

## THE IMPACT OF TOURISM IN THE VILLAGE OF SOUTH KUTUH KUTA BADUNG: ECONOMIC, SOCIAL CULTURAL, AND ENVIRONMENTAL PERSPECTIVES

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### ABSTRACT

*Badung is one of the regencies in Bali with various tourism objects and has become a source of government income. Government of Bali always tries to develop the tourism places in Bali. One of the examples where government develops Bali's tourism places is South Kutuh Kuta Village where one of the 6 villages in South Kuta district has many potential tourism places. The development of tourism in Kutuh Village has experienced significant progress and this has had both positive and negative impacts. So the purpose of this paper is to find out the impact of tourism in Kutuh Village, South Kuta from an economic, socio-cultural and environmental perspective. The positive economic impact of tourism is opening up business and employment opportunities and increasing the level of welfare of the people, while the negative impact is that the sale of several land areas of competitively owned land is relatively expensive and consumptive prices. In addition, from Socio-cultural impact, the positive impact of tourism is the increasing of education, knowledge, national and International human relationship. On the other hand, the negative impacts of tourism in socio-cultural are land ownership shifting and the changing of job vacancy jobs. Moreover, the positive impact in environment is the changes of nature's condition, changes of environment that becomes tourism place, changes of life pattern. The negative impact of tourism for environment is traditional environmental pollution and other important issues. The solution needs "awig-awig" and "perarem" village and the support of all stockholders and the community.*

**Keywords:** tourism development, impact, tourism, economic, socio-cultural, environment

### INTRODUCTION

Tourism is one of the industries that has a major influence in contributing to foreign exchange for a country including Indonesia. Therefore, to be able to develop tourism in Indonesia, several regions are competing to show special characteristics or places that attract tourists to visit the area. So it is with Bali, which is a model and pilot center in tourism planning and development in Indonesia. One of the places in Bali that is currently developing tourism is Kutuh Village. Kutuh Village is located in Badung Regency, Bali, offering superior panoramic beauty of the Pandawa beach and other tourist attractions that can hypnotize anyone who visits. The following is the number of tourist visits to the village of South Kutuh Kuta over the past five years.

**Table 1.1. Number of Tourists Visiting Kutuh Village, South Kuta 2014-2019**

Year	Domestic Tourists	International Tourists
2014	1.260.966	113.363
2015	1.530.140	122.854
2016	1.543.383	286.740
2017	1.674.211	291.324
2018	1.706.404	295.907
2019*	848.267	148.140

Source of data: Bumda (bhaga usaha manunggal) South Kutuh Kuta  
(\* ) From January to July 2019

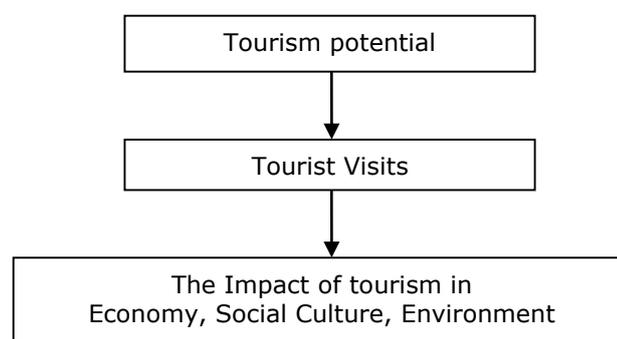
The number of domestic and International tourist is always increasing every year so that we need more in-depth research on "The Impact of Tourism in the Village of Kutuh, South Kuta, viewed from an economic, socio-cultural and environmental perspective" The purpose of the study or research in this case is to be able to explore, map and find out the positive and negative impacts of the tourism potential that is owned by Kutuh Village in southern Kuta.

## METHODS

From the research's type, this study is explorative in nature because the aim of this research is to explore and find out the factors of causes and solution from the impact of potential tourism places in Kutuh Villlage. The object's research is th eimpact of the development of tourism destination. In this case, the researcher limits the research in economics apect, socio-cultural subject and environment based on its positive and negative.

The type of data sought is qualitative data in the form of descriptive and quantitative data types in the form of numbers. There are primary data sources obtained from the first source such as community leaders, the recording or bookkeeping and secondary data sources namely data or information that has been processed by the second side. Data collection methods used were observation by seeing, hearing and witnessing directly using the senses that were owned while documenting it. Then from all the data or information used was analyzed descriptively and qualitatively with various narratives.

The research framework in Figure 1 explains how tourism potential can increase tourist visits so that it affects the economic, socio-cultural and environmental sectors for the residents of Kutuh Village. According to Law number 10 of 2009 regarding Tourism, it is stated that tourist attraction is something that has a uniqueness, natural beauty, and value in the form of diversity of natural wealth, culture and man-made products that become tourist destinations. Attraction is also called a tourist attraction is a potential that drives the presence of tourists to a tourist destination. According to Suwantoro in his book the basics of tourism (1997: 19), he says that tourist objects and attractions can be grouped with natural, cultural and special interests. Broadly speaking, there are three kinds of tourist attraction or tourism potential (Marpaung 2005): natural potential or natural tourist attraction derived from nature, cultural tourism potential and man-made tourism potential. Likewise, stated by Pitana (2009: 6-78): resources related to tourism development are generally in the form of natural resources, cultural resources, special interest resources besides human resources.



**Figure 1. Research Framework**

Whatever is done, there will be some causes and effects in the developing potential of tourism as a cause will have an impact on things that are generated both positively and negatively. According to Pitana and Gayatri (2005), the impact of tourism is the area of study that receives the most attention and highlights and impacts on the economy,

socio-culture and the environment. Likewise, stated by Oka. A. Yoeti, 2008: 20-24), unconsciously, we do not know what exactly is happening as a result of the development of tourism as an industry both positive and negative impacts from the economic, socio-cultural and environmental perspective.

Economic impacts, according to Cohen, 1984, Leiper 1990 in the book Pitana, 2009, and also in the book Suwena, 2010 suggest that the impact of tourism on economic conditions can positively be in foreign exchange earnings, people's income, prices, business opportunities and vacancies for unemployment opportunities. Moreover, the other impacts are in the life development, infrastructure, village, regional and central government revenues. Meanwhile, the negative impacts of economic conditions according to Mathieson and Wall, 1982, Leiper, 1990 in Pitana 2009 and in the book Suwena, 2010 are that more dependence on the tourism sector, increasing inflation rates, trends for information, the nature of seasonal tourism, the emergence of additional costs, the scarcity of energy sources and the mismatch of local products.

Socio-cultural impact according to Oka A Yoeti, 2008, in developing tourism potential in a region is that there is a tendency to access all the potential to be able to attract more and more tourists, so that they stay longer and spend more money by commercialization and commodification of various things including a hotel built or tourist attraction which are close to the temple, some sell sacred dances and so on. The positive impacts such as: the level of education will be better, the level of community interaction with tourists, is growing, the growth of the development of arts and local customs, the occurrence of migration, the impact on the commodification of goods and services. However, the negative impacts in terms of social culture in the form of prone to crime, the commercialization of art culture, pollution of the environment, disturbance of temple sanctuaries and arrangement of trade areas becomes irregular.

Environmental Impact. The meaning of the environment according to ISO 14,000 is a condition or situation that involves traditional and other important issues in society. As for the traditional problems posed such as air emissions, waste disposal, drinking water supply, noise, odor and radiation disturbance, while other important issues are such as the use of products or land, disposal of products, security and safety and health.

## **FINDINGS AND DISCUSSIONS**

### **Tourism Potential**

Kutuh is one of the 6 villages in the South Kuta District, which is now a favorite place for both domestic and international tourists since the opening of the Pandawa beach in 2010. However, the leading products of tourism potential of Kutuh village are:

- a Pandawa Beach does not only offer a clean white sandy sloping beach that has a beautiful panoramic view between two limestone hills, and is decorated with 6 statues of Panca Pandawa and Dewi Kunti's, but also offers a place to swim, play canoe, do jogging with the provision of various amenities, tourists foreigners call this beach the secret beach (secret beach)
- b Mount Payung Beach is located in 4.5 km East side from Pandawa Beach and there is a temple called the umbrella mountain temple near the left side of the road to the beach and this is basically called as umbrella beach.
- c Beji Forest and Monkey Forest. Its size is approximately 5 hectares that offers forests with various types of shady and cool trees as well as a resting place for those who have traveled from several beaches. The air is still clean with a soothing breeze.
- d Timbis Paragliding. Paragliding activities that costs Rp. 400,000/one time playing from the top of the hill also will show you the white sandy beach, umbrella mountain.
- e The culture of kecak, barong and legong dance.
- f Pandawa art market. Opened and inaugurated on March 23, 2019 by the adat village of Kutuh Village together with the Badung UK Cooperative.

- g Special interests in sports, such as: jogging, marathon running, climbing cliffs and kampong ball.
- h Religion and upakara art, the basic teachings of Hinduism are Tatwa, Susila and Upakara
- i The community is tolerant and religious.
- j Facilities (amenity) to support the needs and desires of tourists such as temporary accommodation, culinary, transportation, etc.
- k Accessibilita (access), various doors to the tourist destinations in the village of Kutuh Kuta in the south are very easy and flexible such as from the airport to the village of Kutuh with a distance of 17 Km. The destination can be via the toll road, Bay pass or from Poultry with asphalt road access, Likewise, information is always available and updated every day.
- l Ancillary service, the availability of transportation, tour guides, rental of swimming and sunbathing equipment as well as toilets and also telephone and ATMs, of course this is also very much needed not only by tourists but also the general public.

### **The Impacts of Tourism Development in Kutuh Village**

The large number of tourism potentials in the Kutuh Village increases the visit of domestic and international tourists in the Kutuh Village. In terms of economic impacts, tourism impact the financial sector, investment, business and employment. All of these activities are used to build and encourage tourism facilities and infrastructure in Kutuh Village, the consequences of which have both positive and negative impacts.

Positive economic impacts include the development of village financial business units that have been managed along with the Kutuh Indigenous Bendesa Office such as: LPD (Lembaga Perkitanitan Desa) Business Unit, Managing Pandawa Beach, Managing the Payung Gunung business unit, Managing Paraglinding Timbis, Goods and services Business Unit, Art and culture business Unit in the form of performing arts, *Yadnya* business units and service business units such as fleet rental, ambulance, clinics, health and security; business opportunities in the village of Kutuh are still very open and to this day the unemployment rate is 0%; and the amount of income per capita in Kutuh Village for 2017 is Rp. 6,000,000 per year.

Meanwhile, negative economic impacts include the Increase number of people who came in 2017 where the number of migrants was 393 people and in 2018 to 537 people should be managed properly to avoid economic friction; increase in land prices as it is possible that the community will sell part of their land and use it for consumptive purposes; the repurposing of land is changed into a place of business, residential and lodging; and similarly, the prices of goods and services needed by the people are increasingly expensive.

In terms of social and cultural impacts, there are also positive impact that include the Increase of comunity's education in Kutuh Village from 2016-2018 was explained in the Village Monograph. In 2016 diploma education was 519 people, undergraduate education was 185 people, 6 people and 2 people. In 2017 diploma education was 515 people, undergraduate education (Bachelor Degree) was 196 people, Master Degree was 6 people and Doctor Degree was 2 people. In 2018, diploma education was 562 people, undergraduate education namely bachelor, 237 people, Master degree 12 people and Doctor degree 2 people. Additionally, the types of occupations of the inhabitants of Kutuh Village are seen from the Village Monographs data, so the types of jobs that are most engaged in are private employees, namely in 2016-2017 as many as 1,007 people and increased in 2018 to 1,589 people. This can happen because of the increasing business sector. There also has been an increase of places for worship such as prayer rooms, as well as art groups has formed some including *Kecak* dance, *Barong*, and *Legong* which are often performed at tourist attractions, as well as *seke gong* and *beleganjur* percents and *angklung*. There are also dancers, *makekawin* and *Piranta Yadnya*, which is an effort to provide facilities and infrastructure for *upekara* for Hindus.

Some negative impacts of tourism in terms of socio-economics include the transformation in the livelihoods of some residents from starting seaweed and fishermen now shift to the tourism industry sector. Even in village monographs in 2018, there was no longer included livelihoods / types of work as farmers; the disallocation of private land into public facilities such as roads, tourism facilities and infrastructure, residential areas, trade and accommodation; location of tourism facilities is to the temple; and the commercialization of culture dance.

Likewise, what happened in the village of Kutuh as a result of the development of tourism potential and also due to the arrival of tourists will certainly bring risks to the surrounding environment, especially for the community. Some positive environmental impacts include the chance for community to go to the beach is widely open and to the place of worship (temples); more shady trees because there are residential areas and lodging places; the number of population is everywhere due to development; the price and function of land is more valuable and useful; the opportunity for investors to enter the tourism industry sectors and also the opportunity for the community to sell a part of their land to be used for self-improvement; building infrastructure and other public facilities; and reducing the isolation of the people. Negative impacts include the price of land and goods is increasingly expensive, especially land related to the construction of lodging and culinary facilities; the community is interested in selling part of their land, which used to belong to the ancestors; management of messy buildings, such as sports facilities adjacent to the temple area; changing the cliff's natural scenery along the road to the beach into hotels and villas; incorrect use of sales proceeds towards consumptive; and the increase of waste pollution, especially plastic waste.

### Solutions

Solutions to the challenges in regards to the impacts of tourism on Kutuh village also include economic, socio-cultural, and environmental aspects. In terms of economic development, there is a need for regulation regarding the sale of community land; to have local law (*awig-awig*) that limits people coming from outside of the community to come and go out from an environment, and continue guidance about how to manage the tourism destination. Socio-culturally, there should be rules on the limits of the holy sites with the construction of attractions for the loss of the temple and the people; there needs to be rules about performing arts for tourism; and keep preserving Balinese culture or customs. In terms of the environment, signs must be made prohibiting and limiting the sale and purchase of land as well as the distance between the temple pelabe and tourist sites; there is a need to make a waste disposal site; and lastly there is a need to collaborate with the park and forestry service.

### CONCLUSION

From the main problem, the results and discussion obtained by the tourism potential of the Village of Kutuh, namely: the potential of natural tourism in the form of Pandawa beach, umbrella beach, Beji forest and Monkey forest. Potential of cultural tourism such as timbis parablinding, art market pandawa, religion and art upakara. Potential special interest tours such as jogging, marathon running areas and soccer fields are called kampongball. The number of tourist visits both the domestic and international countries in the past five years continues to increase. The impact of tourism which is a result of increased tourist visits, seen from the economic field has a positive impact in the form of more opening of business and work opportunities as well as the more prosperous of the community, while the negative impact is life competition and land price increases. From the socio-cultural field, the positive impact is related to the level of education, knowledge, association increasingly national and international, while the negative impact is a shift in land ownership and also land use change. From the environment, the positive impact changes in the natural situation and the community, while the negative impact is on environmental pollution.

It is recommended to increase positive things such as friendly to the guests who come, participate in maintaining environmental cleanliness and safety and be aware of various threats and disturbances that may occur. It is needed to use awig-awig and perarem. For the prosperity and independence of the Kutuh Village in the future, there is a need to give any attention and cooperation from stakeholders and related parties as well as tolerance from the community. Making programs that characterize the village of curse as one of the supporting factors for tourism such as reviving seaweed farmers, where the results can be processed by various types of food and other processed products that are beneficial to health.

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