
INVESTIGATION OF ECOTOURISM DEVELOPMENT BASED ON COLLABORATION BETWEEN TINGGAN INDIGENOUS PEOPLES AAD STAKEHOLDERS IN THE PUCAK TINGGAN AREA OF BALI

I Wayan Pantiyasa¹, I Nyoman Darma Putra², Made Antara³, I Wayan Suardana⁴, I Ketut Antara⁵

Udayana University, Indonesia

E-mail: pantiyasa@ipb-intl.ac.id¹, darmaputra@unud.ac.id², antar_unud@yahoo.com³, suardana_ipw@unud.ac.id⁴, iketutantara@unud.ac.id⁵

KEYWORDS

Ecotourism;
Collaboration;
Development;
Peak High Area.

ABSTRACT

This study aims to investigate the response of the Tingga Indigenous Village community and other stakeholders to the development of collaboration-based ecotourism in the Pucak Tingga Area. This research adopts an exploratory qualitative approach. Data collection method through distributing questionnaires to the public totaling 120 (purposive sampling) respondents, interviews, documentation, observation, and Focus Group Discussion. The data analysis method used is mixed-methods sequential explanatory analysis to determine community response, and qualitative analysis is used to determine the response of other stakeholders. The results showed that the response of the people of Tingga Traditional Village strongly agreed with the development of collaboration-based ecotourism in the Pucak Tingga Area, the Government recognized the importance of collaboration-based ecotourism as an important breakthrough, Entrepreneurs in the region also contributed by creating jobs for the community, academics also support ecotourism planning by considering the need for continuous research and innovation, support from media crews will help in promoting or introducing the Pucak Tingga area to the wider community, tourists respond positively about the condition of the Pucak Tingga area which is still natural socio-cultural that is still maintained hospitality. The Desa Adat Tingga community supports a cooperative economy in the Pucak Tingga area, benefiting local communities, the government, and the community. They encourage research and innovation, and media support can influence Bali's vision, promoting benefits for society, the environment, and governance.

INTRODUCTION

Ecotourism, as alternative tourism, involves tourists visiting natural areas to study or carry out environmentally friendly activities, namely tourism based on natural experiences, enabling local communities' economic and social development (Vipriyanti et al., 2022).

By empowering local communities, good participation between local communities and the tourism industry in the region will be realized, and by involving the community in decision-making, it is hoped that better forms of cooperation will be realized between local

communities and the tourism industry and the Government (Mohamad et al., 2019).

Community-based ecotourism is therefore a logical component of sustainable development, requiring a multidisciplinary approach, careful planning both physically and managerially, and firm directions and regulations to ensure the implementation of sustainable development. Only through cross-sectoral engagement of all stakeholders will community-based ecotourism be able to truly achieve its goals (Hassan et al., 2022).

In Tinggan traditional village, three groups have been formed, namely: 1) Farmer Group called Mekar Sari Forest Farmer Group. Members of the group are farmers from Subak Abian, Tinggan traditional village. The efforts carried out by the Mekar Sari farmer group are raising bees, Biogas from cow dung, breeding horticultural crops, plant development and coffee processing.

The problem that has occurred so far is that the operation of the tourist village has not run well because of the low number of tourists who visit to buy the products offered. So it is necessary to formulate this research problem, namely the results of an investigation of the response of the Tinggan indigenous village community and other stakeholders to the development of collaboration-based ecotourism in the Pucak Tinggan area (Heru Wiwoho et al., 2019).

The different thing is that the research that the researchers conducted examined the development of ecotourism based on collaboration between key stakeholders who are directly involved and both have assets to be managed in ecotourism development, and the design of an ecotourism site plan model. Another different thing is the use of data analysis methods and techniques, namely the Arcgis application, AHP. (Analysis hierarchy process) as a continuation of the SWOT analysis.

The concept in this study is a brief definition of a certain group of phenomena that becomes the basic understanding related to the research topic directly (Singarimbun and Effendi, 2009). Concepts are very important in a study and a theory can be built if there is a good understanding of analytical concepts and know how to apply them (Ahimsa Putra, 2001). The concepts in this study can be described as follows:

Stakeholder Response

Responses can be divided into 3, namely (Fan & Jia, 2023): (a). Cognitive, namely a response that is closely related to a person's knowledge, skills and information about something. This response arises when there is a change in what is understood by the public. (b). Affective, namely responses related to emotions, attitudes and assessing someone towards something. (c). Behavioral, namely responses related to real behavior including actions or habits. So between responses, responses, answers can appear due to the presence of a symptom of an event that precedes it. *Stakeholders* are all parties, whether individuals, communities or community groups, who have a relationship and interest in the organization, company and the problems being discussed (Freeman (2004). Furthermore, Freeman (2004) redefines stakeholders into a group that is vital to the sustainability and success of the a corporation. Responses *stakeholders* in this research are the responses given by stakeholders in the development of collaboration-based ecotourism in the Pucak Tinggan area using the pentahelix model, namely consisting of the Tinggan traditional village community, the government, entrepreneurs, academics as primary stakeholders and the mass media as secondary

stakeholders. The response of the main stakeholders, namely the community, was to prepare a questionnaire based on several elements, including: Collaboration-based development information, sapta charm, economic, socio-cultural and environmental.

Ecotourism Collaborative Governance

Collaboration through multi-stakeholder partnerships is seen as an effective way to support initiatives in tourism development. The complexity of characteristics associated with planning, development and management in destinations gives rise to resource management and governance issues, particularly with regard to the potential success of sustainable development planning and strategies.

The ecotourism collaboration governance planning in this research is a collaboration between the Tinggan traditional village community, flower garden entrepreneurs in the Tinggan traditional village and the Forest Management Unit (KPH) of Bali Province as *stakeholders* by forming a management body organization as a forum for planning, organizing, implementing work, monitoring which is actualized in the organizational structure and job descriptions of each position (Putro et al., 2019).

Ecotourism Planning

The stages of the ecotourism planning and development process include: (Drum & Moore, 2005): Stage I: identify potential as an opportunity, carry out an initial evaluation of all components involved in ecotourism development such as attractiveness, accessibility, infrastructure, supporting facilities, human resources as strengths and weaknesses. Diagnosing opportunities and threats; Phase II Ecotourism management plan by looking at tourism management capacity such as zoning, site plan, conserved design, income sources, impact monitoring, tour guide certification. At this stage a business plan is also planned which includes feasibility studies, competitor analysis, marketing plans, financial projections; Stage III Implementation of the ecotourism Management Plan, namely implementing governance according to planned standards and procedures and business development, namely providing food and drinks, selling entrance tickets, selling souvenirs and so on; Stage IV Measuring success. Measurement of success is carried out in an open, accountable and transparent manner so that successes and shortcomings that need to be corrected for further strategy development can be identified (Drum & Moore, 2005).

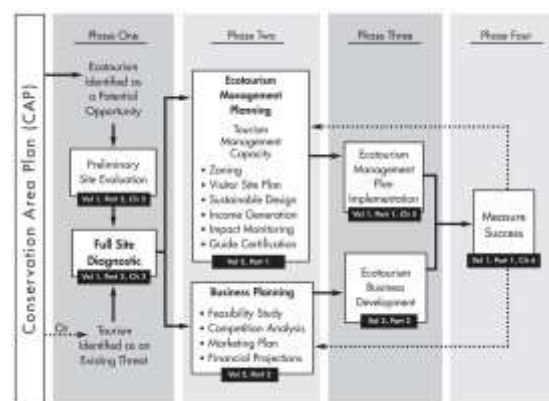


Figure 1
Diagram of the Stages of the Ecotourism Planning and Development Process

Sustainable Tourism

Wise growth in tourism development occurs when the interests of all citizen, environmental, business and visitor stakeholders are taken into consideration. Thus, it is the role of the destination manager to work through partnerships to: engage with creative, visitor experiences, Protect and enhance local culture and the environment, Engage and benefit Residents quality of life, Achieve business profits. Wise tourism development as in Figure 4 (Heshmati et al., 2022).



Figure 2
Tourism Growth Wise

Only after the needs of businesses, visitors, the environment and residents are simultaneously covered does “Wise Growth” occur in tourist destinations. “It should be noted that “growing” tourism is not limited to economic terms. “Growth in social, capital, or environmental benefits is also important for improving the quality of all local life and visitor experiences.”

RESEARCH METHODS

Based on the problem formulation of this research, namely how the community of Tinggan Traditional Village and other stakeholders respond to the development of collaboration-based ecotourism in the Pucak Tinggan area using a mixed methods approach. The mixed methods used are mixed-methods sequential explanatory. Qualitative data (text) is collected and analyzed second in sequence and helps explain, or elaborate, the quantitative results obtained in the first stage. The second phase, qualitative, builds on the first phase, quantitative, and the two phases are connected in an intermediate stage in this research. The rationale for this approach is that quantitative data and subsequent analysis provide a general understanding of the research problem (Muzakki, Naufal Ahmad and Ibrahim, 2020).

The location of this research is in the Pucak Tinggan area which is in the Tinggan traditional village area, Petang sub-district, Badung Regency. Pucak Tinggan, Bali Island,.

Preliminary studies conducted by researchers and the results of FGDs that have been carried out show that the Bali Provincial Forest Management Unit will grant a portion of the Pucak Tinggan forest to the people of the Tinggan traditional village to manage, in addition to that, flower garden entrepreneurs who have flower gardens in the Pucak Tinggan area intend to collaborate in developing tourism, the three stakeholders intend to collaborate in developing tourism in the Pucak Tinggan area, therefore they really need tourism development planning: identifying tourism potential, carrying capacity analysis, site plans, governance planning and tourism development strategies.

Primary data was obtained directly from observations resulting from interviews, focus group discussions, and through distribution questionnaire. Data secondary taken from previously available data from previous research, articles, documents related to this research such as the history of the Pucak Mangu temple, the geographical and demographic conditions of the Tinggan traditional village and other data that was not processed in this research. Questionnaire answers are based on the statements in Table 1(Wibawa et al., 2018).

Table 1
Questionnaire Answers and Scores

No	Answer	Code	Score
1	Strongly agree	SS	5
2	Agree	S	4
3	Disagree	K.S	3
4	Don't agree	T.S	2
5	Strongly disagree	ST	1

The stakeholder community response questionnaire is prepared based on constructs or variables and indicators as in Table 2 (Kotler & Keller, 2009).

Table 2
Constructs or Variables and Indicators

Variable	Element	Indicator	Measurement	Source
Community response	Collaboration-based ecotourism development	1. Tourist products 2. Management 3. Cooperation	Ordinal score	with Observation Results
	Sapta Pesona	1. Security 2. Order 3. Cleanliness 4. Coolness 5. Beauty 6. Hospitality 7. Memories	Ordinal score	with Awareness-Tourism-And-Sapta-Charm Guidebook (Kemenparekr af)
	Economy	1. Improving the community's economy 2. Job opportunities	Ordinal score	with Mitchell, 2001 (in Sassenberg, 2009)
	Socio-cultural	1. Community activities are used as tourist attractions 2. Preservation of cultural arts	Ordinal score	with Mitchell, 2001 (in Sassenberg, 2009)

Environment	1. Waste handling 2. Environmental Conservation	Ordinal score	with Mitchell, 2001 (in Sassenberg, 2009)
-------------	--	---------------	---

Interviews were conducted with research informants such as Pucak Tinggan ecotourism management stakeholders, namely traditional village heads, POKDARWIS, KTH Mekar Sari, and other stakeholders. Interview guidelines were used to obtain data about tourism potential, natural resources, human resources, activities and attitudes of the Tinggan Traditional Village community and responses from other stakeholders; Hand Phone Contains Camera and Recording Device, GPS (The Global Positioning System. Questionnaire There are several types that are distributed, namely: 1) questionnaire which was distributed to *stakeholders* (indigenous communities) using a purposive sampling technique, namely 296 populations, namely heads of families from the Tinggan traditional village, totaling 120 families. Next, 10 informants from the community were used, then 5 other stakeholders each from government, media, academics and society. Questionnaire For formulate Collaboration-based ecotourism development strategies in the Pucak Tinggan area were given to experts, totaling 11 people consisting of 3 community leaders from the Tinggan traditional village, 2 entrepreneurs, 2 government people, 2 academics, 2 media crew.

The object of observation used as a place to study this research is observing the tourism potential of Pucak Tinggan, identifying actors or people who play certain roles or activities related to Pucak Tinggan's ecotourism potential and interactions between the activities being carried out. Interview activities were carried out with a number of informants, namely sources and respondents who were considered to have competence, both insight and experience information related to the participants *stake holders* development Ecotourism based on collaboration in the Pucak Tinggan area. Documentation, namely carrying out documentation through making photos, recording the required documents. Documentation is carried out to obtain direct data about conditions region research and documents related to the development of collaboration-based ecotourism in the Pucak Tinggan area in the form of books, photos and other documents.

RESULTS AND DISCUSSION

Respondent's Response Regarding the Pucak Tinggan Area, Ecotourism Development Planned Based on Collaboration Between Traditional Villages, Flower Entrepreneurs and KPH

Based on the results of the analysis, the community's response regarding the development of the Pucak Tinggan ecotourism area is that the community's response to the ecotourism development plan is based on collaboration between traditional villages, flower entrepreneurs and the management unit of the Bali provincial forestry service in Table 3.

Table 3
Respondents' responses related to the Pucak Tinggan area being planned for ecotourism development based on collaboration between traditional villages.

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	42	35
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average	4.65 (Strongly Agree)		

Based on Table 3, it can be seen that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community have an average of 4.65 with the strongly agree category. A total of 78 respondents responded strongly agree, 42 respondents responded agree. Respondents' answers, which mostly agreed with the collaboration-based ecotourism development plan in the Pucak Tinggan area, showed support for this project and recognition of the importance of collaboration between the parties involved. This also reflects the hope of economic benefits and sustainability for local communities and the surrounding environment.

Respondents' responses were related to their willingness to play an active role in planning collaboration-based ecotourism development in Pucak Tinggan

Based on the results of the analysis, the community's response to the ability to carry out collaboration-based ecotourism development in the Pucak Tinggan area can be seen in Table 5 below.

Table 4
Respondents' Responses Regarding Active Roles in Ecotourism Development Planning, Both Directly and Indirectly

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	68	56.7
Agree	4	38	31.7
Doubtful	3	14	11.7
Don't agree	2	0	0
Strongly Disagree	1	0	00
Total		120	100
Average	4.45 (Agree)		

Based on Table 4, it can be seen that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community and stakeholders produced an average score of 4.45 (agree) in the good category. A total of 68 respondents said they strongly agreed, 38 said they agreed and 14 respondents said they were doubtful. The majority of respondents' answers strongly agreed with an active role in planning ecotourism development,

both directly and indirectly. This means that respondents recognize the importance of their involvement and participation in the ecotourism development planning process. It can be said that the Tinggan Traditional Village community and stakeholders want to have a real influence and contribution to the development and success of this project. Although there was a small number who were hesitant about planning ecotourism development, namely 14 respondents or 11.7 percent, this could be because they felt they would not get a direct impact from ecotourism development.

Respondents' responses were related to helping maintain the security of the Pucak Tinggan area

Based on the results of the analysis, the Tinggan traditional village community is related to their willingness to protect the Pucak Tinggan area, which can be seen in Table 5.

Table 5
Respondents' Responses Regarding Contributing to Maintaining the Security of the Pucak Tinggan Area

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	78	65.0
Agree	4	42	35.0
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.65 (Strongly Agree)	

Based on Table 5 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.65 in the strongly agree category. A total of 78 respondents responded strongly agree, as many as 42 respondents responded agree. This can be interpreted that the people of Tinggan Traditional Village are very aware of how important it is to maintain security in the Pucak Tinggan area. Respondents have an understanding of security, which is a key factor in creating a safe and comfortable environment for tourists and local communities. Apart from that, maintaining security is a way to welcome tourists well and provide a positive experience for those who come to visit the Tinggan Traditional Village.

Respondents' responses regarding participation in maintaining order in the Pucak Tinggan area

Based on the results of the analysis regarding respondents' responses regarding participation in maintaining order in the Pucak Tinggan area, it can be seen in Table 6 below;

Table 6
Respondents' responses were related to participation in maintaining order in the Pucak Tinggan area

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	88	73.3
Agree	4	32	26.7
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.73 (Strongly Agree)	

Based on Table 6 shows the assessment results of 120 respondents consisting of the Tinggan Traditional Village community, producing an average score of 4.73 in the very good category. A total of 88 respondents responded strongly agree (73.3%). 32 respondents agreed with a percentage of 26.7%. This means that the people of Tinggan Traditional Village agree that order is a key factor in creating a safe, orderly and comfortable environment for all parties in the area. Apart from that, maintaining order will improve the experience for visitors who come to the Tinggan Traditional Village.

Respondents' responses were related to maintaining the cleanliness of the Pucak Tinggan area

In accordance with the analysis of research results regarding respondents' responses regarding their willingness to maintain the cleanliness of the Pucak Tinggan area environment, it can be seen in the Table 7.

Table 7
Respondents' Responses Regarding Maintaining the Cleanliness of the Area Environment High Peak

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	82	68.3
Agree	4	38	31.7
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.68 (Strongly agree)	

Based on Table 7 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.68 in the very good category. A total of 82 respondents responded strongly agree (68.3%), 38 respondents agreed with a percentage (31.7%) This means that the people of Tinggan Traditional Village will agree

to maintain environmental cleanliness in the Pucak Tinggan area, reflecting awareness, commitment and responsibility. from local communities regarding the sustainability and beauty of this tourist destination.

Respondents' Responses Regarding Maintaining the Coolness of the Pucak Tinggan Area

The results of research analysis regarding respondent responses regarding maintaining the coolness of the Pucak Tinggan area can be seen in Table 8 below;

Table 8
Respondents' Responses Regarding Maintaining the Coolness of the Pucak Tinggan Area

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	42	35
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.65 (Strongly agree)	

Based on Table 8 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.65 in the very good category. Respondents who responded strongly agreed were 78 people (65%) and 42 people or 35% responded agree. This means that the people of Tinggan Traditional Village and stakeholders have the desire to maintain coolness, because coolness can affect the comfort of visitors who come to Tinggan Traditional Village.

Respondents' responses were related to seeking beauty in the Pucak Tinggan area

Based on the results of research analysis regarding rRespondents related to seeking beauty in the Pucak Tinggan area can be seen in Table 9;

Table 9
Respondents' Responses Regarding Striving for Beauty in the Environment Peak Tinggan area

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	68	56.7
Agree	4	52	43.3
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.56 (Strongly agree)	

Based on Table 10 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.56 in the strongly

agree category. Respondents who responded strongly agreed were 68 people (56.7%) and those who responded agreed were 52 people (43.3%). This could mean that the people of Tinggan Traditional Village show their concern for the environmental conditions in the area. They want to keep the environment clean, well maintained and attractive, so that it can provide a positive experience for visitors and respondents understand that environmental beauty is an important factor in attracting tourists and maintaining the attractiveness of a destination.

Respondents' Responses Regarding Being Friendly to Every Tourist Who Visits the Pucak Tinggan Area

The results of research analysis regarding respondents' responses regarding being friendly to every tourist who visits the Pucak Tinggan area can be seen in Table 10.

Table 10
Respondents' Responses Regarding Being Friendly to Every Tourist Who Visits the Pucak Tinggan Area

Category	Mark	N(person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	42	35
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.65 (Strongly Agree)	

Based on Table 11 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.65 in the strongly agree category. Respondents who responded strongly agreed were 78 people (65%) and 42 people responded agree (35%). This means that the people of Tinggan Traditional Village understand that a good reception of tourists can improve their reputation and attract more visitors in the future.

Respondents' responses related to always being polite to tourists who visit Pucak Tinggan

The results of the analysis in research on respondents' responses regarding being polite to tourists visiting Pucak Tinggan can be seen in the Table 11

Table 11
Respondents' Responses Regarding Being Polite to Tourists Visit to Puncak Tinggan

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	88	73.3
Agree	4	32	26.7
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100

Average

4.73 (Strongly Agree)

Based on Table 11 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.73 in the very good category. All respondents responded strongly agree. This means that the people of Tinggan Traditional Village realize that polite behavior will create a positive impression that will have an impact on the image of the area. This can be an additional attraction factor for potential visitors.

The relevant respondents will be ready to help tourists according to their abilities

Based on the results of research analysis Respondents' responses regarding trying to be ready to help tourists according to their abilities can be seen in Table 12.

Table 12
Respondents' Responses Regarding Trying to Help Tourists
According to Ability

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	42	35
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.65 (Strongly Agree)	

Based on Table 12, it can be seen that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.65 in the very good category. A total of 78 people (65%) responded strongly agree, 42 people (35%) responded agree. This means that the people of Tinggan Traditional Village have a level of empathy and concern for the needs and desires of tourists. They are willing to help to the best of their ability to ensure a positive experience for visitors. Apart from that, this positive response also reflects the proactive attitude of the respondents. They are not only willing to help if asked, but are also ready to actively look for ways to meet travelers' needs.

Respondents' responses related to helping build a good image of the Pucak Tinggan area so that it brings good memories for tourists so they are interested in visiting again

Based on the results of research analysis regarding respondents' responses regarding helping to build a good image of the area Tinggan Peak brings good memories for tourists so they are interested in visiting again, which can be seen in Table 13

Table 13

Respondents' responses related to helping build a good image of the Pucak Tinggan area so that it brings good memories for tourists so they are interested in visiting again

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	42	35
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.65 (Strongly Agree)	

Based on Table 13 shows the assessment results of 120 respondents consisting of the Tinggan Traditional Village community and produced an average score of 4.65 in the very good category. A total of 78 people (65%) responded strongly agree, as many as 42 people (35%) responded in the affirmative. This means that the people of Tinggan Traditional Village reflect the respondents' commitment to the quality of the visitor experience. They want tourists to have a good experience and take home positive memories from the Pucak Tinggan area.

Respondents' responses regarding the development of ecotourism in Pucak Tinggan can improve the community's economy

Based on the results of research analysis of respondents regarding the development of ecotourism in Pucak Tinggan which can improve the community's economy, it can be seen in Table 14.

Table 14

Respondents' responses regarding the development of ecotourism in Pucak Tinggan can improve the community's economy

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	72	60
Agree	4	40	33.4
Doubtful	3	4	3.3
Don't agree	2	4	3.3
Strongly Disagree	1	0	0
Total		120	100
Average		3.51 (Agree)	

Based on Table 15 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 3.51 in the good category. A total of 72 people (60%) responded strongly agree, 40 people (33.4%) responded agree, 4 people (3.3%) responded with doubts. This means that the Tinggan Traditional Village community considers ecotourism development as a way to diversify local community income sources. This can reduce dependence on certain economic sectors and increase economic

stability. However, the people of Tinggan Traditional Village who responded were doubtful, possibly pessimistic about the success of ecotourism development which could boost their economy.

Respondents' responses regarding the development of ecotourism can open up employment opportunities for the community, both directly involved in management and independent businesses such as selling garden products, beekeeping, souvenirs, etc.

Based on research analysis of respondents regarding the development of ecotourism, it can open up employment opportunities for the community, both directly involved in management and independent businesses such as selling garden products, beekeeping, souvenirs, which we can see in Table 15.

Table 15

Respondents' responses regarding the development of ecotourism can open up employment opportunities for the community, both directly involved in management and independent businesses such as selling garden products, beekeeping, souvenirs, etc.

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	42	35
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.65 (Strongly Agree)	

Based on Table 15 shows the assessment results of 120 respondents consisting of the Tinggan Traditional Village community and produced an average score of 4.65 in the very good category. As many as 78 people (65%) responded strongly agree, 42 people (35%) responded agree. This means that the people of Tinggan Traditional Village view the development of ecotourism as having the potential to create new jobs and stimulate the local economy in the Pucak Tinggan area. They believe that ecotourism can be a driving force for economic growth.

Respondents' responses regarding cultural arts in traditional villages can be staged as part of tourist attractions

Table 16

Respondents' Responses Regarding the Arts and Culture in Traditional Villages Can be staged as part of a tourist attraction

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	78	65
Agree	4	39	32
Doubtful	3	3	3
Don't agree	2	0	0
Strongly Disagree	1	0	0

Total	120	100
Average	4.65 (Strongly agree)	

Based on Table 16 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.65 in the strongly agree category. A total of 78 people (65%) responded strongly agree, 39 people (32%) responded agree and 3 respondents (3%) gave a hesitant response. This means that the people of Tinggan Traditional Village believe that cultural arts performances can add value and the attraction of the destination, as well as cultural arts performances can give visitors a deeper and more meaningful experience about the culture and traditions in the Traditional Village.

Respondents' responses regarding cultural preservation can be carried out in line with the development of ecotourism in High Peak

Based on the results of research analysis regarding respondents regarding cultural preservation, it can be done in line with the development of ecotourism in the peaks, which can be seen in the Table 17.

Table 17

Respondents' responses regarding cultural preservation can be carried out in line with the development of ecotourism in Pucak Tinggan

Category	Mark	N (Person)	Percentage (%)
Strongly agree	5	88	73.3
Agree	4	32	26.7
Doubtful	3	0	0
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.73 (Strongly agree)	

Based on Table 17 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community and stakeholders produced an average score of 4.73 in the very good category. A total of 88 (73.3%) respondents responded strongly agree. This means that the people of Tinggan Traditional Village have agreed by showing an understanding that cultural preservation and natural environment preservation are closely related. They realize that culture and nature are two aspects that are interrelated and influence each other.

Respondents' responses related to tourists wanting to be involved in community activities, for example carrying out environmental clean-up activities, planting trees, gardening

Based on the research analysis of respondents regarding tourists who want to be involved in community activities, for example carrying out environmental cleaning activities, planting trees, gardening can be seen in Table 18.

Table 18

Respondents' responses related to tourists wanting to be involved in community activities, for example carrying out environmental clean-up activities, planting trees, gardening

Category	Mark	N(Person)	Percentage (%)
Strongly agree	5	75	63
Agree	4	40	33
Doubtful	3	5	4
Don't agree	2	0	0
Strongly Disagree	1	0	0
Total		120	100
Average		4.58 (Strongly agree)	

Based on Table 18 shows that the assessment results from 120 respondents consisting of the Tinggan Traditional Village community produced an average score of 4.58 in the strongly agree category. A total of 75 respondents (63%) responded strongly agree, and 40 respondents (33%) responded agree and 5 respondents stated they were doubtful with a percentage of 4%. This means that the people of Tinggan Traditional Village view that tourist involvement in positive activities such as cleaning the environment or planting trees can help them build stronger emotional connections with the destinations they visit. This can increase the sense of responsibility for the sustainability of the destination. Apart from that, through participation in community activities, tourists can build positive relationships with local communities. This creates a mutually beneficial atmosphere and strengthens the relationship between both parties.

CONCLUSION

The Desa Adat Tinggan community supports the development of a cooperative economy in Pucak Tinggan, believing that it benefits various stakeholders, including local communities, the government, and the community. The community supports the development of a cooperative economy by promoting research and innovation to create a more effective and holistic cooperative model. The government's involvement in the development of cooperatives contributes to the success of the cooperative economy in Pucak Tinggan. The media's influence on the cooperative economy can influence the vision of Bali, a community living in the Tri Hita Karana region, as a cooperative economy benefits society, environment, and governance. The novelty of this research is the development of ecotourism in the Pucak Tinggan area based on collaboration. The main stakeholders, namely the Community, Entrepreneurs and KPH Forest Service of Bali Province, strengthen each other in realizing their vision and vision. Other stakeholders, namely Academics, Media crew also provide response and support. In planning the development of ecotourism in the Pucak Tinggan area, tourists also respond positively because in the Pucak Tinggan area the natural conditions are still beautiful, the cultural heritage is well preserved and the hospitality of the residents is very good.

REFERENCES

- Drum, A., & Moore, A. (2005). *Ecotourism Development A Manual For Conservation Planners And Managers Volume I An Introduction To Ecotourism Planning*. I Conservancy. Y~ SAVING THE LAST GREAT PLACES ON EARTH: Vol. I. [www.Nature.Org/](http://www.nature.org/)
- Fan, D.X.F., & Jia, G. (2023). How Do Tourists Respond To Meta-Stereotypes? Understanding Their Willingness To Interact, Self-Presentation And The Role Of Power. *Tourism Management*, 94(September 2022), 104652. <https://doi.org/10.1016/j.tourman.2022.104652>
- Ghorbani, S., Mirshah Jafari, S.E., & Sharifian, F. (2018). Learning To Be: Teachers' Competences And Practical Solutions: A Step Towards Sustainable Development. *Journal Of Teacher Education For Sustainability*, 20(1), 20–45. <https://doi.org/10.2478/jtes-2018-0002>
- Hassan, TH, Salem, AE, Abdelmoaty, MA, & Saleh, MI (2022). Renewing The Ecotourism Investments' Strategies In The Kingdom Of Saudi Arabia: Social Exchange Theory Prospects. *Geojournal Of Tourism And Geosites*, 45(4 SPL), 1661–1673. <https://doi.org/10.30892/gtg.454spl16-987>
- Heru Wiwoho, SP, Hakim, A., Riniwati, H., & Leksono, AS (2019). Analysis Of Community-Based Educational Ecotourism Development Policy In Taman Beach Area, Pacitan Regency. *IOP Conference Series: Earth And Environmental Science*, 239(1). <https://doi.org/10.1088/1755-1315/239/1/012047>
- Heshmati, M., Gheitury, M., & Shadfar, S. (2022). Factors Affecting The Possibility Of Ecotourism Development And Sustaining Natural Resources Using SWOT Approach In West Iran. *International Journal Of Geoheritage And Parks*, 10(2), 173–183. <https://doi.org/10.1016/j.ijgeop.2022.03.004>
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. [http://docplayer.info/31435130-Bab-Iii-Landasan-Theorie-Membeli-Untuk-Mewujudkan-Kepuasan-Konsumen-Maka-Usaha-Besar.html](http://docplayer.info/31435130-bab-iii-landasan-theorie-membeli-untuk-mewujudkan-kepuasan-konsumen-maka-usaha-besar.html)
- Mohamad, R., Daulay, F., & Lestari, TO (2019). COMMUNITY INVOLVEMENT IN ECOTOURISM DEVELOPMENT IN AKETAJAWA LOLOBATA NATIONAL PARK Hery Sigit Cahyadi, Beta Budisetyorini, Odang Permana, Desyifa Margasirsa; Erga Caesar Pangesi; Melati Fitra Aziza; COMMUNITY INVOLVEMENT IN ECOTOURISM DEVELOP. 2(1).
- Muzakki, Naufal Ahmad And Ibrahim, NM (2020). COMBINED RESEARCH METHODS (MIXED METHOD). In *Papers*. <http://mpoc.org.my/malaysian-palm-oil-industry/>
- Putro, SP, Wulandari, A., & Muhammad, F. (2019). Ecotourism Development Strategy At Minapolitan Area Of Menayu Village, Magelang District, Central Java, Indonesia. *Journal Of Physics: Conference Series*, 1217(1). <https://doi.org/10.1088/1742-6596/1217/1/012139>
- Vipriyanti, NU, Semadi, IGNMD, & Fauzi, A. (2022). Developing Mangrove Ecotourism In Nusa Penida Sacred Island, Bali, Indonesia. *Environment, Development And Sustainability*, 0123456789. <https://doi.org/10.1007/s10668-022-02721-9>
- Wibawa, SC, Wahyuningsih, Y., Sulistyowati, R., Abidin, R., Lestari, Y., Noviyanti, &

Maulana, DA (2018). Online Test Application Development Using The Codeigniter Framework. IOP Conference Series: Materials Science And Engineering, 296(1). <https://doi.org/10.1088/1757-899X/296/1/012041>

Copyright holders:

I Wayan Pantiyasa¹, I Nyoman Darma Putra², Made Antara³, I Wayan Suardana⁴, I Ketut Antara⁵ (2024)

**First publication rights:
JoSS - Journal of Social Science**



This article is licensed under a Creative Commons Attribution-ShareAlike 4.0 International