

THE EFFECTS OF ECONOMIC, SOCIO-CULTURAL AND ENVIRONMENT OF AN INTEGRATED RURAL TOURISM DESTINATION PINGE VILLAGE-TABANAN

I Wayan Pantiyasa, Ni Luh Supartini
STPBI – International Bali Tourism Institute

Abstract

Community based Tourism paradigm as a concept of alternative tourism has been able to provide distribution to community either in welfare or empowerment towards sustainable tourism. In relation to this paradigm, this study was conducted to analyze the impacts of rural tourism development in Pinge village. Pinge is one of the village in Tabanan- Bali which has been developed to be rural tourism destination. The approach used in this research was qualitative descriptive. Technique of collecting data was through interviewing with community leader and conducting field observations in order to find out positive and negative impacts to economy, socio cultural and environment to this village. The researcher found that the development of rural tourism provides positive and negative impacts to society in Pinge. From the result of data collection, there were found that economy of society was improved, the culture was preserved, and the environment was arranged well. The result of this study is expected to be a reference study in rural tourism development in Pinge village through controlling the negative impacts from this tourism destination development.

Keywords: Positive impact, negative impact, rural tourism development

Introduction

The development of tourism in Bali has contributed real effects on the economy of Bali. This statement is reinforced in the study of *Management Project and Comprehensive Tourism Development Plan for Bali Consultant* in Erawan (1993) which concludes that tourism has been a generator booster for the development of Bali in last two decades. Tourism is a generator booster means that it can be *Multi Player Effect* in which tourism are able to generate other sectors such as plantation, livestock, clothing industry, handicraft industry and other service sectors. Tourism will be the leading sector in economic development in Bali for the future. Moreover, there are also others positive effects for community life such as the society's awareness of natural and cultural heritage potential, awareness of pure living, the improvement of international information for society and the increase of society's affection towards their villages.

On the other side, as stated by Abdurachmat and E. Mei (1998:80) that negative effects also occurred such as (1) competitive price, (2) the higher cost of land, (3) encourage inflation, (4) danger of dependency of other countries, (5) the

increase of import, (6) various costs, (7) change in value of morals, ethics, beliefs, etc, (8) facilitate espionage and the spread of drugs, (9) increase environmental pollution such as water, air, and land. The negative effects can occur if the development of tourism is unplanned and uncontrolled without society involvement.

An alternative concept of tourism development in Bali is Community Based Tourism (CBT). Community based Tourism paradigm as a concept of alternative tourism has been able to provide distribution to community either welfare or empowerment towards sustainable tourism. The development of rural tourism is expected to be a model of sustainable tourism in accordance with government policy in tourism. Sustainable tourism is designed as a development that trying to meet today's need without reducing the ability of next generations (Adhisakti, 2000).

According to Garrod (2001:4) there are two approaches in the concept of Community based Tourism, the first approach which related to formal planning and emphasized on profit of potential of ecotourism, and another approach related to participation in planning and concerned with the balance of management in developing and planning the tourism. The second approach emphasizes on the effects of ecotourism.

On the other side, Suansri (2003) also defines that community based tourism is tourism that consider the sustainability of environment and culture. CBT is a means in community development and environment conservation. It means that this concept is used to achieve sustainable tourism. In this definition, Suansri found some new paradigms in tourism development which is not only for maintaining the tourism itself. There are some principals of CBT stated by Suansri, those are;

- a) To recognize, support and develop the sense of belonging of community in tourism.
- b) To involve all members of community in all aspects.
- c) To develop community's pride.
- d) To develop the quality of community's live.
- e) To guarantee sustainable environment.
- f) To maintain the uniqueness of character and culture in the village.
- g) To assist the development of exchanging culture in the community.
- h) To respect different culture and status' human.
- i) To distribute the profit to community fairly.
- j) To take a role in determining income of projects in community.

From those ten principles, it can be said that Suansri focuses CBT on the importance of local community to be able to maintain the balance of relationship between the guests and local community. Moreover, Suansri also stated there are five dimensions of CBT namely:

- a) Economy dimension
The indicators of this dimension are in the form of funding for community development, creating job vacancies in tourism, improving tourism income for local community.
- b) Social dimension

The indicators for social dimension can be seen in improvement of quality life, increase of community pride, fairness between men and women in taking roles in community.

c) Culture dimension

From culture dimension, the indicators are encouraging the society to respect different culture, helping cultural exchange, embedding local culture.

d) Environment dimension

This dimension used indicators such as studying carrying capacity area, managing waste disposal, increasing awareness of conservation.

e) Politic dimension local community participation, improvement of community power, assuring the rights in managing natural resources.

Community Based Tourism (CBT) is close related to local community participation. It is in accordance with Timothy (1999:372) who stated that community participation in tourism consisted of two perspectives namely local community participation in making decision and local community participation in relation to the acceptance of advantages in tourism development. Timothy also provides the idea of Normative model participation in tourism development, those are:

a) In relation to the involvement of society in making decision.

b) Local community participation to accept the advantages of tourism activities.

c) Tourism education for local community which is known as *Albeit Western Perspective*.

Construction and tourism development which has been done, it should be able to be sustained and maintained in the future. Sustainable tourism is not necessarily a discourse without the existence of a commitment from all parties to maintain the sustainability of the natural, social, economic and cultural community as the basic capital of tourism. Pitana (2002: 53) stated that sustainable tourism is not only about sustainable ecological and development economy, but the most important thing is the sustainability of culture, because culture is a very important resource in the tourism development. The implementation of these concepts will be applied in rural tourism development program. Therefore, the development of rural tourism must be able to protect the environment. Besides that, the result of this strategy and program can contribute improvement of economy in the community, improvement their standards living, so that people will try to maintain the sustainability of tourism.

According to Garrod (2001:4) there are two approaches in the concept of Community based Tourism, those are first approach which related to formal planning and emphasized on profit of potential of ecotourism, and second approach related to participative planning and concerned with the balance of management in developing and planning the tourism. The second approach is more emphasizes on the effects of ecotourism. On the other side, Suansri (2003) defines that community based tourism is tourism that consider the sustainability of environment and culture.

Yaman and Mohd (2004:584-587) underlines some keys in managing tourism development with CBT approach, those are:

- a) Support from government.
The function of government is as a facilitator, coordinator and advisor of human resources.
- b) Participation of stakeholder.
The stakeholders are members of society such as tour operator, travel agent to start new business.
- c) Equitable sharing of benefits
The profit can be accepted directly or indirectly to society, so it must be a fair sharing.
- d) The use of local resources is sustainable.
All local resources are managed by society. The society must preserve and maintain the local culture in order to improve the value to community.
- e) The strength of local communities.
This strength can be done by doing such training, individual development, business or organization experiences. The strength of institution can be in form of forum, representative and committee management.
- f) Link between regional and national.
It should be a link between local communities with international market to improve the activities of ecotourism.

From the result of research conducted by Centre of Research and Tourism Development of Tourism and Culture Deputy (*Pusat Penelitian Pengembangan Kepariwisata Departemen Kebudayaan dan Pariwisata*) (2009), there were found some impacts towards economy, socio-cultural and environment. Those can be categorized into positive and negative impacts:

The positive impacts of economy;

- 1) Increasing society's income
- 2) Increasing job vacancies
- 3) Increasing kinds of business for society

The negative impacts of economy;

- 1) Escape of society income from tourism which is not optimal.
- 2) Improvement of living cost
- 3) Profit-oriented occurred
- 4) The emergence of cultural materialistic to rural community

The positive impacts of socio-cultural;

- 1) The improvement of knowledge for society
- 2) The improvement of communication skill to society
- 3) Cultural preservation
- 4) The power of community leadership
- 5) The improvement of community capacity

The negative impacts of socio-cultural;

- 1) Foreign culture influences local culture
- 2) Social conflicts between society and foreigner or society and new comers
- 3) Social conflicts between society who are involved directly or not involved in developing rural tourism development.

The positive impacts to environment;

- 1) Environment conservation especially important parts of environment
- 2) Improve the quality of rural environment
- 3) Improvement of rural infrastructure
- 4) Increasing of society awareness of environment sense
- 5) Conservation of archeology and history and architecture character

The negative impacts to environment;

- 1) Water pollution
- 2) Reducing natural landscape and agricultural area
- 3) Decreasing flora and fauna
- 4) Traffic jam to rural tourism area
- 5) Conservation or conflict of land use

In relation to phenomena above, Tabanan as one of regencies in Bali is being prevalent in developing rural tourism. One of the villages in Tabanan is Pinge village which is located in Marga district. This village was developed as a rural tourism destination since 2004 which is managed by a group of people in this village. This village has been developed a package of rural tourism such a home stay. People can stay in community's houses which have been modified, can do cycling, rice field tracking, traditional cooking, introducing plants in field, watching traditional performance such a leko and bumbung gebyog, visiting Jemeng Temple. Based on many sources of this village, there was no research which concerns with the impacts of the development of rural tourism in Pinge village towards economy, sociol cultural and environment.

Previously, there were done some researches which are related to this field. Swarsi (1996) has done a research and discuss the effects of any kinds of tourism development towards socio-cultural. This research has not discussed about the other effects of tourism development. On the other side, I Nengah Subadra (2006) conducted a research of the effects of economy, socio-cultural, and environment in Jatiluwih. He found that the development of rural tourism in Jatiluwih contributed positive impacts to society economically. People in this village have no problems if the temples are used as tourism objects. This development of this village did not contribute the negative impacts towards environment. Moreover, Prayogi (2011) also did a research entitled the effects of rural tourism in Penglipuran and found that there were some effects appeared after developing this village to be a rural tourism such as preservation of environment, culture and traditional buildings. The positive effects also provide many job vacancies for the society.

Statements of Problem

What is the impact of integrated development of rural tourism on the economy, socio-cultural and the environment in the Pinge village?

Purpose of the Research

To conduct a study on the impact of economic, socio cultural and environmental development of integrated tourism village.

Significant of the Research

This study is expected to have significance to:

- 1) Researcher is to improve knowledge about rural tourism that can be used as a model of rural tourism development.
- 2) Rural tourism management and Pinge village society that can be used as an evaluation or reference to further development.

Methodology

The research is based on qualitative research which was conducted in the Pinge village, Marga district Tabanan. The data were collected through interview, questioner, and observation. Firstly, the source of the primary data is based on of semi-structured interviews with the leader of Pinge village who responsible in this village to manage and generate villagers to develop their village. He talked about his own perception, opinion, attitudes and values towards rural tourism development in Pinge village. The interviews were focused on the general perception of tourism and specifically on the effects of rural development towards economy, social cultural and environment. The researcher tried to find out the positive and negative effects occurred after the development of rural tourism in Pinge village. The questions were started from perception of tourism in general to the specific such as the positive aspects in Pinge village, major problems or weaknesses in this village and their perception of future tourism in Pinge village. In doing interview, the researcher did not participate in local community. It means that, the researcher used non-participant observation (NO) method in collecting the data. The researcher did not involve in society activities as villagers or guest. The observation was also done through direct observation of physical environment in developing rural tourism in Pinge village. Certain data collected through the observation ere cross-checked through the interviews.

After doing data collection, the data were analyzed using descriptive analysis technique which can provide descriptions and explanations to draw the conclusions.

Results and Discussion

Based on the result of data analysis, there were found some effects related to the development of rural tourism in Pinge village. The effects were found in four aspects, those are:

Economy

The development of rural tourism economically contributes positive effects towards society in Pinge village such as:

- a) Improvement society's incomes

The positive effects of the development of rural tourism in Pinge village to society can be seen from the improvement of income in some parts such as:

- Village association (a group of people in Pinge village who are aware for tourism/ POK DARWIS). They got around 50 % of 10% sharing profit from the income that come from the rent of

home stay and food and beverage sales in a small coffee shop counter. This income was a source of village cash income.

- Institution organizer also got 50% of 10% from the rent of home stay and lodge of food and beverage sales.
- For the people who rent their house, they will get 90% from the total price of rent house.
- For the people who are chosen to prepare food and beverage, they also got earnings for their food and beverage sales.
- For the other people who are involved in preparing, cleaning the room in home stay, preparing food and beverage, escorting to walk around the village also got fee.

b) Increasing employment

Most people in this village works as farmers. From the total number of population in this village, 30% of them stay out of the village. They stay in Denpasar, especially the young generations. As stated previously, this development of rural tourism has provided many job vacancies in this village. They are not only as farmers but also they can sell many kind of traditional food or do activities which related to rural tourism development.

c) Improvement of society

The development of rural tourism has provided chances to the people in this village to develop many kinds of activities such as selling food and beverage to the guests, spa business, and traditional cultural performance.

The development of rural tourism in Pinge village contributes positive impacts in the economic field but it also provides negative effects even the people not perceived it directly, such as:

- a) The waste of maintenance cost in preserving the facilities such as home stay equipments and facilities because the small number of visitors.
- b) There was social jealousy for the society who were not involved directly to the development of rural tourism.

1) Socio- Cultural

From social cultural aspect, the impacts of the development of rural tourism can be said as positive effects. There were some examples of positive impacts in socio cultural, those are:

a) Cultural preservation

The existence of many kinds of activities in this village which are related to culture, gives positives effects to society in preserving the culture of this village such as:

- Preservation of dance and gebyog leko that are special arts in this village. It is very ancient but performs rarely in this village.
- Preservation of Jemeng village that is the most ancient architecture which is estimated having a stood since 14th century

- b) The strength of community leadership. People are more able to believe and love their leader especially 'bendesa' (the leader of the village) and community figures.
- c) The improvement of society's knowledge about tourism, clean living and being on time.
- d) The love of their own village. Some people are able to enjoy to stay and live their village and try open the business that can be developed in their village.
- e) The improvement of society to communicate well. For people who rent their house, they must be able to communicate in good and polite way in serving the guests. Most of the guests are from France, it is forced them to be able to speak French.

The negative impacts of tourism development in the socio-cultural field have not appeared significantly to the society. From the result of interviews and observations, the effects were felt by the people who are not involved in the developing the rural tourism of Pinge village. They showed their apathetic (feeling of no interesting and enthusiasm), did not like to people who involve in the development of rural tourism directly.

2) Environment/Physical

The development of Pinge village as rural tourism destination also provides positive impacts to the environment in Pinge village such as:

- a) The arrangement of physical environment of community. From the entrance, we can see that the village has been arranged in good and beautiful view. There were trees in front of people's houses, lighting which are provided independently around the way to entrance the village.
- b) There was conservation of environment's quality. Every house looked cleaner, garbage disposal, liquid waste are well managed to avoid pollution
- c) There was of rural infrastructure. Banjar which is used as a place to welcome guests is maintained by the society. The way to entrance and pass the village are also maintained by the society.

The negative effects for the environments were not appeared yet such as pollution, conversion and land use conflicts, dwindling natural landscape has not happened. To anticipate this problems may occur, the association has create a rule named Pararem which manage the land and environment problems such as probation to sell the land, throw garbage and waste carelessly, not allowed to shoot birds and others. If the break the Perarem, they will get the custom-build punishment.

Conclusions

Based on the results of this research, it can be concluded that the development of tourism in Pinge village has contributed a greater positive impacts

than negative impacts on the economy, socio- cultural and economic fields, and environment. Economic impacts such as the increasing society's income and business opportunities, improving employments. The negative impact is the distribution of income are felt not balanced yet, it might cause not harmonious relationship between the people who are directly involved with in developing the village.

From socio-cultural aspect can be seen from culture preservation, the strength of community leadership, the love of their own village, there was of rural infrastructure. The arrangement of physical environment of community, there was repairing of environment's quality, there was of rural infrastructure.

The negative effects that are felt by the people were able to be anticipated by some rules which were created by people the village.

In order to develop of tourism destination in Pinge village into sustainable tourism and are able to control the negative impacts, there are some suggestions as follows:

- a. The association who are responsible for the village or a group of people who care for tourism in Pinge village requires to widen tourism business by doing innovative sales and marketing to involve more people and it cause the balance of income for social community.
- b. Providing training for professionalism in serving and foreign language for all housewives, young people also need to participate in developing this village.
- c. Pararem (custom rule) have been made and approved by society in order to avoid some negative effects towards environment

References

- Erawan. (1993). *Perkembangan Pembangunan Bali*. UNUD :Denpasar.
- Garrod, Brian. (2001). *Local Participation in the Planning and Management of Eco Tourism: A Revised Model Approach*, Bristol : University of The West Of England
- Prayogi, Agus. (2011). *Dampak Perkembangan Pariwisata di Objek Wisata Penglipuran*. *Jurnal Manajemen Pariwisata*, Vol 1(1), pg 64.
- Suansri, Potjana. (2003). *Community Based Tourism Hand Book*. Thailand: Rest Project.
- Subadra, Nengah .(2006). Dampak Ekonomi dan Lingkungan, Pengembangan Desa Wisata Jatiluwih. *Jurnal Magement Pariwisata*, Juni 2006. Volume 5 No. 1.
- Timothy, DJ. (1999). Participatory Planning a View of Tourism in Indonesia. *Annals Review of Tourism Research*, XXVI (2), Jakarta.
- Yaman, Amat Ramsa and Mohd, A. (2004). Proportion for Sustainable Development and Environment Conservation in Malaysia . *Journal of Applied Science* IV (4).