

STRATEGY MODEL FOR DEVELOPMENT OF COMMUNITY-BASED ECOTOURISM MANAGEMENT IN JATILUWIH TOURISM VILLAGE, TABANAN REGENCY

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Abstract: *Jatiluwh Village is a village located in Penebel sub-district, Tabanan regency, Bali province, Indonesia. Jatiluwh is a tourist village, with a beautiful panorama accompanied by stepped rice fields. The air is cool because it is located at an average height of 700 meters above sea level Jatiluwh Village located in Tabanan Regency, Bali has a unique natural scenery of the widest terraced rice fields and the charm of the waterfall, to become a world cultural heritage. Jtiluwh village is very famous for the stunning natural beauty of terraced rice fields. The beauty of this terraced rice field is also used as one of the best tourist destinations in Tabanan. In addition to the beauty of rice fields, there are many attractions owned by this Jatiluwh Bali Village tourist spot. Not far from the tourist attractions of Jatiluwh Village Bali, there is Yeh Hoo Waterfall hidden behind a moor. The path to get there is also not too difficult, just go down the stairs. In addition to the waterfall object, Jatiluwh Village also has the charm of the expanse of rice fields so wide, that it makes the eye satisfied to see directly the Balinese farmers who are farming rice. Most of the rice fields in this tourist village produce rice. In addition, there are also crops of vegetables, coffee, coconuts, and much more. Tourism village development requires the participation of local communities in all stages of development starting from the planning, implementation, and supervision stages. However, in reality there is often a neglect of community participation. Jatiluwh Village has extraordinary potential and is very important to be developed as an ecotourism village that can increase the income of the village and the surrounding community, for that this study specifically, aims to: (1) analyze the potential of ecotourism in Jatiluwh Village, Tabanan Regency; (2) analyze internal and external conditions in ecotourism development in Jatiluwh Village, Tabanan Regency; (3) formulate a model of ecotourism development strategy in Jatiluwh Tourism Village, Tabanan Regency. This study used a qualitative descriptive research approach. This research also uses an internal and external environment analysis approach followed by a SWOT analysis.*

Keyword: Strategy, Management, Community Based Ecotourism, Tourism Village

INTRODUCTION

Tourism is one of the sectors that has an important role in global economic growth. Tourism activities not only provide economic benefits, but also have significant social, cultural, and environmental impacts. In many countries, the development of the tourism sector has become a priority to increase income, create jobs, and promote local culture and heritage. Indonesia, as one of the major tourism destinations in the world, is no exception to major changes in the tourism industry. Along with the rapid growth in the number of domestic and foreign tourists, Indonesia continues to strive to optimize the potential of tourism as an economic driver. One of the regions in Indonesia that has great tourism potential is Tabanan Regency, located in Bali Province. Tabanan Regency,

known for its natural beauty and cultural richness, has made tourism one of the main pillars of local economic development.

The participation of local communities in tourism development has a crucial role in achieving sustainable tourism goals. Involving communities in the decision-making process not only creates a sense of belonging and responsibility towards their own destinations, but also allows them to share their experiences, knowledge and cultural heritage with the world. With a focus on Jatiluwih Village, this study aims to answer several important questions. What is the level of participation of local people in decision making related to tourism in Jatiluwih Village? How does community participation affect the economic benefits obtained by local communities? Does community participation have a positive impact on cultural and environmental preservation in Jatiluwih Village?

One of the valuable assets of Tabanan Regency is Jatiluwih Village, a highland village located at the foot of Mount Batukaru. This village has been known all over the world for its beautiful and unique rice terraces, which are even recognized as one of the world's cultural heritage by UNESCO. The success of Jatiluwih Village in attracting the attention of international tourists proves the great potential in sustainable tourism development. However, like many other tourism destinations, tourism development in Jatiluwih Village also faces various challenges. Classic problems such as equitable economic benefits to local communities, environmental preservation, and cultural preservation must be addressed wisely. Success in meeting this challenge depends on the extent to which local community participation is taken into account in the planning and implementation of tourism development.

The hypothesis of this study is that the higher the level of participation of local people in tourism development, the greater the economic benefits they get, and the better the preservation of culture and environment in Jatiluwih Village. We will test this hypothesis by collecting data through interviews, surveys, and analysis of related documents. This research is expected to provide deep insight into the dynamics of community participation in tourism development in Jatiluwih Village. The results are expected to be a valuable reference for stakeholders in developing sustainable tourism strategies that take into account the key role of local communities.

This study aims to examine the role and participation of local communities in the development of Jatiluwih Village tourism. We will explore how local communities are involved in decision-making, the implementation of tourism projects, and how they feel the impact on their lives. The results of this study are expected to provide deeper insights into the importance of community participation in sustainable tourism development, not only in Jatiluwih Village but also in other tourism destinations in Indonesia and around the world. In addition, the study is also expected to provide practical guidance for stakeholders, local governments, and organizations involved in tourism development to understand how to build effective partnerships with local communities and maximize the benefits of sustainable tourism.

METHOD

This study used primary data through individual interviews with various informants such as traditional stakeholders, restaurant and lodging owners, farmers, village elders, and subak. Field observations were also conducted. Secondary data is used from various sources such as books, government reports, journals, newspapers, websites, and others. This research adopts a descriptive qualitative approach (QD), which focuses on the

questions of who, what, where, and how an event or experience occurs, with inductive analysis.

RESULT

1. Construct Validity Test

a. Outer Loading

The convergent validity test based on outer loading is presented in Table 1 and shows that all indicators have an outer loading above 0.7 on the intended construct.

Table 1: Outer Loading

	X	Y
X1	0,872	
X2	0,732	
X3	0,880	
Y1		0,926
Y2		0,863
Y3		0,914

b. Fornell-Larcker Criterion

The Fornell-Larcker Criterion evaluation or AVE root values used in the discriminant validity test are shown in Table 2. The concept is legitimate if the AVE root (number when written diagonally) exceeds the correlation between constructions.

Table 2: Fornell-Larcker Criterion

	X	Y
X	0,831	
Y	0,871	0,902

c. Cross Loadings

If the correlation of the construct indicator is larger than the correlation of the indicator with other constructs, the construct is said to have strong discriminant validity. The maximum cross loading value for each indicator against its latent variable is shown in Table 3. This demonstrates that all indicators pass the cross loadings test's criteria for discriminant validity. In other words, all signs are valid.

Table 3: Cross Loadings

	X	Y
X1	0,872	0,808
X2	0,732	0,555
X3	0,880	0,775
Y1	0,850	0,926
Y2	0,745	0,863
Y3	0,754	0,914

2. Construct Reliability Test

The study model's Cronbach's alpha values from Table 4 indicate that every variable has a Cronbach's alpha value over 0.70. These findings indicate that the research model has met Cronbach's alpha requirements, making the study credible. Each variable in the research model has a composite reliability value above 0.70, according

to the composite reliability value. These results confirm that all constructs are reliable and the research model has reached composite reliability.

Table 4: Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X	0,776	0,869	0,690
Y	0,885	0,929	0,813

Hypothesis Testing

As shown in Table 5, the Path Coefficient and P-value results can be used to evaluate the direct impact of one construct on another by the proposed link. The P-value is 0.000, indicating the significance of the association between X and Y.

Table 5: Path Coefficients

	Original Sample	T Statistics	P-Values
X -> Y	0,871	31,382	0,000

DISCUSSION

Results from tests for validity and reliability are accurate and reliable. The results of hypothesis testing show that business performance is significantly and positively influenced by the role of the government. This study shows how the role of the government is carried out well can improve the business performance of exporters in Bali Province.

The government has a crucial role in improving the business performance of exporters in Bali Province. The government has assisted in establishing institutions that support exporters, such as business associations, financial institutions, and export promotion agencies. These institutions can provide technical support, market information, and financial services required by exporters.

Through the ministry of trade or related institutions, the government can conduct promotional campaigns to market Bali products internationally. This promotional support can help increase the visibility of Bali products in the global market. Effective market promotion can increase the visibility of Bali products in the international market. Through various promotional channels, such as trade shows, digital campaigns, and cross-border cooperation, the government can help Balinese exporters attract the attention of the global market. By actively promoting Balinese products, the government can help create a positive image of the product. This can increase customer satisfaction and consumer confidence in products from Bali.

The government can provide support in the development of marketing materials, such as brochures, promotional videos, and official websites. This will help exporters in conveying clear and attractive information about Bali products to the international market. Through market promotion activities, the government can facilitate business meetings between Balinese exporters and potential partners abroad. This can help in developing a strong business network and open up mutually beneficial partnership opportunities.

By increasing the visibility and attractiveness of Bali products in international markets, market promotion can contribute directly to an increase in export volumes. This creates economic growth opportunities for Bali Province through the export sector. Through market promotion, the government can monitor and evaluate the impact of the program continuously. The data obtained from this monitoring can be used to improve the effectiveness of market promotion in the future.

On the other hand, the government can simplify the licensing process and reduce bureaucratic obstacles that exporters may face. This will help improve efficiency in supply chain and distribution. The government can invest in the development of logistics infrastructure, such as ports and airports, to facilitate the export process. Good infrastructure can reduce logistics costs and delivery times. Governments can provide financial support, either in the form of low-interest loans or tax incentives, to help exporters overcome the financial challenges of increasing production capacity and meeting international standards.

Licensing facilitation can help exporters understand and comply with applicable international standards. This creates consumer confidence in the quality of Balinese products and facilitates the entry of products into international markets that apply strict standards. With accessible licensing and measurable regulations, Bali exporters can more easily compete globally. This allows them to respond to market changes and regulations faster, increasing the competitiveness of Balinese products in the international market. An export-friendly business environment, including efficient licensing processes, can attract foreign investment. These investments can help develop infrastructure, technology, and production capacity, all of which contribute to the growth of the export sector.

Facilitation of licensing can also mean simplification of business procedures in general. This helps increase clarity and predictability in doing business, creating a more attractive environment for business actors. Effective licensing facilitation increases business actors' trust in the government. This creates better linkages between the private sector and government, providing a firmer foundation for collaboration in supporting export growth.

The government can use licensing facilitation as a means to continuously monitor and evaluate the success of regulations. This opens up opportunities for continuous improvement in support of exporters. By facilitating licensing and regulation, the government can create a conducive business environment for the growth of the export sector in Bali Province, increase the competitiveness of local products, and optimize the economic potential of the region.

CONCLUSION

Based on the results of data analysis, it can be concluded that Jatiluwih Tourism Village has significant ecotourism potential. This potential includes tourist attractions, cultural attractions, and interesting natural attractions. There are various internal and external factors related to the development of ecotourism in Jatiluwih Tourism Village. SWOT analysis revealed that Jatiluwih Tourism Village is in a position of positive growth and development. A suitable strategy for the development of Jatiluwih Tourism Village is to utilize internal strengths to optimize existing opportunities. This can be achieved through active community involvement, such as coral cadets, traditional banjars, subak, and synergy with other natural attractions around Jatiluwih. In addition, promotional efforts in tourism areas that have developed, cooperation with tourists to promote this destination, expand networks, and preserve the environment of Jatiluwih Tourism Village are relevant strategies.

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