

UDC 332

## THE EFFECT OF TOURISM DEVELOPMENT ON THE EMPOWERMENT AND WELFARE OF FARMERS IN JATILUWIH VILLAGE, TABANAN REGENCY

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### ABSTRACT

Tourism development aims to drive the national and regional economy, improve people's welfare and income. Tourism development involves various sectors of life. Therefore, tourism has a wide impact on the economic, social, cultural, political and environmental sectors. However, behind the rapid development of tourism, it is actually a very big challenge for the Balinese people, because Bali is one of the most important tourist destinations in the world. It is a challenge, because there is an obligation for the Balinese people to preserve the subak system, which has been designated as a World Cultural Heritage. The purpose of this study was to analyze the effect of tourism development on the empowerment and welfare of farmers in Jatiluwih Village. This is a quantitative study, the analytical tools used are descriptive analysis and Structural Equation Model (SEM) with PLS (Partial Least Square) alternative. The data used are primary data and secondary data. Data collection used observation methods, structured interviews and in-depth interviews. Respondents in this study were 100 heads of farming families in Jatiluwih Village, Tabanan Regency, which were taken by accidental sampling and snowball sampling. The result of this study is that tourism development variable has no effect on farmer's welfare. The tourism development variable has a positive and significant effect on farmer empowerment. The variable of farmer empowerment has a positive and significant effect on the welfare of farmers. The indirect effect of tourism development variables on farmers' welfare through farmer empowerment is significant.

### KEY WORDS

Tourism, empowerment, welfare, farmers.

Tourism is one of the important factors in improving the Indonesian economy today. Indonesia is an agricultural country that has abundant natural resources that can be utilized by various sectors, one of which is tourism. Tourism has an influence on economic growth through several channels (Brida et al, 2010). First, the tourism sector as a foreign exchange earner to obtain capital goods used in the production process (McKinnon, 1964). Second, tourism development stimulates investment in infrastructure (Sakai, 2006). Third, the development of the tourism sector encourages the development of other economic sectors through direct, indirect, and induced effects (Spurr, 2006). Fourth, tourism contributes to increasing job opportunities and increasing income (Lee & Chang, 2008). Fifth, tourism causes positive economies of scale (Weng & Wang, 2004). Tourism is also an important factor in the dissemination of technical knowledge, encouraging research and development, and the accumulation of human capital (Blake et al, 2006).

Tourism development has the aim of overcoming poverty, conserving the environment, and natural resources and strengthening relations between countries (Sutawa, 2012). According to Cozma and Maria (2017) tourism has a significant impact on economic development. The development of the tourism sector is shown to improve the quality of life and welfare and can provide benefits to meeting the needs of the community (Munawaroh, 2015). This sector is important to encourage national economic development (Jonathan and Riswan, 2016). Tourism development is also considered to have a significant role in influencing the socio-economic conditions of the community (Firmansyah and Arief, 2016). According to Bughez (2015), tourism is a very important economic component. Indonesia as one of the countries in the world relies on tourism as a source of foreign exchange, has

various regions as tourist destinations for tourists in the world (Wijaya, 2015). Various potentials that exist in every region in Indonesia are explored to attract tourists to come to visit so that it is expected to be able to improve the welfare of the community (Miswanto, 2018). Tourism generates employment and income for local residents and is considered a medium for heritage and environmental preservation, infrastructure creation and political stability (Andriotis, 2005). Encouraging the development of other economic sectors through direct, indirect, and induced effects (Spurr, 2006). Fourth, tourism contributes to increasing job opportunities and increasing income (Lee & Chang, 2008). Fifth, tourism causes positive economies of scale (Weng & Wang, 2004). Tourism is also an important factor in the dissemination of technical knowledge, encouraging research and development, and the accumulation of human capital (Blake et al, 2006).

The development of tourism has had an influence on the development of Subak Jatiluwih and Jatiluwih Village in general. These developments generally aim to improve the completeness of tourism supporting facilities in Jatiluwih, such as construction of guest houses, restaurants, cafes and several other tourism activities such as rafting, horse riding, cycling, bird watching and so on. Tourism development can be seen in terms of attractions, amenities, accessibility and management institutions (Wibawa, 2018). Attractions in the form of natural beauty become a tourist attraction. Tabanan Regency is the highest area in producing rice equivalent to rice in 2018 and 2019 compared to regencies/cities in Bali Province as described in Table 1.

Table 1 – Harvest Area, Production, Productivity by Regency/City in Bali Province, 2018-2019

Regency/City	Harvested Area (ha)		Production (tons)		Productivity (quintals/ha)		Paddy Production Equivalent to Rice (tonnes)	
	2018	2019	2018	2019	2018	2019	2018	2019
Jembrana	10.42	9.59	61.01	60.13	58,55	62,70	34.23	33.74
Tabanan	32.48	26.61	188.45	158.76	59,03	59,67	105.73	89.07
Badung	17.70	12.94	109.58	85.47	61,91	66,04	61.48	47.96
Gianyar	19.03	17.37	118.83	100.87	62,46	58,08	66.67	56.59
Klungkung	2.86	4.13	18.09	28.69	63,24	69,44	10.15	16.09
Bangli	3.36	2.59	13.95	13.40	41,53	51,78	7.82	7.52
Karangasem	8.11	6.85	49.91	40.63	61,51	59,34	27.99	22.79
Buleleng	13.43	12.79	82.27	73.12	61,26	57,14	46.16	41.02
Denpasar	3.59	2.45	24.98	18.26	69,47	74,53	14.01	10.24
Total				579.32	60,11	60,78	374.26	325.03

Source: Central Bureau of Statistics of Bali Province, 2020.

Table 1 explains the total harvested area, production and agricultural productivity by Regency/City in Bali Province from 2018-2019, Tabanan Regency is the highest among other regions. This means that the agricultural sector is very influential on the economy of the people of Tabanan Regency. Agriculture in Tabanan cannot be separated from local institutions that have long been attached to the community, namely the subak system. However, in the 1980-1990s the Balinese were complacent with the development of tourism so that subak agriculture was underdeveloped. This is indicated by the view that agriculture is a static sector that is unresponsive to investment (Pranadji and Suhaeti, 2012). The same thing was stated by Suyastiri (2012), that the existence of subak as an institution that manages irrigated agriculture systems in several areas in Bali is starting to be threatened. This fact reinforces the reason for the need for efforts to preserve and empower subak. Various shocks that occurred in the tourism sector have made the government and society aware to develop subak agriculture that supports the development of the tourism sector.

According to Bagiana (2017) the development of tourist villages has a positive effect on community welfare. This means that the development of tourist villages can improve the welfare of the community. The community can get business opportunities from something unique that is owned by the village which will increase the income of the local community.

The results of the development of tourist villages have an impact on job opportunities, increased income and investment growth in the tourism business for the local community (Muslim, 2016). The existence of a good ecosystem is also very important for a tourist village. In addition to natural beauty, the way of life of the community related to prevailing social norms is also an attraction for tourists. Tourists in tourist villages can interact and participate in the way of life of the local village community. Through this activity, tourists can feel the hospitality of the village community and at the same time get new experience and knowledge about the village culture. The problem that usually arises in tourist villages is the lack of public facilities to support tourist visits when the situation is crowded with visitors.

Through the development of tourism villages, it is necessary to realize community empowerment. Community Empowerment is the key to achieving community welfare through tourism. Community empowerment gives the community autonomy and responsibility to make decisions regarding the goals to be achieved (Kumar and Ananda, 2017). Through the empowerment process, people gain the power to act to change their lives for the better (Kasmel & Penille, 2011).

The existence of community empowerment to increase economic activities in the village, where the community directly participates in achieving prosperity (Rochman, 2016). According to Sari and Heryanto (2012) one example of the role of developing a tourism village on community empowerment was before the existence of a tourist village, the community only farmed/gardened with low incomes, but now with the development of tourist villages, many people have set up businesses that sell village products. This shows that community empowerment activities through the tourism village program have been carried out by local communities.

Empowerment has a close relationship with sustainable development where community empowerment is the main requirement that will bring people to prosperity economically, socially and dynamically in a dynamic environment. The right community empowerment is to be able to carry out skills and training so that it will significantly affect the welfare of the community. Community empowerment is essentially directed at increasing access to prosperous lives for individuals, families and community groups to resources to carry out the production process and business opportunities. To be able to achieve this, various efforts are needed to motivate in the form of capital assistance and human resource development (Sururi, 2015). Based on this, researchers want to know the role of tourism development on the empowerment and welfare of farmers in Jatiluwih Village, Tabanan Regency.

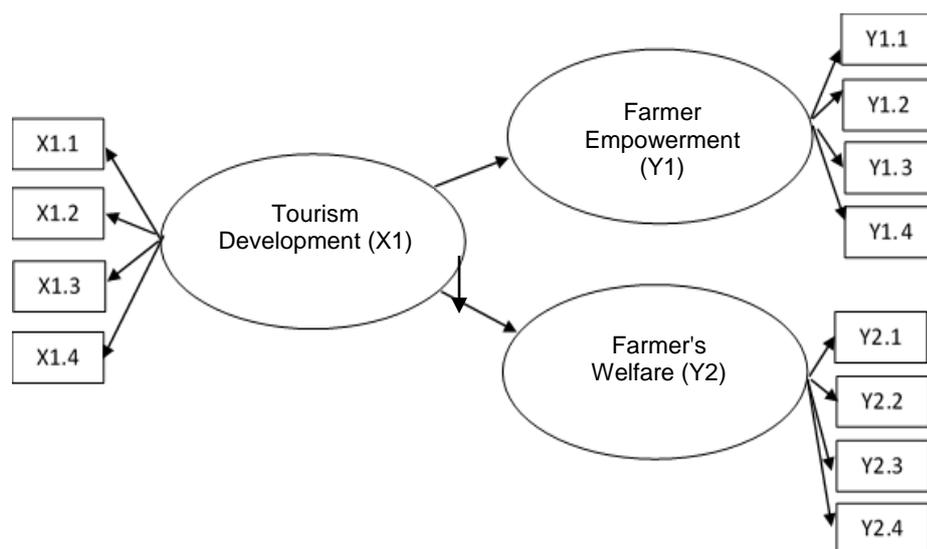


Figure 1 – Research Concept Framework

Based on the theoretical and empirical studies, the hypothesis can be formulated from the research variables as follows.

- Tourism development has a positive effect on farmer empowerment in Jatiluwih Village, Tabanan Regency;
- Tourism development and farmer empowerment have a positive effect on the welfare of farmers in Jatiluwih Village, Tabanan Regency;
- Tabanan Community empowerment mediates the effect of tourism development on the welfare of farmers in Jatiluwih Village, Tabanan Regency.

## METHODS OF RESEARCH

This is a quantitative study that is a type of research that is based on quantitative data. The form of this study is descriptive-associative. Descriptive study is used to analyze tourism development strategies according to the conditions of the people in Jatiluwih Village. Associative study is used to analyze the influence or relationship of tourism development variables on farmer empowerment and farmer welfare in Jatiluwih Village, Tabanan Regency. This study was conducted in Jatiluwih Village, Tabanan Regency. This location was chosen because Jatiluwih Village is one of the villages that is famous for its agricultural sector and tourism sector. The data collection method in this study used three methods, namely non-participant observation methods, structured interviews, and in-depth interviews. In order to be able to prove the hypothesis and answer the problem formulation that has been made previously that has been collected through the development of instruments in the form of a list of questions, it will be processed using descriptive analysis techniques and SEM structural equation analysis techniques with Partial Least Square (PLS) Alternatives. This analysis technique was chosen because it does not assume the data must be in a certain measurement scale because it is based on nonparametric statistics and can also be used for relatively small samples (minimum recommended range from 30 to 100).

## RESULTS AND DISCUSSION

Based on the characteristics of the respondents, the head of the farmer's family in Jatiluwih Village, Tabanan Regency, the respondents in this study were 100% male. Respondents when viewed from the age can be seen that more respondents are in the age range of 40 - 49 years with a total of 50 respondents with a percentage of 50%. Respondents when viewed from the age with the least number are in the age group 60 - 69 years with a total of 3 respondents with a percentage of 3%. These data indicate that the heads of farming families in Jatiluwih Village, Tabanan Regency are more male in the 40 - 49 year age group. Respondents who have a number of dependents 3-5 people are 48 people with a percentage of 48 percent. As for the number of dependents less than 3 people, 44 people with a percentage of 44 percent and more than 5 people as many as 8 people with a percentage of 8 percent.

Table 2 – Path Coefficient

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Information
X <sub>1</sub> →Y <sub>1</sub>	0.991	0.991	0.003	365.577	0.000	Positive & Significant
X <sub>1</sub> →Y <sub>2</sub>	0.226	0.228	0.158	1.435	0.152	Not significant
Y <sub>1</sub> →Y <sub>2</sub>	0.763	0.761	0.159	4.786	0.000	Positive & Significant
R Square Y <sub>1</sub>	0.981					
R Square Y <sub>2</sub>	0.975					

Source: Primary data processed, 2021.

### The Effect of Tourism Development (X1) on Farmer Empowerment (Y1) in Jatiluwih Village

The results of this study indicate that tourism development has a positive and significant effect on farmer empowerment. The existence of tourism development will play a

role in helping to achieve farmer empowerment in Jatiluwih Village. With the development of tourism, the involvement of local communities in tourism management is one form of achieving empowerment. The process of achieving empowerment through tourism development in Jatiluwih Village is measured through three aspects (a) ability in decision making, (b) independence and (c) the ability to utilize business for the future. (Sumodiningrat, 2000) According to I Nengah Kartika, S.Sos., Perbekel (village head) in Jatiluwih Village in an interview on May 31, 2021 said the results are in line, namely as follows.

Table 3 – Value of Indirect Effects

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
X1→Y1→Y2	0.756	0.754	0.158	4.776	0.000	Positive & Significant

Source: Primary data processed, 2021.

Information:  $X_1$  = Tourism Development;  $Y_1$  = Farmer Empowerment;  $Y_2$  = Farmer's Welfare.

*“The existence of this tourism development makes the whole community and of course farmers to participate in supporting tourism. The development of tourism, the more tourists who come to visit, here the community will interact with tourists, from this interaction will add insight and knowledge of the community and even people find new job opportunities supported by socialization, training and even capital assistance from the government”.*

Based on this statement, tourism development requires the involvement of local communities in its management. The form of community involvement in tourism can be seen from the interaction of the community with tourists who come to Jatiluwih Village. In addition, the development of tourism creates new job opportunities such as in the agricultural sector which must be supported by the provision of socialization, training and capital support from the government. According to previous study Sari and Heryanto (2012) the role of tourism development on community empowerment was before the development of community tourism only farming/gardening, but since the development of tourism, many people have set up businesses and even opened homestays that can be rented by tourists who come to the village. This shows that farmer empowerment is achieved through tourism development programs. The process of developing tourism in Jatiluwih Village involves the local community as workers, both as tourism village managers, ticket officers and workers for the development of tourism supporting infrastructure. Tourism development as one of the programs to achieve empowerment is intended to realize community independence to live well through the utilization of the potential possessed in a village (Mustagin et al., 2017). In relation to empowerment, tourism development is used as one of the efforts to empower the community. In this tourism development fully involve the local community, from the establishment, implementation to maintenance. With the involvement of the community in activities in the village, this indirectly is a form of community empowerment. With the active participation of the community will certainly train them in interacting with other people. Through this interaction, the experience and knowledge of the community will increase. Having a lot of experience and knowledge will certainly create a society that has quality human resources.

### **The Effect of Tourism Development (X1) on Farmers' Welfare (Y2) in Jatiluwih Village**

The results of the analysis in this study stated that tourism development had no significant effect on the welfare of farmers in Jatiluwih Village. This means that tourism development in Jatiluwih Village does not overall have an impact on the welfare of farmers. The results of this study are supported by research conducted by Antono and Hadriyanus (2015) which states that not all people are able to feel the impact of tourism. People who are not able to compete and lose capital do not feel the impact significantly. Poor management and community relations, community participation and responsiveness to the unprepared tourist environment have made Borobudur Temple less influential on the welfare of the surrounding community. In addition, the facilities and services are said to be less supportive

of tourists spending a long time in the area. Through the results of an interview with I Ketut Pama, a farmer in Jatiluwih Village on June 7, 2021 who stated the following.

*“The income generated through tourism development in Jatiluwih Village is not directly enjoyed by farmers but is managed by the Jatiluwih Village government. Although later the profits will be used for the benefit of the entire community in Jatiluwih Village, the income received to meet the daily needs of the family is purely from farming. There are only a few tourists who buy agricultural products such as brown rice to increase their income.”*

The income of farmers from agricultural activities depends on the level of productivity, the area of land cultivated and the selling price of agricultural products. The scale of the farming business is relatively small (the area of arable land is narrow, the types of commodities cultivated are few) then the family income will be low. By not calculating production costs, such as purchasing fertilizers, seeds and costs associated with subak ritual activities, the farmers' income is actually very low. Under these conditions, there is definitely not enough capital, let alone access to capital and markets to increase income. The bargaining position of farmers will be low due to very urgent needs that must be met. In fact, there have been efforts that have been made to increase family income, namely working outside the agricultural sector such as construction workers, household crafts, but still does not make a significant contribution to making the farmers of Jatiluwih Village more prosperous. In addition, the tourism development program issued by the Jatiluwih Village government cannot be accepted as a whole by the farmers. So the implementation is not optimal. Lack of education, unclear information makes the participation of farmers in tourism development ineffective so that most farmers do not feel the benefits of tourism development.

### **The Effect of Farmer Empowerment (Y1) on Farmer Welfare (Y2) in Jatiluwih Village**

The results of this study indicate that the empowerment of farmers has a positive and significant effect on the welfare of farmers. The results of this study are supported by study by Lalaun and Agus (2015) which states that the empowerment obtained from the empowerment process will affect the welfare of the community. When the empowerment program is given by the government, the community is motivated by the programs proposed by the government, so they try to be able to master the program and try to complete it both individually and in groups. With this empowerment, it is likely that the welfare of the community will be better than before. Pitana (2005) also mentions that the involvement of local communities is the main key in tourism development, so that the concept of empowerment emerged as an effort to provide local communities with freedom from voicelessness and powerlessness which includes four main indicators, namely: (1) the quality of human resources, (2) access to various information in their work, (3) accountability (responsibility for the preservation of local communities, and (4) the capacity of local organizations in fostering communities to be more empowered. According to I Nengah Sutirtayasa, village head of the Jatiluwih Village DTW Institution in an interview on June 7, 2019, stated the following. According to I Nengah Sutirtayasa, Chair of the Jatiluwih Village DTW Institution in an interview on June 7, 2019, stated the following.

*“Through tourism development, the people of Jatiluwih Village, including farmers who are the main livelihood in Jatiluwih Village, contribute greatly to the development of the quality of human resources. Farmers have developed facilities that are used to increase their agricultural yields. In addition, farmers also take advantage of the resources they have and make their own decisions to obtain additional income from tourism itself, such as selling their agricultural products directly to tourists and existing restaurants. With this empowerment, farmers can improve their quality of life and that of their families.”*

The existence of farmers and agricultural land plays a major role in the sustainability of the tourist attraction of Jatiluwih Village. Therefore, farmers must receive special attention and obtain economic benefits from tourism activities other than the results from cultivating the land. Melalui The development of tourism in Jatiluwih Village needs to be realized by empowering farmers in increasing the empowerment and welfare of farmers. Farmer empowerment is all efforts to improve the ability of farmers to carry out better farming

activities through education and training, counseling and assistance, development of systems and means of marketing agricultural products, consolidation and guarantee of agricultural land area, ease of access to science, technology and information, and strengthening of farmer institutions. Seeing empowerment is really needed by the farming community. The government should continue to aggressively seek to empower farmers through various programs for the creation of empowered farmers' lives. As contained in Law Number 19 of 2013 concerning Protection and Empowerment of Farmers Article 3 that the protection and empowerment of farmers aims to: (a) realizing the sovereignty and independence of farmers in order to improve the level of welfare, quality and a better life, (b) provide agricultural infrastructure and facilities needed to develop farming businesses, (c) provide certainty for farming, (d) protect farmers from price fluctuations, high cost economic practices, and crop failure, (e) improve the ability and capacity of farmers and farmer institutions in carrying out productive, advanced, modern and sustainable farming activities, and (f) developing agricultural financing institutions that serve the interests of farming businesses. Farmers will be able to take advantage of agricultural potential that is so supportive and can process abundant natural resources in order to lead a better life. Especially for the farming community in Jatiluwih Village, empowerment is very much needed. The growing tourism conditions, potential agriculture, and the availability of abundant natural resources will only be in vain if the community is unable or powerless to utilize and process them. Empowerment must be continuously carried out by the government so that with empowerment, the welfare of farmers will increase. It is hoped that with the empowerment of farmers, the economy of farm households will increase.

#### **Indirect Effect of Tourism Development (X1) on Farmer Welfare (Y2) Through Farmer Empowerment (Y1) in Jatiluwih Village**

The results of this study can be concluded that the indirect effect of tourism development on the welfare of farmers through farmer empowerment is significant. In addition, according to I Nengah Kartika, S.Sos., the Perbekel in Jatiluwih Village in an interview on May 31, 2021 stated the following.

“In the village of Jatiluwih itself, the superior sector is agriculture which synergizes with tourism. Since it was designated by UNESCO as a leading tourist destination in the eyes of the world, the tourism and agriculture sectors cannot be favored, one of which is because the majority of Jatiluwih Village residents work as farmers. In general, the income obtained from the tourism sector in Jatiluwih Village such as entrance tickets, jogging tracks, bird watching and so on is managed by the village government. After being managed some of it is used to develop the village, pay employees, and prosper the village community. So the development of tourism can not directly improve the welfare of farmers. The income from the tourism sector is used to empower farmers, such as providing capital assistance, conduct training and counseling to increase agricultural yields so that farmers can independently improve their quality of life”.

Through tourism development, the implementation of farmer empowerment programs is very important. This is done so that farmers will understand the importance of the existence of tourism. In addition, with the ability of farmers to take advantage of the existing village potential, this needs to be supported by assistance from the government. With the development of tourism can create empowered farmers so that they will improve their economy and achieve prosperity. According to I Wayan Suwita, a farmer from Jatiluwih Village in an interview on June 7, 2021, stated as follows.

*“Since Jatiluwih Village has become a tourist attraction known to our world, farmers have felt the benefits for our daily lives. Although not directly, but the development of tourism here is very impactful for our work as farmers. The facilities are increasingly adequate, the access road to Jatiluwih Village is already good, many restaurants are open so that our children and grandchildren can get jobs other than as farmers. The village government also provides capital assistance to farmers in the form of seeds and fertilizers every month, besides that the village government also often conducts socialization and training for farmers on how to increase agricultural yields. Of course we feel helped by all that.”*

Through tourism development, empowerment needs to be realized to achieve empowerment. An empowered community is the key to achieving community welfare through tourism. Empowerment gives the community autonomy and responsibility to make decisions regarding the goals to be achieved (Kumar and Ananda, 2017). Through the empowerment process, people gain the power to act to change their lives for the better (Kasmel & Penille, 2011). There is empowerment to increase economic activities in Jatiluwih Village, where the community directly participates in achieving prosperity. According to Sari and Heryanto (2012) one example of the role of tourism development on empowerment is that before tourism existed, people only farmed/gardened with low incomes, but now with the development of tourism, many people have set up businesses that sell village products. This shows that tourism development can make people empowered to improve their welfare.

### **Limitations and Implications**

This study has limitations, namely this research only examines the effect of tourism development on the empowerment and welfare of farmers in Jatiluwih Village. So this study cannot be generalized to other areas. The implication of this research is that this research can provide input and direction for farmers in Jatiluwih Village to further develop tourism in the Jatiluwih area so as to improve the welfare of farmers in Jatiluwih.

### **CONCLUSION AND SUGGESTIONS**

Based on the results of the analysis that has been described, the conclusion in this study is that tourism development has a positive and significant effect on farmer empowerment. The existence of tourism development will play a role in helping to achieve farmer empowerment in Jatiluwih Village. With the development of tourism, local community involvement in tourism management is needed as an effort to achieve empowerment. The process of achieving empowerment through tourism development in Jatiluwih Village is measured through three aspects (a) ability in decision making, (b) independence and (c) the ability to utilize business for the future. Tourism development has no significant effect on the welfare of farmers in Jatiluwih Village. This means that tourism development does not have an impact on the economy, which includes increasing farmers' income in meeting daily family needs. Meanwhile, the empowerment of farmers has a positive and significant effect on the welfare of farmers. The indirect effect of tourism development on farmers' welfare through farmer empowerment is significant. This means that farmer empowerment mediates the effect of tourism development on the welfare of farmers in Jatiluwih Village, Tabanan Regency.

Based on the conclusions obtained, the suggestion in this study is that it is necessary to carry out socialization, assistance and intensive training activities thoroughly to all communities and managers of Jatiluwih Village. Local and village governments need to improve the provision of public facilities that can support tourism development in Jatiluwih Village. Utilizing the existing potential as much as possible in developing tourism so that the community will be able to develop their potential and achieve prosperity. Strengthening cooperation between the government, private sector, and local communities in creating good and intensive communication to realize programs that support community welfare in Jatiluwih Village. Organizing routine activities or events as a form of promotional activities for Jatiluwih Village as well as being a tourist attraction and innovate on tour packages in Jatiluwih Village. Preserving the culture of Jatiluwih Village by strongly adhering to the awig-awig that applies in Jatiluwih Village so that the authenticity of the local culture is maintained.

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