

Study

*Community Based Tourism Principles
in Jatiluwih, Tabanan, Bali*

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Jatiluwih UNESCO *Cultural Landscape*



ABSTRACT



Jatiluwi Village is a tourist village located in Penebel District, Tabanan Regency. This tourist village has a beautiful natural panorama with unique terraces at the nearby Mount Batukaru.



This study uses a qualitative research approach with a type of descriptive research.



The formulation of the problem studied by researchers was twofold, namely: (1) the application of the CBT concept carried out by the Jatiluwi Tourism Village authority in managing sustainable tourism attractions (2) the role played by relevant stakeholders.



This study concluded that the management of Jatiluwi Tourism Attraction of has applied the principles of a healthy economy, development for the welfare of local communities; conserve nature so that the environment can be well maintained, healthy culture by contributing to the cultures that exist in rural communities, and applying the principle of tourist satisfaction.



This study suggests that the "subak" system and natural landscape are maintained because they are an indicator of the satisfaction of tourists visiting Jatiluwi.

RESEARCH OBJECTIVES

The formulation of the problems in this study are:

- (1) The application of the CBT concept carried out by the Jatiluwih Tourism Village in managing tourist attractions.
- (2) The role played by relevant stakeholders.



Briefly about Jatiluwih

- **Jatiluwih Village is located in Penebel District, Tabanan Regency, Bali. The village is located at an altitude of 500-1500 meters above sea level and has an average rainfall of 2500 mm / year.**
- **The temperature of the air froze between 26-29 C so the air was cool.**
- **The village's topography is hilly with a slope of up to 600 so that rice fields as the main land for people's livelihoods must be made in terraces.**
- **Rice terraces are made in addition to fulfilling its main function as a regulator of irrigation of rice fields, it is also a reflection of the survival of local culture, especially the survival of the livelihood system in agriculture (Jha and Schoenfelder, 2011; Norcken, et al, 2015).**

Jatiluwih UNESCO Cultural Landscape

In June 2012, the island of Bali received special recognition by establishing subak as world cultural heritage from UNESCO with the label "Cultural Landscape of Bali".

The Subak System as a Manifestation of the Tri Hita Katana Philosophy". A view of rice fields in Jatiluwih).

Tri Hita Karana is a foundation for Hindus to realize prosperity by harmonizing the relationship between humans and God (parahyangan), relations with humans (pawongan) and their relationship with nature (palemahan) (Windari, 2016).



Jatiluwih Visitors' Reviews

One of the visitors gave the following testimonial

“Jatiluwih Rice Fields are serenely beautiful! Absolutely breath-taking views. I was lucky the day I went there very few people. Theres a small stall that sell stuff and a few restaurants around the rice fields. Fairly easy to get to”.

These ratings and comments mean that Jatiluwih has been able to satisfy tourists' expectations, especially regarding "rice terraces".

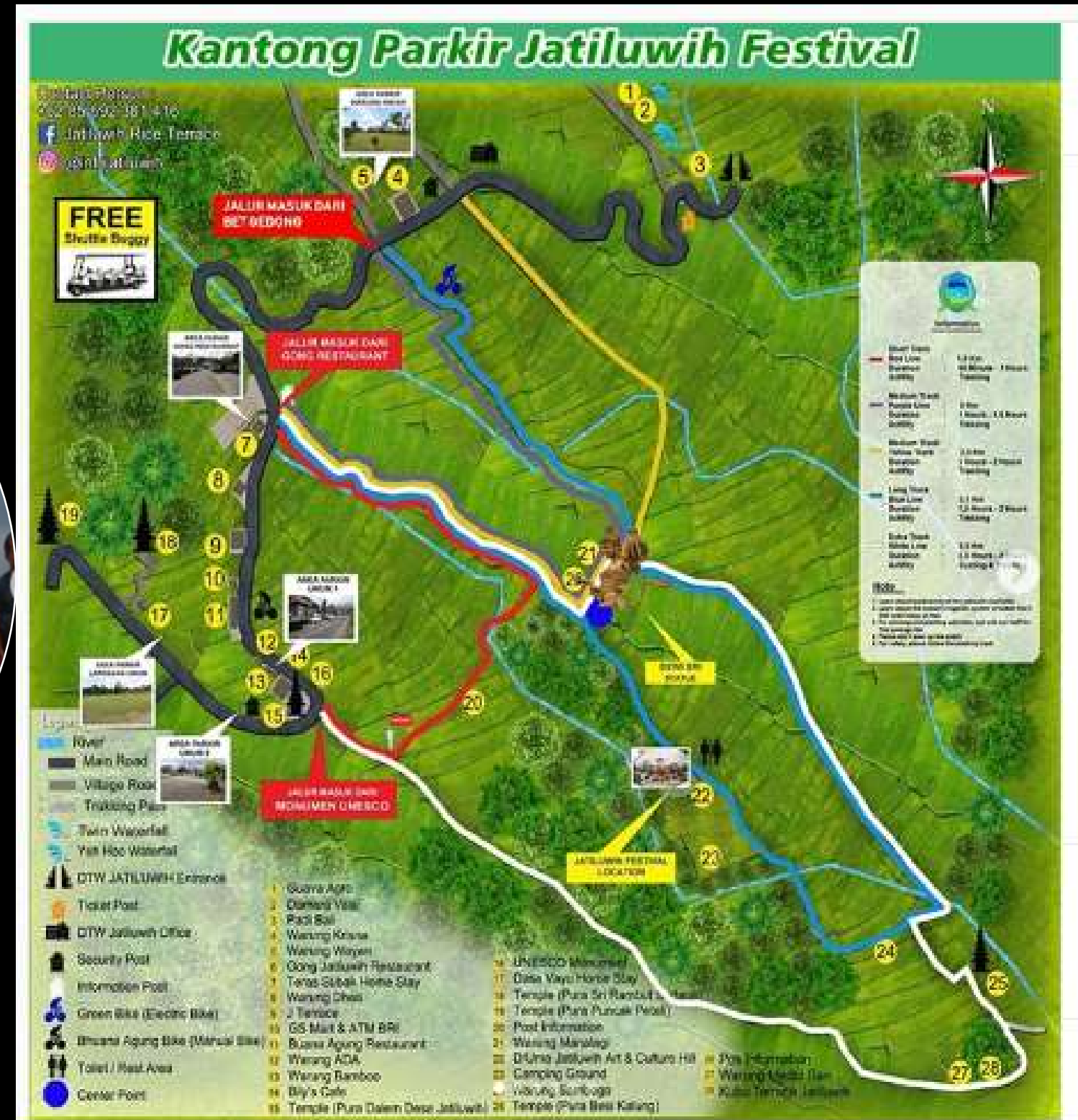


Cultural Activities

Jatiluwin Biking, and Tracking



Jatiluwin Festival



LITERATURE REVIEW



Three main principles in the strategy of planning tourism development based on community based tourism, namely (1) Involving the community in decision making. (2) There is certainty that local people will receive benefits, and (3) Education provision for tourism to local communities (Kusrini dan Rizkianto, 2018).



The CBT indicator built by Muller (1997, in Putra, 2015), the application of Community Based Tourism to the Jatiluwih Tabanan Bali tourist attraction can be seen from the following five indicators: (1) healthy economic indicators, (2) indicators of the welfare of local communities, (3) indicators do not change nature, (4) indicators of healthy culture, (5) indicators of tourist satisfaction



QUALITY TOURISM

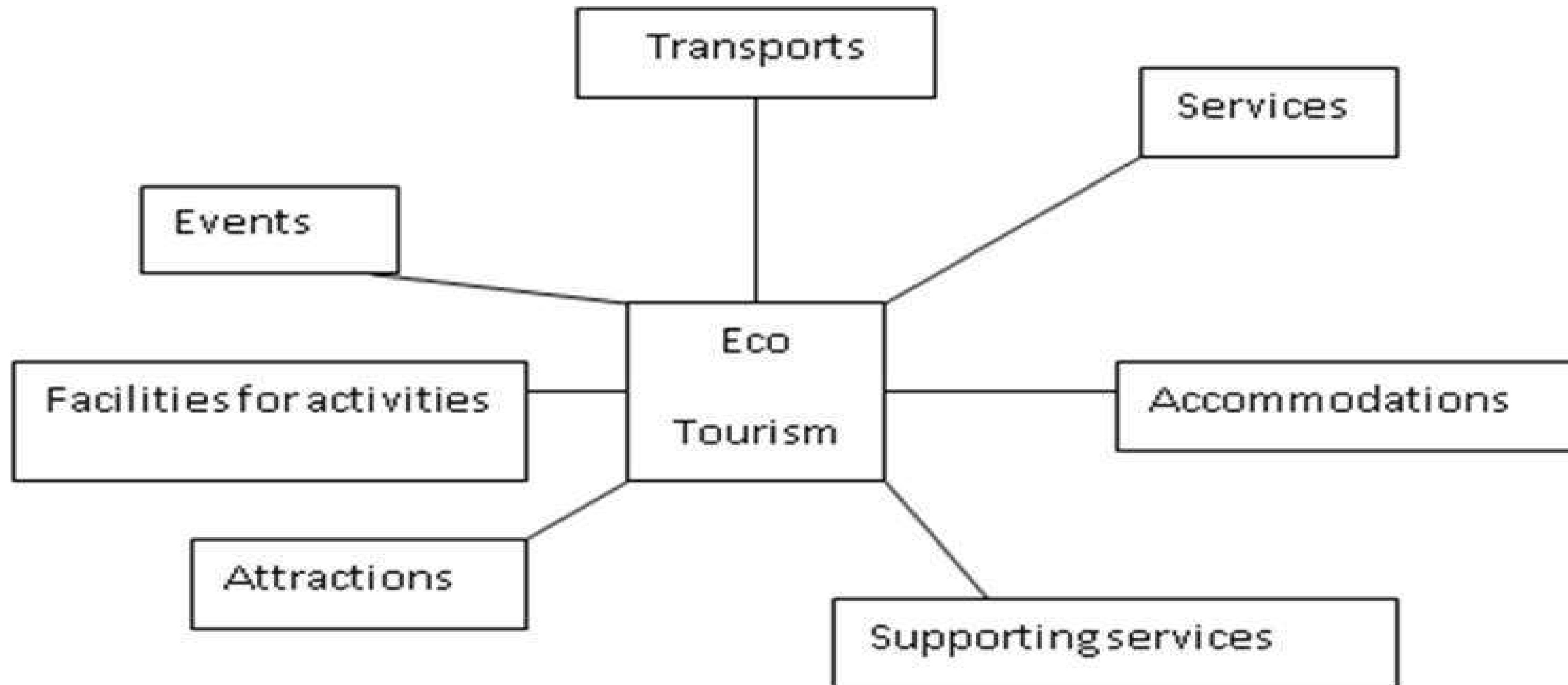
Quality of Life of
Local Community

Quality of
Experiences of
Visitor/ Tourist

Quality of Profit
of
Vendor/Investor



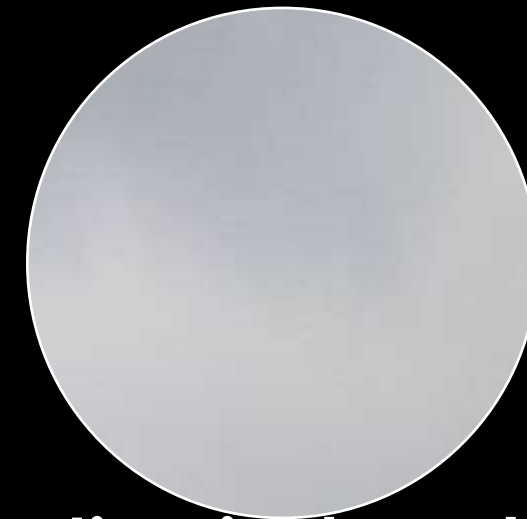
Sectors Relate to Eco Tourism



RESEARCH METHOD



This study uses a descriptive qualitative approach that uses the Community Based Tourism model as a commitment from the community to provide support for strength, resources, and also involvement in the research process so as to produce research that is beneficial to the community.



Data collection is done by in-depth interviews (in depth interviews). Data Empirical about the management of Jatiluwih Village in Tabanan Regency related to community-based tourism management (CBT) in the form of primary data obtained through field research in the form of observations and interviews.



The Application of *Community Based Tourism* at Jatiluwih (1)

First, a healthy economic indicator, namely a healthy economy. The results of interviews can be seen that the transparency of the management of Tourism Attraction of Jatiluwih starts from daily income to monthly income until finally it is reported and distributed to various parties.

- Funds are obtained every day from the entrance ticket, parking fees and deposits from the manager of the homestay.
- The operational management of the Jatiluwih Village Tourism Attraction of is under the Regional Government and the Chairperson of the Regent, the tourism office as his secretary or deputy.
- The homestay owner contributes to the Tourism Attraction of manager for operations. All finances are overseen by the Tabanan District Audit Board.
- Funds obtained from the management of the Jatiluwih Tourism Attraction of are used to support the preservation of Subak and activities in the Desa Adat and Dinas Jatiluwih villages (Widari, 2015).

The Application of *Community Based Tourism* at Jatiluwih (2)

Secondly, the indicators of the welfare of the local community namely in developing sustainable tourism, the welfare of the local community is an inseparable part, because local people are in direct contact with tourism activities in their area.

- The management of Jatiluwih Tourism Attraction of is left entirely to the people of Jatiluwih Village until the management carried out has great benefits for the welfare of the people of Jatiluwih Adat Village and Gunung Sari Adat Village, meaning self-management by the Jatiluwih Village Community.
- Welfare as a result of tourism felt by the village community is that the youths of Jatiluwih Village get jobs as employees in managing Jatiluwih Tourism Attraction of so that they get income to support the welfare of their families.
- Farmers can also sell their agricultural produce in the form of brown rice, glutinous rice, and agricultural products directly to the visitors.

The Application of *Community Based Tourism* at Jatiluwih (3)

Third, the indicator does not change nature, namely sustainable tourism is tourism that is very concerned about the quality of the natural environment for the sake of sustainability of tourism itself.

- Management of Jatiluwih Tourism Attractions has paid attention to environmental aspects and is well maintained.
- The management carries out activities that preserve the environment such as community service which is carried out every Sunday, planting protective trees, preserving natural beauty, structuring subak irrigation channels to achieve sustainable tourism.

The Application of *Community Based Tourism* at Jatiluwih (4)

Fourth, indicators of healthy culture, namely the existence of sustainable tourism, the community's appreciation of cultural heritage is getting higher.

- The management of Tourism Attraction of Jatiluwih contributes to the cultures in the village community in a way that is done by forming dance and percussion clubs.
- The groups currently owned are angklung, jogeg, dance and gong groups. This is a characteristic of maintaining culture.
- The culture that developed in the community was used as a tourist attraction to support tourism activities in Tourism Attraction of Jatiluwih.
- The culture that exists in the community is still alive and tourism activities are also going well and sustainably.

The Application of *Community Based Tourism* at Jatiluwih (5)

Fifth, tourist satisfaction indicators are a series of sustainable tourism that cannot be separated, because tourist satisfaction is the result of Tourism Attraction of management that cannot be measured by material.

- The management of Tourism Attraction of Jatiluwih tries to create tourist satisfaction with the existing natural and cultural environment.
- The way to do this is by improving infrastructure, using resources that are not destructive, but sustainable, so that tourists do not feel bored to visit Tourism Attraction of Jatiluwih.
- The results of a review of tourist satisfaction after visiting Jatiluwih recorded from 2,520 reviews on average gave a rating of 4.5 (four-and-a-half stars out of a maximum of 5 stars, out of 273 reviews).

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**The five
indicators:**

- **(1) Healthy economic indicators,**
- **(2) indicators of the welfare of local communities,**
- **(3) Indicators do not change nature,**
- **(4) Indicators of healthy culture,**
- **(5) Indicators of tourist satisfaction**



Matur Suksama

Terima Kasih

Thank You

Slides and E-book about CBT and etc can be downloaded here...

<https://rektorudp.files.wordpress.com/2019/10/tourism-destination-communitis.pdf>

<https://rektorudp.files.wordpress.com/2019/10/sustainable-tourism.pdf>

<https://rektorudp.files.wordpress.com/2019/10/sustainable-tourism-and-poverty-elimination-study.pdf>

<https://rektorudp.files.wordpress.com/2019/10/rural-tourism.pdf>

<https://rektorudp.files.wordpress.com/2019/10/community-based-tourism-model-bali-darma-putra-ed-2015.pdf>

<https://rektorudp.files.wordpress.com/2019/10/building-community-capacity-in-tourism-development.pdf>

<https://rektorudp.files.wordpress.com/2019/10/asean-community-based-tourism-standard.pdf>