



The Involvement of Timpag People in the Development of Tourism Villages in Bali

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Abstract. This research focuses on uncovering elements of tourism potential development in *Timpag* Village, Tabanan Regency, Bali. *Timpag* Village is known as a new tourist village in Tabanan, Bali. On the one hand, the success of tourist villages in Bali seems to have an influence on the model for developing tourism potential carried out by the *Timpag* villager. The questions are these: 1) What is the form of tourism potential in *Timpag* Village?; and 2) What is the interest of the *Timpag* people in developing a tourist village in Tabanan, Bali? This research has been completed in article form using qualitative methods. All data was collected through literature studies and observations in *Timpag* village. All data has been analyzed qualitatively. The research results show the following: 1) as a village in Tabanan, *Timpag* Village has natural tourism potential, cultural tourism potential, ecotourism potential, special interest tourism potential; and 2) the enthusiasm for developing tourism potential in *Timpag* Village is marked by social solidarity within the *Timpag* people based on CBT principles by prioritizing adding tourist attractions, adding accommodation, adding amenities and improving the quality of accessibility.

Keywords: *Timpag People, Tourism Village, Development, Bali.*

1 Introduction

Rural development is one of the Indonesian government's development programs for community welfare [1, 2]. The community has the right to participate in development, such as tourism development in rural areas, which is confirmed in Law no. 6 of 2014. Through Law no. 10 of 2009, tourism development can synergize with rural development. Providing tourism packages in village development can add new jobs and improve the rural economy [3]. Villages with areas that provide tourism services according to Bali Governor Regulation Number 52 of 2021 are attractive village administrative areas because they have unique or potential authentic tourist attractions, able to add to the sensation of experience and uniqueness of life. Tourist villages can be realized based on the potential for tourist attractions [4, 5]. A tourist attraction is anything that has value, uniqueness, beauty, such as natural wealth, culture and man-made products that can become capital for tourism development [6, 7]. Therefore, later the village can become an attractive area to attract tourists. Attraction aspects can be enjoyed by tourists if they are supported by adequate accessibility components to reach tourist attraction areas [8].

Building tourist attractions has been carried out through developing village tourism potential so that *Timpag* village has a better impression and is conducive to tourism activities. To develop the village into a tourist village, the people of *Timpag* village have gathered and learned about various aspects of developing a tourist village. There are aspects of accessibility, amenities, tourist attractions and accommodation that need to be prepared for tourist areas in addition to organizational readiness [9, 10].

In fact, there are already many quality tourist villages complete with developing tourist areas in Bali. *Penglipuran* village has received an international award as the best tourist village in Bali [11]. The quality of the *Kerta* tourism village in Gianyar is built based on four tourism potential development strategies [12]. *Wanagiri* village in Tabanan has carried out tourism development based on the principles of *Sapta Pesona* [13]. The quality of *Batuan* tourism village has been promoted through social media [14]. *Munggu* village in Badung has developed tourism quality with the help of *pokdarwis* [15]. *Bongkasa Pertiwi* village has superior natural tourism potential for tourism development [16]. *Belok Sidan* village has built an ecological tourism village with special interest tourism packages [17]. *Kerta* village was developed into a *Kerta* tourism village for the community's economic recovery after the COVID-19 pandemic [12]. *Batuan* village has been promoted as a tourist village through social media [14]. On the one hand, the people of *Timpag* village are taking part in developing their village into a tourist village. The problems are focused on identifying answers to these questions: 1) What tourism potential does *Timpang* village, Tabanan, Bali have?; and 2) What is the form of enthusiasm for developing tourism potential in the *Timpag* village, Tabanan, Bali?

2 Method

This article was successfully completed after going through fundamental research using a tourism perspective. This tourism science perspective is applied with the help of the phenomenological paradigm. The tourism perspective used cannot be separated from the nature of the existence of tourism activities and the phenomenological paradigm is used considering that tourism practices in *Timpag* village are not yet established or are relatively new.

In essence, this research uses qualitative methods. Data collection was carried out using observation and literature study methods. In an effort to obtain reliable results, the data was analyzed qualitatively. In addition, to be able to describe the solution to a problem, project or business concept based on internal and external factors, it is necessary to recognize strengths, weaknesses, opportunities and threats [18]. Performance analysis ranks the various elements of a service group and identifies what actions are required. Therefore, the important performance analysis phase in this research determines how feasible the components of attractions, amenities, accessibility and additional facilities in *Timpag* village are. To test research variables, researchers have used triangulation, peer discussions, negative case analysis, suitability of search results, and member checking [19]. Qualitative analysis of this research has been carried out in stages which include 1) observation, 2) data reduction; 3) data description, 4) data verification, and 5) conclusion.

3 Result and Discussion

The research results show that there is a form of tourism potential in *Timpag* village and indigenous people are interested in developing tourism potential in *Timpag* village. Discussion of research results regarding the enthusiasm of the *Timpag* people for developing tourism potential in Tabanan can be described as follows.

3.1 Forms of Tourism Potential in *Timpag* Village in Tabanan, Bali

Timpag village is within *Kerambitan* District. *Timpag* village requires a travel time of 15 minutes to *Kerambitan* district and 30 minutes to *Tabanan* City. *Timpag* village is one of the villages with very beautiful conditions in *Tabanan* regency as a tourism potential.

Timpag village has a variety of tourism potential: a) Natural tourism potential in the form of views of 375 hectares of rice fields with beautiful vegetation and community activities such as farming, the habitat of the *Tyto Alba* Owl, seven springs; b) Potential for cultural tourism originating from traditional cultural forms of the *Timpag* people such as traditional Balinese houses, *Joged* and *Topeng Sidhakarya* dances, traditional coconut oil products, *gonda* vegetable chips and salted eggs; c) Special interest tourism potential such as a panoramic view of the *Telaga Tunjung* Dam as an irrigation reservoir which offers attractive views for sports activities via a jogging track.

Topographically, the natural scenery of *Timpag* village is influenced by relatively stable rainfall every year. This rainfall condition is very suitable for plantation and agricultural activities as well as the natural environment in *Timpag* village. The beauty of this village can be seen through the vast expanse of green vegetation, from plantations to agriculture that stretches throughout this village area. This is shown by the existence of extensive plantations and agriculture in *Timpag* village. As one of the villages in *Kerambitan* sub-district, *Tabanan* district, *Timpag* village is famous for its agricultural and plantation products.

For cultural tourism potential, *Timpag* village has several artistic activities, namely *Joged* dance, *Arja Prembon*, and *Topeng Sidhakarya*, which are members of *Binal Jangkrik* arts and chaired by *Gusti Wayan Sumadia*. These two arts are traditional Balinese arts in *Timpag* village that are often involved in sacred ceremonies. This series of activities is often referred to by the community as *ngayah* activities. The meaning of *ngayah* in Balinese terms is defined as community service or work without setting a price and paying no attention to reward rates in the framework of faith, togetherness, and social solidarity.

Cultural capital is invested in social practices [20]. Cultural capital is an institutional basis for the specification of characteristic practices [21]. To maintain Balinese cultural capital, *ngayah* as a characteristic form of social solidarity is necessary. Social meaning can be used as capital for social practice [22]. Culturally, the meaning of social solidarity can be fostered through sacred activities [23, 24]. The similarity of ideology and cultural lineage makes it possible to build social solidarity needed for the implementation of sacred ceremonies in the series of practices of Balinese Hinduism [25]. Through collaboration with *Binal Jangkrik* arts, new tourism arts have the potential to be created. Apart from traditional cultural activities, which have the potential to become new tourism arts, *Timpag* village also has tourism potential of special interest for tourism activities. This tourism potential comes from the beautiful panorama of *Telaga Tunjung* Dam in *Banjar Telaga Tunjung Kaja*, *Timpag* Village. The *Telaga Tunjung* Dam has been built on an area of 50 ha.



Fig. 1. *Telaga Tunjung Dam as a Tourist Attraction in Timpag Village*
(Doc. Kiki, 2022)

Fig. 1 shows the dam named *Telaga Tunjung* in *Timpag* village. This dam was built in 2003 for the needs of water channels to the *Tanggun Titi* area in *Beraban* village and was inaugurated by Susilo Bambang Yudhoyono as President of the Republic of Indonesia in 2008. It is interesting to note that this dam area is always busy during the *Galungan* and *Kuningan* holidays because it is often used for staging the *Joged* dance and the *Topeng Sidhakarya* dance. To make it attractive to tourists, the *Telaga Tunjung* Dam area is being built at *Balai Subak* and a tourist park, which has the potential for cultural tourism activities, ecotourism activities, and special interest tourism activities. With the tourist park and *Subak* Hall, not only can the people of *Timpag* engage in cultural activities, exercise, and learning about *Subak* but also tourists. This activity can certainly have positive implications for the *Timpag* people considering that there has been no action to develop tourism potential so far that has resulted in damage to the village environment.

3.2 The *Timpag Animo* in Developing the Tourism Potential of *Timpag* Village in *Tabanan*, Bali

Taste, shame, and motivation can influence a collective spirit in the form of enthusiasm. *Animo* is an enthusiastic individual and social tendency to participate in imitating and duplicating something based on social motivation [26]. A strategic design and social motivation can be reflected in discourse construction [27]. The plan for *Timpag* village to become an attractive new tourist village in *Tabanan* is a discourse that continues to develop and is being realized by the *Timpag* people. In connection with the *Timpag* people's interest in developing a tourist village, it is shown by solidarity in building tourist attractions, when opening tourist accessibility routes, seeking capital compensation, building new accommodations and additional facilities.



Fig. 2. Tourists at a New Homestay in *Timpag* Village
(Doc. Kiki, 2022)

Fig. 2 shows the results of tourism development are of interest to tourists in *Timpag* village. To maximize the benefits of developing a tourist village, traditional village preparators are involved with the *Timpag* people in maintaining social harmony and preventing what is undesirable to the residents through coordination, revision of *awig-awig*, and rituals. Strategically, the interest in developing the tourism potential of *Timpag* village has prioritized adding tourist attractions, improving the quality of tourist accessibility, and adding amenities in the development of tourist villages. The forms of support for the development of tourist attractions, tourist accessibility, and amenities in *Timpag* village can be explained as follows.

Tourist Attractions (1). Tourist attractions are tourist objects that tourists look forward to in ecotourism and cultural tourism activities [28]. Even though it has aspects of natural tourist attractions and cultural attractions, the development of the *Timpag* tourist village is not yet optimal. This situation is due to the addition of tourist attractions as a result of the construction of the dam area, *Subak* area, and tourist parks, which have not been equipped with tourist amenities and accessibility that support increasing the performance of tourist attractions. Tourist attraction is the unique aspect of an area for tourist visits. Characteristics of tourist attractions such as *authentic* and *unique* can become tourist attractions [29, 30, 31]. *Timpag* village has unique and authentic tourism potential to increase the attractiveness of natural tourism, cultural tourism, and special interest tourism. Increasing tourist attraction is the main goal in developing tourism potential in *Timpag* village. Efforts to increase tourist attractions are the main factor in making tourists come to visit tourist areas [32].

Accessibility Aspects (2). Accessibility is a path or network for smooth travel destinations [33, 34]. Accessibility is an important factor in the travel process [35, 36]. The level of ease in reaching a tourist area can be seen from accessibility in the form of road conditions and the availability of transportation routes to get to the tourist area [29, 37]. Access to *Timpag* village is adequate. *Timpag* village has a strategic road for transportation mobility on the Denpasar-Gilimanuk route, which can be read via most mobile map applications.

Accommodation Aspects (3). The accommodation aspect is one of the important aspects in supporting tourism activities for tourists to stay in tourist areas.

Timpag village, as one of the villages developed for the needs of a tourist village, has a homestay as a place to stay for tourists when visiting. Apart from being a place to stay, at least *Timpag* village also has facilities to fulfill the needs of tourists when visiting a tourist area. The construction of accommodation in *Timpag* village is still said to be relatively small. However, most of the community locations are considered very strategic to be developed into tourist accommodation areas.

Amenities Aspects (4). Amenities include public facilities that can support tourism activities [38, 39]. The additional aspects of the facilities themselves are facilities consisting of rubbish bins, public toilets, street lights, and fountains. Regarding the addition of amenities in *Timpag* village, the majority of *Timpag* people have great interest in amenities in developing the village into a tourist village but do not yet have sufficient interest in improving the quality of management of the tourist village area, so they do not have a tourism awareness group that can be relied on to handle it.

3.3 Discussions

Timpag village has natural tourism potential, cultural tourism potential, special interest tourism potential, and ecotourism potential. From all aspects of tourism potential, *Timpag* village has advantages and disadvantages. It can be seen that the potential weaknesses and strengths of *Timpag* village have influenced the readiness for planning the development of *Timpag* village as a tourism village in *Tabanan*, Bali. Strategic planning emerged and is in demand due to the increasingly limited internal resources of organizations and the many external challenges that are influenced by the performance and role of the organization [40]. Effective and efficient resource exploration is an impact of strategic planning.

Strategic planning in relation to regional development requires literature that is actual and relevant to regional planning conditions and concepts [41]. Based on the conditions of *Timpag* village, the enthusiasm for developing tourism potential is realized in the form of social solidarity based on community based tourism (CBT) principles by prioritizing adding tourist attractions, adding tourist accommodation, adding amenities, and building accessibility. Strategic design should have a description of the external environment for opportunities and threats and a description of the internal environment for strengths and weaknesses [42]. To reveal the strategic design that is being realized in the form of social solidarity in developing tourism potential in *Timpag* village, the following can explain the strengths, weaknesses, opportunities, and challenges in the development plan for *Timpag* village towards a tourist village in *Tabanan*.

Strength is the cause of superior performance, which can originate from cultural excellence or the development of cultural capital [43]. The strength of *Timpag* village lies in the results of cultural development, which has become a tourist park in the *Telaga Tunjung* dam area. Apart from that, there are fountains and trekking paths that have been built around the rice fields and dam. Tourists who use the trekking route can choose to relax in the tourist park, enjoy views of the rice fields, enjoy panoramic views of the dam, see the *Tyto Alba* Owl and learn to become *Subak* farmers.

There are still many weaknesses in developing the potential of *Timpag* village into a tourism village. There are many obstacles for the *Timpag* people in developing tourism potential because they do not get help and support from tourism awareness groups. When viewed from the amenities aspect, *Timpag* village has great tourism potential because it has more than one tourist attraction, a homestay, and there is adequate accessibility for tourism activities in rural areas. However, not all *Timpag* people support the commodification of all forms of their culture into cultural tourism attractions and support the commodification of all village facilities into amenities so that the development of tourism potential is still mostly centered in tourist park areas and is much helped by forms of social solidarity based on enthusiasm for developing tourism potential. Apart from that, quality restaurants, accommodations, and accessibility for tourist mobility are still very limited.

The opportunity for *Timpag* village to become a tourist village is very large because of the interest of the *Timpag* people in developing tourism potential and a human resource component that understands the development of village tourism potential. Apart from that, there are still waterfalls and *pancoran* in *Timpag* village that have not been developed into tourist attractions. This is because to develop tourism potential, a village must at least have many interesting areas and be able to add impressive experiences to tourists. Apart from that, the formation of new commodities, tourism promotion and development of new tourism services have opportunities in *Timpag* village based on the quite large number of *Timpag* community members who are entrepreneurs.

Pressure or obstacles that have a negative meaning can become a threat [44,45]. Meaning shows a reflection of the value of practice attributes [46,47]. The threat that arises in *Timpag* village is community members who are resistant to developing the village's tourism potential. They are worried about cultural exploitation and the loss of the nobility of cultural values when it becomes a tourist commodity, not finding tourism opportunities and still being comfortable with their profession outside the realm of tourism. The absence of support and mediation from tourism awareness groups regarding the problem of threats to the development of tourist villages again depends on the great interest of the *Timpag* people in developing tourism potential to continue working together independently for the success of their tourist village.

4 Conclusions

Based on the results of research on strategies for developing the tourism potential of *Timpag* village in Tabanan, Bali, it can be concluded that 1) as a village in the Tabanan area, *Timpag* village has natural tourism potential, cultural tourism potential, special interest tourism potential, ecotourism potential; and 2) the enthusiasm for developing tourism potential in *Timpag* village is manifested in the form of social solidarity for the addition of tourist attractions.

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