

## Community Based Tourism Development Strategy Of Munggu Beach, Mengwi District, Badung Regency-Bali

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ArticleInfo	ABSTRACT
<b>Keywords:</b> Tourism Development Strategy, Community Based, Community Based Tourism	Munggu beach community-based tourism development, the Government always includes the community in decision-making. Second, the management of beach tourism objects provides direct and indirect benefits to the community. Directly it can be felt by the community with an increase in the economy from beach tourism activities. Indirectly, the number of visitors who come to the beach tourism location can see and introduce the customs and customs of the local community. Third, involving managers, government and the community about good development procedures. Fourth, the government always gives space to the community to maintain its culture. Then the factors that support the development of community-based tourism are the natural beauty that is still maintained and also free tourist sites. Then the inhibiting factor is the lack of public awareness in maintaining environmental cleanliness and the absence of regulating regulations.
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### INTRODUCTION

Tourism activities occur when there are tourist destinations and tourists, which form a system. The work of the main tourism system consists of the demand side and the supply side. The demand side is people who have the desire to travel, people who travel are called tourists. The supply side includes transportation components, tourist attractions, services and information/promotion. This supply side is a product of tourist destinations, (Warpani, 2006).

Tourism development is all coordinated activities and efforts to attract tourists, provide all the necessary infrastructure and facilities, goods and services facilities, in order to serve tourists. Tourism activities and development include aspects of life in the community, ranging from transportation activities, accommodation, tourist attractions, food and beverages, souvenirs, services, and others. This effort is to encourage and increase the flow of foreign tourists and domestic tourists to Cemagi beach, thus enabling the economy of the village community to progress and develop (Yoeti, 2002).

Community-based tourism development is an effort to empower rural communities due to their inability due to both internal and external factors. Empowerment is expected to be able to change the life order of the community towards a better direction. Empowerment as

a process of developing, empowering, empowering, strengthening the bargaining position of the lower layers of village society.

The village community-based tourism development strategy is an effort to transform community growth as a real force of society, to protect and fight for values and interests in the arena of all aspects of life. One strategy to empower the community through the tourism industry is to utilize street vendors (PKL). Street vendors (PKL) are a potential business opportunity that is quite promising, proven to be able to drive the real economy of the community in the midst of difficult conditions for finding employment and termination of employment (PHK). The empowerment of street vendors carried out by the government has not been optimal because local regulations on empowering street vendors have not been implemented optimally, as a result there are still government policies that are still considered not in favor of street vendors.

On the other hand, Law Number 23 of 2014 concerning Regional Government requires each region to explore the potential that exists to be able to increase regional income to finance various developments in the region. One of the efforts to optimize the potential for regional income is the existence of a tourism area management area, because the potential for tourism management if good and professional management is carried out will certainly have a significant added value to PAD.

Law Number 10 of 2009 concerning Tourism states that tourism is one of the promising sectors and provides great opportunities for national development. The national development in question is to increase economic growth, improve people's welfare, eliminate poverty, overcome unemployment, preserve nature, the environment, and natural resources, in advancing culture, which raises the image of the nation and strengthens friendship between nations.

Based on the description of the background above, the author formulates several problems as follows How is the Community Based Tourism Development Strategy on Cemagi beach, Mengwi District, Badung Regency? What are the supporting factors and inhibiting factors of the Community Based Tourism Development Strategy on Munggu Beach, Mengwi District, Badung Regency? .

The research objectives if associated with the formulation of the problem above are as follows To find out the Community Based Tourism Development Strategy on Cemagi beach, Mengwi District, Badung Regency? To find out the supporting factors and inhibiting factors of Community Based Tourism Development Strategy on Cemagi beach, Mengwi District, Badung Regency. The benefits of research are that it can be used as a comparative study material in order to complement studies that can lead to the development of science, especially on the development of Community Based Tourism development strategies on Cemagi beach, Mengwi District, Badung Regency. As well as being one of the contributions of thought and input for the implementation of how the Community Based Tourism Development strategy (Community Based Tourism) on Cemagi beach, Mengwi District, Badung Regency.

## METHODS

The research method applied is a qualitative method. This method is appropriate because the research focuses on an in-depth description of the strategies implemented, as well as the supporting and inhibiting factors. (Ibrahim et al., 2023). Qualitative research allows in-depth exploration through descriptive and case study approaches. Data was collected through in-depth interviews with stakeholders such as village heads and street vendors, as well as direct observation in the field. Data analysis was conducted contextually, using coding and categorization techniques to identify key emerging themes. The approach also included triangulation with multiple data sources to ensure the validity of the findings. The focus on community empowerment in tourism development demands an in-depth understanding of social dynamics and community interactions, which can be effectively captured by qualitative methods. As such, this method allows the researcher to comprehensively describe community-based tourism development strategies, while also providing recommendations to enhance community participation and empowerment in the process.

## RESULTS AND DISCUSSION

### Concept of Community-based Tourism Development Strategy

Strategy means an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time. Meanwhile, tourism development is an effort to advance tourism that is better and more attractive in terms of places and objects in it in order to attract tourists who visit. Meanwhile, community-based has the meaning of conditions that place the community as decision makers. It can be concluded that the community-based tourism development strategy is intended to be a comprehensive approach in order to promote tourism by involving the community, both; in planning, implementation and evaluation of the follow-up.

### Community-based Tourism Development Strategy

Community involvement in tourism development is essential to ensure that the outcomes are aligned with local needs and benefits. As for community participation, it is not merely strengthening the capacity of local communities, but increasing the empowerment of citizens in joint development.

Community-based tourism development strategy at Munggu beach is inseparable from the participation of people who participate in tourism development, starting from the design stage to the implementation of a program to be implemented. The Badung district government is very serious in involving the community at Munggu beach, as an effort so that tourism development can improve the community's economy.

*"Tourism is basically to improve the economy of an area, so that at the stage of making a decision community involvement is needed. In the implementation of tourism development in Munggu Village, the management and we always involve the community, of course the reason is because the community really understands the customs and culture of a place, we and the management certainly need consideration from the community (Interview with the Head of Munggu Village, August 19, 2023)."*

The results of the interview concluded that involving the community in decision making in the process of developing community-based tourism on Munngu beach, because the community really understands the location and condition of the tourist attraction, so that in its development involving the community is very important.

Some policies and programs related to the village tourism development strategy are inseparable from the contribution and input from the local community, including in terms of street vendors.

*"I am very often involved in decision-making in tourism in Munggu Village, as a PKL I am involved in the process of developing a tourism. There are many things that involve decisions related to the development of Munggu village tourism that are carried out with the community".*

Seen community involvement in decision-making related to tourism development strategies in Munggu Village touches all activities contained in the village tourist attraction. So that in its development there are no significant obstacles. One of the strengths of tourism is its heavy reliance on local natural and cultural resources. Where these assets are owned and managed by all members of the community, both individually and in groups, including those without financial resources. Thus, the resources become more valuable, more valuable and become the reason why visitors want to come to the tourism site.

The interest of visitors to the Munggu beach tourist attraction lies not only in the beauty of its natural resources but also the culture of the local community which is very friendly in welcoming visitors. So that visitors feel comfortable in doing tourism activities.

*"For me, it is interesting to visit a tourist location not only because of the beauty of a tourist location but also the characteristics of the local community, such as the people in Munggu village are very friendly so that we visitors also feel comfortable. "*

The interview with Luh Kade can be seen that the characteristics of the Munggu beach community are very open, making visitors feel comfortable when visiting tourist objects. In addition, visitors can directly analyze the existence of local communities in tourist sites, providing evidence that the community-based tourism development strategy is in line with community empowerment.

## **Supporting and inhibiting factors in the development of community-based tourism at Munggu Beach**

### **Supporting Factors**

There are several factors that benefit the manager in the context of community-based tourism development strategies on Munggu beach and some of them are: Natural conditions are still maintained and free of charge.

#### **Natural conditions are still maintained**

The beautiful scenery of Munggu village and the diversity of green plants make the community-based tourism development strategy very appropriate, so that this tourist location becomes a relatively favorite tourist spot for tourists both from within and outside the region.

Visitors' needs for the world of tourism are often constrained by distance and cost, this makes tourists spend large capital to just travel. Beach tourism objects in this village see this

as an opportunity by looking at the beautiful natural panorama and providing unlimited access to visitors without charging a penny.

*"In addition to the favorable natural conditions, I think that the entrance fee in Munggu village is one of the things that attracts tourists to go there. At this time there are many tourist locations that are very beautiful but to visit there you have to provide entrance fees, parking and so on. It is different with Munggu village, there is no charge at all so all groups are free to enter there without having to be constrained by costs."*

Free village tours are an attraction for tourists to visit Munggu Village. Moreover, the concept of tourism like this is very rarely found. So it is not surprising that this village tourist location is often crowded with visitors on weekends.

### **Inhibiting Factors**

The problem of waste is a common problem faced by every tourist attraction. The lack of awareness of tourists in maintaining the cleanliness of the environment makes beach tourism in Munggu village often look a little dirty. Various efforts have been made by the management starting from socialization, providing trash bins and giving warnings. Even though this village tour has provided signs so that tourists throw garbage in the trash that has been provided.

In addition to providing trash bins, the cleaners have also coordinated with traders to urge each of their consumers to dispose of garbage where it has been provided. In addition to improving the community's economy, economic actors, in this case traders who sell in the Munggu village tourism area, also have the responsibility to give warnings to visitors who throw garbage in any place. Moreover, most of the scattered garbage is the merchandise of the traders.

## **CONCLUSION**

Based on the results of the author's discussion related to research on *Community Based Tourism* Development strategies at Munggu Beach, Mengwi District, Badung Regency, the following conclusions are drawn: 1) Involving community members in decision-making is the process of developing Munggu beach tourism goes well. 2) The Certainty of Local Communities Receiving Benefits from Tourism Activities is the management of Cemagi beach attractions provide direct and indirect benefits to the community. Directly it can be felt by the community with an increase in the economy from this beach tourism activity. Research suggestions are 1) The local government, in this case Badung-Bali Regency, and the private sector in the implementation of community empowerment programs around the Munggu beach tourism need to be more involved, especially educating the community in the field of tourism. 2) It is hoped that the Munggu Beach tourism manager will always open space for the community to be empowered so that the community can live independently.

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