Village Governing Body Pinge Asri). It was formed by the villagers through a general meeting between the administrators of the village and the villagers.

Pinge Asri consists of several positions. The highest is the body's supervisor (*Pengawas*) board which consists of one head and two members. This position is filled by the village elders (*Bendesa* and *Bendahara Adat*). Below them are the referrer/ senior members (*Pembina*) board which consist of one head and two members. The referrer board is filled by the village administrator (*kelihan adat*). The main members of the governing board consist of one head, one vice head, one secretary, one vice secretary, one treasurer, and one vice treasurer. It is also consist of several sections such as homestay, souvenir/ handicraft, culinary, tourism attraction, promotion and guide, marketing, security, cleanliness and landscape, equipment and electronics, and one administration staff. The current administration was inaugurated on 27 November 2016 and holds the administration for five years.

Based on the interview with the head of Pinge Asri, the characteristic of the members of the governing body is *ngayab* or to serve (Hood, 2010: 62). The reason is that the governing board is a part of the village, thus each member is obligated to take part in any aspect based on their capacity. That is why the people sitting in the governing board, which has the knowledge and skill for being a member of the body, were chosen. In

some situation where a member of the body cannot continue his role as a member which is caused by personal problems or other obstacles, it is common to pick a replacement for the position without any formal inauguration.

#### 4.2 Activities and Facilities in Pinge

Being a village rather far from the city, Pinge has maintained its uniqueness in several forms, especially its way of life and daily activities. Tourists can enjoy several highlights of the village. The attractions and facilities that they can enjoy are as below.

1. Daily life activities – tourists are given the opportunity of living the daily life of the villagers in Pinge. Some activities are only found in the village hence it is an attraction that will entertain the tourist. The activities that are offered range from rice field activities such as planting rice, plowing, feeding the cattle and other farm animals; and home activities such as *mejejabitan* (the art of making offerings from coconut leaves), planting trees, and participating in cooking meals. All of these activities are conducted by the villagers.
2. Trekking – the village has rice fields that lie on the north side of the village and offers breathtaking views of Batukaru Mountain and its surrounding. The track itself has been made by the villagers with the coordination from the governing body.
3. Traditional dance and music – Pinge has 2 specific and unique dances that dates back long ago which are Bumbung Gebyok Dance and Leko Dance. These dances were considered sacred for the village. But with tourism impact, there have been modifications to the dance which makes it possible to be performed to entertain the guest. The dancers are young girls around 10-14 years old. The dance is accompanied by gamelan ensemble played by the villagers. The gamelan players are men and their age varies from young to old.
4. Homestay – the villagers have prepared part of their house to be used as accommodation for tourists coming to the village. Each house compound has prepared two to six rooms for tourists.
5. Village hall – Pinge village has a village hall or *bale banjar* that can be used for the meeting point and also for performances and activities for the guests.
6. Tourist information point – at the entrance of the village, there is an opened aired building that functions as an information point. This point has an officer that will give information about Pinge village and its highlights.
7. Cooking Class – the cooking class in Pinge village is conducted at one of the villagers' home. The menus are Balinese food ranging from snacks to entrées. Most of the time the kind of menu is chosen by the tourist.
8. Pura NatarJemeng – this is a temple with archaeological findings situated within the temple. One of very few temples with ancient findings, Pura NatarJemeng offers the ambience of old Bali. Situated by the street and further north of the villagers compound, the calm and silent surrounding will help to maximize the experience in the temple.

#### 4.3 The Relationship Between the Community and the Governing Body

Pinge Asri and the villagers have a strong and dependable relationship. As previously mentioned, Pinge Asri was formed through the Pinge village forum to ensure

the benefit of tourism for the villagers and the village.

Based on the interview with Pinge Asri head, I Made Jadrayasa or well known as Pak Nandi, the governing body acts as the representative of the village and villagers. They only manage the objects and attractions that are already exist. Regarding to the principles of management which are planning, organizing, actuating, and controlling (Terry and Franklin, 1994), Pinge Asri does them independently. Once a year this body reports its progress to the villagers in the village forum.

If any construction needed to support the tourism village, the governing body will report this to the general meeting. They will give a presentation about this matter. Then the villagers will have a say about it. So the villagers play a big role in determining the development of Pinge's village tourism facilities.

## 5. Conclusion

The existence of the governing body in Pinge village was established by the villagers through a general meeting. The reason for such body is to ensure maximum benefit for the villagers through touristic activities. Pinge Asri has independent authority to manage the village tourism, but is restricted to make decisions that will affect the village and its village. The relationship between them is dependent. The villagers depend on the governing body to give them maximum benefit from the tourists that come to the village. The governing body depends on the villagers when making decision that will affect the village. This relationship with mutual benefits is strongly held by both parties because of the same goal, which is to benefit from tourism for the prosperity of the village and its people.

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