

Forms of Community Participation in the Development of Sustainable Ceking Tourist Attraction in Gianyar Regency, Bali

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How to cite this article: Fatrisia Yulianie, I Wayan Suardana, I Nyoman Sunarta, I Nyoman Ariana (2024) Forms of Community Participation in the Development of Sustainable Ceking Tourist Attraction in Gianyar Regency, Bali. *Library Progress International*, 44(3), 15134-15145.

Abstract

The tourism industry in Gianyar Regency, Bali, particularly Ceking, is a vital part of Indonesia's economy. But, sustainable development involves a balance of social, environmental, and cultural aspects to preserve local traditions and culture. This can be achieved through community involvement. The study explored the various forms of involvement that individuals can offer in the development of the Ceking tourist attraction within the Gianyar Regency of Bali. It sought to find out what makes community involvement effective and how it can protect the local environment and culture. The research was carried out through a qualitative method that involved direct observation, literature studies, interviews, and surveys. Through purposive sampling, the researchers were able to determine the informants' level of involvement and knowledge about the community. The findings revealed that community participation in Ceking Tourism Attraction takes various forms, including representative participation, direct participation in activities, and active involvement in decision-making and promotion. Local communities manage facilities, organize workshops, participate in marketing efforts, and engage in environmental conservation programs. The study's findings highlight the importance of community involvement in the development of sustainable tourism. It also provides valuable information on the various forms of involvement that people can offer in the promotion of eco-tourism and preserving local heritage. The findings show the need for the government to support and collaborate with local stakeholders to ensure that these initiatives are successful.

Keywords: Forms of participation; community; sustainable; tourist attraction.

1. Introduction

The tourism industry is one of Indonesia's major industries and is expected to contribute to the country's economic development. It is especially strong in regions with prominent tourist attractions such as Gianyar Regency, Bali. One of the most prominent natural attractions in Ceking is its rice terraces. To ensure that the tourism industry's positive effects can be enjoyed for a long time without affecting the local culture and environment, the development of the area's tourist attraction should be carried out in a sustainable manner.



Photo 1: View of Ceking Rice Terraces (Photo: Patrisia Yulianie)

In order to ensure that the various benefits that the tourism industry can provide can be fairly distributed to the local communities, the involvement of the community is very important. In Ceking, the local residents are involved in the management of various aspects of the tourism industry. Understanding the various forms of community involvement can help develop a sustainable tourism destination in Ceking.

The concept of community-based tourism is a sustainable approach to the development of tourism that focuses on the local communities. According to Rasmen and Mulyadi (2019), this type of project has four goals. One of the goals of community-based tourism is to enhance and improve the conservation of cultural and natural resources. It should also contribute to the local economy and involve the people in the management of the tourism industry. As a part of community-based tourism, tourists are expected to provide products and services that are designed to protect the environment and social and cultural aspects of the region. In a study conducted on the management of a tourist village in Tista, (Winia *et al.*, 2019), analyzed the various advantages of community tourism. It revealed that it can help the local communities earn money, empower them to manage the tourist villages, and preserve the environment. It also highlighted how the villages can inform the people about the local community's socio-cultural sustainability. The study conducted by (Rasmen and Mulyadi, 2019) revealed that the development of a sustainable tourism destination can be achieved through the involvement of the local communities. It noted that the Penglipuran Tourism Village in Bangli Regency can be successfully developed through community-based tourism.

The concept of sustainable tourism seeks to balance the environmental, social, and economic needs of a community. When it comes to managing Ceking's tourist attractions, this approach is important to ensure that the local culture and traditions are upheld and that the environment is protected. In addition to physical involvement, community involvement also involves planning and decision-making. Research has shown that community involvement in the management of tourism facilities can have a positive impact on the sustainability of such destinations. For instance, a study conducted in Bali in 2020 (Putra and Sudibya, 2020) revealed that the involvement of local communities in tourism management could increase the level of commitment and ownership of tourism assets. Ceking's development as a tourism destination requires the identification of suitable and effective community involvement. In the planning and implementation of tourism-related activities, community involvement is often involved. For instance, in Ceking, the local communities are known to manage the agricultural land through a traditional system known as the subak. This activity has become a tourist destination's cultural heritage. Aside from this, they can also participate in the establishment of supporting facilities such as homestays and souvenir stalls.

Unfortunately, there are many obstacles that prevent local communities from participating in tourism-related activities. One of these is the lack of proper knowledge about the concept of sustainable tourism. Some communities might focus on short-term financial gains without considering the long-term effects of tourism on the environment. In addition, businesses might not share the economic benefits with the local communities. To ensure that the development of Ceking's

tourism industry is carried out in a sustainable manner, the various stakeholder groups, such as the local government and the tourism businesses, need to work together. The government should also provide local communities with more opportunities to participate in the management of tourism facilities.

The objective of this study is to analyze and study the various forms of community involvement that can be used in the development of the Ceking tourism attraction in Bali's Gianyar Regency. Through this study, researchers will be able to identify effective strategies that can help improve the community's involvement in the tourism industry.

2. Literature Review

One way to realize sustainable tourism is to apply the concept of community-based tourism through the development of creative tourism products where these products focus on activities that can enhance direct experiences between local communities and tourists and offer products that are unique and have characteristics in each of their attractions (Pranee, 2019; Douni and Abd Halim, 2021). This is so that tourists are never bored to come back to the same destination, so they can make an optimal contribution to the community. Furthermore, a study conducted by (Riski et al, 2022) examines the success of the concept of community-based tourism in tourism development (Pranee, 2019; Oka et al, 2021). This success cannot be separated from the various innovations carried out by the management using a collaboration model, implementing sustainability and offering creative, unique and distinctive products (Pranee, 2019; Dolezal and Novelli, 2020; Douni and Abd Halim, 2021; Sriyani, 2022).

Through community-based tourism, communities can maintain their traditional lifestyles while receiving the benefits of tourism-related activities. It allows them to retain a significant role in tourism development (Artal-Tur *et al.*, 2019). According to various studies conducted by different researchers, community-based tourism can help protect the environment and provide a source of income for local communities. It can also help revive the pride of the people in their culture (Bhaktikul *et al.*, 2021; Banik and Mukhopadhyay, 2022; Teshome *et al.*, 2023). However, despite the positive effects of this type of tourism, it still needs government support to develop it (Tuyen *et al.*, 2023). Despite the positive effects of community-based tourism, it still remains unable to provide a substantial increase in the local community's income. This is because the people are not participating in the development of this type of tourism (Ghasemi *et al.*, 2023). The main factors that influence the participation of the community in the development of tourism are the attitudes of the people, the expected benefits, and the motivation of the local community itself. According to a study conducted by Wang & Luan, community involvement has a significant impact on the support of tourism (Wang and Luan, 2021). According to various studies conducted by different researchers, community involvement can have a positive impact on the development of tourism (Jin *et al.*, 2022; Obradović *et al.*, 2023). It can help protect the environment and provide a source of income for the local communities (Hu *et al.*, 2022; Alam *et al.*, 2024).

In contrast, research conducted by Rocca and Zielinski (2022) explains that the concept of community-based tourism has not contributed or benefited the community because it has not been carried out as it should and tends to cause conflict due to insufficient social capital and low government presence. Conflicts in the implementation of community-based tourism can also be caused by ignorance of the community about tourism, lack of opportunities, especially in profit sharing and poor decision making; inequality experienced by indigenous peoples; unclear which community has the right to manage tourism; as well as the ambiguous involvement and role of the private sector (Hafsa, 2019; Nguyen *et al.*, 2019; Fan *et al.*, 2020; Fan *et al.*, 2021).

Other research that is used as a reference in the writing that is carried out later relates to the community empowerment model in tourism. The community empowerment model can be in the form of training. The trainings carried out are in the form of building landmarks, marketing communication training with photography training, social media communication training, rural tourism marketing, and brand management (Kurniawati *et al.*, 2021); and training for SMEs engaged in tourism (Lidya *et al.*, 2022). Empowerment models are also carried out using several approaches such as spatial approaches, sectoral approaches, human resources, and the use of information technology to improve service quality (Purnomo *et al.*, 2020). There are also those who use the Empowerment model with the SRCBT (Sustainable Community Based Tourism Village) model or Sustainable Community Based Tourism Village supported by the potential for social, cultural and economic resources in the form of values, traditions and economic resources of the local community, openness and government commitment villages (Irwan *et al.*, 2021).

3. Method and Theory

3.1 Method

The research method used in this study is a qualitative descriptive method. Data on forms of Community Participation

in the development of Sustainable Ceking Tourist Attraction in Gianyar Regency, Bali were collected from informants who were community leaders who were considered to have knowledge and represent the surrounding community and were also obtained from the management agency. Data collection techniques through direct observation (observation), in-depth interviews (depth interviews), literature studies, and questionnaires determination of informants determined by purposive sampling. The method used in determining the sample is purposive sampling, which is a way of determining a sample based on a specific purpose and on consideration where the sample is determined according to the research objective.

The collected data will be analyzed qualitatively and quantitatively by processing the data, grouping, analyzing and interpreting it so that a conclusion is obtained from the research results.. The research data presented in a narrative manner, so that it will be able to provide an overview of the problem under study.

3.2 Theory

3.2.1 Participation Theory

According to (Cohen and Uphoff, 1977), there are four types of participation: 1) community involvement in the decision-making process, 2) implementation, 3) benefits, and 4) evaluation. Community involvement in the decision-making process is the first step in the process of making policies and organizational decisions. This form of participation provides the opportunity for the people to provide their input on the program's development. Through community involvement, the people can participate in the decision-making process and assess the ongoing policies or procedures. Second, they can participate in the implementation of the program through their participation. Finally, they can avail of the benefits from the development's success. The final type of participation is the community's participation in the evaluation of the development's activities. This involves monitoring and assessing the program's progress.

According to Tosun (2006), there are three types of community involvement: spontaneous, induced, and coercive. The various stages of tourism development require that the community be certain that it can participate in the process. Tosun (1999) categorized the community's participation into three levels.

1. Pseudo community participation.

The tourism development process is not designed to involve the entire community. Instead, it focuses on meeting the needs of the local residents. This means that decisions are only made with the help of government officials and the local elites.

2. Passive community participation

This type of participation is characterized by passive community involvement. It does not involve the entire community and is only involved in the implementation of the program. In addition, it does not involve the community in the decision-making process.

3. Spontaneous community participation

Active, genuine, spontaneous, and direct community involvement are the types of participation that people can partake in.

Community participation in tourism development has some limitations (Tosun, 2000). These limitations are at the operational level, structural limitations and cultural limitations.

1. Limitations at the operational level

In developing countries, the centralization of tourism development's administration and the lack of coordination among the various parties involved can hinder the participation of the community. These issues can also prevent the people from participating in the planning process.

2. Structural Limitations

There are various structural factors that prevent people from participating in the planning and implementation of tourism development projects. These include the lack of expertise, the high cost of participation, and the lack of resources.

3. Cultural Limitations

Another issue that can prevent people from participating in the planning and implementation of tourism development projects is the culture of the community. This can include the lack of awareness about the importance of tourism development in their local area.

Tosun's typology of community involvement was used to analyze the research's problem, which is focused on the level of community involvement in the development of a tourism attraction in Ceking.

3.2.2 Community Based Tourism Theory

In community tourism development, local communities can benefit from the various activities that are carried out in the tourism industry. These activities include the preservation of natural resources and culture, as well as the

establishment of tourism-related businesses.

The concept of community based tourism revolves around the harmonious relationship between the human and environmental resources, as well as the visitors and locals who are infused with wisdom. It also promotes sustainable practices, local consumption of agricultural products, and appreciation for the customs and traditions of the community. The concept of community involvement in tourism development refers to the active involvement of the local community in the planning, design, and implementation of the tourism industry's various activities. This process can help ensure that the development of the tourism industry is carried out in a responsible manner. A community-based tourism initiative is focused on the preservation of local culture, social, and natural resources. Operated and owned by the locals, this type of tourism seeks to help visitors gain a deeper understanding of the local people (Suansri, 2003).

This study aims to introduce the concept of community-based tourism. This type of tourism combines elements of community activities with tourism to ensure the preservation of local culture, industry, and natural resources. One of the attractions featured in this study is the Ceking Tourist Attraction, which is owned and operated by the local community. Through this type of tourism, the communities are able to benefit from the economic benefits it brings.

4. Results and Discussion

4.1 Results

Based on interviews with the BPOWC Director, BPOWC secretary, operational manager, Bendesa Adat Tegallalang and the Kelian Adat of each customary banjar, not all communities can participate in the development of Ceking Tourism Attraction. The people who participate are those who are representatives of each customary banjar and there are also those who go through a selection process. For the core management, they are selected through a banjar meeting (sangkep), while for the employees, they are selected from each banjar according to their competence and the available quota. So that the form of community participation that is applied is representational participation. Where what is decided in BPOWC will be conveyed by each traditional banjar head to their community members. This form of representational participation is explained in more detail as follows.

4.1.1 Direct Participation in Tourism Activities

Through the direct involvement of local communities, the communities around the Ceking Tourism Attraction are able to participate in the management of the facility. The management agency of the organization is composed of a core board and staff members. According to the operational manager of the BPOWC (Komang Keju), the board consists of 14 individuals who were appointed by the villages through a meeting. As for the staff members of the organization, 28 individuals were selected from the various banjars in the area. They are responsible for the management and development of the tourist attractions in Ceking.

Aside from maintaining the various facilities of the attraction, the community also plays a vital role in the daily operations of the organization. It can be seen through the activities of its members, such as the selling of entrance tickets and the provision of services to tourists, which include the photography of local residents.



Photo 2: Tourists are exploring the rice fields (Photo: Fatrisia Yulianie)

In addition, the community is also involved in organizing various workshops and training programs related to tourism. One of these is the English language training that the organization conducts at its office. This program is aimed at improving the skills of the local residents.

4.1.2 Participation in Planning and Decision-Making

Through the various discussions and deliberations conducted within the community, the residents are able to participate in the planning and development of the Ceking Tourist Attraction. Through the discussions and deliberations conducted within the community, the residents are able to participate in the planning and development of the Ceking Tourist Attraction. They are also able to improve the operations of the facility by coordinating with the local government.



Photo 3: BPOWC Office (Photo: Fatrisia Yulianie)

A management agency is needed to oversee the operations of the Ceking tourist attraction. This was done through the establishment of a management board known as the BPOWC, which was composed of members from the village's banjars. The employees of the organization are required to perform their duties under the supervision of the village's banjars.

Through the community's involvement, the recruitment process for the management team of the tourism attraction

began. The recruitment process for the employees of the organization started with the dissemination of details about the job position to the various banjar adats

The next stage is the *pesangkepan banjar*. In this process, the community can submit their applications to the head of the traditional banjar. These applications will be evaluated by the BPOWC based on the requirements of the community. In Tegallalang Village, the traditional banjars have the same number of employees who are required to work for the Ceking Tourism agency. However, the quota for the Banjar Adat Tegallalang is larger due to its large population. This is because the area where the attraction is located is also in this banjar.

Through the selection process, the management will consider the various requirements of the company and the community. However, the selection of the employees will also be based on the principles of justice. In order to ensure that the selection process is conducted according to the abilities of the employees, the management will rotate the positions depending on the number of vacancies. For instance, if one of the banjar representatives resigns, the other employees from the same area are brought in. Individuals who are interested in becoming a part of the BPOWC should meet the following requirements. These include having the necessary English skills and being at least 45 years old. Residents from the banjars who are selected will be working as employees of the organization. They will be responsible for providing various services such as parking arrangements and admission ticket services. The Tegallalang Pakraman community will be managed by the BPOWC through the village's bendesa.

Through the various decision-making processes, the community can influence the development of the tourism industry in the area. It also engages with academic institutions and local governments to plan for the long-term.

4.1.3 Participation in Promotion and Marketing

The promotion of local culture through social media is carried out by various communities. These activities are usually carried out during cultural festivals. The local communities also act as cultural ambassadors, providing performers and guides to introduce their culture to the visitors. Apart from gaining economic benefits, these activities also help maintain and promote the culture of the local communities. In October of 2023, the BPOWC organized a Ceking Festival to attract tourists to the area. The event was supported by donations from various businesses in the area. The objective of the event is to promote the area's tourism potential. If the necessary funds are provided, the festival can be held once a season.

The community's efforts to promote and develop a local brand that accurately represented Ceking's unique characteristics can be seen in the various souvenirs that were sold during the festival. These include fridge ornaments, key chains, postcards, and t-shirts.

4.1.4 Participation in Environmental Conservation and Preservation

Various community programs are carried out in order to protect the environment. Some of these include river cleaning, tree planting, and maintaining the rice fields near Ceking Tourist Attraction.

Bamboo fences are erected to keep tourists away from areas prone to landslides, while paths for trekking are paved. The management of the area also helps in educating the public about the importance of preserving the environment. This form of participation can promote sustainable practices, such as the utilization of single-use plastics. It can also assist in supporting local producers and maintaining rice fields.



Photo 4: Bamboo fence (Photo: Patrisia Yulianie)

4.1.5 Participation in Training and Capacity Building

Through the community, various skills related to the tourism industry are being taught, such as foreign languages and hospitality. The training sessions are being conducted by the Ceking Tourist Attraction for the staff members and management of the Badan Pengelola Objek Wisata Ceking (BPOWC). Although there is no specific government counseling for the company, it has partnered with CV Tirta as Consultants to invite consultants. The company offers various programs and activities that are designed to help employees develop their skills. For instance, it has a recruitment process that involves hiring English teachers and tourism consultants.

Based on an interview conducted with the Secretary of BPOWC (Jro Mangku Tegal Sari), the final decision of the banjar meeting will be to organise environmental counselling, which is planned to involve the surrounding community to increase the sense of ownership.

4.1.6 Participation in Monitoring and Evaluation

The evaluation of the activities of the Ceking Tourist Attraction has been carried out by the Tegallalang-Pakraman Village officials and the BPOWC. This process involves holding a monthly meeting to discuss the various problems that the tourist attraction encounters. Through this process, the officials of the BPOWC and the community are able to monitor the implementation of the various tourism development programs in the area. They are also able to provide feedback and suggestions on the programs' improvement. The results of the meeting were conveyed by each Kelian Banjar Adat to their citizens.

4.2 Discussion

The data collected showed that the Tegallalang Pakraman Village community was active in representing the traditional banjars. This was evidenced by their participation in the establishment and management of the Ceking tourist attraction. They also act as the community's employees.

The behavior of certain tourism businesses around the Ceking tourist attraction can be seen as passive participation. These establishments, such as art shops, restaurants, and cafes, follow the guidelines and direction of the BPOWC and maintain a clean environment.

Community-based tourism can provide various benefits to the community. These include the creation of jobs, support cultural preservation, and the belief that the resources within the community will be protected. It also benefits the local economy by attracting more tourists. This development is in line with the findings of a study conducted by Rasmen and Mulyadi (2019) regarding the Ceking Tourist Attraction's development. The research revealed that the community benefited from the tourism project.

It has been stated that the development of tourism in Ceking is carried out through the power of the people and communities. Through the participation of the people and the establishment of tourism activities, the community has been able to improve the quality of life in the area. In addition to planning and implementing tourism activities, the community has also been involved in the monitoring and evaluation of the various activities in the area. Through the promotion of tourism, the community has been able to play a vital role in preserving the natural resources and culture of the area. This includes preserving the farming culture and the beauty of rice terraces.

Studies carried out by different researchers from different countries have shown that community involvement in the promotion of tourism is beneficial for the development of the tourism industry in Ceking. The perceived benefits of the activity have a significant influence on the development of the tourism industry. In addition to directly affecting the quality of life in the community, involvement can also help in preserving the environment (Wang and Luan, 2021; Hu et al., 2022; Jin et al., 2022; Ghasemi et al., 2023; Obradović et al., 2023; Alam et al., 2024).

When associated with the participation theory proposed by Tosun (1999), the form of participation applied in the development of Ceking Tourist Attraction is at the Spontaneous Participation level. Although the participation in the development of Ceking Tourist Attraction is representative of each customary banjar, it is a voluntary participation, without external support. This form of participation is carried out by the indigenous people of the Tegallalang village in Ceking. It is a voluntary participation that reflects the autonomous and voluntary activities of the community. According to the Gianyar Regency Tourism Office, the government does not directly oversee the development of tourism attractions in Ceking.

Self-directed planning and authentic participation are regarded as forms of community power. The content and goals of the local community are the ones that are decided by the people themselves, and they are not influenced by external forces. Active involvement allows the community to make informed decisions and contribute to the tourism development. Through the BPOWC, the Tegallalang village has joined hands to work together and achieve a certain goal.

5. Conclusion

Through their participation in the development of the Ceking Tourist Attraction, the community can play a vital role in ensuring that the facility is sustainable. This can be achieved through the various activities and programs that are carried out in the regency. Spontaneous participation is the type of participation that can be applied for the development of the Ceking Tourist Attraction. Although this form of participation is representative of the traditional banjars, it is still a voluntary act that can be carried out without external support. The participation of the local community in the development of the tourism attraction is carried out through the actions and programs of the Tegallalang Pekraman Village's indigenous people. This form of participation is a reflection of the community's autonomous and voluntary activities. It also shows the people's commitment to the area's tourism industry.

This study is limited by the lack of quantitative information that can support a comprehensive analysis of the social and economic impacts of sustainable tourism. Also, it has not explored the role of globalization in the development of tourism. It is recommended that further studies be conducted on the economic and social impacts of sustainable tourism and on the younger generation's role in preserving the environment and culture.

Acknowledgements

The author would like to thank the Publisher of Journal of Bali Studies for providing the opportunity to publish this article. The authors would also like to thank the Indonesian Education Scholarship (BPI) from the government that has funded the doctoral programme until the scientific publication. We also thank the people of Badan Pengelola Objek Wisata Ceking (BPOWC) for their kindness and support for our research. We also thank the anonymous reviewers for their helpful comments. Our thanks also go to all those who helped us and gave us the confidence to complete this research on time.

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