

Conflicts in Tourism Villages and their Settlement Mechanisms (Case Study in Bali, Yogyakarta, Subang, Indonesia)

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ABSTRACT

This article describes a map of potential conflicts and the mechanisms used to resolve conflicts in the best tourist villages in Indonesia, namely Panglipuran Bali, Nglanggeran Yogyakarta and Cisaat, West Java. The three villages were chosen by the researchers because they had different conflict characteristics and resolution mechanisms, so the coping strategies were also used in different ways. This study uses a qualitative approach with a case study method as a strategy of inquiry. The research subjects and locus were carried out among stakeholders, village tourism actors, local communities and tourists in the three villages which were the locus of this research. Data collection was carried out using in-depth interviews supported by extensive observation and document studies. The results of this study show that conflicts over the management of tourism objects in Panglipuran Bali can be overcome by using a customary institutional approach. Meanwhile, in Nglanggeran, Yogyakarta, the role of youth as actors is important in overcoming conflict. In Cisaat Village, efforts to resolve conflicts involve formal institutions such as the village administration.

Keywords:

Conflict, resolution,
and Tourism
Village

INTRODUCTION

Discourse and practice regarding tourism villages began to strengthen along with the Law of the Republic of Indonesia Number 6 of 2014. This regulation became a trigger for the growth of village-scale tourism village management. It is from here that the tourism village program has the allure to be developed as a means of increasing the economic welfare of rural areas. So that in various rural areas in Indonesia we can easily find tourist villages that focus on cultural and natural wealth such as agriculture, mountains, waters, and areas of former exploitation of natural resources (Anita Yunikawati et al., 2022; Auliah et al., 2022; Baihaqki & Islami, 2022; Wibowo et al., 2022).

In Indonesia, the emergence of tourist villages before the Covid-19 pandemic was so massive. This reality can be seen from the abundance of information and promotions regarding various interesting tourist objects. Promotion through social media Instagram, Facebook and YouTube makes it easy for a new tourist attraction to become popular. During the Covid 19 pandemic, the growth of tourist villages also did not subside. Information technology adaptation by tourism village activists has resulted in new innovations in the form of virtual tourism. Therefore, when Covid 19 is declared as endemic, it is believed that tourism villages will further develop. Each village competes to create a leading tourism program that can be managed independently by Village Owned Enterprises (Bumdes). Developing a tourism village through village-owned enterprises is much easier than other activities such as savings and loan businesses, cooperatives and other creative businesses.

Mobilization of natural resources towards a tourism-based village is certainly not easy. Many components need to be completed to support the implementation of a tourism village. Several study results show that the implementation of tourism villages is due to the existence of creative classes and actors (Baihaqki & Islami, 2022), and

components of cultural activities that can bring in tourists (Siswanto & Syafi, 2023; Anita Yunikawati et al., 2022). In addition, the formation of a tourist village also requires large initial funds. Usually the budget for the establishment of a tourist village comes from village grants that come from the central and provincial governments (Widiastuti & Nurhayati, 2019). Although the various supporting components of village tourism are important, there is one thing that needs attention in the Tourism Village program, which is related to the potential for conflicts that arise in the community. This means that the tourism village program requires serious attention to conflict mapping and conflict resolution management patterns in the tourism village itself.

Tourism-based villages that have developed in Indonesia, of course, each of them already has conflict experience and solutions for resolving conflicts. For example, the conflict in a tourist village in Genilangit, Magetan, East Java, occurred between old people who thought the forest was left as it should be, while young people saw the forest as a potential for developing a tourism village. This conflict is resolved by mobilizing social capital in the form of building community networks, mutual exchange of kindness (reciprocity), trust (Wibowo et al., 2020). Then conflicts over water use in tourist villages in Central Java were resolved by means of deliberation mechanisms between stakeholders (Rohmad et al., 2016b). Besides that, water conflicts from the implementation of tourism villages can also be carried out by realizing good governance (Rohmad et al., 2016b). Next, the conflict of indigenous peoples in the Lake Toba region who refuse the presence of halal tourism uses a conflict resolution model with a mediation approach to indigenous peoples (Safitri, 2021).

The results of studies on conflicts that arise in tourism development programs show that the forms and typologies of each region are different. In some cases, conflicts that arise in the development of tourist villages come first, then a solution is sought. Meanwhile, in the development of a tourism village program, what needs to be considered is conflict management. This means that as far as possible potential conflicts must be drawn and then resolved. Don't let the tourism village program that has been made cannot be implemented properly, because of the emergence of conflicts that cannot be anticipated. So the tourism village project was not implemented. This is where this research is important to do as a guide for villages that are turning their territory into a tourist village. This study describes a map of potential conflicts and the mechanisms adopted to resolve conflicts in the best tourism villages in Indonesia, namely Panglipuran Bali, Nglanggeran Yogyakarta and Cisaat Village, Subang, West Java. The three villages were chosen by the researchers because they had different characteristics, so the handling was carried out in different ways.

METHODS

This study uses a qualitative approach with a case study method as a strategy of inquiry. The research subjects and locus were carried out among stakeholders, village tourism actors, local communities and tourists in three villages namely, Panglipuran Village in Bali, Nglanggeran Village Yogyakarta and Cisaat Village, Subang, West Java, Indonesia. Data collection was carried out using in-depth interviews supported by extensive observation and document studies. After the data is collected, the data analysis process is carried out according to the type of data (Miles, M. B., & Huberman, 1994). The results of the in-depth interview analysis are processed in a matrix and visual flowchart. With this technique, patterns or trends are

obtained that can be compared between the information of one informant and another. While the results of the analysis of observational data (in the form of photographs and field notes) are needed to complement the primary data (results of in-depth interviews) and secondary data. The results of the analysis of observational data also serve as a test for the validity and validity of data from primary and secondary sources.

RESULTS AND DISCUSSION

In the current context, rural areas have become one of the tourism development trends in various regions in Indonesia. The emergence of various tourist villages with their respective potentials has become a new color in the world of tourism. The question is whether the potential of tourism villages and conflict maps and their resolution have similarities between one village and another? Of course not. As can be seen, the results of this study show a map of the potential of tourism villages and potential conflicts and their resolution mechanisms in the three villages as locus research shows the difference, both in Panglipuran Bali Village, Nglanggeran Yogyakarta Village and Cisaat Village, Subang, West Java, Indonesia.

The potential of Panglipuran Tourism Village in Bali can be realized because the village government is also the party that carries out tourism activities. So that the parties involved in tourism development can be said to be an extension of the traditional village. The tourist attraction in Panglipuran Bali is supported by the existence of traditional village resources with well-organized village spatial forms. Therefore, potential conflicts regarding tourism objects can be avoided. Meanwhile, village tourism potential in Nglanggeran Yogyakarta is faced with the problem of a lack of financial assistance from the village government. Even though the village government seems to be absent from a financial perspective, in implementing the development of a tourism village the village government supports every activity of the youth who want to develop their village into a tourism village. There are no significant restrictions that can hinder the desire of young people to realize their desire to make their village a tourist destination.

The potential of a tourist village in Nglanggeran Yogyakarta lies in the beauty of the Ancient Mount Merapi which is the main icon. In its development, the youth became the main actors who developed the Ancient Mount Merapi to become the icon of the Nglanggeran Tourism Village. Efforts to develop Nglanggeran Tourism Village continue to be carried out by youth who have a concentration in the tourism sector by holding various interesting activities and promotions on social media. In addition, youth groups have also established networks with television media, so that the Yogyakarta Nglanggeran Tourism Village has been covered specifically by television media. Of course, the Yogyakarta Nglanggeran Tourism village broadcast on television stations gives pride to the villagers.

Then in the Cisaat Tourism Village, Subang, West Java, it can be assessed that there is nothing special that can attract tourists to come. As far as our observations and interviews show that the arrival of local tourists to Cisaat Tourism Village is simply to feel the comfort of the atmosphere and rural air. The arrival of tourists to the village is supported by assistance from the Jakarta State University (UNJ) Tourism Study Program, which is able to promote and provide tour packages that entice visitors to come to enjoy the rural atmosphere. Meanwhile, planning efforts to make village tourism attractiveness have not been carried out by stakeholders in the field of tourism itself.

Table 1 : Map of Potential, Challenges and Efforts to Develop Tourism Villages in Bali, Yogyakarta and West Java-Indonesia

| Tourist Village Location | Tourism Potential | Challenge | Development Efforts |
|---------------------------------|-------------------------------|---|---|
| Panglipuran Bali | Traditional Village Resources | Domination and dualism of customary leadership and village governance | Cultural activities |
| Nglanggeran Yogyakarta | Natural resources | The village government's financial support is minimal | Cultural and promotional activities on social media as well as broadcast on television coverage |
| Cisaat Subang, West Java | Natural resources | There is no tourist object as a village icon yet | Strengthening cooperation between travel agents and universities |

Based on the table above, it can be seen that the maps of potential, challenges and efforts to develop rural-based tourism have similarities and differences. Likewise with the potential for conflict that overshadows the development of rural tourism in Panglipuran Bali, Nglanggeran Yogyakarta, and Cisaat Subang, West Java, it is also interesting to observe. From the results of this study it can be seen that the source of conflict occurs at the planning and implementation stages of the process of a village becoming a tourist destination. At the planning stage, conflicts tend to occur when stakeholders in the tourism sector do not have the same perception about what will be done in developing tourism in their village. This reality has an impact on misperceptions between stakeholders in the village tourism sector.

As the results of this study indicate that with the obligation of each village to form Bumdes, each area that is the locus of this research with a tourist attraction in the form of nature will tend to make tourism a Bumdes activity. Therefore, Bumdes will form Pokdarwis. Here the parties involved in village tourism activities are: Village Administration, Bumdes, Pokdarwis and Community Leaders. At the planning stage, the tourism development stakeholders usually do not have the same perception, so that it has an impact on conflicts of interest for the development of tourist villages in the three tourist village locations that are the locations of this research.

The absence of the same perception for village tourism development creates conflict at the planning stage in the form of village tourism development governance conflicts. The results of our interviews show that villages with natural tourism potential are often owned and managed by individuals or groups of people. The implication is that efforts to negotiate so that these tourist attractions are integrated with formal institutions that manage village tourism such as Pokdarwis and Bumdes are experiencing difficulties. Because individuals or community groups who control tourist objects feel disturbed by the development of tourist objects that they have managed so far. Loss of source of income is the main reason for their rejection.

Then the next source of conflict also appears in tourism objects that have been managed by the village government. Conflicts usually occur due to unscrupulous village officials who feel they have lost their source of personal income if the tourism objects are handed over to tourism awareness groups (pokdarwis) and village-owned enterprises (bumdes). Thus the management of tourism objects in villages such as Panglipuran Bali, Nglanggeran Yogyakarta, and Cisaat Subang, West Java, is faced with a dilemma. On the one hand, efforts to manage tourism objects in a professional

manner by tourism awareness groups (pokdarwis) or village-owned enterprises (bumdes) are faced with individual or group ownership. On the other hand, pokdarwis and bumdes are also dealing with unscrupulous village officials who seek rents in managing tourism objects.

In the context of managing tourism objects in the three villages as research locations, it can be seen that in the early stages the map of potential conflicts was not yet clear. Because existing tourist objects tend to not be optimally managed, so that in the early stages the ownership of tourism objects on behalf of individuals and groups or already owned by the village government is usually willing to hand over its management to Bumdes in the form of cooperation. However, the practice of cooperation seems to only delay existing problems. Because, after a tourism object brings profit, it is necessary to watch out for conflicts about the tourist object itself.

In the implementation of tourist villages in the three research locations, the potential for conflict is equally motivated by disturbed comfort and different cultures. The comfort of the social life of different people and cultures is often a source of conflict in the development of tourist villages. Because, with the development of an area into a tourist village will bring in many people with different cultures. Of course, these conditions disrupt the socio-cultural life of the people in the village which is a tourist destination.

More specifically, conflicts in tourism villages such as in Panglipuran Bali tend to be caused by the domination and dualism of traditional leadership and village administration. With the domination of traditional leadership and village government, the community is less flexible in developing village tourism. Even though there is a conflict in tourism development in Panglipuran Village, Bali, the resolution mechanism is relatively fast, involving the intervention of traditional institutions. Because the parties involved in conflict resolution can be said to be extensions of the customary village, conflicts between actors can be resolved using a customary approach.

Furthermore, in Nglanggeran Village, Yogyakarta, seeds of conflict such as community convenience and cultural clashes between tourists and residents can be overcome by involving social media and television as external parties. The intelligence of the administrators as tourism village actors in utilizing the media, so that the village becomes famous and in a short time the tourism activities carried out have been able to provide additional income to the local community. So that the conflict can be muted. Similar to the Cisaat Tourism Village in Subang, West Java, they both optimize external parties to reduce conflict. In this context, tourism promotion actors build networks to strengthen cooperation with travel agents and universities to promote tourism villages. So that many tourists come to Cisaat Subang Tourism Village. Thus the income of citizens increases.

Table 2: Conflicts and their Resolution Mechanisms in Tourism Villages of Bali, Yogyakarta and West Java-Indonesia.

| Tourist Village Location | Source of Conflict | Solution Mechanism |
|---------------------------------|--|--|
| Panglipuran Bali | <ul style="list-style-type: none"> - Differences in cultural values of tourists and local residents - Management of tourist objects - Distribution of the economic benefits of tourism villages | Indigenous leadership approach |
| Nglanggeran Yogyakarta | <ul style="list-style-type: none"> - Lack of financial support from the village government - Differences in perceptions between stakeholders and the community in tourism development | <ul style="list-style-type: none"> - Educated youth as actors driving tourism and unifying society - Community social solidarity |
| Cisaat Subang Jawa Barat | The equalization of perceptions about tourism objects | Local government and village government build social networks with travel agents and universities |

Based on the narrative above, this study seeks to describe the sources of conflict and their efforts to resolve conflicts in the development of tourist villages that occurred in three tourist villages as the locus of this research. The results of the interviews and observations of the authors underline that the conflicts and efforts to resolve them differ in each location of the tourist village which is the locus of this study.

The results of this study show that with changes in the development paradigm and policies to make the village the center of development, many villages have emerged that have succeeded in developing themselves to become more independent. The development of the village has contributed a lot with the development of the village into a tourist destination (Baihaqki & Islami, 2022). Of course, the development of a tourist village is overshadowed by various conflicts, because the development of a tourism village involves the wider community (Wibowo et al., 2020). Conflict challenges and conflict resolution efforts can of course come from internal and external forces of the village community (Anita Yunikawati et al., 2022).

This study shows that the sources of conflict in Panglipuran Bali Village tend to come from internal, such as the distribution of village tourism financial benefits, management of tourism objects, and external villages, such as differences in cultural values between local people and tourists. The reality of the conflict can be quickly resolved by using a traditional approach that is still firmly adhered to by the community. In this context, traditional leaders are important actors in conflict resolution (Rohmad et al., 2016a), so their position is important in developing village tourism today and in the future. Meanwhile, the tourism village in Nglanggeran, Yogyakarta, has potential for conflict stemming from the absence of a village's source of income. So that the management is handed over to the village educated youth.

In line with the results of the study (Baihaqki & Islami, 2022) Youth leaders can become creative actors in the development of tourist villages. Therefore, this study found that village youth leaders in Nglanggeran Yogyakarta can become actors in resolving conflicts as well as being the driving force behind the development of tourism villages. Because they have adequate educational support. So that access to external networks and their ability to embrace strong village communities with values of mutual respect, mutual help, cooperation to be mobilized as a resource in the development of

tourist villages can be achieved. Information disclosure (Baihaqki & Islami, 2022) regarding tourism villages driven by youths is the key to resolving conflicts in this village.

Next, the potential for conflict in the Cisaat tourism village in Subang, West Java, stems from an equalization of perceptions among stakeholders, community leaders and local residents to build special tourist objects and efforts to promote local culture to attract tourists. The conflict was resolved by optimizing the role of local government and village government through the involvement of travel agents and universities. So, travel agents and universities are asked to map the potential of tourist objects to be used as tour package data that can provide allure for local, national and international tourists. These findings can be seen as an effort by the local government and village government to be present to resolve conflicts in a real and planned way (Siswanto & Syafi, 2023).

CONCLUSION

The results of this study conclude that the success of a village in becoming a tourist destination lies in the power of innovation and creativity of stakeholders as actors involved in its development process. Thus the advancement of village tourism is not enough to be supported only by the potential of natural resources. In the context of this study, it shows that synergistic abilities between actors such as traditional leaders and village administration, educated youth, and local communities who are capable of being drivers and sensitive to potential conflicts are important in the development of tourism villages in three research locations such as Panglipuran Bali Village, Nglanggeran Yogyakarta and Cisaat Village, Subang, West Java, Indonesia. The results of this study show that the success of tourist villages that are well-known and independent, namely the Nglanggeran tourism village in Yogyakarta and the Panglipuran Tourism Village in Bali, can be seen from the village's ability to manage and resolve conflicts that occur in the process of developing a tourism village. Then the village of Cisaat, Subang, West Java, which is starting a tourism village, also saw the presence of village leadership actors in resolving conflicts. As a reflective note, this study is expected to be a guide in developing tourism villages. So that with the presence of this study it is hoped that the initiators of tourism villages in the village will have knowledge that leads to vigilance and seeks the right strategic steps in dealing with the possibility of conflict, and has predicted the possibility of conflict occurring so that they can prepare resolutions of conflicts that will occur.

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