

Development of Siangan Village as a Tourism Village Towards Sustainable Community-Based Tourism in Gianyar Regency

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Abstract. Siangan Village is one of the villages in Gianyar Regency. Siangan Village consists of 6 Traditional Villages and 11 Banjar Dinas (the smallest of local government in Bali below the village). Siangan Village is a village that has high economic potential compared to other villages in Gianyar District. Currently, Siangan Village is realizing Siangan as a Tourism Village, and is trying to explore the existing potential to be developed as a spiritual tourism village. The people of Siangan Village are quite active in arts activities by utilizing the "Balai Banjar" to carry out these activities and coupled with the formation of the "Sadar Wisata or Pokdarwis" group, it is hoped that the community will be more supportive of tourism development, especially Siangan Village as a Tourism Village. Therefore, seeing the enormous potential of Siangan Village, Siangan Village has great potential to be developed as a Tourism Village. Communicative community service through the Lecture and discussion method related to development, cultural preservation, village management and administration, knowledge of village sanitation/hygiene, and examples of Tourism Villages, so that community understanding and insight into the importance of knowledge about Tourism Villages increases, for further planning and training will be provided to local communities to improve the ability of Rural HR in providing services to tourists visiting Siangan Village. This community service activity was carried out for 1 (one) day on Wednesday, May 15, 2024 at the Siangan Village Office, which was attended by the Siangan Village Apparatus and POKDARWIS Members.

Keywords: community-based tourism; development; sustainable; tourism village

Introduction

Each region in Indonesia has a tourism sector that has a different strategy in managing tourist destinations, uniqueness and cultural attractions (Situmeang, 2020). In Bali, tourist destinations are managed by providing good services and facilities and involving the wisdom of the local community, so that Bali becomes a favorite tourist spot that is safe and comfortable (Hidayat, 2017). Various conventional and online media help introduce the enchanting natural beauty. Green hills filled with tropical trees complete with rice fields and valleys, a place that is so romantic and exotic that Bali has as a top world destination.

Gianyar Regency is one of the regencies in Bali Province where most of the people are familiar with and have a livelihood in the tourism sector. Post-pandemic conditions have made some tourism industries unable to survive, especially large industries such as hotels that require a stable economic turnover to continue to operate. Due to the large number of layoffs and minimal job vacancies, most people in Gianyar Regency returned to their hometowns to open small and medium businesses, and form groups to build new tourism destinations.

Tourism Villages are one form of tourist destination that is widely developed in Bali Province. The existence of tourist villages has become a trend to explore and discover the character and identity of its people. Tourist villages have tourism products that have cultural value and have strong traditional characteristics (Fandeli, Baiquni, Dewi, 2013) and usually offer accommodation (residents' houses are used as "home stay" facilities), improve hygiene and sanitation facilities. Regarding food and drink, it is served by the residents themselves, either as family units or collectively with local food accents. In addition, the attractions offered are in the form of trips to see the daily atmosphere, processing rice fields/fields/folk art work in the village and making souvenirs (unique local crafts using local materials). Meanwhile, the market segment for this tourist village is tourists and educated people who appreciate culture and all its atmosphere. Village life as a tourist destination is the village as an object as well as a subject of tourism, namely as the organizer of various tourism activities and the results will be enjoyed directly by the community. Therefore, the active role of the community is very important in determining the sustainability of this village activity (Arida, Antara, 2015). Siangan Village is one of the villages in Gianyar Regency. Siangan Village consists of 6 Traditional Villages and 11 Banjar Dinas. Siangan Village is a village that has high economic potential compared to other villages in Gianyar District. Currently, Siangan Village is realizing Siangan as a Tourism Village, and is trying to explore the existing potential to be developed as a spiritual tourism village. The people of Siangan Village are quite active in arts activities by utilizing the "Balai Banjar" to carry out these activities and coupled with the formation of the "Sadar Wisata or Pokdarwis" group, it is hoped that the community will be more supportive of tourism development, especially Siangan Village as a Tourism Village. Therefore, seeing the enormous potential of Siangan Village, Siangan Village has great potential to be developed as a Tourism Village.

Based on the background that has been described above, the formulation of partner problems in the implementation of this community service is as follows: 1) How is the Development of Siangan Village as a Tourism Village Towards Sustainable Community Tourism in Gianyar Regency? This activity seeks to overcome the problems faced by partners, where the lack of activity of the Siangan Village Tourism Awareness Group (POKDARWIS) is caused by minimal awareness and knowledge about the importance of the potential for developing tourism villages. Therefore, by carrying out communicative service through the Lecture and discussion method related to development, cultural preservation, village management and administration, knowledge about village sanitation/hygiene, and examples of Tourism Villages, so that the understanding and insight of the community, especially POKDARWIS, regarding the importance of knowledge about Tourism Villages is increasing, for further planning and training can be provided to local communities to improve the ability of Rural HR in providing services to tourists visiting Siangan Village.

Method

To solve the problems faced by partners, a community service program was carried out by the community service team, namely by using the following methods:

Lecture method

with this method participants are expected to increase their theoretical knowledge about Tourism Villages, development, cultural preservation, village management and administration, knowledge about village sanitation/hygiene, and examples of Tourism Villages, so that the community's understanding and insight into the importance of knowledge about Tourism Villages

is increasing, for further planning and training will be provided to local communities to improve the ability of Rural HR in providing services to tourists visiting Siangan Village.

Discussion method

with this method it is hoped that participants will have the opportunity to ask questions about Tourism Villages and empowering local communities in their development, to what extent is it applied in the field, what are the obstacles, or participants are invited to provide criticism and suggestions, so that the goals to be achieved are truly pure from the results of solving problems that occur in the field and involve the active participation of the Siangan community.

The participants targeted for this community service activity are members of the tourism awareness group in Siangan Village. For this reason, this activity will be held for 1 day on 15 May 2024. Thus, it is hoped that the members of the tourism awareness group will be able to develop Siangan Village as a sustainable community-based tourism destination.

Result and Discussion

The Benefits Obtained In Carrying Out This Community Service Activity Are Being Able To Provide A Positive And Good Impact To Improve The Supporting Infrastructure Of Tourist Destinations In The Form Of Information Boards And Increasing Knowledge About Tourist Villages And Providing Training To Local Communities To Improve The Ability Of Rural HR In Providing Services To Tourists Visiting Siangan Village. With The Support Of Adequate Facilities And The Activeness Of The Partners, The Atmosphere Of Service Becomes Very Conducive. The Partners Understand The Need For This Discussion To Strengthen And Develop The Performance Of The Staff In Terms Of Insight Into Increasing The Potential Of The Village As A Tourist Village. The Community Service Activity Team Carried Out Community Service Activities By Providing Supporting Infrastructure For The Bandung Waterfall Tourist Destination In The Form Of Information Boards, Which Will Later Be Used As A Guideline For Both Local And Foreign Tourists To Obey The Rules When Visiting. Furthermore, The Lecture And Discussion Sessions Were Held For 1 (One) Day On Wednesday, May 15, 2024 At The Siangan Village Office, Which Was Attended By The Traditional Village Apparatus And The Service, Binmas, Village Consultative Institutions And POKDARWIS Members Of Siangan Village.



Figure 1. Giving lecturers and discussions with community service participants



Figure 2. Giving souvenirs to the village and taking photos with the Siangan Village Officials



Figure 3. Photo session with Siangan Village officials and the committee and information boards provided for Bandung Waterfall

Inhibiting Factors/Constraints

In the community partnership program activities held at the Siangan Village Office for 1 (one) day on May 15, 2024, there were several inhibiting factors and obstacles during the implementation of the English language training activities provided, namely:

1. There are still village communities who lack understanding of tourist villages
2. The lack of supporting infrastructure and development in the tourist destinations of Siangan Village, especially in Bandung Waterfall.
3. Lack of public awareness regarding the tourism potential of Siangan Village.
4. Lack of budget from the Village regarding the arrangement and restoration of tourist destinations in Siangan Village.

Supporting Factors for Activities

The factors supporting the community service activities in Siangan Village are the enthusiasm of the participants to work together and collaborate in the community partnership program activities. In addition, the Head of Siangan Village and his staff also welcomed this activity well and positively. The partners hope that with this community service activity, it can help increase the insight and understanding of the community regarding the importance of developing the tourism potential in Siangan Village so that it is known to the general public.

Solutions and Follow-up

The solution that can be provided to the partners is the need for synergy between the Village, University, Local Community, Stakeholders in developing Siangan Village as a Tourism Village that will later be known by the general public, so that if the potential of Siangan Village can be developed properly, it will have a positive impact on the progress of village tourism and the community is also widely involved, so that there will be many jobs.

Next Plans

To support the improvement of understanding and development of tourism in Siangan Village, further synergy and coordination are needed by the University and Village regarding how to develop the tourism potential they have. The need to form a team coordinated by the village with various stakeholders in the tourism industry, providing understanding and training to tourism driving figures (POKDARWIS) to always synergize and work together to build Siangan Village as a Tourism Village.

Strategic Steps for Future Realization

The strategic steps in increasing tourism potential in Siangan Village include:

1. The need to increase understanding and training for local communities regarding the tourism potential of Siangan Village. 2. The need to form a team coordinated by the relevant village to expand the network in developing tourist destinations in Siangan village.

For tourist destinations that are already operating, it is necessary to strengthen them with good marketing, such as adding supporting infrastructure.

Conclusion

Community partnership program activities in increasing understanding related to the potential and development of tourist destinations in Siangan Village still need to be developed and further assistance carried out to explore the tourism potential owned by the village. It is necessary to collaborate with stakeholders such as the government, academics, investors and tourism actors to improve and develop Siangan Village as a sustainable community-based Tourism Village. In addition, in terms of management, it is necessary to form a team coordinated by the village, especially strengthening the POKDARWIS owned by the village, as well as adding supporting infrastructure for tourist attractions that are already operating. Therefore, with the awareness of the community and the Siangan village in developing the potential of the village, Siangan Village will become an attractive Tourism Village and worthy of being visited by both domestic and foreign tourists.

When given lectures and discussions, the understanding and awareness of the local community is still very minimal regarding the large tourism potential owned by the village. Their obstacles in developing tourism potential in Siangan Village are still minimal because they are constrained by the quality of human resources and budget costs, so that the village still has difficulty in organizing and developing their village into a tourist village. Therefore, the village is expected to synergize and cooperate well with the Regency and Provincial governments, academics and stakeholders related to planning, development and financing in improving sustainable tourism development in Siangan village.

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