



Published by:

International Office, Universitas Pendidikan Nasional, Jalan Bedugul No. 39, Sidakarya, Denpasar, Bali, Indonesia  
Email: journal.revenue@undiknas.ac.id Website: <https://journal.undiknas.ac.id/index.php/REVENUE>

p-ISSN : 2723-4584  
e-ISSN : 2962-4819

## The role of women in tourism activities in Kalibukbuk Tourism Village

Budi Shantika<sup>1</sup>, I Gede Odi Pradika<sup>2</sup>, Putu Dyah Permatha Korry<sup>3</sup>

### ABSTRACT

This study aimed to determine the role of women in tourism activities in the Kalibukbuk Tourism Village. The role referred to in this research was the role of women entrepreneurs in developing community-based tourism in the Kalibukbuk Tourism Village. This research was conducted in the Kalibukbuk Tourism Village, Buleleng Regency, which had become one of the Tourism Villages. Given that tourism was the main sector of economic support in the province of Bali, tourism could not be separated from the role of women as actors in existing tourism activities. Researchers asked several questions to informants, who included a number of women entrepreneurs and the Head of the Kalibukbuk Tourism Village. The selection of the informants for this research used a purposive sampling method and data validation techniques using triangulation techniques and sources. The results of this study indicated that women in the Kalibukbuk Tourism Village played a very important role in tourism activities in the village. These women entrepreneurs expedited tourism activities in the Kalibukbuk Tourism Village by providing services or goods needed by tourists, such as catering services, souvenirs, and accommodations like hotels, offering tourists a temporary residence while visiting. Directly or indirectly, this contributed to the development of tourism in the Kalibukbuk Tourism Village with the concept of community-based tourism. However, there were several obstacles to its application, such as minimal access to capital, low season, and bad weather.

**Keywords:** Role of women, woman entrepreneur, community-based tourism, tourism village

### Affiliation

<sup>1</sup>Faculté De Tourisme

Université d'Angers France

Esthua, Faculté de tourisme, culture et hospitalité 7 All. François Mitterrand, 49100 Angers, France

email: budi.shantika@etud.univ-angers.fr

<sup>2</sup>Faculty of Economic and Business

Universitas Pendidikan Nasional, Denpasar

Jl. Bedugul No.39 Sidakarya, Denpasar, Indonesia

email: odipradika9@gmail.com

<sup>3</sup>Faculty of Economic and Business

Universitas Pendidikan Nasional, Denpasar

Jl. Bedugul No.39 Sidakarya, Denpasar, Indonesia

email: mithakory@undiknas.ac.id

### INTRODUCTION

The Indonesian government continues to develop the tourism sector to have a positive influence in supporting regional development (Megawati et al., 2023; Rattekarua & Hartono, 2023). The development of potential tourist destinations is done to improve the welfare of the local community (Irfan et al., 2022; Pramudito et al., 2023; Tryasnandi et al., 2023). The type of tourism that is being improved is community-based tourism.

Community-based tourism is basically tourism that is aware of cultural, social, and environmental sustainability (Butarbutar & Soemarno, 2012; Hutnaleontina et al., 2022; Krittayarangroj, 2023). This form of tourism is managed and owned by the community for the community to help tourists increase their awareness and learn about the community and the way of life of the local community. One of the community-based tourism products that is being developed and improved is Tourism Village (Pradnyantara & Lestari, 2021; Sarwani et al., 2023; Hariyadi et al., 2024).

The Buleleng Regency Government through the Buleleng Culture and Tourism Office has designated ten villages as Tourism Villages in Buleleng Regency. Ten Tourism Villages that have been designated as Tourism Villages are Sembiran Village in Tejakula Regency, Gitgit Village, Sambangan Village, Ambengan Village in Sukasada Regency, Bebetin Village in Sawan Regency, Munduk Tourism Village, Gobleg Village in Banjar Regency, Pemuteran Village in Gerokgak Regency, Kaliasem Village, and Kalibukbuk Village, which are part of the Lovina Tourism Area (GoDestinationVillage, 2021). The Tourism Village was determined through the Buleleng Regent Decree on December 21, 2015 (koranbuleleng.com).

Kalibukbuk Tourism Village, part of the Lovina Tourism Area, is one of the most popular tourist attractions in Buleleng Regency. Known for its bay-shaped beaches with relatively calm sea waves throughout the year, Kalibukbuk Tourism Village spans an area of 2.63 km<sup>2</sup> and has a population of 7,114 people, comprising 3,554 men and 3,560 women (Kalibukbuk Village Profile Book). Since the development of tourism in the area, many villagers who initially worked as farmers and fishermen have switched to the tourism sector. Kalibukbuk Tourism Village has significant potential for further development, which will certainly help boost the local economy (Arismayanti, et al., 2019).

Following are the tourism potentials in the Kalibukbuk Tourism Village.

**TABLE 1. Tourism Potential**

No.	Location / Tourism Area	Area (Hectare)	Level of Utilization (Active / Passive)
1	The Sea	0,50	Active
2	Cultural Heritage	0,25	Active
3	Historical Site, and Museum	0,25	Active

Source: Kalibukbuk Tourism Village Profile Book

Based on this table, the tourism potential in Kalibukbuk can be grouped into two categories: marine tourism and religious tourism. Marine tourism, the primary attraction, includes coral reefs and the iconic dolphins of the Lovina Tourism Area, enhancing business opportunities like snorkeling and diving equipment rentals. Religious tourism features cultural sites such as the Kalibukbuk Temple, a significant place of worship for Buddhists in northern Bali. Tourists visiting this temple can observe worship activities and even participate in meditation sessions facilitated by local managers.

Kalibukbuk Tourism Village, part of the Lovina Tourism Area, already has all the essential elements of tourism to support tourism activities. These elements, including accommodation, transportation, restaurants, tourist attractions, travel agencies, money changers, and souvenir shops, can open business opportunities and empower the community. In developing these tourism elements, increasing human resource participation is necessary (Wulansari & Wisudawati, 2021). Both men and women have the same opportunities to participate in development, but women still face significant obstacles.

Bank Indonesia data states that the total of Micro, Small, and Medium Enterprises (MSMEs) in 2018 reached 57.83 million, with more than 60% managed by women. In Kalibukbuk Tourism Village, 432 women entrepreneurs range from artists and craftsmen in home industries and souvenir businesses to large enterprises such as restaurants and hotels (Profile of Kalibukbuk Tourism Village). This number is likely higher because many businesses are not registered. Despite the significant role women play, they still face numerous challenges, including limited access to capital, societal biases, and seasonal variations in tourism.

The development of Indonesian women entrepreneurs holds the potential to drive the process of empowering women and fostering social transformation, positively impacting the national economy. Moreover, Indonesia has committed to the UN Millennium Development Goals (MDGs), one of which is the empowerment of women by 2015. The efforts to empower women take place in all sectors with varying degrees of success. Utilizing the potential of half the population can have a profound effect on development. Empowering women in Kalibukbuk is not just about economic improvement but also about challenging and changing the gender dynamics in society. This study aims to explore and highlight the role and challenges of women entrepreneurs in developing community-based tourism in the Kalibukbuk Tourism Village.

## LITERATURE REVIEW

### The Role of Women

Understanding the role of women in community-based tourism requires a nuanced exploration of sociological and cultural perspectives. Soekanto (2009) defines the role as the dynamic process of status. This concept suggests that when individuals exercise their rights and obligations according to their position within a society, they are performing a role. The distinction between position and role is subtle yet significant in sociological research, as both concepts are interdependent. The Big Indonesian Dictionary further clarifies "role" as a set of behaviors expected from individuals within a community.

Merton's perspective, as cited in Raho (2007), complements this understanding by defining a role as a pattern of behavior expected by the community from individuals occupying certain statuses. Merton introduces the concept of "role sets," which refers to the collection of roles associated with a particular status. This holistic view emphasizes the interconnectedness of social relationships and the expectations placed upon individuals due to their social positions.

Kamilah (2013) provides a focused examination of women's dual roles, especially in contexts where tourism is a significant economic activity. She argues that women's ability to make decisions is crucial, even if their educational levels are generally lower than those of men. In tourist destinations, women from lower economic strata often engage in informal tourism activities, thereby contributing to their families' economic well-being. This perspective highlights the importance of recognizing women's contributions in both the domestic and economic spheres.

The dual role of women, as discussed by Kamilah, is particularly relevant to the study of community-based tourism in Kalibukbuk Tourism Village. Women entrepreneurs in this village not only manage household responsibilities but also participate actively in the local economy. Their involvement ranges from selling food and souvenirs to running guesthouses, demonstrating their versatility and resilience.

Soekanto and Merton's theoretical frameworks provide a foundation for analyzing the roles women play in Kalibukbuk. These roles are not static but evolve with changing socio-economic conditions and community needs. By applying these concepts, the study aims to identify and understand the specific contributions of women entrepreneurs to the development of community-based tourism in Kalibukbuk.

Kamilah's insights into the decision-making capabilities of women in tourism further enrich this analysis. Despite facing educational and economic barriers, women in Kalibukbuk leverage their roles to create opportunities and support their families. This dual role underscores the importance of empowering women through education and entrepreneurial support to enhance their contributions to community development.

In summary, the literature on the role of women underscores the dynamic interplay between status, societal expectations, and individual agency. By examining these roles within the context of Kalibukbuk Tourism Village, the study seeks to highlight the vital contributions of women entrepreneurs to the local tourism industry and broader community development.

### Woman Entrepreneur

Entrepreneurship is a dynamic process of creating something new through innovative and creative methods that provide value and benefit to others (Basmantra et al., 2024). According to Suryana (2008), entrepreneurship is a discipline that examines the values, abilities, and behaviors of individuals as they face life's challenges, seize opportunities, and manage the various risks involved. Essentially, entrepreneurship is the study of identifying and developing innovative ideas and opportunities that lead to the creation of new businesses that are beneficial and add value to others.

Those who engage in entrepreneurial activities are known as entrepreneurs. Baharuddin (2004) defines an entrepreneur as an individual who possesses the ability to create, search for, and capitalize on opportunities to achieve desired goals in line with their objectives. Baihaqi (2013) further elaborates that entrepreneurs are individuals who run businesses or companies, navigating the potential for both profit and loss. Consequently, entrepreneurs must be mentally prepared to face both the challenges of losses and the rewards of profits. In summary, an entrepreneur is someone with the mental readiness to recognize and exploit opportunities by creating and operating a business. The availability of business opportunities can inspire interest in entrepreneurship, attracting both men and women to this profession.

Zimmerer and Scarborough (2008) note that despite years of legislative efforts, women continue to face workplace discrimination. However, small businesses have emerged as pioneers in offering economic opportunities through employment and entrepreneurship. Many women realize that becoming an entrepreneur is an effective way to overcome the barriers imposed by male dominance in traditional career paths (Bestari & Widhiasthini, 2023). Today, women are no longer mere spectators in the business world; they actively contribute to the nation's economy. Women, who often juggle dual roles as both housewives and business leaders, are capable of driving household economic growth. With creativity and innovation, women entrepreneurs can compete effectively in the business arena.

This concept underscores the significant impact women entrepreneurs can have. Initially, many women

may start entrepreneurial ventures to support their family's primary breadwinner. However, they often end up substantially boosting both the family and national economy. The presence of women entrepreneurs also helps reduce gender inequality in society. This concept serves as a framework for researching the roles and challenges of women entrepreneurs in developing community-based tourism in the Kalibukbuk Tourism Village.

### **Community-Based Tourism**

Community-Based Tourism (CBT) is a concept that integrates environmental, social, and cultural sustainability into tourism activities, ensuring that these activities are managed and owned by the community for the community's benefit. According to Janianton Damanik and Weber (2006), CBT emphasizes the importance of placing the community at the forefront of tourism initiatives through empowerment and active participation. This approach ensures that the benefits of tourism are maximized for the community, fostering sustainable development.

Pantin and Francis (2005) expand on this definition by highlighting the integration and collaboration required for effective community economic empowerment. They stress the importance of assessing, developing, and marketing the community's natural and cultural resources as part of the CBT approach. This holistic perspective ensures that tourism development is aligned with the community's needs and capacities, promoting both economic growth and cultural preservation.

Demartoto and Sugiarti (2009) further clarify that CBT is essentially tourism development that originates from, is managed by, and serves the community. This definition underscores the grassroots nature of CBT, where community involvement and ownership are key components. The primary goal is to ensure that tourism activities are beneficial to the local community, enhancing their quality of life and preserving their cultural and environmental heritage.

This concept of CBT is particularly relevant to the study of women entrepreneurs in the Kalibukbuk Tourism Village. By understanding and applying the principles of CBT, the research aims to explore the roles and challenges faced by women entrepreneurs in this context. The focus is on how these women contribute to the development of community-based tourism and how they navigate the obstacles inherent in such endeavors. This approach not only highlights the economic and social impacts of women's entrepreneurship but also provides insights into how community-based models can be effectively implemented to foster sustainable tourism development.

### **Tourism Village**

One form of ecotourism that significantly involves local communities is the tourism village. According to Priasukmana & Mulyadin (2001), a tourist village is a rural area that offers a comprehensive atmosphere reflecting the authenticity of rural life in terms of socio-economic conditions, socio-cultural practices, customs, daily life, unique architectural buildings, and village spatial structures. These villages feature unique and attractive economic activities and have the potential to develop various tourism components, such as attractions, accommodations, food and drinks, souvenirs, and other tourism needs.

Tourism villages are typically rural areas that possess special characteristics making them attractive tourist destinations. The inhabitants of these villages often maintain traditional customs and cultures. Supporting factors such as distinctive local cuisine, agricultural practices, and social systems also enhance the appeal of these villages. Additionally, the preservation of natural resources and the natural environment is a crucial aspect of tourism village areas.

The concept of a tourism village encompasses the tourism industry by providing activities that entice and encourage tourists to engage with the village, either by using its products or visiting as tourists. This process, known as tourism village marketing, involves promoting the village's tourism products. According to Soekadijo (2000), the components of these tourism products include transportation, attractions, and accommodation.

This concept is particularly relevant to the study of the Kalibukbuk Tourism Village, which integrates these tourism product components—transportation, attractions, and accommodations—within the community's lifestyle and traditions. The research focuses on how these elements are actualized in Kalibukbuk, reflecting the integration of tourism activities with the village's existing procedures and traditions. This integration not only supports the local economy but also preserves the cultural and natural heritage of the area, aligning with the principles of sustainable and community-based tourism.



## Conceptual Framework



**FIGURE 2. Framework of thinking the role of women in tourism activities in Kalibukbuk tourism village**

## METHODS

This study employs a qualitative approach to explore and understand the role and challenges of women in tourism activities within the Kalibukbuk Tourism Village. The qualitative methodology is chosen to capture the depth and complexity of the experiences and perspectives of the women involved in this sector. The methods of data collection, sampling techniques, and analytical strategies are detailed below.

Data was collected through three primary methods: in-depth interviews, participant observation, and document analysis. Semi-structured interviews were conducted with key informants, including women entrepreneurs, local government officials, and community leaders. This method allowed for flexibility and probing, enabling the researcher to gain rich, detailed insights into participants' experiences, motivations, and challenges. Additionally, observations were made during visits to various tourism-related businesses and community meetings. This participant observation method helped to understand the context and everyday practices of the participants in their natural settings. Relevant documents such as government reports, local business records, and tourism statistics were also analyzed to provide background information and support the findings from interviews and observations.

Purposive sampling was used to select participants who have specific characteristics relevant to the study. The criteria for selection included women who own or manage tourism-related businesses in Kalibukbuk and stakeholders involved in tourism development. A total of 30 women entrepreneurs were selected, ensuring a diverse representation of various types of tourism businesses, such as accommodation, food services, and handicrafts. Additionally, interviews were conducted with 10 local government officials and community leaders to provide a broader perspective on tourism development and women's roles.

The data from interviews, observations, and documents were analyzed using thematic analysis. This involved coding the data to identify recurring themes and patterns related to the roles, contributions, and challenges faced by women in tourism. To enhance the credibility and validity of the findings, triangulation was employed. By using multiple data sources and methods, the study cross-verified the information to ensure a comprehensive understanding of the research topic.

While the methodology chosen is robust for exploring the qualitative aspects of women's participation in tourism, several limitations must be acknowledged. The use of purposive sampling means that the findings may not be generalizable to all women in the tourism sector in Kalibukbuk or other regions. The selected sample may

reflect the experiences of more successful or visible entrepreneurs, potentially overlooking the challenges faced by less prominent individuals. As with all qualitative research, the findings are subject to the interpretation of the researcher. Although efforts were made to remain objective, personal biases and perspectives could influence the analysis.

Additionally, the study focuses on a specific geographical area and sector, which might limit the applicability of the results to other contexts. Future research could benefit from a broader scope, including comparative studies across different regions or sectors. Data collection was conducted over a limited period, which might not capture seasonal variations in tourism activities and their impact on women entrepreneurs. Gaining access to some potential participants, especially those less inclined to participate in interviews or observations, posed challenges. This could result in a less comprehensive understanding of the full range of experiences and challenges faced by women in this sector.

By acknowledging these limitations, the study provides a transparent account of its methodological approach, enhancing the reliability and depth of the research findings.

## RESULTS AND DISCUSSION

### Results

The researcher presents the results of interviews conducted with four informants using triangulation techniques of data sources. The researchers used mobile phones to record conversations with informants. Data not revealed through interviews were supplemented with observations and direct documentation by the researchers. To strengthen the interview and observation data, a search of documents and records was made in the Kelurahan Office. All research data are described based on the focus of the research questions as follows:

#### The Role of Women Entrepreneurs in Developing Community-Based Tourism in the Kalibukbuk Tourism Village

Researchers conducted interviews and documentation techniques to obtain data on the role of women entrepreneurs. According to Ms. Luh Marsini, the emergence of women entrepreneurs in the Kalibukbuk Tourism Village was driven by the recognition of opportunities and the need to support the family economy. Ms. Luh Marsini said,

*"Because many tourists visit, I try to sell, at that time I try to sell cloth around the surrounding coast of Lovina, my calculations can help families to meet their daily needs"* (Interview, November 14, 2019).

Similarly, Ms. Putu Siang expressed her motivation to start a business in Kalibukbuk due to existing business opportunities with the arrival of tourists. She shared,

*"Initially I did this business because I saw the difficulty of tourists to get food, then I took the initiative to sell food that is" tipat "along the beach to develop into a stall like today. Because my husband supports me, so I open this business and at the same time help my husband at home"* (Interview, November 14, 2019).

Ms. Wayan Mitasi also saw business opportunities with the increasing popularity of the Lovina Tourism Area and its dolphins, which prompted her to open a business. She explained,

*"I used to see a vacancy here, many foreigners came here to see dolphins, so I wanted to try selling here. Initially only selling on the beach before becoming this ArtShop, until now I have been able to open branches in other tourist attractions such as in Gigit and Banjar Hot Springs, and also I have a hotel. So selling here can make ArtShop and also make Hotels"* (Interview, November 14, 2019).

Mr. Ketut Suka, Head of Kalibukbuk Village, provided further insights, explaining that tourism development has led many residents who were originally fishermen to offer dolphin-watching services. He said,

*"Since the development of tourism in this village, whose main object is seeing dolphins, many residents who initially only as fishermen now provide services to see dolphins in the morning in their boats, usually this service business is carried out by men who were once his daily life as a fisherman. In the past, mothers were only housewives, but more and more tourists were coming in. Many women opened businesses because they saw the opportunity, and began selling potluck like selling souvenirs and selling food. Now most of the businesses in Lovina attractions are run by women because men mostly focus on seeing dolphins and some still work as fishermen. There is also a traditional massage service that we have developed by providing a place and training for these mothers"* (Interview, November 14, 2019).

Observations and livelihood data documents confirm that fishing is predominantly a male occupation in Kalibukbuk, with 247 men working as fishermen and no women listed in this profession. Based on interviews, observations, and documentation, it can be concluded that women entrepreneurs play a crucial role in developing community-based tourism in Kalibukbuk. Kamilah (2013) supports this, stating that women's decision-making abilities cannot be ignored even though their education levels are generally lower than men's. In tourism areas, women from lower economic groups often engage in informal tourism activities and make family decisions. These women entrepreneurs significantly contribute to tourism by providing essential services and goods, such as catering, souvenirs, and accommodations, which are vital for tourism activities in Kalibukbuk.

### **The Obstacles of Women Entrepreneurs in Developing Community-Based Tourism in the Kalibukbuk Tourism Village**

Women entrepreneurs face various challenges in running their businesses in Kalibukbuk, primarily external factors such as capital and visitor fluctuations (Low Season). Ms. Luh Marsini noted,

*"As for capital, there is no loan, I open this business with my own money that I keep turning to be able to open ArtShop which originally had a few pieces of cloth capital. The obstacle may be when there are quiet visitors, because there are not many tourists visiting and buyers are also declining"* (Interview, November 14, 2019).

Ms. Wayan Mitasi shared a similar experience, saying,

*"From private capital, used to sell on the beach with a potluck sales continue to be used as capital again and used as capital again to be able to open ArtShop here and now can make a hotel by selling here. If the obstacle is of course when the visitors are lonely, the sales decline. Usually the October-November decline, December-February there is an increase again, the March-May decline again. It's not certain sometimes that the rainy season can also make visitors quiet"* (Interview, November 14, 2019).

Ms. Putu Siang mentioned both internal and external constraints, stating,

*"Until now I have not borrowed anywhere and only use my own capital. I started this business which initially sold food along the beach until I had a stall like now. In the beginning, the obstacle was in Language, on average the initial obstacles were lacking of language, but the longer it was able to interact just to know the price. Besides being a trader, I also become a mother. If my child or husband is sick, I will have to close my shop. The main thing is when there are fewer tourists, sales decline the most who buy fellow traders here"* (Interview, November 14, 2019).

Mr. Ketut Suka confirmed these challenges, adding,

*"For business capital, women entrepreneurs here are mostly private capital. Of course there are institutions that provide loan funds for their capital, there are several banks that offer loans to businesses that require adequate funds such as snorkeling and diving equipment. However, the businesses run by women entrepreneurs are mostly small businesses and do not require large funds and most of the business people here have started their business long enough, by pioneering they can develop their own businesses. The obstacles faced by women entrepreneurs as well as men entrepreneurs and all circles here when there are quiet visitors, there are certainly times when the number of visitors again decreases so that the impact on their income. From the Village side they have thought of a solution by maximizing the existing tourism potential, we are at the stage of developing religious tourism by chance there is a Buddhist Temple Site"* (Interview, November 14, 2019).

Based on interviews, observations, and documentation, several obstacles faced by women entrepreneurs in Kalibukbuk can be identified. One significant challenge is the lack of access to capital, as most women entrepreneurs run small businesses. Additionally, fluctuations in visitor numbers, particularly during the Low Season, significantly impact their income. These fluctuations are influenced by various factors, such as the holiday season's end or bad weather. Furthermore, the dual role of women as housewives and entrepreneurs can create conflicts, especially when family emergencies arise, forcing them to temporarily close their businesses.

### **Discussion**

The findings of this study provide a comprehensive understanding of the role and challenges faced by women entrepreneurs in the Kalibukbuk Tourism Village. Women play a vital role in the local tourism industry by

providing essential services and goods that cater to tourists. Their entrepreneurial activities have not only contributed to their family incomes but also fostered community development and preserved local culture.

Women like Ms. Luh Marsini, Ms. Putu Siang, and Ms. Wayan Mitasi showcase the resourcefulness and determination of female entrepreneurs. They saw opportunities in the growing tourist influx and took initiatives to start businesses, despite the challenges of limited capital and fluctuating visitor numbers. Their stories reflect the broader trend of women stepping into entrepreneurship to enhance their economic status and support their families.

The observations made by Mr. Ketut Suka underscore the community-wide impact of women's entrepreneurial activities. As tourism developed, women shifted from traditional roles to become key players in the local economy. The diversification of businesses, from food stalls to guesthouses and souvenir shops, highlights the adaptability and resilience of these women.

However, the challenges faced by women entrepreneurs cannot be overlooked. The reliance on personal savings for capital limits the potential for business expansion. Seasonal fluctuations in tourist arrivals pose a significant risk to their income stability. Moreover, the dual role of managing households and businesses adds to their burden, especially during family emergencies.

Addressing these challenges requires a multi-faceted approach. Improving access to capital through microfinance initiatives and community savings groups could provide the necessary financial support for women entrepreneurs. Developing marketing strategies to attract tourists during the off-season and enhancing language skills through training programs could also mitigate some of the obstacles.

Furthermore, community support systems that recognize and accommodate the dual roles of women could alleviate the pressure on female entrepreneurs. Providing childcare facilities and flexible business hours could help women balance their responsibilities more effectively.

Women entrepreneurs in the Kalibukbuk Tourism Village are crucial to the development of community-based tourism. Despite facing significant challenges, their contributions are vital for the local economy and cultural preservation. By addressing the obstacles they face and supporting their entrepreneurial endeavors, the community can foster a more inclusive and sustainable tourism industry.

## CONCLUSION

In conclusion, women entrepreneurs in the Kalibukbuk Tourism Village play a crucial role in the development of community-based tourism. Despite facing significant challenges, their contributions are vital for the local economy and cultural preservation. Addressing the obstacles they face and supporting their entrepreneurial endeavors can foster a more inclusive and sustainable tourism industry in the village.

Women like Ms. Luh Marsini, Ms. Putu Siang, and Ms. Wayan Mitasi showcase the resourcefulness and determination of female entrepreneurs. They saw opportunities in the growing influx of tourists and took the initiatives to start businesses, despite the challenges of limited capital and fluctuating visitor numbers. Their stories reflect a broader trend of women stepping into entrepreneurship to enhance their economic status and support their families. The observations made by Mr. Ketut Suka further underscore the community-wide impact of women's entrepreneurial activities. As tourism developed, women shifted from traditional roles to become key players in the local economy. The diversification of businesses, from food stalls to guesthouses and souvenir shops, highlights the adaptability and resilience of these women.

However, the challenges faced by women entrepreneurs cannot be overlooked. The reliance on personal savings for capital limits the potential for business expansion. Seasonal fluctuations in tourist arrivals pose a significant risk to their income stability. Moreover, the dual role of managing households and businesses adds to their burden, especially during family emergencies.

Addressing these challenges requires a multifaceted approach. Improving access to capital through microfinance initiatives and community savings groups could provide the necessary financial support for women entrepreneurs. Developing marketing strategies to attract tourists during the off-season and enhancing language skills through training programs could also mitigate some of the obstacles. Furthermore, community support systems that recognize and accommodate the dual roles of women could alleviate the pressure on female entrepreneurs. Providing childcare facilities and flexible business hours could help women balance their responsibilities more effectively.

To strengthen the support for women entrepreneurs, specific recommendations for various stakeholders can be made. Policymakers should implement policies that ensure easier access to microfinance and low-interest loans specifically targeted at women entrepreneurs. Additionally, they should develop programs that provide training in business management, marketing, and language skills to enhance the competitiveness of women-led businesses and encourage public-private partnerships to create funding opportunities and support networks for women entrepreneurs.

Community leaders can play a pivotal role by establishing local support groups and networks where women entrepreneurs can share experiences, resources, and advice. Promoting community-based childcare



services will allow women more flexibility in managing their businesses and family responsibilities. Furthermore, community leaders should advocate for the inclusion of women in local decision-making processes to ensure their needs and perspectives are considered.

Development agencies can also contribute by supporting initiatives that provide technical assistance and capacity-building programs for women entrepreneurs. Funding projects aimed at improving infrastructure in tourism areas can benefit women-led businesses. Collaborating with local organizations to conduct research and monitor the progress of women entrepreneurs can provide valuable data to inform policy and program development.

By implementing these recommendations, stakeholders can create a more supportive environment for women entrepreneurs, enabling them to overcome challenges and contribute more effectively to the development of community-based tourism in Kalibukbuk.

## REFERENCES

### Articles

- [1] Arismayanti, N. K., Sendra, I. M., Suwena, I. K., Budiarsa, M., Bakta, I. M., and Pitana, I. G. (2019). Tourism villages' development in Bali, mass or alternative tourism? *Journal of Tourism and Hospitality Management*, 7(2), 117-139. <https://doi.org/10.15640/jthm.v7n2a11>
- [2] Basmantra, I. N., Apsari, I. A. K. W., Gama, A. W. O., Baykal, E., and Gorda, A. A. A. N. S. R. (2024). Exploring the factors leading to the failure of millennial entrepreneurs: Challenges in green business. In B. Alareeni & A. Hamdan (Eds.), *Technology and business model innovation: Challenges and opportunities* (Lecture Notes in Networks and Systems, Vol. 924). Springer, Cham. [https://doi.org/10.1007/978-3-031-53998-5\\_45](https://doi.org/10.1007/978-3-031-53998-5_45)
- [3] Bestari, N. M. P. and Widhiasthini, N. W. (2023). Kontribusi perempuan Bali dalam pengembangan pariwisata kreatif di Ubud. *Jurnal Kajian Bali (Journal of Bali Studies)*, 13(02), 388-409. <http://dx.doi.org/10.24843/JKB.2023.v13.i02.p02>
- [4] Butarbutar, R. R. and Soemarno. (2012). Community empowerment efforts in sustainable ecotourism management in north Sulawesi, Indonesia. *Community Empowerment Efforts in Sustainable Ecotourism Management*, 3(1), 1-7.
- [5] Hariyadi, B. R., Rokman, A., Rosyadi, S., and Yamin, M. (2024). The role of community-based tourism in sustainable tourism village in Indonesia. *Revista de Gestão Social e Ambiental*, 18(7), e05466. <http://dx.doi.org/10.24857/rgsa.v18n7-038>
- [6] Hutnaleontina, P. N., Bendesa, I. K. G., and Yasa, I. G. W. M. (2022). Correlation of community-based tourism with sustainable development to improve community welfare: a review. *International Journal of Applied Sciences in Tourism and Events*, 6(2), 183-193. <https://doi.org/10.31940/ijaste.v6i2.183-193>
- [7] Irfan, M., Suyuti, N., Marhadi, A., and Aso, L. (2022). The role of local government in tourism development to improve community welfare at Muna Barat Regency, Southeast Sulawesi, Indonesia. *International Journal of Social Science and Human Research*, 5(8), 3667-3669. <https://doi.org/10.47191/ijsshr/v5-i8-44>
- [8] Krittayaruangroj, K., Suriyankietkaew, S., and Hallinger, O. (2023). Research on sustainability in community-based tourism: a bibliometric review and future directions. *Asia Pacific Journal of Tourism Research*, 28(9), 1031-1051. <http://dx.doi.org/10.1080/10941665.2023.2276477>
- [9] Megawati, Tahir, T., Hasan, Muhammad, and Dinar, M. (2023). Tourism development strategy in improving the community economy at Tanjung Bira Beach, Bonto Bahari District, Bulukumba Regency. *Journal of Entrepreneurship Review*, 1(1), 1-15.
- [10] Pradnyantara, I. K. E. and Lestari, N. P. N. E. (2021). Implementation of community-based tourism concept in sustainable tourism management in Penglipuran Village. *Enrichment: Journal of Management*, 11(2), 491-495.
- [11] Pramudito, M. G., Lubis, S. N., and Sabrina, T. (2023). Sustainable tourism development in the context of regional development at Ponot Waterfall, Asahan Regency. *International Journal of Educational Research & Social Sciences*. <https://ijersc.org/>
- [12] Priasukmana, S., & Mulyadin, M. R. (2001). Pembangunan desa wisata: Pelaksanaan Undang-Undang Otonomi Daerah. *Info Sosial Ekonomi*, 2(1).
- [13] Rattekarua, L. M. P., & Hartono, D. (2024). The relationship of government support in the tourism sector to the level of economic inclusivity in the regions. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, 7(3), 389-405. <https://doi.org/10.36574/jpp.v7i3.516>
- [14] Sarwani, L. A. A., Hermawanti, A. A., Ramadhanty, A., and Furqan, A. (2023). Community-based tourism analysis at Alamendah Tourism Village. *E-Journal of Tourism*, 10(2), 219-230. <https://doi.org/10.24922/eot.v10i2.106429>
- [15] Tryasnandi, A., Maryani, E., and Andari, R. (2023). The concept of community-based tourism

development in Situ Tandon Ciater. *Journal of Tourism Sustainability*, 3(2), 101-105. <https://doi.org/10.35313/jtospolban.v3i2.34>

- [16] Wulansari, M., & Wisudawati, S. (2021). The revival of The Bali Zoo marketing strategy post-COVID-19 pandemic through digital marketing. *Review of Management, Accounting, and Business Studies*, 2(2), 125-136. <https://doi.org/10.38043/revenue.v2i2.3767>

### Books

- [17] Baharuddin. (2004). *Paradigma Psikologi Islam, Studi tentang Elemen Psikologi dari al-Qur'an*. Pustaka Pelajar.
- [18] Damanik, J., & Weber, H. (2006). *Perencanaan Ekowisata: Dari Teori Ke Aplikasi*. PUSPAR UGM & Andi.
- [19] Demartoto, A., & Sugiarti, R. (2009). *Pembangunan Pariwisata Berbasis Masyarakat* (p. 19). Sebelas Maret University Press.
- [20] Moleong, L. J. (2007). *Metodologi penelitian kualitatif* (p. 29). Remaja Rosdakarya.
- [21] Pantin, D., & Francis, J. (2005). *Community-based sustainable tourism*. UWI SEDU.
- [22] Raho, B. (2007). *Teori Sosiologi Masyarakat* (p. 67). Prestasi Pusaka.
- [23] Soekadji, R. G. (2000). *Anatomi Pariwisata*. PT Gramedia Pustaka.
- [24] Soekanto, S. (2009). *Peranan Sosiologi: Suatu Pengantar* (pp. 212-213). Rajawali Pers.
- [25] Sugiyono. (2017). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D* (p. 215). Alfabeta.
- [26] Suryana. (2008). *Kewirausahaan*. Salemba Empat.
- [27] Zimmerer, T. W., & Scarborough, N. (2008). *Kewirausahaan dan manajemen usaha kecil*. Salemba Empat.

### Thesis

- [28] Baihaqi, F. H. (2013). *Analisis pengaruh faktor-faktor penentu struktur modal pada perusahaan manufaktur di BEI tahun 2009-2011* [Undergraduate thesis]. Universitas Muhammadiyah Surakarta.

### Webpages

- [29] GoDestinationVillage. (2021, June 24). *10 tourism villages that have great trekking packages in Bali*. Retrieved from <https://godestinationvillage.com/index.php/blog/10-tourism-villages-that-have-great-trekking-packages-in-bali>
- [30] Kamilah, M. (2013). *Peran ganda perempuan di lingkungan pariwisata Bandungan, Jawa Tengah*. Palastren: Jurnal Studi Gender, 6. Retrieved from <http://journal.stainkudus.ac.id/index.php/Palastren/article/view/981/894>
- [31] Koran Buleleng. (2016, January 27). *Buleleng tetapkan 10 desa wisata*. Koran Buleleng. Retrieved from <https://koranbuleleng.com/2016/01/27/buleleng-tetapkan-10-desa-wisata/>