

STUDY OF VILLAGE TOURISM DEVELOPMENT ACHIEVEMENTS (TURISMORPHOSIS) TOURISM IN BULELENG DISTRICT

I G A Oka Mahagangga¹, Ida Bagus Suryawan²

¹ Lecture, Faculty of Tourism, Udayana University, Indonesia, Bali

² Lecture, Faculty of Tourism, Udayana University, Indonesia, Bali

ABSTRACT

This study offers a model of tourism-morphosis as a stage of tourism development along with its paradigm including the introduction stage, the reaction stage, the institutionalization stage, and the compromise stage. It is necessary to know how the cycle experienced by existing tourist villages. Evaluation of the achievements of the cycle stages becomes learning whether or not the development of a tourist village is running. The purpose of this activity is to analyze the position of the achievements of the development of tourism villages in Buleleng Regency, so that obstacles can be predicted that will arise in the future. This research includes exploratory research. This research uses qualitative research methods. Based on the results of data collection, a number of results can be obtained that the majority of new villages are at the introduction stage, as many as 6 villages are still at the reaction stage and 9 villages are at the institutionalization stage. At the village level, in general, they have not followed up with the formation of POKDARWIS and the Tourism Village Management Team. The village administration does not yet have a direction for village development towards a tourist village, so there tends to be no follow-up activities from the district head's decree on tourism villages. There is no synergy between the tourism village and BUMDES or other village institutions because they are waiting for the SOP.

Keyword : *Tourism Village, Development, Tourism morphosis*

1. PRELIMINARY

Tourism villages are proven to be one of the strategic efforts to develop tourism in an area by optimizing the participation of the community and community organizations at the local level. Currently, many tourism villages have been established and developed to utilize and manage village resources for tourism activities, both in the form of tourism businesses and tourism services provided to visitors and tourists. The Province of Bali as a tourism destination is inseparable from tourism development as a strategy to optimize the impact of tourism on the community and the region. The provincial government of Bali has designated a number of villages as tourist villages. Each designation of a tourism village that is carried out is based on a number of assessing variables starting from the existence of tourism potential, the management of tourism and the existence of tourism-related groups in the village as the forerunners of tourism development and services. Buleleng Regency as one of the regions in the Province of Bali also carries out the same strategy and coordinates with the Province of Bali in developing tourism through tourist villages. At least 3 village groups have been designated as tourist villages in several periods. According to Archer and Cooper [1], when tourism development is carried out there will be an increase in

infrastructure and a change in the culture of the local community. Improving the quality of life in communities is achieved through positive lifestyle changes supported by good infrastructure. This phenomenon is consistent with the findings of Matheson and Wall [2], where tourism leads to a distinction between those who are directly involved in tourism and those who are not. According to Deputy Kanto, social change can affect social values, norms, organizational behavior patterns, the composition of social institutions, social layers, power and authority, and social interactions [3].

With the development and development of tourist villages in Buleleng province, the direction of tourism development has changed to a new field. They were often started by community groups interested in tourism development. In Buleleng province, apart from the presence of tourist attractions and coastal tourist areas from Lovinato Pemuteran, tourism services in villages are something new that needs to be seriously considered and implemented. There are five main reasons why we need to develop a tourist village in Buleleng province: self-help reasons, community economic reasons, local economy reasons, cultural protection reasons, and role equalization reasons. In terms of tourism development, the Buleleng provincial government has established a number of tourist attractions by decree, and Buleleng provincial government decree No. 430/405/HK/2017 has established 31 tourist villages in Buleleng province. Since many villages are designated as tourist villages, village managers have a legal framework for providing services and organizing tourism in their villages. Perhaps after being designated as a tourist village, village managers began a race to identify, exploit and manage the tourism potential that existed in the village. Many village governments faced difficulties in developing tourism in the villages due to the lack of tourists to visit. This situation hinders the acceptance of tourism development in tourist villages and even reduces it to previous levels.

The paradigm of trans-tourism has become the paradigm of tourism development in Buleleng province. Trans-tourism paradigm is a compromise stage paradigm as one of the stages of development of Bali's tourism as a form of tourism. This study provides a model of tourism form as stages of tourism development, along with its paradigms, including the initiation stage, response stage, institutionalization stage, and compromise stage. We need to know how this cycle is being experienced in existing holiday villages. Evaluation of the cycle phase performance will be a learning whether the development of the tourist village is progressing. The purpose of this activity is to analyze the development achievements of tourist villages in Buleleng province in order to predict future obstacles.

2. METHOD AND PROCEDURE

This research took locations in a number of tourist villages in Buleleng Regency. A total of 31 tourist villages in Buleleng Regency have been recorded and have been determined.

This research is an exploratory research. Research uses qualitative research methods [4], data sources, namely primary data and secondary data, with the types of data are qualitative data and quantitative data [5]. The Model of Tourism Development as Tourism-morphosis is an attempt to diachronically examine how tourism in Buleleng is developing and being able to become the *prima donna* of the current situation. Each period has its own discourse, figures, supporting institutions, paradigms and problems. If you pay close attention to each period, the developments have similar patterns but differ in form. This shows that tourism phenomena cannot be separated from historical factors, political factors, economic factors, and socio-cultural factors.

This research is located in Buleleng Regency which includes a number of villages designated as tourist villages in 2017. There are 4 villages in Tejakula District, 1 village in Kubudindingan District, 8 villages in Sawan District, 2 villages in Buleleng District, 5 villages in Sukasada District, 10 Villages in Banjar District and 2 villages in Gerokgak District.

This research is based on a series of concepts and theories from experts who see the positive and negative aspects of Bali tourism [6], cultural tourism (cultural tourism) and tourism culture (touristic culture) [7], paradigms as a foothold in seeing a reality [8] periodization in history [9] media morphosis as a diachronic process [10] which is the inspiration in this article, paradigmatic evolution (Wijayanto, 2013), and genealogical theory as discourse, institution, and character [11]. Data analysis techniques using qualitative data analysis consist of several paths, namely data comparison, verification, presentation of data with arguments and interpretations using the cultural framework of the local community [12]. Data interpretation uses hermeneutic techniques [13].

3. RESULTS AND DISCUSSION

The concept of tourism morphosis as stages of tourism development was inspired by historians and archaeologists [14] who have conducted research on the history of the development and impact of tourism in Bali. The development of tourism needs to know the achievements so that the next steps can be formulated in the development and development of tourism in the village. In the context of a tourist village, tourism development should be carried out more quickly and easily due to the support of ownership of local resources and local actors who are in one place. This is very clearly seen in scientific publications about developments, developments or changes in the tourism scientific literature. The concept of morphosis tourism consists of 4 stages, namely the introduction stage, the reaction stage, the institutionalization stage and the compromise stage.

The results of the questionnaire distribution showed that as much as 97% of tourism accommodation in tourist villages had not been managed by tourist villages, while only 3% had been managed by tourist villages. As many as 48% of tourist attractions have been managed by tourist villages and as much as 52% have not been managed by tourist villages.

In terms of the tourist attraction business, as much as 81% has not been managed by a tourist village while 19% has been managed by a tourist village. Regarding the development of tourism potential managed by the village, the dominant perception of tourism village managers (31%) is that their village does not have tourism potential if it is in the unique and beautiful category. As many as 3% have the view that it has potential for rafting, maritime, religion, uniqueness of the population, as much as 5% for nature tourism, coral reefs and crafts, 13% for tracking, 8% for waterfalls, old villages, and 10% for traditional houses.

Based on the results of distributing questionnaires to each village designated as a tourism village, it was found that at the village level, in general, they had not followed up with the formation of POKDARWIS and the Tourism Village Management Team. The village administration does not yet have a direction for village development towards a tourist village, so there tends to be no follow-up activities from the district head's decree on tourism villages. There is no synergy between the tourism village and BUMDES or other village institutions because they are waiting for the SOP. The village party hopes that there will be assistance in the development of a tourist village so that it can contribute. The potential and development plans for tourism villages have not yet been identified.

4. CONCLUSIONS

The village has not taken further steps after being designated as a tourism village. In general, the stages of village development are still in the process of discovery and in a number of cases many villages have developed so that consolidation with various parties is needed. It needs to be emphasized especially related to village profile data so that it is more clearly described and it is necessary to communicate with related agencies regarding the lack of follow-up from the village.

5. REFERENCES

- [1] Cooper, Fketcher, J., Gilbert, D., & Wanhill, S. (1994). *Tourism, Principles and Prantice*. London: Logman.
- [2] Mathieson, A., & Wall, G. (1982). *Tourism, economic, physical and social impacts*. Longman.
- [3] Soekanto, S. (1990). *Pengantar sosiologi*. Jakarta: Rajawali Pers.
- [4] Moleong, Lexy. (2005). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- [5] Sugiyono. (2005). *Memahami Penelitian Kualitatif*. Bandung: CV. Alfabeta.
- [6] Pitana, I Gede. (2002). *Pariwisata, Ilmu pariwisata dan Kebudayaan*: Universitas Udayana
- [7] Geriya, I Wayan. (2003). *Pola Partisipasi dan Strategi Perjuangan Hak-Hak Komuniti Lokal dalam Pembangunan Pariwisata di Era Multikultural (Perspektif Pariwisata Budaya Bali)* dalam "Guratan Budaya dalam Perspektif Multikultural, Persembahan Kepada Prof. Ngurah Bagus". Denpasar : Fakultas Sastra Unud (18) (PDF) *Turismemorforosis: Tahapan selama seratus tahun perkembangan dan prediksi pariwisata Bali*.
- [8] Karsidi, R. (2001). *Paradigma Baru Penyuluhan Pembangunan dalam Pemberdayaan Masyarakat*. *Jurnal Mediator*. 2(1), 1- 11.

- [9] Bambang Purwanto; Nordholt, Henk Schulte; Ratna Saptari; Bambang Purwanto. (2008.). Perspektif baru penulisan sejarah Indonesia / editor, henk Schulte Nordholt, Bambang Purwanto, Ratna Saptari. Jakarta :: Yayasan Obor Indonesia,.
- [10] Fidler, Roger. (2003). Mediamorfosis. Bentang.
- [11] Arif, M. (2014). Model kerukunan sosial pada masyarakat multikultural Cina Benteng (Kajian Historis dan Sosiologis). *SOSIO-DIDAKTIKA: Social Science Education Journal*, 1(1), 52-63.
- [12] Miles, B. Mathew dan Michael Huberman. (1992). Analisis Data Kualitatif Buku Sumber Tentang Metode-metode Baru. Jakarta: UIP
- [13] Ir.Endar Sugiarto. (1996). Pengantar Akomodasi Dan Restoran, Jakarta: PT.Gramedia Pustaka Utama.
- [14] Raharjo, Supratikno dan Agus Aris Munandar. (1998). "DampakPariwisata Terhadap Kebudayaan Bali". Susanto Zuhdi (ed). Sejarah Kebudayaan Bali: Kajian Pengembangan dan DampakPariwisata. Jakarta : Departemen Pendidikan dan Kebudayaan RI (18) (PDF) Turismemorfosis: Tahapan selama seratus tahun perkembangan dan prediksi pariwisata Bali.

