

Local Community Participation In Management Of Tourism Villages: A Case Study Of Penglipuran Village In Bali

*Ni Ketut Arismayanti^{ab}, I Ketut Suwena^a

^a*Faculty of Tourism, Udayana University, Bali, Indonesia*

^b*Tourism Centre of Excellence, Udayana University, Bali, Indonesia*

*Email: nkarismayanti81@gmail.com

Abstract

The participation of local communities in the rural tourism development process is a prerequisite for achieving sustainability and improving overall community welfare and influencing the sustainability of rural tourism development related to local community participation in decision-making, empowerment, and community knowledge. This research was conducted in Penglipuran, a traditional village in Bali which has a unique culture with traditional building layout and architecture, as well as unique village religious and social activities. The purpose of the study was to analyze the local community's perception of tourism development and their participation in tourism management. Determination of community respondents in this study using the Random Sampling technique. Data were collected by observation, interviews, questionnaires, and documentation studies. Research findings in the form of people assessing the development of tourism in the village and the participation of local communities in tourism management is very good and active. Tourism management has a impact on the sustainability of tourism destinations, especially on environmental. The advice that can be given is the need to increase the ability of the community in the management function of tourism development, so that the community is able to increase their participation, especially in decision making and increase community tourism knowledge.

Keywords: participation, local community, tourism, management

Introduction

Rural tourism development provides employment opportunities, increases local prosperity, preserves the environment, and preserves cultural assets and in turn ensures greater benefits for tourism stakeholders (McAreavey and McDonagh, 2011). Community knowledge or awareness about tourism is important so that local communities can actively participate in tourism and have control over tourism development and practices which in turn enable local communities to recognize the benefits of tourism. Local people are people who are familiar with tourists and

with their local cultural activities. Therefore, their involvement and support is critical to the success and development of rural tourism (Hjalager, 2010; Thongma et al., 2011).

Community empowerment allows local communities to have a voice in the tourism decision-making process which in turn will bring maximum benefits to tourist destinations (Dwyer, 2005). Community participation in decision-making is positively related to the development of sustainable rural tourism (Snepenger et al., 2001; Li, 2006; Ertuna and Kirbas, 2012; Roseland, 2012). Community involvement plays an important role in

sustaining rural tourism development (Gursoy and Rutherford, 2004; Nicholas et al., 2009) and protecting environmental sustainability in tourist destinations (Dorobantu and Nistoreanu, 2012). The active involvement and participation of local communities in the rural tourism development process is a prerequisite for achieving sustainability and improving the welfare of the community as a whole (Thongma et al., 2011; Ertuana and Kirbas, 2012) and influencing the sustainability of rural tourism development related to the participation of local communities in decision making, empowerment, and community knowledge about tourism (Fong and Lo, 2015).

The lack of participation among local communities in rural tourism hinders the process of community participation due to paternalism, racism, clientelism, lack of expertise, and lack of financial resources (Tosun, 2000; Dogra and Gupta, 2012). Therefore, more efforts need to be made to ensure that more people participate in tourism management and development and benefit from the development of tourism in their area. The participation of local people will increase their ability in terms of knowledge, skills and insight. In addition, tourism development gets participation in the decision-making process and commitment from the community, which in turn will achieve tourist satisfaction and the development of sustainable rural tourism.

Bali has since long been known as a global tourist destination (Putra et al, 2021). This research was conducted in Penglipuran Tourism Village. The village is located in Kubu Village, Bangli District, Bangli Regency, Bali. Penglipuran is a traditional village in Bali, which has a unique culture with traditional building layout and architecture, as well as a unique religious and social community. Cultural tourism that develops in Penglipuran is a valuable asset owned by the local community that reflects a local identity that is full of ways of life and local wisdom that is still carried out and is very meaningful for the local community. This village has been designated as a tourist village since 1993 (Regent Decree No. 115

dated 29 April 1993) and is one of the most popular tourist attractions visited by tourists.

Based on this background, where the urgency of this research is a solution to the problem of obstacles in actively participating in local communities in tourism management, so that local communities can improve their abilities in terms of opportunities and participation in the decision-making process in the development of sustainable rural tourism, then the objectives of this research are to analyze the local community's perception of tourism development; the participation of local communities in tourism management; and tourism management that has an impact on the sustainability of tourism destinations in Penglipuran Village as case studies.

Literature Review

The research of Thongma et al. (2011) stated that local communities involved in the decision-making process will affect the viability of tourist destinations. Empowerment allows local communities to gain control or power over tourism development in their communities and in turn influences the social lifestyle, economic development, and environmental protection of a particular tourist destination. Empowered local communities in tourism development were found to have a significant impact on social, cultural, economic, and environmental sustainability (Boley & McGehee, 2014). The findings of Fong and Lo (2015) show that local community participation in decision-making, empowerment, and community knowledge about tourism affects the sustainability of rural tourism development.

Nevertheless, the main organizational problems in the management of cultural tourism in rural areas have been identified and linked to the capacity of rural communities in terms of lack of social and human capital. In line with the fact that cultural tourism assets are usually an integral part of local identities, community-based tourism as a tourism model developed, owned and controlled by local communities, can be very useful in overcoming the problems of organizations involved in creating and

maintaining culturally based tourism local products (Petrić and Pivčević, 2016).

From a sustainable tourism perspective, tourism development can be considered sustainable if local communities have some control over them and if they share equitably in the benefits that arise from tourism activities (Salehudin, 2013). Lekaota (2015) states that the government must not only implement conservation areas or build tourist destinations in rural areas, but also must empower local communities to participate in all stages of planning, development and management of tourism businesses. Involving community members in tourism regulation formulation, implementation, monitoring, and evaluation will be beneficial for the development of sustainable rural tourism. Build partnerships with stakeholders related to tourism, tourism management, tourism management, and others to improve tourism education.

Previous studies on community participation have focused more on community-based tourism and economic development. Tosun (2000) observes that community participation in the tourism development process can be considered either in the decision-making process or in the benefits of tourism development. Participation or community participation in (rural) development is the actualization of the willingness and ability of community members to sacrifice and contribute to the implementation of the program or project being implemented (Adisasmita, 2006).

With community participation, development planning is sought to be more focused, meaning that the development plans or programs that are prepared are in accordance with what is needed by the community, meaning that in the preparation of development plans or programs priorities are determined (in order based on the size of the level of importance), thus implementation development programs will also be carried out effectively and efficiently. Indicators to measure the community participation variable used 4 (four)

indicators, namely: community participation in decision making, knowledge sharing, empowerment, and community knowledge about tourism (Fong and Lo, 2015).

Management is the achievement of the goals that have been set through or together with the efforts of others (Terry, 2013). Management is very important for every individual or group activity in the organization to achieve the desired goals. Management is process-oriented, which means that management requires human resources, knowledge, and skills so that activities can be more effective or can produce actions to achieve success. According to Terry (2013), management functions consist of 4 (four), namely: planning, organizing, actuating, and controlling. Tourism management that has an impact on the sustainability of tourism destinations, namely: social, cultural, economic, and environmental sustainability (Fong and Lo, 2015).

Research Methods

This type of research is a research with a collaboration between qualitative and quantitative approaches which is carried out with data collection techniques through observation, interviews, and questionnaires with a Likert scale technique. In addition to the respondents, interviews were also conducted with Pak Nengah Moneng as the Tourism Manager at Penglipuran Tourism Village (Figure 1) and other community leaders. The presentation of the results of data analysis can be done, either formally (in tabular form) or informally (in narrative form). The study began with the distribution of questionnaires and in-depth interviews related to local people's perceptions of tourism development and forms of local community participation in tourism management. This study uses 4 (four) indicators to measure community participation variables seen from: community participation in decision making, knowledge sharing, empowerment, and community knowledge about tourism (Fong and Lo, 2015). While the

tourism management indicators use management functions (planning, organizing, actuating and controlling) 4 (four) indicators (Terry, 2013). Management of tourism that has an impact on the sustainability of tourism destinations uses 4 (four) indicators, namely: social, cultural, economic, and environmental sustainability (Fong and Lo, 2015).



Figure 1 Interview with Mr. Nengah Moneng as the Tourism Manager at Penglipuran Tourism Village

The findings and recommendations of this study are expected to provide solutions to increase the benefits and welfare of the community through tourism that develops in their village. The types of data used in this study are qualitative data and quantitative data. While the data sources in the form of primary data and secondary data. Determination of community respondents in this study using the Random Sampling technique with an error rate of <10%, totaling 100 community as respondent with a population of 1,111 people. The research scale that will be used in this study is a Likert Scale consisting of five intervals (1-5) that uses a positive response to a negative response. Respondents can choose one of the five intervals (Sugiyono, 2016). Each answer of each item is given a score of 1 to 5, while the class interval is 0.80.

Table 1 Measurement Scale

Scala	Similarity	Percentage (%)	Level
5	4,20 – 5,00	84 – 100	Strongly agree
4	3,40 – <4, 20	68 – 84	Agree
3	2,60 – <3,40	52 – 68	Moderate
2	1,80 – <2,60	36 – 52	Disagree
1	1,00 – <1,80	20 – 36	Strongly Disagree

Source: Sugiyono, 2016.

Identify data collection methods, duration and data analysis. The methods may be quantitative, qualitative, or mixed, as appropriate to the research purpose. Provide sufficient detail to allow the work to be reproduced. Methods already published should be indicated by a reference: only relevant modifications should be described.

Results

Overview of Penglipuran Village

The beginning of the existence of Penglipuran Village is said to have existed since the time of the Bangli Kingdom. The ancestors of this villager came from Bayung Gede Village and have remained until now, while the name “Penglipuran” itself comes from the word

“Pengeling Pura” which means a sacred place to commemorate the ancestors. Penglipuran Traditional Village is a rural area that has a specific structure from a traditional village structure, so that it is able to display a beautiful rural face. The physical arrangement of the village structure is inseparable from the culture of the community that has been passed down from generation to generation. Thus, the Penglipuran Traditional Village is a cultural tourist attraction. The beauty of the Penglipuran Traditional Village can be felt starting from entering the pre-village area with green grass on the edge of the road and hedges pulled along the road, adding to the coolness of the village procession area. In the catus pata area after the procession, it is a boundary area entering the Penglipuran Traditional Village. The wantilan

hall and community facilities as well as open garden spaces are welcome areas. The next area is the area of the village pattern arrangement, which begins with a linear gradation to the physical village to the right and left.

Characteristics of Respondents

Penglipuran Village community totals 1,111 people (2021) with 277 family heads. Livelihoods as farmers, craftsmen, employees, civil servants, souvenir and culinary traders, homestay managers, tour guides, and other tourism actors. The respondents referred to in

this study were the people of Penglipuran Village who were used as samples in this study whose characteristics were analyzed based on gender, age, education, occupation and income level. Respondents based on gender are dominated by men (70 percent), age is dominated by 45-64 years (61 percent), education is dominated by senior high school (46 percent), work as private employees (41 percent) dominates, and income of more than Rp. 2,000,000 up to Rp. 3,000,000 (rupiah) per month.

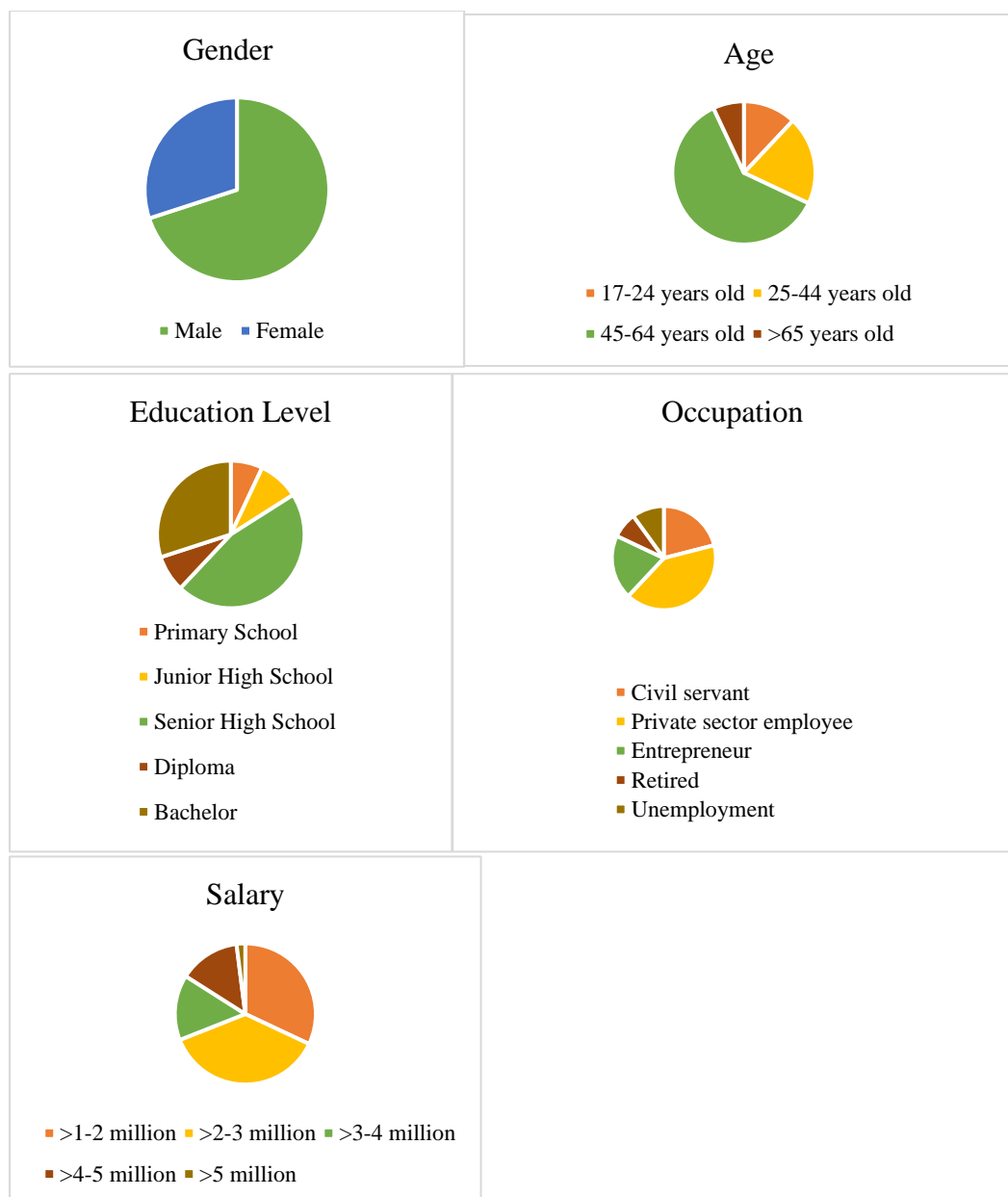


Figure 2 Respondent Characteristics based on Gender, Age, Education Level, Occupation and Salary

Discussion

Local Community Perceptions of Tourism Development

The perception of the Penglipuran Village community regarding the development of tourism in the village can be grouped and described as follows:

- 1) The development of tourism in Penglipuran Village strongly supports the preservation of community traditions and culture, local wisdom, and environmental sustainability. The Penglipuran Village community considers the tourism that is developing in the village to actually strengthen the preservation of traditions and culture that have existed so far. The community feels proud of the many tourist visits to the village because they are interested in witnessing the traditions and culture that have been passed down from generation to generation by the community. It also encourages the increase in cultural performances and festivals that are held every year in the village. Local wisdom in the village is also increasingly being explored and packaged nicely with tourism. Local wisdom in buildings based on local raw materials in the form of bamboo, marriage customs in the form of a prohibition on polygamy supported by the presence of coral blends, to packaging local culinary loloh cemcem which has become the tourism icon of Penglipuran Village. Developing tourism is also able to improve environmental sustainability in the village due to the emergence of public awareness of increasingly protecting the environment in the home area and village area by creating green spaces, planting and cultivating rare plants of economic value (Figure 3).



Figure 3 Cultivation of Plants by Local Community

- 2) Tourism improves the community's economy which has implications for people's livelihoods. All respondents considered that the tourism that developed in Penglipuran Village had a significant impact on the community's economy. In people's homes, local cuisine is available in the form of loloh cemcem, which develops other beverages, such as herbal turmeric, processed drinks from "teleng" flowers, Balinese coffee and coffee latte. Some communities also provide food for visiting tourists and tourists staying at homestays. Residents' homestays also develop plants that are offered to tourists to visit and stay overnight. In addition to culinary, the community also provides souvenirs in the form of wickerwork, clothing, necklaces and bracelets as well as other handicrafts (Figure 4). People's livelihoods began to develop from farmers to traders, homestay managers, joined as tourism management staff, cleaners and others. Tourism activities are able to open up business opportunities, absorb labor and improve people's welfare.



Figure 4 Local Community Provides Handicrafts Souvenirs in Tourism Village

- 3) Developing tourism is able to create jobs, open up business opportunities, absorb labor, increase people's income, reduce and reduce public spending in carrying out social, cultural and customary activities in the village. Tourism is also able to encourage people to create new innovations in an effort to attract tourists visiting the village. The development of tourism products and activities is expected to absorb an increasing number of workers in the tourism industry (Figure 5), so as to increase the income and quality of life of the community. However, there are also concerns by the community if the income of the community increases, where the community has the ability to build especially their houses, so that they build modern buildings and leave buildings in accordance with existing traditions and culture.



Figure 5 The Community Provide Local Food for Breakfast

- 4) Management of tourist villages is expected to be based on local wisdom, area developers, and tourism activities so that they are not monotonous. The community hopes that tourism that develops in Penglipuran Village will continue to develop in the future by developing new product innovations from existing tourism products, but still upholding and preserving existing traditions, customs and cultures (Figure 6)



Figure 6 The Community Provides Culinary Coffee In Karang Memadu Tourist Attraction

Participation of Local People in Tourism

Penglipuran Village community participation is seen from community participation in decision making, community participation in sharing knowledge, community participation in empowerment, and community participation in community knowledge about tourism.

1) Community Participation in Decision Making

The participation of the Penglipuran Village community in making decisions regarding tourism development in their village can be seen in Table 2.

Table 2 Penglipuran Village Community Participation in Decision Making

Attributs	Score	Score Description
The community is informed about the tourism policy in the village	4.58	Strongly Agree
The community has a voice in the tourism development decision-making process in the village	4.02	Agree
Communities are asked for their opinion when tourism development projects in the village	3.82	Agree
Communities are consulted on tourism development issues	3.92	Agree

The community is actively involved in the decision-making process regarding tourism affairs in the village	4.04	Agree
Total	20.38	
Average	4.08	Agree

Based on Table 2, it can be seen that the participation of the Penglipuran Village community in making decisions gets a high, especially getting the highest score in the community being informed about tourism policies in the village (4.58), and the average score is 4.08 (agree).

2) Community Participation in Knowledge Sharing

The participation of the Penglipuran Village community in sharing knowledge related to tourism development in their village can be seen in Table 3.

Table 3 Participation of Penglipuran Village Community in Sharing Knowledge

Attributs	Score	Score Description
The community is happy to share knowledge with tourism stakeholders	4.32	Strongly Agree
Communities share knowledge with tourism stakeholders	4.50	Strongly Agree
Communities share new lessons with tourism stakeholders	4.54	Strongly Agree
Communities share information with tourism stakeholders	4.24	Strongly Agree
Communities share skills with tourism stakeholders	4.14	Agree
Total	21.74	
Average	4.35	Strongly Agree

Based on Table 3, it can be seen that the participation of the Penglipuran Village community in sharing knowledge is very high, especially getting the highest score for the community sharing new lessons with tourism stakeholders (4.54) and the average score is 4.35.

3) Community Participation in Empowerment

Penglipuran Village community participation in empowerment related to tourism development in their village can be seen in Table 4.

Table 4 Penglipuran Village Community Participation in Empowerment

Attributs	Score	Score Description
Tourism makes people proud to be residents in the village	4.90	Strongly Agree
Tourism makes people want to work to keep people special	4.66	Strongly Agree
Tourism in the village makes you feel more connected to the community	4.76	Strongly Agree
Tourism in the village provides a way to get involved in the community	4.34	Strongly Agree
Communities feel like they have a voice in tourism development decisions in the village	4.04	Agree
Communities feel like they have access to the decision-making process when it comes to tourism in the village	3.98	Agree

People feel that my voice makes a difference in how tourism is developed in the village	3.40	Agree
Total	30.08	
Average	4.30	Strongly Agree

Based on Table 4, it can be seen that the participation of the Penglipuran Village community in empowerment is very high, especially getting the highest score on tourism makes the community proud to be residents in the village (4.90) and the average score is 4.30.

4) Community Participation in Public Knowledge about Tourism
The participation of the Penglipuran Village community in public knowledge about tourism related to tourism development in their village can be seen in Table 5.

Table 5 Penglipuran Village Community Participation in Community Knowledge about Tourism

Attributs	Score	Score Description
The tourism industry in the village is an economic driver for Bali and Indonesia	4.72	Strongly Agree
Tourism is visiting friends and relatives in another city	3.34	Moderate
Ecotourism is tourism that is in harmony with the environment	4.54	Strongly Agree
Knowing the many tourist attractions in the area	4.34	Strongly Agree
The tourism industry provides many rewarding job opportunities	4.74	Strongly Agree
Advertising spent by the region to attract tourists to the village is a good investment	4.28	Strongly Agree
Tourism has led to increased taxes for villagers due to the need for extra police, roads, and so on.	3.18	Moderate
Total	29.14	
Average	4.16	Agree

Based on Table 5 it can be seen that the participation of the Penglipuran Village community is high, especially getting the highest score in the tourism industry provides many useful job opportunities (4.74) and the average is 4.16 (agree).

Based on the participation of the Penglipuran Village community seen from community participation in decision making, community participation in sharing knowledge, community participation in empowerment, and community participation in community knowledge about tourism, it can be seen that the highest average is found in community participation in knowledge sharing (4,35) seen from the community that they are happy to share knowledge; people share knowledge;

communities share in new lessons; information sharing community; and communities share skills with tourism stakeholders.

Tourism Management Impacting the Sustainability of Tourism Destinations

Tourism management in Penglipuran Village has an impact on the sustainability of the destination which is seen as social, cultural, economic and environmental sustainability.

1) Social Sustainability

Tourism management in Penglipuran Village has an impact on the sustainability of the destination which is seen as social sustainability which can be seen in Table 6.

Table 6 Social Sustainability

Attributs	Score	Score Description
Tourism in the community enhances the identity of the community	4.26	Strongly Agree
With tourism improving the image of rural communities	4.60	Strongly Agree
With tourism allows me to experience new activities	4.52	Strongly Agree
Tourism improves the quality of life of people in the village	4.68	Strongly Agree
Tourism provides opportunities to learn new things	4.76	Strongly Agree
Tourism allows people to gain positive recognition	4.62	Strongly Agree
Total	27.44	
Rata-rata	4.57	Strongly Agree

Based on Table 6, it can be seen that tourism management in Penglipuran Village has a very high impact on social sustainability, especially getting the highest score on tourism provides an opportunity to learn new things (4.76). and the average is 4.57 (strongly agree).

2) Cultural Sustainability

Tourism management in Penglipuran Village has an impact on the sustainability of the destination which is seen as cultural sustainability, which can be seen in Table 7.

Table 7 Cultural Sustainability

Attributs	Score	Score Description
Tourism gives me the opportunity to learn about other people's cultures	4.46	Strongly Agree
Tourism provides an opportunity to restore and protect historical structures in my community	4.60	Strongly Agree
Tourism increases community awareness and recognition of local culture and heritage in the village	4.62	Strongly Agree
The variety of cultural activities in the village is unique and special	4.66	Strongly Agree
Tourism provides a wide variety of cultural facilities and activities in the village	4.52	Strongly Agree
Tourism provides a wide variety of entertainment in the village	4.36	Strongly Agree
Total	27.22	
Rata-rata	4.54	Strongly Agree

Based on Table 7, it can be seen that tourism management in Penglipuran Village has a very high impact on cultural sustainability, especially getting the highest score on the variety of cultural activities in unique and special villages (4.66) and the average is 4.54 (strongly agree).

3) Economic Sustainability

Tourism management in Penglipuran Village has an impact on the sustainability of the destination which is seen as economic sustainability, which can be seen in Table 8.

Table 8 Economic Sustainability

Attributs	Score	Score Description
Tourism increases the number of jobs in the village	4.62	Strongly Agree
Tourism increases the personal income of the individual community	4.32	Strongly Agree
Tourism raises people's living standards	4.26	Strongly Agree
Tourism provides various shopping facilities in the village	4.22	Strongly Agree
Tourism generates income for the local economy	4.58	Strongly Agree
Total	22.00	
Rata-rata	4.40	Strongly Agree

Based on Table 8, it can be seen that tourism management in Penglipuran Village has a very high impact on economic sustainability, especially getting the highest score on tourism increasing the number of jobs in the village (4.62) and the average is 4.40.

4) Environmental Sustainability

Tourism management in Penglipuran Village has an impact on the sustainability of the destination which is seen as environmental sustainability, which can be seen in Table 9.

Table 9 Environmental Sustainability

Attributs	Score	Score Description
Tourism should be integrated with conservation and land management in the village	4.48	Strongly Agree
Tourism development should be encouraged not to have conflicts with the environment	4.54	Strongly Agree
Tourism does not harm the environment	4.62	Strongly Agree
The environment needs greater protection	4.64	Strongly Agree
The economic benefits of tourism are as important as protecting the environment	4.68	Strongly Agree
Total	22.96	
Average	4.59	Strongly Agree

Based on Table 9, it can be seen that tourism management in Penglipuran Village has a very high impact on environmental sustainability, especially getting the highest score on the economic benefits of tourism as important as environmental protection (4.68) and the average is 4.59 (strongly agree).

Based on the results of the questionnaire, it is known that tourism management in Penglipuran Village has an impact on the sustainability of the destination in terms of social, cultural, economic and environmental sustainability. It can be seen that the highest average is in environmental

sustainability (4.59) which is seen from tourism that must be integrated with conservation and land management in the village; tourism development should be encouraged not to have conflicts with the environment; tourism does not damage the environment; the environment needs greater protection; and the economic benefits of tourism are equally important.

The results showed that the indicators of Penglipuran Village community participation in decision making and community knowledge about tourism need to be improved to achieve sustainable tourism

goals. The lack of participation among local communities in Penglipuran Tourism Village can be overcome by increasing the capabilities, capabilities, and expertise of the community. The implications of community participation in decision-making are positively related to the development of sustainable rural tourism (Snepenger et al., 2001; Li, 2006; Ertuna and Kirbas, 2012; Roseland, 2012). This is because the involvement of local communities in the decision-making process greatly affects the viability of tourist destinations. This is because the community is the owner of culture and has local wisdom in maintaining its culture from generation to generation, especially the culture of the Penglipuran Village community as a tourist attraction. This is also emphasized by Fong and Lo (2015) that the participation of local communities in decision-making, empowerment, and community knowledge about tourism affects the sustainability of rural tourism development. With the participation of the community in development planning, so that it can have implications for more targeted tourism development, according to community needs, and the community is able to set priorities for development programs and implement them effectively and efficiently.

Likewise in the case of community-based tourism village management by empowering rural communities as homestay managers, souvenir and culinary traders who collaborate in providing services when tourists come to visit or stay overnight in tourist villages. This is in line with the findings of Boley & McGehee (2014) which stated that empowered local communities in tourism development were found to have a significant impact on social, cultural, economic, and environmental sustainability. Likewise, it is not different from the findings of Petrić and Pivčević (2016) which emphasizes cultural tourism assets as an inseparable part of local identity, community-based tourism as a tourism model that is developed, owned and controlled by local communities, can be very useful in overcoming organizational problems. Involved

in creating and sustaining tourism products based on local culture. Tourism development in Penglipuran Village can be concluded as developing sustainable tourism because local communities have control and share equitably in the benefits that arise from tourism activities.

Conclusion and Recommendation

Based on the results and discussion, it can be concluded that: the perception of the people of Penglipuran Village regarding the development of tourism in the village can state that the development of tourism in Penglipuran Village strongly supports the preservation of community traditions and culture, local wisdom, and environmental preservation; and improve the community's economy which has implications for people's livelihoods; and able to open up business opportunities, absorb labor and improve the welfare of the community; and village management is expected to be based on local wisdom, areas, and tourism activities so that they are not monotonous. Community participation in Penglipuran Village is seen from community participation in decision making, community participation in sharing knowledge, community participation in empowerment, and community participation in community knowledge about tourism. Based on the Community Participation of Penglipuran Village, it can be seen that the highest average is found in community participation in sharing knowledge (4.35/strongly agree). Based on tourism in Penglipuran Village which an impact on the impacts has caused by social, cultural, economic and environmental impacts, it can be seen that the highest average occurs in the environment (4.59/strongly agree).

The suggestions that can be given are:

- 1) It is necessary to increase the community's ability in the management function of tourism development in the village, so that the community is able to increase their participation, especially in decision making and increase public knowledge about.
- 2) The need for community involvement in

- tourism activity innovation.
- 3) Development of tourism while upholding local cultural values and traditions.
 - 4) Practice regularly to improve the quality of human resources in providing services, so as to increase the participation and ability of local communities to participate in development and development.
 - 5) The importance of improving tourism infrastructure and facilities (such as roads to the village, parking lots, rest areas, toilets and tourism service support facilities), so that tourism can have a sustainable impact on the people of Penglipuran Village.

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