

TOURIST ATTRACTION THEME ANALYSIS OF POHSANTEN COMMUNITY-BASED TOURISM IN INDONESIAIA

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Abstract

The article presents the analysis of community-based tourism attraction theme at Pohsanten village Jembrana regency Bali province in Indonesia. This study examined the current tourist attractions themes for delivering quality CBT experience for the visitors, contributing to developing a strong theme as well as offering sufficient variety of attraction for tourists. It is a qualitative study using a combined data collecting method of interview, observation, direct participation, and documentation review from previous publication relevant to the topic. This study was conducted in conjunction with the implementation of a community service program of Politeknik Negeri Bali funded by the Directorate General of Higher Education of Indonesia. The village authority and the community members are information sources for the study, as well as the publications made earlier regarding CBT Pohsanten. Currently, CBT Pohsanten develops agrocacao, natural and cultural, and spiritual as attraction themes. The results show that having a strong and variety of tourist attractions are vital for CBT success. Nonetheless, CBT should strengthen and develop one main attraction theme which is the agrocacao and use the other types of attractions as supporting elements. Apart from a need to focus on one theme, CBT Pohsanten attraction is yet to be still developed and strengthened; some basic infrastructures such as pathways and resting place, toilet, meeting place, and sufficient accommodations are vital parts that influence the quality of tourist attractions and the over all CBT experiences.

Keywords: community-based tourism, tourist attraction, attraction theme, unique way of life, natural environment, CBT tourist

I. INTRODUCTION

Tourists coming to the village are attracted to see the unique way of life of the local people, which is usually supported by the environment around the village including the neighbouring nature and wilderness. In global context, village tourism is referred to as community-based tourism (CBT) (Ernawati, Sanders, and Dowling, 2017). CBT is defined as a form of alternative tourism that empowering local people, aiming at satisfying CBT tourist and developing the community; whilst, conserving of local culture and natural environment (Telfer & Sharpley, 2008; Scheyvens, 2002; Beeton, 2006; Singh, 2012; Singh, Timothy, & Dowling, 2003). A CBT site needs to have a strong theme and variation of attraction for tourist to enjoy and stay for a longer period of time, wherein tourists do not only regarded village as a day excursion, but also want to stay

because there are many interesting things to see and a lot to do in the village. Ernawati et. al. (2017) identified that CBT attraction could include culture and natural environment.

Targeting the right market is vital for a successful CBT development. It is vital for CBT management to know the visitors of CBT. Most CBT tourists enjoy the encounters with the local people; they are interested in rural and natural beauty, ethnic culture; want to experience something different from their mundane (Goodall, 1995); regard experiencing cultural diversity as an instrument of self- enrichment (Lpez- Guzman et al., 2011); appreciate the opportunity to consume traditional dishes (Fiorello & Bo, 2012); and are usually fine with the basic facilities available in the villages (Boo, 1991).

Tourist attraction is the very reason tourists visit at any tourist destination, therefore tourism development should focus its attention on developing attraction at the beginning stage, apart from preparing the supporting services and infrastructure. This study aimed at analysing the current tourist attractions for delivering quality CBT experience for the satisfaction of the visitors at Pohsanten village, contributing to developing a strong theme as well as offering sufficient variety of attraction for visitors. To identify what kind of attractions should be develop in the village.

II. RESEARCH METHOD

This article is developed based on a qualitative study using a combined data collecting method that includes: interview, observation, direct participation, as well as documentation review from previous publication related to the topic.

Respondents

Source of information is local people – village authority and members of the village who are involved in developing CBT stated in the Decree of Pohsanten Village Head 2017 on CBT Development Team, existing relevance publications, and data collected directly from observation during community service in Pohsaten village.

Instruments

The research instrument used as reference during data collection is semi structure data collecting guideline which cover the aspects of tourist attraction theme.

Procedures

There are few visits made during the implementation of community service funded by the DRPM DIKTI in the year of 2019, this opportunity was also used to conduct interview

and observation. The documentation study was undertaken by examining materials available online regarding tourists attraction of Pohsanten village these include: The village website and some journal publications.

Data Analysis

Data collected using various technic and from resources are combined and analysed; themes are withdrawn and classified based on main theme and supporting theme. The assessment and classification of the theme are made based on: the visits made to the village, the familiarity of the theme by markets, the one that done well by the community members, the least cost required to develop, and whether the attraction are ready to be marketed at this present time.

III. FINDINGS AND DISCUSSION

Findings

The results show that currently CBT Pohsanten developing 4 attraction themes, which include: agro-cacao, natural, cultural and spiritual. The findings on tourist attractions of community-based tourism is divided and presented into 4 sections based on the themes.

1. Agrocacao

Agrocacao appears to be a theme that is substantially developed as tourist attraction in Pohsanten village. This is identified based on the focus of development activities made and the material published (Ernawati, Torpan, and Voda, 2018, CBT Pohsanten Brosure, 2018). Some photos depicting the tendency are presented in Figure 1.



Figure 1. Agrocacao

2. *Natural Attraction*

The Mesehe-trek is newly developed as tourist attraction, even though few local people sporadically trekked to the place. A trek route – Figure 2 was published earlier (Ernawati, Torpan, and Voda, 2018, p.46), and some photos of recent trekkers were taken (Figure 3).

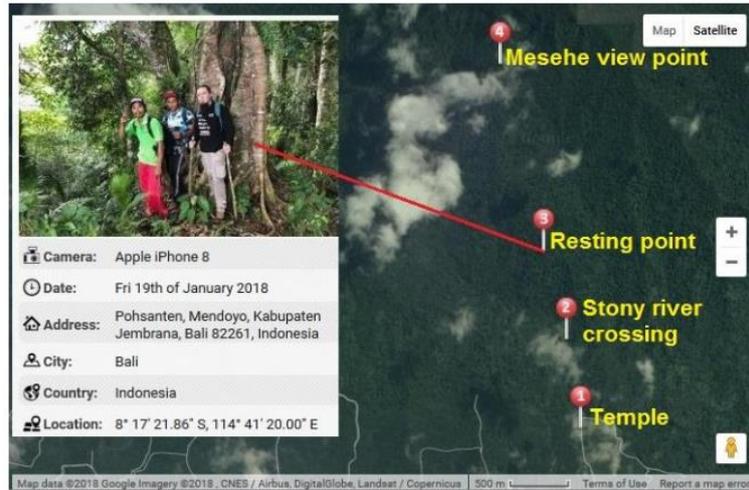


Figure 2. Mesehe Trekking Route (Ernawati, Torpan, and Voda, 2018, p.46)



Figure 3. Mesehe Trekking

3. *Spiritual Attraction*

Spiritual activities that could be carried out include: Hindu pilgrimage at Pasatan Temple (Pura Luur Pasatan), Purification at Mesehe waterfall, and activities of yoga and meditation in the CBT center, Ubud - Bali has an extensive products of this type, Pohsanten needs to do very well to compete with Ubud.



Figure 4. Spiritual Attraction

4. Cultural Attraction

Authenticity is an essential element of CBT attractions (Ernawati, Murni, Jendra, 2017, p.1). Even though the meaning of authenticity is debated by many academics, in context of cultural tourism, a destination is authentic if the area presents the unique attributes of the place that make it different from the other destination; these uniqueness is formed by the elements of culture such as: food, clothing, architectures, and the other aspect of life. Pohsanten is a typical Balinese farming village; some aspects of traditional culture that could be used as tourist attraction is presented in Figure 5. Apart from the farmer life, some community members also pursue some forms of art and craft that are usually used for local consumption; these for example traditional music and dancing, the craft particularly the traditional weaving; however for guests to observe and enjoy the attractions, the venues for the traditional performance and the craft workshop still need to be refined.



Figure 5. Cultural Attraction

Discussion

The assessment and classification of the theme are made based on: the visits made to the village, the familiarity of the theme by markets, the one that done well by the community members, the least cost required to develop, and whether the attraction are ready to be marketed at this present time. The existing attractions are divided into two that include the main attraction theme and the supporting theme.

1. Main Attraction Theme

Considering the five factors consider during the analysis (Table 1), cacao agrotourism is proposed as the main attraction theme since cacao farming performed well, the farmers produce one of the best quality cacao in the world, winning few award nationally and internationally. The cacao beans are exported to France and Japan. There is one cacao expert in the village where in a significant number of visitors from local and overseas like Japan and some countries in Europe come and learn cacao farming. Agro cacao education-tour should be fully prepared packed and ready to be marketed. This theme should be used as catalyst to developing tourism in Pohnsanten village, the other themes could be developed later or be placed at a lower priority.

Table 1. Agro cacao as the Main Attraction Theme

No	Aspect of assessment	Description
1	The visits made to the village	There are some groups and individuals from Europe, Japan and Indonesia that have been visiting the agro cacao farming; these people are tourists who want to know about agro cacao or people who want learning about cacao farming.
2	The familiarity of the theme by markets	There is one cacao expert in the village where in a significant number of visitors from local and overseas like Japan and some countries in Europe come and learn cacao farming. Pasatan as cacao farming is one of the exemplary of best practice for agro cacao farming in Indonesia.
3	The one that done well by the community members	Agro cacao farming performed well, the farmers produce one of the best quality cacao in the world, winning few award nationally and internationally. The cacao beans are exported to France and Japan and other Europe countries.

4	The least cost required to develop the attraction	There is a knowledgeable and skilful cacao farmer who own one area of cacao farm that has been developed as a show-case of agrocacao farming in Pasatan, Pohsanten Village. The farm is 90% ready to receive guests.
5	The attraction are ready to be marketed at this present time	Agrocacao education-tour is fully prepared, packed and ready to be marketed.

2. Supporting Attraction Theme

There are three types of attraction that are used to support the main attraction theme, these are: natural, spiritual and cultural attraction. The natural attraction is almost as strong as the cacao, many people trekked the route already, however considering the limited fund available this should be placed on a second priority; nonetheless, at its current condition the Mesehe trekking still could be offered for professional trekkers who do not need developed facilities. Culture tourism is always ready, and it does not need much development only needs a touch up, as CBT tourists are interested in authenticity - the existing culture as it is. The spiritual attraction of yoga and meditation needs more efforts as it needs special place and facilities, an experience instructor.

IV. CONCLUSION

Having a strong and variety of tourist attraction is vital for CBT success. Considering some aspect such as: limited development budget, focus on specific target market, and the availability of supporting human resources; CBT should develop and focus on one main attraction theme and supported by other types of tourist attractions. CBT Pohsanten should use agro-cacao as main attraction as cacao farming has been well developed in the area; and supported by natural, spiritual and cultural attractions. The attraction of CBT Pohsanten is yet to be still developed, some basic infrastructures such as pathways and resting place and toilet are vital for visitors to enjoy the place.

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