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## **THE POTENTIAL OF TARO VILLAGE, IN SUPPORTING SUSTAINABLE TOURISM IN GIANYAR-BALI**

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### **ABSTRACT**

*The development of rural tourism requires the participation of local communities in the entire development phase starting from the planning, implementation and supervision stages. However, in reality there is Often neglect of community participation. This study aims to describe the potentials of developing Rural Tourism and the involvement of local communities in Taro village. The research in this paper was conducted in the tourist village of Taro, Gianyar Regency, Bali. Data collection is done by literature study, in-depth interviews and non-participant observation. The analytical method used is descriptive analysis. This paper shows that the development of tourist villages in Taro can still be developed considering that Taro still has tourism potential that is very possible to be developed.*

**Keywords:** Development Strategy, Taro Rural Tourism, CBT, Sustainable Tourism

### **INTRODUCTION**

Today the tourism industry has become a global phenomenon that is exceptional. Various reports from world institutions and national states that have become the largest industry in terms of geographical spread, growth, linkages with other industries, labor, and economic reach incurred. Over the last 25 years of travel UNWTO recorded growth of nearly 500% (The World Tourism Organization, 2019). Many stakeholders related to tourism and a wide variety of traveler needs when traveling. One requirement is a tourist destination (DTW) to be visited. In Indonesia, many villages have developed into a unique potential tourist villages along get a touch of the community, as a government agency managers or supervisors.

Problems of Development of Village Tourism tourist village existence in the course of development of tourism in the country is already so important. Tourist village able to color variation more dynamic destinations within a tourism area, so that tourism does not always get caught up in the trend of the development of mass tourism patterned. In the context of the development of the tourist village of Bali tourism became an integral part of the tide of tourism development. Through rural tourism, tourism prove to the spirit of tourism as an absorbing rural labor, as a generator of economic growth in the region, and as a means of poverty alleviation

(pro-job, pro-growth and pro-poor). The obstacles and challenges rural tourism is the limited vision or a clear perception of the public about tourism, lack of interest and awareness, lack of human resource capacity, the constraints of culture (cultural barriers), are common coercion and victimization against tourists. In anticipation of this constraint, the government policy direction namely: 1) Provide opportunities and role to the community in tourism development; 2) Allocation of financial resources, institutional strengthening, and community empowerment by enhancing capabilities and self-reliance; 3) To contribute to the fullest development; 4) Giving freedom to the wishes of the people; 5) The development of rural tourism can create local tourism product as the capital of the planning and marketing of the products, so as to create stability and economic security. But it is undeniable that the development of rural tourism is still faced with some fundamental problems, which come from internal village, such as the super-structure of the village (government, regulatory constraints. There is duplication of models and the lack of product differentiation. Development of a tourist village tend to repeat the products that have been created by the tourist village already underway. An interesting example is the development of Baha Tourism Village, Badung, Bali with raw mimic traditional development model gate door (*angkul-angkul*) uniforms made by Pengelipuran village, Bangli, Bali. You could say the duplication process occurs deliberately ignoring the potential authenticity and uniqueness of its own. Evidently the end, the process does not bring satisfied results, Baha village cannot develop optimally as a tourist village but already disbursed amount of funds from the budget (Budget revenue and Expenditure). The purpose of this study was to investigate the application of Community-Based Tourism in the development of sustainable tourism as a socio-economic empowerment of the community in the village of Taro Travel elephant ride in the tourist village of Taro Bali is one of the tourists visiting Bali.

#### **DEFINITIONS AND THE POTENTIAL FOR VILLAGE TOURISM**

*Rural tourism* is composed of the overall tourism experience of rural, natural attractions, traditions, the elements - a unique element which overall can attract tourists (Dissart & Marcouiller, 2012). The existence of a tourist village in the course of development of tourism in the country is already so important. The village has been able to color variations tourist destinations more dynamic in an area of tourism, so tourism is not always stuck in the patterned development of mass tourism trend. In the context of Bali tourism, rural tourism development become an integral part of the tide of tourism development. Through rural tourism, tourism prove to the spirit of tourism as an absorbing rural labor, as a driver of economic growth in the region, and as a means of poverty alleviation. Baiquni (2005) states that one important thing that is overlooked in the development of rural tourism is the issue of the institutional capacity of the tourist village manager. The approach in capacity building of local institutions (government and society) has a spectrum of concepts and approaches vary. There are five aspects and approaches need to be considered in the development of a tourist village, which is a holistic approach, participatory learning, empowerment of management, action research, and the synergy and the network, each of these aspects are described as follows (Zielinski, Jeong, Kim, & Milanés, 2020). Holistic approach seeks to integrate the various elements or an integrated development sector, so that the formulation of problems and solutions organized collective and participatory. The method used is the system

thinking as a way to open the understanding and innovation in the context of formulating policies and developing appropriate. Participatory learning. Assistance in the development of local institutional capacity needs to be participatory, shared dig handling needs and formulating priorities in the process of 'learning together'. Indeed, most know the issue is local actors (public and local government) itself, not the consultant or contractor construction coming from outside who have their own interests. Strengthening the role of consultant in facilitating the process of collective learning, so that better understanding of the problem and its solution will be done together as a function of each institution in the governance management. Participatory learning methods that can be used is informal meeting, workshops, and learning by doing (learning by doing). Rural tourism should be in accordance with the wishes of local communities and unplanned unilaterally, the support of the local community rather than the individual or group. Initiatives to mobilize capital effort, professionalism, marketing, clear imagery must be developed because of the desire of tourists are looking for the special and attractive product (Page & Getz, 1997). It seems that the most important of the development of rural tourism is in anticipation of conventional tourism that tends to lead to conflicts between resources, people, and tourists. Ardika (2003) revealed that the policy of rural development through efforts that the tourism among others: tourist villages, tourist villages, accommodation services, catering services and food courts, transportation services, provision of souvenirs, and materials consumption through various efforts so that people are able and willing to enter the business fields.

## METHODOLOGY

Location of study is located in the village of Taro District Tegallalang Gianyar Bali. Taro village can be taken approximately 1 hour 30 minutes from Denpasar.

Genius data collected in this study is qualitative data in the form of data on the village of Taro. The qualitative data obtained from the respondents information contained in the study variables. Sources of data used are primary data and secondary data. Primary data is data obtained from the first source that is used as a sample, such as data from interviews with the public and other interested parties. Secondary data is data obtained from a competent authority such as the Bali Tourism Office related to the topic under study.

12 Informants obtained from people who know about the development of tourism in the village of Taro, such as officials, community leaders, and community tourism-related organizations.

Methods of collecting data in this study include

- 1) Observation, which make observations directly to the village of Taro to obtain a true picture of the problems examined.
- 2) Structured interviews are conducted interviews with key informants were used as samples.
- 3) Literature study, in this study use a lot of books and papers of papers related to the problems examined.

Analysis data used in this research is qualitative descriptive analysis which describe the regional development strategy Taro Tourism Village in the form of a structured description.

## RESULTS AND DISCUSSION

Taro is one of a tourist village in Bali. Seeing the condition of an unspoiled village is very suitable developed into rural tourism. Tourism sector in the village of Taro are supposed to be developed for what was served by community-based tourism is very different from and contrary to conventional tourism type of ongoing today. If conventional tourism gives a very bad impact on the environment, community-based tourism has better opportunity to develop objects and tourist attractions in small scale, and therefore can be managed by communities and local entrepreneurs, socio-cultural. The impacts are minimal, and thus have a greater chance to be accepted by society. Community-based tourism provides greater opportunities for the participation of local communities to be involved in the decision making process in the decision and enjoy the benefits of the development of the tourism industry, and therefore empower the Taro in particular and Bali in general.

The role of community in the development of tourism in the village of Taro, especially in the socio-economic empowerment needs to be done so that the community-based tourism be used as one form of a new paradigm of tourism development that brings the principles of sustainable development (Sustainable Development) for the attainment of the distribution of public welfare more evenly, so that the process future construction and development of the tourism sector in the Village Taro can grow and flourish and benefit the community. Adventure Travel elephant ride is housed in the village of Taro which was adjacent to the tourist area of Ubud, this recreation is highly favored by the domestic and foreign tourists. Especially travel with children, this activity is an activity that is fun to cheer them up. Tour package usually packed journey of the tourists visiting the attractions the beach, mountains, temples or historic sites. But by taking travel adventure ride an elephant in Bali, will be sufficient to provide an alternative trip with a little adventure and full of sensation about animals that have never been held directly, and now even tourists can ride and ready to immortalize a moment that enjoyable. The of recreation travel adventure ride this is the elephant in Bali at the Elephant Safari Park, known as Elephant Safari Park in Taro village location and still be the District of Ubud, Gianyar - Bali, from the airport only takes 60 minutes' drive.

Elephant Safari Park Taro Ubud is an excellent place to enjoy the tourist activities in Bali elephant ride compared to other places, the area is quite spacious situated on an area of 3.5 hectares, the safari park was inaugurated by the Minister of Tourism in 2000, became part of the World Association of Zoos (world Zoo Association), and the place is recognized worldwide as the animal protection meets international standards, all animals are well enforced, so that safety, maintenance is a priority that takes precedence.

Riding elephants in Bali with the location of the Elephant Safari Park Taro Ubud, tourists can see the natural scenery unspoiled forest and beautiful, the recreational adventure is surrounded by forests in the national nature reserve, so the forest is maintained well, especially now become one attractions in Bali that is popular for elephant ride tour activities in Bali. Animal elephant great stature was

imported directly from their natural habitat on the island of Sumatra. If you take a tour package to ride an elephant in Bali, then it includes admission to the Elephant Safari Park Taro Ubud, which is currently in a location you can perform a number of activities such as taking pictures with the elephants, feed them, also included an elephant show smart able to paint, playing basketball and playing football.



Additionally Elephant Safari Park Taro Ubud include a museum with various collections of elephants, including the skeleton of the predecessor. So they can learn more about the origin of the animal. Besides traveled also to the interests of education, there is also a souvenir with the production of accessories from the animal. So if you choose comfort, service, clean place, 5 star amenities, the price offered will not be a problem. Ride elephants into one adventure or adventure travel is very popular in Bali. Provider elephant ride is already recognized worldwide, and will be the activities of the most popular elephant safari, outdoor activities offered by the Elephant Safari Park Taro Ubud 5 star standards, many artists world capitals and even artists who want to try this activity,

One more tourist attraction that is not less interesting and rare that travel White heifer. The presence of the tourist park in Taro's White Ox so the gate as well as bridges for dialogue about the presence of pets in the narratives of religious rituals. One thing that is rarely discussed, because it is considered “mule keto” or already from nature. Grounding term conservation of the creatures of the earth are fewer in number. White Ox Foundation, an institute under the auspices of the village of Taro Kaja Kaja formed to preserve this heritage. The achievement carved careless Foundation that houses this white calf with Kalpataru awarded in 2018 at

the height of the National Nature Conservation Day (HKAN) 2018 Natural Park Batu Putih, Bitung, and North Sulawesi on August 30, 2018. As environmental leaders, along with other categories such as pioneer, servant, and the builder environment. It received tremendous appreciation of the Regent of Gianyar to celebrate it, I Made Gianyar Regent *Mahayastra* and other officials and hundreds of residents of the village of Taro, do *Kalpataru* procession on foot from the village office to tourism Taro White Ox, village of Taro. According to a community leader taro "Mr. Meat" mentions that the number of White Ox tail doubled from 32 in 2014 to 53 in 2018.



### **The Potentials of Tourism Development in Taro**

#### **1. Attraction**

Attraction is something or interesting activities that a teaser interest people to come and enjoy it. This attraction could also be unique because it cannot be found easily elsewhere. The uniqueness of this attraction will be the main component of the visit to the village of Taro, the general points of the attraction, for example: (Sari & Suarka, 2015)

- a. Natural Attractions: The natural beauty of the countryside as fields that are still beautiful, agricultural activities and crafts community, adventure tours such as trekking, cycling, Elephant Ride, ATV.
- b. Cultural Attractions:
  - 1) Roared the mountain temple, which is a heritage,
  - 2) Activities of religious activities, rituals, and traditions of the traditional,
  - 3) Dance "*Narnir*" which is a sacred dance community village of Taro are staged only when *piodalan* ceremonies at the temple, first staged

in Bali Arts Festival (PKB) tahun 2013. But dance is not have a patent.

- 4) Real homestay, which invited tourists to stay directly in the houses, so that tourists can feel what activities do people of Bali,
  - 5) Farming Balinese namely: tourists are invited to learn *metekap*, *memula*, as well as all the activities in the fields.
  - 6) Cocking class travelers are invited to learn to cook food - Balinese food. The next one is spiritual tourism
  - 7) "*Mekemit*" which is a combination of nature, culture and spiritual, which invited tourists to be introduced to the lives of the people of Bali, to visit the house - the community, introduce the kinds of Balinese architecture, described the ceremonies performed by local communities, dinner with Balinese menu, then the night are invited to watch the fireflies, then *melukat*, *maturan*, followed by meditation or yoga activities. And the next will be presented with the activities see the sunrise and breakfast treats
- 3) Things to Do Made in: a. *Pajenengan* Court (Bale *Kulkul*), b. Bale Agung, c. White heifer spiritual attractions, d. Elephant Safari accessibility

## 2. Amenities

As means of visitors staying, both temporary (half day visit) as well as long periods of time, the houses can be utilized as tourists coming homestay. Homestay residents must meet safety standards and comfort, therefore standardization homestay arrangement must be organized and managed properly. Because of the tourists who come and stay will interact directly and observe the home environment they live. Host family lifestyle should also be friendly, courteous and friendly. Total homestay located in the village of Taro Approximately 7 units, but will still increase, while the restaurant there is only one piece, that is, in the tourist area of elephant safari.

Existence relatively many food stalls, which is managed by the local community in addition there is also a cafeteria, located in the area of white oxen. There is also a travel agent, Travel contained in Taro village named "*Taro Transport*" that serves many destinations including "*Kintamani Tour*" which this travel has 20 members with 20 fleet.

## 3. Accessibility

The road condition to the village of Taro pretty good, but still need improvement because there are some roads that are inadequate for their damage. Access road to the village of Taro are: if from the south: from *Kedewatan*, towards *Lungsiakan*, *Payogan*, followed *Sebali* area, *Kliki*, Central *Yeh*, *Brasela*, *Desa* Taro. If taken from *Tegalalang* area, then towards the area *Kliki*, *Brasela* area, the village of Taro. The type of transport used is the private car, car travel, motorcycles, and bicycles (Taro Village Administration, 2010).

## 4. Institutional

There is only an organizational existing tourism in the village of Taro which are located in the tourist area of the white bull named "White Ox Foundation" which is managed and funded by non-governmental Taro Village Community. Region village of Taro, there are several groups of tourism awareness (dervish), one of which is "Taro Clean and Green" As for the activities carried out is to make people aware about the importance of protecting the environment, one proof is to socialize



and educate students in schools about the dangers of junk, as well as ways of processing waste in the village of Taro, so the Village Taro be clean and beautiful

If seen from the economic dimension of the implementation of community-based tourism or community-based tourism in the village of Taro is running in the development stage it mean today is still undergoing stages of development toward growth and economic governance comprehensively considering the potential of tourism village of Taro is still open to further development.

**There are three indicators of criteria in the implementation of community based tourism on the social dimension**

- a. Quality improvement of life can be seen from the increasing ability of Taro village communities, especially children to be able to use English in a free land work as a tourist guide. Better quality of life were also obtained for the local community has received income from incoming tourism in the village of Taro. The results showed that the inclusion in the Village Taro tourism not cause lifestyle changes people's behavior patterns Taro villag. Precisely villagers of Taro create tourism products that characterize them as *mekemit* local cultural, spiritual travel, cooking traditional Balinese food. Economic benefits gained Taro Village community will certainly have an impact on rising living standards both in terms of health, education levels. In addition to their Elefant Safari in the village of Taro which contributes to the Banjar Taro Kaja to conduct ceremonies every month so that residents *banjar* do not need to pay to the religious ceremony because they have many temples. So that the income they earn from work can be used for other purposes such as sending children to school.
- b. Pride improvement of the community in view of the presence of tourism in the village of Taro, the public can be aware that the Village Taro does is unique with all the potential and attractiveness of tourism so that the community can create business opportunities of tourism such as would be formed travel packages that sell rooms, restaurants, trekking and traditional food, cooking class is also emerging that rely on traditional Balinese spices. With the elephant in Taro Village also makes easily recognized by people outside and easy traveler known as the Elephant was the first time in the Village Taro than elsewhere. With their pride with this then its sole Taro Village community will save nature and culture for the sustainability of tourism in the Taro village.
- c. The readiness of people want to be more directly involved in any tourism activities in the village of Taro. Most people do want the tourism village of Taro can grow all the more so as the efforts being made in any tourism activities can now continue. Participate directly as employees and managers of businesses such as homestay tourism, agro-tourism managers, managers cooking class is a form of tourism activities that bring direct economic benefits to local communities, although it is still in the development stage. In most people who participate directly or indirectly in CBT considers tourism activities in their village as part-time.



## CONCLUSION

Tourism development strategy refers more to the concept Taro Community Based Tourism namely sustainable tourism development as a socio-economic empowerment of the people in the village of Taro District Tegallalang Gianyar Bali. Community Based Tourism in Taro can be seen from the economic dimensions, such as 1) Supporting for community-based tourism development through the English language training for the younger generation. 2. Creating job opportunities both as workers and as managers of tourism businesses. 3. Improving local people's income from leasing homestay, travel package sales, sales elephant grass, as supplier. The social dimensions of implementing CBT in Taro Village are, 1. Improved quality of life that can be seen from the increase in English language skills, level of education, and increased welfare, 2. Increased community pride is seen with awareness to still maintain the uniqueness of the potential and tourist attraction with creating local-based products, 3. Willingness and readiness of the community to want to be more directly involved in every tourism activity in the village of Taro.

## SUGGESTION

Tourism Village in Taro has been highly developed, but given the potential Taro Tourism still has a huge potential developed, The role of government and stakeholders in any development of tourism in Taro should lead to community-based tourism that involves the community in any decisions relating to the development of the Tourism Village neighborhood Taro so that people can get chances creation of tourism business.

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