

The Level Of Understanding Of The Pohsanten Village Tourism Development Team On Community-Based Tourism

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EXECUTIVE SUMMARY

Community-based tourism (CBT) is used as a catalyst for village development in Indonesia. However, people who wish to develop CBT experience many obstacles in carrying out the development. These constraints ranging from capital, to the limited competency of human resources supporting tourism. In developing tourism, communities need to understand the characteristics of CBT and know activities need to be carried out for the development project. Considering the situation faced by the village, a community service was conducted in Pohsanten Village Jembrana District Bali Province, to assist the community to prepare the implementation of CBT development. Pohsanten is rich with tourist attractions ranging from natural to cultural in the form of waterfalls, rural culture and art, cacao farming as well as spiritual tourism highlighting Pasatan Temple. To develop the understanding of the community members, especially the Pohsanten Village CBT Development Team, several activities have been conducted, these such as: CBT dissemination, field observation in the village, a comparative study to CBT areas in Bali, and participating in a cooking class i.e. preparing breakfast for guest. After the activities took place, a measurement of the level of understanding of the Pohsanten Village CBT Development Team was carried out to know their level of understanding of the CBT concept. The results show that the Team has a good understanding of CBT; therefore, it could be concluded that the method is effective in establishing an understanding toward CBT. It is expected that with a substantial understanding the Team can better develop the tourism project in Pohsanten; considering that, this stage is the beginning and a critical phase of the village tourism development. There are still much more activities that need to be undertaken in developing the Pohsanten CBT that is professionally and independently organized and operated.

Keywords: community-based tourism (CBT), understanding level, dissemination, comparative study, alternative tourism

A. BACKGROUND

Community-based tourism (CBT) is an alternative model of sustainable tourism development which prioritizes community participations in its development and operation. In spite of its unreliable effectiveness believed by some tourism experts (Scheyvens, 2002; Weaver, 2012a; Weaver, 2012b; Singh, 2012; Ernawati & Sudarmini 2017), CBT remains to be an option. CBT is utilized as an instrument or a catalyst for community development globally (Beeton, 2006, Telfer & Sharpley, 2008; Weaver, 2012a; Singh, 2012) as well as in Indonesia (Suhandi & Simatupang, 2013; Rakornas Tourism II, 2017).

The village of Pohnanten located in Jembrana Regency, Bali Province has tourism potential, its tourism attractions include: nature, the Mesehe waterfall; culture and art; and spiritual, the *Pura Pasatan* or Pasatan temple. By considering these assets, the community members are eager to develop tourism. Formerly, although there were some tourists who visited the village, the activity was categorized into amateurish which was marked by the absence of the formal management from the village authority or the arrangement of village tourism organizer. Therefore, at the present time, the villagers want to develop the tourism; thus, the activities are better planned, managed and administrated.

Based on this background, a community service was carried out in the form of a CBT dissemination workshop, field observation in the village, cooking class, and a comparative study to some CBT areas. This service aims at motivating the community members in order to gain a holistic understanding of community-based tourism (CBT) to support the tourism development in the village. This article is a publication of the initial step of tourism development that is to raise the community's understanding of CBT.

B. SOURCE OF INSPIRATION

There are ample of challenges in developing CBT, these such as a limited capital, the unavailability of human resources supporting tourism sector (Rokharungsat, 2008; Weaver & Lawton, 2010; Ernawati, Sanders, Dowling, 2017). On the other hand, the local community is expected to have a high participation in all stages of CBT development (Scheyvens, 2002; Weaver, 2012a; Ernawati, 2015). State Polytechnic of Bali with its Tourism Department and its staff have the proficiency on the field of tourism, and the author of this article also takes the field of CBT as a focus of expertise. These factors, motivate and encourage the author to carry

out a community service that aims at assisting the community in developing CBT, especially in the village of Pohsanten. The first step taken is to raise the community's understanding of CBT.

C. METHODS

In manifesting the purpose in developing CBT, the first program that was carried out is to raise an understanding of CBT; in order for the community members to have a solid understanding of the concept of CBT which will make a strong foundation in implementing the development project. The understanding becomes vital as all aspects of development should consider and integrate the principles of sustainable development, natural and cultural conservation, economic and socio-cultural benefits to the community, and delivering quality CBT experiences for visitors. The first set of activities carried out to raise this awareness include CBT dissemination, field observation in the village, cooking class, and a comparative study in several tourist areas in Bali located in Ubud, Gianyar and Bangli.

The measurement of the level of understanding of the community towards CBT is conducted at the end of the community service activity by distributing a questionnaire which was used as an instrument of a quantitative research. The expected result of the research is the level of understanding of the 'Pohsanten Village Tourism Development Team' on CBT. The survey was carried out through a census involving all members of Pohsanten Village Tourism Development Team that consists of 33 persons. The respondent's profile is shown in Table 1.

Table 1: The respondent profile

Aspect	criteria	Frequency (%)
1. Sex	Female	55
	Male	45
2. Age	14-24	3
	25-60	97
	>60	-
3. Occupation	Entrepreneur	21
	Government Civil Servants	3
	Professional (teachers/artist)	27
	Others	49
4. Education	Primary School	15
	Secondary School	18
	High School/Vocational	64
	Higher Education/Diploma	3

The questionnaire comprises 35 questions which consist of 4 questions to collect the demographic data of respondents and 31 questions to collect data on 5 aspects of CBT which include: conservation; tourist attraction; tourists; business i.e., a quality of CBT product or service; and the inherent principles of CBT i.e., alternative tourism. The indicators of the research are measured in Likert Scale which include:

- Extremely Agree = 1
- Strongly Agree = 2
- Neutral = 3
- Disagree = 4
- Extremely Disagree = 5

The further step of the research is data tabulation which was analyzed using SPSS 17 program to determine the understanding level which is indicated by the average value of the items in the questionnaire measuring the understanding level. Based on the results of the survey it can be identified the understanding level of the Pohsanten Village Tourism Development Team on CBT. The information, then, can be used as a basis for determining the next activity in developing CBT in Pohsanten village.

D. MAIN ACTIVITIES

The first step taken is to provide a medium for the community to learn and understand the CBT that is implemented by providing a dissemination on CBT, field observing, cooking class, and a comparative study in several tourist villages in Bali. The documentation of the activities is shown in Figure 1.



Figure 1: Activity photos - CBT Counseling, Comparative Study and Cooking class

The next action carried out is the measurement of the result of the activities which is to identify the understanding level of Pohnanten Village Tourism Development Team on CBT. The test results which can be clearly seen in Figure 2, are shown in Table 2. Overall, the test results are at an average of 1.7 points in the 'Strongly agree' range, which shows that the team member have a very good understanding of CBT. The average value of the five aspects of CBT also scores well below the 2. 'Tourist attractions' aspect obtains the best mean value of 1.6 which shows that the team understands the most about CBT attractions. There are 2 aspects that get a high score of 1.8 (but still below 2) which shows the lowest level of understanding among the measured aspects. The two elements are 'business aspects' and the 'the essence of CBT'. Both need to get more attention from the developer team.

However, if the measurement elements are seen individually there are some variables that show a rather weak result that is > 2 which is 'Neutral' opinion. As Ernawati (2015) pointed out that villagers expressed very deliberately and cautiously; where neutral opinions already indicate less approval of the element.

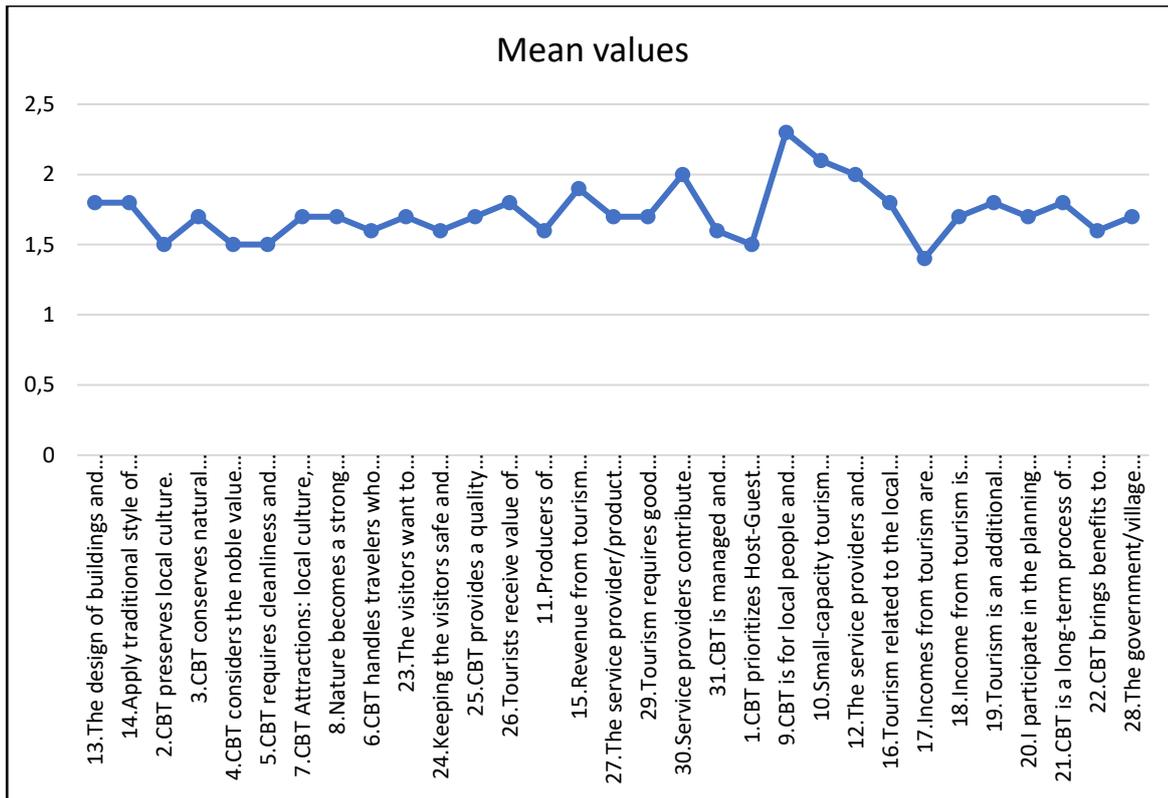


Figure 2: The average value of the element measured

There are 2 questions that give a mean value of 2: question number 9 - 'CBT is for local people and tourists' which scores an average of 2.3. This indicates that the CBT Developer Team is less likely to agree that CBT is also intended for local communities. CBT is for local people, possibly in the context, firstly the consumers can be domestic tourists; and secondly, the facilities developed for CBT can also be used by community members. Facilities are a sharing entity between local people and visitors.

Table 2: The average value of the element being measured

No.	Variables	Mean value
Conservation		
1	13.The design of buildings and facilities is natural and blend with nature.	1.8
2	14.Apply traditional style of buildings and structures but durable strong.	1.8
3	2.CBT preserves local culture.	1.5
4	3.CBT conserves natural environment.	1.7
5	4.CBT considers the noble value of the local community.	1.5
	Average	1.7
Tourist attractions		
1	5.CBT requires cleanliness and beauty of the environment.	1.5
2	7.CBT Attractions: local culture, history, art and tradition	1.7
3	8.Nature becomes a strong attraction of CBT.	1.7
	Average	1.6
Customer's aspects		
1	6.CBT handles travelers who love rural, traditional and natural atmosphere.	1.6
2	23.The visitors want to see/experience something special in the village.	1.7
3	24.Keeping the visitors safe and secure during the tour.	1.6
4	25.CBT provides a quality tourism experience.	1.7
5	26.Tourists receive value of products and services for expenses incurred.	1.8
	Average	1.7
Business aspect - Quality CBT product/service		
1	11.Producers of products/services (lodging, guide, eating & drinking) are the local people.	1.6
2	15.Revenue from tourism aligned with the number of visits.	1.9
3	27.The service provider/product receives reasonable remuneration for the products and services	1.7
4	29.Tourism requires good hygiene and health standards.	1.7
5	30.Service providers contribute a small fraction of revenue from CBT for the public interest.	2
6	31.CBT is managed and administered.	1.6
	Average	1.8
The essence of CBT - Alternative tourism		
1	1.CBT prioritizes Host-Guest positive relationship.	1.5
2	9.CBT is for local people and tourists.	2.3
3	10.Small-capacity tourism facilities and services	2.1
4	12.The service providers and tourists are NOT in bulk /large quantities.	2
5	16.Tourism related to the local sector: agriculture, arts, crafts, home industry.	1.8
6	17.Incomes from tourism are not taken out of villages by investors.	1.4
7	18.Income from tourism is circulated in the community.	1.7
8	19.Tourism is an additional economic activity in addition to traditional economic activities.	1.8
9	20.I participate in the planning and management of CBT.	1.7
10	21.CBT is a long-term process of development.	1.8
11	22.CBT brings benefits to community economically and socio-culturally.	1.6
12	28.The government/village authority facilitate the development of CBT.	1.7
	Average	1.8
	Grand average	1.7

The item number 10 is: 'Small-capacity tourism facilities and services' which scores an average of 2.1. This indicates less approval of the statement. Alternative tourism including CBT is small scale. Questions may arise, how small? Each development project needs to calculate the rate of return on capital, this principle is also applied to CBT. CBT managers need to make calculations

on CBT carrying capacity with an adequate level of profit but not exceeding the threshold, which will eliminate the attractiveness of the CBT itself, leading to an unsustainable CBT. Concern for CBT to be a large scale is the nature of mass tourism. The mobility of tourists in large numbers will require large capacity facilities; the further consequence is to fulfill these needs which causes land conversion and requires a large amount resources. In such situation it would be difficult for a village to maintain the uniqueness and its authenticity which is the attraction of CBT.

E. WORK REVIEWS

CBT development activities in Pohsanten have started reasonably well, given the high involvement of the community in the initial stage of CBT development. However, in this phase the number of related community members involved is still limited, in time, the number of people participating in CBT needs to be increased. There are many activities that need to be carried out so that a CBT can operate appropriately and independently. The application of the principles of sustainability and 'Green' at all stages of development needs attention, as Weaver and Lawton (2010, p 310) point out that we cannot assume that alternative tourism will automatically be sustainable '... and it should never be automatically assumed that the outcomes of small-scale tourism are always positive '.

F. CLOSING

Measurements to the level of understanding of the Pohsanten Village Tourism Development Team have shown good results. A sound understanding will support the successful implementation of CBT development in Pohsanten Village. However, the team also needs to pay attention to the aspects and variables that are considered to be still weak, so that it needs a special care in handling these aspects respectively.

G. THE IMPACT AND ADVANTAGES OF THE ACTIVITY

To rise community understanding about CBT which has been carried out through several activities, such as to provide a dissemination on CBT, field observation and doing something related to the CBT and a comparative study is reasonably effective, this evidence is shown by a good score gained by the participants. However, this is an early stage, there are still many steps to be taken for the success of Pohsanten CBT.

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