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**COMMUNITY SERVICE ACTIVITIES FOR DEVELOPMENT OF
POTENTIAL TOURISM VILLAGES IN BALI
(A STUDY BASED ON COMMUNITY SERVICE IN SIANGAN VILLAGE,
GIANYAR)**

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Abstract:

In order to accelerate the Siangan Village of Gianyar Regency as a Tourism Village, the Faculty of Economics and Business, Warmadewa University, held Community Service and Student Social Service at Siangan Village, Gianyar. A tourism village is one of the concepts of developing the potential of an area that can be developed and makes a positive contribution to society. In building a tourist village, the important thing is a commitment between the government and village officials, community leaders, and village organizations to make the village a tourist village. The need for the role of academics to provide village tourism literacy to the assisted village communities is the background of this activity. SianganGianyar Village has the potential to be developed as a Tourism Village. Siangan Village has a lot of rich cultural heritage that needs to be raised and developed as a tourist attraction to improve the welfare of the people of Siangan Village and its surrounding villages. After determining the potential that the village has, then to become a tourist village, it must have tourism products or what is called a tourist destination. Destination is related to a place or area that has an advantage or characteristic to attract tourists. Characteristics can be geographically or culturally, such as mountains, sea, hills, savanna expanses, local culture such as local dances, traditional celebrations, and so on. To

create a superior tourist destination, before a destination is introduced and sold like a tourist village, it must first assess the four main aspects that must be owned, namely Attraction, Accessibility, supporting facilities, and Ancillary. Tourist destinations as an attraction for tourists to visit and enjoy are very important to note because the selling value of tourist attractions is the destination.

Preliminary:

Coronavirus (COVID-19), which has become an epidemic very quickly, is one of the world crises that greatly affect the tourism sector. Social restrictions, which are the first steps of the Government to prevent the spread of this pandemic, are a big dilemma for tourism business actors. Destination quality plays an important role in building tourist loyalty as a sustainable competitive advantage (Evita et al., 2012). Tourist destinations often face problems, such as decreased visits, urbanization, traffic, trash, and security issues. This service program aims to design a quality tourism village development model seen from the potential of the assisted villages, namely Siangan Village, located in Gianyar sub-district, Gianyar Regency, Bali Province, and how the quality of tourist experience is able to answer these problems (Sutiarso, 2018).

A tourist village is a form of tourism, where a small group of tourists live in or near traditional life or in remote villages and learn about village life and the local environment (Adnyana, 2020). A tourism village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with prevailing customs and traditions. It is also emphasized that the most important component in a tourist village is (1) accommodation, which is a part of the residence of the local population and/or units that develop according to the residence of the population, and (2) attractions, namely the whole daily life of the local population and their background. physical village location that allows the integration of tourists as active participants, such as courses in dance, language, painting, and other specific things (Qodriyatun, 2019).

In relation to the concept of developing a tourist village, the development of a tourist village is a process that emphasizes ways to develop or advance a tourist village. More specifically, the development of a tourist village is defined as efforts to complement and improve tourist facilities to meet the needs of tourists. The local community plays an important role in the development of a tourist village because the resources and uniqueness of the traditions and culture attached to these communities are the main driving elements of tourism village activities (Adiati&Basalamah, 2014). On the other hand, local communities that grow and live side by side with a tourist attraction are part of an interconnected ecological system. The success of developing a tourist village depends on the level of acceptance and support of the local community (Nurhidayati, 2007).

Culture is a whole system of ideas, actions, and human work in people's lives that belong to humans recognized by a group of people and used by a group of people (Setijawan, 2018). A tourist village is one form of implementing community-based and sustainable tourism development. Through the development of tourism villages, it is expected that there will be equality by the concept of sustainable tourism development. Besides, the existence of a tourist village makes tourism products more valuable in the rural culture so that the development of a tourist village with cultural values does not destroy it (Kristiana, 2018). Siangan Traditional Village, Gianyar Regency holds a variety of rich cultural heritage. This potential will now be raised and developed as a tourist attraction.

Theoretical Basis:

Tourism Village Concept:

A tourism village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with the prevailing procedures and traditions (Dewi, 2013). Concept, perspective, and challenges, the paper part of the international conference report on cultural tourism). Tourism Village is defined as a part or all of the village area that has tourism potential, products, and activities that can be utilized for tourism development and managed by community groups in the village in a sustainable manner (Andini, 2013). The components that form a tourist village consist of:

- 1) Village Territory. A tourist village must be part of the territory of a village. If a tourism activity covers more than one village area, the tourism activity can be classified into rural tourism instead of village tourism.
- 2) Tourism products. A tourism village must have tourism products as a material object of the process of trading goods and services carried out to tourists. The existing tourism products offered by a tourist village can be in the form of tourist attractions, tourism services, or tourism businesses in the village.
- 3) Management organization. The existence of a management organization is mandatory in a tourist village. The unavailability of management organizations is a guarantee that there is no legitimacy from a party that uses and manages tourism resources on behalf of village organizations. The tourism village organization that is formed must have the authority and represent the existence of the village, and be known and endorsed by stakeholders in the village, be it the village government rankings, village supervisory bodies, community organizing groups in the village, and representatives of the village community.
- 4) Regional infrastructure and facilities. A tourism village must have regional infrastructure and facilities as the embodiment of an area's prerequisites.
- 5) Tourists. If a village establishes itself as a tourist village, it must have tourists visiting the village. Tourists in the village can generally be categorized into several types, namely tourists who come and visit the village to enjoy the tourism products offered and tourists who come and stay in the village to enjoy tourism and daily activities in the village.
- 6) Social networking. A tourism village must have a network in the process of mentoring, managing, and developing tourism services

Development Concept:

Tourism development is a word that is quite high in use in any country or at any level, but it seems to be understood differently. Development implies an evolutionary process with a positive connotation or at least means "not going in place". Differences in interpretation occur because the word development can be associated with two things, namely: "process" and "level" of development of something (Hermawan, 2016). In this connection, there are 5 contexts and connotations for the use of the term development, namely:

- 1) Economic growth
- 2) Modernization
- 3) Transformation of justice
- 4) Socio-economic transformation

5) Organizing

Development is a dynamic concept so that the interpretation of its meanings and connotations has and will change in tune over time.

Locally-generated revenue:

Original regional revenue or hereinafter referred to as locally-generated revenue is revenue obtained by a region from regional sources within its own territory which is collected based on regional regulations by regional regulations or applicable laws. The regional revenue sector plays a very important role because through this sector it can be seen to what extent a region can finance government activities and regional development (Saputra et al., 2019).

Regional original revenue is revenue obtained from sources within its own territory, the higher the role of regional revenue in the regional financial structure, the higher the financial capacity of the region to carry out regional development activities. Regional original revenue comes from revenues, namely local taxes, regional levies, the results of separated wealth management, other legitimate regional income. Original regional income is said to be good for fulfilling regional development financing if the percentage achievement exceeds 70% of the total revenue (Saputra, Jayawarsa, et al., 2019).

Tourism Village Development:

The existence of a tourist village in the course of tourism development in the country is very important. He has been able to color a more dynamic variety of destinations in a tourism area so that tourism is not always trapped in the development trend of a mass tourism style (Kristiana, 2018). In the context of tourism in Bali, the development of tourist villages is an inseparable part of the ups and downs of tourism development. Through tourism villages, tourism proves its siding with the spirit as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation (Sidiq&Resnawaty, 2017).

Siangan Traditional Village, Gianyar Regency holds a variety of rich cultural heritage. This potential will now be raised and developed as a tourist attraction. Gianyar Regency has several waterfall tourist destinations that are offered to tourists and the most popular waterfalls in this area are Tegenungan or Blangsinga waterfall tourist destinations, and now the existence of a new waterfall opened in early March 2019, adding to the list of waterfall attractions in Gianyar regency that you can visit. Bandung waterfall in Gianyar is a waterfall in the Pakerisanriver, located right under the dam of the traditional village of Bandung which is located in Pekraman village, Siangan village, Gianyar District.

Referring to the results of an inventory of the existing cultural heritage, Siangan Village has been recorded in the BaturKalawasanlontar under the name "SiagePinge". The findings of archaeological sites such asPuseh Temple, Siangan Village,Gunung Sari Temple,Segara Temple, andGanterTemple provide clues to the historicity of the Siangan Traditional Village area not only as a center of government but also as a cultural center. A culture is a form of a geographical phenomenon that arises from the interaction of humans as inhabitants of the earth and the earth as a human habitation. Humans are a determining factor in interacting with the environment, human interaction here is generated by the exploitation of natural and human resources. In an increasingly advanced development, humans continue to explore their own creativity to improve the quality and quantity of themselves so that humans are not less competitive and able to continue to explore further to meet their needs so that, in human creativity here emerges a culture that is the result of culture (Andayani et al., 2017).

Method:

The method used in analyzing findings in the field is focus group discussion. Focus Group Discussion can be simply defined as a discussion that is carried out systematically and directed on a particular issue or problem. Focus Group Discussion is a process of collecting data and information systems on a specific problem which is very specific through group discussions. As a research method, Focus Group Discussion is a systematic effort to collect data and information. As the meaning of the Focus Group Discussion, there are 3 keywords, namely:

- a. Discussion - not an interview or chat
- b. Groups - not individuals
- c. Focused - not free

Thus, Focus Group Discussion means a systematic process of collecting data and information on a specific problem that is very specific through group discussions. In the implementation of the Focus Group Discussion, it is carried out by discussing with resource persons in a place and assisted by someone who facilitates the discussion of a problem in the discussion. This person is called a moderator (Atmadja&Saputra, 2017).

The issues discussed in the Focus Group Discussion were very specific because they served clear objectives. Therefore, the questions that were formulated and put forward to the Focus Group Discussion participants were clear and specific. Many people thought that the Focus Group Discussion was conducted to solve problems. That is, the discussion carried out is aimed at reaching a certain agreement regarding a problem faced by the participants. The results of the Focus Group Discussion cannot be used to make generalizations because the Focus Group Discussion does not aim to describe (represent) the voice of the people. However, the importance of the Focus Group Discussion lies not in the results of population representation, but the depth of information. Through Focus Group Discussion, researchers can find out the reasons, motivations, arguments, or the basis of a person's or group's opinion. In other words, the results of the Focus Group Discussion cannot be used as a benchmark in concluding the research results. This must be added with other supporting data or conduct a further survey.

Results And Discussion:

Tourism Village Extension Program:

Tourism is currently a major industry for development, both regional and national scales. Tourism is quite promising as a prima donna because there are many positive aspects that builders in the tourism sector have been able to increase people's income, create job opportunities and introduce the nation's natural and cultural wealth. Realizing the benefits obtained from the development of the tourism sector, the government in Indonesia has high hopes for the tourism sector in the future (Tyas&Damayanti, 2018). The existence of the tourism industry in addition to preserving culture is also a major asset in the income of foreign exchange, regional income, and community income with the emergence of job opportunities for residents where the tourist attraction is developed (Amalia et al., 2018). To that end, the development of the tourism sector continues to be enhanced by developing and utilizing the existing sources and potentials of national tourism so that they can become a more reliable source of economic activity. The existence of a culture that is passed down from generation to generation is a characteristic of Bali tourism (Arida&Pujani, 2017).

Unlike the Badung and Denpasar areas, the Gianyar area has unique and unique tourism potential, which is located in cultural tourism. This makes Gianyar Regency a center of art as well as an art icon on the Island of the Gods. Siangan as one of the famous tourist areas in Gianyar Regency shows the same features as other areas, namely culture. To accelerate Siangan Village, Gianyar Regency as a Tourism Village, the Faculty of Economics and Business, Warmadewa University, held Community Service and Student Social Service on Friday, January 8, 2021, at Wantilan, Siangan Village, Gianyar. The event was attended by the Chairperson of the Bali Provincial Korpri Welfare Foundation, the Rector of Warmadewa University represented by the Head of the Warmadewa University Community Service Institute, the Dean of the Faculty of Economics and Business, Warmadewa University and his ranks, the Head of Siangan Village and his staff, JeroBendesa in the Siangan environment, BabinsaDesaSiangan, lecturers and students.

During this activity, University of Warmadewa symbolically handed over the cart to the traders in Siangan. The need for the development of traditional market standards as a support for cultural tourism in this area. Traditional markets have great potential as an attraction for foreign and domestic tourists amidst increasingly intense competition with modern markets. Traditional markets are not only a place for transactions in meeting food needs but also have great potential to embrace tourists to visit as cultural tourism destinations.

Based on findings in the community, the tourist village is currently an alternative tourist choice for tourists who want to enjoy the beauty of the rural landscape and local culture. Moreover, the situation that was too late in the era of the Covid-19 pandemic made many people want to refresh themselves. The uniqueness of culture and the natural rural atmosphere are usually one of the reasons why tourist villages are in demand by tourists. The development of a tourist village is basically carried out based on the potential of the rural community itself. Thus, through the development of tourism villages it is hoped that it will be able to encourage the growth of various community-based economic sectors such as the handicraft industry, trade-service industry, and others. This kind of thing is expected to be one of the factors of attraction for tourists to visit tourist villages(Remoaldo et al., 2020).

Rural tourism activities are not only about tourists, tourism managers are also actors involved in this activity. The community can empower the potential of both natural resources, human resources, that local communities have. One of the tourism principles contained in Law No.10 of 2009 concerning tourism is to empower local communities where the community has the right to play a role in the tourism development process and is obliged to maintain and preserve tourist attractions, as well as to help create a safe, orderly, clean, polite behavior. and preserving the environment of tourism destinations. Therefore, rural tourism relies heavily on the active role and participation of the community(Warbroek et al., 2019). Because actually community participation is the spirit of community empowerment.

Tourism Arrangement:

The arrangement of traditional markets in comfortable conditions while maintaining the essential culture so that visitors can feel it is an effort made by this service program. The standardization of goods quality standards was also carried out by the Warmadewa University team. These efforts at the same time become competitiveness for the existence of traditional markets amidst the onslaught of modern markets that are increasingly emerging. Another added value that can be obtained when shopping at traditional markets, among others, is that the selling price of products that consumers can get is likely to be cheaper. This is because only in traditional markets can

consumers negotiate prices with sellers. It is the essence of traditional shopping that tourists want to protect and hope to experience (Sunarjaya et al., 2018).

The village has a lot of potential that is still untapped or not properly processed, especially in the tourism sector. Every village has potential that sometimes the surrounding community has not yet seen this potential. In fact, the tourism sector is a source of income and is able to make a very good contribution to the independence of the village. Recently, tourists have shifted from conventional tourism to one that has a sense of care for the environment, nature and culture (Mazumdar & Mazumdar, 2009). Tourism that gives respect to the environment, nature and culture cannot be separated from the support of the environment in the village, which is driven to support the potential of rural tourism (Situmorang et al., 2019).

The potential for local tourism in the village has recently been in great demand by tourists who yearn for open nature, interaction with the environment, and local communities. Tourism Village (rural tourism) is tourism which consists of the entire rural experience, natural attractions, traditions, unique elements that as a whole can attract tourists. From the explanation of the tourism village, it can be said that rural tourism provides the potential that the village has to be enjoyed by the community. So that the management of rural tourism potential is the main thing to get to a tourist village. How do you manage the potential of a village to become a Tourism Village?

Each village has its own uniqueness which can be a special attraction for the village. The attractiveness of each village can be seen firsthand or requires some effort to dig again. Tourist attractions can be in the form of natural potentials such as mountains, lakes, rivers, beaches, seas, or cultural potentials such as customs, museums, forts, historical heritage sites, etc., as well as man-made potential. A tourist area must have a different attraction from one another. Each village can become a tourist spot if the community, organization and government can cultivate the potential of the village (Kirchmaier et al., 2018).

Entering the new normal era as it is today, it can be used as a momentum to rise to empower the community through rural tourism activities. The potential of the village community must always be developed so that it can be used as a separate attraction and attraction for a tourist destination (Sujana et al., 2020). There is nothing wrong with the natural and cultural wealth being packaged as a tourist treat for tourists. Besides that, sustainability must always be considered. Welcoming the new normal era like this, the tendency of tourists to take a vacation to a tourist destination that pays attention to health protocols (Aral et al., 2012; Heidbreder et al., 2019). Health protocol is a very important element in society to prevent transmission of the Covid-19 virus. Maintaining physical distancing, using masks, washing hands are at least the most basic things that people can do on a daily basis. This is also one of the concerns for tourism object managers (Law et al., 2016).

The real action of implementing health protocols is a supporting factor for the attraction of a tourist attraction. This must be well socialized and implemented by the tourism manager to tourists. It is hoped that tourists can understand and also comply with the health protocols that have been prepared. Moreover, tourist village destinations tend to be in the form of outdoor tourism (Nezakati et al., 2015; Remoaldo et al., 2020). The Ministry of Tourism and Creative Economy emphasizes the concept of cleanliness, health and safety as a new normal order in tourist destinations so that it is hoped that it can become a strategy for the tourism sector to rise. This is also intended to keep people productive and safe from the dangers of the Covid-19 virus. So it is not only preparing and presenting tourist attractions such as natural beauty, cultural

diversity to traditional culinary varieties that are developed, but also must pay attention to and must apply rather than the health protocol instrument itself (Gupta et al., 2019).

Tourist satisfaction does not only depend on natural beauty treats and tourist attractions in the countryside, but a sense of security and comfort in terms of health. The application of health protocols can be the main solution in convincing tourists that rural tourism destinations can still be enjoyed safely and comfortably (Gupta et al., 2019; Manganari et al., 2016; Richards, 2020). The human resources for managing rural tourism who are the local people themselves must also be alert and ensure that tourism activities with the application of health protocols in rural areas run well. The development of a tourist village in welcoming the new normal era will have a positive impact on the community in terms of the economy (Bayih & Singh, 2020; Situmorang et al., 2019; Uğur & Akbiyık, 2020). It is hoped that the natural and cultural wealth possessed by the community will continue to be sustainable. Besides, it is hoped that tourists will have their own satisfaction, rural tourism is expected to be able to make local people develop from the existence of rural tourism activities itself.

Sustainable Tourism Development:

Sustainable development has become a global agenda in every development process. Therefore, all stakeholders including the government in various development sectors must apply the principles of sustainable development in every development policy or plan that will be implemented (Rizkiyanto & Topowijono, 2018). The application of the concept of sustainable development in the tourism sector is known as the concept of sustainable tourism development, which in essence implies the notion of tourism development that is responsive to tourist interests and direct involvement of the local community while still emphasizing long-term oriented protection and management efforts (Prakoso, 2015). Efforts to develop and manage resources that are undertaken must be directed to meet economic, social, and aesthetic aspects. At the same time, it can maintain the integrity and/or preservation of ecology, biodiversity, culture, and living systems.

The concept of sustainable tourism development essentially emphasizes four (4) principles, as follows:

1. Economically Feasible
2. Environmentally Feasible
3. Socially Acceptable
4. Technologically Appropriate

The Principle of Economically Feasible, emphasizes that the development process must be economically feasible, carried out efficiently to be able to provide significant economic benefits for both regional development and the improvement of the welfare of local communities. The principle of Environmentally Feasible, emphasizes that the development process must be responsive and pay attention to efforts to preserve the environment (natural and cultural), and to a minimum avoid negative impacts that can reduce environmental quality and disturb the ecological balance (Purbadi & Lake, 2019). The Socially Acceptable principle emphasizes that the development process must be socially acceptable, where development efforts are carried out to pay attention to the values, norms that exist in the community, and that the impact of development must not damage this order (Nugraha, 2020).

The Technologically Appropriate Principle emphasizes that the development process that is carried out is technically applicable, efficient and utilizes local resources, and can be adopted

by local communities easily for a long-term oriented management process (Tebay, 2019). In simple terms, sustainable tourism development can be integrated into three (3) main targets for achievement, namely:

1. Quality of environmental resources (natural and cultural), where tourism development must maintain the integrity of existing natural and cultural resources, and pay attention to the carrying capacity of the area, whether it is still able to accept/tolerate tourism development.
2. The quality of life of the local community (socio-economic), where tourism development must be able to provide positive impacts (benefits) on the local community's socio-economy, such as growing job opportunities, or even making it an economically independent community.
3. The quality of the tourist experience (tourists), where tourism development must be sensitive to the level of tourist satisfaction, thus making the tour a valuable experience. In this case, the quality of tourism products and their interpretation has a very important role for the quality of one's travel experience.

Conclusion:

Towards a tourist village, of course, many things need to be fixed and addressed. It is hoped that with the implementation of this service program, Siangan Village will get guidance and guidance from all aspects to get to a tourist village. Community service is one of the tri dharma obligations and community service is carried out in villages that really need guidance, especially in the current pandemic conditions. One of the activities of this service is to guide the traders who are here. It is hoped that traders will benefit from this guidance and guidance so that in the future what the Faculty of Economics and Business, Warmadewa University has done, can be felt by the community and contribute to the development of tourist villages. Managing the potential of a village to become a tourist spot is quite difficult if the entire community does not take part in managing it. Even though it has very good potential, the community environment is not supportive, it could be that all of this potential may not have results or it will be taken by groups from outside the village itself. The principle of developing a tourism village is one of the alternative tourism products that can provide encouragement for sustainable village development.

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