

BOTTOM UP TOURISM DEVELOPMENT

The Emergence of Community Based Tourism in Bali

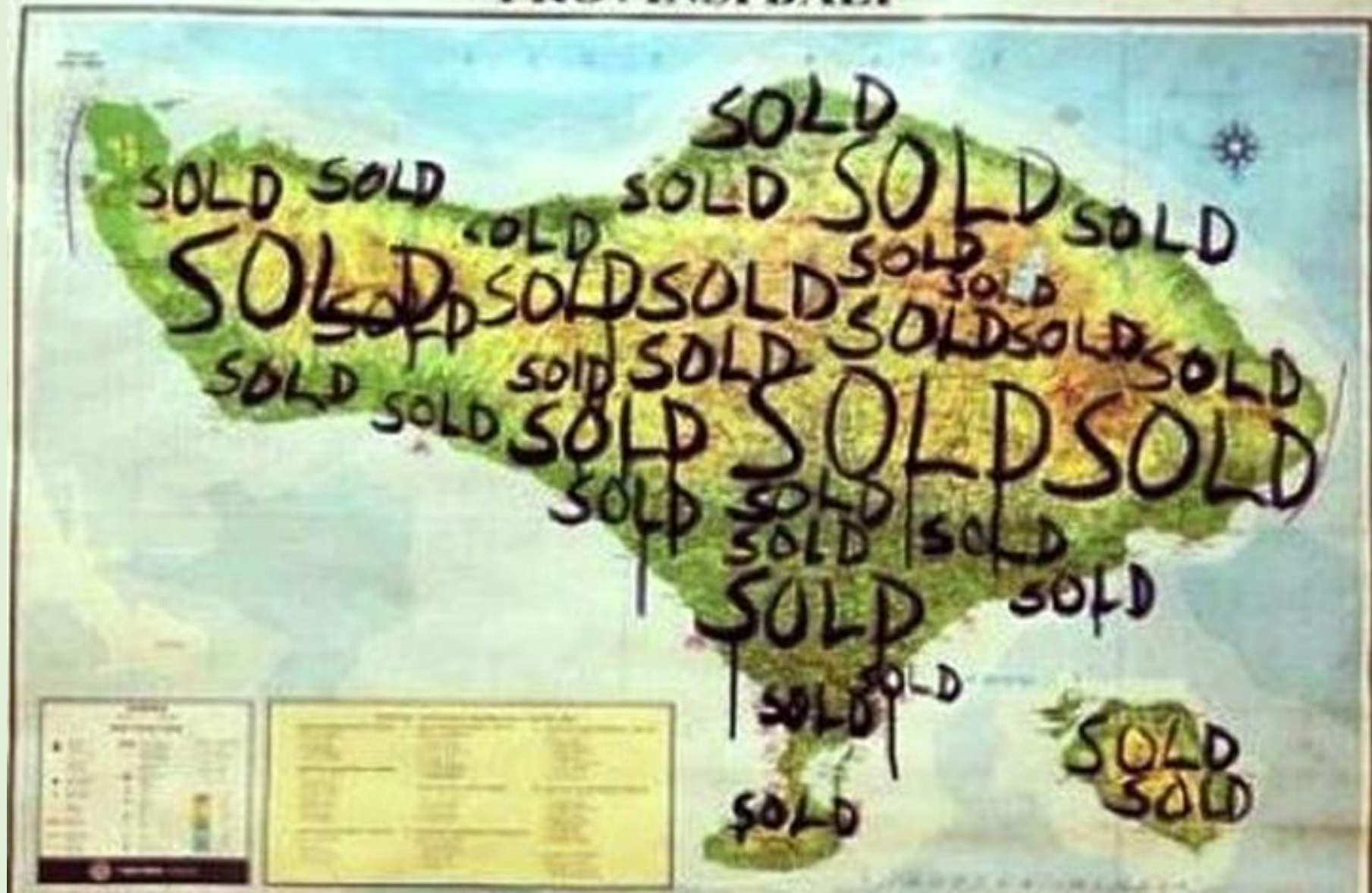


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BALI IN INDONESIA



PROVINSI BALI



Background

- Despite of two terror attacks, 2002 and 2005, Bali tourism industry continue to grow.
- In 2005, the number of foreign visitors was 1,3 million, increased to 4,01 million in 2015, almost a half of visitors to Indonesia.
- Domestic tourist to Bali is usually estimated 2 times of international, so it was 8 million in 2015.
- Total number of visitors in 2015 was 12 million, almost 3 times of the island's total population.
- Accommodation and other tourism facilities have also grown up.

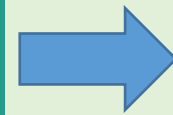
The Best 10 Direct Foreign Tourist Arrivals To Bali

| NATIONALITY | R | 2017 | +/- (%) | SHARE (%) |
|----------------------|------|------------------|--------------|---------------|
| Chinese | I | 1.385.850 | 39,88 | 24,32 |
| Australian | II | 1.094.974 | -4,21 | 19,22 |
| Indian | III | 272.761 | 45,59 | 4,79 |
| Japanese | IV | 252.998 | 7,65 | 4,44 |
| British | V | 243.827 | 10,07 | 4,28 |
| American | VI | 191.106 | 12,11 | 3,35 |
| French | VII | 177.864 | 7,61 | 3,12 |
| German | VIII | 177.184 | 15,11 | 3,11 |
| South Korean | IX | 174.842 | 15,45 | 3,07 |
| Malaysian | X | 170.459 | -5,15 | 2,99 |
| Total | | 4.939.332 | 13,98 | 86,69 |
| Other Nationalities | | 758.407 | 27,60 | 13,31 |
| TOTAL ARRIVAL | | 5.697.739 | 15,62 | 100,00 |

INTERNATIONAL TOURIST ARRIVALS 2017

SOUTHEAST ASIAN COUNTRIES

| Countries | Number of Arrivals |
|---|--------------------|
|  Thailand | 35,381,210 |
|  Malaysia | 25,948,459 |
|  Singapore | 17,422,826 |
|  Indonesia | 14,040,000 |
|  Vietnam | 12,922,151 |
|  Philippines | 6,620,908 |
|  Cambodia | 5,602,157 |
|  Laos | 3,860,000 |
|  Myanmar | 3,440,000 |
|  Brunei | 238,450 |
|  Timor Leste | 66,000 |



Bali arrival number was 5,6 M.
Indonesia arrival was 14,0 M
Bali contributed more than 1/3
to national arrival



Problems

- Aditjondro (1995) stated that Bali is Jakarta's colony.
- Most big scale of tourism businesses owned by national, foreign, or multinational companies.
- Only few locally-based entrepreneurs owned profitable business, many got limited access to tourism economy, i.e. small scale industry or jobs of a lower level.
- Tourism has been accused to cause more problems, i.e. land appropriation, traffic jam, increase in living cost, drug problems, and other social diseases.
- Tourism has been criticised to be unfair to local community.
- This paper analysis of the emergence of community participation in recent development of Bali tourism. Three cases of community based tourism (CBT) are discussed.

CBT, a Definition

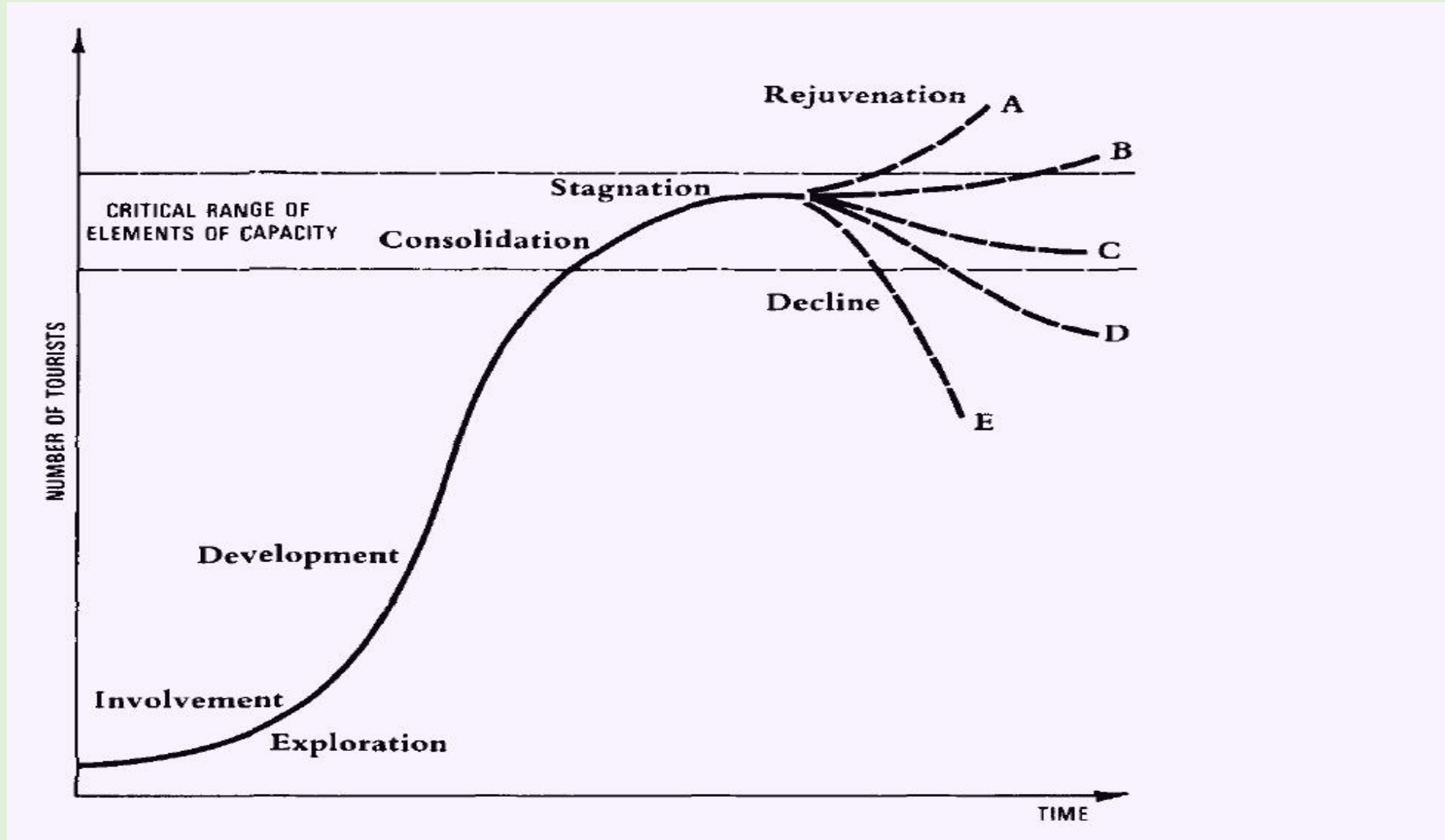
Community Based Tourism is a form of tourism where the local community has a substantial control over and involvement in its development and management; and a major proportion of the benefits remain within the community.

Kyrgyz Community Based Tourism Association, <http://cbtkyrgyzstan.kg/en/about-us/what-is-cbt>

New Developments

- Community based tourism emerged in unprecedented way following the social and political change.
- Freedom of expression made it possible for villagers to ask local government to take control of tourism attraction in their area.
- Villagers had been ignored, but when they got a chance, they proof to be able to operate tourism attraction professionally.
- Their ability to operate tourism attraction proved by income they received and responsibility toward sustainability.
- Three interesting cases : Tanah Lot in Southwest, Pantai Pandawa in South Bali, and Ubud Monkey Forest in Southeast Bali.

Butler's "Tourism Area Life Cycle" (1980)



Case 1: Tanah Lot



Tanah Lot Temple, fame of its Sunset

- Founded in the 15th century by a Hindu priest, Dang Hyang Nirartha, whom name is associated to half a dozen temple in Bali and Lombok.
- Developed as tourist attraction since the early 1980s, managed by local government but contracted to a local businessman.
- Local community who owned the temple received nothing for almost two decades.
- With growing power of bargaining position in post-reformation, local community asked a share and chance to control the attraction.
- Government tried no refused, but eventually had no other choice but fulfilled the community request.

Share Holder, since 2012

| Share | % |
|------------------------------|-----|
| Tabanan District | 58 |
| Beraban Village | 24 |
| Tanah Lot Temple | 7,5 |
| Other temple | 4 |
| Other neighbourhood villages | 6,5 |

Tanah Lot Income

1. Income from entrance fee, shop rent, and parking
2. Income in 2000 was Rp. 1,2 billion, increased to Rp. 12 billion in 2010, and reached Rp 41,42 billion in 2015. The village got a share of almost 25% which was Rp 10 billion.
3. In 2017, they earned Rp 147,3 billion, from 3,4 million visitors.
4. The money used for social, cultural, and development purposes.
5. Local people were prioritised for jobs and other economics opportunities in the tourism attraction.
6. When ritual fall in temples around their villages, they do not need to pay levy any more.
7. Among community, there has been a growing sense of pride and responsibility toward tourism sustainability.

Case 2: Pandawa Beach



Pandawa Beach



Villagers Initiative and Management

1. Known as Secret Beach because it was located behind rock cliff. Only foreign tourist and local seaweed farmers came.
2. The village started to manage from 2012, with the new name Pandawa Beach, a symbol of winning from Mahabharata Epic. Government played very little role, as the villagers work all out themselves to cut the cliff.
3. The tourist attraction fully owned by the Village of Kutuh, managed under customary village business unit.
4. The village also develop other tourism attraction i.s. Culutral Park and Paragliding. Provide more job to local.
5. In 2015, income received was Rp 5,5 billion. In 2016, 8,08 million, and in 2017 was Rp 10,3 billion.
6. The money use to help the community in term of social, education, cultural, arts, and tourism development.

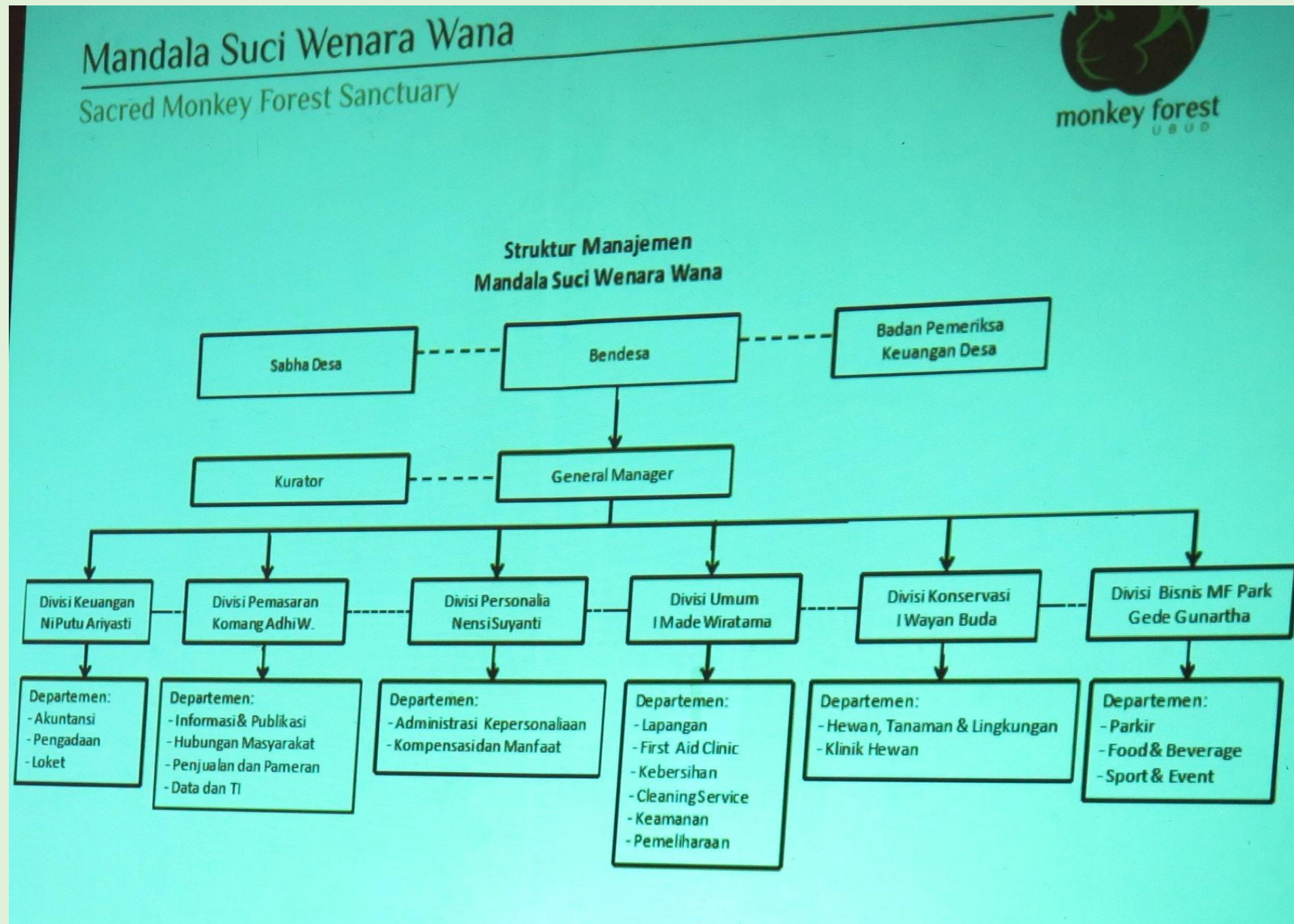
Case 3: Ubud Monkey Forest



Monkey Forest, Padangtegal, Ubud

- Home of around 700s monkeys, the forest become tourist attraction.
- The villager started to manage professional by 1990, ask visitor to voluntary donation.
- It managed professionally from 2014, with annual income of Rp 200 million/day. Daily visitor is between 3000-5000, with entrance ticket Rp 50,000 (adult) and Rp 40.000 (children).
- Daily income is between Rp 150 to Rp 200 million. Government only quoted entertainment tax for 10% (2002) and 12% (2012).
- Village community also have two other businesses unit: micro credit and House of Compost.
- Employed member of community. Income is used for community prosperity, ritual cost, village development, and scholarship.

Management Structure



The Difference and Similarities

The difference between the three is that where Tanah Lot is managed after it has developed, while Pandawa Beach and Ubud Monkey Forest are managed by villager from the start.

In Pandawa Beach and Ubud Monkey Forest, all system of management and development set up by the villagers through council meetings. Government contribution and approval came at a later stage.

In all three, there is no evident of the involvement of NGO, but they have established collaboration with academics.

In Tanah Lot, Government keep 58% of ownership.

In Pandawa, share owned fully by the villages, Desa Kutuh.

Likewise, Ubud Monkey forest fully owned by the village.

Conclusion

- Owner of Tanah Lot Temple, Pandawa Beach, and Monkey Forest are examples of CBT run by village organisation. It makes it possible to label their effort and initiative as a bottom up type of CBT.
- Their initiative not only symbolises the participation of community to develop tourism sector in Bali but also to use tourism benefit to help the community in reaching prosperity or eradicate poverty.
- There are many other villages around Bali that have started to tap economic benefit from tourism industry, although not all of them are as lucky as Pandawa, Beraban, and Padangtegal Villages in term of management and incomes earning.

Discussion

