

# The Practice of Social Entrepreneurship in Mount Batur Trekking Tours, Bali

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**Abstract--** Mount Batur (1717 meters above sea level) in Kintamani District, Bangli Regency, is one of the most popular mountains in the context of climbing/trekking tourism in Bali as an international destination. This mountain is very exotic because it has stunning sunrise views, lake views, and many other exotic things. Every day there are about 300 visitors coming up the mountain. For the sake of safety in trekking/climbing, the tourists must be guided by local trekking/climbing guides, especially for those consisting of more than three (tourists). Mount Batur is increasingly popular because today Mount Agung in Karangasem Regency as the highest mountain in Bali is still erupting. This research was carried out in a qualitative approach using several related social and critical theories. The research found that the success of the social entrepreneurship is because the involvement of the local people around the mountain becomes a trekking/climbing guides. In fact, they have good institution with a good management named Perhimpunan Pemandu Pendakian Gunung Batur (PPPG or P3GB) involving more than three hundred people from several villages around the mountain. This organization works very well. All of this makes a kind of practice (or "culture") from local people in guiding the tourists up to the top of the mountain. They have several economic benefits in doing the job which means that they can transform the natural capital (the beauty of the volcano) into an economic capital.

**Keywords--** *practices, social entrepreneurship, trekking tours, Mount Batur.*

## I. INTRODUCTION

There has been a more and more enlarged tendency in the people awareness regarding the existence of entity of nature whose consequences are, natural tourism in the form of mountain tourism and climbing/trekking tourism, increasingly becoming a tourist attraction. The number of mountain climbers/trekkers from year to year has generally increased [1], [2], [3], [4]. In Indonesia, popular international tourist destinations such as Bali are increasingly successful at capturing tourism opportunities even though the image of being coastal areas with three S- (sea, sand, and sun) is still dominant [4]. It is realized that until now places that were widely known as tourist spots in Bali were more on Kuta, Nusa Dua, Uluwatu, Candidasa, or Lovina rather than mountainous ones [4]. Bali has

for centuries been formed a common civilization through the history of coastal cultural manifestations [5].

In fact Bali consists of mountainous and hilly areas [6], [7]. With a geographic area of only 5,636.66 sq km, in this province there are 25 mountains (mountain range) and volcanoes [8]. The mountains classified as volcanoes in the Pacific Ring of Fire (Cincin Api Pasifik) and incidentally classified as active ones are Mount Agung and Mount Batur.

As the world's best tourist destination 2017, according to international tourism institutions such as TripAdvisor News [9], the number of climbing/trekking tourists is relatively not bad as in the case of Mount Agung before experiencing an eruption in 2017-2018. Between 12 February 2017 and 3 August 2017, there were 4,459 tourists/trekkers in Mount Agung, most of them were foreigners [1], [2], [3], [4]. This means an average of 630 people per month or 20 people per day. Since September 14, 2017 or when its status rises to Level II (Alert/Waspada), Mount Agung is in a position of being prohibited from climbing/trekking. In November 25, 2017, this mountain experienced an initial eruption after the last eruption of more than half a century earlier, namely 1963-1964. In February 10, 2018, its status dropped to Level III (Standby/Siaga) and the danger radius is only 4 kilometers but the climbing/trekking has been banned until now. On the other side, in its history, Mount Batur repeatedly erupted in the context of major eruption, minor eruption, to increasing activity. The most severe major eruption occurred in August 2 to September 21, 1926 which forced Batur Village to move to its present location. In 2000, it erupted again, and in 2009, there was an increase in the activity of the mount. Mount Batur can be climbed through a number of routes, namely the main starting point at the location of the Jati Temple. The climbing/trekking generally takes between 1.5 to 2.5 hours depending on the ability of the climbers/trekkers themselves. As in many other mountains in Bali, the climbing/trekking is usually done early in the morning to catch up with the sunrise view from the top of the mountain.

The purpose of this study was to describe social entrepreneurship practices regarding climbing/trekking tourism in rural areas that gave birth to entrepreneurial human resources of the local people in responding to the great interest of domestic and foreign markets to enjoy the beauty and

exoticism of the mountain. Of course the entrepreneurship development referred to is relevant to the ideals of nature conservation and efforts to maintain the sanctity of the mpuntain because, like the position of the mountains in the cosmological life of the Balinese people, Mount Batur is considered a sacred mountain.

## II. RESEARCH METHODS

This research was conducted with an interdisciplinary approach with a qualitative method. In this case, qualitative research is used because it is considered to be able to explain the complexity and depth of entrepreneurial problems concerning the climbing/trekking tours. Research data were collected through interviews, observation, and document study. The data were analyzed by qualitative analysis techniques through data reduction, data presentation, and conclusion [10]. The writing or presentation of this research is generally done through descriptive-narrative techniques or informal techniques.

## III. RESULTS AND DISCUSSION

With the natural capital of Mount Batur and the relative difficulty of finding work in such an economic situation like this, the climbing/trekking entrepreneurship has become a trigger for effective local community welfare. This awakens the community to take advantage of climbing/trekking or mountain tourism as a profession for entrepreneurship.

Such a social awareness of the local people regarding Mount Batur, was seen in the establishment of a climbing/trekking entrepreneurship organization since 1999. The organization was named Perhimpunan Pemandu Pendakian Gunung Batur (abbreviated into PPPGB or P3GB) or HP2GB (standing for Himpunan Pemandu Pendakian Gunung Batur). In English, the organization is named The Association of Mt Batur Trekking Guides as written in the Mount Batur ticket office and several signboards found around the Jati Temple in Toya Bungkah subvillage.

In general, the organization which is during 2014-2019 led by Nyoman Alit Adiana (37 years), is a kind of a common organization in tourism called Kelompok Sadar Wisata (Pokdarwis). Pokdarwis is one component in society that has important roles and contributions in the development of tourism in the region. The existence of Pokdarwis needs to continue to be supported and fostered so that it can play a more effective role in helping to mobilize community participation to create an environment and a conducive atmosphere for the growth and development of tourism activities around tourism destinations [11].

The point here is that PPPGB is driven by the local community, which in the language of tourism science is called community-based tourism or social entrepreneurship. Such an entrepreneurship "from the bottom" is called "small entrepreneurship in tourism" [12]. Community-based tourism development, including climbing/trekking to climb Mount Batur is carried out with the desire to improve the local

community lives to a better level and quality. Entrepreneurship is "the process of creating something different from devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks and receiving the resulting rewards of monetary and personal satisfaction" [13].

Supported by the fact that there are an actual market of around 300 climbing/trekking tourists every day, the organization has been running well. The organizational structure is written clearly. The organization has 62 members who were senior climbing/trekking guides or a kind of permanent members. The members can be said to be an organizational administrators. Outside the administrators, there were 382 climbing/trekking guides who operate alternately everyday in the field. They are often called "junior tour guides". If the "senior tour guides" (administrators) consist of local people in the range of 20-40 years old, the junior ones are mostly in their teens and 20s and many of them are students (high school level) who work part time (during school holidays). The existence of senior-junior leveling shows that this organization looks professional and is serious about its regeneration. This is a proof that the social entrepreneurship in Mount Batur shows the aspects of its social justice.

The working mechanism of the organization is interesting to discuss. Usually the climbing/trekking guides operating in the field are those who come from junior guides. Of course as Balinese people who have socio-cultural and traditional (*sosial-adat*) activities, not all of them can work either because of busyness or because they are attending school or other needs. If the situation is like this, especially on touristic season (July-August), senior guides are ready to plunge. According to one of the managers named I Nengah Edi Ariana (37 years old) who was interviewed at the starting point in the parking area of Jati Temple, Toya Bungkah, most guides came from nearby villages around Mount Batur, especially Songan and Batur Tengah, beside Pinggan, Blantikan, and Suter. He himself almost every day starting from 02.00 a.m. was standby at his post. This junior high school graduated man indeed relied on his life from managing climbing/trekking activities in the place because the purchase of climbing/trekking tickets was so crowded every morning, especially in the months of July and August.

The organizational body of the PPPGB and the number of climbing/trekking tourists/climbers (paxs) who climb up and down Mount Batur every day and the relatively good operation of the organization show the advancement of the social entrepreneurship in this mountain in recent years. The rules are clear: a minimum of five paxs must be accompanied by one guide. Every pax is charged Rp. 100,000 plus donation of Rp. 400,000 for the organization. If there are five fax, then they must pay Rp. 900,000. This is worthy of being a model for community-based entrepreneurship development regarding climbing/trekking tours. The development of community-based tourism through mountain tourism and climbing/trekking tourism was developed with attention to the interests of various stakeholders, namely the government, the private sector, and the community. The three parties as (threefolding or three political-economic-cultural pillars) [14], [15]. The development of community-based tourism was developed based on the principle of balance and harmony between the interests of

various stakeholders in tourism development. Therefore, the development of community-based tourism demands coordination and cooperation as well as a balanced role between various stakeholders including the government, the private sector, and the community.

As many as 300 tourists climb up and down Mount Batur almost every day. Even this number will increase dramatically in July-August which coincides with high season tourism and holiday for school children and students. In this case, foreign tourists from Europe dominated the climb of Mount Batur. This was stated by the Head of the Administration Sub Division of Balai Konservasi Sumber Daya Alam Bali (Bali Natural Resources Conservation Center) Ketut Catur Marbawa. The climbing/trekking tourists generally are from Europe, Australia, and China. Those from Europe amount to around 50% but the number of Chinese people to the mountain is increasing (August 10, 2017). According to him, besides the short path, it is close to everywhere (36 km from Ubud). What tourists look for in Mount Batur is the view of the mountains, the caldera, and the lake.

Compared to Mount Agung, Mount Batur is more complete as a "mountain area as a tourist attraction" because it is surrounded by a lake, hills, hot water resource, cultural resources, and so on. In addition to the Batur volcano, there are at least some very popular tourist attractions, especially the lake (Lake Batur), Penelokan in Kintamani hill, Toya Bungkah with natural hot spring pools, the unique culture of Trunyan Village, and the Batur UNESCO Global Geopark museum. Mount Batur is one of the holy mountains in Bali. As a holy mountain, of course there is a large temple around it, in this case the (Ulundanu) Batur Temple.

With the eruption of Mount Agung (3,142 masl) at present, it is clear that Mount Batur (1,717 masl) is the most favorite climbing/trekking arena in Bali. Compared to Mount Agung which is more challenging in natural terrain, Mount Batur is more "friendly" for climbers/trekkers or tourists, especially beginners and those who are physically no longer too strong. There is a climbing track made paved to an altitude of 1,200 masl. At the top, there are even some local residents who sell hot coffee to welcome the sunrise. All of them are profitable and fun for most climbing/trekking tourists but not for real climbers/trekkers who really like challenging adventure. Ticket sales posts in the parking area of Jati Temple are always on standby to serve those who climb to the top of Mount Batur. At 02.00 to 04.00 a.m., the location of the Jati Temple area is crowded with those who will climb. Every day so many motorbikes and four-wheeled vehicles drove climbing/trekking tourists. Starting at 8:00 a.m., the area around the ticket sales post slowly starts to crowded with tourists coming down from the top of the mountain. This usually lasts until 11.00 or 12.00. There is rarely a climb above 6:00 a.m. because the one being chased is a sunrise scene.

Above all, reducing poverty is the most important point in the development of the social entrepreneurship in the Mount Batur climbing/trekking tours. Moreover, as stated by Governor of Bali Made Mangku Pastika at the end of May 2018, that the number of poor people in Bali is still relatively high although at the national level is in the lowest rate [16].

Up to March 2018, the number of poor people in Bali reached 171.76 thousand or 4.01% of the total population [7]. There are still many Balinese people who are poor and live in remote areas [16]. The reality is that Bangli is the smallest district with PAD (*pendapatan asli daerah* or local revenue) in Bali even though Bali is an international tourist destination with a visit of around 15 million tourists each year.

Poverty alleviation has become a top priority by the United Nations World Tourism Organization (UNWTO), as evidenced by the issuance of the ST-EP concept (Sustainable Tourism as an effective tool for Eliminating Poverty) [17]. Entrepreneurial practices in the Mount Batur climbing/trekking tours are products of initiative (initiative) and community activity-creativity. In the theory of practice of the French sociologist named Pierre Bourdieu, society is considered active in the practice of making culture, and culture is an arena of struggle (power struggle) [18], so that culture changes constantly, processes, and is fluid [19].

#### IV. CONCLUSION

There are several factors that led to the development of social entrepreneurship in the Mount Batur climbing/trekking tours. It is social awareness of the ownership of natural capital regarding the mountain. This fact is relevant to the difficulties the people have in finding formal job. Moreover, there are a number of tourist attractions in the vicinity of Mount Batur, which includes a lake (Lake Batur), a temple (Pura Ulun Danu Batur), Penelokan Kintamani (a hill for sightseeing), Toya Bungkah (for recreation of natural hot water), agro-tourism of vegetables and fruits, Trunyan Village (to see the cremation culture or corpse procession of the local people), and the UNESCO Global Geopark Batur Museum which attract climbing/trekking tourists to find the top of Mount Batur. Beside that, the position of Mount Batur is now as the dominant product of mountain tourism and climbing/trekking tourism in Bali substituting the Mount Agung as the highest mountain in Bali which is still in the status of Level III/Siaga or Standby.

#### ACKNOWLEDGMENT

The authors would like to express a very great thank to the Director General of Directorate General for Research Strengthening and Development, Ministry of Research, Technology and Higher Education, Republic of Indonesia as the sponsor of this research, the Head of Perhimpunan Pemuda Pendakian Gunung Batur (PPGGB), the Director of Politeknik Negeri Bali (PNB), the Head of Tourism Department, Politeknik Negeri Bali, and the Head of Center for Research and Social Service, Politeknik Negeri Bali for all the supports during this research.

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