



**DEVELOPMENT MODEL OF MEDICAL TOURISM VILLAGE CONCEPT TRI
HITA KARANA IN LEMUKIH VILLAGE, SAWAN SUB-DISTRICT,
BULELENG REGENCY**

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ABSTRACT

This research plays an important role in supporting the direction of policy and programs of the Bali Provincial Government, namely "Nangun Sat Kerthi Loka Bali." The absence of a guidance scheme that can be used as indicators in determining medical tourism villages with the Tri Hita Karana concept is a constraint in its operationalization. This study aims to: (1) Design a model for developing medical tourism villages with the Tri Hita Karana concept; (2) Higher education stakeholders participate and contribute to assisting the central government and local governments in improving the health and economy of communities post-COVID-19 at the village level through research and development; (3) Develop the potential and destinations of villages; (4) Develop micro, small, and medium-sized enterprises (MSMEs) and community-owned businesses through disseminating research results from villages. According to the research results, it is evident that the government plays a fundamental role in managing tourism resources. However, the government should function as a facilitator so that the community plays a role. Based on these research findings, the Tri Hita Karana concept has not been developed in the tourism process.

Keywords: Model, Village, Health, Tourism, Community

ABSTRAK

Riset ini berperan penting dalam mendukung arah kebijakan dan program Pemerintah Provinsi Bali yaitu "Nangun Sat Kerthi Loka Bali". Belum adanya skema panduan yang bisa digunakan sebagai indikator dalam menentukan desa wisata medis berkonsep *Tri Hita Karana*, hal ini yang menjadi kendala dalam operasionalisasinya. Penelitian ini bertujuan untuk : (1) Merancang model pengembangan desa wisata medis berkonsep *Tri Hita Karana*; (2) Insan Perguruan Tinggi ikut partisipasi dan berkontribusi membantu pemerintah pusat dan pemerintah daerah dalam meningkatkan kesehatan dan ekonomi masyarakat pasca pandemi covid-19 ditingkat desa lewat research and development; (3) Menumbuhkembangkan potensi dan destinasi desa ;(4) Menumbuhkembangkan UMKM dan Unit-unit usaha milik masyarakat desa melalui diseminasi hasil riset desa. Sesuai dengan hasil penelitian, terlihat pemerintah bersifat fundamental dalam pengelolaan sumber daya pariwisata. Akan tetapi, pemerintah seharusnya sebagai fasilitator sehingga yang berperan adalah masyarakat. Berdasarkan hasil penelitian tersebut konsep Tri Hita Karana belum dikembangkan dalam proses pariwisata.

Kata kunci: Model, Desa, Kesehatan, Wisata, Masyarakat

INTRODUCTION

The development of the tourism sector is one of the efforts to improve the economy of both local and global communities. Tourism in Indonesia is a rapidly growing industry. According to data from the Indonesian Ministry of Tourism, the number of international tourist arrivals increased by 1,354,396 in October 2019, representing a 4.86% increase compared to the same period in October 2018, which had 1,291,605 arrivals. According to the Ministry of Tourism's pocketbook for the year 2016, the contribution of the tourism sector to the national Gross Domestic Product in 2014 had reached 9%, equivalent to Rp. 946.09 trillion (Suprobowati et al., 2022).

The development of tourism in the province of Bali provides an ideal context for studying tourism planning, especially in terms of managing the health of tourist attractions and the local wisdom of the Balinese community. One of these aspects is Tri Hita Karana, which is a concept of living that is known internationally. Tri Hita Karana has a definition of "The Three Causes of Happiness." The cosmological concept of Tri Hita Karana represents a resilient philosophy of life (Heri et al., 2023).

This study examines the extent to which local wisdom has been involved in the implementation of health management in tourism planning in the province of Bali, particularly in Buleleng Regency (Case Study: Lemukih Village, Sawan Sub-District, Buleleng Regency). Furthermore, this research will identify the challenges and obstacles that arise in the efforts to involve and adopt these two variables. The ultimate

goal of this research is to develop a Medical Tourism Village Model based on the Tri Hita Karana concept in Lemukih Village, Sawan Sub-District, Buleleng Regency, with the aim of improving the welfare of the village community. This is crucial for the tourism sector as an effort to enhance the quality and standards of tourism in the province of Bali in the post-COVID-19 era.

METHOD

Research Type

This research can be classified as exploratory due to its objectives, as there is limited existing knowledge on the topic from previous studies. Given the intricate nature of the research context, especially with behavioral factors being crucial in partner exchange processes, a case study research strategy is utilized. According to Yin (1994), the case study method is deemed the most appropriate for comprehensively understanding complex subjects.

Research Location

This research is conducted in Lemukih Village, Sawan Sub-District, Buleleng Regency, Bali Province, with a research duration of 3 years (36 months). The research design will focus on implementation for 1 year (12 months) and will undergo revisions and development each year over the course of 3 years. Therefore, the research design will be created three times within the 3-year period.

Research Subjects

Participants in the research include people from the Buleleng Regency administration, the Lemukih Village government, and the Lemukih Village community. The Lemukih Village Head, village officials, the Darwis Group, the Farmer Group, the Healthcare Workers in Lemukih Village, the Regional Development Planning Agency (Bappeda), the Community Empowerment and Family Planning Agency, the Department of Trade and Industry, the Department of Tourism, and the Department of Health are among the participant organizations in particular. In addition, five students from STIKes Buleleng's Nursing Bachelor's Program—which includes those who implemented PHP2D in 2021 and Internal Service PT in 2022 in Lemukih Village—are participating in the study as support participants. Regarding the research object, it is the main subject that is being thoroughly investigated. In this investigation,

Data Collection

In this study, questionnaires, photo documentation, and interview protocols were used as data gathering instruments. In order to ascertain the quality level % of executing the development model of the medical tourist village based on the Tri Hita Karana idea, questionnaires are utilized to collect primary quantitative data from respondents. Guidelines for interviews are used to support study findings expressed as percentages by adding secondary evidence to qualitative arguments. Photographic documentation is a reliable means of verifying the origins of the primary and secondary data used in this study, as well as providing concrete confirmation of the research's implementation.

Data Analysis

Case study research incorporates testing and interpretation of data continuously to develop interim findings and hone research inquiries, in contrast to traditional research designs where data analysis happens only at the end of the data collection phase. "Pattern matching," a technique used in data analysis, compares several patterns to determine how aligned they are. Pattern matching is the process of comparing predicted patterns from theory with observed patterns obtained from field observation in order to test hypotheses. Statistical tests are not required for this comparison. Field notes, information from in-depth interviews, and other sources will all be examined by the researcher using a content analysis process.

RESULTS AND DISCUSSION

Fifty people participated in a field survey that was thought to give a broad picture. Convenience sampling was used to pick respondents, taking into account each person's background in the hopes that they would be able to represent the group's viewpoint (Heri et al., 2023). The rules of statistical representativeness are not followed by this sampling technique. This decision was made in light of the research subjects' observations and information, which showed that Lemukih Village still exhibited traits of a rural community that adheres to local leaders or opinion leaders within the village and works toward harmony for the benefit of all. The respondents' backgrounds are predominantly from groups such as farmers, Darwis Group, livestock breeders, and micro, small, and medium-sized enterprises (UMKM). Here's the interpretation of the respondents' responses in Table 1:

Tabel 1.
Responses from Lemukih Village Respondents

No	Respondents' attitudes	Quantity	Percentage
1	Support	48	96%
2	No Opinion	2	4%
3	Do Not Support	0	0
Total		50	100%

The table above indicates strong support from the sample of Lemukih Village residents to transform their village into a health-based tourism village. Some respondents also expressed their hopes for this medical tourism village initiative. By making Lemukih Village a medical tourism village, the local economy, which is dominated by micro, small, and medium-sized enterprises (UMKM), can become more empowered and grow, enabling them to compete effectively in the present times. Respondents also hope that the tourist attractions in Lemukih Village can further develop, thanks to the presence of the medical tourism village, leading to overall progress for the village and benefiting all its residents.

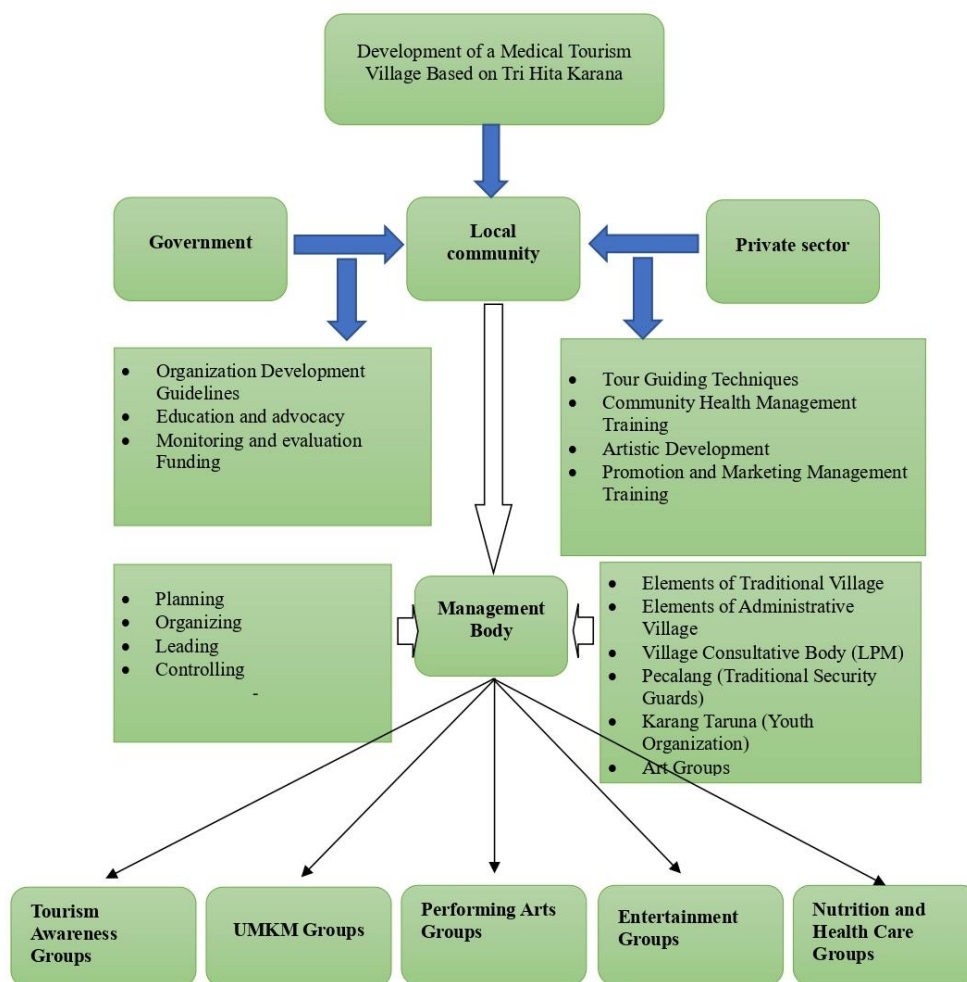
Although some respondents are not fully aware of what a medical tourism village entails, they believe that the status of their village will have a positive impact on the economy, health, and social life of the community

Based on focus group discussions and in-depth interviews, the research team conducted an inventory of the problems that will need to be addressed to ensure the success of the medical tourism village project. The issues that require attention, both from the village government and Buleleng Regency, to achieve a medical tourism village based on the Tri Hita Karana concept are:

Tabel 2.
The Issues from The Village Government and Buleleng Regency

No.	Issues	Alternative Solutions
1	The lack of an institution at the village level that can assist or give a framework for the youth's activities to actively participate in village development.	The formation of a youth organization dedicated to the advancement and prosperity of the medical tourist village, with rewards based on their contributions to village growth.
2	Lack of regular communication between the government and the community.	Establishing regular meetings as a platform to find solutions to the existing issues
3	The suboptimal participation of stakeholders in village deliberations	creating a regular communication platform with the current stakeholders and carrying out

		mapping and identification of stakeholders in relation to their respective functions
4	The lack of willingness among village officials to apply the skills acquired from training and courses.	Assigning specific, relevant tasks related to the training received or skills possessed
5	The absence of regulations regarding the organizational structure of village community institutions	Identification and formulation of regulations involving community participation
6	The suboptimal economic and tourism connections with other villages that have modern tourist attractions	recognizing the area's development potential, integrating it into the neighborhood, and creating tourist destinations that generate revenue and jobs
7	In the environmentally conscious and natural UMKM sector, Lemukih Village has the potential to develop into an educational health tourism destination, but there haven't been many concentrated efforts to promote it at the district and local levels.	In order to raise awareness for the establishment of a medical tourist village in Lemukih Village, it is appropriate to form tourist Awareness Groups (POKDARWIS).



Figur 1. Management Model for Medical Tourism Resources based on the Tri Hita Karana Concept

CONCLUSIONS AND SUGGESTIONS

Lemukih Village has substantial potential for development as a medical tourism village based on the Tri Hita Karana concept due to its relatively distinctive characteristics in terms of economic activities, tourism, and healthcare. Lemukih Village's medical tourism village development model emphasizes the value of communication and the roles of local government authorities (the Village Head and the Village Consultative Body) as well as other community members, particularly the youth, Darwisa, nutrition-focused organizations, and micro, small, and medium-sized enterprises (UMKM), which are the main drivers of the village's economy and tourism. Universities' contributions in the form of research and community service, as well as the synergy among government agencies (SKPD) within the administration of Buleleng Regency, are other equally significant players.

ETHICAL CONSIDERATIONS

The Research Ethics Committee of STIKes Buleleng approved this study No. 513/EC-KEPK-SB/X/2023.

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