



TOURISM IMPACT AND COMMUNITY QUALITY OF LIFE

(CASE PERERENAN VILLAGE, BALI)

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Abstracts

This article is a study of impact and quality of life community of Pererenan Village that influenced by the development of villa in this area. The study involved 155 respondents that affiliated and not affiliated with tourism. The qualitative method is applied in this study by using Nvivo 12 word frequency query to analysed the words perceived of community in impact and quality of life. The result of word frequency query on impact of tourism in this area is tourism increasing the economic life situation, opportunity to get the better job and culture preservation. The result of word query frequency on quality of life is the job opportunities, economic life and harmonious relationship with the family.

Key words: villa, impact, quality of life

Introduction

Pererenan Village has a beautiful beach and a perfect recreation destination for domestic and foreign tourists. Pererenan Beach has a natural beach, which can be accessed through Canggu and Tanah lot. Pererenan Beach is a paradise for surfer. The Beach waves suitable for surfing which targeted by tourists to visit this beach. The visitors are local and nearby as well as making Pererenan Beach a favorite tourist spot on weekends. The natural nuance of calm and peaceful beaches of Pererenan is indeed quite special for tourists who need a peaceful nuance of nature and more privacy. This beach is indeed minimal



shelter in the absence of shade trees on the beach or rented beach umbrellas such as in Kuta and Legian, making visitors during the day more enjoyed by those who surf or foreign tourists who want to sunbathe, so for domestic tourists or local residents who are worried about being burnt, the best time is to visit during the afternoon, while enjoying the beauty of the sunset. Quoting from the Bali Surf Waves website, Pererenan beach is said to have a 700-meter coastline and is visited by tourists during the holiday season

Pererenan beach is a beautiful beach with the black sand stretch 700 meters along the coastal with the stunning scenery to the Indian Ocean. It is a famous beach where is many visited by the tourists on holiday season meanwhile many surfers visit this beach in dry season for surfing adventures. Pererenan beach is a famous beach with a great and powerful waves that makes it as the favorite surf spot in Bali Island. There are two surf spots available at this surf point with powerful, fast and barrel waves that make this Beach as one of the best surf Spots in Bali island. It is blessed by the breathtaking view and spectacular sunset at the late afternoon that creates the romantic nuance cover the entire coastal area and makes all visitors to enjoy for stay longer. This place is also a perfect place for the recreation with huge black sand where the visitors can do relax and enjoy the fresh air of the sea breeze (Bali Surf Wave, 2013)

Another attraction that is more special than this beach is the sunset or sunset treats, the moments and twilight days were chosen by many visitors to enjoy the beauty of Pererenan beach, the combination of sunset plus a new icon that is the attraction of the beach is the Mina Elephant Statue. A 12-meter-tall statue above a rocky chunk, a beautiful statue named Gajah Mina is ridden by a statue of Dewa Baruna which is a symbol of the ruler of the sea, so that by building the statue, besides adding its

beauty can become an icon of tourism for the Pererenan beach and easier to remember (Picture 1.)



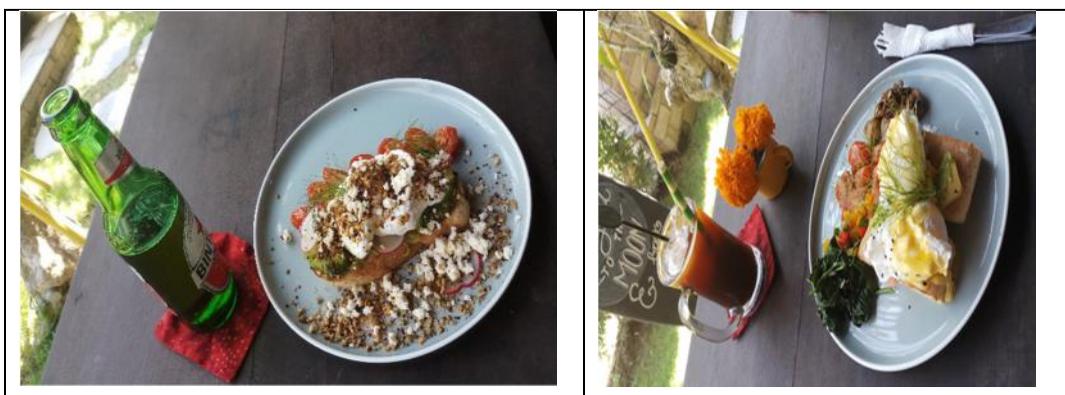
Picture 1. Mina Statue an Icon of Pererenan Beach

Source: Research Documentation

On the coast area there are stalls that offer fresh drinks such as young coconut water and various types of soft drinks that are very easy to get in this area. A Combe car is also modified as a stall, besides selling food and drinks this car is also equipped with information about surfing activities.

Tourists who visit this beach give positive comments about the beaches of Pererenan, Pantai Pererenan is indeed very close to Canggu, sometimes even considered the same, but the atmosphere of Pererenan Beach which is not as crowded as Canggu Beach gives a different impression for tourists so they can feel comfortable and can enjoy the beach atmosphere they want. Other activities besides visiting the beach are tourists can try riding activities which since 2005 have been in the village of Pererenan, although this business does not belong to the village but this activity also has its own charm. As shown below, tourists are riding across the village road, tourists are accompanied so that the horse stays calm while going around the village.

The growth of villas in Pererenan Village is also influenced the growth of businesses by investors and the community, including rented house businesses totaling 35 units, 7 SPA, 2 Cafes, 2 massage house, and 2 hotels and 26 restaurants. There are restaurants that serve local food as well as creations from the restaurant owner, some names will appear if searches are made on tripadvisor pages, namely Beer E Piza, Othree Beach Bar, Padi Padi and Premier Surf Resto and Bar. A variety of dishes are served, one of them is Premier Surf Resto restaurant which serves a lot of healthy food menus. The Jawa Pos 2017 coverage known to the owner of the restaurant is Rai Suandana, a combination of accommodation that carries this surfing theme into a potential market for the coastal area of Pererenan. Other supporting facilities such as surfing tours, surfing classes and surf camps. The building also features surfing ornaments so that it has a distinctive impression for tourists who stay. For food is very interesting and colorful, low in calories and of course healthy and energetic. Fruit combination (avocado, young coconut, banana, etc.) and grains (granolla, chia seed) (Picture.2)



Picture 2. The menus at Premier Surf Restaurant

Source : Research Documentation 2018

Theoretical Review

Tourism development in this region is inseparable from the influence of the development of other regions that have beaches



as tourist attractions. A positive tourism contribution is always a hope for the people of tourism destinations but tourism does not only contribute positively but negatively, which is varied by the community. The contribution of tourism that can clearly be felt by the community is the impact. The impact of tourism is the most perceived destination is the development of the economy. The economic development in question is an increase in the standard of living of local people so that they are able to invest well. Increasing the standard of living of a destination community means that the overall improvement of the quality of life of the community is marked by the provision of educational facilities and health services.

The positive contribution of tourism is felt by the community in particular so that not a few Balinese people have investments in a number of tourism industries. Besides tourism investors also open opportunities for people to invest, especially in the property sector. One of them is the development of the tourism accommodation sector, namely Villa. The increase in the number of villas in the village of Pererenan has had an impact on people's lives in terms of its development. Wall and Mathieson (2006) state that one of the characteristics of the impact of tourism is its dynamic and volatile nature. Kreag (2001) categorizes the impact of tourism in general into seven types of impacts namely economic, environmental, social and cultural, congestion and noise, services, taxes and public attitudes. In each category there are positive and negative ones, according to Kreag, not all impacts can be found equally at a destination due to different conditions of the destination.

The impact of tourism has a huge influence on the quality of life of the people, this is revealed from the results of a study conducted by Kim 2002 which analyzed the relationship between aspects of life and the impact of tourism, the findings are the impact of tourism that the population affects the welfare and quality of life of the population in various aspects of life. this also depends very much on the life cycle of the destination. The



quality of life of the community is related to the impact of tourism. Manap et al (2011) asserted that the community views tourism as having a positive or negative impact but when the perceived impact of tourism is associated with their life satisfaction.

Andrews and Withey, 1976; Campbell et al., 1976; Diener, 1984 in (Lee et al 2005: 2) states that the theory of Bottom up spillover is a model that connects between aspects of individual life and quality of life. This theory states that individual quality of life has an influence on the quality of life as a whole. Techatassanasoontorn, Tanvisuth (2008: 8) Spillover theories in quality of life have two views: Bottom-up (vertical) and spillover (Horizontal). Bottom-up spillover theory shows the relationship between satisfaction in various aspects of life and life satisfaction globally. In particular, the theory builds two understandings: (1) overall life satisfaction is a function of satisfaction in various aspects of life (for example, family, health, work, education), and (2) Satisfaction in certain aspects of life is a function of various events and perceived experience related to this aspect of life. Basically, the Spillover Bottom-up theory is related to events and experiences that affect each aspect of life and spread vertically to determine the highest life satisfaction, namely overall life satisfaction.

Horizontal Spillover Theory shows that satisfaction and dissatisfaction in a person's life against one aspect of life will affect other aspects of life. For example, experience in utilizing free time will affect aspects of one's work life where stress levels fall. Maslow's (1970) hierarchy theoretically describes the effects of horizontal spillover. Seven human needs from the highest to the lowest needs include biological needs (for example, food, water, oxygen), security needs (physical and psychological security), social needs (for example, relationships, friendship, family), self-esteem needs (for example, success needs, achievement, recognition, respect) Cognitive needs (for example, need for knowledge, meaning), aesthetics (for example,



appreciation of beauty, balance, form), and self-actualization (for example, need for creativity, self-expression, integrity) Techatassanasoontorn, Tanvisuth (2008: 9).

The impact and quality of life of the community became the focus of this study which emphasized the impact factors and quality of life factors felt by Pererenan villagers as an influence of the development of tourism, especially the villa.

Methodology

The aims of this study is to examine the impact and quality of life of Pererenan community. Because of the nature of the research topic, therefore the qualitative approach is adopted in this study. The data collection is performed using quitionaire that distribute to 155 respondents. The qualitative data analysis is performed using Nvivo 12 as the qualitative analysis software by Qualitative Software Research International. The advantages in using this anaysis is to ease manage the data, query the data and vizualize the data (Bazely and Jacson, 2013). All the written perception of respondents are examining and classifying by word frequency query to capture the perceived factor of tourism impact and community quality of life.

Discussion

The impact of villa development in Pererenan Village

The data is gathered by distribute 155 quitionaire that question about the community perceived on impact and quality of life. Of the 155 respondents 80 percent said they were working in the tourism sector, 64.5 percent of the respondents were men and 35.5 percent were women. The words frequency table is shown in Table 1 of the study is complete using the words frequency function in Nvivo 12 as tools of qualitative data analysis. The search results with the word frequency query feature of the NVIVO 12 QSR software from the results of interviews to the respondents regarding the impact of villa developments in Pererenan village show that the word most frequently mentioned



by the respondents refers to the impact of 'economy' 6.10 percent, followed by the word 'field' 4, 07 percent and 'culture' 4.73 percent.

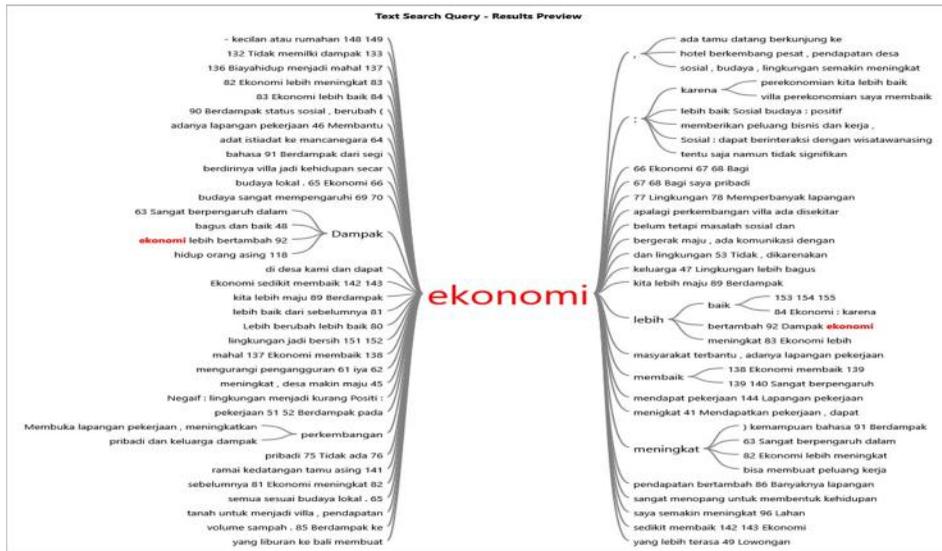
Tabel.1 The most frequently used words on impact perceived of community Pererenan (Word frequency query)

No	Word	Length	Count	Percentage (%)
1	ekonomi	7	36	6,10
2	lapangan	8	24	4,07
3	budaya	6	22	3,73
4	pekerjaan	9	21	3,56
5	lingkungan	10	18	3,05
6	kerja	5	17	2,88
7	villa	5	16	2,71
8	masyarakat	10	15	2,54
9	peluang	7	14	2,37
10	asing	5	12	2,03

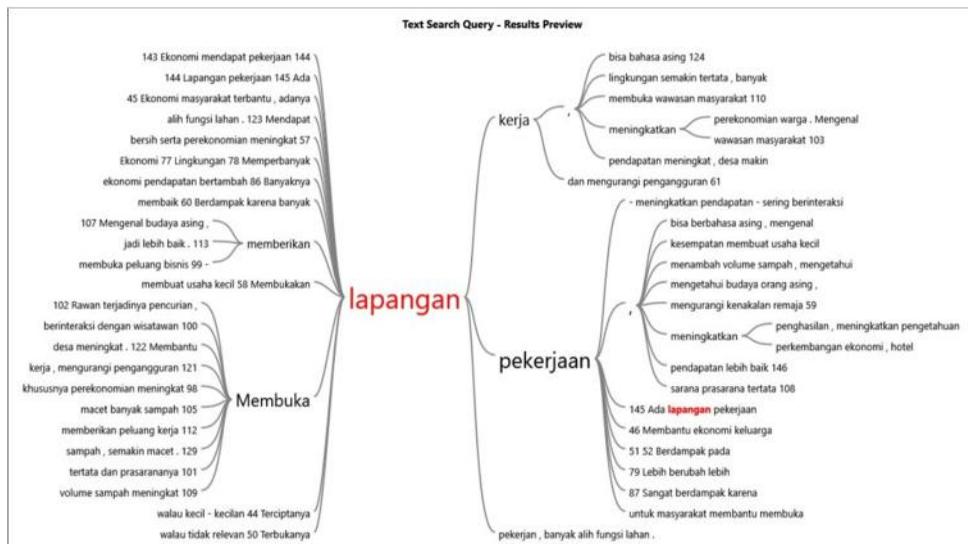
Source: Nvivo 12 Word Frequency Query

The table reveals that the community perceived in the impact of villa development can be understood as an economic impact and cultural impact because the three words that are often mentioned by the community are economic, field and culture. Shodhganga (2010) Tourism can change the economic structure of a destination. These changes can have a positive or negative impact. The positive impact is the source of income for the local population, the creation of employment opportunities, increasing foreign exchange, improving technology and living standards, can increase the price of land, prices of goods and services in tourism areas, and increase the number of hotel accommodations. This situation is also justified because,

making, therefore people need to understand tourism's contribution to economic activities in the area.



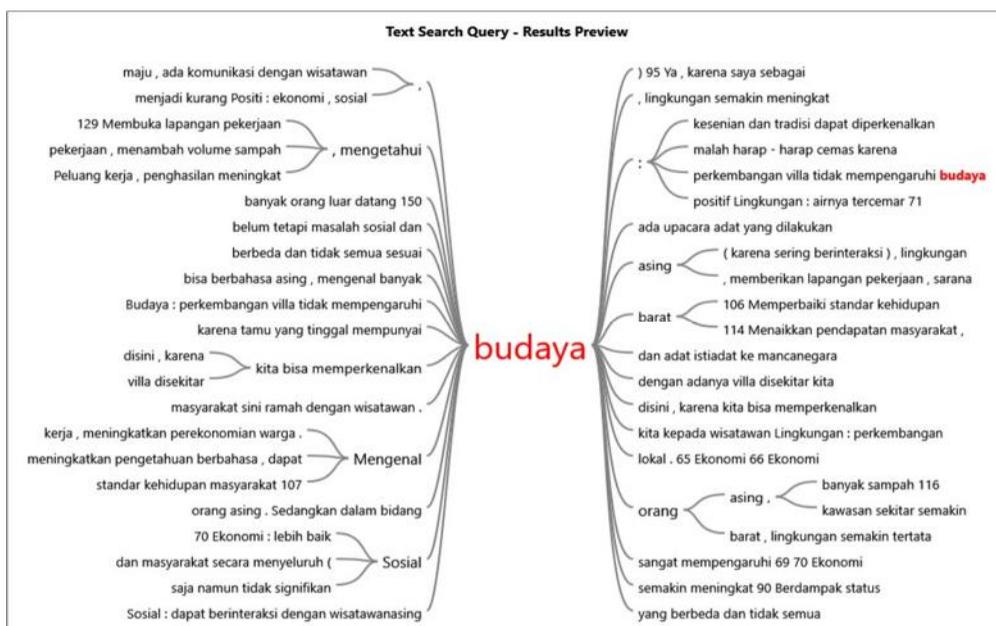
Picture 4. Word tree analysis "economy"



Picture 5. Word tree analysis "field"

The next understanding is the word "field" (Picture 5) , said the field in the picture. very closely related to reduced

unemployment and business opportunities. The economic impact felt by the villagers of Pererenan is a result of the presence of foreign tourists, the popularity of the area has caused investors to invest in building accommodation facilities such as hotels and villas that cannot be avoided. As for the growth of accommodation facilities, especially villas according to I Ketut Sukarasena, it is a community opportunity to improve the economy because of the wide open employment opportunities. nowadays people create jobs. The type of business to support tourism in this village continues to grow like restaurants, transportation and even now people are venturing to build homestays (Interview July 5, 2018).



Picture 6. Word tree analysis "culture"

Next the researchers want to understand the word "culture", for the village community to understand the perceived cultural impact is the increased communication and interaction with tourists, increasing the ability to speak foreign languages and the community can also introduce art and tradition. Brunt and Courtney (1999: 497) stated that "tourism often contributes to



social and cultural change rather than being the cause of such change." This quote emphasizes that tourism is considered as a contributor to changes in social and cultural life, not as a cause of change. This opinion of course applies now, the development of villas opens opportunities for community to interact with tourists who live or visit the Pererenan Village, this causes people to have the desire to master foreign languages.

The quality of life of the people of Pererenan Village

Based on the word query search for the quality of life of rural communities, the word most frequently mentioned by the community refers to the quality of life is 'work' 4.44 percent, followed by the word 'economy' 4.20 percent and 'family' 3.95 percent. According to (Wallace, Abbot 2007: 109) Objective indicators include income, household conditions, employment and others, while subjective indicators tend to satisfy individuals with various aspects of their lives. So, the results of the word query show that the benchmark of the quality of life of community is objective. Objectively by Lane 1996 in (Noll 2002: 10) emphasizes more on the living conditions of a person in his environment.

Tabel.2 The most frequently used words on quality of life perceived of community Pererenan (Word frequency query)

No	Word	Length	Count	Percentage (%)
1	pekerjaan	9	18	4,44
2	ekonomi	7	17	4,20
3	keluarga	8	16	3,95
4	rukun	5	12	2,96
5	desa	4	10	2,47
6	perekonomian	12	10	2,47
7	masyarakat	10	8	1,98

8	semakin	7	7	1,73
9	villa	5	6	1,48
10	kebahagiaan	11	5	1,23

Next word cloud from 134 words that shows the quality of life of the community can be seen in Picture 7 below



Picture 7. word cloud from 134 dominant words used as research data sources.

To understand the three words that show the quality of life of the community, the same process is carried out with an understanding of the impact, namely word tree of the three words, namely work, economy and family. The understanding of the word "work" here is that people get jobs caused by the increasing number of villas in the village of Pererenan, by working the community can meet material needs, the family economy is considered as life standard, cansend their children to school, and the creation of harmony in the family (Picture 8).



their interaction occurred at Villa, the beach 8.4 percent, restaurants 7.1 percent and elsewhere 11.6 percent.

For villagers, objective welfare measures are economic factors while subjective welfare benchmarks are family happiness. Objectively the village community of Pererenan has been able to meet the basic needs of its life up to the level of social needs. If it is associated with Maslow's human need theory in Marker and Susan (2003) when humans are in meeting the needs of the social level, humans at this level try to create relationships with their communities which are indicated by a sense of belonging and encouragement to be needed by others. Subjectively, the villagers of Pererenan showed satisfaction in the quality of life by measuring it as family happiness. The family happiness is satisfaction of the meets family needs such as working to improve family welfare, satisfaction because they can send their children to school, and satisfaction because it can create a harmonious and happy family. This clearly shows that the better of economic life of the community can cause the better life in family that is shown by family happiness.

Conclusion

Economic impact is the dominant impact affecting the quality of life of the village community of Pererenan. Horizontal spillover theory states that individuals who are satisfied with one aspect of their lives can improve satisfaction in other aspects of life. Achieving community economic welfare is characterized by the ability to fulfill basic needs affecting family life because it can create happiness and family harmony.

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Interview

I Made Rai Yasa

I Ketut Sukarasena



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