

ECOTOURISM-BASED VILLAGE DEVELOPMENT IN GALUNGAN VILLAGE, BULELENG, BALI

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ABSTRACT

The potential of Galungan Village is forests, rivers, communities and a cool climate for the development of tourist villages. The location of the tourist village is also close to the center of tourism development, starting from Bedugul, Munduk, Lovina or East Buleleng. Warmadewa University held a Management Science Service Program in Galungan Village. Basically, sustainable economic, environmental, cultural and social development carried out by the government together with rural communities requires comparative resources and competitive human resources. Village forests that have the potential to be developed into ecotourism are located in the village administration area as an estuary for people's growth and welfare. The role of the village government in optimizing economic capacity and activities is to prioritize economic institutions in this case BUMDes to manage village potential in the form of village forests. The four managerial skills needed to strengthen the activities and competitiveness of human resources in managing village forest ecotourism by the Galungan BUMDes include: 1) human resource management skills; 2) technical management skills; 3) financial management skills; and the last 4) personal skills. Management capable of defining tasks/jobs, assessing employee performance as a whole, developing employee potential, delegating tasks, ability to solve customer problems; Explain the operational stages of ecotourism, able to manage services; skilled in making a schedule of activities in accordance with a predetermined time allocation; able to evaluate whether the product/service has complied with industry norms or standards; skilled in allocating funds and finding sources of funds; as well as using inner/spiritual strength in running entrepreneurship, they are able to sincerely work; forming relationships and interacting with others, able to work hard, able to motivate and strengthen themselves to work and serve (other employees and customers), and self-motivating and leading skills as a form of managerial skills to achieve performance.

Keywords: ecotourism, regional management, village forest, village sustainability, village potential, back to nature

PRELIMINARY

The first ecotourism activity was probably the safari (hunting of animals in the wild) carried out by adventurers and hunters in Africa. This activity flourished in the early 1900s. And the Kenyan government took the opportunity and opened up business opportunities from this safari activity (Weaver, 2001). The newly independent government of Kenya, with its flora and fauna resources, sells safari adventure activities to hunters who want to experience the sensations of the wild and exotic African savanna and mammals (Western, 1993). The Kenyan government sold a lion as game for US\$27,000 in 1970. However, it was eventually realized that uncontrolled hunting could lead to the extinction of flora or fauna species and disrupt the balance of existing ecosystems (Wall, 1997). In the late 1970s the idea of ecotourism began to be discussed and considered as an alternative to traditional tourism activities. During the 1980s several world bodies, researchers, environmentalists, experts in the field of tourism and several countries began to try to formulate and start carrying out this activity in their own way. The formulation of ecotourism was once put forward by Hector Ceballos-Lascurain in 1987 as follows: "Ecotourism is a trip to places that are unspoiled and relatively undisturbed or polluted with the aim of studying, admiring and enjoying the scenery, flora and fauna, as well as other forms of manifestation (Blamey, 2001). existing community culture, both past and present", for most people, especially environmentalists, The formulation put forward by Hector Ceballos-Lascurain is not sufficient to describe and explain ecotourism activities. The explanation above is considered only a description of ordinary natural tourism activities. This formulation was later refined by The International Ecotourism Society (TIES) in the early 1990s, as follows: "Ecotourism is a responsible nature tourism activity by preserving the authenticity and sustainability of the environment and improving the welfare of the local population". by Hector Ceballos-Lascurain which both describe tourism activities in the wild or open, only according to TIES in ecotourism activities there are elements of caring, responsibility and commitment to the authenticity and sustainability of the environment as well as the welfare of the local community. Ecotourism is an effort to maximize and at the same time preserve the potential of natural and cultural resources of the local community to be used as a sustainable source of income (Buckley, 2009; Orams, 2001).

Ecotourism begins when a negative impact on conventional tourism activities is felt. This negative impact is not only stated and proven by environmental experts but also culturalists, community leaders and tourism business actors themselves (Stronza et al., 2019). The impact is in the form of environmental damage, the uncontrolled influence of local culture, the reduced role of the local community and business competition that has begun to threaten the environment, culture and economy of the local community (Das & Chatterjee, 2015). Bali which is now well-known as a destination tourist the world seems to still have the potential to develop, including in the development of ecotourism (Acott et al., 1998). One thing that needs to be considered in the concept of ecotourism is to minimize physical development in the area. In addition, efforts must be made as much as possible in carrying out conservation, both for flora and fauna. One of the potentials for developing ecotourism-based villages is Galungan Village, Sawan District, Buleleng Regency.

Panorama of rice fields with a mountain background looks dashing in Galungan Village. Moreover, the weather is sunny, the sky blue with a few points of cloud cover looks perfect (Sharpley, 2006). When you go to Galungan Village by driving, you are usually sleepy. The reason is that the air here is very cool, making the eyes sometimes drowsy. Therefore, be careful. Entering Galungan Village, the weather here already feels very cool. Clove trees that are old, it is said that some are 80 years old and still

sustainable (Stronza & Gordillo, 2008). The fragrant aroma of cloves will spread when the harvest has arrived (Wall, 1997). This village is indeed exotic (Lindberg, 1998). With its majestic natural wealth, Galungan Village has great potential as a village that is suitable for economic excellence. However, all of that must require a mature concept. As a village located in a mountainous region, located approximately 1000 above sea level. In the mountainous region, there is a protected forest covering an area of 712 hectares. Inside, there is also a waterfall source. Forest and water, one unit of nature. This is an inexhaustible natural resource. Both are still preserved in Galungan Village. The potential of Galungan Village is forests, rivers, communities and a cool climate for the development of tourist villages. The location of the tourist village is also close to the center of tourism development, starting from Bedugul, Munduk, Lovina or East Buleleng. Based on this potential, researchers are interested in conducting further research related to village development into an ecotourism village in Galungan Village. This is an inexhaustible natural resource. Both are still preserved in Galungan Village. The potential of Galungan Village is forests, rivers, communities and a cool climate for the development of tourist villages. The location of the tourist village is also close to the center of tourism development, starting from Bedugul, Munduk, Lovina or East Buleleng. Based on this potential, researchers are interested in conducting further research related to village development into an ecotourism village in Galungan Village. This is an inexhaustible natural resource. Both are still preserved in Galungan Village. The potential of Galungan Village is forests, rivers, communities and a cool climate for the development of tourist villages. The location of the tourist village is also close to the center of tourism development, starting from Bedugul, Munduk, Lovina or East Buleleng. Based on this potential, researchers are interested in conducting further research related to village development into an ecotourism village in Galungan Village.

LITERATURE REVIEW

Tourist Village

A tourism village is a community or society consisting of residents of a limited area who can interact directly with each other under a management and have the care and awareness to play a role together by adjusting different individual skills (Atmadja et al., 2021). Tourism villages were formed to empower the community so that they can act as direct actors in an effort to increase our readiness and concern in responding to tourism potential or tourist attraction locations in the area of each village (Dewi, 2014).

Ecotourism

The term ecotourism was first introduced by The Ecotourism Society (1990). That is a kind of eco-friendly tourism. That is, through activities related to nature, tourists are invited to see nature more closely, enjoy the authenticity of nature and its environment so that it makes them moved to love nature (Wall, 1997). Or commonly referred to as back to nature. Ecotourism is nature-based tourism related to education and understanding of the natural environment and managed with sustainable principles (Western, 1993). In addition, ecotourism is responsible for respecting and preserving the environment and improving the welfare of the community. Ecotourism is a form of tourism that is very closely related to the principle of conservation. Thus, ecotourism is very appropriate to be empowered to use in maintaining the integrity and authenticity of the ecosystem in an unspoiled environment (Blamey, 2001). The boundaries of ecotourism have special characteristics and are different from the usual boundaries of tourism. The concept of ecotourism is tourism that prioritizes nature conservation efforts, social empowerment, while increasing awareness of the importance of the environment. This option is not intended for tourists only, but also involves the local community (Stronza et al., 2019).

Green Tourism

Green tourism is a tourism concept that includes recycling programs such as using environmentally friendly cleaning supplies, making room keys with recycled basic materials, or having a water conservation program (Barber, 2014; Stylos & Vassiliadis, 2015). Usually this is done by a local hotel or inn. However, most of the hotels had referred to themselves as green tourism actors just because they put a "hang up towels if not reused" sign on the wall (Gupta et al., 2019). In fact, doing that alone is not enough if you want to be named as a green tourism actor. Most of the hotels and tours that actually run this program usually list what has been done on the official website (Manganari et al., 2016; Nezakati et al., 2015; Nimri et al., 2017).

METHOD

This research adopts a qualitative method with a thematic analysis approach towards the main objective. The first stage is data collection using structured interviews with various stakeholder groups to develop a deeper understanding of the informants' perceptions of learning, training, and how contextual reality is. The second stage, data analysis consists of (1) data reduction, (2) data presentation, (3) drawing conclusions. This type of interview is flexible and the researcher can follow the interests and thoughts of the participants. The interviewer freely asked the participants various questions in any order depending on the answers. This can be followed up, but the researcher also has his own agenda, namely the research objectives he has in mind and certain issues to be explored. However, the direction and control of the interview by the researcher was minimal. In general, there are differences in the results of interviews for each participant, but from the beginning, a certain pattern can usually be seen. Participants are free to answer, both in content and in the length of the presentation, so that very in-depth and detailed information can be obtained.

DISCUSSION

Ecotourism as an Effort to Preserve Nature and Culture

The existence of tourist objects and attractions in an area is expected to bring benefits, especially for the surrounding community in generating new jobs (Chathoth & Olsen, 2005; Jacobs, 2005). With the new job opportunities, it is hoped that there will be an increase in the welfare of people's lives. However, it turns out that there are not only positive impacts obtained from the existence of tourist objects and attractions but also many negative impacts. In some tourist areas, many become dirty due to littering behavior, the behavior of destroying natural resources and the environment resulting in natural disasters such as floods and landslides, deviating behavior from universal norms and values, as well as various other problems (Forte et al., 2017; Lutfillah et al., 2015; Sutawa, 2012). The emergence of negative impacts from various tourism activities encourages a change in the tourism paradigm, namely old mass tourism to new tourism that tends to be environmentally friendly, one of which is ecotourism. Ecotourism is tourism that is responsible for the preservation of nature, and contributes to improving the welfare of local communities (Western, 1993). Ecotourism is a sustainable tourism business both economically and environmentally for the people living around conservation areas. To become a sustainable tourism business, it is necessary to create enabling conditions where the community is given the opportunity to make decisions in terms of managing ecotourism businesses, regulating the number of tourists, and develop ecotourism business in accordance with the vision and expectations of the community for the future. Ecotourism has begun to be developed as a program that is also a conservation strategy and is expected to be an economic alternative for local communities (Stronza & Gordillo, 2008).

This is the motivation for Galungan Village to develop into a tourism village based on ecotourism. With its natural beauty, Galungan Village has the potential to develop an ecotourism-based village to increase village income while preserving nature. As stated by one of the village leaders, namely:

"With the development of ecotourism, the community is expected to be able to take advantage of the intact natural beauty, culture, and local history without destroying or selling its contents" (Statement of the Head of Galungan Village).

This statement shows that the entire village community has supported the development of ecotourism in this village. The awareness of the people who really love the nature of their village has become a high motivation by village government leaders to develop ecotourism-based tourism villages.

"Broadly speaking, ecotourism is the development of the potential of natural resources, the environment, as well as the uniqueness of nature and culture which is one of the leading sectors of the region which so far has not been developed optimally. So as an effort to develop ecotourism in the region optimally, it is necessary to have a strategy in planning, utilizing, controlling, strengthening institutions, and empowering the community by paying attention to social, economic, ecological principles, and involving stakeholders in managing ecotourism potential" (Interview with Warmadewa University Academics who is involved in Ecotourism Socialization).

Synergy between various parties is needed in the development of this ecotourism. Concentration on the preservation of nature and culture is the focus of all circles in Bali. Sustainability villages and tourist villages are indeed the main attraction to be developed, so that ecotourism-based villages become the strategic path chosen by potential villages such as Galungan Village.

Community Empowerment in Socio-Economic Context to Support Ecotourism-Based Villages

The multiplier effect of tourism can and is able to accelerate economic growth and job creation (Keuschnigg & Schikora, 2014; Mann & Wüstemann, 2010). However, developing tourism requires many activities that can have a negative impact on the environment. To synergize ecotourism activities, the program must be able to support environmental sustainability and bring economic benefits to the surrounding community (Jankovic et al., 2011; Matei et al., 2016). The development of ecotourism in a village or area should also be directed to inclusive business development, so that the tourism sector as a trigger for the development of a village can be sustainable and involve all elements of the village community by promoting the village's superior products. Ecotourism become a place for entrepreneurship for the local community because of the many opportunities for creative industries or professions to increase income economically (Deininger et al., 2019; Inghirami & Scribani, 2016). Statements that support this concept are:

"We intend to develop the creation of ecotourism-based entrepreneurs to support the entrepreneurship ratio which in 2024 is targeted at 3.95% or requires 1.5 million innovative entrepreneurs," (Statement of the Representatives of the Bali Cooperatives and MSMEs Institute).

In the context of entrepreneurship development in ecotourism-based village development, it can be analyzed that there is more involvement of local communities (Higgins-Desbiolles, 2020; Wardana et al., 2021). So that in this concept it prioritizes local community-based entrepreneurship and has a high selling value. Community empowerment is an option for villages to develop ecotourism-based villages (Stevanović, 2016; Temouri et al., 2021). The community-based ecotourism pattern is a pattern of ecotourism development that supports and allows full involvement by local communities in the planning, implementation, and management of ecotourism businesses and all the benefits derived (Lestari & Hertati, 2020; Sara et al., 2021). Community-based ecotourism is an ecotourism business that focuses on the active role of the community.

“The community-based ecotourism pattern recognizes the rights of local communities to manage tourism activities in areas that they have traditionally owned or as managers. Community-based ecotourism can create job opportunities for local communities, and reduce poverty, where ecotourism income is from tourism services for tourists: guide fees; transportation costs; homestays; selling crafts, and others. Ecotourism has a positive impact on the preservation of the environment and local indigenous culture which in the end is expected to be able to foster identity and pride among local residents who grow due to increased ecotourism activities” (Statement of Warmadewa University Academics in the socialization of entrepreneurship for ecotourism-based villages).

The existence of a community-based ecotourism pattern does not mean that the community will run their own ecotourism business. The level of implementation of ecotourism needs to be seen as part of an integrated development plan carried out in an area. For this reason, the involvement of related parties from the community, community, government, business world and non-governmental organizations is expected to build a network and run a good partnership according to their respective roles and expertise. There are two aspects that are closely related and need to be discussed simultaneously if you are to develop community-based ecotourism as a successful business. Businesses must be economically viable, generate significant income for the local community, and be managed professionally. Then, the effort needs to be fair.

The Potential of Galungan Village that Can Be Developed Towards an Ecotourism-Based Village

Ecotourism developed in conservation areas is ecotourism that is “green and fair” for the benefit of sustainable development and conservation, which is a business activity that aims to provide sustainable economic alternatives for communities in protected areas, sharing the benefits of conservation efforts appropriately (especially for the community) (Nezakati et al., 2015; Sara et al., 2021). communities whose lands and natural resources are in protected areas), and contribute to conservation by increasing awareness and support for the protection of landscapes of high biological, ecological and historical value (Compa et al., 2019; Perdana et al., 2020; Yudiantini & Jones, 2015). Galungan Village has various potentials that can be developed as a support to become an ecotourism-based village (Sah, 2016). Galungan village, which once hosted the World Mangosteen Fiesta event, which supports and continues to develop the mangosteen fruit, is a sign that this village has potential in terms of agriculture, plantations and agricultural products. In addition, Galungan Village has fertile plantation land with coffee, mangosteen and durian crops, according to Galungan Village also has charming tourist objects that are not widely known by local and foreign tourists, in the form of natural waterfalls. One local community leader stated that: Galungan village according to also has a charming tourist attraction that is not widely known by local and foreign tourists, in the form of natural waterfalls. One local community leader stated that: Galungan village according to also has a charming tourist attraction that is not widely known by local and foreign tourists, in the form of natural waterfalls. One local community leader stated that:

“This Galungan village has a vast expanse of village forest and attracts tourists. Long-lived plants grow thickly between the dirt paths. Only a few residents often enter this forest, there is no visible trace of a motorbike because the terrain is steep, the cliff gap is narrow, and it is quite winding. A waterfall with clear water to wash the sweat of these runners. The falls and splashes of water are very loud, flowing into a number of small rapids below. The water can be drunk directly, especially if it is at the top of the rapids that has not been contaminated by human activities. At the bottom of the rapids, suitable for soaking or cooling the feet” (Statement of one of the community leaders of Galungan Village).

"Galungan Waterfall is a sign of the journey to the village half way again. Down the cliff that made the feet slip because of the mud. The runners helped each other, holding hands to keep from slipping. Wooden ropes are useful as a tool, occasionally there is a fall and slump with the buttocks. Mud stained shirt and pants. Enough to boost the adrenaline. The steep dirt path becomes an interesting challenge, then it is interspersed with a sloping road with thick dry leaves covered like a compost carpet. When the durian and coffee plantations are opened, the sign of the forest area has passed and is now heading for rice fields and then settlements” (statement from a nature lover student from Warmadewa University).

In Bali, there are 22 Village Forest Management Rights (HPHD) with a total area of 6852 hectares spread over 4 districts namely Buleleng, Jembrana, Karangasem, and Bangli. These include Pangeragoan-Jembrana Village (1325 ha), Lemukih Village (988 ha), Galungan-Buleleng (712 ha), Selat-Buleleng Village (552 ha), Tejakula-Buleleng (353 ha), Sukawana-Bangli (315 ha), Wanagiri-Buleleng (250ha), and others. They get management rights such as environmental services and non-timber forest products. Galungan Village is located after Bedugul, a natural and agro tourism area in Tabanan Regency. After passing Bedugul, continue north towards Singaraja, the capital of Buleleng Regency. In the middle of the winding road that divides the hill to North Bali, there is a fork that shows the direction of this village. After turning towards Galungan Village from Bedugul-Singaraja, along the way through the villages of Lemukih and Galungan, you can see gardens full of fruit and cloves. The most prominent durian fruit, turning the eye from the road full of sharp bends and steep cuts through this hill. Durian fruit hangs dozens to tens of grains on the tree (Brand, 2020). Not a few on the side of the road. Drivers passing by carrying piles of durian and mangosteen fruit were also seen. Another potential of the Galungan village that supports ecotourism is that the community is aware of the environment and utilizes their expertise for entrepreneurship (Laplaine & Mazzucato, 2020). There are also residents of the community who use their land to plant medicinal plants and the results are traded to visitors to the village (Atmadja & Saputra, 2018; Mariyatni et al., 2020; Saputra et al., 2019). Other people who have expertise in the field of art sell their original handmade souvenirs to visitors. And there are many more entrepreneurial models chosen by the Galungan Village community which are characterized by a creative economy. And the most amazing thing is that Galungan Village is very supportive of the Bali Governor's Regulation on minimizing the use of single-use plastic. The houses in this village are almost entirely sterile from single-use plastic waste and visitors are not

allowed to bring or use plastic (Saputra et al., 2021). This is a manifestation of the local people's love for their natural environment and the preservation of nature is the key to their success. The houses in this village are almost entirely sterile from single-use plastic waste and visitors are not allowed to bring or use plastic. This is a manifestation of the local people's love for their natural environment and the preservation of nature is the key to their success. The houses in this village are almost entirely sterile from single-use plastic waste and visitors are not allowed to bring or use plastic. This is a manifestation of the local people's love for their natural environment and the preservation of nature is the key to their success.

CONCLUSION

Ecotourism has an impact on various aspects, some of which are aspects of conservation, empowerment, and environmental education. Tourism with a focus on nature conservation is also able to provide economic incentives for conservation efforts and the existing flora and fauna diversity. Of course, it will also have an impact on the culture and natural heritage around these tourist attractions. The concept of ecotourism can also be useful for fighting poverty and achieving sustainable development. Now more and more tourists are interested in coming to ecotourism attractions in Bali because they get peace and comfort. The natural beauty of Bali is never-ending to be explored. This is the biggest attraction for local tourists as well as for visiting. Not only beach tourism, ecotourism is also an attractive prima donna to visit as an alternative vacation spot. Ecotourism is a means for tourists to be able to learn and enjoy nature, to local culture and history. In addition, this tourist destination can provide a positive impact on the local culture and environment, as well as increase the community's economy. The development of ecotourism practices and concepts is caused by several factors. The main factor is the desire to provide sustainable funding for activities conservation nature and wildlife. However, because its implementation involves or has an impact on multiple stakeholders, the idea involves more complex motives. Ecotourism is not just a simple concept as many people say. It is a complex idea. Involves many components, principles, criteria. Without implementing these principles or criteria, a nature tourism activity cannot be categorized as ecotourism.

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