



## THE ROLE OF WOMEN IN TOURISM ACTIVITIES IN CELUK TOURISM VILLAGE, GIANYAR REGENCY

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### **Abstract**

*This research aims to determine the role of women in tourism activities in Celuk Tourism Village, Gianyar Regency. The qualitative method with a descriptive approach was method used in this research and in terms of data collection, applied mostly in interviews and observation. The results of this research show that the role of women in tourism activities in Celuk Tourism Village plays a role in three things, namely: (1) The role of women in tourist attractions such as silver crafts and tubing, (2) The role of women in managing tourist facilities such as silver galleries, accommodation and restaurants, and (3) The role of women in tourism organizations. Challenges for women in roles include a lack of skills in technology, the younger generation of women who are less interested in silversmithing and multiple roles. To overcome this problem, efforts have been made by the Gianyar Regency Tourism Office by providing education and training as well as socializing the village's potential.*

**Keywords:** *Role of Women, Tourism Activities, Tourism Village*

### **1. INTRODUCTION**

Women have the right participate in decision making in the tourism industry. Now women can work in tourism industry and satisfy visitor demand, although in the past their function was limited to home duties. In order to carry out tourism related tasks, a women's organization was established based on their right to play part (Rahayu, 2018).

As much as 54% of the global tourism workforce is female and in commemoration of International Women's Day, UN Tourism and UN Women are implementing through tourism activities a plan to empower women with the aim of expanding employment and women gaining from tourism activities (UN Tourism, 2023).

Women in developing countries mostly work in the informal sector as reported by *UN Women*, (2023) that 95% of South Asia, 89% of Sub-Saharan Africa and 59% of Latin America and The Caribbean in the data "Women In Informal

Employment As A Percentage Of Total Employment". The tourism industry has the power to assist women working in the unorganized sector. For example, it can train women for jobs in the industry to give them opportunities if they lack skills. Currently, women's participation is valued in many fields, including Indonesia's development (Manembu, 2018).

The 2020-2024 National Medium Term Development Plan was created by the Indonesian government on February 14, 2020 and its was incorporated into Presidential Government Regulation No. 18 of 2020. In the plan, there are policies as a strategy to accelerate regional development, one of which is the policy of a accelerating village development (Muhyiddin, 2020).

Every village in Indonesia has its own potential to be developed into a tourist village. Developing a tourism village can be done by utilizing infrastructure, involving local communities, implementing village products, offering various attractions and providing typical village accommodation (Zakaria & Suprihardjo, 2014).

One of the regencies in Bali that is famous among domestic and foreign tourist is Gianyar Regency. Gianyar Regency offers various tourist attraction, such as archaeological, natural, marine and village tourism, one of which is Celuk Tourism Village. One of the tourist communities where the majority of the populace works in the tourism industry is Celuk Tourism Village. The population of Celuk Tourism Village was reported to be 4222 in 2022, with 2154 females and 2068 males living there overall (Celuk, 2024).

Regarding the involvement or role of women in driving tourism in Bali, Warmadewa University FISIP academic Dr. Victorius Adventus Hamel in his Community service activities in Celuk Tourism Village conducted on September 8, 2023 in an effort to build a gender based tourism village in Celuk Tourism Village, had previously cited data from Godevi (a digital application intended to empower tourism villages) which explained that women's involvement in tourism village development was only 8% and men dominated by 92% (Rhismawati, 2023).

However, in the organizational structure of the tourism awareness group in Celuk Tourism Village for the 2019-2023 period, just two women were involved and those two position were in the tourism attraction section and local government institutions. The remaining women are not as involved as they once were and the home industry is losing ground to the factory sector in the production of silver handicrafts, which affects how women are allocated to their jobs or makes them less flexible that when the home industry is operating. From these issues, although there is evidence that women have contributed, their numbers are limited and their potential for involvement in tourism related activities in Celuk is unclear (Interview with the Head of Celuk Village, 2024).

## **2. RESEARCH METHODS**

Women in Celuk Tourism Village are the subject of this study. This study employs descriptive qualitative analysis which entails examining qualitative information gathered from primary and secondary sources via organized interviews bolstered by documentation, observation and literature reviews (Sugiyono, 2017).

In determining informants, researchers use purposive sampling techniques. This is taken into account to ensure that the selected informants are right and know the subject of the question and can be fulfilled so that the researcher is easier to research according to the object under study (Sugiyono, 2019). In the

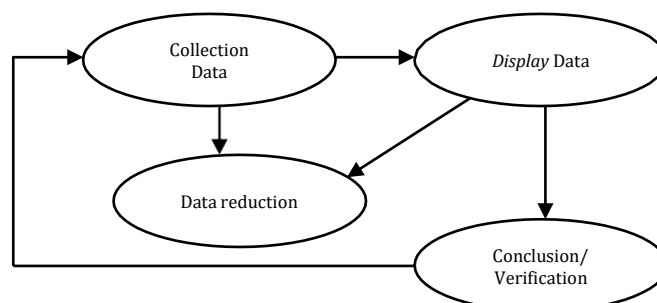
determination technique, informants are divided into 2 (two), namely primary source informants and secondary source informants displayed in Table 1.

**Table 1. Research Informants**  
**Source: Personal Data Processing, 2024**

TYPE	INFORMANT'S NAME	POSITION	AGE
Primary Source Informant	I Nyoman Rupidana	Village head	55 years old
	Handayani Rupidana	Chairman of the PKK	54 years old
	I Made Bagiada	Chairman of LPM	63 years old
	I Wayan Wandra	Chairman of BUMDes	58 years old
	I Made Megayasa	Chairman of the Celuk Design Center	56 years old
	I Wayan Adi Mataran	Chairman of Pokdarwis	54 years old
Secondary Source Informant	Putu Sudi Adnyani/Mrs Bara	Bara Silver Business Owner	53 years old
	Ni Kadek Ira Yulistiawati	BUMDes Treasurer	23 years old
	Ni Wayan Suriani	Member of the Tourist Attractions Section Pokdarwis	54 years old

According to Tabel 1, nine informations total, separated according to the type of informant, are included in the study on the role of women in Celuk Tourism Village. While secondary informants offered viewpoint on their own experiences as women in Celuk Tourism Village, primary source informants are important sources who are better knowledgeable about the real circumstance in Celuk Village pertaining to women's role.

The interactive model analysis method of data analysis employed in this study comprises four primary components as stated by (Miles et al., 2014) namely data collection, data reduction, data display and conclusion drawing. In this instance, data reduction is necessary to get a clear image by focusing on crucial aspects related to the research issue. In qualitative research, data can be presented or displaying using tables, graphs, flow, carts and similar tools. Using the triangulation method and the data processing method in this study will ensure the data obtained is valid and reliable. The final step in the data analysis procedure is drawing conclusions that can answer the outline of the problem formulation based on the research background. This will result in the findings of description and objects that were previously unclear which will eventually become a clarity or the end of the research (Sugiyono, 2017).

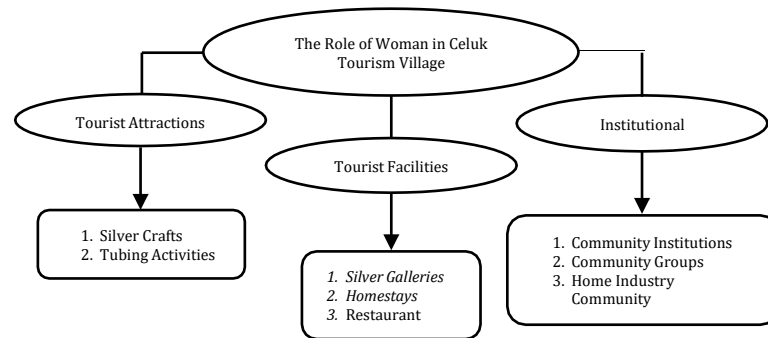


**Figure 1. Data Analysis Procedure**  
**Source: Miles & Huberman, 2009**

### 3. RESULTS AND DISCUSSION

#### 3.1 WOMEN'S ROLE

In Celuk Tourism Village, women are a major force behind the local economy. In addition to serving as advocates, they actively participate in a number of facets of the tourism sector. This aligns with studies conducted by Nugraha & Balukh, 2022 which assert that women play three functions in the tourism industry the responsibilities that women play in local tourism organizations and tourist facilities are shown in Figure 2.



**Figure 2. The Role of Women in the Celuk Tourism Village**  
Source: Personal Data Processing

1. Women's Participation In Tourism Activities  
a. Silver Craft

One could argue that women's roles in tourist attractions have been optimized, particularly for silversmiths. Most women have acted as craftsmen and not a few of them are also direct business owners. Up to 25 craftspeople have acquired copyrights and women have made money in the silver craft industry that can help their families financially. They also contribute to the promotion of their own silver output, which enhances the potential of Celuk Tourism Village. This is consistent with findings from Yuanita & Gutama, 2020, it claims that tourism can boost a community's, which is supposed to enhance the community's quality of life economically and foster a greater sense of village community empowerment.

Women also contribute to cultural presentation as a legacy of previous people in making silver craft. According to studies conducted by Nugraha & Balukh, 2022, which claims that women's roles in tourist attractions such as dances, weaving, preserving local culture in form of local customs. This is also supported by research by Haftafia et al., 2022, which asserts that women play a crucial role in preserving sustainability of local culture and is involved in various activities such as making crafts and other cultural activities. The role also serves as a link between the younger generation and promotes cultural diversity in the region. The role of women as silversmiths is presented in Figure 3.



**Figure 3. The Role of Women as Silversmiths**  
Source: Personal Documentation, 2024

b. Tubing Activities

It may be claimed that women's participation in tubing on the Wos Rover has been rather low, compared to their function as silversmiths because tubing activities are new tourism activities that still need development, improvement

and addition in terms of tubing routes, facilities and managers involved. Women contribute only as supporters such as service providers to tourist who come, namely providing meals or consumption to tourist, providing and tidying up tubing equipment and as a cleaning team. In addition, women also help promote the tubing activity to the women's community association through word of mouth.

In the obstacles that occur, optimization of tubing activities will also be implemented so that later the entire female community can be involved as manager and can be involved according to their skills and fields such as becoming tubing guides and photographer. This aligns with the perspective of Wahyu & Handini, 2022 argue that women may play a significant part in development as subjects by helping with planning, carrying out, overseeing, and appreciating the end product.

## 2. Women's Participation In Tourist Facilities

### a. Silver Galleries

Many women in Celuk Tourism Village are involved as silversmiths. Women are significant in the production process, from designing, shaping, to putting the finishing touches on silver products. The skills and subtleties possessed by women make silver products have a high artistic value and are unique. Aside from being crafters, in addition, there are female managers and marketers of silver goods. It is women who are in charge of running the gallery, maintaining good relations with tourist and organizing exhibitions and promotions at silver galleries. Creativity and good communication skills enable women to attract tourists and potential buyer.

Silver galleries are one of the MSMs owned by the home industry community and indirectly women have earned income generated from silver galleries. In the silver galleries facility, it is possible to state that women play an all in one role, where women act as craftsman, managers and concurrently as entrepreneurs. In running the silver business, women are additionally in promotion silver production from the exhibition held by the village, namely the Celuk Jewelry Festival. One of the Silver Galleries in Celuk Tourism Village, Bara Silver, is presented in Figure 4.



**Figure 4. Silver Embers**  
**Source: Personal Documentation, 2024**

### b. Homestays Operation

Apart from having a part in the management of silver galleries, some women in Celuk Tourism Village have made a contribution to the facility management by offering lodging, among them is a homestay. It is the duty of women to make sure that homestays are constantly clean and prepared to receive visitors. This task includes cleaning, maintaining facilities, and

arranging decorations that are attractive and comfortable for tourists or will be adjusted to the market demand at the time.

Women also provide services to tourist. They interact directly with tourist, provide friendly service and serve food and drinks. Women's hospitality and care for tourists enhances the tourist experience and makes them feel welcome. In the management of homestay facilities in Celuk Tourism Village, most of them are also carried out by owners directly, they contribute maximally by planning a role starting from being a homestay business owner, providing direct services with tourist and controlling cleanliness. Women have indirectly earned income generated from the homestays they manage.

c. Restaurant

In running a restaurant business, it is certain that women contribute to the restaurant, but also to keep Bali's culinary heritage alive and known by tourist. Furthermore to contributing to the restaurant's kitchen, women also take a proactive part in interacting directly with tourists by providing friendly service. As with silver galleries and homestays, in the provision of these restaurant, women are also business owners who indirectly earn income from their business.

Of the three role of women in terms of tourist facilities as supporting tourism activities in Celuk Tourism Village, it is supported by research by Yuanita & Gutama, 2020 indicating that women's roles can be involved as sellers of regional specialties such as processed dishes, snacks, drinks and regional souvenirs commonly found in tourist areas.

3. Women's Participation In Local Tourism Institutions

Moreover to playing an active role in tourist attractions and tourist facilities, women also contribute as members of community institutions, community groups and home industry communities. This is consistent with studies conducted by Nugraha & Balukh, 2022 which says that in realizing equitable development, it is necessary to elevate the status of women to be equal to men. Recognizing the place of women in tourism activities as a form of balancing tourism management from a women's perspective.

a. Community Institution

Village level decision making involves women through a number of community organizations, including the Welfare Movement Team and the family Empowerment Team (TP PKK), Village Apparatus, Celuk Design Centre and BUMDes in addition to neighborhood organization. Women's participation in this process guarantees that village policies and activities take into account their needs and views.

TP PKK in Celuk Tourism Village has been split up into multiple groups according to its work schedule, which already consist of devices in each Working Group (Pokja). Apart from TP PKK, in the village equipment there are already 3 women who are positioned as village staff, finance and service heads. In BUMDes, there is 1 young women as treasure who is in charge and responsible for financial reporting such as cooperative income and involved women in the implementation carried out by CDC for Celuk Tourism Village.

Joining the TP PKK, women have received the same treatment as men, who remain active members of the village in decision making. Joining a women's group has independence and improves welfare. This is line with research by Mustika, 2023, which says that women's participation through

PKK can improve the welfare of life and increase the dignity of the community.

b. Community Group

In addition to being involved in community institutions, women participate actively in community groups as well, such as the Tourism Awareness Group or Pokdarwis in Celuk Tourism Village. In the Pokdarwis management structure, there are 2 women who are members of the tourist attraction section and members of the business development section. This is line with research by Cahyani, 2022 , it details the three categories into which women are categories in Pokdarwis, namely the culinary section, homestay and treasure. Traditional gender roles accepted and upheld by society still determine how women take responsibility for Pokdarwis and address the challenges they face.

As members of Pokdarwis, women have been treated the same as men in terms of workload and working hours. The numbers of workers is not the same, which is still dominated by men, but women are still treated the same as men. Even though none of them hold positions as chairperson, they all collaborate and they are still involved in providing and making decisions as the voice of women.

c. Home Industry Community

One of the silver home industry communities in Celuk Tourism Village is Bara Silver. Established in 2003, this business is under the guidance of Bank Indonesia and has won art competitions organized by the Province of Bali, one of which was at the Bali Arts Festival or PKB. In a previous interview with the Chairperson of Celuk Design Centre, it was said that owner of the Bara Silver business, known as Mrs. Bara, is an influential women for Celuk for women's empowerment and really brings the village's name for the achievements obtained and for creativity that is very updated with trends.

Bara silver is also included in exhibitions such as the Celuk Jewelry Festival (CJF). Bara silver is asked to provide input or suggestion regarding the implementation of the Celuk Jewelry Festival (CJF). Bara silver also strive to empower women as crafter, both local and outside the village, as a form of equity.

Women's contribution to the economy can be seen that they have been engaged in MSMEs or home industry, especially in silver handicrafts and have participated in exhibitions held by the village as a form of promotional media. This is line with research by Marthalina, 2018, which says that empowering women in supporting MSMEs has enormous potential and must be optimized and in this empowerment MSMEs are included in exhibitions so that business owners get income and increase village income.

### **3.2 ROLE CHALLENGES**

Women as business owners, as silver crafters, supporters of tubing activities, as village officials and members of the Pokdarwis, in carrying out their roles, they also confront a number of obstacles including the dearth of business networks they possess, the fact that some women, particularly those in the younger age, are not skilled in making silver jewelry are not accustomed to using technology as a means of advertising. This is in line with research by Yuanita & Gutama, 2020, according to which lack of coordination lack of understanding and lack of talent are factors that affect women's roles in the growth of tourism, still adhering to the patriarchal system and the existence of cultural. In addition, the fading of the home industry in Celuk Tourism Village due to being defeated by the factory sector which brings more

tourist so that it become a challenge for the sustainability of the business of women crafters and the dual roles they play.

1. Lack of interest from the youngers generation

The lack of interest of the younger generation of women and without knowledge of how silver is made from an early age is due to the times and technology and the younger generation's willingness of women who want to try new things outside their village to get higher income. It can be said that one of the challenges is the lack of interest of the younger generation of women to recognize the potential of the village, especially in silver. The younger generation of women prefer not to continue the business of their parents or predecessors but to work outside the village and even abroad to get a high income. This is line with research by Herayomi, 2016, which says that there are several factors for the younger generation to contribute, one of which is due to the lack of support from various parties and the role of younger generation has not been maximized.

2. Use of Technology

The inability of women to effectively use technology as a promotional tool can be considered a barrier for them when they want to play a part. This is in line with research by Najih, 2017, which claims that using technology to help women in the economical field, like internet business, is one of the challenges facing them.

3. Double role

In the village and at home, women too have responsibilities. Women make an effort to the household economy with the village's growth, however it is not a major issues because they believe they can be responsible for it. It can be said that the dual role performed by women is a challenge that they feel. They must divide their time and be responsible for their role in the household and their role in the village, but women still actively perform both roles and show that they are able to play a role. This is in line with research by Haslinda, 2019, which says that dual roles for female workers become a dilemma, on the one hand they are housewives who can solve household problems and on the other hand they must be professional at work.

### **3.3 GOVERNMENT EFFORT**

Efforts that have been made by the Tourism Office of Gianyar Regency to improve women's skills in the role and interest of women and the younger generation of women to play a role is to hold training. This is in line with research by ahyu & Handini, 2022, which says that women's communities also receive a lot of training so that the increasing creativity and independent of women's communities, and the involvement of women's roles in tourism villages can make the family economy and the village economy increase.

Training provided in Celuk Tourism Village has been carried out in 2022-2023 such as skills training for people who do not have the skills to make silver craft, training to me silver jewelry with machines and training to improve traditional models or designs typical of Celuk Tourism Village.

### **4. CONCLUSION**

Based on the result on the role of women in tourism activities in Celuk Tourism Village, it can be concluded that there are three roles of women in tourism activities in Celuk Tourism Village. Women in Celuk Tourism Village have challenges that they feel in their role and for that the Gianyar Regency government and village managers



have provided efforts that are considered effective to overcome these challenges which will be explained as follows:

1. The Role of Women in Tourism Activities in Celuk Tourism Village, Gianyar Regency

Women in Celuk Tourism Village in terms of tourism activities have played a role and contributed to tourism attractions, tourism facilities and institution. In tourism attractions, especially silver handicrafts, women have played a role as silver crafter and not a few of them are also business owners. Women also play a role in tubing activities but only as supporters. This has an impact on the role of women who are seen as not optimal or as optimal as their role in silver crafts. In tourist facilities such as silver galleries, homestays and restaurant, women have played an all in one role, namely as managers and business owners. In institution, women have played a role and worked in community institutions, women are also still minimally involved and in the initiation of tourism is still lacking and not optimal.

2. Women's Challenges in Contributing

Playing a role in the tourism sector for Celuk Tourism Village women have challenges their views to play an optimal role. The lack of contribution from younger generation who should be able to help in terms of social media as a form of promoting Celuk Tourism Village where women's challenges are also in the use of technology as a medium of information and promoting. In addition, women also have a dual role, being responsible for the household and the village.

3. Government Efforts

A socialization of the village's potential and training on silver handicraft has been provided by Gianyar Regency and village managers that has been implemented in 2022-2023, namely an introducing to silver handicraft making, silver handicraft making with machine to promoting tourism products.

## 5. SUGGESTIONS

Based on the findings of this research, some suggestions that can be given to improve the role and contribution of women in tourism activities in Celuk Tourism Village are as follows:

1. To the Gianyar Regency Government

a. Increase Access to Training

The government can provide more skills training programs specifically for women and female youth in tourism management, foreign languages and hospitality and encourage women's active participation in training through socialization and incentive.

b. Increasing Capital Assistance for Female Entrepreneurs

The department of cooperative and SMEs of Gianyar Regency government can provide the best service for strat up entrepreneurs, especially for women, in providing capital assistance and conducting socialization related to service products.

2. To the Celuk Tourism Village Manager

a. Establishment of Women's Networking and Working Groups

Manager can form networks or working groups of women in the tourism sector to share knowledge, experience and support and hold regular discussion on issues or challenges faced by women in tourism and find solution together.

b. Village Collaboration with Academics

Celuk Tourism Village and academics can work together to empower women to take part in tourism activities in the village. Through this cooperation, it can provide experience, skills and insights for women in the tourism sector.

By carrying out this research and implementing the suggestions provided, it is hoped that role of women in tourism activities in Celuk Tourism Village can increase, thus contributing more to the economic and social welfare of the local community.

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