



Gender Equality and Social Inclusion in Regenerative Tourism Village Development in Jatiluwih Village, Tabanan, Bali, Indonesia

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<http://dx.doi.org/10.47814/ijssrr.v7i9.2302>

Abstract

This study aims to analyze the effects of implementing gender equality and social inclusion in the development of Jatiluwih Tourism Village. In order to achieve the stated objective, a model was designed based on a cultural and regenerative tourism approach and data were collected using observation methods, in-depth interviews, and focus group discussions (FGDs) with stakeholders selected by purposive sampling. Accordingly, interviews and FGDs conducted with stakeholders were recorded to ensure the data collected was valid, after which qualitative analysis was carried out to obtain accurate conclusions. The results showed that gender equality was implemented in the development process of Jatiluwih Tourism Village without any form of discrimination against women. This was evidenced by the fact that women were observed to actively participate in the planning, implementation, evaluation, and supervision phases.

Keywords: *Gender; Social Inclusion; Regenerative Tourism; Tourism Village*

1. Introduction

Gender equality and social inclusion in the development of a regenerative tourism destination are currently important issues. According to Nitsch and Vogels, the development of regenerative tourist destinations can foster gender equality and the empowerment of women (Nitsch & Vogels, 2022). This elucidation is further supports the observation that 50-60% of the local businesses in tourism destinations are owned or led by women (*Women's Empowerment and Tourism*, n.d.). To further emphasize its importance, gender equality is the fifth out of the 17 Sustainable Development Goals (SDG) initiated by the United Nations. As reported by a previous study, this concept has also been implemented in the hospitality industry in Bali (Antara et al., 2019). Currently, social inclusion is guaranteeing equal rights for all humans, for example, by providing public facilities that are friendly and safe for people with disabilities. In line with this, friendliness to people with disabilities has been implemented by the Marriot

Group Hotel in Bali in its work environment to promote equality (Suci Murni, 2023). The participation of women in and across various aspects has also been implemented in the development of Nagari Pariangan Tourism Village (Gusti & Fitriani, 2021).

The agenda for sustainable tourism development has faced criticism from experts who argue that it has been co-opted to support sustainable economic growth, which often leads to environmental degradation and increased economic disparities (Bellato et al., 2023). In response, there has been a strong movement to develop a new tourism model that mitigates or eliminates the negative impacts associated with previous approaches. This has given rise to the concept of regenerative tourism, an approach that emphasizes the restoration and regeneration of the environment and local communities. According to previous studies, regenerative tourism, which has gained traction over the past two decades, is increasingly prominent in tourism studies (Bellato & Pollock, 2023). This approach is grounded in an ecological perspective, incorporating insights from Western and local knowledge systems, and viewing life forms as interconnected living systems (Pollock et al., 2022).

Various studies have explored the development of Jatiluwih Tourism Village as a popular destination for both foreign and domestic tourists. The destination is renowned for its breathtaking rice terraces, which are well-preserved as a result of the strong cultural traditions and local wisdom of the community. Accordingly, the environmental wisdom of Jatiluwih villagers, expressed through taboos and prohibitions, has been observed to play an important role in maintaining the sustainability of the rice fields (Wiasti et al., 2015). On June 29, 2012, UNESCO recognized Jatiluwih Cultural Heritage Area as a World Cultural Heritage site (*Desa Wisata Jatiluwih*, n.d.).



Figure 1.1 Rice Field Landscape in Jatiluwih Village
Source: Jatiluwih Tourism Village

Based on observation, previous investigations on the development of Jatiluwih Tourism Village have not specifically addressed the aspects of gender equality and social inclusion, regardless of the fact that tourism industry is often viewed as a key driver for empowering women, as it creates employment opportunities for both gender (Nitsch & Vogels, 2022).

2. Theoretical and Conceptual Basis

2.1 Regenerative Tourism

Regenerative tourism has gained significant attention among academics and tourism practitioners over the past decade, particularly in response to the limitations of sustainable tourism, which has often

prioritized economic growth. Dissimilar to traditional sustainable tourism, regenerative tourism emphasizes the restoration and regeneration of the environment and local communities, with the primary aim of creating tourist destination that is improved beyond its original state (Pollock, 2022). Furthermore, in the face of increasing climate change and environmental degradation, regenerative tourism offers a vital approach to mitigating the negative impacts of tourism and addressing existing environmental damage.

2.2 Gender

Gender is a term with distinct meaning from biological sex. Sex refers to the biological differences between males and females, while gender is a social construct that comprises the roles, behaviors, and attributes that a society considers appropriate for men and women. These characteristics of masculinity and femininity are often reinforced by cultural values, systems, and symbols in a particular community. In other words, gender represents the social roles and behaviors assigned to individuals based on sex. According to Sociology and Anthropology, gender comprises the socially constructed division of roles between men and women, shaped by the specific context of a community and period. Following these explanations, the term can be defined as a system of cultural identity and social relations between men and women (Swain, 1995). World Health Organization (WHO) defines gender as characteristics, including norms, roles, and relationships, that are socially constructed for men and women (*Gender and Health*, n.d.). These norms vary across different communities and can evolve over time.

2.3 Social Inclusion

Social inclusion aims to enhance the roles, rights, and obligations of individuals in a community while ensuring that the individuals are treated with dignity and independence to achieve a high quality of life. According to the World Bank, social inclusion includes improving the conditions of individuals and groups by increasing inherent abilities, opportunities, and dignity, particularly for those who are disadvantaged (*Social Inclusion*, n.d.). Subsequently, it provides the necessary opportunities and resources for individuals to fully participate in economic, social, and cultural life. The goal of social inclusion is to achieve a balanced society, both socially and economically, by offering equal access to education, employment, and economic opportunities, specifically for populations previously marginalized due to specific conditions. Social inclusion also promotes equal treatment and opportunities for all members of society, regardless of race, culture, economic status, or other factors.

In the context of Village Law (Undang-Undang Republik Indonesia Nomor 6 Tahun 2014 Tentang Desa, 2014), social inclusion is designed to provide both the poor and women with opportunities to participate in governance and village development. Additionally, the law ensures that all village residents have the chance to engage in governance, planning, and the entire development process of the village.

3. Methodology

This study adopted an interpretive qualitative approach to analyze the implementation of gender equality and social inclusion in the development of Jatiluwih Village as a regenerative tourism destination. Data collection was carried out using various methods, including observation, interviews, and focus group discussions (FGDs). Observations provided a general overview of how gender equality and social inclusion are being implemented in Jatiluwih. Accordingly, in-depth interviews and FGDs were conducted with key stakeholders to gather detailed insights into these implementations. To ensure data accuracy, the interviews carried out with 10 stakeholders, comprising women who own small and medium businesses, tourism village managers, and community leaders from Jatiluwih, were recorded. The

collected data was then analyzed using the qualitative analysis procedure outlined by Miles et al., which comprised data reduction, data display, and conclusion drawing/verification phases (Miles et al., 2014).

4. Results and Discussion

4.1 Gender Equality, Social Inclusion and Regenerative Tourism

The implementation of gender equality and social inclusion in regenerative tourism at Jatiluwih Tourism Village is a strategic effort introduced to aid in the development of a fair and sustainable tourism environment that benefits every individual in the village, regardless of gender or social background. Gender equality in this context includes ensuring that both women and men have equal opportunities in the village development, whether as managers, administrators, service providers, or decision-makers. This means that women would not face discrimination when trying to access the opportunities made available by the development of Jatiluwih Tourism Village. This demographic would equally be empowered to participate in tourism village management or establish businesses.

A plausible approach to achieving gender equality is actively including women in decision-making processes related to tourism village development. Based on this understanding, women in Jatiluwih Village are included in planning teams and working groups responsible for designing tourism programs, events, and infrastructure. This inclusion not only brings diverse and comprehensive perspectives to the planning process but also empowers women to take on leadership roles and drive innovation. Accordingly, by providing equal training and access to information, Jatiluwih Tourism Village can harness women's creativity and skills, and this will further enhance tourism appeal of the village.

Preparing women for participation in tourism is crucial to ensure that full engagement is achieved and the required benefits are obtained from the opportunities created by the development of tourism village. To support this, the management of Jatiluwih Tourism Village offers skills training programs accessible to both women and men. These programs were organized with a focus on areas such as small business management, English language proficiency, and tour guiding, all of which enable women to actively participate in tourism village operations.

By adhering to the principles of social inclusion and regenerative tourism, Jatiluwih Tourism Village ensures that all community groups, including women, people with disabilities, and other vulnerable populations, can share in the economic and social benefits generated by tourism in the area. This approach guarantees equal access to employment and business opportunities for women, while also addressing the needs of diverse social groups. Accordingly, community inclusiveness in the development and governance of Jatiluwih Tourism Village is facilitated through the Management Board, which includes representatives from Tabanan Regency Government, Village Government, Two Traditional Villages, and Subak. To further empower vulnerable groups, the management provides competency training specifically designed to equip the demographic with the skills needed to offer services to tourists.

Typically, the community of Jatiluwih Village directly benefits from the operation of tourism village through the distribution of the remaining profits from tourism business. These profits are conventionally allocated proportionally among key community groups, including Village Government, Traditional Village, Subak, and Tabanan Regency Government. Furthermore, the distribution proportions are determined by agreements made by the representatives of each group in Jatiluwih DTW (Tourism Attraction) management agency, and these proportions can be adjusted based on the latest agreements among the community groups.

A very significant feature of Jatiluwih Tourism Village is the stunning beauty of rice fields, which are preserved by the vital role of Subak in maintaining local agriculture. To support this feature, the management provides fertilizer assistance to farmers, thereby helping to reduce operational costs and ensuring the sustainability of agricultural practices in the village. As a result, farmers directly benefit from the development of Jatiluwih Tourism Village. In turn, this act helps reinforce the importance of preserving both the agricultural heritage and the natural beauty of the area.

The area generally has easy access to essential information regarding tourism village. This is evidenced by the fact that residents receive comprehensive updates on tourism village management through an annual report, presented during a meeting that invites all heads of families in the village. Additionally, those seeking information about tourism village can easily obtain it by visiting the management office during weekdays.

The regenerative approach of Jatiluwih Tourism Village is focused on creating long-term positive impacts for the local community, rather than just delivering immediate economic gains. By promoting gender equality and social inclusion, the village strengthens its community, preserves inherent cultural heritage, and enhances the entire quality of life. Based on observation, this approach fosters a welcoming and inclusive environment for both the local community and visitors, ensuring that the principles of justice and equality are reflected in every aspect of tourism village management.

4.2 Model for Implementing Gender Equality and Social Inclusion in the Regenerative Jatiluwih Tourism Village Development

To design a standard model for implementing gender equality and social inclusion in the development of regenerative Jatiluwih Tourism Village, a draft model was first produced, which was adopted from a preliminary study. The resulting draft was then discussed with stakeholders in the village during several FGDs, after which approval was granted for the resulting model.

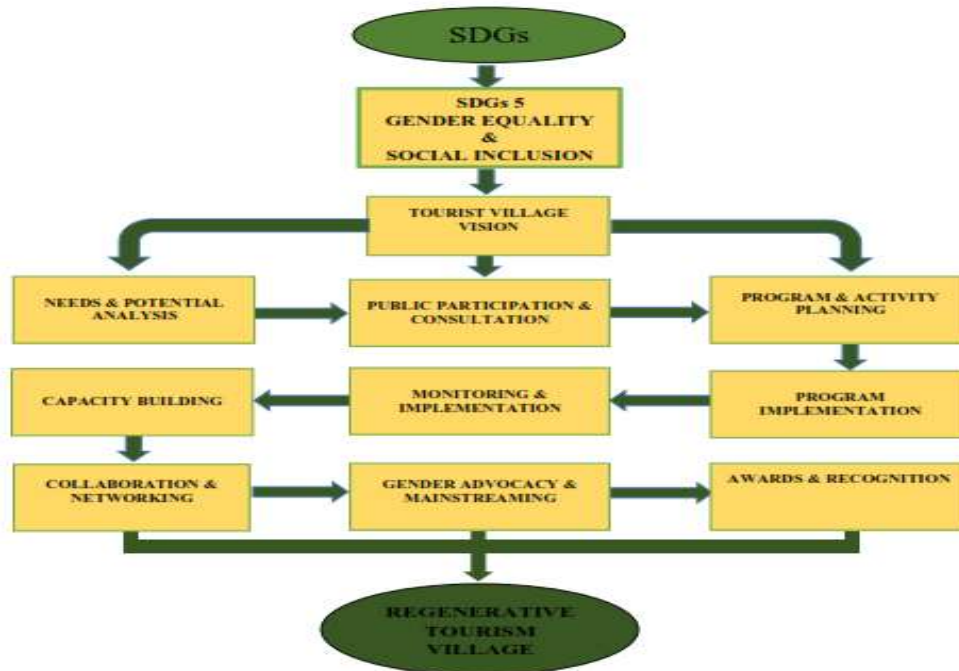


Figure 4.1 Model of Implementing Gender Equality & Social Inclusion in Regenerative-Based Tourism Village Development

Figure Explanation

The fifth SDG set by the UN emphasizes gender equality, which is a crucial aspect of developing tourism village. Equally important is promoting social inclusion, as this ensures that communities participate actively in sustaining respective villages. The first step in this process includes establishing the vision and objectives of tourism village, and as stated earlier, the goal is to create a regenerative Jatiluwih Tourism Village by integrating gender equality and social inclusion (GESI) into its development framework. This vision typically guides the transformation of the village into tourism destination that considers gender equality and social inclusion. The second step includes a thorough analysis of the needs and potential of the village. This analysis was used to identify attractions that can be developed for tourists and emphasized gender disparities and vulnerable social groups in Jatiluwih community. The aim is to ensure that these groups are included and benefit from tourism village development. The fourth step emphasized the importance of integrating gender equality and social inclusion into the planning and activities of Jatiluwih Tourism Village development. It underscored that programs should be designed to address the needs of different groups to ensure sustainability and inclusiveness.

The fifth step focuses on implementing Jatiluwih Tourism Village program with a strong emphasis on gender equality and social inclusion. This step includes providing training and assistance to ensure equal participation from all community groups. Accordingly, the sixth step is the periodic monitoring and evaluation of the program's implementation. This process assesses the impact of the organized program on gender equality and social inclusion and makes necessary adjustments based on the evaluation results. The seventh step focuses on capacity development, which includes offering training and support to Jatiluwih Tourism Village community to enhance awareness of gender equality and social inclusion, as well as to develop the skills and capacities of various groups constituted in tourism village development. Subsequently, the eighth step is collaboration and networking. This step includes partnering with relevant organizations and institutions to promote gender equality and social inclusion, as well as building networks with other tourism villages to share experiences and support joint efforts. The ninth step is advocacy and mainstreaming. It facilitates the adoption of policies and regulations that support gender equality and social inclusion in the development of Jatiluwih Tourism Village. The step also aims to increase public awareness of the importance of these principles through advocacy and campaigns. The tenth step, which include recognizing and rewarding efforts, comprise acknowledging individuals and groups who actively promote gender equality and social inclusion in the village and recognizing tourism villages that have successfully implemented these principles. The final step is ensuring the sustainability of the initiative. This comprises regularly reviewing and updating strategies based on past experiences, and continuing the development of tourism destination with a firm commitment to gender equality and social inclusion as guiding principles.

Conclusion

In conclusion, the implementation of gender equality and social inclusion in the development of Jatiluwih Tourism Village proved effective. Women in the area were observed to receive equitable treatment, opportunities, and benefits from the ongoing tourism development initiatives. Furthermore, the community had ensured the planning, executing, and evaluating phases of the development had been inclusive, ensuring that vulnerable groups were not marginalized. This inclusive approach was observed to provide both economic and social benefits for the community.

To further enhance Jatiluwih transformation into a regenerative tourism village, the implementation of gender equality and social inclusion must be carefully structured and consistently maintained for long-term sustainability. The approach is in line with the broader global objectives, particularly the fifth SDG, which emphasizes gender equality. It is also important to state that by fostering

active community participation, Jatiluwih can progress significantly toward becoming a model of sustainable and regenerative tourism.

Recommendation

This present study recommends that all aspects of gender equality and social inclusion application in the development of Jatiluwih Tourism Village be properly organized in a well-structured model. This approach will ensure that the application of the outlined principles proceeds smoothly and sustainably in the development process.

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