

## TOURISM DEVELOPMENT IN IMPROVING COMMUNITY WELFARE IN NORTH BADUNG, BADUNG REGENCY, BALI

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### ABSTRACT

*The inequality that occurs between North Badung and South Badung is one of the strategic issues in the Badung Regency. South Badung as a center for accommodation and tourism services contributes to the improvement of the Badung Regency's Local Revenue (PAD), while North Badung, whose majority of the population is engaged in the agricultural sector, in terms of welfare is very far from the people in South Badung. Efforts are being made to overcome these gaps by developing agriculture-based tourism and nature tourism. The tourism potential of North Badung is very potential to be developed and various efforts have been made but the development of tourism in North Badung has not provided the expected results. This can be seen from the number of poor people who are still very high and the number of poor people is one indicator that the development of tourism in North Badung has not been able to prosper the community.*

Keywords: Inequality, Local Own Revenue (PAD), tourism development, poor population, welfare.

### INTRODUCTION

Tourism is one of the most important components of the global economy, generating billions of dollars in income and creating millions of jobs worldwide. Most developing countries consider that tourism is the only tool to accelerate development and the only opportunity to improve the quality of life. Thus the tourism industry has stretched from the coast to the mountains, from small villages to big cities (Paul, 2012). Tourism as an industry that generates the largest foreign exchange for the world and contributors to economic growth for the welfare of society and the tourism industry cannot stand alone but interrelate with other sectors such as agriculture, animal husbandry, fisheries, plantations, and small and medium industries. The impact of tourism has a positive impact on the development of other sectors if tourism in a country is developing rapidly, driving the progress of other sectors (Oektaviany, 2019).

Haryanto (2012) refers to BPS data, an indicator of the success of tourism development seen from the number of tourist visits, hotel occupancy rates, and the amount of money spent with the overall analysis placing tourist satisfaction as the main parameter. Public welfare, participation, and satisfaction of people who are in direct contact with tourists have not been used as a benchmark for tourism success. The success of tourism has not been enjoyed evenly by the community. There are still social disparities that can be seen from the high poverty rate in Indonesia. Several other studies show that tourism has a negative impact, which is in the form of worsening disparities between regions, income disparities between community groups, loss of control of local communities over economic resources, decline in the quality of the natural, social, and cultural environment (Trunajaya, 2016).

The development of tourism in the Badung Regency is so rapid and the tourism sector as a source of local revenue, making tourism as the leading sector of Badung Regency. Tourism is a leading sector, the benefits can not be felt evenly by the Badung community. The tourism cake has not been evenly enjoyed by the Badung community, which can be seen from the gap or economic inequality between the people of North Badung and South Badung (Anom, 2015). The welfare of the people of North Badung can be seen from the per capita income that is still lower than the people in the South. (Rhismawati, 2015). One of the efforts to overcome the gap or imbalance of economic growth between North Badung and South Badung, the Government of Badung Regency is developing tourism with adequate infrastructure, facilities, and infrastructure support in North Badung (Patera, 2016).

In connection with the above, it can be seen that the development of tourism in North Badung has not been carried out optimally and has not provided benefits to the community, seen from the economic inequality that occurs between the people of South Badung and North Badung which can be shown from the number of target households (RTS) according to the district in Badung Regency. North Badung as a tourism buffer cannot yet fully enjoy the results of tourism development in Badung, especially in North Badung. Badung Utara as an area that is more focused on the agricultural sector and the agricultural sector at this time has not been able to increase farmers' income and the development of agriculture-based tourism as an alternative to increasing community income which is ultimately expected to be able to boost people's welfare. Community welfare can be seen from income, education, health, and happiness (Fajar, 2018)..

### DISCUSSION

#### **Tourism Development in North Badung Badung Regency**

According to RI Law No. 10 of 2009 concerning Tourism, tourism is a travel activity carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or studying the uniqueness of the tourist attraction visited in a certain period.

Badung Regency development priorities in 2020, are as follows: education, research, and development of science and technology, health, economic development, governance, and public services, regional infrastructure, housing and settlements, social protection and gender mainstreaming, spatial planning and the environment, tourism, agriculture and culture, peace, public order, and community protection. Taking into account the priorities, principles, and zoning of Badung Regency development, the Badung tourism development policy is concept-based, namely the concept of sustainable tourism development. According to Schouten (1992), sustainable tourism development (Sustainable Tourism Development) emphasizes three important points, namely: 1. Quality of the experience (Customers) 2. Quality of the resources (Culture and Natural Environment) 3. Quality of life (for local people).

#### **Potential for Tourism Development in North Badung**

According to Soedarso (2014), each region must develop the tourism sector by making optimal use of resources. Local governments must understand the importance of developing the tourism sector because this sector will be able to spur other sectors, especially the economy and public welfare. Badung Regency Government's policy regarding tourism development is inseparable from the main components that make up tourism itself. According to Sunaryo (2013), the main components of the tourism system consist of the following: 1). Tourist attractions that can be based primarily on nature, culture, or special interests, 2). Accommodation or amenities, accessibility, and transportation (air, land, and sea), 3). Public facilities, 4) Supporting facilities, 5) Communities as the host (host) of a destination. The accommodation in North Badung does not legally have a permit, so its contribution is not yet in the Badung Regency's original regional income (PAD) and the existence of the accommodation is not automatically through the environmental impact analysis (Amdal) process or spatial allocation. Also, the construction of accommodation in North Badung is not a priority of the local government, because it can damage the environment and tourism in North Badung is more focused on agriculture-based tourism. The tourism development strategy needs to consider agricultural production, taking into account that there has been a significant shift of workers from the agricultural sector to the tourism sector. Seeing this trend there needs to be a collaboration between the agricultural sector and the tourism sector by developing agriculture-based tourism from the beginning to the end of the agricultural production process that can be used as a tourism package (Njoya, 2017). In addition to tourist attractions that have been established, there are potential tourism potentials that have not yet been developed such as asparagus plantations in Banjar Bukian, Kiadan, Nungnung, and Auman, covering an area of around 60 hectares involving 65 farmers, Biahbiah Waterfall, Petirtan Ciwa Gangga, and Luhur Pucak Gegelang which is a Hindu holy place from the past and every year the Agricultural Culture Festival is performed which displays the results of agricultural production and its preparations. This agriculture culture festival has become an annual program and activity of the Badung Regency Government involving all departments and other stakeholders. The participation of stakeholders and the community is quite high in the development of tourism in North Badung (Suarja, 2019).

#### **Potential of Agrotourism, Natural and Cultural Tourism**

The priority of developing tourism in North Badung is more emphasized in exploring the existing tourism potential and in arranging the existing tourist attraction in North Badung. Tourism development activities in North Badung include structuring tourism attractions, exploring new tourism potentials, determining new tourism attractions, training for tourism conscious groups (Pokdarwis), information systems based on tourism information systems, and improving service mechanisms in tourist attractions through e-ticketing. This is in line with the development of tourism in North Badung based on agriculture in the form of agro-tourism development as well as nature and cultural tourism.

#### **Aspects That Influence Tourism Development in North Badung.**

Aspects that affect the development of tourism in North Badung are obstacles or obstacles encountered in the development of tourism. According to Ferniza (2017), the number of tourist attractions is not enough to give an idea of the development of tourism in an area and the visit of domestic and foreign tourists is one indicator used to see tourism activities. He also said that the obstacles faced in the development of tourism include community / social mindset, the role of government, community economy, marketing, financial support, facilities, and infrastructure support and planning.

While Sunarjaya (2018) said that the obstacles in the development of tourism include the absence of work programs related to tourism development, environmental factors, spatial factors, lack of tourism training, and training as well as lack of facilities and infrastructure. Based on the description above can be conveyed the obstacles in the development of tourism in North Badung, among others.

##### **1) Community / Social Mindset**

According to Anom (2015), the constraints faced in the development of tourism in North Badung, namely the low quality of human resources (HR) of the community affect the lack of awareness, knowledge, and understanding of tourism so that they do not know the position where they can actively participate in tourism.

##### **2) Role of Government**

Lack of government support integrated with tourism stakeholders in the development of tourism in North Badung. This can be seen from the local government's policy after establishing a tourism village with the regent's regulations and building physical facilities not followed by monitoring and evaluation of the existence of a tourist village.

##### **3) The role of Indigenous Villages, Pokdarwis, and the community**

According to Gede (2016), traditional villages have an important role in the development of tourism especially having a function in the economic aspect of helping the government in protecting, maintaining, and utilizing the wealth of indigenous villages for the welfare of indigenous village communities. Based on its role and function, the Indigenous Village has not been able to motivate and optimize the development of tourism in North Badung.

### **Tourism Development in Improving Community Welfare in Badung Utara Badung Regency**

Law No. 10 of 2009 concerning Tourism states that tourism development is needed to encourage equal opportunity for businesses and benefits and be able to face the challenges of changing local, national, and global life. In terms of national interests, according to the Indonesian Ministry of Culture and Tourism (2005) in Sapta (2011) explains that tourism development is aimed at several main objectives that can be explained as follows:

1. **Unity and National Unity:** Tourism is considered capable of providing a feeling of pride and love for the Unitary State of the Republic of Indonesia through tourist travel activities carried out by its inhabitants throughout the country. The expected impact, with many citizens making tourist visits in areas other than where they live will lead to a sense of brotherhood and understanding of the system and philosophy of life of the people visited so that it will increase the sense of national unity and unity.
2. **Poverty Alleviation:** Tourism development is expected to be able to provide opportunities for all Indonesian people to try and work. Tourist visits to an area are expected to be able to provide maximum benefits for improving the welfare of the community. The hope is that tourism should be able to contribute to the eradication of poverty in various regions that lack another economic potential besides the natural and cultural potential for tourism interests.
3. **Sustainable Development:** With the nature of tourism activities that offer natural beauty, cultural richness and hospitality, and service, very few resources are used up to support these activities. This means that the use of consumable resources tends to be very small so that when viewed from the aspect of sustainable development it will be easy to manage in a relatively long time.
4. **Culture Preservation:** Tourism development is expected to be able to contribute significantly in efforts to preserve the culture of a country or region which includes the protection, development, and utilization of the culture of the country or region. UNESCO and UNWTO in their joint resolution in 2002 have stated that tourism activities are the main means of cultural preservation. In this context, it is appropriate for Indonesia to make tourism development as a driver of cultural preservation in various regions.
5. **Fulfilment of Life Needs and Human Rights:** Tourism today has become a basic necessity of modern society. In certain community groups, tourism activities have even been linked to human rights, especially through the provision of longer holidays and paid holiday schemes.
6. **Economic and Industrial Improvement:** Good and sustainable tourism management is expected to be able to provide opportunities for economic growth in a tourism destination. The use of local materials and products in the service process in the tourism sector will also provide opportunities for local industries to play a role in the supply of goods and services.
7. **Technology Development:** With the increasingly complex and high level of competition in bringing tourists to a destination, the need for high technology especially industrial technology will encourage tourism destinations to develop the ability to apply their latest technology. In these areas the development of advanced and effective technology that can provide support for other economic activities occurs. Thus the development of tourism provides benefits to the community and government in a wider range of areas and is fundamental. Tourism is an inseparable part of the development of an area and integrated into the framework of improving the welfare of the local community.

The tourism sector is considered as a means to achieve sustainable development and provide very significant benefits in the economic, environmental and socio-cultural fields as well as opportunities for local people to improve their welfare (Sharpley, 2002). Efforts to find the relationship between tourism and sustainable development are stated by Sharpley (2009) which states that the development of sustainable tourism is a development that focuses on two things, on the one hand, sustainability as an economic activity, and the other in the form of policies oriented towards long-term and intergeneration.

Leksakundilok (2004) and Aref (2011), stated that tourism provides benefits in increasing people's income and employment opportunities. Cavaye (2008) and Kimmo (2010) report positive support for the improvement of sources of welfare from the management of local population-based tourism destinations that strengthen the traditions and culture of the community as a result of the interaction of tourist lifestyle with residents who are influenced by intensive interaction of tourists as service users with residents as a travel service provider. Tourist visits to a tourist destination provide economic and socio-cultural benefits that directly have a positive impact and affect the quality of life in the form of increased community happiness (Ratz and Puczko, 2002, Michalko et al, 2010). The impact of tourism on society is to open employment opportunities, increase consumption, and encourage the government to improve infrastructure and the quality of people's lives (Su, 2017).

By the description above, tourism has a positive impact on the local government of Badung Regency, namely the increase in local revenue, and the tourism sector has an important role as well as being a leading sector as the highest PAD contributor. The tourism sector as one of the sources of PAD with a high PDRB value has not been able to describe the level of even distribution of income received by residents in a region or region concerned. Likewise, the development disparities between regions in Badung Regency have an impact on the unequal distribution of income (Utami, 2017).

He further stated that the poor can, directly and indirectly, benefit from participating in tourism activities. Direct participation occurs when the poor provide goods and services for tourists. They can interact directly through work in rural "guest houses", hotels or cafes and local restaurants and sell handicraft items on street vendors or carry out various forms of transportation. Indirect participation is obtained through opportunities for the poor working in micro-businesses that supply direct tourism service providers, such as farming vegetables or fruits served in hotels, guest houses, cafes, restaurants, etc. or working in manufacturing businesses that are making clothing/textiles or equipment consumed by tourists and hotels.

In places where the distribution of resources and power is distorted, residents may not get a share or benefit in economic activities from tourism. Conversely, economic conditions will worsen with rising living costs, the ability to own/rent a house, transfer of family workers needed in the agricultural sector to the tourism sector, and use of imported goods and services. Besides the adverse effects of tourism that is the poor are neglected because the capital costs incurred by the government for infrastructure development and tourism promotion should be used for the costs of various basic services needed by the community and the removal of land and water from use for the general public that turns to meet the needs for tourism.

Anticipating the negative impacts of tourism, sustainable tourism as an alternative to reducing poverty, respecting socio-cultural authenticity, and using environmentally responsible resources, and not only encouraging but also facilitating and empowering the community so that they can participate in the process production and get a variety of net benefits (net) from these activities. In connection with the level of welfare of the people of South Badung which the majority engaged in the tourism sector seen from the economy far better than the people of North Badung who live by utilizing agricultural land and plantations owned (Sagita, 2018). Research conducted in India related to the role of tourism in alleviating poverty stated that tourism has an impact on poverty reduction but only occurs in urban areas that develop tourism, and does not apply to poor people in rural areas who have not been touched by tourism activities. In this regard, the government must issue a policy for tourism development that benefits the rural poor (Roy, 2011).

Overcoming this imbalance the Badung Regency Government through the Tourism Office issued a policy of developing agriculture-based tourism in the North Badung area. The development of agriculture-based tourism includes the development of rural tourism, agro-tourism, and nature tourism. Several studies have suggested that the development of a tourism village has a positive value and has a significant effect on people's welfare (Windayani, 2019).

Based on the Badung regency regulation relating to the determination of tourist attractions in Badung Regency, the tourist attraction in North Badung that is subject to a levy is the tourist attraction of the Nungnung Waterfall, so that the number of visits to these attractions can be accounted for in administration and finance. Other tourist attractions seen from the number of tourist visits have not shown significant progress and administratively no one has shown an exact number of visits to other tourist attractions.

There are also developments in the number of visits to the tourist attraction of Nungnung Waterfall can be conveyed in Table 1 as follows.

**Table 1 Number of Tourist Visits at Nungnung Waterfall 2014-2019**

No.	Year	Number of Tourists ( Orang )
1	2014	7,519
2	2015	11,680
3	2016	1,226,189
4	2017	39,174
5	2018	53,632
6	2019	57,039
Total		1,395,233

Source: Badung Regency Tourism Office, 2019

Based on Table 1, it can be seen that in general the number of tourist arrivals from year to year has increased, between 2014 and 2016 an increase in the number of visits and tourist visits in 2017, decreased as a result in September 2017 the eruption of Mount Agung. The decreasing number of tourist arrivals results in a decline in income derived from the tourism sector.

One way to measure the success of tourism development in North Badung can be seen from whether the community is prosperous or not. Poverty and social welfare are inseparable indicators of poverty alleviation efforts (Wulandari, 2018). Community welfare can also be seen in community education. The level of education affects the quality of human resources and education in North Badung is not optimal, this can be seen from the pure participation rate (APM) of the people of North Badung (Petang District) at the elementary school level (90.58), junior high school (76.90) and SMA (54.12) are still very low compared to other districts in Badung Regency where the average enrollment rate is 131.19 elementary schools, the average junior high is 100.01, and the average high school is 96.08 (Department of Education, Youth and Badung Regency Sports, 2017).

The level of education and knowledge has a close relationship with the healthy behavior of the community, the higher the education and knowledge possessed by a person, it is expected that the increasing awareness of the community to apply healthy living behaviors (Puteri, 2017). The application of healthy living behavior can be seen from the percentage of healthy homes in North Badung (Petang District) which is still low at 87 percent compared to the district average of 91.23 percent. The awareness of the people of North Badung to become a participant in national health insurance (JKN) is still low at 5.7 percent of the number of JKN participants in the Badung Regency (Badung District Health Office, 2017). Income obtained by the community is prioritized only to fulfill basic needs, namely the fulfillment of food, clothing, and shelter.

This is consistent with the opinion of Munoz (2017), who said that the tourism potential of an area can reduce poverty, as well as an approach that states that there is a direct relationship between tourism and poverty alleviation. Initially, the aim of developing tourism in North Badung is to reduce the gaps or disparities that occur between North Badung and South Badung, with the development of tourism this can open up job opportunities, and the people around the place can work and increase income. Open employment opportunities for the poor to be able to maintain people's purchasing power so that the increase in income gained is more meaningful in meeting basic needs or improving their quality of life (Budhi, 2013).

Based on the description above it can be said that the development of tourism in improving the welfare of the people of North Badung has not been felt thoroughly by the community and the community has not been involved and actively involved in tourism activities. According to Agustina (2019), the government needs to increase its role by making harmonious cooperation with the community, the private sector, and tourism businesses to improve the quality of destinations in the Badung Regency. Customary villages as social institutions have an important role and have not fully carried out their functions in the development of tourism in improving the welfare of the community. Adat Village to improve the welfare of its people by cooperating with local governments related to tourist attractions in the area with a revenue-sharing pattern. With this cooperation, it is hoped that the community will be able to feel the positive impact of increasing people's income through the development of tourism in North Badung.

## CONCLUSION AND SUGGESTION

Based on the description above it can be concluded as follows:

1. The development of tourism in North Badung is based on the potential and aspects that affect the development of tourism. Badung Utara has potential in agro-tourism, nature and culture tourism and village tourism. In the development of tourism, some aspects affect in the form of obstacles or obstacles encountered in the development of tourism, namely the community / social mindset, the role of government, traditional villages and pokdarwis
2. The development of tourism in North Badung aims to improve the welfare of the community to reduce inequality between North Badung and South Badung. The benefits of developing tourism in North Badung have not been felt by the community as a whole and the local government overcomes these problems by utilizing the role and function of traditional villages to be active in the development of tourism in North Badung through cooperation carried out by local governments and traditional villages. Pokdarwis as a tourism-aware group whose membership is a community itself has not been able to show its role and function to advance tourism in the region.

From the conclusions above, the following suggestions can be given.

1. Government, traditional villages, Pokdarwis, and the community to be more synergized in the development of tourism in North Badung. The community is actively involved in planning, implementation, and supervision so that the positive impact of tourism can be enjoyed directly by the community. The attraction of tourism and tourist villages that have not collaborated between traditional villages and local governments to hold a MoU with profit sharing and benefits from tourism can be felt more.
2. The need for guidance and training in tourism for the community so that people have the knowledge and skills to participate in tourism. Increasing community participation through increasing the knowledge and skills of the community with training in personnel.
3. The role of Pokdarwis and traditional villages as social institutions to be more concerned and actively involved in the process of developing tourism in North Badung.

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