



The Community's Role in Realising Sustainable Tourism in Ubud District Bali

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Abstract

Ubud has become a popular destination for sustainable tourism, resulting in an increase in visitors to the region. Local communities have responded to tourist demand by providing accommodation, food and other visitor services. The community's income-generating activities now include tourism as a crucial component. However, the success of promoting sustainable tourism has led to overtourism in the region. This study aims to analyse how the community can maintain sustainable tourism and at the same time ensure the sustainability of their income generating activities. Data collection including observation, documentation, interviews, and literature review. Purposive sampling was used as the sampling technique, and triangulation techniques were employed in the analysis to ensure data validity. This paper presents empirical evidence of the local community role in achieving sustainable tourism. The results show that the local community's roles can be categorised as either spontaneous or induced participations.

Keywords: Community role, Sustainable Tourism, Sustainable Development, Community Empowerment, Ubud

Introduction

According to Sentanu and Mahadiansar (2020), the community is both the subject and object of tourism. The local community possesses resources in the form of customs, traditions, and culture that facilitate sustainable tourism. They can perform as actors in tourism by providing suitable tourism services, while preserving the natural environment and resources (Khalid et al. 2019; Kurniawan and Maulana 2022; Sukmana 2023). However, the community can pose a challenge to tourism development in terms of maintaining sustainability. This is especially true if the community lacks knowledge and skills (Dolezal and Novelli 2022; Kurniawan and Maulana 2022). Thus, it is crucial to gain a comprehensive understanding of the community's role in achieving sustainable

tourism and at the same time ensure the sustainability of their income generating activities. This study aims to bridge this gap.

Tourism in Indonesia, as defined under Article 1(3) of the Law of the Republic of Indonesia No. 9 of 1990 concerning Tourism, entails an array of tourism activities, aided by a plethora of facilities and services proffered by the local community, entrepreneurs, government, and local government. Sustainable tourism, as defined by the United Nations World Tourism Organization (UNWTO), considers the current and future economic, social, and environmental impacts while meeting the needs of visitors, the tourism industry, the environment, and local communities (Musaddad et al. 2019). Sustainable tourism comprises a range of tourism activities facilitated by the community, entrepreneurs, government and local authorities through the provision of various amenities and services while taking into account the current and future economic, social and environmental impacts. The objective is to satisfy the requirements of visitors, the tourism sector, the environment and local communities. It is vital to ensure that sustainable tourism remains both economically and environmentally feasible, hence promoting responsible tourism.

Ubud District, situated in Gianyar regency, Bali, is a sustainable tourist destination with immense potential for natural, artificial, and cultural tourism. Ubud is home to several tourist attractions such as Monkey Forest, Ubud Royal Palace, and Ubud Art Market - popular spots among both domestic and international visitors (Isnanto 2022). The advancement of tourism in Ubud has a vital part in enhancing the local economy and the well-being of its citizens. It promotes ecological preservation and conserves socio-cultural heritage. Nonetheless, various challenges arise during its progress, spanning from economic to environmental and social aspects (Sutawa 2012). Economic challenges include intense competition and tourist demand in the industry. Environmental challenges are associated with waste management in tourist destinations (Arifudin et al. 2019; Rohmah and Indahsari 2021; Sitohang and Purnomo 2023). The final challenge relates to sociocultural aspects (Sutawa 2012). The large influx of foreign tourists visiting Ubud requires locals to

preserve their unique culture and prevent being influenced by foreign cultures that do not align with Ubud's cultural practices. The aim of the study is to analyse how the local community can maintain sustainable tourism while ensuring the sustainability of their income-generating activities.

The development of tourism in Ubud entails multiple linked stakeholders. This is because tourism growth is the result of long-term sustainability planning and support from all stakeholders. Apart from the government and private sector, tourism stakeholders include the community, which hosts tourists and provides resources through customs, traditions and culture to sustain sustainable tourism development (Kagungan et al. 2020) The community has the potential to act as business actors in the sustainable tourism industry in line with their abilities. By doing so, they can actively and optimally contribute towards gaining favourable outcomes from the tourism industry to enhance their well-being. However, failing to understand the role of the local community in promoting sustainable tourism can lead to counterproductive results in developing sustainable tourism (Alie, Pratama, and Andhika 2023; Yuardani et al. 2021). The involvement of the community is crucial for tourism development since the existing potential can lead to independence and optimal welfare if managed efficiently by the community itself. Hence, it is apparent that the community has a significant role to play in promoting sustainable tourism. With this background, the proposed problem statement for this study is: "What is the role of the community in the achievement of sustainable tourism in Ubud district?". The community roles in sustainable tourism have been discussed in terms of community involvement (Simpson 2001), community participation (Tosun 1999, 2000), and community empowerment (Dolezal and Novelli 2022; Sutawa 2012) in the context of developing countries.

Simpson (2001) has the opinion that tourism development as a potential contributor to regional development. In order to achieve desired development, it is essential to achieve synergy between community interests and sustainable principles (Simpson 2001). In other words, while the community may benefit from the development of the tourism industry and the resultant increase in the

number of tourists in a region, there will be no threat to the environmental sustainability of the region.

Community Participation covers many different philosophies, policies, programmes and practices. In his discussion of the features of resident participation in destinations, Tosun (1999) distinguishes three types of host community involvement in tourism development namely spontaneous participation, induced participation and coercive participation. The spontaneous participation happens when members of the host community actively take part in the development of tourism on the basis of their own ideas and objectives. The induced participation occurs when the host community makes recommendations for the growth of the tourism industry, but the tourism authorities have the last say, this is known as induced involvement. The coercive involvement describes a scenario where tourism growth appears to be directed towards the requirements of locals, but in actuality, it serves the interests of other parties, including tourists, government agencies, and tour operators.

Community-based tourism, which emphasises the empowerment of local communities, has been identified as a viable alternative to sustainable tourism in Bali (Dolezal and Novelli 2022; Sutawa 2012). Sutawa (2012) focuses on the ways in which social relationships among actors can help or hurt community empowerment in rural Bali through community-based tourism. However, there has been little discussion about community practices that support sustainable tourism alongside sustainability of their income-generating activities. In response to this gap, the following is an elaboration of community roles in supporting sustainable tourism. The subsequent section discusses the data and methods used in this study. Next, this study presents a descriptive empirical result, followed by an analysis of the themes related to community roles in sustainable tourism. The final section is the conclusion of the study.

Methods

The study specifically looked at the role of communities in sustainable tourism in Ubud, Bali. This research uses qualitative methods. Qualitative research is a research process to understand human or social phenomena that

can be presented in words, report detailed views obtained from informant sources, and be carried out in a natural setting (Adlini et al. 2022).

Research was conducted from July-December 2023. Data collected during three days of fieldwork in Ubud in November in the same year. Data collection techniques include observation, interviews, field notes, documentation and literature studies. Hasanah (2017) explains that observation is the process of paying attention and observing carefully and systematically about the intended behavioural target. When making observations, researchers made observations at the Ubud art market and recorded important data in the field such as real activities of people in the market in the form of photos and videos. Important data on the role of the community in sustainable tourism includes local people who sell souvenirs typical of Ubud such as paintings. These paintings provide tourists with an immersive experience of the history, traditions, and cultural values of the Balinese people. Interviews in this study were conducted in the form of interactional communication between two parties, at least one party had one anticipatory and serious purpose and usually included questions and answers (Hasan et al. 2022). The interview conducted is semi-structured interview, where the researcher has prepared a list of questions relevant to the research topic. The interviews were conducted in accordance with the interview guidelines that had been drawn up beforehand, which can still be used to develop topics for discussion. Topics included in the interview guidelines are Subject identity, The development of Ubud as the tourist destination, Tourism activities in the everyday life of the local community, The community knowledge about sustainable tourism, The community roles in sustainable development, and Challenges faced by the community. The literature study is conducted by finding references and previous research covering the topic of the role of society in sustainable tourism through searching for electronic scientific articles and online mass media.

The sampling technique is carried out by accidental sampling. Accidental sampling, also known as convenience sampling, is a method of sampling where participants are selected based on their ease and availability (Swarjana and Risanto 2022). This approach can be employed to select

participants with a comprehensive understanding of the studied event, providing researchers with direct insights from the most relevant individuals to the research topic. In this research, information was collected from individuals or groups in their vicinity who were willing to participate voluntarily in the study. This comprised of people present at the research site during a specified time. The participant gave their consent for participation and agreed to be named in the article to provide information. The participants in this study comprised individuals who operate in the tourism industry in Ubud, Bali, including owners of guesthouses and sellers of paintings.

The analysis applied used triangulation techniques and thematic analysis. Triangulation analysis tested the data's validity (Rahardjo 2010). The data was triangulated using the source triangulation method. Source triangulation is carried out by checking data that has been obtained through several sources in the form of interviews, observations, documentation which will then be analysed to produce categories of themes that represent the role of the community in supporting sustainable tourism.

Result And Discussion

Sustainable tourism takes full account of current and future economic, social, and environmental impacts, by meeting the needs of visitors, industry (tourism), the environment, and local communities (UNWTO) (Musaddad et al. 2019). The community, alongside government and the private sector, is a key stakeholder in achieving sustainable tourism. As the hosts possessing valuable resources such as customs, traditions and culture, they have the potential to actively participate in the tourism industry. Through interviews, observations and literature studies, this research sheds light on the vital role of the community. The interviews comprised of individuals with guest house owner backgrounds, community leaders, heads of cleaning services, and painting sellers. The following is an empirical analysis of our research findings, gathered through in-depth interviews and observations of the community surrounding the tourist sites of Ubud.

The development of Ubud as the tourist destination

Ubud District has diverse tourism potential, both natural tourism, artificial tourism, and cultural tourism. Some tourist destinations that are in great demand by local and foreign tourists are Monkey Forest, Ubud Royal Palace, and Ubud Art Market. Regarding the beginning of the local community becoming business actors around tourist destinations, Agung explained;

“... The forerunner of Ubud became famous by foreign tourists because many famous foreign artists came to Ubud, one of which was Bonnet. He promoted Ubud through a book he made after visiting here...”

According to Agung the emergence of the Ubud community in the tourism sector has been triggered by the circulation of a prestigious publication about the region. Ubud became famous because of one of the famous foreign artists who came to Ubud. He promoted Ubud through his book. Over time, many foreign tourists visited Ubud. This opinion is also supported by Dono recounts, which state that:

“... Ubud has been a tourist spot for a long time. In the past, when the tourism months came, many tourists visited Ubud but there were still few lodging places available, so many tourists had difficulty getting a place to rest and stay. Finally, my parents used to build an inn like this...”

Mr Dono explained that during the peak tourist months, numerous tourists flock to Ubud. However, there is still a lack of available lodgings. Consequently, the local community surrounding the tourist destinations capitalise on such opportunities by offering accommodation, dining options and an array of tourism services to cater to the demands of tourists.

Figure 1.

Around Tourist Destinations (Source: Observation, 2023)



This statement is further supported by our field observations. Our findings indicate a high demand for tourist destinations in Ubud among both local and foreign tourists. The surge in the number of visitors has led to the local community capitalising on the opportunities by catering to the needs of travellers including the accommodation and souvenirs. Our documentation indicates that there are numerous lodgings and traditional Balinese souvenir shops situated in tourist destinations that can fulfil the needs of visitors.

Tourism as an integral part of the community income-generating activities

The presence of various tourist attractions in Ubud, such as the Monkey Forest, the Ubud Royal Palace and the Ubud Art Market, which are highly sought after by local and international visitors, undoubtedly brings benefits to the local community. By meticulously planning tourism management, the community can gain optimal benefits in terms of economic, social and cultural aspects (Sentanu and Mahadiansar 2020). In this sense, tourism can be seen as an essential component of the community's income generating activities. Regarding the benefits experienced by the community from the presence of tourist attractions in Ubud, Mr Agung provided the following information:

"... By providing lodging businesses like this, it certainly has a positive impact in economic terms. So that we can meet our daily needs. In addition, we can introduce culture to guests such as art, dance, and local Balinese traditions..."

The above statement demonstrates that the presence of these tourist destinations can offer advantages for fulfilling economic requirements and introducing Balinese culture to visitors. Furthermore, according to Widiati and Permatasari (2022), tourism has proven to offer constructive benefits for the economic growth of the local community. Regarding the benefits observed by the community from having tourist attractions, as reinforced by Mr Dono.

"... with this tourism can open up new job opportunities, for example Local Job Opportunities. So, a successful guest house can create job opportunities for locals, from waiters, drivers, to cleaning workers, making an economic contribution to the local community. And by providing a memorable experience to guests, so that it can indirectly promote the beauty and uniqueness of Ubud..."

According to the key informants, Ubud's diverse tourist attractions are beneficial to local communities, especially the local economy. This assertion is

corroborated by on-site observations, which highlighted the availability of job opportunities, such as guesthouse management, souvenir sales (see Figure 2). and cleaning services. Such livelihoods can enhance the well-being of the neighbouring community by fulfilling their day-to-day requirements. The presence of tourism not only brings economic benefits but also contributes to the introduction and conservation of the local community's culture.

Figure 2.

Community Culture (Source: Observation, 2023)



The community knowledge about sustainable tourism

Regarding public knowledge about sustainable tourism, based on the interview with Mr Dono, who owns a guest house around tourist destinations, sustainable tourism refers to the endeavour of offering visitors a comfortable and pleasant travel experience. Mr Dono said;

“... What is meant by sustainable tourism in my opinion is that there are attractions that are not obtained from other places, such as the tranquillity of the atmosphere and culture. With the interest of tourists to visit here. So, the local people here have ideas to help support the needs of tourists in the form of food, transportation, lodging, and others so that they feel at home to visit here...”

Mr Dono's viewpoint establishes the plausibility of sustainable tourism in meeting the requirements of visitors by facilitating their lodging and other needs. The understanding of sustainable tourism according to Mr Dono is in line with the opinion of (Evita, Sirtha, and Sunarta 2012), which states that guests choose guest houses as an alternative to luxury hotels, especially foreign tourists who prefer such accommodations for their stay. Guest houses are preferred because they offer more personalised services and a higher level of comfort and safety, which can protect tourists from terrorist and criminal threats that tend to target specific groups. After exploring the community knowledge of sustainable tourism, the next topic is the transition of

communities in advancing the tourism-related activities as their income generating activities.

The role of the community as an economic actor began in ancient times, starting from Ubud. It was popularised by world famous artists. Their writings and paintings tell of the unique impressions they gained during their travels. Artistic talent is also common among the majority of Hindus. Our informant said:

“... Why did I choose to sell paintings. Because I have a talent and hobby of painting taught from my parents. Here (Ubud) many sell items that have artistic value such as paintings like this, accessories, and so on...” (Wayan, 2023)

This assertion is further supported by our field observations. We observed that Ubud not only offers lodging services, but also provides many local souvenirs sold by the community. The Ubud Art Market serves as a hub for typical Ubud souvenirs, ranging from paintings (see Figure 3), sculptures, accessories, and more. Consequently, tourists can learn about Ubud's unique products.

Figure 3.
Ubud Art Paintings (Source: Observation, 2023)



The role of the community in realizing sustainable tourism

The role of the community, as a communal entity associated with a particular social structure, refers to the actions of a collective group of people that reflect a common pattern of behaviour. The realisation of sustainable tourism in Ubud is achieved through the implementation of the role of the

community. Roles include spontaneous participation, government induced participation and non-government induced participation.

The community spontaneous participation

The role of the community as volunteer is evident in how they embrace Tri Hita Karana, the local wisdom, in their daily lives. Balinese Hindus value Tri Hita Karana as a concept for community life. The people in Ubud implement this value in their management of tourism as a way of showing respect for the Creator and to achieve sustainable tourism. By implementing Tri Hita Karana as their everyday life guide line, the community is conceptually showing their spontaneous participation in preserving their customs and tradition. With regards to the involvement of the community in the preservation of customs, as Mr Dono expressed:

“ ... in Bali is customary, Ubud wants a Hindu-based tourism culture. In traditional institutions there is such a thing as Priangan Palemahan, Pawongan. If Priangan is related to divinity, for example a sacred place of worship for worship, Pawongan is related to humans, meaning how to make these human resources have quality. Palemahan is related to the environment. This concept is carried out by Hindus in Bali, the holy place is placed on the top level and then continued with the place of humans (Pawongan) and the bottom place for commodities from nature such as agricultural and livestock products (Palemahan). Now the concept is more popularly called Tri Hita Karana...”

This statement is reinforced by our field observations, aside from the interviews. Balinese Hindus follow the Tri Hita Karana, a set of guidelines for communal living. Their priority is interacting with God first, followed by fellow humans to ensure a harmonic community existence. Additionally, environmental consciousness must not be divided in the minds of Balinese Hindus. The concept is highly suitable for achieving and enhancing sustainable tourism in Ubud. The remarkable approach is in great demand among numerous foreign tourists, thus indirectly promoting Balinese culture and traditions to visitors (see Figure 4). The adoption of this concept is expected to ensure the sustainability of Culture and Customs for future generations.

Figure 4.

Pura Agung represents the rich cultural heritage Balinese Hindus has to offer.
Source: Observation, 2023



The community induced participation driven by the government

The community induced participation form is evident in how they implementing careful waste disposal practices in the neighborhood. Waste management is essential in all areas, especially tourism, to ensure guest wellbeing. Waste is generally defined as the by-products of everyday human activity that have become unusable. The amount of waste generated is determined by the daily use of the community. Famous tourist destinations such as Ubud undoubtedly need an efficient waste management system to regulate the disposal of waste generated by domestic units (households), services such as accommodation and restaurants, as well as tourist hotspots. This was the opinion of our informant, Mr Pak Agung who owns a guesthouse in the area.

"... In Ubud .while we use a self-management system, the community only collects, picks up officers and disposes of it at the Ubud area Landfill. Currently the Ubud government has planned the construction of a Recycle, Reduce, Reuse (TPS3R) Waste Treatment Plant and now it has been in the process of preparing land..."

According to Mr Agung, the community independently manages the waste, which is later collected by the assigned officers and disposed of in a landfill (TPA). The officers are instrumental in emphasizing the community's responsibility to sort and differentiate between organic and inorganic waste before it is picked up. This point is then reiterated by Mr Dono.

"... Here the officer gives rules to the community to distinguish and sort between organic waste and inorganic waste before the garbage is picked up by the janitor. If the officer finds unsorted garbage, the waste will not

be picked up and will be penalized. For the best waste sorters, rewards will be given on certain occasions..."

Besides the interview results on the sorting of organic and inorganic waste, our field observations support this finding. Based on our observations, the Ubud district government has implemented a waste management policy that requires community members to sort waste before disposal, and this policy is communicated through an information board that outlines the different types of waste, including organic and inorganic waste (see Figure 5). Furthermore, individuals who fail to sort their waste according to the regulations will be sanctioned, while the best sorting community will be eligible for a prize.

In certain areas of Ubud, the introduction of eco-friendly shopping bags such as tote bags and the banning of single-use plastic bags is widespread. Balinese are also known for their cleanliness. They regularly clean and sweep their yards. The information provided by the two informants suggests that the community has managed waste effectively.

Figure 5.

Organic and Inorganic Waste Bins (Source: Observation, 2023)



The community induced participation driven by the non-government

The participation of the local community which is induced by non-government elements in sustainable tourism practices is evident through the provision of hospitality services in accordance with increasing numbers of tourists. In the tourism industry, offering adequate lodging, food, and drink to visitors is crucial. As the number of tourists increases, so does the demand for

accommodation and dining facilities. In Ubud City, locals have responded to this opportunity by offering their homes as guest house services to tourists. This is supported by Mr Dono as follows:

“... Because of the large number of tourists from home and abroad who came, so I had the initiative to open a guest house. I think guest houses are better than hotels because they offer a unique impression on the local culture, they are easily accessible and their prices are also affordable...” (Dono, 2023)

Based on information from Mr. Dono, as a service provider, he offers guest houses to cater for the vast number of tourists from both within and outside the country who visit. Also, the guest house idea is founded based on the local wisdom, where the inn's location is tied to the innkeeper, enabling tourists to engage directly with the local community. This was conveyed by Mr Agung as follow:

“... The concept of lodging in Ubud is based on local wisdom where the location of the inn is incorporated with the innkeeper. So tourists can blend directly with the local people...” (Agung, 2023)

The two statements from the above demonstrate that the substantial amount of domestic and international visitors prompts local residents to launch guest house services. The guest house concept comprises tourist accommodation combined with the owner to allow guests direct interaction. Our stay in one of the guest houses in Ubud provided further support for this. As tourists, we witnessed the guest house services first-hand. By engaging in direct interaction with the local community during our stay as guests, we have had the opportunity to experience exceptional service and comfort at the guest house. Furthermore, we have been able to learn about the community's culture and customs, such as the morning worship preceding daily activities, through personal interaction with the guest house proprietors.

Challenges in implementing the sustainable development

In the pursuit of a community-driven sustainable tourism approach, various challenges have emerged and require the collective attention of village authorities and locals alike. Specifically, maintaining high service standards has been identified as a significant barrier. Mr Agung has conveyed the following obstacles faced in fulfilling the community's role.

"... The obstacles in managing this guest house in Ubud are fierce competition in the accommodation industry and maintaining service and hygiene standards..."

Based on the interview, Mr Agung identified challenges in managing guesthouses, especially service competition within the same industry. For tourists, the presence of comfort and safety elements are attractive features and opportunities to visit certain areas. This is because tourists are motivated to explore new experiences while also feeling secure and at ease during their travels (Rachmiatie et al. 2020). Therefore, business managers in tourist destinations must give special consideration to comfort and safety.

Based on the results of our study on the role of the community in achieving sustainable tourism in Ubud, the categorisation of the role of the community in achieving sustainable tourism is threefold: initiation, implementation and participation (Herdiana 2019). The community's three roles precisely support the development of sustainable tourism with differing intensities and interests, each determined by the capacity of the community in question.

In the first place, the community acts as a spontaneous participant in the sense of the adoption of Tri Hita Karana as a guideline for their everyday life in the implementation of sustainable development. The community plays a key role as the initiators in tourism by being the first to discover, recognize and explore its potential. To achieve this goal, this requires an understanding of sustainable tourism by the community. Sustainable tourism, as interpreted by the people in Ubud, as an effort to provide comfort to visitors during their travels. The Tri Hita Karana philosophy is used as a principle for tourism development. For example, the community provide a range of accommodation and restaurants for tourists to choose from to ensure their comfort. In Tri Hita Karana philosophy, the local community prioritises the value of *Pawongan*, that is aiming to provide a positive tourist experience while preserving healthy community relationships.

Secondly, once the local community has been identified as a voluntary participant in the implementation of sustainable tourism, it is essential that they maintain their important role with the support of the government. This is an

example of induced participation. The community can initiate and develop tourism, leading to the realisation of tourist attractions with the government support. Conversely, waste management is the responsibility of the local government but is operated efficiently by the community. Organic and inorganic waste must be sorted before disposal in landfills.

Thirdly, the community plays a role in non-government induced participation. This type of participation bears resemblance to the previous one, in which community participation is influenced by external forces beyond their control. The difference lies in the involvement of non-governmental elements. The non-government here is referring to the local participation is driven by the tourist's demand. Based on the findings, the community provides various amenities to enhance the comfort of tourists, such as accommodation and dining services, in response to the tourists' expectations.

As an economic actor, the local community actively seeks to balance their income-generating activities with ecological sustainability. In Bali's growing status as a sustainable tourism destination, this situation represents two sides of the same coin. These two aspects are interdependent and cannot be ignored. The local community is committed to achieving balance, which they consider an integral part of their life philosophy, *Tri Hita Karana*.

Conclusion

The development of Ubud as a tourist destination has been attributed to its unique blend of nature, culture, and art. Ubud has been a tourist destination for a considerable period and rose to fame due to the endorsement of renowned artists, resulting in an increased influx of tourists. The community, in conjunction with the government and the tourists, plays a crucial role in achieving sustainable tourism. As hosts, they have significant cultural resources such as customs and traditions. They have the potential to play an active role in the tourism industry. The study findings indicate that the roles of the local community in sustainable tourism in Ubud are interwoven with their daily lives. Ubud naturally presents a sustainable approach to tourism. The community has long implemented sustainability practices, notably through art.

The community participates in the development process as one of the actors in tourism development. The community is actively promoting sustainable tourism through destination management. The categorisation of the role of the community in the achievement of sustainable tourism consists of spontaneous participation and induced participation. The community as the spontaneous is volunteerily responsible for discovering, recognising, and exploring the potential for tourism through the philosophy of Tri Hita Karana, while the community as the induced participants takes on the responsibility of initiating the implementation and development of tourism according to external forces namely the government and non-government induced forced. The three roles have different intensities and interests. Their aim is to support the development of sustainable tourism. Furthermore, preserving Indigenous Culture is an integral part of the community's dedication towards sustainable tourism, specifically cultural sustainability.

On the basis of the findings of this study, a number of pragmatic and academic recommendations are proposed. From a pragmatic perspective, the study suggests the promotion of the active role of the local community, which can be strengthened through the local wisdom of the region and the support of the government for sustainable tourism practices at the local level. However, it is important to note that this article does not specifically discuss the role of governments and other tourism stakeholders. It is therefore recommended that further research is conducted to examine the role of other tourism stakeholders such as government and the community.

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