

A Pathway to a Better Future: Community-Based Tourism for Local Economic Growth in Sayan Village, Ubud

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Abstract

Community Based Tourism (CBT) has become increasingly popular in recent years. This is due to the increasing interest of tourists in traveling more authentically. The CBT concept seeks to create sustainable tourism that positively impacts the local economy. Sayan Tourism Village is one of the Tourism Villages that has implemented the concept. The purpose of this study is to analyze the contribution of CBT in supporting local economic growth in Sayan Tourism Village. The research method used is qualitative research with an exploratory study approach. Data were collected through literature review, observation, and interviews with the Village Government and tourism industry players in Sayan Tourism Village. The results showed that the implementation of CBT in Sayan Tourism Village has had a positive impact on the local economy.

Keywords: Community Based Tourism (CBT), Sustainable Tourism, Local Economy

INTRODUCTION

The Corona Virus Disease 2019 (COVID-19) pandemic has significantly impacted every industry, including tourism and its supporters. Preventive measures such as quarantine and travel bans have limited the movement of individuals (Bonaccorsi et al., 2020). COVID-19 indirectly worsens the mental health of all levels of society, especially in developing and underdeveloped countries (The Lancet Infectious Diseases, 2020). After the COVID-19 pandemic, there is a need for tourism products that offer mental healing and therapy (Ma et al., 2021). Rural tourism can be an alternative for individuals who need tranquility and relaxation in the mental healing process.

Rural tourism has certain motivational characteristics, such as the need for novelty and adventure, relaxation and vacation, nature experiences, health benefits, and a greener lifestyle (Lewis & D'Alessandro, 2019). Rural tourism is located in areas with the leading industries, with clear boundaries and scope, such as village tourism and agritourism (Li et al., 2022). In rural tourism, local communities have an important role in maintaining environmental sustainability because their actions will directly impact the ecological integrity of the destination (Su et al., 2018). Local community involvement is an effective way to implement sustainable tourism practices. Local community participation includes ownership and use of tourism resources, involvement in planning and decision-making processes, and management of profitable tourism businesses (Mika et al., 2019).

Community-based tourism (CBT) is an appropriate approach to developing rural tourism, focusing on local community involvement. In Indonesia, this approach is important in achieving sustainable tourism goals (Priatmoko et al., 2021). CBT is a local alternative for tourism development in underdeveloped areas and allows local communities to generate new and different income and economic opportunities without replacing traditional tourism (Álvarez-García et al., 2018).

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According to (Ngo et al., 2022), CBT aims to manage tourism by considering socio-economic development, good utilization of natural resources, and preservation of local traditions for sustainable tourism.

(Mitra, 2018) asserts that the implementation of CBT will improve the overall economy. With the participation of local communities in tourism development that positively impacts the environment, community, and economy, it can be concluded that CBT can contribute to sustainable tourism. Bali has implemented the concept of sustainable tourism to improve tourism development (Antari & Connell, 2021). The application is realized in the development of Tourism Villages. In 2022, there were approximately 294 tourist villages throughout Bali (Kemenparekraf, 2022). Sayan Tourism Village is a tourism village that has attracted domestic and foreign tourists.

Sayan Tourism Village, located in Ubud Sub-district, Gianyar Regency, Bali Province, is one form of sustainable community-based tourism management. The village is strategically located as the entry point to Ubud from the west via the highway connecting Badung and Negara regencies. Ubud is a well-known tourist destination and offers a variety of tourist attractions. Sayan Tourism Village offers a variety of tourist activities that can be done, such as cycling, water tubing on the Ayung River, trekking around the Sayan village, yoga, melukat, and painting classes (Yani et al., 2023). In addition, Sayan Tourism Village also offers facilities such as local tour guides, restaurants or cafes, spas, art shops, and various accommodation options such as resorts, villas, hotels, guest houses, and homestays. Managing these attractions and facilities has positively impacted Sayan Tourism Village's local economy. This is because there is an increase in employment, an increase in community income, and an increase in the local economy. This research will focus on Sayan Tourism Village's local economic aspects, which has implemented CBT to achieve sustainable tourism.

LITERATURE REVIEW

Community Based Tourism (CBT)

CBT is any form of sustainable tourism venture that seeks local development and social environment by responsibly offering a specific tourism product without losing its local authenticity (Ruiz-Ballesteros, 2022). CBT refers to tourism businesses or activities located within a community, which can be privately owned or managed with the participation of local community members. The activity should build a close relationship with the community and adhere to responsible tourism practices by considering environmental, social, and cultural sustainability aspects (International Labour Organization, 2016).

A study by (Juliana et al., 2021) said that CBT is now an alternative to community welfare in developing villages as sustainable tourism destinations. (Alieva et al., 2021) argue that CBT is increasingly being offered and is becoming popular among tourists who want to get to know the traditions and lifestyles of local people, enjoy nature, and experience a different atmosphere of life. This type of tourism is based on utilizing the potential of tourist villages and the local economy by staying in residents' homes. As the number of world travelers continues to increase, so does the number of villages participating in CBT. CBT is recognized as a means of strengthening the ability of rural communities to manage tourism resources. CBT has great potential to generate income, diversify the local economy, preserve culture, protect the environment, and provide educational opportunities (Asia-Pacific Economic Cooperation, 2008).

Sustainable Tourism

(Mitra, 2018) argues that sustainable tourism involves tourism sector development that provides long-term positive impacts for tourism sustainability. This development includes preserving natural resources and the social environment, with a major emphasis on preserving and promoting local culture. In the current and future development of the tourism sector, sustainable tourism needs to be accompanied by the cultivation of the values of authenticity, uniqueness or distinctiveness, differences with others, and local aspects. This is important because it will be a solid foundation for Indonesian tourism (Kemenparekraf, 2023).

UNEP & UNWTO (2005) stated that the principles of sustainable tourism in tourism development include environmental, economic, and sociocultural aspects. The three dimensions need to be kept in balance so that sustainable tourism can be guaranteed in the long term. Therefore, sustainable tourism must: 1) Maximize the use of environmental resources as the main element in tourism development; 2) Respect the social and cultural authenticity of local communities by maintaining cultural heritage and local norms of life; and 3) Maximize a sustainable and viable economy that can provide employment opportunities, stable income, and social services for local communities.

The World Tourism Organization (UNWTO) has provided a definition for sustainable tourism, which is a type of tourism that thoroughly considers its impact on economic, social, and environmental aspects, both for now and the future, and takes into account the needs of visitors, industry, the environment, and local

communities (UNWTO, 2017). The goal of sustainable tourism is to achieve a balance between economic, sociocultural, and environmental aspects in the tourism industry by reducing the negative effects of travel and increasing the positive impacts on local communities, the environment, and the economy (Mitra, 2018; Priatmoko et al., 2021).

Local Economy

Tourism, as one of the leading service industries, is considered a major source of global economic growth that plays an important role in driving national and regional development, stabilizing foreign exchange rates, creating significant employment and business opportunities, and contributing to social development that benefits local communities and tourists, thus being recognized as an important contributor to national development strategies with the ability to create one in ten jobs worldwide through its linkages with many other economic sectors (Puah et al., 2018; UNWTO, 2017).

(Mitra, 2018) argues that sustainable tourism also focuses on job creation and a sustainable local economy and encourages local community participation through tourism that provides significant economic benefits and increases employment. In addition, it can also strengthen the local population's interest in the tourism industry. Therefore, the sustainability of the environment, people and culture, and the local economy are top priorities in developing sustainable tourism.

METHODS

This research was conducted with a qualitative approach, and exploratory research methods were chosen, where exploratory studies were chosen through consideration to find out more about the phenomena that occurred. According to (Saunders et al., 2019), exploratory study is an important method for analyzing interesting topics by asking open-ended questions to discover what is happening and gain a deeper understanding. Sayan Tourism Village became the focus of the study because this village has implemented the CBT concept and attracted local and foreign tourists.

Data Collection

Primary data was collected from two sources: semi-structured interviews and field observations. Before conducting semi-structured interviews, the interviewer must prepare topics and determine relevant sources or informants. Informants in this study were divided into three categories: key informants, main informants, and supporting informants. Researchers used a purposive sampling technique to select informants by considering several criteria. In this study, five sources or informants were interviewed as representatives of the Penta Helix model consisting of representatives of business people, government, communities, academics, and the media (Aribowo et al., 2019). Using the purposive sampling method and the Penta Helix concept, several sources of informants were successfully obtained, including 1) Key informants are tourism experts, such as academics, entrepreneurs, and government; 2) Key informants are the main subjects in this research. With criteria, the local community of Sayan Village is involved and affected by tourism development; and 3) Supporting informants refer to informants who provide additional information for this research. The additional information was obtained from the media department with expertise in tourism business marketing.

Table 1. Informant Profile

Initials	Gender	Age	Job	Origin
Key informants				
WA	Female	42	Academics	Gianyar
MA	Male	37	Government Employee	Sayan
Supporting informants				
RD	Male	26	Practitioner	Sayan
Main informants				
KW	Female	42	Community	Sayan
BW	Female	52	Tourists	Inggris
LA	Female	28	Tourism Stakeholders	Sayan
NS	Male	49	Tourism Stakeholders	Sayan
YD	Male	29	Tourism Stakeholders	Sayan
KB	Male	52	Tourism Stakeholders	Sayan
YA	Male	20	Tourism Stakeholders	Sayan

Source: Research results (2023)

RESULT

This explorative research aims to explain the impact of CBT implementation on the local economy of Sayan Tourism Village. There are three types of informants in this research, namely key informants, main informants, and supporting informants. The total key informants of this research are two experts in academia and

government. The supporting informants of this research are the POKDARWIS (Tourism Awareness Group) in Sayan Village. Meanwhile, the main informants are tourism stakeholders, who are the main focus of this research.

Community-Based Tourism (CBT)

CBT is a tourism approach focusing on good relations between tourists and local communities (Mayaka et al., 2019). Therefore, local communities' participation greatly influences the success of CBT implementation. The involvement of local communities who are also tourism industry players in Sayan Tourism Village consists of several activities such as providing various accommodation facilities, organizing tourist attractions and activities, opening restaurants and art shops, and becoming local tour guides. Tourism stakeholders are also included in decision-making regarding the management and development of tourism in Sayan Tourism Village. This was conveyed by one of the main informants, who is an accommodation business actor, as follows:

"We are often invited to meetings that discuss the development of tourism infrastructure in this village. So, we can also have our say in the forum." (LA)

In addition to the tourism stakeholders' involvement, the government is a stakeholder that also influences the success of CBT implementation. The Sayan Tourism Village government has built infrastructure such as farm roads that support tourism stakeholders in developing tourist attraction businesses as part of the tour program. The Sayan Tourism Village Government has also been actively training tourism stakeholders to gain the skills and knowledge needed to manage tourism sustainably and improve the services provided to tourists. In accordance with the statement of one of the main informants, who is a tourism stakeholder in the field of tourist attractions, namely:

"The village government often organizes training for tourism industry players to improve the quality of the products we offer." (KB)

By involving the community as tourism stakeholders and the government in developing and managing Tourism Villages, CBT can ensure that tourism activities are conducted responsibly and sustainably.

Sustainable Tourism

(Kemendikbud, 2022) states that sustainable tourism development aligns with the Balinese principle of life known as "*Tri Hita Karana*." This concept is a teaching in Hinduism that consists of three main subsystems, namely *parhyangan*, *pawongan*, and *palemahan*. *Parhyangan* refers to the human relationship with God, which can be interpreted as a mindset, concept, and value. *Pawongan* refers to human relationships with others as part of the social element, and *Palemahan* refers to human relationships with the surrounding natural environment, similar to the artifact element. A statement from the main informant, a tourism stakeholder, also supports the statement from Kemendikbud. The informant conveyed the application of "*Tri Hita Karana*" in Sayan Village:

"Tourism products in this village apply the Balinese principle of life, "Tri Hita Karana," which is in accordance with sustainable tourism development. The concept of "Tri Hita Karana" has a positive impact on maintaining a balance between business profits and social environmental interests in this village." (KB)

"*Tri Hita Karana*" is used as a reference to form the concept of Sustainable Wellness Tourism, which can provide various opportunities for tourists to fulfill their four main motivations, namely: seeking luxury, exploring new things and increasing knowledge, self-development and relaxation, and escaping the boredom of daily routines. All of these can lead to inspiration for travelers (Liu et al., 2022). In sustainable wellness tourism, developing products must also consider environmental sustainability. Unsustainable tourism products can increase the amount of waste in an area, and waste management is an important aspect of sustainable tourism. Sayan Tourism Village has built TPS3R Bina Lestari Sayan to build awareness not to litter, sort waste, and hand over waste management to Bina Lestari Sayan Waste Management Reduce, Reuse, Recycle (TPS3R) to be processed into compost, Point of Collection (POC), Eco Enzyme and Maggot. Tourism industry players, village governments, and community organizations have implemented the principles of sustainable tourism and Balinese life very well.

Local Economy

A developed and stable tourism industry promotes national and regional development, helps stabilize foreign exchange rates, increases the number of employment opportunities, and contributes to social development that benefits local communities and tourists (Puah et al., 2018). Village communities that initially depended only on the agricultural sector are now turning to the tourism sector, which is more stable and helps advance the economy. A stable tourism sector brings prosperity to local communities. Tourism contributes to the economy through job creation and increased community income. One tourism industry representative stated through interviews that tourism development has opened up jobs. The informant concluded:

"Before the development of tourism, we (the community) only made a living through agriculture. However, after we saw the existing economic opportunities, we mostly plunged into tourism to advance the family economy." (KW)

(Kallmuenzer et al., 2019) argue that entrepreneurship in rural tourism can positively impact the region's economy, community, and environment by prioritizing local activities and culture. Tourism stakeholders in Sayan Tourism Village have packaged tourism products that prioritize local activities and culture. This tourism product is formed from Sustainable Wellness Tourism, which combines Tirta Tourism, Nature Tourism, Art Tourism, Heritage Tourism, and Yoga Center. These types of tourism have a major effect on economic improvement and dominate the livelihood of the Sayan Village community. Arts businesses have reported increased income and cultural preservation through sales and painting classes with a distinctive painting style known as "*young artist*." Besides being famous for its distinctive painting style, Sayan Village is also famous for its laughter yoga, which can build energy and make the soul happy. Businesses not only gain profits but can also promote sustainable wellness tourism and increase tourist visits to Sayan Tourism Village. An increase in tourist visits also increases the income of other business actors, as stated by one of the representatives of tourism stakeholders in the culinary field:

"If the number of tourists visiting Sayan Village increases, then visits to our food stalls will also increase. With this increase, we will serve tourists better and open up jobs to maximize services. In addition, we earn more income than usual." (YD)

Other alternatives, such as promoting tourism products through social media, Facebook, Instagram, and YouTube, are carried out by business actors to attract tourists. Promotion through social media is done to reach tourists from various parts of the world without geographical or time restrictions. Thus, CBT as a form of sustainable tourism can create employment opportunities and increase the income of local communities as business actors in the tourism sector.

CONCLUSION

Tourism sustainability in Sayan Tourism Village is realized by forming tourism products based on the principles of "Tri Hita Karana," namely parhyangan, pawongan, and palemahan. The "Tri Hita Karana" concept positively impacts maintaining a balance between social interests and business profits in Sayan Tourism Village. One type of tourism product with the "Tri Hita Karana" principle is sustainable wellness tourism, combining Tirta, Nature, Art, Heritage, and Yoga Centers. Sustainable Wellness Tourism has a major effect on economic improvement and dominates the livelihood of the Sayan Tourism Village community.

Based on the research results, it can be concluded that implementing CBT can positively impact local economic growth in Sayan Tourism Village. The positive impacts include improving the welfare of the local community, opening new job opportunities, and increasing community income. Local communities are expected to be involved in all stages of tourism product development, from planning to implementation. With CBT in the development and management of Tourism Villages, the involvement of local communities as tourism industry actors and the Village Government can ensure that the tourism sector is carried out responsibly without eliminating the authenticity of local culture and customs.

This exploratory study has limitations because it only prioritizes the perspectives of tourism stakeholders in Sayan Tourism Village. The researcher recommends that future research identify new business opportunities from various perspectives by developing new products or services and utilizing new sustainable technologies to increase local economic growth.

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