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Impact of Backpacker Tourists on the Social, Economic and Environmental Aspects in Ubud, Bali, Indonesia

I Putu Sudana¹, I Nyoman Darma Putra², I Nyoman Sunarta³, Ngakan Ketut Acwin Dwijendra⁴

¹ Faculty of Tourism, Udayana University, Bali, Indonesia. E-mail: sudanaputu@yahoo.com

² Faculty of Culture, Udayana University, Bali, Indonesia. E-mail: darmaputra@unud.ac.id

³ Faculty of Tourism, Udayana University, Bali, Indonesia. E-mail: nyomansunarta@unud.ac.id

⁴ Faculty of Engineering, Udayana University, Bali, Indonesia. E-mail: acwin@unud.ac.id

Correspondence: Ngakan Ketut Acwin Dwijendra, Faculty of Engineering, Udayana University, Bali, Indonesia, E-mail: acwin@unud.ac.id

Abstract

This research bases on the lack of government attention and the lack of studies related to backpacker tourists in Bali. Their presence is not taken into account in the development of tourism in Bali. It is because there are still stereotypical thoughts about backpacker tourists, namely tourists whose purchasing power is deficient, not environmentally friendly, drunkenness, free sex, lack of respect for local culture, etc. Backpacker tourists classify as more individualistic tourists, non-institutionalized tourist groups, having specific travel patterns that are different from the travel patterns of mass tourists (institutionalized tourists). As with tourists who visit Bali, backpacker tourists also need services and services such as transportation, eating and drinking, accommodation, entertainment, and unique tourism attractions. Its existence also has an economic, socio-cultural, and environmental impact in the areas it visits. The limited research on the presence of backpacker tourists in Bali makes this research important. This study aims to examine the effects of backpacker tourists in the Ubud Tourism Area. Backpacker tourists in the Ubud tourism area impact the economy, socio-culture, and the environment. The economic sector's impact includes the growth and development of local culinary businesses, tourism businesses in the field of cheap accommodation, the development of natural tourism businesses such as rafting, tracking, and cycling, which provide opportunities for business and work to reduce the flow of urbanization. In the socio-cultural sector, the impact includes developing cultural preservation efforts through creativity in dance, painting, and sculpture for tourist consumption. The arrival of tourists in the Ubud tourism area also contributed to the worsening of congestion due to optimal parking lots' unavailability. Backpacker tourists who tend to stay at budget hotels are directly more environmentally friendly because they don't use hot water, bath up, and air conditioning than conventional tourists—the latter stay in star-rated hotels with all the luxury of their facilities.

Keywords: Impact, Backpacker, Tourism

1. Introduction

Indonesia is one of the countries that has become a tourist destination for backpacker tourists. Bali has several enclaves of backpacker tourism as a tourist destination, such as Kuta, Lovina, Candi Dasa, and Ubud (Picard 1994, Reichel et al. 2007). Ubud's tourism area is one of Bali's backpacker's destination, which is well known for international tourists. The availability of inexpensive accommodation and tourist facilities has made this area increasingly favored by backpacker tourists in Bali. Backpacker style is now quite developed and has even shifted into a flashpacker (looking more luxurious with new gadgets and lifestyle). In reality, backpacker-style is still not a priority in tourism planning, especially in Southeast Asian countries (Tze 2005, Maritha 2010, Hampton 2016), including Indonesia. Backpackers often considered having no significant impact on the economy (Hampton 1998; Welk 2004, Wallstam 2011). The introduction of the impact and travel patterns of backpacker tourists can provide an overview of current and future demand characteristics, which will undoubtedly affect tourism development from the socio-economic, socio-cultural, and environmental aspects. So that further research is needed on the existence of backpackers in Bali, especially in Ubud's tourism area. Based on the above background, this study aims to examine the impact of backpacker tourists in the tourist area of Ubud from economic, socio-cultural, and environmental aspects.

2. Literature Review

Definition of a Backpacker Tourists

The term backpacker has known in academic writing in 1990 (Pearce, 1990); at that time, most of the studies conducted in countries that were directly affected by the arrival of backpacker tourists, such as Southeast Asia, Australia, and New Zealand (Ricard, Wilson, 2014). Pearce (in Majstorovic, 2013) states that the backpacker is a state of mind, an approach to travel, not a category based on tourists' age and expenditure. This backpacker phenomenon originally formulated by sociologists and anthropologist Eric Cohen, where the current definition base on quantitative marketing research, namely backpackers prefer to stay in cheap accommodation, they spend longer traveling time than tourists in general, like to interact with the community. Local and fellow tourists. They also prefer to take care of their travel independently (Loker-Murphy, Pearce, 1995).

Impact of Tourism Development

The tourism industry is an activity that is very complex and sensitive to various impacts, positive or negative, or both. Scholars classify the different types of effects caused by tourism development. Pitana (2009: 184) classifies them into three: economic impacts, social impacts, and environmental impacts. The economic impact of tourism arises because a tourist who visits a destination is a consumer. They come to the area within a certain period, use their resources and facilities and usually spend money on various purposes, and then leave the place to return to their home or country (Menuh, Visser 2004, Dwijendra 2020, Nurjani et. All 2020).

The socio-cultural impact occurs because of the meeting between the local socio-culture and the tourism industry's needs. The effect of tourism on socio-cultural life well documented by Smith (1977: 59), who in essence wants to answer three main questions, namely: (1) what are the characteristics of the interaction between tourists and local communities (host-guest); (2) how the tourism process can change the society and culture of the host community, and; (3) whether the change is favorable or detrimental to the host. Another expert concerned about the impact of tourism on socio-culture is Butcher (2003) and Picard (1994), who focuses on the interaction of tourism with local communities, mainly and moral change. It is presumably due to the nature of tourists who are "too free" in their behavior in tourist destinations.

As well as socio-cultural changes, the development of the tourism industry also impacts the physical environment. The natural environment's importance in supporting an area to become a destination or tourist attraction is undeniable. Even though it is not the main or only factor that attracts tourists to visit, environmental and natural elements have a significant influence on potential tourists why they choose this area as a tourist destination. On

the other hand, it cannot deny that tourism activities in a room will impact nature to a certain degree. It is of great concern so that tourism development does not harm the environment and wildlife.

3. Research Methods

The research is conducted in the tourism area of Ubud. Data were collected through observation and in-depth interviews with owners of homestays, art shops, restaurants, tourist information centers, community leaders, managers of tourist attractions in the Ubud tourism area to obtain data about the impact cause of the presence of backpacker tourists in Ubud (Marcini 1996, Suyitno 2001, Kusmayadi 2002).

4. Results and Discussion

History of Tourism in Ubud

Ubud sub-district is a district that is famous for its tourism. In the past, the people of Ubud were people who earned income from agriculture. But now it has moved to the field of tourism, which is channeled in several ways, including artistic talent through painting, dance, traditional music that can amaze tourists. In 1925 the head of Puri Ubud, Cokorda Gede Raka Sukawati, invited a German painter and musician named Walter Spies and was fascinated by Bali's culture, so he decided to stay in Bali. Since then, Walter Spies has become a great admirer of Balinese culture and made him a mandatory intermediary for distinguished guests. Then in 1929 came the Dutch painter Rudolf Bonnet who also chose to live in Bali. Spies and Bonnet acted as patrons of art and cultural intermediaries, first selling Balinese artists' works to wealthy collectors, then by opening up tourism markets.

In 1936 Cokorda Gede Agung Sukawati founded Pita Maha, which aimed to promote Balinese art and gathered around 150 artists. In the 1950s, other foreign painters settled in Ubud, including Arie Smit, Han Snel, and Antonio Blanco. Furthermore, in 1956, thanks to the cooperation between Bonnet and Cokorda Agung, the dream of the founders of Pita Maha was fulfilled, namely that a museum of Modern art, Puri Lukisan was opened in Ubud. Then came private galleries that marketed works by artists to tourists. Although often visited by tourists, in the early 1970s in Ubud there were only four hotels, one inn, and dozens of art galleries.

Since then, Ubud has become a resort by accommodating two types of visitors: first, tourists who tour the island and stay in Ubud for one or two nights. Second, the longer and more some tourists want to enjoy Balinese culture and see Ubud as an inverted Kuta mirror. Tourism in Ubud started to develop in 1976 when electricity began installed in the village, and rapid development occurred in the early 1980s when inns, restaurants, boutiques, galleries, banks, travel agencies sprang up along the village roads. Since Ubud's initial introduction as a tourism area, Ubud has known as a cultural and artistic tourism destination (music, dance, sculpture, and painting).

Economic, Socio-Cultural, and Environmental Impact of Backpackers Tourists in Ubud

As with any sector development, the development of backpacker tourists in the Ubud tourism area also has impacts, obstacles, and problems. To quote Gee's statement, 1989: 156 (in Pitanai and Darma Putra, 2016), as tourism grows and traveler increases, so does the potential for both positive and negative impacts. Gee said there was always a positive or negative impact or influence on tourism development as an implication of increased tourist visits. The following are the findings of research on the effects of backpacker tourists in the Ubud tourism area.

The Impact of Backpacker Tourists from an Economic Aspect in the Ubud

The development of various local culinary delights in Ubud that are very popular with backpackers, such as Bu Oka's be-roll shop, Bu Mangku's Betutu Chicken, Bebek Bengil, and others. Apart from being a cultural experience, local Balinese culinary delights also contribute to improving the local community's welfare by providing employment opportunities and purchasing local agricultural products as cooking ingredients. The jobs offered by food stalls in Ubud also prevent rural workers from urbanizing or looking for work in other areas. More than that, it can also be emphasized that the development of local culinary in Ubud tourist destinations has also

reduced the level of tourism leakage or leaks in the tourism industry business. Tourism leakage occurs when income derived from economic activities through tourism activities in a country flows abroad to provide raw materials or services because they are not available in the country (Dwijendra 2018, Antara et al 2020, Duartha 2020). The potential for tourism leakage caused by high imports of goods and services does not apply to Ubud's local Balinese culinary businesses. It happens because the raw materials ranging from *kebasa* (spices) to culinary supporters labeled "Bali" can obtain from local distributors, including traders in traditional markets and farmers or breeders. Through the growth of Balinese culinary in the Ubud tourism area, people not only get trickle-down effects, but people have the power to drive and support the economy in Ubud (fountain or trickle-up approach).

Growth and development of natural tourism businesses such as rafting, tracking, and cycling are in the Ubud tourism area and its surroundings. The emergence of these tourism businesses opens job opportunities for local people to increase their income. c. Backpacker tourists who prefer to organize their trips independently provide job opportunities for local drivers and guides in the Ubud tourism area. d. The growth of accommodation businesses owned by local Ubud communities offers cheap accommodation for backpacker tourists in Ubud.

Environmental Impact of Backpacker Tourists in Ubud

There is the occurrence of traffic jams and parking problems in the Ubud tourism area. Many great tourism businesses such as restaurants, art shops, warungs fail to attract consumers because there is no parking space. In contrast, the culture of going to restaurants and other places by public transportation such as Grab or Uber is not yet common in Ubud. This problem is not only faced by Ubud but almost all tourist destinations in South Bali, including Sanur, Nusa Dua, Kuta, Seminyak, and Canggu.

Backpacker tourists in the Ubud tourism area tend to stay at guesthouses, guest houses, and tourist cottages to save budget. They use fewer resources, such as preferring to use a shower and fan instead of a bathtub and air conditioning, which means more environmentally friendly.

Socio-Cultural Impact of Backpacker Tourist in Ubud

There is the preservation of local culture in Ubud with all the creativity of its development. As with the nature of tourists in general, backpacker tourists visiting Ubud prefer unique and authentic culture. It has revived the emergence of the sharing of performing arts served to tourists, such as barong dance performances in Peliatan Village, legong dances at Puri Ubud, and others and Ubud's creative people make various sculptures and paintings that sold to tourists as souvenirs.

5. Conclusion

Backpacker tourists in the Ubud tourism area impact the economy, socio-culture, and the environment. The economic sector's impact includes the growth and development of local culinary businesses, tourism businesses in the field of cheap accommodation, the development of natural tourism businesses such as rafting, tracking, and cycling, which provide opportunities for business and work to reduce the flow of urbanization. In the socio-cultural sector, the impact includes the development of cultural preservation efforts through creativity in dance, painting, and sculpture for tourist consumption. The arrival of tourists in the Ubud tourism area also contributed to the worsening of congestion due to optimal parking lots' unavailability. Backpacker tourists who tend to stay at budget hotels are directly more environmentally friendly because they don't use hot water, bath up, and air conditioning than conventional tourists—the last visit in star-rated hotels with all the luxury amenities.

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