

## Conference

# Strategy for Developing the UMAURIP Eco-Tourism Area in Timpag Village, Kerambitan District, Tabanan

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**Abstract.** Tourism has become a necessity for all levels of society. Therefore, tourism management must be done seriously by involving related parties. The Central Government and local governments issued several policies to support tourism development in Bali. The Bali Provincial Government through the policy and program direction implemented is the Vision "Nangun Sat Kerthi Loka Bali" Which contains the meaning of maintaining the sanctity and harmony of Bali's nature and its contents to realize a prosperous and happy Balinese manners life, from the scale to the life of Balinese manners and gumi in accordance with Bung Karno's Trisakti principles, namely political sovereignty, economic independence, and personality in culture. Timpag Village is a village in Tabanan Regency, one of the programs rolled out in Timpag Village which is an innovative breakthrough, namely "Umaurip, Utamaning Uma Lan Urip" with ecotourism development, namely developing the potential of Tourism Villages based on agricultural areas. With the main focus on developing owls (Tyto alba) which are friends of farmers in eradicating rat pests. The method used in this study is a mix method, which is a combination of qualitative research methods and reinforced with quantitative research methods. And the conclusion of this study briefly is that the Umaurip ecotourism area still prioritizes the development of ecotourism areas based on the community itself and there has been collaboration with various parties to advance the area, suggestions from researchers so that in the future this ecotourism area will be intensified in terms of promotion. so that many people know about the existence of this area.

**Keywords:** Tourism, Umaurip, Ecotourism

## 1. Introduction

Tourism today has become a necessity for all levels of society. Therefore, tourism management must be carried out seriously by involving related parties. The tourism industry is competing to create tourism products in accordance with the objectives of tourism development, namely to introduce the beauty of nature, culture and customs. In recent years, ecotourism has grown very rapidly. So that promotions are carried out on a large scale to gain profits and opportunities in the ecotourism market.

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### OPEN ACCESS

(1) stated that the basic idea of sustainable development is the preservation of natural and cultural resources. The ideas were then relegated to the concept of sustainable tourism. This means the development of tourism resources (attractions, accessibility, amenities) which aims to provide optimal benefits for stakeholders and optimal satisfaction value for tourists in the long term. The increasing awareness of various parties to the environment and issues of environmentally sound development have contributed to the view of the importance of the principles of sustainable tourism. The principle of tourism is expected to maintain the quality of the environment, culture, and provide economic benefits to local communities, regions and government (2).

Realizing the huge potential of the tourism sector for the economy of a country, especially Indonesia, which has extraordinary natural and cultural potential. The Central Government also has special attention to Bali as an area that has enormous tourism potential and contributes a lot of foreign exchange to the country. The Central Government and Local Governments issued several policies to support tourism development in Bali and make Bali an international tourism area.

The Bali Provincial Government through the direction of policies and programs implemented is the Vision of *Nangun Sat Kerthi Loka Bali*. Which contains the meaning of maintaining the sanctity and harmony of Bali's nature and its contents to realize a prosperous and happy Balinese manners life, from the scale to the life of Balinese manners and gumi in accordance with Bung Karno's Trisakti principles, namely political sovereignty, economic independence, and personality in culture. Through development in a patterned, comprehensive, planned, directed, and integrated manner within the framework of the Unitary State of the Republic of Indonesia based on the values of Pancasila.

One of the missions carried out is through the Bali development program in the field of tourism, namely Developing new tourism destinations and products based on culture and pro-people integrated between districts/cities throughout Bali. In addition, Improving the promotion of Bali tourism at home and abroad in synergy between regencies/cities throughout Bali by developing new innovations and creativity. And also improve the quality standards of tourism services in a comprehensive manner. In the Regional Regulation of the Province of Bali Number 10 of 2015 concerning the Master Plan for Regional Tourism Development of the Province of Bali in 2015-2029, one of which is to emphasize the development of quality, community-based, sustainable regional tourism as well as the development of integrated regional tourism across sectors, regions, and regions. perpetrator.

Based on the policies taken by the Bali Provincial Government, Tabanan Regency as one of the regencies that has diverse natural tourist destinations allows the Regional Government to regulate and provide strategies related to the development of its tourist destinations. Tabanan Regency is a Regency in the Province of Bali, Indonesia, located about 35 km west of Denpasar City. Tabanan is bordered by Buleleng Regency in the north, Badung Regency in the east, the Indonesian Ocean in the south and Jembrana Regency in the west. The area of Tabanan Regency is 839.33 km<sup>2</sup> or 14.90% of the area of Bali Province (Tabanan Regency website). Of course, there is enormous potential in the development of ecotourism. In addition, Tabanan Regency is one of the areas that received the idea for some of its villages to be used as Tourism Villages where Tabanan itself gets a share of dozens of villages that must be developed into Tourism Villages and one of them is Timpag Village, Kerambitan District. Timpag village has various potentials that can be developed into an ecotourism area.

To better interpret these progressive efforts, a program was rolled out in Timpag Village which is an innovative breakthrough, namely "Umaurip, Utamaning Uma Lan Urip" which means agriculture as the main source of livelihood for the community, with ecotourism development, namely developing the potential of area-based Tourism Villages. Agriculture. With the main focus on developing owls (*Tyto alba*) which are friends of farmers in eradicating rat pests with the tag line "Timpag, a Friendly House for *Tyto Alba*" as well as developing seeds and culinary arts for black Bali pigs through the concept of empowering poor households through Village Owned Enterprises. (Bumdes).

This program is very important to be rolled out, including on the basis of being able to change the paradigm of farmers in eradicating rat pests that often use chemicals (rat poison). In addition, this program makes Timpag Village one of the developments of the Bali Pig which is almost extinct, and makes the black pig guling as a culinary icon. And finally, this program is able to develop tourism and make Timpag Village a center for the development of organic agriculture combined with natural beauty, sports, culinary, education and environmental conservation.

According to the explanation from the manager of the Umaurip ecotourism area and also the Perbekel of Timpag village, tourists visiting Timpag Village, especially to the Uma urip Ecotourism Area, are increasing, along with the increasing recognition of this area from various media. Such conditions have the potential to be developed as a tourist destination which of course will have many benefits and advantages for local communities, regions and the government.

Based on the results of the researchers' initial observations, the problem that has been present for the development of ecotourism potential in Timpag Village so far

is that the main thing is that access to this tourist area is inadequate at several points because there has been no serious attention from the community and related agencies. In addition, the conversion of forest land into plantation cultivation by the surrounding community is feared to threaten the existence of ecotourism in Timpag Village. On the other hand, the lack of facilities and infrastructure such as bathrooms, places of worship and other public facilities makes this area need to be studied more deeply so that it can be better known. And lastly, there is no mapping of ecotourism areas or zones.

The state of the art research is taken from several previous research examples as a guide or example for current research. Examples taken in the form of journals on the strategy of developing ecotourism areas. This is based on problems that occur because there is no maximum support from the government in providing supporting facilities and the low quality of human resources related to knowledge about cultural packaging techniques into creative products, besides that the problem in tourism management in ecotourism areas is the absence of creative SMEs. which can package the existing tourism potential as well as market and promote tourism using information technology while maintaining the sustainability of natural resources (ecotourism). Based on this analysis, the researchers used several theoretical reviews from related research, namely:

### **Strategy Definition**

Strategy is the fundamental pattern of present and planned goals, resource mobilization, and interactions of an organization with markets, competitors and other environmental factors. Strategy comes from the Greek *strategos*, which means general, therefore literally "the art of the generals"; this word refers to what is the main concern of the top of the organization, while specifically strategy is the discovery of the company's mission, the setting of organizational goals keeping in mind external forces. and internally to achieve organizational goals.

According to (3) strategy is defined as a process of determining the plan of top leaders that focuses on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals. Furthermore, (4) defines strategy as a form or plan that integrates the main goals, policies and courses of action within an organization into a unified whole. Meanwhile, according to (5) strategy is an action that is incremental (always increasing) and continuous, and is carried out based on the point of view of what customers expect in the future.

So it can be concluded that strategy is a way to achieve the goals that have been planned, by explaining what must be achieved, where to focus, and how which resources and activities will be allocated to each product market in meeting environmental opportunities and challenges and to achieve competitive advantage.

## 1.1. Development Strategy

According to (6), development is an educational effort both formal and non-formal that is carried out consciously, planned, directed, regularly, and responsibly in order to introduce, grow, guide, and develop a personality basis that is balanced, intact and in harmony, knowledge and skills in accordance with his talents, desires and abilities, as a provision for further on his own initiative to add, improve and develop himself, as well as his environment towards the achievement of optimal human dignity, quality and ability and an independent personality.

Strategy development is a comprehensive effort, which requires support from top management designed to improve the effectiveness and health of the organization through the use of several intervention techniques by applying knowledge derived from the behavioral sciences. Strategy development is a process that increases organizational effectiveness by integrating individual desires for growth and development of organizational goals. Specifically, this process is an attempt to make changes in a planned manner that covers a total system over a certain period, and the effort to make these changes is related to the mission of the organization.

The development strategy is a planned and sustainable effort to apply behavioral science for system development by using methods of reflection and self-analysis. A development strategy is a method or strategy used by a forum or place to process a planned change that requires the support of all parties, including managers and employees with the changes expected to be able to develop and improve a company, which requires short, medium, and long-term efforts. to deal with changes that will occur in the future.

## 1.2. Ecotourism Concept

According to The International Ecotourism Society (2015) Ecotourism is responsible travel to natural areas that conserves the environment, supports the welfare of local communities, involves interpretation and environmental education. The concept of ecotourism tries to combine three important components, namely nature conservation, empowering local communities, and increasing environmental awareness. This is intended not only for visitors, but involves the local community.

The benefits of ecotourism impact in various aspects. These benefits include aspects of conservation, empowerment and environmental education. These benefits in full are as follows:

- a. Conservation. The link between ecotourism and endangered animals is very close, even if it is positive, as a study conducted by Griffith University researchers. Tourism is positively correlated with conservation means providing effective economic incentives to conserve, increase cultural biodiversity, protect natural and cultural heritage on planet earth.
- b. Economic empowerment. Ecotourism involving local communities means increasing the capacity, employment opportunities of local communities. The concept of ecotourism is an effective method to empower local communities around the world to fight poverty, achieve sustainable development.
- c. Environmental education involves environmental education, meaning that the tourism activities carried out must enrich the experience, as well as environmental awareness through interpretation. Activities should promote understanding, full respect for nature, people, local culture.

### 1.3. Umaurip Ecotourism Area

Timpag Village, Kerambitan District, Tabanan has inaugurated the Umaurip program in Subak Celemanik on Friday 19 October 2018. The Umaurip program is a new program which was inaugurated in parallel with the 4th Kerambitan Festival. The Umaurip program consists of the conservation of the Tyto Alba bird, the development of a bali pig center and educational tours in the form of jogging tracks and rafting sports that are made around irrigation in Timpag Village. Umaurip is an extraordinary natural potential to become an agricultural-based tourist destination located in Timpag Village, Kerambitan District. The condition of the surrounding environment is still natural and has not been touched by the development of tourism accommodation. In addition, the local community has a strong enough commitment to maintain the agricultural sector.

Equipped with extraordinary potential, the Kerambitan District Government wants to develop the potential of Timpag Village. Seeing agricultural activities as the main livelihood and identity of Timpag Village, this is also expected to be a supporting factor for the Timpag Village program towards a tourism-based village. Coupled with the expulsion of rats which is carried out naturally and traditionally by relying on the Tyto Alba owl, so that it will produce more natural agricultural products because it avoids the use of pesticides to repel pests. Umaurip has an agricultural land area of 330.3 hectares and has started to conserve owls in order to direct village agriculture to organic farming. The tourist attraction of Timpag Village will then become diverse,

not only water tourism at the Telaga Tunjung dam, but educational tours about organic farming and owl conservation which will be packaged through village festivals.

Programs that have been implemented by the manager of the uma urip ecotourism area with village leaders include:

1. Tyto alba Owl Conservation to help farmers eradicate rats and stop using pesticides. This effort has been proven by the existence of RUBUHA (Owl House) and the success rate of using Tyto Alba reaches 90%.
2. Access and sign boards for the Uma Urip ecotourism area have been built with the hope of making the Uma Urip ecotourism area better known to the wider community.

## 2. METHODS

In this study, the researcher used a mixed methods research method. As the main research method, namely the qualitative method, the researcher conducted interviews with 4 informants who knew about the development of the Umaurip ecotourism area. And to strengthen the results of the study, researchers used the help of a questionnaire. In using this method, the population in this study includes all visitors to the Umaurip Ecotourism area in Timpag Village in 2020 based on data from the Umaurip Ecotourism Area Manager, totaling 30 people.

## 3. RESULT AND DISCUSSION

As the main method, namely the qualitative method, researchers conducted in- depth interviews with informants who were considered to know about the potential and development strategies of the Umaurip ecotourism area. Based on the results of the researchers' initial observations in the process of developing and fostering integrative ecotourism, the implementation indicators used to measure how the ecotourism area development strategy is, include: 1.) Environmental approach, which is what companies and the government will enter in the future and determine the mission to achieve the desired vision in the environment. Analysis of the internal and external environment to measure the strengths and weaknesses as well as the opportunities and threats that will be faced by the government in carrying out its mission. 2.) The approach to participation and empowerment of local communities as well as ecotourism development, must be able to produce models of community participation and evaluate various alternative

strategies by considering the available resources and external conditions faced. 3.) Provision of basic infrastructure is an important activity to strengthen ecotourism development. And the last one is 4.) Ecotourism area zoning approach.

Each strategy related to the development of ecotourism areas will be discussed and presented successively to get a comprehensive picture of how the strategy for developing ecotourism areas in Umaurip.

#### 1. Environmental approach.

The process of developing an ecotourism area is projected for elements of the Timpag community who will later be mostly involved in agriculture which is also used as an economic turnover for the Timpag village. and ecotourism supported by tyto alba conservation activities to help farmers deal with rat pests and to attract tourists to visit. So that the economic turnover in the timpag village is not only from agriculture, but from ecotourism as well. The programs carried out include a cleanliness program in each banjar, this cultural arts development program is carried out because tourism is very closely related to cultural arts, such as youth groups who develop percussion, dance and cultural parade festivals such as the ogoh-ogoh parade and parades. -small parade in uma urip. All of these activities are carried out to support tourism development in the timpag village. Meanwhile, in terms of customs, they fully support the ecotourism concept of ecotourism so that nature remains sustainable by involving village manners in it. Customs automatically support the field of ecotourism. On the other hand, the manager of the umaurip ecotourism area emphasizes that several existing objects have used good environmental analysis. Tourism that has been developed and runs in umaurip, namely nature tourism which contains selfies, tracking and educational tours, all of which still use the environment as existing superior tourism without destroying nature or existing facilities.

Based on the results of interviews and the findings above, conclusions can be drawn as follows: Based on the results of interviews related to environmental approach indicators, namely based on community livelihoods that come from agriculture and are also rooted in arts and culture. On the other hand, they also pay attention to the continuity of activities, especially the preservation of the Tyto Alba owl. Next is to prepare for other innovation activities in the area. The most important thing is the strengthening of the ecotourism concept, namely in the management of the ecotourism area, the overall concept of ecotourism is used, namely the management of the existing potential of the area by the local community with the help of various parties involved.



Regarding the indicators of participation and empowerment, community involvement is quite minimal, especially in the development of long-term aspects. Furthermore, indigenous peoples still use customary rules to develop the area. Of course, assistance from related parties, especially the private sector, is expected to help in the development of this area, but this has not been realized due to the Covid 19 pandemic. And also the lack of information to the surrounding community regarding education on the concept of ecotourism which makes the development of this area seem slow. And lastly, there must be continuous promotion so that the public at large knows about new tourist destinations that promote natural beauty and community participation in it.

Based on the results of interviews related to the infrastructure approach from the beginning the development of this umaup from assistance from the private sector, therefore from the beginning using assistance funds from the private sector. Furthermore, it received funding assistance from BNI's CSR which was used to build the umaup educational cottage, for other facilities such as toilets, parking and others, which were still under construction, because they had been stopped due to the pandemic. For ecotourism area signs, there is also assistance from a university, namely Warmadewa University.

Based on the results of the interview above related to the zoning approach of the ecotourism area, all of which have the concept of nature and education as the main zone, namely the existence of educational cottages and beautiful nature tourism, then about education on the preservation of Tyto Alba with captivity and Rubuha, their functions and uses and all of that later can be used as educational material for the surrounding community. After conducting research using the interview method, the researchers then distributed questionnaires or distributed a number of questions in the field, then the data obtained in the study were discussed in this section in order to determine the strategy for developing the umaup ecotourism area. To find out the answers of each respondent, it will begin by calculating the respondents' answers to each question that will be presented in the table. From the answers obtained from 30 respondents to the questions posed in the study, the overall respondents' answers can be seen in the table below which will be presented through each question and answer.

Based on Environmental Approach Indicators:

1. Questions about natural beauty are highly guarded by ecotourism area managers, the informants chose strongly agree as many as 10 people, agree 19 people, disagree as much as 1 person, strongly disagree and don't know as many as 0 people.

2. Questions about private companies involved in the management of ecotourism areas supporting the concept of the Environmental approach, the informants chose strongly agree as many as 10 people, agree as many as 18 people, disagree as much as 2 people, strongly disagree and don't know as many as 0 people.
3. Questions about the government using environmental analysis in the development of ecotourism informants chose strongly agree as many as 14 people, agree 15 people, disagree as much as 1 person, strongly disagree and don't know as many as 0 people.

Based on Participation and Empowerment Approach.

1. Questions about visible community involvement in ecotourism management, informants chose strongly agree as many as 14 people, agree 14 people, disagree as much as 1 person, strongly disagree 0 people and don't know as much as 1 person.
2. Questions about the community playing an active role in promoting the ecotourism area Umaurip informants voted strongly agree as many as 15 people, agree 11 people, disagree as many as 3 people, strongly disagree 0 people and don't know as much as 1 person.
3. Questions about the human resources owned are able to develop ecotourism areas, the informants chose strongly agree as many as 14 people, agree 10 people, disagree as many as 3 people, strongly disagree 0 people and don't know as many as 3 people.

Based on the infrastructure approach.

1. Questions about Tourism Access in the Umaurip Ecotourism Area strongly support the informants choosing strongly agree as many as 8 people, agree 10 people, disagree as many as 8 people, strongly disagree 4 people and don't know as many as 0 people.
2. Questions about Tourism facilities/infrastructure in the Umaurip Ecotourism area Very good (toilet, parking, trash cans, etc.) the informants chose strongly agree as many as 4 people, agree 10 people, disagree as much as 10 people, strongly disagree 1 person and don't know as much 5 people.
3. Questions about tourism infrastructure in the Umaurip ecotourism area (communication network, electricity network, water installation) informants chose strongly agree as many as 3 people, agree 10 people, disagree as many as 11 people, strongly disagree 3 people and don't know as many as 3 people person.

Based on the ecotourism area zoning approach.

1. Questions about the signs indicating the Umaurip ecotourism area are in a strategic position, the informants choose strongly agree as many as 8 people, agree 15 people, disagree as many as 3 people, strongly disagree 4 people and don't know as many as 0 people
2. Questions about educational cottage buildings are in the right position, the informants choose strongly agree as many as 7 people, agree 22 people, disagree as much as 1 person, strongly disagree 0 people and don't know as many as 0 people.
3. Questions about the writings "Umaurip" and "Timpag" are in the right photo spots, the informants choose strongly agree as many as 11 people, agree 10 people, disagree as many as 5 people, strongly disagree 0 people and don't know as many as 4 people.

### 3.1. CONCLUSION

Based on the results of the research above, it can be concluded below to answer the formulation of the problem in this study, including how is the strategy for developing the "Umaurip" ecotourism area in Timpag Village, Kerambitan District, Tabanan Regency.

1. Based on Environmental Approach Indicators by strengthening the concept of Ecotourism, namely in the management of the ecotourism area, it still uses the concept of ecotourism without completely changing the area to be more modern.
2. Based on the Participation and Empowerment Approach, in order to increase tourist visits, there needs to be a massive promotion of the ecotourism area. By involving relevant stakeholders such as government, media, universities, private sector, and society.
3. Based on indicators, the infrastructure approach emphasizes the role of the government in advancing this tourist location by building adequate road access, especially roads to the Umaurip ecotourism location so that the area can be reached using tourist transportation.
4. Based on the zoning approach of ecotourism areas so that in the future the laying of various facilities can be placed according to their needs and also the need for synergy from community elements so that the community in each ecotourism

area is involved in management, so that the social and economic impact on the community is felt.

Suggestions that can be conveyed in this research include:

1. The management of the existing potential in the area should be prioritized to the local community, without compromising the role of the government and private parties who assist in the development of the ecotourism area.
2. The management can invite influencers to promote the area and collaborate with universities to develop educational facilities.
3. Conduct hearings gradually with the government in order to build access to good and adequate road infrastructure, especially to the location of the Umaurip Ecotourism Area.
4. Community participation in the Umaurip Ecotourism Area needs to be increased related to the management of the Ecotourism Area so that it has an equitable social and economic impact and also has a good attraction for the development of the Umaurip ecotourism area itself.
5. Collaborating the role of the community and management, Government, Media, Universities and Private Parties through CSR funds with the Pentahelix concept approach, it is hoped that the ecotourism area will result in significant development of this Umutip Ecotourism Area.

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