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STAKEHOLDERS INVOLVEMENT IN THE DEVELOPMENT OF MUNGGU TOURISM VILLAGE AS A SUSTAINABLE TOURISM ATTRACTION

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Abstract

Munggu Tourism Village is one of the villages developed as a community-based tourism village or known as Community Based Tourism (CBT), which is a tourism activity that involves the participation of local communities in the management and development of tourism villages. This study analyzes the role of stakeholders in the development of Munggu Tourism Village and the steps taken in preparing the right strategies and programs for maintaining the sustainability of tourist attractions in Munggu Badung Tourism Village. This study aims to determine the role of stakeholders in the development of Munggu Tourism Village as a sustainable tourist attraction. The approach in this study uses a qualitative descriptive approach. Data were collected through observation, interviews, and documentation. The results of this study show that the involvement of stakeholders in the planning and development of Munggu Tourism Village is the main thing to realize sustainable tourism both in the economic, socio-cultural and natural / environmental fields.

Keywords: Tourism Village, Stakeholders, Sustainable Tourism

1. INTRODUCTION

Bali tourism is supported by cultural arts, traditions, customs and local wisdom which must be continuously preserved and synergized with other sectors (Ketut Darmayasa, Chair of IFBEC-Bali). The provisions of Law Number 10 in 2009 concerning Tourism state that the purpose of implementing tourism is to increase income, the welfare of the local community, open business and employment opportunities, encourage regional development, introduce tourist attractions that are owned by the community, and of course strengthen friendship between nations. The spread of the corona virus disease in 2019 (Covid-19) has caused the tourism sector to experience a downturn due to the drastic decline in the number of tourist visits.

The government, in this case through the Minister of Tourism and Creative Economy, continues to make various breakthroughs by creating innovative programs to stimulate the growth and revival of the tourism industry which has been most affected by the Covid-19 pandemic. After Covid-19, tourism began to recover and revive, so that it could become a source of foreign exchange for the country. Virtual tourism is one of the opportunities that can be seen a boredom due to the Covid-19 pandemic. Virtual tour comes by utilizing technology as a tool to transform

and adapt to the Covid-19 pandemic. It is hoped that the existence of a virtual tour will make potential tourists feel they are in the desired destination. Virtual tours certainly offer a “try before you buy” experience that can encourage tourist travel.

In order to increase the competitiveness of Bali tourism, the support and participation of all parties is needed. Good cooperation between stakeholders, especially between the government and the community as well as collaboration with the private sector in infrastructure development, marketing of tourism products and other supporting industries. Therefore, in the development of tourism must involve the government, entrepreneurs, academics, local communities, and the media. The involvement of the government, entrepreneurs and the local community determines the success of tourism development. Implementation of Community Based Tourism (CBT) is a participatory planning approach in tourism development, namely a tourism model that involves local communities, providing opportunities for management and development of tourism both directly and indirectly. Referring to tourism so that the benefits are evenly distributed between rural or coastal and small island communities (Putra, 2015).

This study analyzes the involvement of stakeholders in the development of Munggu Tourism Village as a sustainable tourist attraction along with the steps taken in preparing the right strategies and programs for maintaining the sustainability of tourist attractions in Munggu Badung Tourism Village. This study aims to determine the involvement of stakeholders in the development of Munggu Tourism Village as a sustainable tourist attraction. According to Freeman's (1984) stakeholder theory, efficient tourism management assesses the needs of different groups through three basic steps namely; 1) identification of each group and its respective interests, 2) processes needed to manage the relationships generated by interested parties, and 3) co-management of transactions and agreements between interest groups. The first step towards developing sustainable tourism in a community is identifying the identity of the stakeholders. This research involved several stakeholders based on Pentahelix, including academia, industry, government, society, and the media. The Pentahelix concept serves as a guide in this study to examine the involvement of stakeholders in the development of Munggu Tourism Village as a sustainable tourist attraction in Munggu Village, Mengwi District, Badung Regency.

2. LITERATURE REVIEW

2.1 Tourism Development

Community Approach or Community Based is used in tourism development in rural areas because local people are the direct owners and managers of tourist facilities and service systems. Local communities can receive benefits directly in improving the economy. Tourism development requires a plan. Tourism planning as a decision-making process related to tourism in the future of a tourist destination (Paturusi, 2005). Environmental, political, social, cultural, and economic aspects are also seen as interrelated components in the planning process. Tourism development aims to encourage economic growth, foreign exchange, employment, encourage the growth of other sectors, improve the quality of education, preserve cultural arts, and protect the environment.

2.2 Sustainable Tourism Development

Sustainable tourism development can be seen in three dimensions, namely environment, economy, and socio-culture (Bendesa, 2003). The concept of sustainable tourism development in tourist villages basically focuses on community welfare, improving people's living standards, preserving culture and the surrounding environment. Through sustainable tourism development, it is necessary to increase traditional knowledge, local knowledge, or ethnoscience which has been associated with people's lives for decades (Pitana, 1999:29). Tourism development and development must be able to continue in the present and in the future. Sustainability of tourism will be carried out if there is a commitment from various parties to preserve nature, the environment and community culture as the main capital of tourism.

3. METHODS

This research was conducted in the Munggu Tourism Village area in Munggu Village, Mengwi District, Badung Regency. Data analysis techniques in this study used a qualitative descriptive approach. Primary data sources in this study were obtained through in-depth interviews with government officials, tourism experts, the tourism industry, community leaders, and tourists regarding issues related to tourism development in Munggu Tourism Village. Secondary data sources in this study were obtained through official village government documents and archives. Data collection techniques in this study used observation, interviews, and documentation. In this study, there are several objects that are the focus of research, namely tourism stakeholders in the Munggu Tourism Village Area which includes the community, industry, media, government, and academics. There are 3 (three) indicators of sustainability from the tourism village, namely economic, socio-cultural and environmental.

4. FINDINGS AND DISCUSSION

4.1 Involvement of Stakeholders in the Development of Munggu Tourism Village as a Sustainable Tourism Attraction

In the development of Munggu Tourism Village, the government's role as a dynamicator includes holding interviews involving government agencies, academics, the private sector, village community organizations, Pokdarwis, and local communities. By means of group discussions, the government can find out what the local community wants, the constraints and problems encountered during the development process of Munggu Tourism Village in Munggu Village. In this way, the government can find the right solution in overcoming the obstacles and problems that arise in the development of the Munggu Badung Bali Tourism Village.

Regarding the development of tourist attractions in Munggu Tourism Village, discussions have been held initiated by the Munggu Village government involving the Badung Regency Tourism Office, *Badung Regency PUPR Service*, Investors, Tourism Actors, *BPD*, *LPM*, *Karang Taruna*, *BUMDes*, *Pokdarwis* (tourism awareness group), and Academics. This activity was carried out in 2018, one of the points found was related to the quality or ability of local community resources which were still not optimal in packaging tourism potential and the lack of entrepreneurial spirit and the ability to market community tourism products was still low.

a. Government Involvement in the Development of Munggu Tourism Destinations

The involvement of the Badung Regency Government, namely the Badung Tourism Office in the development of Munggu Tourism Village, namely preparing plans, operational policies, controlling and organizing activities in the tourism sector which includes administration, tourism facilities, tourist attractions, tourism promotion and marketing, as well as carrying out the necessary coordination between agencies related to the provisions and laws and regulations that apply to the smooth implementation of tasks and formulate operational policies in the field of tourism. The involvement of the Tourism Office in increasing tourism in the Badung area is carrying out tourism promotion as one of the real efforts in promoting regional tourism potentials, by distributing brochures, pamphlets and other media related to tourist attractions in Badung Regency, especially Tourism Villages. Wait. In addition, also by sending art teams outside the region and abroad. Therefore, professional management of tourist attractions certainly requires quality human resources. In the past 5 years, training has been carried out for tourism awareness groups and

Balawisata in Badung Regency which includes training in mastering foreign languages, understanding tourism issues in general, training for water tourism rescue groups, training for local tour guides, Food and Beverage Service training, training housekeeping, tourism village governance training, and formation of *Pokdarwis*.

b. Government Involvement in Tourism Development in Munggu Tourism Village

Local governments have an important role in developing regional tourism potential in the following forms:

- 1) Motivating the local community and investors as the main target to be more enthusiastic in developing and exploring the tourism potential of the region.
- 2) Providing facilities that support local area tourism potential development programs.
- 3) Playing a role in synergizing the relationship between the government itself, investors, and the community in order to create a symbiosis of mutualism in the development of local tourism (Pitana and Gayatri (2005)).

Based on the regulations in force in Badung based on Badung Regent Regulation Number 7 of 2005 Concerning Tourism Objects and Attractions, that the Badung Regency government has prioritized the development of natural, cultural and special interest tourism. Thus, the district government also plays a role in motivating village communities to develop local tourism by forming tourism awareness groups (*Pokdarwis*) in each village through the Badung Regency Tourism Office.

Apart from that, in order to support tourism in Badung Regency, the government has also issued the Bali Province Regional Regulation Number 5 of 2020 concerning Standards for Implementing Balinese Cultural Tourism. Where the Badung Regency Government has established tourism development that takes into account the diversity, uniqueness, cultural and natural peculiarities, as well as the community's needs for tourism. This is the right step to encourage and mobilize the community to play an active role in tourism development in order to increase the level of the economy and welfare of the local community itself.

The development of Munggu Tourism Village as it is happening now did not just happen. Community components in Munggu Village, especially local communities that are accommodated in traditional institutions, have been involved in planning for the development of tourist attractions. Everything that will be done by the community, such as regarding the planning of the Munggu Tourism Village, has been discussed and discussed in various meetings in the Munggu Traditional Village. This is done so that all members of the Munggu Traditional Village community as regional rulers traditionally know all programs, especially regarding tourism development in Munggu Tourism Village. Putu Suada as the head of the *Pokdarwis* said the following:

“The Government of Badung Regency always socializes every policy planned for the development of Munggu Tourism Village, and invites the community to play an active role in the provision of tourism support facilities in Munggu Tourism Village” (interview 20 July 2021).

Although the discourse on planning the development of Munggu Tourism Village as a tourist destination in Badung Regency has not been worked out in depth, the local community has prepared various tourism support facilities, such as providing lodging for tourists (homestays), villas, guest houses, restaurants, provision of transportation services, road design to the location of Munggu Tourism Village,

proposed procurement of street lighting, provision of parking space for tourists visiting Munggu Tourism Village, cultural preservation, and environmental preservation.

In addition to these several types of businesses, local wisdom such as culture, customs and arts of the local community is planned to be used as a tourist attraction and tourist attraction to increase the reach of various types of tourist destinations, which is also used as an additional source of income for artists for their welfare and efforts to maintain the sustainability of the traditional arts and culture of local communities. Planning to use local wisdom as a tourist attraction in Munggu Tourism Village has implications for preserving culture, customs and arts as well as providing economic benefits to local communities.

In addition to planning community training and determining tourist attractions, the local community is also involved in the development and evaluation of tourism in the tourist attraction of Munggu Tourism Village. Local community involvement since the planning process has been carried out by the Badung District Government. This was conveyed by Mr. I Made Suardana, as the Kabid. Promotion, Badung Regency Tourism Office as follows:

“Actually, from the beginning of planning until now, the local community has been involved, especially in the form of physical activities such as mutual cooperation, keeping the Munggu tourist village and its surroundings clean, and also in maintaining the beauty of their environment” (interview July 8, 2021).

Based on the information above, it can be concluded that the Badung Regency Government always socializes every policy that will be taken in the framework of planning for Munggu Tourism Village and involves the community in maintaining the cleanliness of Munggu Tourism Village, as well as holding greenery in the Munggu Village environment. Related to this, the Munggu Village Government in developing tourism potential has formed a Tourism Awareness Group (*Pokdarwis*) under the guidance of the Badung Regency Tourism Office, as explained by the Head of Munggu Village, Ketut Dartas as follows:

“The government's task is to record and inventory the potentials that can be developed in the Munggu Village program. Pokdarwis has a role to identify the potential that exists in the village, the main potential in Munggu Tourism Village is Munggu Beach which is well known and has become a tourist attraction. Then from the village will record the model attractions that are needed in the development process of Munggu Tourism Village. So, from the Village side, the budget will be allocated in the APBDes. Later the funds that come from the government will be managed by Pokdarwis together with Karang Taruna and BUMDes to organize activities such as tourism festival events, art and cultural competitions, culinary events, and others. This is done to promote Munggu Tourism Village. For innovation activities, Pokdarwis continues to coordinate with the Industry and Trade Office and the Tourism Office, so that good relations are established between the government and Pokdarwis. This is one of the government's functions as a motivator and facilitator who assists Pokdarwis in developing Munggu Tourism Village” (interview on 15 May 2021).

Apart from that, Munggu Village also formed a Village-Owned Enterprise (BUMDes) led by Mr. Dewa Parsana. BUMDes has duties and responsibilities to manage village potential and build the economy of Munggu Village. In an interview with the informant Mr. I Made Dwijantara it was stated that, "BUMDes management is more about managing business potential and the economic sector supporting the tourism industry in Munggu Village, in synergy with the Service Village and Traditional Village". BUMDes so that they can become the leading sector driving the village economy which can later contribute to village original income or PADes. Since 2017, BUMDes has played a role in promoting Munggu Tourism Village by holding a kite competition, and it is hoped that this event will be held regularly every year.

From the establishment of Pokdarwis and Munggu Village BUMDes, it can be seen that the role of the Badung Regency government is very active in motivating the community to play a role in developing the tourist attraction of Munggu Tourism Village. In developing tourism in Badung Regency, the Badung Regency Tourism Office takes an important role in providing infrastructure and facilities to support tourism development. Likewise, the government also plays an active role in the development of Munggu Tourism Village as a tourist attraction in Badung Regency.

The government's role as a dynamist is to encourage community involvement if there are obstacles in the development process, encourage and maintain the momentum of regional development. The council has a role to provide leadership and guidance to the community. Instructions are usually provided by extension workers or specialized training organizations. In the development of Munggu Tourism Village, the government's role as a dynamicator includes holding discussion activities involving government agencies, academia, the private sector, village community organizations, Pokdarwis and also the local community. This activity has implications for the government's knowledge of what the local community wants, the constraints and problems faced in the development process of Munggu Tourism Village. Furthermore, the government can find the right solution to overcome the obstacles and problems that arise in the planned development.

The main obstacle in developing tourism in Munggu Village lies in the quality and capability of local community resources which are still not optimal in packing the tourism potential in Munggu Village. In addition, entrepreneurship and the ability to market tourism products for the local community have not yet been maximized. Based on the results of these interviews, the government has taken the initiative since 2021 to focus more on strengthening human resources by holding training on destination management, the culinary field, entrepreneurship in the tourism sector and also foreign language training in collaboration with tourism education institutions to increase the competence of human resources in Munggu villages.

4.2 Local Community Involvement in the Development of Munggu Tourism Destinations

Pokdarwis and *BUMDes* play an important role in the development of Munggu Tourism Village. Communities in a tourist destination have an important role in providing a quality experience for tourists and realizing sustainable tourism development (Gursoy, Chi & Dyer, 2010). This shows that it is important to identify and explain the influence of the role of local communities on the development of tourist destinations. Local communities have four roles in developing tourism in their area including; (1) tour guides,

namely local people who provide information to guests regarding tourism potential; (2) tourism business actors, the needs of tourists are very diverse so that it allows the growth of various businesses where the actors are local communities; (3) actualizing past culture, one of the attractions for tourists is culture in the form of local wisdom and cultural arts activities both still ongoing and cultures that have been abandoned to be revived; and (4) developing tourism institutions, local communities can establish an institution aimed at supporting tourism development in their area (Wardiyanto and Baiquni, 2010: 38-40).

a. Heritage Tourism Awareness Group

Strengthening the community's role in tourism development requires various empowerment steps, so that the community can participate actively and benefit from development activities carried out to improve welfare. Tourism Awareness Group, hereinafter referred to as *Pokdarwis*, is a community institution consisting of tourism business actors who have a sense of care and responsibility and act as promoters to create an atmosphere conducive to the growth and development of tourism, the application of *Sapta Pesona* to encourage regional development through tourism, and its utilization for the benefit of the surrounding community (Rahim, 2012:17).

The tasks of *Pokdarwis* in tourism are: 1) As a tourism awareness promoter and *Sapta Pesona* in tourist destinations. 2) As a partner of the government and city government (regency/city) in the implementation and development related to tourism awareness in the regions. This refers to government rules and guidelines, the *Pokdarwis* in Munggu Village who were officially appointed by the Village Head based on the Decree of the Badung Regent Number 206/041/hk/2021 Concerning the Inauguration of the *Santi Jagaddhita* Tourism Awareness Group in Munggu Village, Mengwi District, are consists of several members, each of which has a specific task.

According to the Head of Munggu Village, Mr. I Ketut Dart, the government was involved in establishing the *Pokdarwis* of Munggu village as supervisors. The Badung regency government also organizes tourism and hospitality management training, which directly participates in increasing the value of government trust in the eyes of the public. With the growing trust in social capital, community participation has increased to actively participate in the Munggu Tourism Village development program.

According to Yumita Arie Putri as the secretary of the Munggu Village *Pokdarwis*, since the issuance of the *Pokdarwis* Decree, in line with the tourism promotion and education activities of the Badung Regency Tourism Office, the community is very enthusiastic and eager to develop Munggu Tourism Village as a tourist destination in Badung Regency. Thanks to a training program organized by the government in collaboration with several hotel schools in Bali, the community is enthusiastic and dares to open restaurants, spas, car/motorbike rentals, villas, guest houses, transportation services, and so on (interview 22 July 2021). Besides that, the Chairperson of *Pokdarwis* also said that:

“Tourism awareness for the people in Munggu Village starts from the family environment. The existence of awig-awig rules and cleanliness of the environment in traditional villages is quite strict. There is a special schedule, namely at 06:00. The traditional village party also schedules routine mutual cooperation ahead of certain holidays/retreats which are arranged by each banjar” (Interview, July 7, 2021).

From this statement, it can be concluded that the standard of social capital in the Munggu Traditional Village is still strong and plays an important role in improving the quality of the tourist village of Munggu, especially in terms of environmental cleanliness. After the products and tourist attractions are ready, *Pokdarwis* will coordinate with the Badung Regency Tourism Office and a travel agency through DPD Bali to help promote tourism products in Munggu Village. With this network system, the people of Munggu Village have high hopes that Munggu Tourism Village will become a sustainable tourist destination.

Pokdarwis Warisan Pusaka is the frontliner in tourism development in Munggu Village by implementing the *Sapta Pesona* program to maintain the beauty and cleanliness of Munggu Tourism Village. Periodically, once a month, the Pokdarwis in collaboration with the Village Youth Organization, BUMDes and the Munggu Tourism Village Traders Association routinely carry out cleaning activities at Munggu Beach/Beach Clean).

In carrying out the work program agenda, both short term and long-term programs, the Pokdarwis Heritage Heritage of Munggu Village is equipped with a management structure and equipped with sections that will support the work program and carry out programs to build sustainable Munggu Tourism Village tourism. The management structure of the *Heritage Pusaka Pokadarwis* can be seen in the chart below.

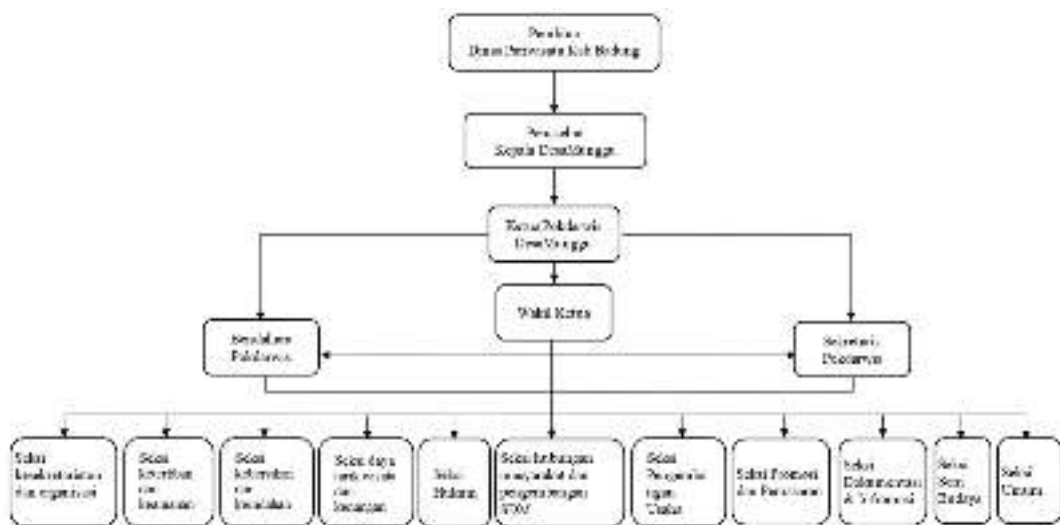


Chart 1. Heritage Pokdarwis Organizational Structure

Sourc: Decree of the Regent of Badung Concerning Pokdarwis Munggu Village Heritage

In the *Pokdarwis* organizational structure above, the roles and functions of each position are clear. In the core management structure there are coaches, advisers, chairmen and deputy chairmen, treasurer, secretary plus 11 sections under the deputy chairperson who have the task of implementing the Pokdarwis work program according to what is written in the *Pokdarwis AD/ART*. Of the 11 existing sections, the cleanliness and beauty section work together with the *Karang Taruna Satya Darma Manggala* Village of Munggu Village, it is routine to carry out cleaning activities every month in the Munggu Tourism Village environment, as shown in the following figure.



Figure 1. Munggu Tourism Village Cleaning Activities
Source: Private Documentation, 2022

The picture above shows the enthusiasm and enthusiasm of the people involved in the clean-up activities for Munggu Tourism Village, entitled Munggu Beach Clean Up Day. Apart from collaborating with *Karang Taruna Desa*, cooperation is also established with Secondary Education Institutions that carry out social work, and Higher Education in the form of community service activities/KKN as a form of implementation of the Tri Dharma program of Higher Education, as well as community organizations. The community and Pokdarwis realize that the cleanliness of the tourist village will have a positive impact on tourist visits and the implementation of *Sapta Pesona*.

b. Tri Guna Sejahtera of BUMDes

Village Owned Enterprises (BUMDes) as a form of village business entity managed by the village community and village government that strengthens the village economy and is formed according to the needs and capabilities of the village. BUMDes seeks to improve the economy of rural communities based on village needs and opportunities. One of the government agencies in Bali Province that established BUMDes is Badung Regency which was given authority through Badung Regency Regional Regulation Number 1 of 2015 concerning the Establishment and Management of Village Business Entities. The Badung Regency Government wants the establishment and management of BUMD in every village. Through the establishment of BUMDes, the Badung Regency government hopes that village communities can manage all village opportunities and resources. BUMD also plays a role as a driving force for the economy of rural communities, and can contribute to increasing Village Original Income (PADes), as well as improving the welfare of village communities. The welfare of village communities needs to be significantly improved through the existence and functions of BUMdes. In addition, so that the capitalist business system does not develop in the country, which can damage the values of social life.

Tri Guna Sejahtera BUMDes has fulfilled the legal requirements in its formation/establishment and management based on Village Regulation Number 04 of 2016 which refers to Badung Regency Regional Regulation Number 1 of 2015, as well as Regulation of the Minister of Villages for Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Number 4 of 2015. The purpose of establishing BUMDes is aimed at economic activities managed by the entire Munggu Village and public services or collaboration between villages to

increase community income, both of which develop economic activities in accordance with community customs and culture as well as economic activities that are transferred to the community through government programs.

According to the Head of Munggu Village, the government, private sector, Pokdarwis, and social organizations communicated intensively during the various stages of developing the tourist village. *Pokdarwis* is involved in preparing tourist destination products, the government and *LPD* coordinate activities to facilitate community capital in the management of tourism businesses, and the community coordinates with each other through their respective environmental heads who are sent to traditional villages and official villages to carry out the *Paruman* with the aim of finding solutions and providing input to Pokdarwis in each Munggu tourism village development program as the most important village tourism potential.

4.3 Community Participation in Tourism Development in Munggu Village

According to Tosun and Timothy (2003), local community participation is an important part of implementing tourism development strategies and plans. Community participation in the process of planning and implementing tourism is very important given the fact that tourism takes place in the midst of people's lives whose cultural background, socio-economic conditions, politics and the environment can be different in different societies.

Various studies show that the involvement of local communities plays an important role in the early stages of tourism development in various regions leading to an increase in the quality of tourist destinations. Therefore, the role of the community is needed in the development of tourism areas. The purpose of community participation is to strengthen community resources by providing employment opportunities or opening job opportunities for local communities.

The level of local community involvement in a destination is relatively different from other destinations, which is caused by different local human resource (HR) competencies in the development of these tourist destinations. Empowerment of local communities as an effort to empower local communities by participating in the development of the tourism sector. Local communities are expected to be able to compete with workers and migrant workers who come from outside the area in terms of the quantity and quality of the resources they have.

The success of developing a tourist destination is highly dependent on several factors such as the support or participation of the local community. Local community participation is very important to determine the direction of development of a tourist destination, and strengthen community resources by providing jobs or creating jobs. The rapid growth of tourism around the world requires reliable, professional, experienced, friendly and courteous human resources. Based on the results of field research, it shows that there is local community participation in planning the development of tourist destinations in Munggu Tourism Village.

a. Forms of Local Community Involvement in Munggu Tourism Village Planning

One of the plans that will be implemented in tourism destinations is to create a framework that allows for the improvement of tourism services that support the comfort and safety of tourists. In addition to further planning for the development of tourism facilities, there are plans for securing and developing human resources, especially the human resources of the local community. Human resource planning

plays a very important role as a determining factor in the success or failure of the development of tourist destinations in Munggu Tourism Village.

Since the beginning, the recognition of Munggu Tourism Village as a tourist destination has involved the local community in planning tourist attractions in Munggu Tourism Village which cannot be separated from the participation of hamlet and village officials in Munggu Tourism Village who act as mediators between the government and developers and local communities. Village officials have a very significant role in planning the development of the tourist attraction of Munggu Tourism Village. Local communities accommodated in 3 traditional districts and 13 official districts have been directly involved in planning the development of this Munggu Tourism Village attraction.

After an increase in the number of visitors to Munggu Tourism Village, it is necessary to make efforts to provide good and satisfactory service to tourists which are supported by an increase in basic facilities and facilities as well as tourism supporting facilities, meaning that an increase in all components participating in the tourism industry must be also increased, including that local community resources can meet quality and professional requirements. The local community is always involved by the government in making a policy if there are investors who want to invest in the tourism industry. This was conveyed by I Nyoman Sumerta, as the Head of the Munggu Village *BPD* as follows:

"If there are investors investing in the construction of tourism support facilities in Munggu Tourism Village, the Badung Regency Government will always involve village officials and the community in formulating policies" (interview 23 June 2021).

General facts show that the development of the tourism industry is usually accompanied by the growth of tourism services and infrastructure such as hotels, restaurants and travel agencies in Munggu Village. The addition of the number of tourism facilities and infrastructure has led to an increase in human resources involved in the tourism industry, growth not only in terms of quantity but also quality.

b. Community Involvement in the Development of Munggu Tourism Village

Tourism activities in Munggu Tourism Village have had a positive impact on the economic development of the surrounding community. This is evident from the direct role of the community in tourism activities in Munggu Tourism Village. The description of community involvement in the management of Munggu Tourism Village was conveyed by Mr. Made Sukayasa, as the Head of Village Tourism Attraction (*DTW*), Badung Regency Tourism Office, as follows:

"In the concept of managing Munggu Tourism Village, three important components in tourism namely the government, actors, and the community have actually been formulated from the start so that local communities take a more dominant role in the development of Munggu Tourism Village and the government has provided tourism awareness coaching to local communities" (interview July 8, 2021).

The informant's statement above shows the importance of the involvement of three important components in tourism, namely the government, the community, and tourism actors in making policies for the development of Munggu Tourism Village.

1) Accommodation and Restaurant Service Providers

Since the development of Munggu Tourism Village as a tourist destination in Badung Regency, various tourism support facilities in this area have been developed by the local community. One form of local community participation in the management of Munggu Tourism Village is as a provider of accommodation facilities such as villas, homestays, and hotels which are scattered in almost all areas of Munggu Village.



Figure 2. One of the Residents Home Stay
Source: Private Documentation, June, 17th 2021

Tourists visiting Munggu Tourism Village generally prefer to stay in homestays because the costs are cheaper than hotels, the facilities provided are also quite adequate. In addition to the availability of the accommodation facilities mentioned above, several places around Munggu Tourism Village have also established several restaurants that provide a variety of food menus for tourists, both domestic and foreign tourists.



Figure 3. Residents Restaurant
Source: Private Documentation, 5 of June 2021

The model of lodging and restaurants in the Munggu Tourism Village environment still maintains Balinese architecture. This building model has its own charm for Catlin Lee, a tourist from Singapore, as expressed as follows:

“I like to stay here because the architecture of the building still uses a traditional design and well. I feel so comfortable to stay here, and I proud this is the first time I meet here” (interview on 08 of July 2021).

Based on the information above, it can be concluded that buildings such as hotels, villas, restaurants and others that use Balinese architecture are tourist attractions with unique nature, traditions and culture which are in great demand by tourists because they go to Bali to look for something that is still natural and traditional.

2) Souvenir Vendors

One of the roles of the local community in managing the Munggu Tourism Village attraction is as a souvenir vendors selling their wares along the Munggu Tourism Village. From the activity of selling art items to tourists, the community gets enough profit to cover their family's living expenses. In accordance with the information obtained in the field, it shows that the people who sell souvenirs feel very grateful for the tourism activities in Munggu Village.

3) Transportation Facility Provider

One of the most important factors in supporting domestic and foreign tourists to be able to access to and from the Munggu Tourism Village location is transportation facilities. The local community has taken a role in providing transportation facilities for tourists, the community has formed a village transportation association, from this activity the community obtains additional income by renting out two-wheeled and four-wheeled vehicles.

4) Softdrinks Vendors

Due to the unavailability of mini markets around the Munggu Tourism Village area to support the convenience of tourists in having recreation at Munggu Tourism Village, another role for the local community is by providing various kinds of soft drinks. Tourists who have finished surfing activities can enjoy a drink while sandbathing and enjoy the roar of the waves crashing at Munggu Beach. Traders selling along the coast of Munggu Tourism Village also play an important role in maintaining the comfort of tourists, maintaining the cleanliness of Munggu Tourism Village, and routinely carrying out cleaning activities on Munggu Beach every Sunday. The existence of traders in Munggu Tourism Village is very helpful for tourists so that it is not difficult for them to get drinks at the Munggu Tourism Village location as shown in the image below.



Figure 4. Softdrinks Vendor at Munggu Tourism Village
Source: Private Documentation, 17th of April 2021

5) Art Gallery in Munggu Village

The development of Munggu Tourism Village as a tourist destination also has implications for the local socio-cultural life. In this case the artistic life of the community in Munggu Village. The findings of research in the field show that in each of the district in the Munggu Village area an Arts Workshop (*Sekaha Gong*) has been established. *Sekaha Gong* is a group of people who play traditional Balinese musical instruments. The Art Studio (*Sekaha Gong*) was established with the hope that later they would be able to perform at hotels or villas around Munggu Tourism Village. This is the hope of the community, as stated by I Made Rai Sujana, Head of the Munggu Traditional Village as follows:

“Now, in Munggu Village, an arts studio (sekaa gong) has been established and they have been doing exercises. We hope that in the future they will be able to perform at hotels/villas around Munggu Tourism Village. Apart from introducing the culture of the Balinese people, this activity can also preserve Balinese culture” (interview 14 June 2021).

Another opinion was also conveyed by I Made Rai Sujana regarding the involvement of local communities in the planning and management of Munggu Tourism Village attraction:

“With the development of Munggu Tourism Village as a tourist attraction, the local community feels very grateful because this can absorb local workers to work in villas, as balawista workers, souvenir sellers, and others. The local community also hopes that the government can work together with the community in the future development of Munggut Tourism Village” (interview, 14 June 2021).

Tourists are generally very enthusiastic and interested in watching regional art performances when they enjoy the relaxed atmosphere while having dinner at the hotel or in the villa. Loose dance offerings are usually presented as a welcome dance for invitations to formal activities carried out by government and private agencies. The loose dance that was performed for tourists staying at one of the villas in Munggu Tourism Village can be seen in the image below.



Figure 5. Loose Dance
(Source: Private Documentation on 02 March 2021)

Apart from the Art Studio (*Sekaha Gong*) in Munggu Village, the development of traditional Balinese art and culture in Munggu Village is also carried out at the *Semarandana* Art Studio. The *Semarandana* Art Studio, located in Banjar Gambang, Munggu Village, Mengwi District, Badung Regency, was founded in 2002. The *Semarandana* Art Studio, located in Munggu Village, is a partner of the Ministry of Foreign Affairs of the Republic of Indonesia in the Indonesian Arts and Culture Scholarship (IACS). The IACS program at the *Semarandana* Art Studio is a cultural diplomacy effort by the Ministry of Foreign Affairs of the Republic of Indonesia to introduce Balinese arts and culture to the international community. The *Semarandana* Art Studio in the IACS program provides training in dance, percussion or gamelan arts, fine arts or painting, make-up, introduction to clothing, Indonesian language, and local wisdom (Arini, et. al., 2022). Tourists visiting Munggu Tourism Village can also visit the *Semarandana* Art Studio to learn Balinese art and culture. Local people can not only perform gamelan (traditional Balinese musical instruments) and dance at hotels or villas around Munggu Village, but can also teach tourists about Balinese art and culture.

4.4 Traditional Village Involvement in Tourism Development in Munggu Tourism Village

Tourism plays an important role as a driver of economic development as well as socio-cultural development in Bali. The government understands that tourism potential is a key industry for regional development in Bali. Tourism development is very important in terms of exchange rates, increasing local and community income, creating jobs, and encouraging people's economic activities. Bali tourism prioritizes culture-based tourism, and culture in this case is Balinese culture which is based on Hindu religious teachings. This culture is rooted and grounded in various Balinese traditional institutions such as subak, traditional villages with district, and others. According to the Bali Provincial Regulation Number 5 in 2020 concerning Standards for Implementing Balinese Cultural Tourism, tourism development is expected to be in harmony with the development of Balinese culture in an interactive and reciprocal relationship, so that this concept is successful serious attention must be given to traditional villages as supporters of Balinese culture. Therefore, efforts should be made to give indigenous villages a stronger existence by offering opportunities to participate in tourism development. In other words, efforts should be made to ensure that tourism brings direct benefits to indigenous villages.

Bali tourism sees the main potential of Balinese culture, and tourism development must simultaneously preserve, strengthen and develop Balinese culture. The definition of cultural tourism as a form of tourism that will be developed is based on the potential of the Bali region which already has an ethnic image with its cultural uniqueness. Article 1 Paragraph 12 in the Bali Province Regional Regulation No. 5 of 2020 (Concerning Standards for Implementation of Bali Cultural Tourism) explains that "Balinese cultural tourism is defined as Balinese tourism based on Balinese culture, imbued with the *Tri Hita Karana* philosophy, resulting in a valuable and local *Sad Kerthi* culture. In this case, Balinese culture is thick with Hinduism.

Traditional village as one of the pillars of Balinese culture, based on the provisions of the Bali Province Regional Regulation Number 4 of 2021 concerning the Second Amendment to Regional Regulation Number 2 in 2011 concerning Public Services has been established as a unit of customary law in the Province of Bali which is a tradition of the Hindu community and indigenous peoples in their relationship *Kahyangan Tiga*

(*Kahyangan Desa*) for generations in people's lives at that time. The Traditional Village has established synergy with the Munggu Village Government by forming Village Regulations and Perarem/awig-awig as a positive legal protection to support the development of tourism in Munggu Village Tourism which is a potential in Munggu Village.

4.5 Industry Involvement in Tourism Development of Munggu Tourism Village

The development of the tourism sector requires substantial capital so that it requires the private sector. Even though the development of tourist destinations emphasizes the more dominant role of local communities, it does not mean that the private sector is not needed. Using the approach (Wearing & McDonald, 2002, Oktini, 2007) explains the three main roles of the private sector or entrepreneurs in tourism development, namely; (1) provide assistance in the form of business capital loans; (2) business networks, tourism businesses need markets and business networks (3) labor users.

The village head of Munggu said that the presence of investors both in the form of domestic investment (PMDN), as well as foreign investment (PMDA) had a positive impact on the development of tourism in Munggu Village. Investors invest their capital in the tourism industry by building accommodation, culinary and tourist attractions facilities. Until now in Munggu Village there are already types of accommodation, namely, villas, guest houses and homestays.

4.6 Academic Involvement in the Tourism Development of Munggu Tourism Village

The three main pillars of higher education are the *Tri Dharma* of Higher Education which covers the fields of education, research and community service which are the main tasks of tertiary institutions in tourist villages. Education can be carried out through teaching, training, and courses. Research was conducted to map potential, identify problems, and develop strategies. Social service is carried out through student KKN (fieldwork) activities, and providing counseling activities and form support groups. The role of tertiary institutions in tourism development includes more human resources/local communities as potential guides or prospective entrepreneurs, communication between prospective guides/entrepreneurs and investors (Oktini, 2007). The role of academics is to transfer knowledge, conduct research, and provide education and assistance on an ongoing basis (Wibawanto, W & Nugrahani, R., 2015). Head of Munggu Village Head, Mr. Ketut Dartta said that the *Tri Guna Sejahtera BUMDes*, Munggu Village collaborated with tourism schools in order to advance village tourism through a sustainable tourism development model, bearing in mind that Munggu Village is experiencing very rapid change and development in the tourism sector.

In an interview with the Chairperson of the Badung PHRI who is also the Chairperson of the Badung BPPD, I Gusti Ngurah Rai Suryawijaya, said that efforts to develop sustainable tourism in Munggu Tourism Village are certainly in line with Badung's vision of building community-based cultural tourism.

"We hope that tourism in Munggu is sustainable, can truly prosper the local community, for this it requires the role of all stakeholders and components of society. I really appreciate Munggu village's initiative in developing sustainable tourism and increasing the potential of the village" (Interview on July 19, 2021).

The results of the interview above illustrate the seriousness of all parties to develop Munggu Tourism Village as a sustainable attraction which has become a tourism icon for Munggu Village. With the development of tourism, it will automatically be able to solve several problems, namely creating jobs, reducing unemployment and alleviating poverty. The Munggu Village community can host and play an active role in supporting all policies carried out by the local government.

4.7 Media in Tourism Development of Munggu Tourism Village

Currently the era of the industrial revolution 4.0 will have a major influence on the international industry. Tourism as an industry is required to use technology to provide information, promotion, marketing and services in order to have competitiveness. The media is a source of information for the promotion and marketing of the attractiveness potential of tourist villages (Pearls, 2018). Media coverage in the form of positive or negative news on a tourist destination will be a source of information and knowledge for potential tourists to consider and decide on destination choices. Media as a promotional and marketing tool is very important to spread the advantages and ease of accessing tourist destinations. The potential of social media as a means of promotion is enormous. Promotion through social media is very effective as a marketing tool because most potential tourists easily access information through online networks, besides that it makes it easier for managers to build good relations with tourists so that word of mouth communication is created online (Setiyaningtiyas & Hasan, 2015).

The involvement of the mass media in promoting tourism must be evaluated. This aims to encourage the media to continue promoting tourism in Indonesia. The ability of the mass media to disseminate information is considered as one of the possibilities for developing tourism. With the help of information contained in the mass media, the public can get information about tourist destinations that were previously unknown. The perspectives used when writing news or travel articles can vary, such as nature, tourist destinations, or even culinary (Kemenparekraf.go.id, 2021).

The Munggu Community Information Group (KIM) is ready to make Munggu Village superior in disseminating information through the website. Through this KIM can assist the Village in disseminating information to the wider community, promoting its tourism and fighting hoax news in the Village. Secretary of the Munggu Community Information Group (KIM) I Gede Oka Putra Suartika in his interview stated the following:

"KIM in our village has developed, even in the future KIM Munggu Village will form a mini studio and launch Munggu TV. I want all members of KIM Munggu Village to remain enthusiastic in writing news and be able to work with all KIM in Badung Regency to provide useful information. precise, accurate, and reliable, the newly developing Munggu Village Community Information Group (KIM) has won second place in Badung Regency" (interview 22 July 2021).

The Munggu Village Government in collaboration with the Badung Regency Government encourages the Community Information Group (KIM) to always report on all activities, activities/events in the village, whether on a local, national or international scale. Routine activities held in the village are Porsenides, *Taruna Desa* rock music performances, *PKK* cooking competitions, Cheap Markets, *Barong* Dance performances and the most spectacular is the kite's festival which is scheduled as an annual event as a tourism promotion event to attract domestic tourists and foreign tourists to Munggu Tourism Village.

5. CONCLUSION

Based on the results of research that examines the involvement of stakeholders in the development of Munggu Tourism Village as a sustainable tourist attraction, it can be concluded that stakeholder involvement in the planning and development of Munggu Tourism Village is the main thing for realizing sustainable tourism both in the economic, social, cultural and environmental fields. The results of this study concluded that the involvement of the Badung Regency Government, namely the Badung Tourism Office in the development of Munggu Tourism Village, namely preparing plans, operational policies, controlling and organizing activities in the tourism sector which includes administration, tourism facilities, tourist attractions, tourism promotion and marketing. The involvement of the local community in the development of Munggu Tourism Village is to form an Heritage Tourism Awareness Group, and *Tri Guna Sejahtera BUMDes*. Local communities have an important role to play in providing a quality experience for tourists and realizing sustainable tourism development. Local community involvement in the development of Munggu Tourism Village is as accommodation and restaurant service providers, souvenir sellers, transportation facilities providers, soft drink traders, and art galleries in Munggu Village. Industry involvement in tourism development in Munggu Tourism Village is the existence of villas, guest houses and homestays to support tourism. The involvement of academics in the tourism development of Munggu Tourism Village through community service as a form of implementing the *Tri Dharma* of Higher Education. The involvement of the media in the tourism development of Munggu Tourism Village is promoting tourist attractions through social media with the aim that potential tourists can easily access information through online networks.

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