

Implementation of the alternative tourism paradigm in Bali Aga Traditional Village

Nyoman Dini Andiani ^{1*}, I Made Antara ², Wayan Ardika ³, I Nyoman Sunarta ⁴

¹ Ganesha University of Education, Indonesia

^{2,3,4} Udayana University, Indonesia

*Corresponding Author: nyomandiniandiani@gmail.com

Abstract: The paradigm of developing alternative tourism is a development option for Bali Aga village as a tourism village. This paper aims at investigating form of alternative tourism implementation in Bali Aga Village valued by its tourist activities. This research focuses on tourist aspects including the importance of culture, motives for travelling (what they do on holiday and how they feel and behave) such as participating with the local people making bamboo weaving, they felt like family members. Because of the interaction that makes tourists and local people very closely filled with a sense of kinship. The importance of this research is to determine how much the characteristics of alternative tourism have been implemented in Bali Aga village. This research is a qualitative research. Data were taken by administering purposive sampling technique. The results of the study are used as a basis for describing the application of alternative tourism concepts in two villages of Bali Aga, namely Pedawa Village and Sidatapa Village, Buleleng Regency. The study shows that (1) tourists really like the culture that is owned by the community, (2) the purpose of visiting tourists does have a purpose to get to know the culture of the community and be involved in people's lives; (3) visiting tourists live in the home of the Bali Aga village community. Thus, the totality of community involvement as actors of tourist service providers has been able to show the main characteristics of alternative tourism.

Keywords: alternative tourism, tourists, Bali Aga Village

History Article: Submitted 4 February 2021 | Revised 11 February 2021 | Accepted 1 March 2021

How to Cite: Andiani, N. D., Antara, I. M., Ardika, W., & Sunarta, I. N. (2021). Implementation of the alternative tourism paradigm in Bali Aga Traditional Village. *Journal of Applied Sciences in Travel and Hospitality*, 4(1), 42–49.

Introduction

During the last few years, in Bali there has been the development of traditional villages as tourist villages. It is hoped that through the development of the potential of traditional villages, it can attract special interest tourism and be able to improve the economy of local communities. According to Comarques (1997) and Ciolac (2016), it was stated that the idea of developing tourist villages began in France, by trying to do an organized plan in total to make 37,000 settlements a place worth visiting. Research in other countries also shows that old village such as China have developed the rural tourism industry for years (Gao & Wu, 2017). This is interesting because revitalizing traditional villages has become the main academic and practical topic in China. In some research, it is well known that rural tourism has become the main means for preserving villages (Fleischer & Pizam, 1997; Hall, 2000; Luloff et al., 1994). Whereas in North Bali, namely Buleleng Regency in developing its area through an alternative tourism approach, 31 villages have been designated as tourist villages through the Buleleng Regent's Decree of Bali Province, Number 430/ 405/ HK/ 2017, which has involved the Bali Aga rural area known as SCTPB (Sidatapa Village, Cempaga Village, Tigawasa Village, Pedawan Village and Banyuseri Village). The determination was based on the potential possessed by these villages (interviewing Nyoman Sutrisna, 60 years), and has made the village a tourist destination by local and foreign tourists.

It is understood that tourism cannot be denied by the community, including those in villages that are in a closed area (Bali Aga). In this case, as stated by Reuter (2005), it is said

that the occurrence of socio-cultural changes can occur gradually, this is because in the initial meeting stage of the Bali Aga Village community with outside parties, tourists need time to be able to adapt. Abdulsyani (2002) explained that culture can occur if a culture contacts foreign cultures, because it is realized that socio-cultural change in this case is a common symptom that occurs all the time in every society. Pedawa Village as one of the tourist villages in Buleleng Regency has been able to make significant social changes that occur in the presence of tourists in the area. Even in its development, several types of unique tourist attractions and unique tourism products have been developed in the area and on April 19-20, 2019 through the holding of the first Village Pedawa cultural attraction festival and the activity was opened directly by the Regent of Buleleng. Capitalizing on the potential possessed by Pedawa and the involvement of community leaders, then the development of the old village into a tourist destination is still being carried out continuously, it is proven that community service programs from local and academic governments continue to be carried out in this village (Andiani et al., 2020). In practice, alternative tourism is chosen as a model of tourism development because in its application the model can be accepted by the community, especially those who historically tend to be closed. The cultural phenomenon of the Village Pedawa community as an old village is interesting to study, to find out how the involvement of local communities with tourists who come to visit their villages, as a manifestation of the implementation of the paradigm of alternative tourism development in North Bali.

Tourism village as a form of rural tourism can encourage village people to be willing to manage the potential of their villages to become tourism products. The tourism village as a form of alternative tourism implementation, is characterized by a small group of tourists who live in traditional villages and are actively involved in the culture and traditions of local communities (Arida, 2019). Rural tourism, which has a very specific variety of aspects by Hall and Kirkpatrick (2005), is said not to be a new phenomenon. It is understood because in European countries, villages have been able to prepare accommodation for tourists who come to their villages, and even this has been done during for centuries, Pasquolini & Jacquot (1992) and Stucki (1992) said that it was only managed from the 19th century. Some research results also show in several countries such as China Gao and Wu (2017). Rural tourism has been recognized as a key approach to rural development and poverty alleviation.

Related to this research object, there have been several studies that have discussed the Bali Aga village in Buleleng Regency, namely Research by Maheswari and Sariani (2018), which has shown that from the SWOT analysis carried out in one SCTPB village, Sidatape Village is needed strategies in the form of tourism package product development, rural community human resource development, and the need for increased infrastructure. While the results of other studies, for example, according to Pradjnawerdhi and Pebrianti (2016) shows that traditional houses belonging to the Pedawa Village community have undergone physical changes in form and function, but there have been no changes in the field of trust. The results of this study reinforce that no one has examined how the involvement of local communities as actors of research on the management of SCTPB potential needs to be done in the hope that if management with the right programs can be done. Therefore if the concept of alternative tourism development is used as a reference for the development of tourism products in Pedawa Village tourism village, community involvement is the main basis, for which several concepts that support the writing are as follows: Alternative Tourism to avoid or minimize the negative impacts of tourism development, approaches that can be used as consideration are tourism development based on the spirit of conservation, such as the type of small scale tourism, or going ethnic society all of which lead to the search for alternative tourism concepts that are judged according to the model tourism development continues and is environmentally sound, with top priority on environmental awareness (Sukarsa, 1999: 71). There are various variations of the meaning of alternative tourism, among others: alternative tourism has a form of development on a small scale or all forms of tourist attractions are managed by local communities (Pratiwi et al., 2019). While the notion of alternative tourism according to Kodyat (1997: 78) has a dual understanding as follows: as one form of tourism that arises as a reaction to the negative effects of the development of mass tourism. As a different form of tourism, which is another option for conventional tourism to support environmental sustainability.

Alternative tourism referred to in this paper is a form of tourism which in the implementation of its management has the aim of reducing negative impacts in the social, economic, cultural, and environmental fields and increasing involvement and benefits for local communities.

Methodology

This research was conducted using a qualitative approach by carrying out two stages of research. Data for the first stage was initially collected to map the potential of developing tourist villages in Pedawa and Sidatapa villages. During the initial research (June to November 2019) the theme of special interest tourism attractions emerged, as the main figure of the type of tourists who would visit the two villages. Based on these findings and a review of the literature in the context of alternative tourism development, it is followed by a study of special interest tourists visiting tourist villages to explore the involvement of tourists and local communities as a mirror of alternative tourism applications. Data were collected by conducting semi-structured interviews with foreign tourists and Pedawa and Sidatapa Village communities, as well as government officials and academics. The purposive sampling technique was used to identify key informants. In purposive sampling, respondents were not chosen as representatives of the larger population but because of their capacity to provide rich information on the topics being studied (Sirakaya-Turk, 2011).

Results and Discussions

Characteristics of Pedawa Village and Sidatapa Village

The tourism village has the aim of involving local communities in their village operations as a tourist destination. To support tourist villages, each tourism village should have attractions, adequate accessibility, and a variety of supporting facilities that facilitate tourists while in the area. In addition to an institution that can manage tourism potential both in the field of development and in the service sector. Pedawa village is included in the rural area of the village of Bali Aga, the village of Bali Aga Bali Aga has the meaning that there are groups of people who inhabit the mountainous region and are a society that is difficult to subdue when the Majapahit Kingdom ruled Bali. Pedawa Village itself, based on the results of interviews with village elders, that the current area called Pedawa, was originally named Tambleg mountain which means: Tambleg means Lugu/ Belog/ Stupid. This name is related to the state of mind of the village community which at that time was still simple. Stories about history and names Then the name changed to the name Gunung Sari. This name was allegedly due to people's lives at that time from tapping the sap to be made into sugar called Sugar Sari. So, the plantation yield at that time was Sugar Sari. The name Tambleg mountain has been used less and less and has never been used again, the name Sari mountain is still in use today but only at ceremonial times (base on interview with Sukrata, 2018).

Making Village Pedawa as a tourist village is certainly inseparable from the physical and non-physical potential that is owned and the institutions that shelter it. Like the known condition of a tourism destination area, namely the existence of attractions, as a village of Bali, the attractions offered are natural attractions and man-made attractions. Geographical conditions in the mountainous region present its natural coolness because it is surrounded by clove and coffee plantations, and rivers that have interesting stories and cultures that are united in people's lives become an attraction because they are genuine and hold ancestral cultural traditions, this can influence or invite tourists to visit tourist villages, then accessibilities, Pedawa Village can be easily reached by tourists, because road infrastructure and transportation access have made it easier for tourists to visit and reach the location of the village, this access is very important and influences tourist interest (special interest). In addition, currently in Pedawa Village already have 3 homestays that can only receive 12 tourists per night, this tourist lodge is part of amenities to support all the needs needed by tourists while they are in the tourist village of Pedawa, such as providing accommodation for they stay for a while, provide food and drink. The unavailability of a center for souvenirs typical of Bali Aga is an opportunity for the local community to create space and more creativity to create business opportunities that simultaneously support tourism villages.

Telecommunication networks through cellular phones are available, except that internet access needs to be a priority now considering that in the current digital era for tourists it has become a communication need with the outside world. The last final element is the existence of ancillaries, namely institutional elements.

Currently in the Village of Pedawa and Sidatapa has a Tourism Awareness Group called Pokdarwis Telaga Sari and Pokdarwis My darling and the existence of a group of naturalists called the Kayoman and Education Lovers group Sidatapa English Corner. These groups take part in managing the activities of village tourism in terms of development and service. The following in Table 1. is a list of names of places proposed by each village head, namely the Head of the Village of Pedawa and the Head of the Village of Sidatapa during a meeting at the Dinas PMD.

Table 1. Tourist Attraction at Pedawa and Sidatapa

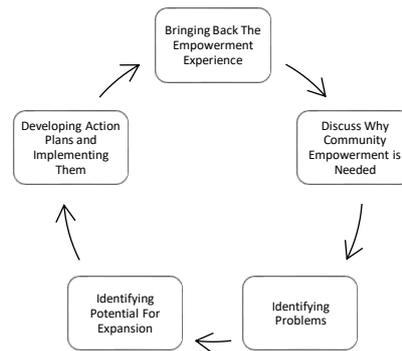
Name of the village	Tourists attraction
Sidatapa	Sidatapa Traditional House, Palm Sugar Maker House, Kayehan Sanghyang, Bamboo Woven House, Selfie Junction, Tamblang Waterfall.
Pedawa	Megangsing Home, Munduk Madeg Temple, Kayoan Gelungan, Pelinggih twin stone, Cangkup Muncus, Sugar House, Kayoan Bima, Pengangkidan River, Puseh Bingin Temple, Bandung Rangki Traditional home.

Source: Results of the researchers' data processing. January 2019.

The various potentials offered by the two villages are limited to mutual agreement regarding the potential of each village. This potential has not been specifically included in the Regent's Decree Regent Regulation No. 51 of 2017 which contains tourist destination in Buleleng Regency. Community involvement in developing tourism potential in these two villages can be seen from the number of communities that have emerged in each village. There are communities that are engaged in environmental conservation and improvement of human resources. The results showed that apart from the existence of a tourism awareness group, a group called Kayoman in Pedawa village and the English corner community played a major role in promoting tourism in this village. Community involvement in tourism activities is the right approach because it is hoped that the villagers can become high-quality and highly competitive direct service providers. This is very closely related to sustainable development; this is also in line with Greenwood's theory of sustainable development.

"The anthropological view of culture is far different from the economists and the planners view of culture as a come-on, a natural resource, or as a service. the anthropological perspective enables us to understand why the commoditization of local culture in the tourism industry is so fundamentally destructive and why the sale of culture by the pound, as it were, needs to be examined by everyone involved in tourism (Greenwood, 1989: 174)".

The cycle in Figure 1 shows an empowerment process that does not just stop at one point but continues to process to continuously enhance existing resources. (Hogan: 2000).



Source: Hogan (2000)

Figure 1. Community Empowerment Cycle

Involvement of Local Communities Bali Aga Showing an Alternative Tourism Implementation

Alternative tourism development is the answer to the problems that arise from the development of mass tourism. It is assumed that the form of mass tourism has a large responsibility (Cooper, 1992). It has also been suggested to control the number of tourists who come so that it can reduce or minimize the negative impact on, especially the development of tourism in tourist objects whose environment is easily changed, such as mountains and beaches. To avoid or minimize the negative impact of tourism development, it is necessary to anticipate as early as possible. The approach can be used as a consideration in the spirit of conservation, such as the type of small-scale tourism, or going ethnic society, all of which lead to the search for alternative tourism concepts that are considered appropriate with sustainable and environmentally sound models of tourism development, with a priority on environmental awareness (Sukarsa, 1999: 71). This opinion is certainly an ideal hope, so that some studies arise regarding several potential village tourism such as in SCTPB Village.

Academics have reviewed the village of SCTPB, some research results show (Maheswari and Sariani, 2018) who have carried out a SWOT analysis for Sidatapa Village and obtained in the development of strategic tourism villages in the form of tourism package product development, development of village community human resources is necessary and necessary infrastructure improvement. The results of other studies by Pradjnawerdhi and Pebrianti, (2016) have also shown that traditional houses or traditional houses belonging to the Pedawa Village community have undergone physical changes in form and function, but there have been no changes in the field of trust.

The two studies have just reviewed the potential of the village alone, village of Pedawa and Sidatapa, even though it is expected that by knowing tourist activities, an assessment can be made regarding the form of tourism that can be developed in the two villages. Management synergy and potential by the local community in welcoming tourists need to be reviewed in order to realize alternative tourism development. This is because in general alternative tourism has a distinctive characteristic of mass tourism development, because it is community-based and takes care of sustainability (Kodyat, 1997; Derno, 1988: 89; Smith & Eadington, 1992).

As stated by Smith and Eadington in Christou (2012) which shows that the concept of alternative tourism that is different from mass tourism can have a positive impact, so the alternative concept of tourism is an expectation to be able to minimize these negative impacts. In relation to the concept of alternative tourism, the development of Tourism Village in its concept emphasizes the acquisition of social, culture and economic benefits by the community, so in the study a deeper study is carried out on tourist loyalty that has a positive impact on people's lives. Tourist loyalty in question consists of important culture, motive for travel, what they do on holiday, and how they feel and behave (Tourism Intelligence International, 2008). From the results of the reason that often arises that tourists will visit again is because tourists want to feel the hospitality of the Bali Aga people again as shown by the people's smile (Andiani,

2020). So that the smile of the Bali Aga village community has provided a positive memory for tourists. In addition to the natural potential that supports, community culture such as strong community character makes visitors feel comfortable, because the community is very friendly. This community involvement shows that the concept of alternative tourism has been unwittingly applied in tourism development in Sidatapa and Pedawa villages.



Figure 2. Illustrate the natural and cultural potential of Bali Aga Village (Andiani, 2019)

Figure 2 shows the illustrate the natural and culture of Bali Aga Village. Through the interview results, it was found that the reaction of tourists to questions related to their reasons for visit to Pedawa and Sidatapa Village are : (1) tourists really like the culture that is owned by the community, as well as the people who maintain the culture (2) tourists who come are those have special characteristics; (3) the purpose of visiting tourists does have a purpose to get to know the culture of the community and be involved in the life of the village of Pedawa, tourists who visit live in the village of Bali Aga villages, this shows their understanding of tourist villages, especially those with certain specialties. The involvement of the community in giving a positive impression to tourists so that they return to the villages of Pedawa and Sidatape is the creation of a sense of comfort while in the two villages. This indicates directly that one of the characteristics of alternative tourism, namely the involvement of local communities in providing services to foreign tourists who visit, can provide positive value to the community in their villages.

Table 2. Mass tourism Vs Alternative Tourism

	Mass tourism	Alternative Tourism
Tourist activities	Large groups	Single, families, small groups
	Fixed program	Tourists directed
	Spontaneous decisions	Tourists decide
	Comfortable and passive	Demanding and active
	Stay at Hotels	Take place within local community
	Not Interested in Participating	Harmony with the local and structure cultural

Source: Gartner in Christou, 2012 (data processed by researchers, 2019)

Based on Table 2, it can be seen clearly the difference between alternative tourism and mass tourism. The difference is seen from the form of development and the types of tourists who enjoy tourism activities. From the table, it can be seen that alternative tourism is a tourism development activity that is carried out slowly by paying attention to various aspects that can be influenced by the development of tourism. Through the development of the village of Bali Aga as a tourist village an alternative form of tourism is the right choice in its development. In accordance with the comparison of the two characteristics of tourism types, tourist villages in Bali Aga such as Pedawa villages and Sidatape villages are more directed at the concept of developing alternative tourism. This is evidenced by the involvement of the community as actors in providing tourism services to tourists. Tourists with special interest in visiting Bali Aga Village can be seen from the importance of the culture elements they want to be interested in, and the types of activities they like and do, and those activities that involve local communities indirectly involved in tourism activities can indicate traits alternative forms of tourism application. Because the main characteristic of alternative tourism is the involvement of local communities as actors in serving special interest tourists. In Figure 3, the second phase of the study framework is shown.

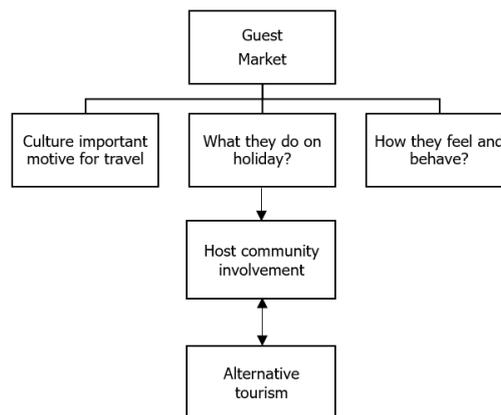


Figure 3. Thinking Framework

Conclusions

This study shows that Pedawa and Sidatape tourism villages can open themselves up and give a positive impression to foreign tourists visiting their villages. With the identity of the tourist village, it has turned out to be able to arouse the community to be directly involved as an actor who can serve tourists with all the limitations, they have but shows the authenticity of the character and culture. This makes foreign tourists visiting these villages give positive values and repeat visits. The involvement of the local community reflects the main characteristics of the application of the alternative tourism development paradigm which also directly shows compatibility with the concept of community base tourism. The results of this study can be continued by further examining the role of foreign tourists in increasing the self-potential of SDM. considering that when this study was conducted by tourists who were found as respondents, they volunteered to provide English language courses at Sidatape English corner.

References

- Abdulsyani. (2002). *Sosiologi: Skematika, Teori dan Terapan*. Jakarta: Penerbit Bumi Aksara.
- Andiani, N. D., Widiastini, N. M. A., & Rahmawati, P. I. (2020). Pendampingan penyusunan sop pramuwisata bagi Pokdarwis di Pedawa Village. *Proceeding Senadimas Undiksha*, 1535-1542.
- Andiani, N. D., Antara, I. M., Ardika, W., & Sunarta, N. (2020). Peran nilai Hindu "Tri Kaya Prisudha" dalam meningkatkan loyalitas wisatawan terhadap Desa Wisata Pedawa, Bali Utara. *Jurnal Kajian Bali*, 10(2), 603-626.
- Arida, N. S., Suryasih, I. A., & Parthama, I. G. N. (2019). Model of community empowerment in tourism village development planning in Bali. *The 3rd Geoplanning-International Conference on Geomatics and Planning*, 1-7.
- Ciolac, R. (2016). Trends regarding tourism in rural area at European level. Romanian rural areas possible to be capitalized through tourism. *Agric. Manag. Lucrari Stiintifice Ser. I Manag. Agricol.*, 3, 99-106.
- Comarques d' Interior. (1997). *Guide de Tourisme Rural*. Departament d' Industria: Comerç, Turisme.
- Cooper, C. P., & Ozdil, I. (1992). From mass to responsible tourism: The Turkeys experience. *Tourism Management*, 13(4), 377-386.

- Dernoi, L. A. (1988). *Alternatif or Community-Based Tourism*. In L. D'Amore, J. Jafari, & (Eds), *Tourism-A vital Force for Peace* (pp. 89-94). Vancouver, Canada: D'Amore and Associates.
- Eadington, W. R., & Smith, V. L. (1992). *Tourism Alternatives Potentials and Problems in the Development of Tourism*. England: Wiley & Sons Ltd.
- Fleischer, A., & Pizam, A. (1997). Rural tourism in Israel. *Tourism Management*, 18(6), 367-372.
- Gao, J., & Wu, B. (2017). Revitalizing traditional villages through rural tourism: A case study of Yuanjia Village, Shaanxi Province, China. *Tourism Management*, 63, 223-233.
- Hall, D. R., & Kirkpatrick, I. (2005). *Rural Tourism and Sustainable Business*. UK: Channel view publications.
- Hogan, C. (2000). *Facilitating Empowerment: A Handbook For Facilitators, Trainers And Individuals*. London: Kogan Page.
- Kodyat, H. 1997. *Hakekat dan Perkembangan Wisata Alternatif*. Dalam *Prosiding Pelatihan dan Lokakarya Perencanaan Pariwisata Berkelanjutan*, ed. Myra P. Gunawan. Bandung: Penerbit ITB.
- Luloff, A. B., Graefe, J., Saylor, A., Martin, M. K., & Gitelson, R. (1994). Assessing Rural Tourism Efforts in the United States. *Annals of Tourism Research*, 21, 46-64.
- Maheswari & Sariani. (2018). Strategi pengembangan desa wisata dengan menggunakan konsep Community Based Tourism (CBT) Di Desa Sidatapa Kecamatan Banjar Kabupaten Buleleng. *Jurnal Kepariwisata*, 17(2), 42-53.
- Pasquillini, B., & Jacquot, B. (1992). *Tourism en Europe: Action Touristique*. Paris: Dunod.
- Pratiwi, A., & Pribadi, K. H. (2019). Alternative tourism development At Curug Ciharang. *Jurnal Sosial Humaniora Terapan*, 1(2), 16-20.
- Reuter, T. A. (2005). *Custodians of the Sacred Montains: Budaya dan Masyarakat di Pegunungan Bali*. Jakarta: YOI.
- Sirakaya-Turk, E. (2011). *Research Methods for Leisure, Recreation and Tourism*. Cambridge: Cambridge University Press.
- Smith, V. L. (1992). *Boracy Philipines: A Case Study in "Alternative" Tourism*. USA: University of Pennsylvania Press.
- Stucki, E. (1992). Le developpement équilibré du monde rurale en Europe occidentale. *Sauvegarde Nat.*, 58, 1-64.
- Sukarsa, I M. (1999). *Pengantar Pariwisata*. Indonesia: Departemen Pendidikan Dan Kebudayaan Badan Kerjasama Perguruan Tinggi Indonesia Timur.
- Tourism Intelligence International (2008). *Travel and Tourism's Top Ten Emerging Markets*. Germany.