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Modeling The Relationships Between Tourism Sustainable Factor In TheTraditional Village of Pancasari

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Abstract

Tourism is the largest sector in Bali. The Tourism development in the destination centre of Bali became saturated. Thus, it is necessary to develop alternative tourism objects in rural areas, such as Village of Pancasari. Pancasari is an area of special tourism attraction and a conservation area. For that reason, it needs an integrated development in every aspect. Tourism activities in Pancasari have different characteristics compared to other regions. Rural tourism development in Pancasari is influenced by local wisdom. Recently, there are many activities of tourism which were not related to rural's life. Tourism activities could improved the welfare of local communitie. On the other hand, the tourism activities could degrade the traditional values and environment quality. Obviously, This condition can lead to a conflict among government's desire, investor interest, and local community. For instance, land use in Pancasari was more dominated by the investors. As a result, degradation of the environment quality took place. Tourism expansion in Village of Pancasari requires perceptions of experts in order to make a sustainable tourism. Sustainable tourism concept is aimed at maintaining the existence of rural's life in the tourism activities. Its approach views various aspect, such as environment, economy, social, and culture. This research tries to describe the relationship among indicators of sustainable tourism in Pancasari (e.g. economy, social, tourism, and environment). In this research, the key factor was determined by employing DEMATEL (Decision Making Trial and Evaluation Laboratory) method. The technique of data collection were questionnaire and interview. The experts were asked for their opinions and information about factor which dominately affected the concept of sustainable tourism in Pancasari as a rural tourist destination. The result of this study shows the key factor should be considered in making engagement among local government, investors, and community in Pancasari to develop a sustainable rural tourism destination. Local wisdom is a key factor which dominately affected in maintaining the existence of rural's life in the tourism's life in Pancasari

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1. Introduction

Tourism is the largest sector in Bali and has became a driver of country's economy. Tourism in Bali has provided a highest income for local revenue. Based on Statistical data, Bali which 65% Gross Regional Domestic Product (GRDP) was from tourism industry, such as trade, hotel services, and restaurant. Tourism development in Bali was proved by a number of tourist arrivals within in the last five years. Tourist arrivals in Bali increased countinously and it was beyond of 2,8 million tourists.

According to Buleleng regency spatial plan document, Buleleng has a special area of tourism attraction and two well known areas, such as Lovina and Batu Ampar. Moreover, Buleleng regency has 38 tourism attractions. Pancasari included as a special tourist attraction area. Pancasari is one of the most rural tourist destination in northern Bali. Pancasari has tourism attractions, such as lake, the biggest strawberry farm in Bali, has a camp and trekking area and many others. Pancasari well known as a viilage in 1920, then has became a rural tourist destination. Pancasari not only as rural tourist destination, but also as one of most traditional village in Bali which all of rural's life characteristic.

The characteristics of the countryside provides different types of activities in the village. The government wants to develop tourism in North Bali led to conflict between the government, investors, and local residents. Differences of interests between the parties resulted in 3 suboptimal utilization roong village. There is a change of the phsycal environment and can change the attitude and mindset of the local comunity.. In order to avoid the conflict, there is need a engangement among experts about a factor which needed by considered to creat a sustainable tourism in Pancasari traditional village. A factor resulted by modeling relationship among factors of sustainable tourism in Pancasari as a rural tourist destinations.

2. Methods

Methodological approach for this research decide to use DEMATEL method. This chapter is consists of research framework, location of research, variables, questionnaires design, research objects, and evaluation method.

This research about "Modeling Relationships Factors of Sustainable Tourism In Traditional Village of Pancasari As Rural Tourist Destinations" located in village of Pancasari, Buleleng regency, Bali province.

2.1. Research Objects

Target object for this reserach are experts in Village of Pancasari.

2.2. Evaluation Method

DEMATEL is a sophisticated method for establishing a structural model involving causal relationships among complex factors (Gabus & Fontela, 1972, 1973). DEMATEL used by relationship among factors and finding a key factor which is influence dominately. Relationship modeling concept described by results of quisionnaire within questions to experts. The question on quisionnaire showed by comparisons between two variables. Score given by identification the influence of variables with its variable partner. DEMATEL is putting indirect relation into the cause and affect diagram, and it is an effective method to analyze the overall structure and affect factors.

This study use DEMATEL analysis with 8 sub indicator which is 28 questions or comparisons and ask to 5 experts. Value of relationship every indicator based on table as follow:

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