

Model of Strengthening Institutions and Empowerment of Communities in the Development of Pinge Village as a Community Based Tourism Village

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ABSTRACT: Community based culture tourism emphasizes the active role of the community in managing cultural tourism activities in customary owned areas. One of the tourist villages in Bali that continues to be developed is Pinge Village in Tabanan Regency. Pinge Village is an old village that has a unique building architecture as well as the geographical potential of local agriculture. This study aims are: (1) to develop a model for strengthening social economic institutions and empowering the Pinge Village community in developing community based tourism; (2) to implement and evaluate the development model of Pinge Tourism Village through community participation-based training and assistance activities. The method used is quantitative and qualitative in the form of existing data and perception data tabulation through Participatory Rural Appraisal techniques and in-depth interviews and Focus Group Discussion (FGD). The output of this research is expected to have a real impact from various training programs and assistance to the community in the management of tourism businesses as indicated by the increasing variety of tourism services, members of tourism awareness groups and the intensity of cooperation.

KEYWORDS: Community Empowerment, Institutional Strengthening, Village Tourism

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I. INTRODUCTION

Bali Province is one of the highest tourist destinations in Indonesia, has received an award as the Island Destination of the Year from the China Travel and Meeting Industry Award 2013. The level of tourist arrivals in Bali Province was 14.48% and followed by Batam Island (10.9%) (<http://www.bali.bisnis.com>). In understanding the dynamics of the development of tourism as a dominant sector that generates a lot of foreign exchange and employment opportunities as well as the formation of current gross domestic product in the area of Bali, the cultural tourism introduced by the Dutch colonial government in 1912, became the initial milestone in the formation of the image of Balinese tourism which continues until now this. Picard (2006) concludes that Bali's tourism is developing, due to the success of the Balinese people in combining the interests of presenting more foreign tourists with efforts to preserve cultural policy to remain sustainable and not be damaged by the presence of foreign tourists.

Picard (2006) states that cultural tourism has presented a significant tourism industry that has a lot of impact on income, expansion of employment, and the existence of Balinese culture that has the resilience in accepting the impact of foreign culture that interacts through transactions and communication from local residents with foreign tourists. Based on the description above, it can be concluded that the progress of the Bali economic sector is more supported by the tourism sector. It turns out that the tourism sector (tertiary) has developed very significantly, increasing faster than the primary and secondary sectors. The development of foreign and domestic tourist visits, in fact, has naturally also strengthened the presence of the industrial sector (secondary sector) which is developing in line with the development of the tertiary and primary sectors. Such facts prove that the existence of the tourism sector apparently did not hamper the growth of the secondary sector and primary sector.

Cultural tourism is an activity that is inseparable between the agricultural sector and culture, and the customs of the local population, so that the presence of the polymer sector, especially the agricultural production sector is the cultural root of the community (Picard, 1996) so that the primary sector also develops in line with the secondary and tertiary sectors, despite that the tertiary sector became dominant which shaped the gross regional income (GRDP) of the Balinese people. The fact that the primary sector continues to grow, is due to the support of cultural tourism activities which will always require the agricultural sector as a cultural base where local communities interact with nature in realizing cultural preservation, customs and traditions to be sustainable

and integrated. In line with the increasingly fast dynamics of the tourism sector, one of the development of tourism is the tourism village, which is aimed at sustainable rural development. The concept of a tourism village reflects the characteristics of rural uniqueness with the potential of natural resources and the socio-economic and cultural conditions of the community. Community Based Tourism Village emphasizes the active role of the community in the management of tourism villages.

One of the tourist villages in Bali is Pinge Village, Marga District, Tabanan Regency. The village is located 17 km north of the city of Tabanan. Pinge tourism village is an old village that has its own uniqueness that is the form of traditional architecture houses, which are called *angkul - angkul* - parallel and neatly arranged as well as a very beautiful natural panorama.

The success of the tourism village development program is inseparable from the role of the community as one of the development stakeholders. Local people become the main actors and the key to successful management and development of tourism destinations through their participation which is an important characteristic of the Community Based Tourism Development Model (CBT = Community Based Tourism). Garrod (2003) who sees CBT as a form of participatory planning, its success will be determined by: (1) the existence of effective leadership; (2) the existence of local community empowerment; (3) there is a link between economic benefits and conservation; (4) involvement of local stakeholders in each stage of the project; and (5) local community participation in project monitoring and evaluation.

Yaman&Mohd (2004) added key aspects of tourism development with the CBT approach, namely government support, stakeholder participation, equitable sharing of benefits, sustainable use of local resources, strengthening local institutions, and linkages between regional and national levels . Given the important role of institutions and community empowerment, it is interesting to study; Model of Institutional Strengthening and Community Empowerment in the Development of Pinge Village, MargaSubdistrict, Tabanan Regency as a Community Based Tourism Village.

The objectives of this study are: (1) To develop a model for strengthening social economic institutions and empowering rural communities in developing CBT; (2) Implementing and evaluating the Tourism Village development model through training and assistance activities based on community participation.

II. LITERATURE REVIEW

2.1 Pillars of Tourism and Community

The tourism industry is a business sector that is not managed individually, but is a combination of at least three interrelated components, with visitors as opening access to change. Visitor is theorized as those who have a need to consume tourism can consist of young people, want to get the life activities of various other nations (experience seekers), with beach and or mountain recreation needs, including travel (duration of trip), get new relationships, and get certain uniqueness beyond what they get in their daily lives (USAID, 2008).

Environment can be grouped into internal environment and external environment. At the internal environment level, a sustainability of the tourist destination will include the ease of tourists getting access to the location of the tourist destination, the ease of getting tourist services according to the needs of tourists, the work pattern of the service network (stakeholder network), the continuity of the products presented (destination lifecycles), competitiveness tourist destinations include the uniqueness that can be presented in the destination area concerned.

External Environment covers about the political conditions of the state, economic situation, international political relations, which can affect the future of tourist destinations, including the issue of the spread of certain diseases, terrorism. External environment can also be a global force that will determine the competitiveness of a tourist destination, so it becomes important to be mapped as a determining factor for the sustainability of an area into a sustainable tourist destination.

2.2 Concept of Tourism Village

Village tourism is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that integrates with applicable procedures and traditions (Nuryanti, 1993). The concept of developing a tourism village contains the following principles (Ministry of Culture and Tourism and WWF-Indonesia, 2009): (1) It does not conflict with the customs or culture of the community; (2) physical development to improve the quality of the village environment; (3) Pay attention to the elements of locality and authenticity; (4) Empowering rural tourism communities in all aspects of tourism; (5) Paying attention to the carrying capacity and environmental insight.

The development of a tourism village is a part of the organization of tourism which is directly related to services, which requires cooperation with various components of the tourism organizer, namely the government, private sector, and the community.

2.3 Community Based Tourism Village

Community-based tourism village is a pattern of ecotourism development that supports and allows full involvement by local communities in the planning, implementation and management of tourism businesses and all benefits (Ministry of Culture and Tourism and WWF-Indonesia, 2009). Community-based tourism villages can create employment opportunities for local communities, reduce poverty through tourism village income from tourism services for tourists, guide fees, transportation fees, homestays, selling handicrafts, and so on (Richard, 2000). The tourism village has a positive impact on the preservation of the environment and native culture which in the end is expected to be able to foster identity and pride among local residents (Timothy, 1999 and Ramly, 2007).

The level of implementation of the Tourism Village needs to be seen as part of integrated development planning carried out in an area. For this reason, the involvement of related parties starting from the community, community, government, business and non-governmental organizations is expected to build a network and run a good partnership according to their respective roles (Scoot et al., 2008 and Joshi, 2012).

Some key aspects of a community-based Tourism Village are (1) Communities form committees or institutions for the management of Cultural Tourism Villages, with support from the government and community organizations; (2) The principle of local ownership is the management and ownership by the local community applied wherever possible to the facilities and pre-facilities of Cultural Tourism Village, Tourism Village area and so on; (3) Homestay is the first choice for accommodation facilities at tourist sites; (4) Guides (guides) are local people who are attractions; (5) Pioneering, management and maintenance of tourism objects are the responsibility of the local community

2.4 Institutional and Community Empowerment

2.4.1 Definition of Institutional Economics

Institutions are laws and regulations along with the coercive nature of these rules and the norms of behavior that shape repeated interactions between humans (North, 1990). According to Sallatang (2000), community institutions consist of village community institutions that can be interpreted as old norms or social rules that are part of social institutions that interact with each other to meet the basic needs of the community and enforce the values contained therein. Furthermore, Sallatang (2000) argues that, one human life is institutionalized integrating with other humans. That is why community institutions as social institutions are very important because in them there are a set of rules/norms, customs that regulate relations between fellow community members in order to meet the needs and improve the welfare of the people themselves.

Institutions (institutions) are believed by most economists to be a source of efficiency and economic progress (Yustika, 2013). Furthermore, by a new institutional economic figure (New Institutional Economics/NIE), North (1994), institutions are interpreted as rules that limit humanly deviant behavior (humanly devised) to build structures of political, economic, and social interaction. design rules/institutional (institution) (Yustika, 2013).

2.4.2 Empowerment Theory

Empowerment is a translation of empowerment, while empowering is a translation of empowerment. According to Merriam Webster and Oxford English Dictionary in Hutomo (2000), the word empowerment contains two meanings, namely: to give power or authority to (give power, transfer power or delegate authority to other parties) and to give ability to or enable (efforts to giving ability or empowerment).

There are several concepts of economic empowerment according to Sumodiningrat (1999) in Hutomo (2000), which can be summarized briefly, namely: (1) The people's economy is an economy organized by the people; (2) Empowerment of the people's economy is an effort to make a strong, large, modern, and highly competitive economy in the right market mechanism; (3) The intended structural change is the change from the traditional economy to the modern economy, from a weak economy to a strong economy, from a subsistence economy to a market economy, from dependence to independence; (4) Empowerment of the people's economy, it is not enough just to increase productivity, provide equal business opportunities, and only provide capital injections as stimulants, but it must be guaranteed that there is close cooperation and partnership between the advanced and the weak and undeveloped; (5) The policy in empowering the people's economy is to provide opportunities or greater access to production assets (especially capital), strengthen the position of transactions and business partnerships of the people's economy, so that the people's economic actors are not merely price takers, education and health services, strengthening small industries, encouraging the emergence of new entrepreneurs, and spatial equality; and (6) Community empowerment activities include increasing access to business capital assistance, increasing access to human resource development, and increasing access to facilities and infrastructure that directly support the socio-economic development of the local community.

According to Kartasasmita (1996), the empowerment of the people's economy is "an effort which is the mobilization of resources to develop the economic potential of the people to increase people's productivity so that, both human resources and natural resources around the people's existence, productivity can be increased". Lestari and Budhi (2015), researching Jatiluwih Village Development as a Community-Based Ecotourism Village, shows the results of the Jatiluwih Village Community Empowerment Model in developing Jatiluwih Village as a Community Based Ecotourism Village, as follows: Community Empowerment in Jatiluwih Village Human Power, by providing knowledge and education sharing to the public about tourism and environmental conservation, entrepreneurship training and foreign language training, so as to make the community of Jatiluwih Village actively participate in tourism activities. Putri and Manaf (2013), examined the development of DatengDieng tourism village, the success of community-based tourism factors, namely the unique location created by the village community, the involvement of the wider community as the main tourism actors, the facilitation of aid funds for embryos of existing activities, the presence of a driving force and a link to stakeholders.

III. RESEARCH METHOD

This research is a type of action research because it covers two stages of aspects namely the research aspect includes a basic study of the potential objects and tourist attractions of Pinge Village and community readiness in the development of Community Based Tourism (CBT). While the aspect of action or enrichment includes business development and assistance through various community tourism management training and evaluation and monitoring of activities.

Determination of the location of the study was carried out by purposive sampling in Pinge Village, Pinge District, Tabanan Regency. The reason for choosing the location is that Pinge Village has natural potential, unique demographic and cultural characteristics with typical Balinese traditional houses with *angkul-angkul*, as well as unique and unique *leko* dance and *BumbungGebiyog* heritage, which supports the development of *DesaDesaBudayaBudaya*. Besides that, the geographical position of Pinge village is close to other tourism objects such as: Jatiluwih tourism village, *Alas kedaton* protected forest so that it becomes an attractive tourist destination. The target setting of activities is the community of Pinge Village, Pinge Village Apparatus, Tabanan District Government and other relevant stakeholders.

The type of data that will be used is perception and existing data so that the analysis method used in this study is a quantitative and qualitative approach with Participatory Rural Appraisal techniques.

IV. RESULTS AND DISCUSSION

4.1 The Model of Strengthening the Socio-Economic Institution of Pinge Village Community in the Development of Community Based Tourism

Institutional development can consist of government, business / private actors, and community members or community groups. Law or law, the enforcement agency is a public institution established by the government. Financial institutions, inheritance norms, relationships between community members are private institutions built by business actors, and community members. The important role of institutions in the economy is as a means of reducing uncertainty or turning it into a minimal risk.

In supporting Pinge village as a community-based Tourism Village the role of institutions is very important, such as institutionally, institutions or institutions directly involved in community empowerment in developing Pinge Village as a community-based ecotourism village, as follows.

1) Tabanan Regency Government (Culture and Tourism Office of Tabanan Regency)

The Culture and Tourism Office has carried out ongoing coaching and the establishment of the Pinge Village tourism awareness group which is still in the process. While the obstacles faced by the Culture and Tourism Office of Tabanan Regency are: (a) Limited funds in the Tabanan Regency budget; (b) Limited ability of human resources, especially those who have skills in the field of tourism; and (c) lack of accessibility and development of tourism infrastructure.

2) Industry and Trade Office of Tabanan Regency

The Department of Industry and Trade of Tabanan Regency has collected data on village potentials, guidance and promotion of culinary products in the form of traditional Balinese cakes. While the obstacles faced by the Department of Industry and Trade in empowering Pinge Village, are (a) human resources (HR) in the management of Pinge Village still need to be improved in their knowledge and skills, especially in the field of tourism services; (b) Infrastructure, especially roads and parking facilities that have not been adequate; and (c) Inadequate public facilities and infrastructure for tourism.

3) Agriculture, Food Crops and Horticulture of Tabanan Regency

Tabanan Regency agriculture office in relation to community empowerment efforts has provided assistance in agricultural production facilities. And fostering increased productivity, production and quality of agricultural food crops and horticultural products. The obstacle faced is that the Pinge villagers have not fully

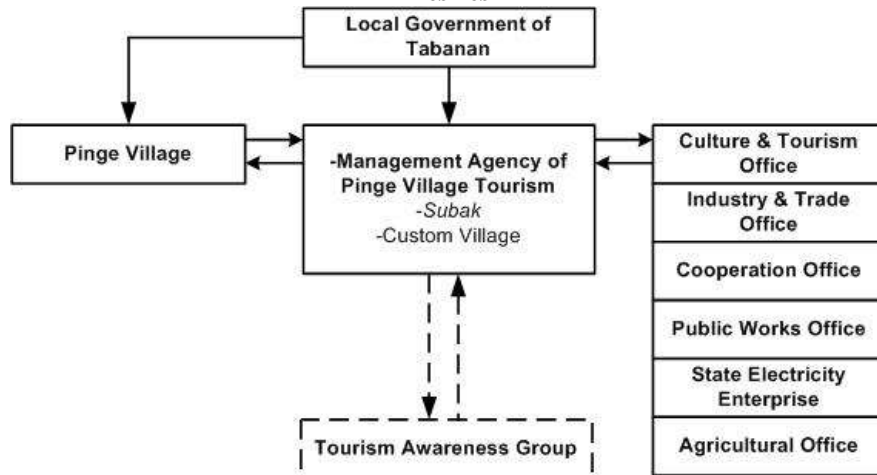
understood the development of Pinge Village as a Tourism Village, so that comprehensive socialization to the community is needed and it is delivered in stages.

4) Pinge Tourism Village Management Agency

Pinge Tourism Village Management Board The newly formed Pinge Village is led by the BendesaAdator Head of PingeCustom Village, where the organizational structure is taken from the Custom Village and also from the Subak management. The tourism village management body is expected to be able to manage professionally about tourism in Pinge Village.

The structure of the tourism village management desired by the community and stakeholders is as shown in Figure 1 below.

Figure 1: The Institutional Mechanism of Pinge Village that is Most in Accordance with Stakeholders' Desires



5) The role of subak in supporting tourism in Pinge Village has not been maximized.

The role of Subak in supporting tourism in the future still needs to be increased again, such as adding a jogging track arena that encircles the village, making an attraction program in agriculture, for example plowing and planting rice. Activities that involve tourists should be adjusted to the activities of SubakPinge and promotions should be made so that tourists who will visit know about it. Potential that can be developed is agrotourism such as the use of agricultural land to grow vegetables and flowers that can be directly picked by tourists. The potential of this agrotourism has not been well organized so it needs to be developed to attract domestic and foreign tourists.

6) Village Credit Institutions (LPD).

The Village Credit Institution owned by Pinge Village provides financial support to the community of Pinge Village to start an entrepreneurship to support the Tourism Village, such as businesses in culinary, processing agricultural products, carving handicrafts and arts will be given capital assistance with lighter interest and lighter requirements. not like in a bank in general. Because in the LPD more emphasis on the principle of trust by involving the customs system. If there are people who do not return credit will be afraid of the customary sanctions that will be given, therefore it is very rare to have bad credit in the LPD.

4.2 Pinge Village Community Empowerment Model in the Development of Community-Based Tourism (CBT) Villages

Empowerment activities based on an institutional approach is one of the strategies to overcome socio-economic problems in Pinge Village. This institutional approach also considers the significant role of local social capital to support the achievement of empowerment success, so that the people of Pinge Village have social independence. This potential independence is very important to achieve the ultimate goal of empowerment, which is to respect human values or humanize humans and develop social justice and democratic behavior.

Community Empowerment in Pinge Village is a way to strengthen the capacity of human resources by increasing the management and organizational capacity of officials and community members in development in order to increase productivity and competitiveness through training, counseling and mentoring. Community empowerment, is an effort to create/improve community capacity, both individually and in groups in solving various problems related to efforts to improve the quality of life, independence and welfare.

The Pinge Village community empowerment model, is empowering individuals and groups in the form of training that is needed by the Pinge Village community, is as follows.

- 1) Foreign Language Training, training on mastering foreign languages, especially English, is needed by the Pinge Village community to be able to communicate with foreign tourists visiting Pinge Village, and it is hoped that the community, especially young people and young people, can act as local guides or local guides for local tourists who visit and stay at Pinge Village.
- 2) Hospitality Homestay Training, which is training on how to manage homestays for the people of Pinge Village, making their homes a homestay for tourists who want to stay overnight and experience the daily life in Pinge Village. This training is intended so that the public knows the procedures for arranging bedrooms, toilet cleanliness and also how to serve food to tourists, so that tourists feel comfortable and happy to stay in Pinge Village, and later they are expected to come back and refer to colleagues in their home countries.
- 3) Training on Culinary, people really expect to be given training on skills in processing food ingredients using local raw materials such as vegetables and fruits produced in Pinge Village, as well as processing traditional Balinese cakes using ingredients from bananas and sweet potatoes, cassava and corn are widely produced in Pinge Village, which will be processed into delicious and healthy food and cakes, to be served to foreign and domestic tourists. Besides being served directly by tourists who come to Pinge Village, cakes made from sweet potatoes and bananas can also be sold to pastry shops in Denpasar and sent to hotels in the Kuta, Sanur area. and Nusa Dua.
- 4) Training on marketing and product marketing; for people who have businesses related to tourism in Pinge Village, they really expect to be given training on how to be able to open market opportunities, training on marketing both conventional and online systems and training on product packaging and training on good services for consumers, in this case with tourists
- 5) Training on Traditional Arts, Pinge Village has a number of distinctive traditional arts such as Leko dance, BumbungGebuyog dance and several other types of dance, which are an interesting treat for tourists, but this art needs to be preserved considering the dancers are mostly old, so training needs to be provided for the young generation of Pinge Village to be able to learn traditional dance and arts, so they can remain sustainable and can be passed on from generation to the next generation

V. CONCLUSION

Based on the description above, it can be concluded that the model of strengthening the social and economic institutions of the Pinge Village community in developing Community Based Tourism (CBT), is an institutional mechanism in accordance with the wishes of stakeholders, namely coordination, interaction, rule enforcement and cooperation among the Tabanan Regency Government, Management Agency Pinge Tourism Village, Village Officials, and Pinge Village community, in realizing work programs so as to achieve the goal of forming Pinge Village as a community-based Tourism Village.

The PingeVillage community empowerment model in Community Based Tourism Development (CBT) is as follows. The Pinge Village community empowerment model is an individual and group empowerment in the form of training that is needed by the Pinge Village community, including: (1) Foreign Language training; (2) Hospitality Homestay training; (3) culinary training; (4) training on marketing and product marketing; (5) training on traditional arts.

VI. SUGGESTION

Community participation in a variety of local institutions needs to be increased to optimize the role of local institutions, such as subak institutions, traditional villages, and sekaa (community groups on the basis of a certain similarity or purpose), and to ensure the sustainability of local local institutions. Active community participation must start from the planning, implementation, and evaluation of village development programs.

Through the existing institutions, it is necessary to socialize the program and development plan of Pinge Village as a tourism village, in a comprehensive and leveled manner so that the community fully understands the village development program and the active participation of the community can be increased. In addition, the local institutional function of the community, in this case the Pinge Tourism Village Management Board, as a mediator in adopting community needs needs to be strengthened. The formation of a Tourism Awareness Group (Pokdarwis) also needs to be done and fostered its sustainability. Because education and training and coaching is done in groups will be easier than if done individually.

The quality of physical infrastructure, such as roads, parking lots, landfills and other tourism facilities, needs to be improved to support the development of Pinge Village as a community-based tourism village.

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