



Strengthening Community-Based Tourism through Eco-Edu Tourism Innovation in Baha Village

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Abstract

This community engagement programme aimed to enhance the capacity of tourism practitioners in Baha Tourism Village, located in Badung Regency, by adopting an eco-edu tourism innovation approach. Although Baha Village possesses strategic potential as a tourist destination, it currently faces three primary challenges: suboptimal institutional structures and human resources, limited innovation in tourism products, and weak marketing strategies. The activities conducted included educational outreach, focus group discussions (FGDs), and assessments of participants' understanding through pre-tests and post-tests. The content focused on institutional strengthening, the development of tourism products based on local potential, and strategies for digital branding and marketing. The results indicated a significant improvement in participants' understanding of eco-edu tourism concepts and management practices. In addition, several innovative ideas for tourism development emerged, such as the creation of an educational flower garden and the exploration of wellness tourism opportunities. Evaluation of the programme also showed a positive response from participants, in terms of content quality, enthusiasm for further learning, and a strong commitment to applying the acquired knowledge. This initiative is expected to serve as an initial step towards the revitalisation of Baha Tourism Village, while also offering a potential model for sustainable village tourism development that directly empowers local communities.

Keywords: Tourism village, tourism practitioner, eco-edu tourism, community-based tourism

1. Introduction

Bali is an internationally recognised tourist destination (Yasa et al., 2024). This is evidenced by the high number of tourist arrivals in the region; data from Statistics Indonesia (BPS) in 2023 indicated that 45% of foreign tourists visiting Indonesia chose Bali as their destination. Bali's tourism industry has developed rapidly, supported by a wide variety of destinations and attractions, particularly its natural beauty and rich cultural heritage. Alternative forms of tourism have also grown, one of which is rural tourism (Wijaya et al., 2022).

Rural tourism offers an alternative experience for travellers by highlighting the rural landscape and lifestyle as the primary attraction (Arismayanti et al., 2019). The institutional management of rural tourism is carried out through tourism villages, which may be organised by local tourism awareness groups (Pokdarwis) (Utami et al., 2019), village-owned enterprises (BUMDes) (Ambarini et al., 2023), or other management bodies (Yarhamdhani et al., 2024). A tourism village refers to an administratively designated rural area that manages local potential and empowers the community to participate in tourism development (Basuki et al., 2022).

According to the official data on jadesta.kemenparekraf.go.id, Bali Province is home to 168 tourism villages, spread across all regencies and cities. However, the development of these tourism villages has yet to reach its full potential (Hersaputri & Santoso, 2017), particularly when measured against the intended goals of such initiatives. These goals include increasing local incomes, developing village-based tourism, creating employment opportunities, enhancing cultural heritage, and expanding economic potential (Leonandri & Rosmadi, 2018).

One example of a tourism village that still faces development challenges is Baha Tourism Village, located in Mengwi District, Badung Regency (Pariasa et al., 2023; Putra et al., 2023; Sumantra et al., 2020; Arnawa & Pandawani, 2019). The Baha area is considered strategic, as it is located near several well-known tourist sites, such as Taman Ayun Temple.

There are three main problems that hinder the optimisation of tourism activities in Baha Tourism Village, as illustrated in Figure 1.

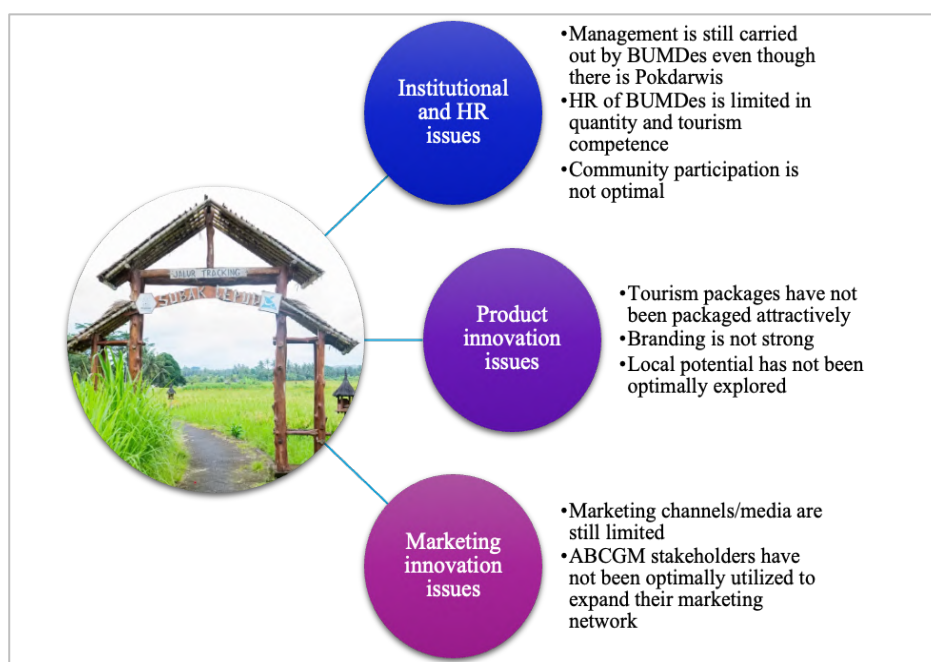


Figure 1: Challenges in Optimising Baha Tourism Village
Source: Author’s work (2025)

The first issue relates to institutional management and human resources. Currently, the tourism village is managed by a Village-Owned Enterprise (BUMDes), which already operates several other types of businesses, including trade in goods and services, construction, and a small-scale fuel station (pertamini), despite its limited human resource capacity. Moreover, community participation in the development of village tourism remains suboptimal.

In terms of the tourism products offered, there is a clear need for innovation, particularly in branding. Baha Tourism Village must develop a unique identity that reflects its local potential and distinguishes it from other destinations. This uniqueness is crucial to ensure that the tourism packages offered are truly feasible, distinctive, and attractive to visitors.

The next issue concerns marketing. While Baha Tourism Village has partnered with Godevi, a digital marketplace for tourism villages, its promotional efforts still need to be expanded through various media platforms. Additionally, collaboration with key stakeholders must be strengthened to broaden market reach. These stakeholders include the ABCGM framework: Academicians, Businesses, Communities, Government, and Media. With coordinated collaboration and active stakeholder participation, it is expected that the dissemination of information and promotional efforts will significantly enhance tourist visits to Baha Tourism Village.

The activity was carried out in Baha Village, Badung Regency, Bali Province. The main target group of this initiative consists of local tourism practitioners actively engaged in the management and development of Baha Tourism Village.

2. Method

As previously explained, in the effort to optimise Baha Tourism Village towards the development of eco-edu tourism, the key problems and corresponding solutions addressed through this community service programme can be mapped out accordingly (see Figure 2).



Figure 2: Challenges and Possible Solutions

To address the issue of institutional capacity and human resources, efforts will focus on strengthening the capacity of local tourism practitioners, including members of the Village-Owned Enterprise (BUMDes) and the broader community. This approach aligns with previous research findings which emphasise the importance of local community participation—both direct and indirect—in the development of tourism villages.

In relation to product innovation challenges, it is necessary to re-identify the village's local potential in order to develop both new tourist destinations and supporting tourism products. This process will be followed by the formulation of activities that support the branding of eco-edu tourism. The expected output is the development of flexible and regularly updated tourism packages.

Regarding marketing innovation, village tourism managers should collaborate with local residents or youth who have expertise in managing social media platforms. This collaboration aims to enhance both the quantity and diversity of promotional channels for the tourism village. Given that one of the key indicators of a successful tourism village is the number of visitor arrivals, it is essential to begin designing partnerships with relevant stakeholders to boost tourist numbers.

This community service programme is implemented in partnership with BUMDes Baha, which currently manages the tourism village. Based on mutual agreement, several key activities have been planned for implementation, as illustrated in Figure 3.

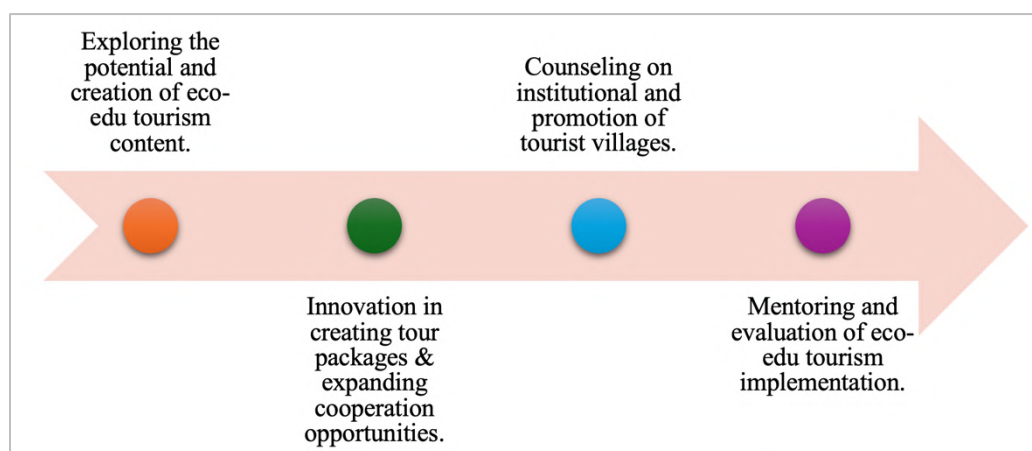


Figure 3: Phases of Implementation

The first activity commenced with the identification of local potential and the development of eco-edu tourism content. This process involved collaboration between the implementation team and local community members to identify both existing and prospective tourism potentials to be highlighted. Subsequently, a profile video, photographs, and supporting data were compiled to strengthen branding and the development of tourism packages.

In relation to the tourism packages, it is essential to formulate and continuously update them in alignment with market interests. The finalised packages will then be disseminated, with the expectation that they may open opportunities for collaboration with stakeholders to increase tourist visits. Meanwhile, the profile video and other digital content will be distributed through various promotional channels, with a primary focus on online media platforms.

3. Results and Discussion

3.1. Activities and Implementation

The main activity of this community service programme was conducted through a capacity-building workshop aimed at empowering tourism practitioners in Baha Tourism Village, Badung Regency, Bali Province. The participants consisted of local tourism stakeholders, including the tourism awareness group (Pokdarwis), the village government officials of Baha, the management team of the Village-Owned Enterprise "BUMDes Ayu Bagia," and the administrators of the "Koperasi Merah Putih" (Village Cooperative). The event took place on 28 May 2025 at the Baha Village Office Hall in Badung Regency, Bali Province (Figure 4).

A team from the Faculty of Economics and Business, Udayana University, delivered an introductory presentation on the potential for tourism village development and its implications for the village economy and community welfare. In addition, two expert speakers contributed to the session, each addressing themes relevant to the workshop. The first speaker, Dahlan, S.E., a Community Empowerment Facilitator from the Office of Village and Community Empowerment, delivered a presentation on institutional strengthening at the village level. The second speaker, Ni Made Gandhi Sanjiwani, S.Par., M.Sc., from the village tourism marketplace platform GODEVI (Go Destination Village), presented material on branding and strategic development of tourism villages.



Figure 4: Implementation of Capacity-Building Activities for Tourism Practitioners through Eco-Edu Tourism Innovation in Baha Tourism Village a

The materials delivered during the programme were generally divided into two main themes. The first focused on institutional frameworks at the village level in the context of tourism village development. The second addressed the technical planning of eco-edu tourism development in Baha Tourism Village, including the re-branding process of the village. Following the presentations, a focus group discussion (FGD) was held. The FGD resulted in a shared commitment and synergy among participants to support the development of Baha Tourism Village, with a particular emphasis on innovation and re-branding. This initiative will begin with the restructuring of the village tourism management organisation.

Further information about Baha Tourism Village can be accessed through the GODEVI marketplace at: <https://godestinationvillage.com/village/baha-village> A promotional video is also available at: <https://www.youtube.com/watch?v=Z6kKdzDpFVw>.

3.2. Activity Evaluation

As a means of assessing the outcomes of the counselling session, which served as the main activity of the programme, participants were given both a pre-test and a post-test consisting of several question items. These items measured participants’ understanding of local tourism potential as well as their enthusiasm and commitment as tourism practitioners in Baha Tourism Village. The results of the pre-test and post-test are presented in Figure 5.

Figure 5 illustrates an increase in participants' understanding, particularly regarding the tourism potential of the village. Notably, 93% of participants expressed their willingness to actively participate in the development of Baha Tourism Village. In addition, through questionnaires and group discussions, several ideas emerged for the development of eco-edu tourism in the village. Besides eco-tourism, Baha Village has the potential to develop agricultural education-based tourism, such as educational flower gardens. Furthermore, a feasibility study will be conducted to explore the potential development of wellness tourism in the area.

In addition to the pre-test and post-test, a programme evaluation was carried out through questionnaires, aimed at supporting continuous improvement of the community service activities. The evaluation focused on three key components: reaction, learning, and behaviour, following the model proposed by Ingkadijaya & Bilqis (2020).

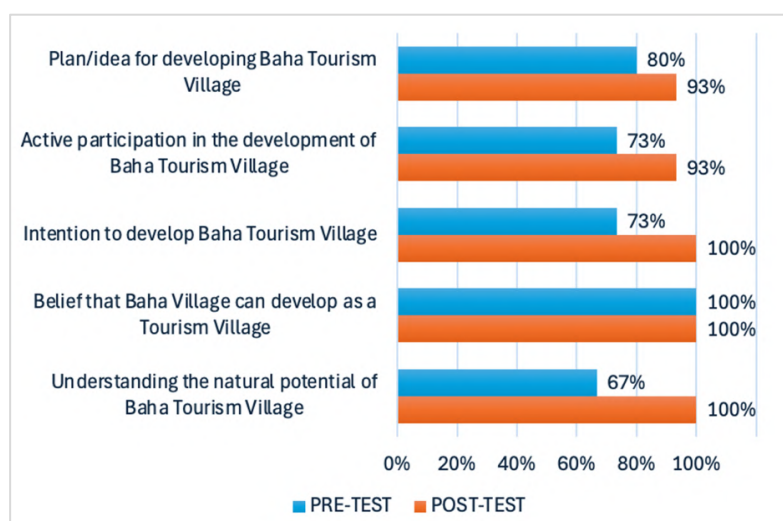


Figure 5: Pre-Test and Post-Test Results of the Capacity-Building Programme for Tourism Practitioners through Eco-Edu Tourism Innovation

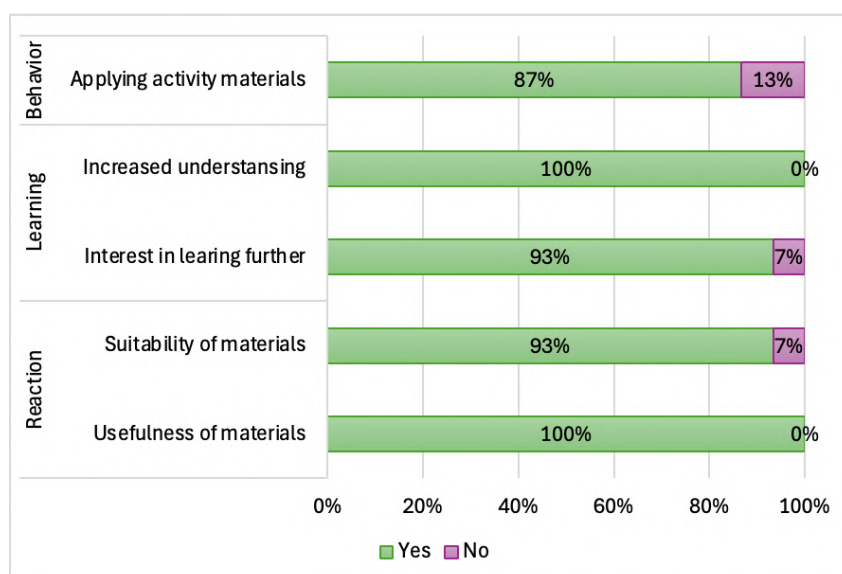


Figure 6: Evaluation Results of the Capacity-Building Programme for Tourism Practitioners through Eco-Edu Tourism Innovation

Based on Figure 6, it is evident that in the reaction component, participants indicated that the materials delivered were relevant and beneficial for the development of Baha Tourism Village. In terms of learning, participants expressed a strong interest in continuing to learn more about the topic. Furthermore, regarding the behaviour component, participants stated their willingness to apply the knowledge gained from this activity in real practice.

4. Conclusion

The community service programme conducted in Baha Tourism Village, Badung Regency, has successfully made a tangible contribution to strengthening the capacity of local tourism practitioners through an innovative eco-edu tourism approach. This programme was systematically designed to address three main challenges faced by the village: limited institutional capacity and human resources, lack of innovation in tourism products, and weak marketing and promotional strategies.

Through counselling sessions and focus group discussions (FGDs), participants—including BUMDes managers, tourism awareness groups (Pokdarwis), and village community representatives—gained a deeper understanding of the importance of strong institutional structures, innovation in tourism products based on local potential, and effective digital marketing strategies. Collaboration with guest speakers from local government and the tourism startup GODEVI enriched participants' insights and opened opportunities for broader partnership networks.

The results of the pre-test and post-test revealed a significant improvement in participants' understanding of the tourism village concept and eco-edu tourism. Moreover, active participation during the discussions led to several creative ideas, such as the development of an educational flower garden and the potential integration of wellness tourism as an added attraction.

Evaluation of the programme, covering aspects of **reaction**, **learning**, and **behavioural change**, also indicated positive outcomes. Participants not only appreciated the materials and methods used during the sessions but also expressed readiness to implement the acquired knowledge in the further development of Baha Tourism Village.

In conclusion, this programme has successfully fostered a spirit of transformation and innovation among local tourism actors. Moving forward, the sustainability of this initiative will depend heavily on stakeholder synergy—particularly in strengthening institutional capacity, providing technical support, and maintaining consistency in managing and promoting tourism products aligned with sustainable tourism trends. Baha Tourism Village holds strong potential to emerge as a model of eco-edu tourism in Bali, provided that these empowerment efforts continue in a consistent and collaborative manner.

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