COMMUNITY BASED TOURISM OF BLIMBINGSARI VILLAGE, WEST BALI

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PROBLEM AND OBJECTIVE

• There is a gap between Northern and Southern part of Bali especially development of tourism sector (Pujaastawa, 2006).

• The great potencies of agriculture resources in Western, Middle, Eastern, and Northern parts of Bali Island have not been well developed and collaborated with tourism sector.

• In this study, the research is focused on tourist behavior and the local communities on the demand of agro tourism development.

• The study is aimed at formulating the best model to develop CBT in Bali.
According to Jafari and Ritchie (1981), tourism is an interdisciplinary and integrates a variety of subjects, disciplines and focuses and can be seen from numerous points of views and approaches.

The tourism as a central study can be studied from many focuses and created into a new form tourism development model.

However tourism development model can be made in varying forms such as focus on agriculture as Agrotourism, ecology as ecotourism, culture as cultural tourism, religion as religious tourism, etcetera.
WHAT IS CBT?

Community based tourism is tourism in which local residents (often rural, poor and economically marginalised) invite tourists to visit their communities with the provision of overnight accommodation.

The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole.

Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.
Tourism and others

- Geography
- Other disciplines
- Culture
- Rural Tourism
- Cultural Tourism
- Agriculture
- Retailing Tourism
- Spiritual Tourism
- Economy
- Religion
- Agro Tourism
Sectors Relate to Eco Tourism

- Transports
- Services
- Accommodations
- Supporting services
- Attraction
- Facilities for activities
- Events
IDEAL OF CBT MODEL
RESEARCH METHODS

- This research uses direct observation, by observing agricultural areas in Bali, particularly the areas which were used as case studies.
- Also, structured interviews (questioner), by having direct interactions with 100 visitors. The data is analyzed by descriptive qualitative methods.
DENPASAR → BLIMBINGSARI (WEST BALI)
OBYEK WISATA GROJOGAN
TAMAN NASIONAL BALI BARAT
BLIMBINGSARI, MELAYA
FINDING AND ANALYSES

• Blimbingsari is a small village of approximately 200 couple families, located in western part of Bali Province approximately 120 km from the Capital City of Denpasar.

• The village was formed and developed once the Dutch colonized Indonesia. It is predominantly populated by Christian Protestant communities. Albeit it becomes a Christian village, Blimbingsari still exists in Balinese culture and tradition practices.
## PUSH MOTIVATORS FOR VISITING BLIMBINGSARI TOURISM VILLAGE

<table>
<thead>
<tr>
<th>Code</th>
<th>Indicator</th>
<th>Mean</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.10</td>
<td>Physical training</td>
<td>4.3200</td>
<td>Very strong</td>
</tr>
<tr>
<td>X1.9</td>
<td>Enriching intellect</td>
<td>4.1800</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.1</td>
<td>Rest and relaxation</td>
<td>4.1500</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.4</td>
<td>Keep away from stress</td>
<td>4.1100</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.11</td>
<td>Visiting family and friends</td>
<td>4.0800</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.5</td>
<td>Escape from everyday activities</td>
<td>4.0600</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.3</td>
<td>Learning and experiencing new things</td>
<td>3.9300</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.2</td>
<td>Visiting new places</td>
<td>3.8100</td>
<td>Strong</td>
</tr>
<tr>
<td>X1.6</td>
<td>Meet people and socialize</td>
<td>3.5000</td>
<td>Weak</td>
</tr>
<tr>
<td>X1.8</td>
<td>Try the challenge / experience and adventure</td>
<td>3.4700</td>
<td>Weak</td>
</tr>
<tr>
<td>X1.7</td>
<td>Improve health</td>
<td>3.2100</td>
<td>Weak</td>
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</tbody>
</table>
TRACKING ACTIVITIES
TRACKING ACTIVITIES
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TRACKING ACTIVITIES
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# Pull Motivators for Visiting Blimbingsari Tourism Village

<table>
<thead>
<tr>
<th>Code</th>
<th>Indicator</th>
<th>Mean</th>
<th>Meaning</th>
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</thead>
<tbody>
<tr>
<td>X2.15</td>
<td>Village Community Involvement</td>
<td>4.3400</td>
<td>Very strong</td>
</tr>
<tr>
<td>X2.13</td>
<td>Services Bureau</td>
<td>4.1000</td>
<td>Strong</td>
</tr>
<tr>
<td>X2.6</td>
<td>Lodging</td>
<td>4.0600</td>
<td>Strong</td>
</tr>
<tr>
<td>X2.3</td>
<td>Village Community Activities</td>
<td>4.0500</td>
<td>Strong</td>
</tr>
<tr>
<td>X2.2</td>
<td>Plantation Village</td>
<td>3.8700</td>
<td>Strong</td>
</tr>
<tr>
<td>X2.1</td>
<td>The uniqueness of the Village</td>
<td>3.7900</td>
<td>Strong</td>
</tr>
<tr>
<td>X2.14</td>
<td>Local Tour Guide Services</td>
<td>3.6200</td>
<td>Strong</td>
</tr>
<tr>
<td>X2.7</td>
<td>culinary</td>
<td>3.5100</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.5</td>
<td>Panorama of Village</td>
<td>3.4600</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.10</td>
<td>Distance from Airport</td>
<td>3.2400</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.8</td>
<td>Public facilities</td>
<td>3.0700</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.11</td>
<td>Distance from Capital</td>
<td>3.0400</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.4</td>
<td>Cultural / Indigenous / Traditional Peoples</td>
<td>3.0300</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.12</td>
<td>Availability of Transportation</td>
<td>3.0000</td>
<td>Weak</td>
</tr>
<tr>
<td>X2.9</td>
<td>Visitor Center</td>
<td>2.8600</td>
<td>Weak</td>
</tr>
</tbody>
</table>
LOCAL ACTIVITIES
MADU (HONEY)
LOCAL BUSINESS
FARMING ACTIVITIES
## SUSTAINABILITY OF THE BLIMBINGSARI TOURISM VILLAGE

<table>
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<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1.1</td>
<td>Willingness to recommend friends or family</td>
<td>4.1700</td>
<td>Strong</td>
</tr>
<tr>
<td>Y1.2</td>
<td>The desire to revisit</td>
<td>4.0100</td>
<td>Strong</td>
</tr>
<tr>
<td>Y1.3</td>
<td>Support local communities</td>
<td>3.2300</td>
<td>Weak</td>
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<tr>
<td>Y1.4</td>
<td>Government support</td>
<td>4.0000</td>
<td>Strong</td>
</tr>
</tbody>
</table>

[Map of Blimbingsari Tourism Village with labels and markers indicating various areas such as A, B, C, D, E, and F.]
CBT MODEL FOR BLIMBINGSARI TOURISM VILLAGE

Attractions
1) Community activities (Worship, Church Activities)
2) Plantation area (Coconut, Cacao, Honey)
3) Village’s Uniqueness (The only one Christian Village in Bali)

Accessibility
(The weaknesses of the Blimbingsari Tourism Village)
1) Long distance from the Airport (130 km)
2) Long distance from Capital City (120 from Denpasar)
3) Can be reached by private or travel car

Amenities
1) Local accommodations (guest house)
2) Tracking area (West National Park)
3) Places to gain knowledge and experience (Christian Village)
4) Places to rest and relax (Country side, West National Park)
5) Escape area (Rural environment)
6) Places to meet people and interact
7) Places to escape the daily routine
8) Learning Experiences (Agriculture activities)
9) New places (The only one Christian Village in Bali)

Ancillaries
1) Local Community Involvement (Tourism Committee)
2) Guide services (travel agent link)
3) Local Guide services (Tourism Committee)
4) Government Support (Regent Licensee)
The results of the research that has been done indicates that Blimbingsari tourism village been managed well which is evident from their local community involvement (tourism committee), guide services (travel agents link), local guide services (tourism committee), and government support (Regent licensee).
CONCLUSION AND RECOMMENDATIONS (2)

- The solution that the distance from the capital can be overcome by making special travel packages that allow travelers can stay at the Village Blimbingsari, and combined with a package of eco-tour, especially eco-tourism to Bali Barat National Park. It would be better if, the travel packages can be packaged as a weekend’s holiday package, so tourists can see and be involved directly in the activities of the church on the day of week.
QUESTIONS?