ANALYSIS OF ECONOMIC, SOCIAL-CULTURAL IMPACTS, AND THE ENVIRONMENT OF TOURISM VILLAGE DEVELOPMENT IN AMBENGAN TOURISM VILLAGE, BULELENG

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Abstrak


Kata kunci: Wisata Desa, Wisata Alternatif, Dampak Pariwisata, dan Pariwisata Berkelanjutan

I. PRELIMINARY

Tourism is a non-oil and gas industry which is used as a mainstay sector (leading sector) in generating foreign exchange in several countries in the world such as; America, Australia, Thailand, Singapore, Malaysia and Indonesia. Tourism is one type of industry that is able to increase rapid economic growth, provide employment, increase income and living standards, and stimulate other productivity sectors such as; handicraft and souvenir industries, lodging and transportation (Pendit 1994: 4).

In its activities, the tourism industry involves several sectors such as; economic, social, cultural, political, security and environmental sectors which together produce tourism services that are needed by tourists. So it can be said that tourism is a phenomenon of social, economic, cultural, psychological, and geographic (Karyono, 1997: 7-13).

Some tourism potentials in Bali such as natural beauty, cultural uniqueness, and friendly people have made this area one of the most famous international tourist destinations in the world. The tourism sector has been a driving force for the economy and development in Bali since the 1970s. Therefore tourism is a very close and inseparable part of community life and development in Bali. (Pitana, 1992: 62).

The unique and diverse natural and cultural beauty of Bali which is guided or guided by Hindu philosophy and natural beauty is a special attraction for tourists, both foreign and domestic tourists and domestic tourists. To maintain the
sustainability of tourism in Bali, tourism development in Bali is always based on the application of the Tri Hita Karana concept. This concept aims to balance the relationship between humans and God, the relationship between humans and humans, and the relationship between humans and nature. It is hoped that with this harmony, humans (people who live in Bali) can obtain prosperity, prosperity, happiness and peace in their lives (Darmayuda, et al. 1991: 6-8).

The concept of sustainable development was first announced at a conference in Stockholm in 1972. The conference was then known as the Stockholm Conference on Human and Environment. In brief, the definition of sustainable development is as follows: Sustainable development is defined as a process of meeting the present needs without compromising the ability of the future generations to meet their own needs (WCED,1987 : 8).

From the quote above, it can be explained that sustainable development is a development process that seeks to meet the needs (everything we enjoy) now and then bequeathed to future generations. So, with the pattern of sustainable development the current generation and future generations have the same right to enjoy nature and its contents (I Made Arya, 2019).

In connection with the rapid development of tourism in Bali, the pattern of sustainable development mentioned above is very suitable to be applied in the development of tourism in Bali. It aims to preserve the current existence of tourism to future generations. In brief, it can be explained that sustainable tourism is a process and system of tourism development that can guarantee the sustainability or existence of natural resources, social and economic life, and culture for generations to come (Ardika, 2003: 9).

One effort to apply the pattern of sustainable tourism development is by selecting a pilot Tourism Village. There are several pilot Tourism Villages in Bali such as, Desa Adat Pangelipuran in Bangli Regency, Desa Sebat Sebatu in Gianyar Regency, and Desa Adat Ambengan in Buleleng. In connection with the chosen Ambengan as one of the Tourism Villages in Bali.

This study aims to examine the impact of tourism development in the Ambengan Tourism Village Object on the environment, socio-cultural life and economy of the local community by using a sustainable tourism development approach.

II. LITERATURE REVIEW AND THEORY BASIS

2.1. Literature review

In general the number of studies on the development of alternative tourism which is a transition from the development of mass tourism (mass tourism) is quite a lot. But studies on the development of alternative tourism that discuss specifically about the development of Tourism Villages are still relatively small in number. Swarsi (1996) only discussed in general the impact of the development of various types of tourism on the social and cultural life of the community and his writings did not specifically discuss the impact of tourism development on the environment and the economy of the community. Other research conducted by Mukaryanti (1999) only discusses the participation of education, especially environmental education in developing and developing sustainable tourism, especially in developing eco-friendly ecotourism.

See some of the studies and research above, and to the best of researchers’ knowledge that no one has reviewed the development of sustainable tourism that specifically discusses Tourism Villages that use alternative tourism approaches with an impact perspective. Therefore, a study entitled “Analysis of Socio-Cultural, Environmental, and Economic Impacts of Tourism Village Development in Ambengan-Buleleng” which takes case studies in Ambengan Tourism Village will be able to play a role in increasing the uniqueness of tourism science, especially alternative tourism which studies the impact the development of a Tourism Village.
2.2. Theoretical basis
Sustainable Tourism

Tourism as one of the development sectors and the driving wheel of the economy cannot be separated from its relation to sustainable development that has been declared by the government in accordance with national development goals. Multisectoral tourism is a phenomenon that is very complex and difficult to define by default to be universally accepted. Resulting in various perceptions of understanding of tourism, both as an industry, as an activity, or as a system.

Tourism which involves, among others; actors, implementation processes, policies, supply (demand) and demand (demand), political and socio-cultural interacting with intermediaries with one another. This will seem more realistic when viewed as a system with various subsystems that are interconnected and influencing. Within the systemic framework, the approach to the functions and roles of actors, environmental impact, increased knowledge and welfare of the community, as well as equality in the process of tourism development become very important.

Along with the rapid development of tourism, tourism development adopts a pattern of sustainable development. Sustainable tourism development is defined as:

Sustainable tourism is a tourism which concerns with management of the sustainable development of the natural, built, social and cultural tourism resources of the host community in order to meet the fundamental criteria of promoting their economic well-being, preserving their nature, culture, social life, intra and inter-generational equity of costs and benefits, securing their life sufficiency and satisfying the tourists’ needs. (Butler, 1991).

Sustainable tourism development is a process and system of tourism development that can guarantee the sustainability or existence of natural resources and socio-cultural life and provide economic benefits for generations to come. Broadly speaking, indicators that can be translated from sustainable characteristics include the environment. That is, the tourism industry must be sensitive to environmental damage such as; waste pollution, accumulated rubbish, and damage to the landscape caused by deforestation, buildings whose location and architecture are not appropriate, and the attitude of the people who are not friendly. In other words, environmental aspects emphasize the preservation of ecosystems and biodiversity, waste management, land use, conservation of water resources, atmospheric protection, and minimization of noise and visual disturbances.

In addition to the environment, socio-culture is also an important aspect to consider in tourism development. Increased interaction and community mobility has led to more intensive intercultural contact. Tourism is one of the activities that contribute to cultural and inter-ethnic contact between nations. Therefore, the emphasis in social culture is more on cultural resilience, social integration, local people’s satisfaction, security and safety, public health. The last aspect is economics. Emphasis is placed on economic aspects of business equality and employment opportunities, business sustainability, business competition, business profits and taxes, the advantages and disadvantages of international exchange, the proportion of local ownership, and accountability.

Tourism is everything related to tourism and the whole set of activities related to the movement of people in a short time and while at the destination outside the place and they usually work with different activities at the destination and not to work and make a living (Tourism Society, 979: 70).

Sustainable tourism development is a process and system of tourism development that can guarantee the sustainability or existence of natural resources and socio-cultural life and provide economic benefits to present generations to future generations to eradicate or eradicate poverty (WTO, 2004: 3-6). Gortazar (1999) adds that
sustainable tourism has a special emphasis on three things namely;
1. Preservation of natural and cultural heritage and traditions of local communities by reducing the intensive and mass context of cultural tourism objects;
2. Reducing the negative impacts caused in connection with the development of tourism;
3. Empowering local communities to enhance their social and cultural life in order to improve the quality and standard of living of local communities.

The World Tourism Organization (2000) estimates that there will be a very high increase in the number of international tourist arrivals to reach 995 million tourists by 2020. Large tourist arrivals will have negative environmental impacts such as environmental degradation and water, air and soil pollution. The increase in tourist arrivals in a tourist destination is caused by various tourist travel motivations.

According to Harssel (1994), tourism is divided into ten types namely; natural tourism (ecotourism), cultural tourism (cultural tourism), social tourism (social tourism), active tourism / adventure (active / adventure tourism), recreational tourism (recreational tourism), sports tourism (sport tourism), special interest tourism (specialized tourism tourism), religious tourism, health tourism and ethnic tourism. The classification is based on tourist travel motivations.

Alternative tourism is a form of tourism development which is a transition from the development of mass tourism. Alternative tourism is tourism that seeks to provide a situation of mutual understanding, solidarity and fairness between tourists, tourism practitioners and the local community and its environment (Sumawoto, 1995: 314).

**Alternative Tourism in Sustainable Tourism**

Along with the increase in tourist visits and the construction of a variety of facilities and infrastructure to support tourism, the development of tourism leads to mass tourism (mass tourism) and not to quality tourism (quality tourism). This happened around 1969 which was marked by the arrival of very many tourists and flooded tourist attractions (Taggart, 1980: 457).

Mass tourism is a tourism activity that includes a large number of tourist visits that come together or groups at the same time. Judging from the characteristics of this mass tourism, it can be seen that the market share of mass tourism comes from various socio-economic classes of the community which generally come from workers of small and medium industries that make it possible to get holidays and travel together and only have a short time to travel (Urry, 1991: 16).

The development of mass tourism often does not care about the carrying capacity and carrying capacity that causes various negative impacts and only slightly contributes to the local community compared to the results obtained from the exploitation of entrepreneurs providing tourism services such as hotels, restaurants, travel agents and others. Thus, the arrival of tourists in large numbers is not having a positive impact but causing negative impacts and even threatening the existence of natural resources in tourist destinations. Local communities also do not have the ability to supervise these intermediaries directly. Local people just take it for granted and even think that it is the best way to improve their quality of life. Because they generally argue that with the increasing number of tourists who come will also increase their welfare.

In its application, mass tourism also requires several facilities or components of mass tourism such as accommodation (hotels, villas, home stays and inns), transportation facilities (car rental, public transportation), shopping places (art shops, mini market, traditional market), travel agency (travel agent, tour counter), night entertainment facilities (café, pub, bar) and performing arts (dances, drama, etc.). In addition, the development of mass tourism will also result in an increase in the number of service needs
such as; land, water, electricity, fuel oil, infrastructure, health services and others.

To meet all the facilities and infrastructure needed by tourists in the tourist destination in large numbers, it is not closed it will likely cause negative impacts as Sudarto (1999) states that mass tourism as one of the tourism products cannot be free from "black spots". This can be seen from the many negative impacts that occur such as evictions or resilience of the community for the benefit of building star hotels, golf courses that can result in water and air pollution and environmental damage. Mass tourism can also lead to moral and cultural degradation if it is unable to manage properly.

The development of mass tourism which gave rise to various negative impacts that could threaten the sustainability of tourism, especially in Bali, was behind the emergence of alternative tourism development. Alternative tourism is tourism that seeks to provide a situation of mutual understanding, solidarity and fairness between tourists, tourism practitioners and the local community and its environment (Sumarwoto, 1995: 314). The objectives of developing alternative tourism are: (1) To meet and satisfy the needs of tourists; (2) To provide opportunities for tourism service providers to get more profit; (3) To meet the needs of local communities by directly involving in the development of alternative tourism; (4) To preserve tourism objects such as culture and nature.

Bali which has been popular with its cultural uniqueness, natural beauty and hospitality of its people has the potential to develop alternative tourism. Forms of alternative tourism products that can be developed such as; cultural tourism (marine tourism), marine tourism, adventure tourism, agrotourism, rural tourism, gastronomic tourism, ecotourism, etc.

The success of alternative tourism development can be seen from several indicators such as: (1) The level of participation of local people in the planning, implementation and supervision of alternative tourism development; (2) Increasing business productivity of local communities to support and enhance economic growth; (3) Repairing and increasing the ability and expertise of local communities in the field of tourism both in quantity and quality; (4) Reducing exploitation and degradation of the environment and culture.

III. RESEARCH METHODS

3.1. Research Sites

Research on the development of Tourism Villages and the development of alternative tourism is only carried out in Ambengan Tourism Village Objects, Sukasada District, Buleleng Regency, Bali Province.

3.2. Data and Data Sources

Data collected in this study are in the form of answers to questions, events that are seen directly, and several types of documents such as; picture, sound and writing. The data was obtained from the Ambengan Village community, especially in the two Banjar or Dusun adjacent to the Tourism Village object namely Ambengan, Jembong and Pebantenan Hamlets; and government agencies (Dinas Desa apparatus) and non-government institutions (Desa Adat Village) Ambengan Village.

3.3. Method of collecting data

The research data was collected in several ways including: (1) observation, namely by making direct observations of the subject and object of the Tourism Village and the components of the tourism industry; (2) interview, i.e. gathering information through structured interviews with randomly selected respondents, namely the subject and object of the tourism village, various tourism industries and the local community; and (3) documentation, i.e. by perpetuating documents and photographs of subjects and Tourism Village Objects.

3.4. Data Collection Tool

In this study the authors used several tools in the form of a questionnaire as interview guides, picture and sound
recording devices and other writing instruments.

3.5. Data analysis

The analysis used in this study uses a descriptive qualitative analysis approach. The collected data were analyzed with a qualitative flow model, namely data reduction, data verification, data presentation and then drawn conclusions. The data presented are then interpreted descriptively so that they are able to answer the three main problems of this study.

IV. DISCUSSION

4.1. Ambengan Tourism Village Overview

Ambengan Tourism Village is located in Ambengan Village, Sukasada District, Buleleng Regency, Bali. In the beginning before the village was called Ambengan known as Pebantenan, which was the center of the activities of the population at that time which was located in the hamlet / Banjar now. After some time running on November 22, 1815 there was a disaster, the overflowing of Lake Tamblingan water which resulted in 17 villages submerged in muddy mud 20-40 feet thick. Survivors moved east of Ambengan Village called Sukadana. The name Sukadana is given because the land is very fertile, in addition to the fertile land in the Sukadana area there is a vast expanse of weeds, because Sukadana is a fertile area finally used as a haven for traders (Pengalu) from the Central, South and East Bali areas that sell to the regions North Bali / Buleleng. Sukadana area at that time was a land filled with grassland plants, finally given the name Ambengan.

The traders (Pengalu) who have stopped at Sukadana told their friends that they sell (Ngalu) to the North Bali area / Buleleng often resting / stopping at Ambengan. So that over time the name Sukadana sank and what many people know is Ambengan. Even now the village has changed its name to Ambengan Village. Whereas Pebantenan, which used to be the name of a village, is still used as the name of Pebantenan hamlet / Banjar which is included in the area of Ambengan Village.

The area of Ambengan Village is: 13.69 Ha. Fields / gardens 367 Ha, Sawah 171 Ha, Housing 0.75 Ha, and Public Facilities 0.12 Ha. Currently Ambengan Village has four (4) hamlets, namely: 1) Ambengan Hamlet; 2) Bukit Balu Hamlet; 3) Jembong Hamlet; and 4) Pebantenan Hamlet. The boundaries of Ambengan Village are: North of Sukasada Village, east of Padang Bulia Village, South of Government Forest, and west of Sambangan Village.

While the organizations owned in Ambengan Village are: Subak Lawas, Subak Anyar, Subak Pebantenan, Subak Abian, and Gapoktan. In terms of Education facilities owned by Ambengan Village, namely: TK Widya Kumbara Santi, SDN 1 Ambengan, SDN 2 Ambengan, and SDN 3 Ambengan. The potential that is being developed in Ambengan Village today is: Agriculture, Animal Husbandry, Tourism, and Crafts (Banana Sheep, Fruit Basket).

The distance that can be taken to reach Ambengan Village is the distance from the District of four kilometers (4 km), the distance from the City / Regency is seven kilometers (7 km), while the distance from Ngurah Rai Airport is one hundred and twenty kilometers (120 km).

4.2. Tourism Development in Ambengan Tourism Village Objects

Ambengan Village is a village located on a green hill in the Sukasada sub-district where the majority of the population is farming. The village is decorated by very beautiful rice fields. The exotic and potential of Ambengan Village which is very good for tourism has been realized lately thanks to the collaboration between the surrounding residents. Now the Ambengan Village has become a famous Tourism Village in Bali especially in northern Bali.

Because of its tourism potential, Ambengan Village has been established by the Government of the Regency of Buleleng as one of the Tourism Villages of the ten Tourism Villages determined
by the Regency of Buleleng. Ambengan Village offers the potential of natural tourism with its amazing beauty and beauty. Among the natural tourism potentials include jembong waterfall tours, rice terraces, camping tours, trekking, or just a leisurely stroll to enjoy the rural atmosphere of Desa Ambengan. In addition there are also several handicrafts produced by the local community. The results of handicrafts in the form of an album of banana fronds and other natural materials, there are also photo frames, kranjang and many more handicraft creations produced by the local community.

The increasing number of tourist visits to the Ambengan Tourism Village Object needs to be meticulously addressed by tourism stakeholders (government, non-governmental organizations, tourism industry, and the community) to apply the concept of sustainable development that specifically uses an alternative approach to sustainable tourism development.

Tourism development in Ambengan Tourism Village Object is focused on the sustainability of three main aspects namely; economic, social-cultural and environmental. The development of Ambengan Tourism Village was carried out both by members of the village and the official of the Dinas Village and the Adat Village. Efforts to develop Ambengan Tourism Village are still being pursued in order to realize sustainable tourism by the Dinas Desa, for example by structuring the tourist attraction area. But in its development, Desa Dinas still experiences many obstacles such as; lack of supporting facilities, the absence of a large parking area, narrow transportation access and maintenance of cleanliness in the tourist area.

Indigenous Village also plays an active role in the development of tourism in the Ambengan Tourism Village. In its activities, Desa Adat always adheres to the concept of Tri Hita Karana. In relation to religion or divinity (parahyangan), Desa Adat builds and repairs temples in the Ambengan Tourism Village area and holds religious ceremonies in the form of; piodalan, renewal, lenteg linggih and so on. In relation to humanity (pawongan), Desa Adat has revised village regulations or awig-awig to suit the changing times. In relation to the environment (palemahan), Desa Adat has certified the lands of Desa Adat which have not been certified.

The economic, socio-cultural and environmental aspects related to the making of Ambengan as a Tourism Village are as follows.

4.3. Economic Aspects
Sustainable tourism development in Ambengan Tourism Village has not yet provided direct and equitable economic benefits to the local community (host community) because only a small portion of the local community works in the tourism sector such as; accommodation, café and restaurant. But indirectly local people have gained economic benefits, these benefits are obtained through the Dinas Desa or Desa Adat where they are.

Entrance ticket to the tourism object in Ambengan Tourism Village is Rp. 15,000 for foreign tourists and Rp. 10,000 for local tourists. Ambengan Tourism Village's income derived from the sale of admission tickets. The results of the ticket sales are divided into four, namely: (1) for entrance ticket collection officers, (2) for the Buleleng Regency local government, (3) for Ambengan Adat Village, and (4) for Dinas Village.

The method of revenue sharing is; 20% of the total monthly income is given to the ticket entrance guard, the remaining 80% is made 100% back then divided into three namely for the local government of Buleleng Regency, Ambengan Adat Village, and Dinas Village which respectively get a share of 20%, 35 % and 45%. The distribution is based on the Regional Regulation of the Regency of Buleleng. In collecting admission tickets, Ambengan Tourism Village experiences several obstacles such as the number of entrance gates to tourist attractions, not all visitors are charged entry tickets because the road that passes at the tourist attraction is a public road that can be
It was also found that only a few of the economic activities of the local community were directly related to the tourism industry. Stalls around the area of tourist attractions are only intended for local people and domestic tourists and not for foreign tourists because these stalls do not have international standards. Most local people are still struggling in the field of agriculture so that their income is only enough to meet their daily needs. Currently, agricultural products are not in accordance with the expectations of local communities and even tend to lose money if calculated between the costs incurred by farmers to cultivate their land so that they get inadequate results from the sale of agricultural products.

Seeing the fact that the income derived from agricultural products is relatively small, then some local communities have begun to shift their business to the livestock sector, namely pig and cattle farming, this livestock sector is considered more profitable than agriculture. But the transition of local communities from agriculture to animal husbandry will result in reduced agricultural land (fields and rice fields) and will also cause pollution, especially air pollution caused by livestock manure.

4.4. Socio-Cultural Aspects

The socio-cultural life of the people in Ambengan Tourism Village is still very strong, this is evidenced by the continued enthusiasm of the local community to perform various religious ceremonies such as; piodalan, renewal, pamungkahan and others. In the case of religious ceremonies in temples, the implementation is entirely carried out by members of the traditional village (krama) and the costs are obtained from local traditional villages and donations from tourism service entrepreneurs there and the local government of Buleleng Regency.

Local people do not mind if a sacred place (temple) in a tourist area is also used as a tourist attraction as long as it still meets or complies with applicable (awig-awig) regulations. Local people do not really expect money or donations for making them a tourist attraction during religious ceremonies. But if there are tourists who want to donate, the donation is included or accepted by the Desa Adat.

The social life of local residents is going well and there is no indication of a conflict of interest between residents. However, there is little debate between the customary village and the Desa Dinas about the ownership status of the Ambengan Tourism village. Until now the portion of the revenue sharing obtained from the sale of entrance tickets has been given more to the Desa Village than the Desa Adat. Because no local citizen knows about the ownership status of Ambengan Tourism Village. In connection with this debate, in a meeting between the Office of the Village and Customary Villages and Tourism Studies students at Udayana University on Sunday, October 31, 2010, the origins of the Ambengan Tourism Village were explained by the supervisor lecturer Mr. Pitana who happened to be the originator of the idea of Ambengan Tourism Village. So with this explanation it is hoped that there will be no more debate about the ownership status of Ambengan Tourism Village.

In addition to these problems, the construction of houses and tourism facilities close to shrines and water catchment areas and the use of boreholes by investors are complaints by local people because they can pollute the holy and dry areas or shrink the water from ordinary wells around them.

Basically, the local community received it well and felt proud that the village was made one of the Tourism Villages in Bali. The community believes that by making it a Tourism Village at least it contributes to their village even though they haven't enjoyed it directly. In addition, the development of the Tourism Village also provides employment opportunities to several local people who are competent in the field of tourism.

The main hope of the local community is the holding of efforts to preserve tourism assets so that they
remain natural, beautiful and have a uniqueness that distinguishes it from other tourist objects. With this particularity is expected to attract tourists to visit this attraction. Local people also expect infrastructure improvements such as roads, parking lots, street lighting, procurement of trash bins and the manufacture of trekking paths and the creation of the Subak Museum so that local people can be directly involved and have more roles in the development of Ambengan Tourism Village.

4.5. Environmental Aspects

The development of tourism in the Ambengan Tourism Village does not have negative impacts on the environment and a decrease in the quality of land or agricultural land both for cultivation and rice fields. The sustainability of the forest is still well maintained. The community together and agreed to preserve the forest and without having to depend on the forest. Basically the local community has been aware of the need for forest conservation because it is a water catchment area that can be used for the benefit of their lives and other living things.

There are two types of rice planted in the Ambengan Tourism Village rice fields, namely; annual red rice and hybrid rice (IR 64), each of which is grown once a year. Both rice are planted in turns, the first six months are planted with red rice and then in the next six months hybrid rice. Red rice plants have several advantages or advantages such as; more resistant to disease and the price of grain or rice is more expensive, but the harvest time is longer. While hybrid rice also has benefits or advantages namely; harvesting is faster, but hybrid rice is less resistant to disease and the selling price of grain or rice is cheaper (Paramita & Artiningsih, 2019).

The transfer of function of paddy fields and cultivation to livestock will bring negative impacts if not observed properly. By transferring the function of this land will lead to a reduction in agricultural land and air pollution. Therefore there is a need for policies that can reduce the transfer of land.

There was no sewage treatment system from livestock manure such as; cattle and pigs. Manure of cattle and pigs is used directly by local people as organic fertilizer. The existence of facilities and infrastructure for processing waste, especially waste originating from livestock manure, is highly expected by the local community. With this waste treatment facility, the waste will be used optimally by local communities to be used as organic fertilizer and reduce the cost of purchasing fertilizer from chemicals.

Because of its tourism potential, Ambengan Village has been established by the Government of the Regency of Buleleng as one of the Tourism Villages of the ten Tourism Villages determined by the Regency of Buleleng. Some local people already know about this. Local people feel proud because their village is one of the 10 Tourism Villages designated by the Buleleng Regency Government. They also argue that by making Ambengan Village as one of the Tourism Villages, its sustainability will automatically be maintained so that future generations can also enjoy the beauty of this nature.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Sustainable tourism development is a tourism development that pays attention to efforts to preserve the entire socio-cultural life of the local community and the environment in the tourist destination and provide economic benefits to the local community in a sustainable manner so that the three aspects (socio-cultural, environmental and economic) can be passed on to inter generations and between generations.

Development of sustainable tourism in the Ambengan Tourism Village has not fully met the aspects of sustainable tourism development patterns. Two aspects of sustainability namely socio-cultural and environmental aspects have been fulfilled. Socio-cultural life, especially agriculture, mutual cooperation, and religious activities are
still preserved even though this place is visited by tourists. Natural resources (rice terraces siring) and waterfalls which are used as objects and main tourist attractions are still preserved by local people who directly preserve their agricultural culture. While aspects of providing economic benefits to local communities have not been fulfilled because of the lack of community participation in the planning, development, preservation and evaluation of tourism development in Ambengan Tourism Village.

5.2. Suggestion

The concept of sustainable tourism development is an ideal development concept to be applied in various developments in the field of tourism. However, the realization of the concept of sustainable tourism development is very difficult to apply. This research proves that tourism development in Ambengan Tourism Village is not in accordance with the concept of sustainable tourism development. Therefore, there are several things that must be done by Ambengan Tourism Village to be in accordance with the concept of sustainable tourism development namely; (1) undertaking efforts that can guarantee the existing socio-cultural and environmental sustainability and protect it from various things that could threaten its existence; (2) providing education or training on tourism to local people and involving them in the planning, development, preservation and evaluation of tourism development; (3) using the concept of carrying capacity and not the concept of demand in accepting tourists and developing tourism, meaning that they should not accept tourists that exceed the capacity of the tourist attraction and not accepting all tourists based on requests from tourism service managers such as hotels, travel agents and companies engaged in adventure activities because excessive tourist arrivals will have an impact on the local community and the environment; (4) provide information and education to tourists and local people about the need for heritage or heritage conservation; and (5) conduct periodic research to find out developments and deviations that occur in connection with the application of the concept of sustainable tourism development.

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