Local Wisdom-Based Sustainable Tourism Village Development Collaboration in Badung Regency

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Abstract

Tourism development aims to preserve nature, the environment and resources which are realized through the implementation of tourism development plans by taking into account the diversity, uniqueness and uniqueness of culture and nature, as well as human needs for tourism. This study used a qualitative design with a descriptive research type. In field research, researchers collect data using observation techniques, interviews, and document studies. The results of this study indicate that there are still gaps in the dynamics of collaborative governance in the development of sustainable tourism villages based on local wisdom in Badung Regency. This gap is due to data findings in the field that the government's role is still dominant and there are delays in transforming existing policies in regional action plans. This gap can be seen from the indicators of the success of the collaboration, namely based on institutional agreements which are characterized by limited joint commitments without being elaborated in depth in favor of each stakeholder and their performance achievements. In the process of developing a sustainable tourism village based on local wisdom to support tourism in Badung Regency, this can be done by issuing a policy by the government, by applying the Tri Hita Karana concept to ensure that all development is in accordance with its designation.

Keywords: *Collaborative Governance, Sustainable Tourism, Local Wisdom.*

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A. INTRODUCTION

The tourism sector is one of the new industries, which is able to provide rapid economic growth in terms of employment opportunities, income, standard of living and in activating other production sectors in tourism and stimulating the informal sectors such as various special food/culinary, souvenirs, handicrafts, tour guide services, transportation, lodging and so on. This creativity then becomes the main capital in the development of the tourism industry which is intended to be able to create its own market in growing superior products from the tourism industry that are of high quality and marketable so that they can be sold to tourists and able to encourage investors to invest.

The tourism industry allows for the availability of various existing tourism potentials and local government support is needed in forming regulations. With the development of the tourism industry, it is undeniable that it can have a positive impact on the economy but can also have a negative impact on the environment. The development of the tourism industry should be carried out with the principle of preserving nature and the environment in accordance with the directions based on the provisions of Article 5 letter d of Law Number 10 of 2009 concerning Tourism.

Problems related to spatial planning are increasingly complicated, this condition needs to be watched out for especially those related to business people in the use and utilization of increasingly large spaces (Kristiyanto, 2017). The tourism industry should be developed in a sustainable manner based on local wisdom and pay attention to environmental sustainability.

As in Badung Regency which is one of the areas in Bali Province which is known for its tourism industry. It can even be said that the tourism industry in Badung Regency is growing rapidly. With the tourism potential that can be developed, the Badung Regency government has established a tourism village as a rural area that has local wisdom-based attractions with uniqueness and authenticity such as customs, culture, natural wealth, history and has more than one tourist attraction such as a combination from agro-tourism, artificial tourism, cultural tourism and ecotourism (Hermawan, 2016).

With the development of tourist villages as a revival of the tourism industry after the C-19 pandemic because they are in an open natural environment, it will facilitate the application of health protocols so that this tourist attraction can become a tourist travel trend with the aim of increasing insight and knowledge and experience for visiting tourists. The Badung regency government has started a tourism village well. With the hope that the development of tourism villages can become one of the industries that can support regional development with multi-sectoral regional economic enterprises, by empowering and increasing community welfare, expanding employment opportunities and making a very large contribution to Badung Regency.

A tourist village is a village that is one of the most popular tourist destinations. The atmosphere of a typical tourist village with cultural assets that are still maintained today makes tourists want to continue visiting. In the development of tourist villages there are also small and medium enterprises (SMEs) which are managed directly by the local community such as culinary businesses, processing used goods into souvenir products, processing natural products and so on. Efforts in developing tourist villages should be developed in a sustainable manner by taking into account environmental sustainability. Sustainable aspects are also regulated in Law Number 10 of 2009 concerning Tourism. In fact, the law states that tourism development must be carried out based on sustainable principles.

Tourism development aims to preserve nature, the environment and resources which are realized through the implementation of tourism development plans by taking into account the diversity, uniqueness and uniqueness of culture and nature, as well as human needs for tourism. According to Ariada (2017) sustainability is the pure meaning of the tourism industry which is growing very rapidly, including an increase in the flow of accommodation capacity, local population and the environment, where tourism development and new investment in the tourism sector should not have a negative impact and can blend with the natural environment by maximizing temporary positive impacts can help generate income, create jobs, and conserve ecosystems. This responsibility includes environmental and culturally sensitive nature.

To create these conditions, the development of tourist villages in Badung Regency should still pay attention to natural conditions and the surrounding environment by accommodating local cultural values shared by the local community. One of the local wisdoms in Bali that can be used as a basis in realizing the development of a tourist village in Badung Regency is Tri Hita Karana. The concept of Tri Hita Karana is a concept that is based on the principle of harmony or harmony of life which consists of three interrelated elements, namelyrahyangan (spiritual aspect), pawongan (aspect of fellow human beings) and Pamerahan (environmental aspect) (Wastika, 2007). Based on this concept it can be believed that the development of a tourist village can lead to sustainability.

To develop a sustainable tourism village is inseparable from the participation of the government, both the central government and local governments, because they are responsible for planning regional or tourism areas, developing main tourism supporting facilities, issuing tourism policies, making and enforcement of regulations. Through a collaborative approach as a governance strategy that makes various stakeholders gather in the same forum, collectively involve non-governmental actors in a formal, consensus-oriented and consultative manner with the aim of making or implementing public policies, and managing programs or public assets. This definition emphasizes important criteria such as: (1) the forum is initiated by a public institution, formally organized and meets collectively, its participants include non-state actors, (2) the forum aims to make decisions by consensus (even if consensus is not reached in practice), (3) participants are directly involved in decision making and are not simply "consulted" by a public body (Ansell & Gash, 2007).

Another definition of collaborative governance by Emerson, Nabatchi & Balogh (2012) is slightly expanded from the scope of understanding of Ansell and Gash (2008) which can be used in the collaborative process of developing sustainable tourism villages to a higher level by developing collaborative governance as a political process in decision making government policy by covering various elements of stakeholders to achieve common interests. The government with all its efforts cannot solve all problems, it needs the involvement of many parties to help plan and give full authority (McGuire, 2006). Indicators of successful collaboration are determined by the basic principles which, according to Edralin and Whitaker (in Keban, 2007) include transparency, accountability, participatory, efficiency, effectiveness, mutually beneficial and advancing consensus. The presence of actors in collaboration is very important, because actors must have the initiative to take action. Donahue (in Sudarmo, 2011) mentions that there are three important aspects in collaboration, namely actors, commitment and openness.

Based on the principle of participatory collaboration that can support the development of sustainable tourism villages, collaboration with various stakeholders is needed such as citizen involvement, building sustainable partnerships, institutional capacity, and accountability (Sirianni, 2009). The first is the involvement of citizens to produce public goods together, mobilize their own assets, share empowering professional skills for problem solving, enrich local knowledge, and reflect on self-

interest with various stakeholders. The second is building sustainable partnerships, in this aspect the government is the main strategic player, because it has a public mandate, financial resources, and a strategic position to develop the capacity of environmental planning systems throughout the national network. Third, institutional capacity is a cultural transformation that supports co-production of citizens, shared expertise, and other collaborative practices. Fourth, accountability in the era of partnerships and networks, policy design must try to develop a form of democratic collaborative accountability. In the context of this research, the development of a sustainable tourism village based on local wisdom in Badung Regency can create opportunities for collaboration with various stakeholders as an effort to create a sustainable tourism village.

B. METHOD

This research was conducted in Badung Regency. The types of data used are primary data and secondary data. This study used a qualitative design with a descriptive research type. In field research, researchers collect data using observation techniques, interviews, and document studies. Checking the validity of the data uses observation persistence techniques, detailed descriptions, source triangulation, and peer debriefing. Through interviews, researchers tried to dig up in-depth information from the informants. Research informants and research informants are as follows: (a) tourism practitioners, (b) managers of tourist villages and tourist attractions (c) traditional and community leaders (d) tourism support businesses (e) tourists. After the data is collected, it is followed by data analysis from Miles, Huberman and Saldana (2014) which explains that in the interactive model data analysis there are four activities that can be carried out, namely data collection, data condensation, data presentation and conclusions/verification which must be carried out continuously and repeatedly by researchers to obtain accurate information. This is in line with Bungin's opinion (2015) which says that qualitative analyzes tend to use inductive logic, where syllogisms are built based on specific matters or data in the field and lead to general conclusions.

C. RESULT AND DISCUSSION

The development of tourist villages is one of the national development agendas in the 2020-2024 RPJMN. The program also refers to efforts to achieve sustainable development goals (Presidential Regulation number 59 of 2017). The program is supported by a budget mechanism from the government, for example in the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages, that village funds are an instrument for creating economic businesses, one of which is the development of tourist villages. The priority for tourism recovery after the C-19 pandemic has the vision of "quality and sustainable tourism". The concept developed is "Proud of Traveling in Indonesia" and the hashtag #DiIndonesiaAja, to support the grand narrative of "one village, one innovation" (Kemendesa.go.id., 2021 in Sari et.al., 2021).

In the results of this study, the authors convey the findings based on a portrait of the dynamics of collaborative governance regarding the development of sustainable tourism villages based on local wisdom in Badung Regency. Based on the data findings, it can be described that the collaboration that occurs is still very weak and maximum efforts are needed in program convergence between stakeholders to support the development of sustainable tourism villages. Convergence is joint action that is carried out in an integrated and interconnected manner between programs, both in terms of physical infrastructure development and with regard to community empowerment and education programs. The Badung Regency Government through the Badung Regency Tourism Office has implemented a linear policy on tourism development by providing assistance and guidance to the developed tourism villages.

So far the development of tourist villages that are managed directly by traditional villages and Pokdarwis (tourism awareness groups) as well as managers of tourist attractions have also been involved in increasing promotion and supporting the development of the community's SME industry. In this case, the role of government and society is needed to mutually support tourism programs to cooperate with each other in the mission of developing sustainable tourism through tourism villages. Through the presence of Forkom Dewi (Tourism Village Communication Forum) Badung Regency as an organization formed by tourism activists who have networks with various stakeholders in various regions, it is very helpful in managing the development of sustainable tourism villages. With this forum, meetings can be held with various other stakeholders to be able to support the development of a sustainable tourism village. In this case collaboration can be well established between NGOs (Non-Government Organizations) and the Ministry of Tourism and Creative Economy as a form of intervention in supporting tourism development through the development of tourist villages in the regions. In addition, there is also the role of community organizations and communities who have a vision and commitment in supporting tourism development.

The Badung Regency Government also invites the participation of universities to get involved in strengthening resources and strengthening the capacity of government and society and can encourage the strengthening of the Three Pillars of Higher Education in managing tourism development through the development of sustainable tourism villages. Several universities such as Udayana University, Warmadewa University, National Education University, STP Bali and the Bali State Polytechnic are also involved in supporting and assisting the government, especially in several Regencies/Cities in Bali Province. The involvement of the university is to carry out community service, namely Community Service (KKN) to assist the process of managing a sustainable tourism village. This program aims to build collaboration in the development of sustainable tourism villages with various stakeholders at the village/kelurahan level as well as with business people or investors.

The involvement of various stakeholders is inseparable from the process of dialogue between actors and the importance of building a shared commitment to achieving goals. Each stakeholder has different resources and various

understandings. In this case the local government of Badung Regency through the Badung Regency Tourism Office as the main actor in the collaboration process must carry out the principle of openness and foster mutual trust with all parties. In a sustainable tourism village development forum initiated by the government, it can open up opportunities to convey ideas and ideas to support tourism development so that later it will have an impact on economic factors and people's welfare. Public communication can be built if it is on the agenda of planning so that real action takes place on the program that is prepared to foster commitment and trust among stakeholders who collaborate in supporting the development of sustainable tourism villages. However, this cannot be separated from the limited reach of knowledge and the lack of involvement of stakeholders.

Discussion and Theory Implications

To confirm the data findings from the results of this study, it can be analyzed using the collaborative governance model from Emerson et al (2012) which contains three dimensions, namely the principles of involvement (principled engagement), the existence of the same motivation (shared motivation), and the ability to carry out collective action (capacity for joint action). In this case, the collaborative governance perspective has been widely used to solve local regional problems because of the limitations of local governments in running governance in their regions with collaborative governance which are pores that involve many policy actors in order to realize good governance. Collaborative governance aims to solve certain problems or issues from related parties. These parties are not only limited to government or non-government agencies, this is in the principles of good government governance, involving civil society in the formulation and decision-making. Collaboration is initiated on the limited capacity, resources and networks owned by each party, so that cooperation can unite and complement various components to encourage success in achieving common goals (Mutiarawati and Sudarmo (2017).

In this research, it is limited by studying the dynamics of collaboration on the capacity to carry out joint actions contained in the four dimensions of branches which include institutional procedures and agreements, leadership, knowledge and resources. In building togetherness in the collaboration process, communication plays an important role as stated by Jurgen Habermas that the dialogue process is very important for building mutual understanding between actors, supporting movements and the emergence of innovative program ideas. This collaboration process starts from face-to-face dialogue directly or indirectly so that the parties have legitimacy and an open accountability mechanism (Innes & Booher, 2022).

The procedures and institutional agreements in question are the existence of a written and structured commitment such as the formation of working groups in the development of sustainable tourism villages. The organized forum is a process of sharing knowledge and building shared commitments. This joint commitment is stated in a written text which is discussed together and supported by obtaining legal representation from the stakeholders involved. However, it is still considered weak

because the commitments made are not binding with the rule of law. Structural commitment itself can be seen from the government's dominant role so that stakeholders involved outside the government do not get broad access resulting in different views and it is difficult to build trust.

Leadership plays a very large role in seeking resource support, initiating formal and non-formal meetings as well as being a facilitator and mediator and encouraging advocacy to the public. The leadership of each stakeholder should have different views and perspectives, because it is important to increase the intensity of communication so that the relationship between stakeholders can achieve the same goal in the process of developing a sustainable tourism village.

For knowledge, it should be owned by each stakeholder in carrying out the division of tasks based on interventions in the process of managing the development of a sustainable tourism village. With a lack of knowledge and limited space for dialogue or discourse on how to manage the development of a sustainable tourism village with various stakeholders, it will have an impact on hampering the work of the institutions involved. The government, which is so dominant in implementing sustainable tourism village development programs, has so far not involved the organizational community or the community. Moreover, the media as a carrier of information flow of tourism development and publication of government programs.

Meanwhile, resources are part of financing, time, technical and administrative support, mentoring, and expert support. In this case the dominant resource lies with the government as the central point and oversees initiatives and promotes public participation agendas. Limited resources from community organizations and society have an impact on weak outreach to program target areas and lead to dependence on the government. As a result, the dynamics of the collaboration process did not go hand in hand as expected. Each of them still intervenes in their own institutional environment with limitations and minimal support from both the knowledge and resources they have.

To develop a sustainable tourism village can be realized with careful planning in accordance with the characteristics and conditions of the area, with the collection of comprehensive information about the potential of existing resources and regional support for the development of a tourist village that is supported physically, available supporting facilities including openness community in responding to the arrival of visitors. With efforts to empower the community, in a collaborative process that is well developed by the government, NGOs (Non-Government Organizations), and the private sector, the development of a sustainable tourism village in Badung Regency can be seen from its potential in preventing or anticipating damage to the environment and social life. the people are well preserved. For this reason, community involvement is needed to be able to feel the welfare of tourism development programs that combine economic, socio-cultural and conservation aspects. The implementation of these three aspects will shape the sustainability of tourist destinations.

To better maintain the development of tourist villages, of course, it must be developed in a sustainable manner so that later tourism development does not have

an adverse impact on the environment. Sustainability here does not only focus on tourism development but also involves local communities for the welfare of local communities as well. Sustainability in this case does not only consider environmental issues but also economic, social, cultural, quality, health, safety and aesthetic issues. When viewed from the concept of local wisdom of the Balinese people who carry the philosophy of applying the values of Tri Hita Karana in the implementation of tourism, it can be interpreted as a way to be able to preserve cultural and environmental diversity in the midst of globalization and hegemonization. So basically the essence of the teachings of Tri Hita Karana is an emphasis on three human relations in life in this world. These three relationships include the relationship with God (spiritual/parahyangan aspect), the relationship with fellow human beings (the togetherness aspect with others/pawongan), and the relationship with the natural surroundings (environmental aspect/palemahan). Each of these relationships has a way of life to respect each other's aspects around him. The principle of implementation must be balanced, in harmony with one another.

Therefore, if you look at the rules and conditions that have been regulated in Article 1 number 15 of Regional Regulation Number 2 of 2012 concerning Bali Cultural Tourism. Even in the provisions of Article 2 it is emphasized that the implementation of Balinese Cultural Tourism is carried out based on Hindu Religious values by applying the Tri Hita Karana philosophy. The relationship between humans and the environment is one of the values that is in line with the development of sustainable tourism, especially those based on the environment. Tri Hita Karana plays an important role in organizing tourism in Bali. In the Regional Regulation of the Province of Bali Number 5 of 2020 the provisions of Article 24 emphasize that the Implementation of Bali Cultural Tourism must pay attention to five things, namely local wisdom originating from the Tri Hita Karana philosophical values based on Sad Kerthi's local wisdom values, protection of the natural environment and Balinese culture in a sustainable manner, empowering the community's economic potential, meeting security, safety and health standards, and sustainable tourism businesses. The Regional Regulation of the Province of Bali Number 5 of 2020 concerning Standards for Implementation of Balinese Cultural Tourism above requires that the standards for implementing Balinese cultural tourism must be environmentally friendly, sustainable and balanced and may not have a negative impact on the environment. So that from the provisions of the article above it can be seen that the environmental element is an important thing and cannot be sacrificed for the sake of tourism, especially the rules in Bali.

D. CONCLUSION

There are still gaps in the dynamics of collaborative governance in the development of sustainable tourism villages based on local wisdom in Badung Regency. This gap is due to data findings in the field that the government's role is still dominant and there are delays in transforming existing policies in regional action plans. This gap can be seen from the indicators of the success of the collaboration,

namely based on institutional agreements which are characterized by limited joint commitments without being elaborated in depth in favor of each stakeholder and their performance achievements. The weak rule of law regarding the obligations of stakeholders involved, especially the private sector, in refocusing their responsibilities in handling the process of developing a sustainable tourism village. In terms of leadership, collaboration is still centralized in policy making and weak in accommodating external support resources such as the private sector, the media, community organizations and the public and universities. So that information disclosure is needed and the government as the main actor must create a spirit of joint action and increase public trust. Local governments should place an agenda for mapping potential resources based on data, the need for intervention and public participation in managing the development of sustainable tourism villages as a top priority in tourism development.

Based on sustainable principles that take into account current and future economic, socio-cultural and environmental aspects and impacts, and can be applied to all forms of tourism activities aimed at maximizing positive impacts and minimizing negative impacts to ensure long-term sustainability. In the process of developing sustainable tourism villages based on local wisdom to support tourism in Badung Regency, this can be done by issuing policies by the government, by applying the Tri Hita Karana concept to ensure that all development is in accordance with its designation so as to reduce negative impacts on the environment, as well as empowering local communities in tourism development.

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