

# **Government Collaboration of Pentahelix Models in the Management of Ecotourism D'bendungan View Telaga Tunjung (Case Study Management of Ecotourism D'Bendungan View Telaga Tunjung in Timpag Village, Tabanan Bali)**

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## **Abstract**

The development of nature and cultural based tourism by developing the potential of tourism villages by raising the natural and cultural potential is believed to strengthen local social and cultural resilience. Telaga Tunjung Dam is one of the largest dams in Bali, which is precisely in Timpag Village, Kerambitan District, Tabanan Regency. Seeing the potential of the natural landscape possessed by Telaga Tunjung Dam, the Timpag Village community group incorporated in Paiketan Krama Rantauan Timpag (Pakerti) formed a D'Bendungan View natural recreation vehicle that offers three features, namely the selfie vehicle, culinary stalls and area meeting. In the management and development of tourism, a coordination and collaboration between the government, tourism businesses, communities, academics, and media is needed, called Pentahelix collaboration in developing tourism potential.

## **Keywords:**

Ecotourism; Pentahelix

## **Introduction**

Tourism is everything related to the organization and operation of tourism which includes tourist objects and attractions, tourism facility businesses, tourism service businesses, and other businesses. (Soekadijo, 1997: 25). Tourism is part of the culture for the community related to the utilization of the time they have, with the aim of pleasing themselves and others. The term tourism is also contained in Law No.10 of 2009, Article 1 paragraph 1, which states that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development or learning the uniqueness of the tourist attractions visited in temporary period. The regional autonomy policy gave birth to the paradigm of community empowerment. Through this paradigm the community has the right and opportunity to manage natural resources in the context of carrying out development. This

paradigm takes the initiative to change conditions by providing opportunities for community groups to plan and implement development programs. The outbreak of the empowerment paradigm is very closely related to good governance. The national development paradigm with a community empowerment approach is implemented in all fields including tourism.

Tourism is expected to strengthen the socio-cultural resilience of the community, where there is a dynamic living condition of the community characterized by the fulfillment of basic rights and needs, optimal implementation of the roles and tasks of life for each individual or group, as well as the resolution of social problems through social movements based on the value of togetherness and social solidarity. Today, tourists are starting to enjoy alternative tourism that offers tourism activities that emphasize the elements of experience and active forms of tourism that highlight local cultural characteristics or better known as ecotourism. Therefore since 2009 the Ministry of Tourism and Creative Economy has implemented the National Program for Community Empowerment (PNPM) Mandiri Tourism to develop tourism villages as alternative tourism. The development of the tourism village aims to form a tourism-conscious community through community involvement in understanding the tourism potential in the village so that it can be utilized as a tourist attraction. Management of the potential of tourism villages well is expected to encourage the development of community-based tourism. The development of nature and cultural based tourism by developing the potential of tourism villages by raising the natural and cultural potential is believed to strengthen local social and cultural resilience.

One of the tours that must be developed is natural recreation, especially those in rural areas because the concept of this tour offers the beauty of unspoiled natural scenery. D'Bendungan View Telaga Tunjung is one of the largest dams in Bali, which is precisely in Timpag Village, Kerambitan District, Tabanan Regency. This dam is the main water source of the Timpag village to irrigate the agriculture of the local population who are mostly farmers. Seeing the potential of the natural landscape possessed by D'Bendungan View Telaga Tunjung, the Timpag Village community group incorporated in Paiketan Krama Rantauan Timpag (PAKERTI) formed a D'Bendungan View natural recreation vehicle that offers three features, namely the selfie, selfie, culinary stalls, area meeting.

## **Ecotourism Concept D'bendungan View**

D'Bendungan View is a nature recreation tour especially in rural areas because the concept of this tour offers the beauty of unspoiled natural scenery. Telaga Tunjung Dam is one of the largest dams in Bali, which is precisely in Timpag Village, Kerambitan District, Tabanan Regency. This dam is the main water source of the Timpag village to irrigate the agriculture of the local population who are mostly farmers. Seeing the potential of the natural landscape possessed by Telaga Tunjung Dam, the Timpag Village community group incorporated in Paiketan Krama Rantau Timpag (Pakerti) formed a D'Bendungan View natural recreation vehicle that offers three features, namely the selfie, selfie, culinary stalls, area meeting.

## **Partner Problems**

Problems faced by the D'Bendungan View management group include:

1. There is still no awareness of all levels of society in Timpag Village related to the importance of the D'Bendungan View recreational vehicle which is a potential that is owned by the village which will be able to increase social and economic changes in the community.
2. The management of the D'Bendungan View recreational vehicle still does not have a system (strategy management) on how to develop the D'Bendungan View to be a useful program for rural communities and be able to independently manage their potential.
3. The absence of synergy between the government, the village and investors in the development of this tourism village is sustainable and so that it runs consistently in the future.

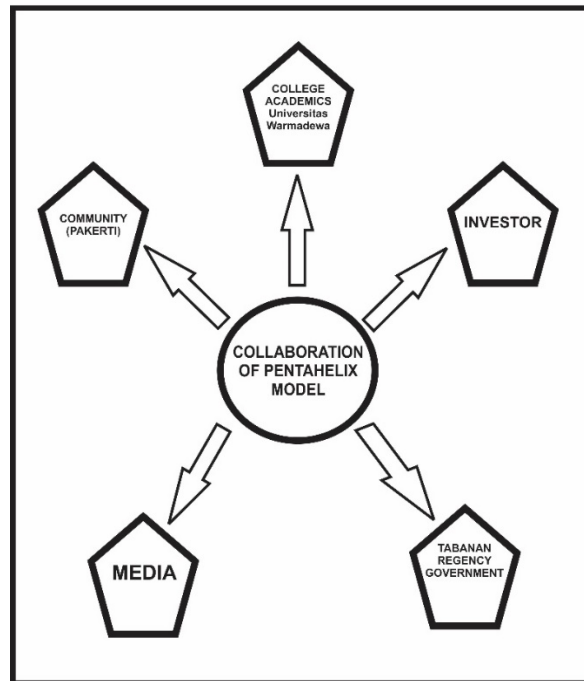
## **Government Collaboration of Pentahelix Models**

One of the strategies launched by the government in the development of tourism is through the use of the Pentahelix Model collaboration. The Pentahelix Model was first proclaimed by the Minister of Tourism Arief Yahya and set forth in the Republic of Indonesia Ministerial Regulation (Permen) Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations that to create orchestration and ensure the quality of activities, facilities, services, and to create experience and value the benefits of tourism in order to provide benefits

and benefits to society and the environment, it is necessary to drive the tourism system through the optimization of the role of business, government, community, academic, and media (BGCAM).

According to Soemaryani (2016) Pentahelix model is a reference in developing synergy between related agencies in optimally supporting in order to achieve goals. According to Rampersad, Quester, & Troshani, in Halibas, Sibyan, and Maat (2017) that pentahelix collaboration has an important role to play in supporting shared innovation goals and pentahelix contributes to the socio-economic progress of the region. This research was conducted in order to see how the implementation of the Penta Helix collaboration model in the framework of the management of the D'Bendungan View Telaga Tunjung area in Timpag Village, Tabanan Regency. So the results obtained in this study can formulate the right strategy in the Pentahelix collaboration model in order to maximize and develop tourism potential in Tabanan Regency especially the D'Bendungan View Telaga Tunjung ecotourism area in order to support the domestic economy and reach the target of 20 million in 2019 according with what was announced by President Joko Widodo.

IMAGE 1.  
Collaboration of Pentahelix Models  
of Ecotourism Management  
D'BENDUNGAN VIEW TELAGA TUNJUNG



In the development of the ecotourism area, D'Bendungan View Telaga Tunjung in Timpag Village, Kerambitan District, Tabanan Regency uses the pentahelix collaboration model. The Tabanan Regency Government through the Department of Tourism has so far endeavored to propose Timpag Village as a tourism village with various breakthrough programs, one of which is by building infrastructure, especially access roads to the D'Bendungan View Telaga Tunjung area. The second party involved in this management is the investor, Bank BNI through CSR (Corporate Social Responsibility) funds providing assistance in the form of a "selfie cottage" which is used as a selfie for tourists who come with a view directly overlooking the Telaga Tunjung Dam. The third party involved in this pentahelix collaboration model is academics from the University of Warmadewa University with the Community Service Program through the transfer of knowledge to the management and compiling a master plan for the development of this ecotourism area. The fourth party, of course, is the manager or community of Timpag Village residents who are members of the PAKERTI organization (Paiketan Krama Rantauan Timpag). And the last is the media, as a promotional media so that the wider community knows that in the village of Timpag has an ecotourism area nuanced natural scenery that is the Ecotourism Area D'Bendungan View Telaga Tunjung.

## **Conclusion**

The tourism industry as one of the largest foreign exchange earners, is often less than optimal in moving the economic sector, one of which is the underdeveloped tourism industry in the region which often experiences obstacles due to lack of coordination among various elements. The role of the government in the development of tourism is expected to be able to provide facilities in the development of tourism in Indonesia through policies that can be implemented and able to support all stakeholders in the tourism sector. In the management and development of tourism, a coordination and collaboration between the government, tourism businesses, communities, academics, and media is needed in developing tourism potential, where the collaboration is called the Pentahelix collaboration. The results or outcomes that are expected to be achieved through this pentahelix collaboration model include:

- a. The local village community through Paiketan Krama Rantauan Timpag (PAKERTI) as the manager of D'Bendungan View can find out and be able to explore their potential, especially related to ecotourism development.
- b. The government through the Department of Tourism in collaboration with the manager of D'Bendungan View is able to make a system (management) related to the management of Ecotourism.
- c. There is a synergy between the Government of Tabanan Regency through the Tabanan Regency Tourism Office in determining and including D'Bendungan View as an ecotourism area so that in the future D'Bendungan View is one of the tourist destinations in Tabanan Regency.
- d. There are social and economic impacts felt by the local village after the implementation of this program.

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