


Community Based Tourism Development Strategy Of Cemagi Beach, Mengwi District, Badung Regency, Bali

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ArticleInfo	ABSTRACT
Keywords: Tourism Development Strategy, Community Based, Community Based Tourism, Cemagi Beach Bali	In developing community-based tourism at Cemagi Beach, the Government always includes the community in decision making. Second, management of coastal tourist attractions provides direct and indirect benefits to the community. The community can directly feel the economic increase from beach tourism activities. Indirectly, the large number of visitors who come to beach tourism locations can see and introduce themselves to the customs and customs of the local community. Third, involve managers, government and the community regarding good development procedures. Fourth, the government always provides space for the community to maintain its culture. Then the factors that support the development of community-based tourism are natural beauty that is still preserved and also free tourist locations. Then the inhibiting factors are the lack of public awareness in maintaining environmental cleanliness and the absence of regulations governing it.
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INTRODUCTION

Tourism occurs when there are tourist destinations and tourists, which together form a system. This tourism system mainly consists of the demand and supply sides. The demand side comes from people who want to travel, where individuals who travel are called tourists. The supply side includes transportation, tourist attractions, services, as well as information and promotions, all of which are products from the tourist destination area (Warpani, 2006)(Asy'ari et al., 2021; Pariwisata & Kreatif, 2021).

Tourism development involves various coordinated activities and efforts to attract tourists, as well as provide the necessary infrastructure and facilities. This covers many aspects of people's lives, from transportation, accommodation, tourist attractions, food and drink, souvenirs, to other services. The aim is to increase the flow of tourist visits, both foreign and domestic, to Cemagi Beach, which in turn can improve the economy of the local community (Abrahamsz, 2017; Prakoso & de Lima, 2019; Sanjaya, 2018).

Community-based tourism development aims to empower village communities who may face internal and external obstacles. Empowerment is expected to change people's living conditions for the better, by developing, making them independent and strengthening their bargaining position. This strategy seeks to transform community growth into real strength to protect and fight for their values and interests in various aspects of life.

One strategy for empowerment through tourism is to utilize street vendors (PKL). Street vendors have the potential to be a business opportunity that can drive people's real economy amidst difficulties finding work and the threat of layoffs. However, the government's efforts to empower street vendors have not been optimal because regional regulations have not been fully implemented optimally and government policies sometimes do not support street vendors.

In addition, Law Number 23 of 2014 concerning Regional Government requires each region to explore its potential to increase revenue to finance development. One effort to optimize potential income is through good and professional tourism area management, which can provide significant added value to Regional Original Income (PAD). Law Number 10 of 2009 concerning Tourism also states that tourism is a promising sector and provides great opportunities for national development. National development here includes increasing economic growth, people's welfare, eliminating poverty, reducing unemployment, preserving nature and natural resources, as well as promoting culture that elevates the nation's image and strengthens friendship between nations.

Based on this background, the author formulates several main problems: What is the strategy for developing community-based tourism at Cemagi Beach, Mengwi District, Badung Regency? What are the supporting and inhibiting factors for this strategy? The aim of this research is to determine the community-based tourism development strategy at Cemagi Beach and the supporting and inhibiting factors.

The benefit of this research is to serve as material for comparative studies in the development of science, especially in the development of community-based tourism strategies at Cemagi Beach, as well as contributing thoughts and suggestions for implementing these strategies.

METHODS

The research methodology employed is a qualitative approach. This approach is suitable since the study centers on a comprehensive analysis of the tactics employed, along with the elements that facilitate or hinder their effectiveness (Ibrahim et al., 2023). Qualitative research facilitates thorough investigation through the use of descriptive and case study methodologies. The data was gathered via comprehensive interviews with key individuals such as village leaders and street merchants, in addition to firsthand observation in the field. The data analysis was performed within the appropriate framework, utilizing coding and categorizing procedures to discover significant emerging themes. The methodology also involved triangulation using several data sources to ensure the accuracy and reliability of the results. To successfully capture the social dynamics and community interactions involved in tourist development, a comprehensive understanding of these aspects is required. This can be achieved through the use of qualitative approaches. This method enables the researcher to thoroughly elucidate ideas for developing community-based tourism, while also offering suggestions for improving community involvement and empowerment in the process.

RESULTS AND DISCUSSION

Concept of Community-based Tourism Development Strategy

Strategy refers to a comprehensive method for implementing ideas, planning, and executing activities within a specific time frame. Meanwhile, tourism development is a deliberate endeavor to enhance and make tourism more attractive in terms of its destinations and attractions, with the aim of attracting visitors. Community-based refers to conditions in which the community has the authority to make decisions. The community-based tourist development strategy aims to involve the community in all aspects of planning, implementation, and assessment in order to advance tourism comprehensively.

Discussion

Community Based Tourism Development Strategy

The involvement of community members in tourism development is very important to ensure that the results obtained are in line with the needs and benefits of local residents. Community participation does not only strengthen the capacity of local communities, but increases the empowerment of residents in joint development.

The Community-based tourism development strategy at Cemagi Beach cannot be separated from the role of the community who participates in tourism development, starting from the design stage to implementing a program that will be implemented. The Badung district government is very serious about involving the community at Cemagi beach, as an effort to develop tourism to improve the community's economy.

"Tourism is basically to improve the economy of a region, so that at the decision-making stage community involvement is needed. In implementing tourism development in Cemagi 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 Cemagi Village, 19 August 2023)."

The results of the interview concluded that it involved the community in decision making in the community-based tourism development process at Cemagi Beach, because the community really understands the location and condition of the tourist attraction, so involving the community in its development is very important. Several policies and programs related to the village tourism development strategy are inseparable from contributions and input from the local community, including street vendors.

"I am very often involved in decision making in tourism in Cemagi Village, as a street vendor I am involved in the tourism development process. "There are many things that involve decisions regarding the development of Cemagi village tourism which are carried out together with the community." (Interview with Putu sudana, 19 August 2023)"

It can be seen that the involvement of the community in decision making regarding the tourism development strategy of Cemagi Village touches all the activities contained in the village's tourist attractions. 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 society, both individually and in

groups, including those who do not have financial resources. In this way, existing resources increase in value, price and become the reason why visitors want to come to tourist locations.

Visitors' interest in visiting the Cemagi beach tourist attraction lies not only in the beauty of its natural resources but also in its beauty also the culture of the local community is very friendly in welcoming visitors. So that visitors feel comfortable when carrying out tourist activities.

"For me, visiting tourist locations is interesting not only because of the beauty of a tourist location but also the characteristics of the local community, such as the people in Cemagi village who are very friendly so that we visitors also feel comfortable. (Interview with Luh Kade, 19 August 2023)

In an interview with Luh Kade, it can be seen that the characteristics of the Cemagi beach community are very open, making visitors feel comfortable when visiting tourist attractions. Apart from that, visitors can directly analyze the presence of local communities in tourist locations, providing evidence that community-based tourism development strategies are in line with community empowerment.

Supporting Factors in the development of Community Based Tourism at Cemagi Beach

There are several factors that benefit the management in the context of a community-based tourism development strategy on Cemagi beach and some of them are: Natural conditions are still maintained and there is no charge.

Natural conditions are still maintained

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

Visitors' needs for tourism are often constrained by distance and cost, this makes tourists spend large amounts of capital just to travel. The beach tourist attraction in this village sees this as an opportunity to see beautiful natural panoramas and provide unlimited access to visitors without charging a penny.

"Apart from the natural conditions which are supportive, I think because in Cemagi village there is no entry fee, this is one thing that attracts tourists to go there. Currently, there are many very beautiful tourist locations, but to visit there you have to pay entrance fees, parking and so on. "The thing is different with Cemagi village, there are no fees, so all groups are free to enter there without having to be constrained by costs." (Interview with Sudira, 20 August 2023)

Free village tours are an attraction for tourists to visit Cemagi Village. Moreover, tourism concepts like this are very rarely found. So it's not surprising that this village tourist location is often packed with visitors on weekends.

Inhibiting factors in developing community-based tourism at Cemagi Beach

The waste problem is a common problem faced by every tourist attraction. The lack of awareness of tourists in maintaining environmental cleanliness means that beach tourism in Cemagi village often looks a little dirty. The management has made various efforts, starting from outreach, providing rubbish bins and giving warnings. Even though this village tourism has provided signs for tourists to throw away rubbish in the rubbish bins provided.

Apart from providing rubbish bins, the cleaning team has also coordinated with traders to encourage every consumer to throw rubbish in the bins provided. Apart from improving the community's economy, economic actors, in this case traders who sell in the Cemagi village tourist area, also have the responsibility to give warnings to visitors who throw rubbish everywhere. Moreover, most of the rubbish scattered around is merchandise from traders.

CONCLUSION

Based on the results of the author's discussion regarding research on Community Based Tourism Development strategies for Cemagi Beach, Mengwi District, Badung Regency, the following conclusions are drawn: 1) Including community members in decision making means that the Cemagi beach tourism development process is going well. 2) There is certainty that local communities receive benefits from tourism activities, namely that the management of the Cemagi beach tourist attraction provides benefits directly and indirectly to the community. The community can directly feel the economic increase from this beach tourism activity. Research suggestions are 1) The regional government, in this case the Badung-Bali Regency, and the private sector in implementing the community empowerment program around the Cemagi beach tourist attraction need to be more involved, especially educating the community in the tourism sector. 2) It is hoped that Cemagi Beach tourism managers will always open up space for the community to be empowered so that people can live independently.

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