THE ROLE OF WOMEN IN PROTECTING THE VILLAGE AND RURAL TOURISM IN TIMPAG VILLAGE

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Abstract

The area of Timpag Village, Tabanan Regency is very potential to be developed. This village has interesting natural characteristics, unique social and cultural life. In its development, it is necessary to pay attention to the existence of the role of woman. The purpose of this study was to determine the role of women in protecting villages and tourist villages in Timpag village. This research is a type of qualitative research that uses data collection techniques with direct observation to the research location (observation), in-depth interviews, distributing questionnaires, and using literature studies. This study looks at the involvement of women in tourism activities, political empowerment motivates, social empowerment, economic empowerment. Women in the Timpag village not only gain economic benefits but also foster a sense of pride in their local culture. The women in Timpag village are actively involved in the Family Welfare Development group, which is a community organization that empowers women to participate in Indonesia’s development.

Keywords: Role, Woman, Timpag Village

Abstrak


Kata kunci: Peran, Perempuan, Desa Timpag
INTRODUCTION

Timpag Village is one of the villages located in Kerambitan District, Tabanan Regency which has several natural tourism potentials, excellent cultural and artificial tourism potentials to be developed. Based on this, the interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products. The role of women also participates in exploring and packaging the potential in the village of Timpag. In addition they do housework but they are actively involved in several village programs. The existence of a tourist village is also a very good candidate in supporting the efforts of women’s independence and progress. Due to its rapid growth and highly diverse and dynamic nature, the tourism industry has enormous flexibility for the involvement of women (Ramchurjee, 2011). Community empowerment, especially women, is a process in which the community, especially women who lack access to development resources, are encouraged to be more independent in developing their lives. Apart from that, women are required to be able to find the right solution and access the necessary resources, both external resources and resources belonging to the community itself. So with that, women can protect the resources in the village and explore the potential of the village for its sustainability. According to Natori (2001:6) in the community-based tourism development model, resources, local residents and visitors interact harmoniously in addition to making the community a key player in tourism development.

The most important thing in community development (including the tourism village program) lies in the realization of the utilization of all available resources. Women are an important resource that should be put to good use in community development activities, especially people in rural areas. Increasing the role of women is an integrated part of national development and is implemented in the context of poverty eradication, improvement of quality of life, equitable development, greater community participation and sustainable development (Moerpratomo, 1992). The development of the tourism industry in Indonesia provides impact on the number of workers working in the sector. As it is known that the tourism sector absorb 15.6% of all workers in Indonesia. However, this development has not been significant contribute to the improvement of welfare and income for women who work in the sector tourist. Based on the scope of this research, several literature reviews that are closely related to the use of tourism for the empowerment of local communities in this context are women from a social, cultural and economic point of view will be discussed briefly to provide a general overview of the problem.

Scheyvens (2000:236) states that there are four dimensions that need to be discussed to determine whether women have been empowered in tourism activities, in developing countries including Indonesia. The four dimensions include empowerment from an economic, social, psychological and political point of view (Scheyvens, 2000). Although so far the discussion about empowering local communities towards tourism activities has focused more on economic issues, in reality tourism development is a multidimensional activity, not just an economic problem. Therefore, it is important to conduct this research to find out the role of women in protecting villages and rural tourism in the village of Timpag.

As a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana, Nitasih & Budasi, 2016).

It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018). The skills and components of the language contained in them are still general and less relevant to
the needs of student (Sudipa, Susanta, & Anggayana, 2020). Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019).

It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019). The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied can contribute to the Language Development and another researcher around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020).

Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014). Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019). Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021).

The tourism sector can provide economic, social, and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suartha, Osin, & Anggayana, 2020).

It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018).

The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019).

RESEARCH METHOD

The research locations chosen were Timpag Village. This research is a type of qualitative research that uses data collection techniques with direct observation to the research location (observation), in-depth interviews, distributing questionnaires, and using literature studies. The subjects of this research are housewives of productive age who have the potential to be developed. Data analysis in this study was divided into 3 stages, namely: data reduction, data presentation and conclusion drawing or verification.

CONCLUSION

1. Involvement and Role of Women in the Rural Tourism Sector

The involvement of women in the tourism sector seems indeed increasing in all fields of tourism business. Although statistically it seems still limited, this research data shows that among the tourism objects that can be identified in the Timpag village area, most have involved women in various sectors. As for the tourism potential of Timpag Village, such as: natural potential in the form of views and expanses of rice fields with an area of 375 hectares that are verdant with a rural atmosphere and farming activities in rice fields, rivers, and conservation of owl species such as the Tyto Alba Owl. Cultural potentials such as Puseh Dalem Village Temple, Nangkluk Meaning Tradition, Beji Temple with a shower for self-cleaning. Artificial potential such as the Telaga Tunjung Dam as an irrigation shelter and offers a really interesting view.
This study looks at the involvement of women in tourism activities, from two sides, namely those who sit as decision makers (owners) and those who are directly involved in tourism activities such as the production of souvenirs, local food and souvenir sellers and informal workers. Hardika (2013: 114), that the granting of freedom to community to actualize in learning business (entrepreneurship) is an important thing in community empowerment efforts. In addition, the women also opened a gondo chips business and sold souvenirs from coconut shells. Although the efforts made by Gondo chip craftsmen are still at the traditional level, they have other ways to promote and introduce local culinary delights to the wider community.

While economic benefits are a vital component of women’s empowerment, the World Tourism Organization (2019) has reported that the concept of women’s empowerment should be looked at beyond the economic perspective. Psychological empowerment is another dimension considered in the women’s empowerment literature. It refers to feelings of pride in their local traditions and culture (Scheyvens, 1999). Women in the timpag village not only gain economic benefits but also foster a sense of pride in their local culture.

Political empowerment motivates residents to use and control social resources, and participate in relevant decisions related to the achievement of sustainable tourism development (Strzalecka et al., 2017). Participation in decision-making helps residents control the direction of tourism development (Boley & McGehee, 2014). It also allows them to have an active role in tourism planning processes (Boley et al., 2014). The women in Timpag village are actively involved in the Family Welfare Development group, which is a community organization that empowers women to participate in Indonesia’s development.

Social empowerment refers to the sense of community cohesion resulting from an activity such as women’s involvement in tourism activities (Scheyvens, 1999). It is claimed that social empowerment is the most important dimension of empowerment, and it is the basis for both political and psychological empowerment (Boley & McGehee, 2014; Friedmann, 1992).

RECOMMENDATIONS
Timpag village has good potential, considering the number of destinations and the large number of human resources. This study looks at the involvement of women in tourism activities, political empowerment motivates, social empowerment, economic empowerment. This empowerment will help villages in Indonesia, especially in Bali to achieve the UN-SDGs related to poverty reduction, reduction of gender inequality, increased empowerment of women and increased economic growth.

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