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## **A Study on the Development of Lebih Village as a Tourism Village in Gianyar Regency**

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### **ABSTRACT**

*Lebih Village has been designated as a tourism village in Gianyar Regency since 2019. As long as it is in the form of a tourism village, Lebih Village has not shown significant development progress. There are problems that occur in the Lebih Tourism Village. This research was conducted to determine the condition of the development of Lebih Village as a tourism village. This study uses a qualitative approach which is described descriptively. Research data obtained through observation, interviews, and literature study. Based on the results of the research, the condition of the development of the Lebih Tourism Village is in the involvement phase. The reason for the slow development of the Lebih Tourism Village is that there are internal and external obstacles. Obstacles to the development of the Lebih Tourism Village can be overcome by carrying out various efforts such as compiling a master plan for the Lebih Tourism Village, building relationships with various parties, structuring tourist village infrastructure, and improving the quality of human resources.*

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Keywords: Obstacles, Development of Tourism Village, Lebih Tourism Village

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### **1. Introduction**

Bali never stops getting the attention of global tourists in the tourism sector because Bali's tourism image is known throughout the world. Various types of development from small to large scale are carried out by the Regional Government and the private sector to support the existence of Bali tourism. The rampant development that has been carried out means that the development of mass tourism cannot be controlled properly. The development of mass tourism has had various negative impacts, especially on environmental aspects.

Environmental pollution, abrasion, ecosystem damage, increasingly narrow agricultural land, air pollution, and the decline in the quality of natural resources are forms of impact of mass tourism on the environment. It is necessary to develop tourism that is able to balance these conditions to minimize the impact arising from mass tourism activities.

The emergence of a trend among foreign tourists to make tourist visits to eco-friendly tourist attractions has led to the phenomenon of a shift in tourism trends that previously focused on developing mass tourism, now shifting to tourism development that prioritizes sustainable aspects. The phenomenon of shifting tourism trends is in line with the United Nations World Tourism Organization (UNWTO) program which prioritizes tourism development that pays attention to aspects of sustainability between economic, social, cultural and environmental (UNWTO, 2017).

The direction of tourism development penetrates into various terminologies such as sustainable tourism development, ecotourism, and alternative tourism (Gumelar, 2010). Responding to this phenomenon, Bali began to focus on developing sustainable tourism, one of which is tourism villages.

More Tourism Village is a tourist village located in Gianyar District, Gianyar Regency. More Village was designated as a tourist village based on the Decree of the Gianyar Regent No. 707/E-02/HK/2019 Concerning the Establishment of a Tourism Village in Gianyar Regency in 2019. The initial formation of the More Tourism Village was initiated by the local community.

The formation of a tourist village is based on the local community's belief that the village of Lagi has tourism potential that can be developed as a rural-based attraction to attract tourist visits. Since it was designated as a tourist village three years ago, the More Tourism Village has not shown any significant development progress. The reality on the ground shows that the More Tourism Village as a whole has not been equipped with tourism components such as tourism potential, accessibility, and facilities and infrastructure.

The environment of the tourist village and the tourist attractions of Pantai Lagi is not well organized, the tourism potential has not been optimally developed, the facilities for the tourism village are very minimal, and access to information on tourism villages is still limited. So the results of the observations show that there are problems in the development of the More Tourism Village. This research focuses on the conditions of the development of

Lagi Village as a tourism, the obstacles encountered in the development of Lagi Village as a tourist village, and efforts to overcome the obstacles of Lagi Village as a tourism village..

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## 2. Methodology

The research method used in this research is qualitative which is described descriptively. The data analysis process starts from the stages of data collection, data reduction, data display, and drawing conclusions.

The scope of the problems in this study are the conditions of the development of tourist villages, internal and external obstacles in the development of tourist villages, and efforts to overcome obstacles to the development of tourist villages. The research was conducted in the village of Lagi, Gianyar District, Gianyar Regency.

The type of data in this study is qualitative. The type of qualitative data is data presented in verbal form in the form of descriptions of sentences (Sugiyono, 2010). The data used were obtained through primary and secondary data sources. Primary data was collected directly at the research location through observation and interview data collection techniques, while secondary data was collected through library study data collection techniques obtained from literature in the form of journals that were appropriate to the research topic.

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## 3. Results

### Overview

The village of Lebih is located in a lowland area with an elevation of 500 meters above sea level (Mdpl). Administratively, Lebih Village is part of the Gianyar District, Gianyar Regency, Bali Province. Lebih Village covers an area of 205 hectares and consists of three hamlets: Lebih Beten Kelod Hamlet, Lebih Dur Kaja Hamlet, and Kesian Hamlet. Lebih Beten Kelod Hamlet is located in the southern part and is the lowest in elevation among the three hamlets. Lebih Dur Kaja Hamlet is situated in the northern part, and Kesian Hamlet is located in the northeastern part. The boundaries of Lebih Village are as follows:

- a. To the North, it borders Tegal Tugu.
- b. To the South, it borders the Badung Strait.
- c. To the East, it borders Tulikup.
- d. To the West, it borders Medahan.

Lebih Tourist Village boasts natural, man-made, and cultural tourism potential. The three types of tourism potential are as follows:

1. Natural Tourism Potential
  - a. Rice Terraces Landscape: Lebih Village is an agrarian area, and a significant portion of the village is surrounded by rice fields. The sight of vast stretches of rice paddies along Lebih Village, especially in Kesian and Lebih Dur Kaja Hamlets, attracts passersby. Additionally, there are trekking routes that visitors and tourists can take to get up close to the rice field scenery, explore the fields, and engage in social interactions with local farmers.
  - b. Tukad Batu Jong: Located in Lebih Dur Kaja Hamlet, Tukad Batu Jong translates to "Stone River" in Balinese. It offers a serene view of a river surrounded by stones. The river has a gentle flow and is not too deep, making it safe for tourists to visit. Despite its shallow depth, caution is advised when playing in the water due to the presence of large rocks.
  - c. Lebih Village Park: Situated in Lebih Beten Kelod Hamlet, Lebih Village Park is filled with lush trees, resembling a forest. It is a tranquil and cool place, ideal for relaxation. There's a large river called Tukad Baturiti near the park, which has a modest water flow and depth. In addition to the large river, there's also a small stream within the village park used by local residents for bathing and washing clothes. Across the river lies Pura Ratu Sruni, a place for local ceremonies.
2. Man-Made Tourism Potential The man-made tourism potential in Lebih Tourist Village is the local village cuisine. Due to its proximity to the sea, Lebih Village predominantly offers seafood dishes. Local residents in Lebih Beten Kelod Hamlet sell seafood dishes due to the village's proximity to the beach. This has resulted in numerous seafood restaurants scattered across Lebih Beten Kelod and the coastal area. Some of the culinary potentials of Lebih Village include "sate languan" (a local skewered dish), fish meatballs ("bakso ikan"), and "pepes ikan" (a steamed fish dish wrapped in banana leaves).
3. Cultural Tourism Potential
  - a. Pura Sibi Agung: Located in Kesian Hamlet, Pura Sibi Agung was designated as a cultural heritage site in 2011 under No SK: PM.85/PW.007/MKP/201. Pura Sibi Agung holds significant historical value as a cultural tourism potential. The temple houses archaeological relics in the form of statues that are kept in shrines. One of the statues preserved in Pura Sibi Agung is the statue of SiwaMahaguru. The location of Pura Sibi Agung is surrounded by open land covered with wild grass and is far from the local community settlements. The serene atmosphere around the temple makes it an ideal place for meditation and other spiritual activities.
  - b. Pura Candi Agung: Situated in Lebih Beten Kelod Hamlet, Pura Candi Agung houses statues representing a priest, depicting the manifestation of a devotee of Lord Shiva. These statues serve as objects of worship and a means of communication with ancestral spirits. They are also considered powerful symbols protecting Desa Lebih from unseen dangers. Pura Candi Agung is located on high ground, and reaching the temple requires climbing a series of dozens of steps.

### **The Development of Lebih Village as a Tourist Village in Gianyar Regency**

Lebih Village has taken the form of a tourist village since 2019. However, its development as a tourist village has not shown significant progress. When assessed using the Tourism Area Life Cycle (TALC), the development of Lebih Tourist Village is currently in the "involvement" stage, considering five aspects: tourist and visitor arrival rates, tourist village attractions, accessibility to the tourist village, tourist village facilities, and local community participation.

1. **Tourist and Visitor Arrival Rates:** Lebih Tourist Village has received both domestic and international tourists, with a dominance of local visitors from neighboring villages and some visitors from outside Lebih Village. Interviews with the village head revealed that the number of tourists and visitors increases significantly on holidays compared to regular days.
2. **Tourist Village Attractions:** Lebih Tourist Village offers established tourist attractions, primarily Pantai Lebih (Lebih Beach) and local cuisine. These attractions had already developed before Lebih Village became a tourist village. Pantai Lebih provides a scenic coastal view and opportunities for activities such as surfing, beachside relaxation, and fishing. The local culinary potential in Lebih Village revolves around seafood dishes, including sate langgan, fish meatballs (bakso ikan), steamed fish (pepes ikan), and luluhlanguan.
3. **Accessibility to the Tourist Village:** Accessibility encompasses the means to reach the tourist village, including road access and information availability. The road access to Lebih Tourist Village is in good condition as the roads have been paved. However, access to specific tourist attractions within Lebih Tourist Village is less satisfactory, often challenging to navigate, and confusing. Clear directional signs are needed to prevent tourists and visitors from getting lost. Information about Lebih Tourist Village is limited, making it difficult to find relevant information sources.
4. **Tourist Village Facilities:** The tourism facilities available in Lebih Tourist Village are still inadequate. Currently, facilities include local culinary eateries, small food stalls (warung), and homestays. Local culinary establishments and warungs are primarily located at Pantai Lebih and scattered throughout the Lebih Beten Kelod Hamlet area. Homestays are situated in Lebih Beten Kelod Hamlet. All tourism facilities in Lebih Tourist Village are concentrated in one hamlet, which is Lebih Beten Kelod.
5. **Local Community Participation:** The development of Lebih Tourist Village has involved the local community, although not all locals have participated. So far, local community participation has taken the form of providing tourism facilities, uncovering tourism potentials, and managing the Pantai Lebih tourist attraction. The local community has contributed by offering tourism facilities such as eateries, homestays, parking lots, toilets, and handwashing stations. Involvement in exploring tourism potentials is mainly carried out by locals engaged in the tourism sector, as they possess more knowledge about the tourist village compared to other community members.

### **Obstacle to the Development of Lebih Village as a Tourist Village in Gianyar Regency**

The Lebih Tourist Village program has not progressed as expected. When examining the physical aspect, there is no significant change observed before and after Lebih Village took on the form of a tourist village, indicating that the development of Lebih Tourist Village is facing internal and external obstacle.

#### **Internal Obstacle:**

1. **Undetermined Types and Products of Tourist Village:** The lack of clarity regarding the types and products of the tourist village is an internal obstacle to the development of Lebih Tourist Village. The uncertainty in mapping the types and products of the tourist village has led to an unclear development concept. The village tourism management committee (Pokdarwis) has not yet decided on the specific type of tourist village they want to develop and the tourism products they want to highlight in Lebih Tourist Village. Additionally, many of the tourism potentials are still in the planning stage.
2. **Limited Village Funds and Facilities:** Lebih Tourist Village currently lacks the funds needed for its development. The allocation of funds for the development program has not been budgeted since its designation as a tourist village. The absence of available funds has resulted in inadequate tourism facilities in Lebih Tourist Village. The tourism facilities currently available are limited in quantity and quality, which hampers their ability to support tourism effectively.
3. **Low Local Community Participation:** Low local community participation in the development of Lebih Tourist Village is attributed to the fact that not all local residents are actively engaged. The low participation of the local community is due to two main factors: first, many local residents are unaware of the establishment of Lebih Tourist Village, and second, their limited experience and expertise in the field of tourism. Not all local residents are aware that Lebih Village has become a tourist village, primarily because the dissemination of information about the establishment of Lebih Tourist Village has not been evenly distributed within the community. Furthermore, the inadequate human resources in the tourism sector, resulting from the limited experience and skills of the local community in tourism, contribute to the low level of participation in the development of Lebih Tourist Village.

#### **External Obstacle:**

The external obstacle to the development of Lebih Tourist Village is the COVID-19 pandemic. The tourist village program cannot be executed amidst the pandemic as the village head of Lebih Village prioritizes COVID-19 containment efforts. Village funds originally intended for the development of Lebih Tourist Village have been redirected towards COVID-19 response measures. Additionally, mobility restrictions during the pandemic have led to the postponement of the development program, as it cannot be effectively and efficiently carried out.

### **Efforts to Overcome Obstacle to the Development of Lebih Village as a Tourist Village in Gianyar Regency**

The efforts that can be undertaken by stakeholders of Lebih Tourist Village to overcome the obstacle in its development are as follows:

1. **Developing a Master Plan for Lebih Tourist Village:** A new tourist village program is planned for 2022, and stakeholders of the tourist village need clear guidance and direction in the form of a master plan for the village's development. A master plan for the tourist village serves as a comprehensive planning document that outlines the direction of development, including public and social facilities, in line with the land's function. This master plan acts as a guide for the local community in realizing the village's development based on its existing potentials and

obstacle within a specified timeframe. Therefore, the creation of a master plan for Lebih Tourist Village is essential for its development.

2. **Building Relationships with Various Parties:** The development of a tourist village cannot be accomplished in isolation; it requires the involvement of third parties. The tourist village needs to establish strong relationships to garner support from various stakeholders. Building relationships is crucial for stakeholders of Lebih Tourist Village in their development efforts. Currently, Lebih Tourist Village has not established relationships with entities beyond the Gianyar Regency Tourism Office. Developing relationships simplifies the development process, support, and management of tourist village products. Lebih Tourist Village can establish relationships by implementing a pentahelix strategy, which involves community and non-profit organizations to realize innovations supported by the existing tourism resources in the village. The pentahelix strategy is known in the tourism sector as the ABCGM strategy, an acronym representing Academic, Business, Community, Government, and Media collaboration. This collaborative approach brings together academia, private industry, the community, government, and media.
3. **Infrastructure Development for the Tourist Village:** The current state of Lebih Tourist Village's facilities is inadequate, primarily consisting of seafood eateries, small food stalls (warung), and homestays. Besides facilities, accessibility to the tourist village, such as road access and information dissemination, also needs improvement. Stakeholders of Lebih Tourist Village should plan for the development of infrastructure and facilities, including the provision of public toilets, parking areas, souvenir shops, a tourist village monument, places of worship, road improvements, and marketing initiatives to promote Lebih Tourist Village.
4. **Enhancing the Quality of Tourism Human Resources:** The low quality of tourism human resources in Lebih Tourist Village can hinder its development. Tourism human resources play a crucial role in the sustainability of a tourist village, as they are directly involved in various aspects, such as facility management, tourism attractions and potentials, communication and information, and building relationships with multiple stakeholders. Therefore, having high-quality tourism human resources is a necessary qualification for Lebih Tourist Village. Efforts to enhance the quality of tourism human resources in Lebih Tourist Village may include providing basic education on tourism and tourist villages to the local community to raise awareness of tourism and offering tourism-related training to improve the skills of the local community.

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#### 4. Conclusion

The development of Lebih Tourist Village is currently at the "involvement" stage when assessed based on tourist visitation levels, tourist village attractions, accessibility to the tourist village, tourist village facilities, and local community participation. Since its establishment as a tourist village in 2019, Lebih Tourist Village has not shown significant progress in its development due to various obstacles. These obstacles originate from both internal and external factors. Internal obstacles include the undetermined types and products of the tourist village, limited village funds and facilities, and low local community participation. On the other hand, the external obstacle faced by Lebih Tourist Village is the COVID-19 pandemic.

To overcome these development obstacles, various efforts can be undertaken, such as:

1. Developing a comprehensive master plan for Lebih Tourist Village to provide clear guidance and direction for its development.
2. Building strong relationships and collaborations with various stakeholders both within and outside the village.
3. Improving the infrastructure and facilities within the tourist village to enhance its appeal and functionality.
4. Enhancing the quality of human resources involved in tourism to ensure effective management and promotion of the tourist village.

By addressing these challenges and implementing these strategies, Lebih Tourist Village can overcome the obstacles and progress further in its development as a thriving tourist destination.

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