

INTI SARI

Peraturan Daerah Provinsi Bali Nomor 16 Tahun 2009 mengatur mengenai kawasan strategis pariwisata, seperti Nusa Dua, Tuban, Kuta, Ubud, Nusa Penida dan beberapa kawasan lainnya. Desa Jimbaran menjadi salah satu destinasi favorit bagi wisatawan yang datang ke Bali, baik wisatawan lokal maupun internasional. karena terkenal dengan pantainya yang indah dan kuliner khasnya yakni ikan bakar Jimbaran. Berkat daya Tarik tersebut, fasilitas pariwisata di daerah ini berkembang dengan cukup pesat. Berdasarkan data dari BPS Provinsi Bali, antara 2011-2015 rata-rata pertumbuhan hotel berbintang sebesar 9.2%. Kondisi secara umum di Bali juga terjadi di Jimbaran.

Data riset dari *Colliers International* pada 2016 menyatakan bahwa ada sekitar 18 hotel dengan klasifikasi bintang 4 dan bintang 5 sedang dalam proses konstruksi di wilayah Jimbaran. Selain hotel, fasilitas lain yang juga berfungsi sebagai fasilitas penunjang kegiatan pariwisata adalah restaurant. Investor memiliki peran yang cukup besar dalam perkembangan ini. Tidak hanya investor, masyarakat lokal sebagai pihak yang terlibat di Jimbaran juga dipercaya memiliki peran yang cukup besar. Untuk mengetahui bagaimana peran masyarakat lokal tersebut, dilakukan wawancara terhadap beberapa informan yang bersentuhan langsung dengan pariwisata serta obeservasi di wilayah Desa Adat Jimbaran. Hasil penelitian ini diharapkan mampu memberikan insight dalam pengembangan pariwisata di sebuah wilayah yang mampu melibatkan masyarakat lokal.

Kata Kunci: Masyarakat Lokal, Peran, Pariwisata, Pariwisata Berbasis Masyarakat.

ABSTRACT

Bali Regulations Number 16 of 2009 regulates strategic tourism areas, such as Nusa Dua, Seminyak, Kuta, Ubud, and several other areas. Jimbaran is one of the most favorite destinations for tourists who come to Bali because it is famous for its beautiful beaches and unique culinary, The Jimbaran grilled fish. Thanks to the attraction, tourism facilities in this area are growing rapidly. Based on data from the BPS Bali, between 2011-2015 the average growth of starred hotels was 9.2%. This conditions in Bali also occur in Jimbaran. Research data from Colliers International in 2016 stated that there were around 18 hotels with 4 star and 5-star classifications in the process of construction in the Jimbaran. In addition to hotels, other facilities that also function as supporting facilities for tourism activities are developed. Investors have a significant role in this development. Not only investors, local communities as a indigenous peoples in Jimbaran are also believed to have a considerable role. To find out how the role of the local communities was conducted, interviews were conducted with several informants who were directly involved in the governance of the Desa Adat and also observation in Jimbaran. The results of this study are expected to be able to provide insight into the development of tourism in a region that is able to involve local communities.

Keywords: Community-based Tourism, Local Communities, Role, Tourism.