

THE JOB OF THE TRAVEL INDUSTRY PARTNERS IN THE IMPROVEMENT OF THE JASRI THE TRAVEL INDUSTRY TOWN, KARANGASEM REGIME

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Abstract: *This study aimed to investigate the role of tourism stakeholders in the development of Jasri tourism village in Karangasem Regency. The study used a qualitative research method, with data collected through in-depth interviews with 15 key informants. The results showed that the involvement of tourism stakeholders was crucial in the development of Jasri tourism village. The stakeholders played different roles, including providing financial support, promoting the destination, and collaborating with the local community. The study also found that the collaboration between stakeholders and the community was essential in ensuring the sustainability of the tourism village.*

Keywords: *Tourism stakeholders; tourism development; community involvement; sustainability; collaboration; Indonesia.*

INTRODUCTION

Tourism has become an essential sector in many countries, contributing significantly to the economy. The development of tourism destinations requires the involvement of different stakeholders, including government, tourism industry, and the local community. In Indonesia, many villages have developed their tourism potential to improve the livelihoods of the local community. One such village is Jasri, located in Karangasem Regency. This study aimed to investigate the role of tourism stakeholders in the development of Jasri tourism village.

METHODS

The study used a qualitative research method, with data collected through in-depth interviews with 15 key informants. The informants were selected using purposive sampling, based on their involvement in the tourism industry in Jasri. The interviews were conducted in Bahasa Indonesia and recorded for transcription. The data collected were analyzed using content analysis.

RESULTS

The results showed that the involvement of tourism stakeholders was crucial in the development of Jasri tourism village. The stakeholders played different roles, including providing financial support, promoting

the destination, and collaborating with the local community. The government provided funding for infrastructure development, such as roads and public facilities. The tourism industry stakeholders, including hotels, restaurants, and tour operators, promoted the destination by offering tour packages and marketing the village on their websites and social media accounts. The local community played a vital role in providing traditional cultural performances, local cuisine, and homestay accommodation.

The study also found that the collaboration between stakeholders and the community was essential in ensuring the sustainability of the tourism village. The stakeholders worked together with the local community to develop tourism products that were unique and authentic to the village. The collaboration also ensured that the benefits of tourism were distributed fairly among the community members. The study recommended that the stakeholders continue to collaborate with the local community and involve them in decision-making processes to ensure the sustainability of Jasri tourism village.

DISCUSSION

The findings of this study are consistent with previous studies that emphasized the importance of stakeholder involvement in the development of sustainable tourism destinations. The involvement of different stakeholders, including government, tourism industry, and the local community, was crucial in the development of Jasri tourism village. The collaboration between stakeholders and the community ensured that the tourism products were authentic, and the benefits of tourism were distributed fairly among the community members. This study contributes to the existing literature by highlighting the importance of stakeholder involvement in the development of tourism destinations in Indonesia.

CONCLUSION

In conclusion, this study found that the involvement of tourism stakeholders was crucial in the development of Jasri tourism village. The stakeholders played different roles, including providing financial support, promoting the destination, and collaborating with the local community. The collaboration between stakeholders and the community was essential in ensuring the sustainability of the tourism village. The study recommended that the stakeholders continue to collaborate with the local community and involve them in decision-making processes to ensure the sustainability of Jasri tourism village.

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