

## Local Community Participation in The Management of Culinary Tourism at Jimbaran Beach

Ni Kadek Sintya Wulandari<sup>1\*</sup>, Hartanti Woro Susianti<sup>2</sup>, Anom Hery Suasapha<sup>3</sup>

<sup>1,2,3</sup> Tourism Destination Study Program, Bali Tourism Polytechnic

Jalan Dharmawangsa, Kampial, Nusa dua, Bali, Indonesia

\*sintyawulandari2509@gmail.com

### Abstract

Jimbaran Beach is one of Bali's leading culinary tourism destinations, offering not only a culinary experience but also economic opportunities for the local community. This study aims to identify the forms and types of local community participation in managing culinary tourism at Jimbaran Beach. The research employed a descriptive quantitative method with data collected through questionnaires. The population consisted of residents of Desa Adat Jimbaran, with a total sample of 96 people. The results show that the most dominant form of participation is labor, reflected in the community's involvement in maintaining beach cleanliness. The type of participation is categorized as Induced Participation, indicating that decision-making remains top-down and is not fully initiated by the community.

### Keywords:

community participation, culinary tourism, jimbaran beach

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## 1. INTRODUCTION

Tourism is one of the sectors that has a significant impact on the government and local communities, especially through its contribution to economic improvement, job creation, and strengthening regional identity. Successful tourism development rests not only on the quality of attractions and services, but also on the active involvement of local communities so that the benefits can be felt directly by them (Roshinta et al., 2022). One of the prominent culinary attractions along Jimbaran Beach is the area known as "Cafe 9 Jimbaran." This naming refers to the existence of nine cafes that offer a variety of seafood, especially grilled fish, which has become a characteristic of the area. The nine cafes include Bamboo Cafe, Lia Cafe, Ramayana Cafe, Bendesa Cafe, Bayang Cafe, Roman Cafe, Dena's Cafe,

Nyoman Cafe, and Jimbaran Cafe, which collectively form a coastal culinary hub with a strong tourist appeal.

Responding to the current dynamics of tourism development, the revitalization project at Jimbaran Beach, which began in early 2024, is focusing efforts on improving the facilities of Kafe 9 Jimbaran. This initiative is expected to be able to make a significant contribution to improving the local economy in the Jimbaran area (NusaBali, 2024). The findings of the preliminary interviews show that the local community has a strong desire to be actively involved in the management of culinary tourism in the region. This participation is expected to ensure that the benefits and positive impact of tourism are not only enjoyed by café owners or certain groups, but also felt more equally by the local community. However, the reality on the ground shows that tourism management is still dominated by the owners of the nine existing cafes, thus creating a participation gap. This condition poses an important problem because it has the potential to hinder the development and sustainability of culinary tourism which is one of the main attractions of Jimbaran Beach.

As an area with high economic potential, Jimbaran requires proper tourism management that includes the active participation of the community (Hamzah et al., 2022). Community participation is an important element in assessing the success of activities carried out at the local level. In the tourism sector, community participation is a key factor in increasing tourist visits (Nawawi, 2015). Evaluating community participation can provide insight into the attitudes and involvement of locals in tourism activities. This study is intended to identify the form and type of participation of local communities in the management of culinary tourism in Jimbaran Beach.

Tourism is defined as a series of repeated journeys or movements from one place to another (A. Yoeti, 1996). It involves a temporary trip outside of the place of origin, accompanied by a short visit at the destination to enjoy the services available to meet the needs of recreation (Cooper, 1993). Another definition is given by (Spillane, 2002), which describes tourism as a temporary journey from one location to another, carried out individually or in groups, in search of harmony in life through social, cultural, natural, and intellectual interactions.

Culinary tourism is a form of travel that emphasizes the pursuit of unique gastronomic experiences from a particular area. This activity is not only focused on the enjoyment of taste but also highlights the cultural values, uniqueness, and unforgettable impression it leaves on tourists (Dalimunthe, 2023). Another definition is given by (Suryadana, 2009), which describes culinary tourism as a type of tourism activity designed to offer integrated culinary facilities and experiences to meet tourists' needs for entertainment, learning, relaxation, and health.

Management is the activity of organizing or mobilizing others by first implementing certain policies to achieve certain goals, while supervising every

aspect involved in the process (Ciptari et al., 2022). Tourism management must prioritize management principles that emphasize environmental sustainability, community welfare, and social values, allowing tourists to enjoy their activities while contributing to the welfare of the local population (Sri Widari, 2021).

In general, community participation can be observed through tangible and intangible forms. According to Hamijoyo and Iskandar in (Huraerah, 2008), community participation can be classified into the following forms:

1. Participation in ideas, expressed through contributions during informal visits, meetings, or formal gatherings.
2. Participation in the workforce, is demonstrated through involvement in various activities aimed at improving or developing villages, helping others, and similar efforts.
3. Participation in assets, which involves donations of money, food, or other materials to support development activities or help those in need.
4. Participation in skills and competencies, where individuals contribute their expertise to support a variety of business and industry endeavors.
5. Participation in Social, which reflects one's involvement as a symbol of togetherness and social cohesion.

Tosun (1999) categorizes community participation in tourism into three types: (1) Spontaneous Participation, which refers to voluntary involvement initiated by the community without external pressure or support. (2) Induced participation, which is top-down, where communities are only involved in the implementation of policies and enjoy the partial benefits of tourism, without being part of the decision-making process. (3) Coercive participation, which is forced and essentially does not involve sincere community participation.

Community-based tourism (CBT) is a tourism model driven by local communities, where its development emphasizes environmental sustainability, local economic growth, and the preservation of local social and cultural values (Suansri, 2003). Another definition is given by (Sarudin, 2023), which states that community-based tourism involves community participation that aims to provide real benefits through a facilitation and planning process that prioritizes the interests of local residents.

## 2. METHOD

This research was carried out in the Jimbaran Beach area, South Kuta District, Badung Regency, with a focus on the participation of local communities in the management of culinary tourism. The study uses a quantitative descriptive approach to describe the factual conditions regarding citizen involvement in tourism activities. The research population is the Jimbaran Traditional Village community, with the number of respondents as many as 96 people determined through quota sampling techniques and calculations using the Taro Yamane formula. Data collection was carried out through field observation, questionnaire

dissemination, and literature review to strengthen the theoretical basis. Furthermore, the data was analyzed using descriptive statistics to obtain an average score, which was then interpreted based on the assessment interval according to Sudjana (2005).

### 3. RESULT AND DISCUSSION

The results show that the form of local community participation is seen through five subvariables: Ideas, Labor, Assets, Skills and Competencies, and Social, shown in table 1.

**Table 1. Forms of Community Participation**

No.	Sub Variabel	Total Average
1.	Ideas	3,10 (Fair)
2.	Labor	4,03 (High)
3.	Assets	2,67 (Fair)
4.	Skill and Competencies	3,01 (Fair)
5.	Social	3,74 (High)

Source: Personal data, (2025)

In the Idea subvariable, participation was categorized as fair, with an average score of 3.10. The community contributed ideas from the beginning of the development of the Cafe 9 Jimbaran area. However, their involvement in formal forums such as meetings and planning activities has declined. These findings are in line with (Pratiwi et al., 2025), who note that participation opportunities are often limited to those in positions of authority.

In the Labor subvariable, participation was categorized as high, with an average score of 4.03. The community is actively involved in mutual cooperation, beach cleaning, and maintenance of tourism facilities. This activity is often carried out when marine debris is washed ashore. Management coordinates joint cleanup actions involving local residents, business owners, and staff. This reinforces the findings (Aqmal, 2022), which emphasize that labor participation contributes significantly to environmental cleanliness and the sustainability of community-based tourism.

In the Assets subvariable, participation was categorized as reasonable, with an average score of 2.67. Donations in the form of kitchen utensils, building materials, and religious funds still occur, although not evenly. However, involvement as a business owner or capital investor is still low. This is due to limited capital and access to investment opportunities in the culinary tourism sector. Similarly, it was found that rural communities are more often involved as laborers than as business owners due to financial limitations and regulatory barriers (Tamianingsih & Eprilianto, 2022).

In the Skills and Competency subvariable, participation was categorized as reasonable, with an average score of 3.01. Members of the community are involved as cooks, waiters/waiters, drinkmakers, and seafood suppliers. The distribution of fresh catch by local fishermen plays an important role in the culinary tourism supply chain. However, participation in financial management remains low, mainly due to a lack of knowledge of accounting and business management. These findings are supported by (Udayani et al., 2024), who identify limited skills as barriers to effective goal management.

In the Social subvariable, participation was categorized as high, with an average score of 3.74. The community maintains cohesion, avoids conflict, and adheres to group norms. This is evident in their collective participation in religious ceremonies, such as the piodalan at Pura Segara, which serves to strengthen social solidarity. This supports the findings (Sucipta & Solihin, 2013), which emphasize that social cohesion is a key form of social capital in community-based tourism governance.

**Table 2. Types of Community Participation**

No.	Sub Variabel	Total Average
1.	Spontaneous	3,08 (Fair)
2.	Induced	3,47 (High)
3.	Coercive	3,24 (Fair)

**Source: Personal data, (2025)**

The results of the study, on the Type of Community Participation variable, are shown by Table 2 above. Especially in the sub-variable Spontaneous Participation, participation was categorized as reasonable, with an average score of 3.08. People experience direct economic benefits from culinary tourism activities, such as additional income, job opportunities in cafes, and the growth of micro-businesses such as souvenir shops. However, their involvement in planning, decision-making, and evaluation is still limited. This is not entirely in line with the ideal characteristics of spontaneous participation as described by (Tosun, 1999), where communities are expected to be fully involved from the initial planning stage to implementation.

In the Induced Participation subvariable, participation was categorized as high, with an average score of 3.47. The public considers that most decisions are made by external parties, such as the government or tourism operators, while their own role is mainly limited to implementation. Although many citizens are involved as workers, they feel that the financial benefits they receive are not proportional to the benefits enjoyed by operators. This imbalance reflects a form of symbolic participation, not one that empowers the

community. These findings support (Tosun, 1999) the concept of induced participation, where the process is top-down, and community involvement is limited to making decisions rather than influencing them.

In the Coercive Participation subvariable, participation was categorized as reasonable, with an average score of 3.24. Many community members feel excluded from the decision-making process and believe that they have no choice but to accept the decisions made by others. Despite this, they still benefit economically through their role in café operations. This situation does not fully fit the definition (Tosun, 1999) of coercive participation, which describes a scenario in which the community is only involved in implementation without receiving fair benefits. In this study, some community members did receive real economic benefits, although their involvement in planning and decision-making was minimal.

#### 4. CONCLUSION

This research reveals that the most dominant form of local community participation in the management of culinary tourism at Jimbaran Beach is in the form of labor, which is reflected in active involvement in environmental cleaning and maintenance activities. On the other hand, participation in the form of assets remains limited due to constraints related to access to capital and business ownership. In terms of the type of participation, societies tend to exhibit patterns of induced participation, which are top-down and do not provide adequate space for involvement in the planning and decision-making processes.

In line with these findings, it is recommended that the public be encouraged to take a more active role in expressing aspirations and participating in decision-making forums. Tourism managers must create more inclusive participatory spaces, while local governments are expected to strengthen community capacity through relevant skills training in the tourism sector.

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