

DEVELOPMENT OF COMMUNITY BASED OF SUSTAINABLE TOURISM INDUSTRY IN PENGLIPURAN VILLAGE, BANGLI REGENCY, BALI PROVINCE

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ABSTRACT

Bali has beautiful nature with various unique cultures. This unique cultures have very closed relationship to the Balinese communities daily activities. The globalization today will give Bali positive and negative impact especially to the environment and the community as well. It needs accurate planning or effort to optimize all capabilities mainly from tourism sector that is to be the first income to increase the property life of the Balinese community. The existence of Desa Adat Pakraman and their architecture rules (awig-awig) can play important rule to preserve Bali environment against tourism over exploitation. Besides the traditional rules (awig-awig) can be used as a guide lines to develop local village to be competitive cultur based of sustainable tourism industry.

Keywords: sustainable, tourism, industry, community, environment

1. INTRODUCTION

Bangli Regional government is recently so seriously promote to develop tourism destination by hoping to invite more tourists are coming in which it will increase the economic prosperity of the community in the future.

Some tourism destination village in Bangli Regency are mainly located in the mountain. Generally such location has a very wide area and irregular geographical surface. Most of the area consist of dry field and agricultural field, therefore their life lihood are dealing with agriculture. Mountain villages are generally older and less of numbers but they have physically more varieties than the villages in lower land of Bali. The main characteristict of the physical varieties are open space land spreading *kaja-kelod* or from the north to the south for southern part of Bali, and for northern part of Bali is spreading from the south to the north and devide the island into two. The open space land is mainly surfaced by river stone and ascending toward the mountain.

One of the older village as a tourism destination in Bangli regency is Penglipuran village. Penglipuran village has various unique community cultures and traditional

architecture bouse compound which is influenced by the educated and wealth of the dwellers. The local people have realized that Penglipuran village has either physical or non physical potential as an attraction and tourism commudity for the visitors either domestic and international tourist. Some of the community use this to create local handicraft as a home industry. As the development of modern era in which tourism in its potential to support the prospertity of the local community. So that a question is coming out about how is the sustainability of Penglipuran village as an old village and having various uniques aspect?

2. DISCUSSION

2.1 Geographical View

Penglipuran village is located in Bangli regency in exactly in Kubu village approximatley 45 km from Denpasar city. This traditional and tourism destination village is very easy to reach because of its location on main road of Kintamani–Bangli. Penglipuran village also looks so attractive. This impression is experienced soon we enter the village. In the Catus patas area as a first gate of entering the village area, it can be seen the community hallll as a public

a *kalpataru* reward from the President of Susilo Bambang Yudoyono.

2.4 Being Unique As A Potency To Develop

Penglipuran village has various bamboo types, it is about 15 types, and the path around can be used as tracking path. The natural atmosphere is very attractive for the tourist to visit. Penglipuran village is a traditional village with its natural view surrounding with an attractive atmosphere. This can not be separated from the local culture of the local people.

The potential aspects of the village is very unique and traditional even and religious ritual which are frequently held even the village now begins to be influence by the modern era and way of life, the house compounds are still traditionally preserved until present. This is because the philosophy concept of *Tri Hita Karana* which still perceived by every family member. The philosophy is telling about the harmony relation between nature and mankind and God. This philosophy is still preserved by generation to generation until present.

The other factors that show the differentiate the Penglipuran village among others is that the front gate of every houses in the village are likely the same constructed all around the village starting from the high land scape to the lower places. Mean while the soil materials are used for the whole family house wall and the bamboo material are made for the whole family roofs in the village.



Figure 3. Bamboo Handicraft at Penglipuran Village

Penglipuran village is located in rather high location, with fresh and cold air, aestetical garden view, and friendly peoples attitude

against every visitors coming to the village. Many tourists are coming to the village to see their house compound and their home made bamboo handicraft.

2.5 Sustained Tourism Industry In Penglipuran Village

Sustained tourism industry is leading for the branded handicraft made of bamboo may be done for some reasons as the following:

- a. Penglipuran Mascot for having a wide area of bamboo forest (3 Ha)
- b. the industry totally made by sustainable material may attract the visitors
- c. having some sorts of industrial process as their attractions.

Some industries may be sutainly developed on culture based are:

- a. bamboo sok industry
- b. penglipuran *gede* industry
- c. bamboo roof industry
- a. bamboo flooring
- d. bamboo souvenir

The sustainable tourism industry in Penglipuran village can be applied through the following poits:

- a. developing the community based competency for tourism industry by attraction
- b. application of right technological aspect
- c. preserving the traditional equipments
- d. intensifying corporational with the goverment (tourism, industry, and trade) in implementing the Penglipuran village as sustained tourism industry
- e. surviving ecological and cultural conservation function
- f. having more corporation to other villages having the same potential source
- g. increasing coordination against the goverment, and privater party and traditional elements
- h. increasing the product quality and low enforcement

Strategy for side product development can be used for the local community as the following:

- a. managing rest of the side product of the industry to develop sustained regional
- b. having corporation with carbon trading international

3. CONCLUSIONS

Generally the impact of tourism development in Penglipuran village can be concluded into the following;

- a. develop the tourism sector
- b. changing the village atmosphere
- c. creating the sustainable and optimum environment
- d. supporting physically public facilities
- e. supporting the tradition and ritual event
- f. developing the local economical impact
- g. preserving art and cultural aspects
- h. support educational sector
- i. developing human resources quality.

The sustainable tourism development are those culture tourism, agriculture tourism and industrial tourism development community based tourism industry, developing community participation by emphasizing the local culture and design it into tourism industry and shopping.

4. REFERENCES

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