

THE CHALLENGE OF VOLUNTOURISM FOR BALI TOURISM

SidhiTurker

ABSTRACT

The growth of the tourism product development, alternative and special –interest developed nowadays for example religious, sport tourism, and is rapidly growing these days is voluntourism. It is a form of tourism product interest the tourist especially from the wealth countries which have the awareness to support quality development in countries that are developing that made sustainable tourism development benefit and a real advantage for the local community. Bali as a growing tourism destination is not paying attention to tourism product opportunities for voluntourism as enriching the tourism product diversification.

The object of this article is to answer whether voluntourism-if develop in BALI-can provide the benefits and advantages that are fair for the local community and contribute to the improvement of the quality of sustainable tourism development in the region. To answer the question, raised three problems namely first, how to plan the development of voluntourism as one of the leading alternative tourism in Bali; second, how shall make the voluntourism as a type of tourism product that supports the development of sustainable tourism in Bali; third, how shall the comfort and safety of voluntourists while doing their activity in Bali?

The development of voluntourism in Bali should refer to the concept of sustainable tourism development management which must be touched in order that can meet the needs of the future and therefore the concept of development of voluntourism in accordance to the principles of sustainable tourism must be able to make stakeholders of the tourism industry in Bali to see voluntourism has a promising future and has good prospects moreover role voluntourism organizations are growing rapidly and professionally in organizing programs for voluntourist both short term and longterm.

In its approach the development of sustainable tourism, voluntourism, which is based on characterizing the existence of development cooperation from the stakeholders to conduct in-depth studies (from an economic, social, cultural, environmental, etc.) that situational to the emergence of activities that support the development of sustainable tourism. The managers of tourist destinations provide education and training to stakeholders related based on needs that can accelerate the course of the implementation of the programme of work especially when the very security approach for determining the direction of the area especially when the region rely on tourism as a major industry that support the entire public life not only at the local level but also on a national level.

Keywords: voluntourist, voluntourism, alternative tourism, tourism destination, sustainable tourism development.

I. INTRODUCTION

1. The background

The UNWTO report in 2013 (Tourism Highlights, 2013 Edition) stated that the number of international tourist arrivals increased rapidly from 1950 until 2012. In 1950 the number of international tourist arrivals reached 25 million people rose to 278 million in 1980 and then increased again to 528 million in 1995 and in 2012 exceeded one billion precisely 1.035 billion. Comparison between 2012 and 2011 alone showed an increase of approximately 40 million or equal to 4% (in 2011 amounted to 995 million). It also appears inbound tourism based on the purpose of the visit showed in 2012 the number of tourists who visited the grounds Leisure, recreation and holidays reach 52%, VFR, health, religion, others 27%, Business and professional 14%, Not specified 7%.

In the same report is shown a comparison of growth in the regions under the UNWTO. Asia and Pacific region recorded the highest achievement and fastest with the number of tourists 233.6 million increased by 7% (16 million) compared to 2011. Indonesia as part of the Asia and Pacific accept tourists 8,044,000 (3.4%) and Bali as part of Indonesia received the visit of international tourist of 2,892,019 or 35.95% (Bali Tourism Office, 2014). Promising growth was caused by governments in various countries have implemented policies that allow growth in the development of the tourism sector in national and local scale. Monetary policy, job creation, tax revenues from allowing countries that have the resources to undertake tourism new developments in the field of tourism through the expansion and addition of tourism facilities and infrastructure.

The rapid growth of tourism spawned various types of new tour offered by the tourism industry based on the demand of tourists, especially with the birth of tourism products with special interest the recent developments. Birth of special interest for example in the field of religious tourism (Timothy, et al, 2006) contributed not a little, especially in the countries of East Asia. Other special interest tourism products such is sustainable tourism, eco-tourism, pro-poor tourism,

recession tourism, medical tourism, educational tourism, creative tourism, dark tourism. While that is currently a trend and is growing rapidly is Volunteer Tourism or also often called by Volun-Tourism (Callanan, et al, 2007). Volunteer Tourism in general is translated Tourism Social Work but in this article in Indonesian translation is not used as a term of Volunteer Tourism or Volun-Tourism (VT) has been very popular and easier to understand.

Volunteer Tourism demand by tourists in various age groups, especially young travelers who want to experience a different and memorable in accordance with the offer given the organizers of Volunteer Tourism through a variety of options for those who will make the journey traveled and want to have a different feel when visiting a tourist destinations (David Clemmons, 2010). In the past for example, during the Grand Tour (Black, 1999) the various activities and travel a lot, combined with the activities of a social nature moreover, at the time the trip is not as it is today. Activities related to social activities at the time was not yet organized as it is today and it was done without planning and spontaneity (Hooloway, et al, 2009).

At this time the activities associated with Volun-Tourism is always associated with a variety of social activities and community activities are held exclusively through the cooperation of government and inter-agency cooperation and also because of the relationship between personal relationships, especially in countries that are developing or region – regions who are experiencing a wide range of disasters both natural and due to human activities. The activity in the response by the government and donor agencies world governing such travel and tourism activities relate to. Activities that refers directly to the mention of Volunteer Tourism began to emerge in the early 1990s and boomed until the period of the early 2000s as an alternative form of tourism (Callanan, et al, 2007).

The rapid development of the Tourism Industry Volunteer lead the tourism industry that offer such programs is always looking for the best possible formula for developing Volunteer-tourism as a superior product. They want products and services offered really enthused by potential tourists and therefore they are constantly trying to understand the behavior of the potential tourists to the right so that the information services and products that can be delivered responded well. To determine the behavior of the tourist potential (voluntourist) the tourism actors who offer Volun-Tourism as a promising alternative tourism need to perform a comprehensive approaches that can answer the questions why prospective tourists voluntourist want and do not want to buy services and products offered , why they are interested through advertisement offered and why they want to buy products and services offer the Volun-Tourism.

Research on voluntourism have been carried out mainly in countries with rapidly growing tourism industry such as the United States, Australia, New Zealand and countries in Europe. Wearing (2013) said that the discussion on voluntourism as part of the research field and the modern phenomenon has begun in depth since 2001 (Wearing , 2001) along with the increasing along with the growth of the volun-tourism industry. Voluntourism research studies conducted in various fields such as tourists travel motivation voluntourism, the role of organizations engaged in voluntourism in voluntourism programs, as well as studies that strengthen the research literature in the field of voluntourism will be growing in the future.

Bali as a world tourist destination should be able to take the opportunities that exist to develop volun-tourism as an attempt to improve the quality of the tourism image and capture the advantages of Volun-Tourism as an alternative model of tourism. Based on these objectives it is necessary to do research to see how far Volun-Tourism can be accepted and developed in Bali and to render the voluntourism as one of the leading in the development and planning of alternative tourism in Bali then needs to be done in depth research and wholistic because problems have not been added in voluntourism planning and development of tourism in Bali. In other words how volun-tourism can provide benefits to the local community and give impact on improving the quality improvement of sustainable tourism development in Bali ? What factors that can be used to support the construction and development of volun-tourism as an alternative tourism in Bali ?

II STUDY OF LIBRARY

2.1 Review Reader

2.1.1 Factors affecting travellers to travel

Before discussing about the factors that influence people to travel tours need to be viewed in advance about the purpose of those doing the tourist activity. Holloway (Holloway, et. all, 2009; 10) mentions there are three categories of objectives people want to travel destinations, namely (1) holidays (including visits to friends and relatives, known as a WORLD travel; (2) business (including meetings, conferences and so on); (3) other (including study, religious pilgrimages, sport, health and so on). These three categories of objectives that gave birth to the difference in the formation of the respective characteristics especially in distinguishing about the tour people were on vacation (holiday) with the businessman, especially in an election during the travel destinations. The businessman will have little choice when travelling compared to the leisure traveller. Based on these goals above Pitana (2005) mentions there is 10 (ten) factors that lead to people interested in and compelled to leave

from the Escape, Relaxation, Play, Strengthening the family bond, Prestige, Social interaction, Romance, Educational opportunity, Self-fulfilment, Wish-fulfilment.

2.1.2 Tour Motivation

Motivation is a very fundamental thing for someone to do a tourist activity and in the study of tourism mainly tourists, the motivation is part of deep study because the motivation is a trigger in a process consultant (Pitana, 2005). Motivation as revealed by Pitana (2005) mentions there are 4 (four) kinds of motivation: (1) Physical or physiological motivation is motivation, fisik or psikologis, among others, for the purpose of relaxation, health, leisure, sports activities, and so on; (2) Cultural motivation is the desire to know the culture, customs, traditions and arts of other areas including life patterns society; (3) Social or interpersonal motivation is motivation is social in the context of a personal relationship to visit family, friends, business associates, pilgrimage escape from the everyday and the saturation to show a sense of self prestige; (4) the Fantasy motivation is motivation that exists on one's self with the belief psikologis by visiting tourist destinations in other areas will be able to escape from the atmosphere of daily routine so that when he returned from the place will get a new atmosphere.

2.1.3 The factors supporting the development of voluntourism

United Nation set 2001 as the International Year of the Volunteer (IYV) and since it was proposed, IYV developed countries are growing very rapidly its tourism industry shows exceptional attention especially in the European region (Clemmons, 2010) where the European Economic Community (EEC) which is supported by the 27 countries making commitments together to support IYV year by providing funds for 8 million euros to promote Volunteer Tourism supporting educational materials, and to conduct awareness-raising activities in both the local volunteering or global scale. All these activities generate tangible impact on the growth of Volunteer Tourism. In the report's Executive Summary the European economic community on Volunteering in the European Union is said to be between 92 to 94 million young people in Europe are involved in a wide range of Volunteering activities and that number is 22% - 23% of the total number of young people in Europe who are involved in various activities social work (Clemmons, 2010). If compared with other countries, activities related to Volunteering is also showing a large percentage. For example Australia in 2006 resulting in a 5.2 million volunteer workers (34% of the population), Canada in 2007 estimated 12.5 million people (46%), New Zealand from April 2008 to March 2009 estimates a third of the inhabitants are running errands, volunteering and United States from September 2008 to September 2009 gave birth to around 63 million people (26.8%) doing Volunteer activities Tourism around the world (Clemmons, 2010).

2.1.4 Sustainable Tourism Development

UNWTO (1993) mention there are 3 (three) basic principles how it should approach the development of tourism that can last a continuous and sustainable manner. The third basic principle that is (a) Tourism Development should pay attention to ecological sustainability in the destinations that will be developed by developing and complementing the existence of ecological processes, biological diversity and biological resources; (b) Continuity in terms of social and culture must be able to characterize that the development process in the region in support full inclusion directly through the community in that area so that people's lives may take appropriate culture and principles of society itself so that credentials can be maintained properly; (c) in the development of the economy of the community in the area then the concept of economic development should be able to provide the certainty and assurance that development takes place efficiently and use of resources are managed wisely and intelligently for the continuity of the life of the present generation and that will come.

Dalal and Clayton (et al., 1994) as cited from the OECD (2001) illustrates that the dimensions of sustainable development (the dimensions of sustainable development) became the basis for the development of tourism in fact must be described in depth, area include national and global peace and security (stability), cultural dimensions, institutional/administrative arrangements. The third thing is to have a relationship in the tangle of economic objectives, environmental objectives and social objectives.

Meanwhile the Organisation for Economic Co-operation and Development (2001) assert that the approach in the concept of sustainable development in tourism should pay attention to these things (a) awareness of the situation and condition of social community should really be noticed, especially in terms of the occurrence of the disease in the form of social community crime, disease, the use of illegal drugs, and so on; (b) political instability led to various conflicts that cause losses in the economy and minority groups therefore need to be maintained for the community so that the sense of Justice is able to guarantee growth in various sectors properly;

(c) Environmental Disturbances prevented and mitigated as far as possible in the lowest level. Prevention of pollution and damage to the natural environment is done in the context of keeping the world away to safety to the fore; (d) climate change the world should be well thought out and limas has responded to the impact it could have done so much to the fore so that you can prevent the onset of anticipating environmental problems; (e) is extremely important in the number of population growth in the context of expanding the level of well-being of the community; (f) the emergence of disease HIV/AIDS should be noted and monitored properly and strictly for security and comfort of a region in receiving tourist visits; (g) every State should protect their territory and freed from service learning practices, corruption and nepotism that can interfere with the growth of the tourism industry both at the local level, national and regional.

Tourism development is an ongoing effort to produce development planning strategies that can make a tourism destinations have a standard development planning that wholistic insightful fore and how the principles of sustainable tourism development that is understood correctly by the stakeholders together to become a strong foundation for the development of tourism.

2.2 Theoretical

2.2.1 Understanding of Tourism

Tourism Act of the Republic of Indonesia No. 10 of 2009 about Tourism describes tourism is an assortment of tourist activity and supported a wide range of facilities and services provided by the public, employers, Governments and local authorities. Pitana (Pitana, et. all, 2009, 45) see generally agreed boundaries for tourism activities between the traveler and the tourist, visitor, but all definitions refer to the three principal elements: (1) the existence of elements of travel (travel); (2) the existence of element temporarily in a place which is not a place to live normally; and (3) the main goal of the movement was not to seek livelihood/jobs in the intended place. Mathieson and Wall (1982) emphasized that the tourism includes three main elements, namely (1) a dyanamic element, namely travel to a tourist destination; (2) a static element, namely the goal area layover in; and (3) a consequential element, or as a result of two things above (especially against local communities), which includes the impact of the economic, social and physical presence of contact with tourists (Pitana, et. all, 2009, 46). The third element of the principal from the explanation above in relation to the activities to be guidelines for organization of voluntourism activities or activities of voluntourism. And if it is done through voluntourism activities approach to cognitive-normative as it says in the Plog post (1972) Pitana (Pitana, et. all, 2009, 48) then all the suppressive activities of voluntourism can (1), i.e. tourists Allocentric want to visit places that are not yet known, is an adventure (adventure), and make use of the facilities provided by the local community; (2) Psychocentric, i.e. only want tourists who visit tourist destination already had a facility with the same standard as in his own country. They did a tour with the program for sure and make use of the facility with international standards; (3) Mid-centric, located between psychocentric and allocentric.

2.2.2 Understanding of Voluntourism

In www.voluntourism.org which also fit in the VolunTourist Newsletter Journal Volume 6 Issue 1 Volunteer Tourism defined with "The conscious, seamlessly integrated combination of voluntary service to a destination and the best, traditional elements of travel arts, culture, geography, history and recreation - in that destination". While Wearing (2001, p. 1) define Volunteer Tourism with "... those tourists who, for various reasons, volunteer in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment". Stein (2009) says in general Volunteer Tourism is "...type of travel refers to experiences in volunteer service which involve travelling to the destination".

In www.dictionary.com Volunteer Tourism spell with volunteerism are defined with "... the policy of practice of volunteering one's time or talents for cheritable, educational, or other worthwhile activities, esp., in one's community. In the World English Disctionary (Collins English Dictionary), said Volunteer Tourism "... the principle of donating time and energy for the benefit of other people in the community as a social responsibility rather than for any financial reward".

Refer to the above opinion then it can be said to be Volunteer Tourism is an activity which is associated with a wide range of civilian activities social work in a variety of forms (such as culture, education, environment, etc.) together and with a group of people who left in a tourist destinations and its surroundings without expectation of remuneration but on the contrary even give some good funds coming from himself as well as for his digging Fund to finance the activities of social work based on the principles of sustainable tourism development.

2.3 Concept

2.3.1 Supply and Demand of Voluntourism

Supply and Demand of Voluntourism grew along with the high demand among the young age to travel to different countries especially voluntourism into developing countries and according to the WVS (World Values Survey) in his research in 1999-2004 cited by Kirsten Holmes (et al., 2009, 7-8) by taking data from 67 countries indicates the size of the request in the developed countries such as Australia and the big, Canada, United States and United Kingdom including New Zealand to travel to different countries in voluntourism world. In the WVS survey there are 14 (fourteen) state that dominates the high demand tourist volunteer around the world (Holmes, et. all, 2009, 7-8). These countries based on the percentage of the population age youth include China 77%; USA 66%; South Africa 59%; Canada 47%; South Korea 47%; Great Britain 43%; Mexico 36%; Australia 34%; India 31%; The Netherlands 31%; Croatia 23%; France 23%; Japan 16%; Spain 15%.

Increased demand due to the number of enthusiasts voluntourist support and access of their respective Governments that provide access and kemudahan to perform activities especially to voluntourism countries that are undergoing various disasters and to countries which are building primarily in Asia, South America, Africa and other places. Along with the increased demand, tourism destination countries also increasingly opening up for tourist groups and renders voluntourism as promising new opportunities in maintaining stability support tourism development worldwide (Holmes, et. all, 2009-11-12).

2.3.2 Tourist Perception About Voluntourism

Voluntourism is a combination of volunteer activity and tourism and the latest phenomena show that becomes a trend voluntourism not only in breadth of scope but also the scale of the diversity of its activities (Holmes, et. all, 2009-11-12). Understanding of voluntourism activities the better today and a study for many researchers around the world who see this phenomenon as a very positive thing that can make a good name as a tourism industry that is growing up and is responsible for the creation of sustainable development. Holmes cite from view of Stephen Wearing, Callanan & Thomas, Lyons & Wearing, Yeoman (Holmes, et. all, 2009, 12-13) mention that the handling and better planned and supported by the research results of world tourism experts raise the understanding of the tourists about their perspective about voluntourism as something that is positive and beneficial to the community in the area of tourist destinations they choose. In their view voluntourism has coverage of the multi-dimensional and satisfy UN-WTO about their expectations about voluntourism as a form of travel that combines his dedication to the experience of providing services in the area for the benefit of the local community purpose, environment, infrastructure development, and provide a positive impact for the region (Hawkins, et. all, 2005, 13).

2.3.3 VolunTourist Motivation

In Voluntourism model overview the relationship between types of tourism, travel motivations, and type of destinations (McIntosh, et all, p. 445-447, 1995) motivation (travel motivations) people do travel very influenced by the relationship between types of tourists with the types of destinations. Psychographic profile (allocentric, near allocentric, mid-centric, near psychocentric, psychocentric) and demographic profile (income, age, occupation, location, family stage) is closely associated with a person's desires or motivations in determining the purpose of travel tours to get new experience or impressive. The desire to get travel experiences (ethnic, cultural, historical, environmental, recreational, business, combination) which has a specificity and provide memorable a clear picture for volun-tourist destinations that will choose a location intended (choice of location) for example in Asia, Africa, Latin America, Europe, North America, USA, Oceania, and other areas. In conjunction with the motivation of volun-tourist is no different to the image above and in the various references that accompany the writing of this task can be described there are 2 (two) points of the thing-determine the choice volun tourist satisfaction in volun-destinasinya choice of tourist and the availability of a wide range of options and the ease of facilities that can deliver volun-tourist activities according the plan.

Increased tourism demand offset by an increase in Volunteer Tourism offers a range of products by organization or Volunteer Tourism and social institutions as well as profits (non profits and profits) that offer related activities. Most of them are non-profit institutions but that nature really plunge in business Volunteer Tourism also does little. Many intended destinations by travellers Volunteer Tourism is Africa, Asia and Latin America with a variety of specifications of the type of work and volunteer interest such as being schoolteachers for school children, giving language lessons, health, housing construction is poor, making the bridge in a remote

area, assist in the work of the national parks (the conservation of flora and fauna), and others. They need to know is how long the time allotted, their understanding of the activity and its relationship with the local community including a mastery of the language, as well as the expected results that will be felt by local people.

Volunteer travel is a form of travel that delivers its own difficult experiences and unrivaled primarily associated with sought after cultural experience they get from local community especially with background different cultures and experiences is in general difficult to oblivion. That's why the perpetrators always offer tourism Volunteer Tourism new things that make people interested in doing Volunteer activities especially for young tourists Tourism in different parts of the world to get something different. Volunteer Tourism is a way to get a different experience of the cultural mores of a society and its environment that gave birth to eternal friendship relationships with people (tourists) from around the world. These experiences are mutually strengthen synergies between visitors and visited communities. Volunteer Tourism gives an overview and a better understanding of the positive value of a tourism industry especially for the people who so far marginalized by the tourism industry because they relied solely on object.

2.3.4 Election factors of Voluntourism

Holmes cites research results of British Consultants nfp Synergy in 2005 (Holmes, et. all, 2009, 11) mentions there are seven factors that cause why the voluntourism socially, economically, and politically rapidly growing these days. Seven of these factors are (a) the ageing population; (b) unprecedented affluence; (c) changing family and household arrangements; (d) delays in education and escalating financial independence; (e) the mushrooming choice; (f) the information and communications technology (ICT) revolution; (g) and raised aspirations.

As a result of the increasing trend of tourism, voluntourism the tourists now have more leeway in choosing activities and events are constantly searching for voluntourism and new forms of voluntourism activities (Holmes, et. all, 2009, 11). Although the program is still the more popular regular voluntourism and importantly, development and promotion of various forms of voluntourism make increased interest and making it a sort of volunteer lifestyle and potential developed.

2.3.5 Principles of Voluntourism Activities

The types of Volunteer activities, Tourism could not be generalize due to the background of Volunteer Tourism have difference respectively. Callanan (2007) quotes the view of Wearing (2001; 12) stressed that Volunteer Tourism as "... alternative tourism that views the tourist destination as an interactive space where tourists become creative, interacting volunteers who engage in behaviours that are mutually beneficial to host communities, the cultural and social environment of those communities, and the individual volunteer tourist who takes home an experience which impacts on the self in some way. Volunteer Tourism has begun to be recognised as a positive and sustainable alternative form of tourism to consumptive forms of mass tourism which continue to dominate the global tourism industry".

Volunteer programs require special handling Tourism. Sarah (2010) hinted at a minimum there should be 8 (eight) of things to do and require in-depth attention to the underlying activities that have characterized Volunteer Tourism typical of its own that is Service, Experience, Investment, Repetition, Passion, Purpose, Authenticity, and Learning (Sarah, 2010).

Wearing (2001, p. 25) form of Volunteer activities must be imbued by the formation of Tourism based on character of history, nature and tradition for the needs of the community itself (tourism is not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature, and tradition; a framing that has the power to reshape culture and nature to its own needs). Principles of eco-tourism are also very creamy coloring activity type Volunteer Tourism and most importantly not to Volunteer activities were contaminated or destructive Tourism, wildlife and scenery in the area, the life of flora and fauna, as well as the cultural aspects of the local community. Meeting or encounter tourists and local communities should be able to give birth to the notion of mutual understanding and build in creating harmony and mutual respect for each other. Wearing (2001, p. 29) says in a more assertive (cite of ECTWT) "... to achieve mutual understanding, solidarity and equality amongst participants".

Based on explanation above then the activities associated with Volunteer Tourism requires handling approach and in particular by the people who have the experience and the ability to socialize with high society of the recipient. The planners and executors of the field should understand that Volunteer activities include Tourism and travel job combination between volunteer, new forms of experience giving birth to new things especially the combination of the type of work while on a trip that does not put attention a certain type of work

but also including donating funds directly in the location you've visited communities because in general they have a limited time and may not do the work with their presence so physik in particular places requiring assistance to those already being part of the Volunteer Tourism activity, what's more when they return to the country they are raising funds to continue excavation relationships to help the community they had ever visited before.

Decontruction volunteer activities also influenced and inspired by other types of specific interest and specific Volunteer Tourism centre of form precisely into a social tourism, cultural tourism, alternative tourism, eco-tourism, moral-tourism, responsible tourism, charity tourism, serious leisure (Callanan, et all, 2007). Blend it is clearly used by an organization that moves in the field of Tourism which is the Globe Aware Volunteer (GA). GA (Tomonari, 2005) provides services to businesses and students that circles have a limited time and is carried out in the spring or summer. They are directed to travel and participate in civic activities. Programs offered are a blend of handling activities that integrate with the local community culture activities during your trip. The blend of these models according to the Haley Coleman (Tomonari, 2005) increased interest of people do Volunteer activities in Tourism.

2.4 Future Voluntourism

Based on a survey conducted by Tourism Research and Marketing (Journal Volunteer Tourism, January 2008) to 300 Volunteer Tourism organisations around the world, they predict the occurrence of an increasing number of travelers Volunteer Tourism amounted to 1.6 million people per year by providing income between 832 million to 1.3 billion pounds. This number is a fundamental improvement since 1990 (research in 2007). A survey conducted of young travelers in some 8,500 2007 show that they generally dominated by women rather than men and 70% are aged between 20 - 25 years. The number of young people who are motivated to perform Volunteer activities Tourism between 2002 and 2007 have increased along with the increased trend of tourism Volunteer Tourism. The motivation to travel Volunteer Tourism is a combination of volunteer activity, search, learning and cultural experience studying and working abroad. Albania is also that many Volunteer activities done previously disorganized Tourism since many young people find a place to perform Volunteer Tourism by the time they arrived at destination rather than placed or sent by service organizations Volunteer Tourism.

Volunteer Tourism destination is the world's premier latin America, Asia and Africa and 90% of tourists to the venue Volunteer Tourism handled by service organizations Volunteer Tourism. This shows the relationship between the development of tourist origin Volunteer Tourism with communities in the destinations intended i.e. between rich Nations and developing countries.

National Tourist offices United States emphasized that to realize the greater interest of the magnitude of the market Volunteer Tourism it is necessary do a more in depth approach especially when different types of opportunities provides information on the Organization's activities and volunteer organizers and Volunteer activities website Tourism and they must give attention their initial purpose i.e. non-profit program that became the hallmark of a management of Volunteer Tourism around the world. Volunteer Tourism industry needed attention to ethical commitment in doing Volunteer activities primarily related to the benefits of the Tourism gained through Volunteer activities to avoid losses mainly Tourism than the benefits that accrue to the local community. This requires more attention in earnest to avoid misinterpretations, incorrect handling, and the wrong target. Therefore a supply which is enough for the actors to be awarded Tourism Tourism Volunteer properly so that the results can be felt up by the local community and if needed will take place continuously with the next visitors. Therefore related organizations need people who really have the ability and experience and in organizing the activities of the Volunteer Tourism. One of the solutions that can help the organization is conducting a recruitment open for people who have expertise and a good experience as well as experienced in the world of volunteer with local communities before. The needs of such personnel would provide a good career for would-be retirees who have Volunteer Tourism travel experiences before and it also indicates that power-power of age could take part and play a role in civic and social activities.

Clemmons (2010) in his article on The VolunTourist Journal suggests that the form of the basic traditional marketing fundamen in the form of the Four P's i.e. product, price, promotion and place, in voluntourism adapted the mention of his name to (1) Perception that replace the forms of promotion; (2) the Peace of mind that changing Prices form; (3) a Partnership that replace the form's place, and (4) Passion that replace forms product. The reason this adjustment done because both products as well as services voluntourism as it changes the paradigm of the tourism industry itself primarily associated with the rise of religious tourism, increasing global access especially in technology and communication, the development of the travel industry, the development of the concept of service or service in the service industry. The fourth factor is also combined with the factors as citedby Ariyanto (2005) from Medlik opinion i.e. (1) location; (2) facilities; (3) the image or image; (4) price; (5) service. The fourth factor perception, peace of mind, partnership, and passion.

III DEVELOPMENT of VOLUNTOURISM in BALI

1. BALI TOURISM DEVELOPMENT NOW AND FUTURE

Bali with assorted names that popped up and said with pride on the past as the last paradise still noted in many people's minds and therefore render the foreign agenda of main tourist travel to Bali through them for special preparation. The situation that happened 25 years ago with the situation now is very different in the various sectors. If any tourists who carry Pocket Books about Bali in the 1980s for example will be startled when viewing transformation, abysmal Bali based on comparison of the information acquired with reality right now. Does that change with the Bali? That we are currently still slipped by expressions which boasts breathtaking but make us fall asleep and now we woke up with the attitude of a confusing yourself. Official awards such as the most important tourist destination, the best tourist island in the world, boasts a dangerously but make us grimace.

We've all been extremely understanding, that the contribution of the tourism industry can be felt even though it has a number (expressed appropriately difficult) e.g. alm. Mr. Nyoman Erawan has said that the contribution of tourism that actually reached the people of Bali is no more than between 20% - 30% (contribution to economy). Positive Effects in the areas of education, health, transportation, technology, and so on are also very real perceived. On many occasions, always appears a question when the conversation has lead to benefits - who takes profit? If the real benefits, who are authorized to handle it, how it is equitable in sharing. Why in an island this small, tourism development imbalances cannot be minimized? A mindset change-related cultural and social life of the community is already very experienced in many areas of life while on the other hand we always put forward the concept and principle of required construction of cultural tourism. If it is still understanding culture in tourism understand and serve fundamen is strong?

2. THE FUTURE DEVELOPMENT OF TOURISM IN BALI

Barrier communication process, problem solving is not run properly and not socialize properly as it should give birth to the attitude no matter which aggravate the situation. Yet one heart among Balinese tourism stakeholders in terms of understanding of the vision and mission of development of tourism ahead, goals and approach that needs to be done, how to anticipate the positive and negative effects together, how to give birth to concepts and principles of good governance that are appropriate to the situation and conditions of Bali, how sustainable tourism principles are applied in the planning of a wholistic, how revenue from tourism can be earned in sharing proportionately the residency issue, how it will be dealt with either in the context of the unitary State of INDONESIA, how security concerns and comfort was created with good and made a priority, and so on.

A research on power support Bali government tourism development as carried out by the BAPPEDA Udayana University in BALI and in 2000 indicated that the carrying capacity for the construction of Bali support only lasted until the year 2010 and after that problem after problem will arise if left untreated a comprehensive planning. And now we have entered the year 2012, have stakeholders listening and put attention the research results and other research results are also worrying about various things about the fate of Balinese tourism ahead.

Development of a region's tourist destinations cannot be removed from the concept of sustainable tourism development. The starting point for the birth of a new concept of thinking of sustainable tourism development approach lies in the condition that occurs when this where necessary commitment and concern created to minimize issues that arise (security, environment, social change society, climate change, pollution, and others). Change the paradigm of thinking is emerging as a result of positive globalization and internationalization with the inception of the concern of all parties to heed the security for tourists as well as for tourism destination itself is a form of stressing that responsibility in defining the concept of the right to development management in realizing of sustainable tourism is a task shared between the Government, related departments, agencies and national tourism areas, organizations that have links with tourism, community, non-governmental organizations, and others associated with him based on the carrying capacity of his respective.

Problems need to planning in supporting development has responded to development in Bali, especially its tourism development such as authors have to say above is that first the need for restrictions on the number of tourists visiting Bali; Yet the existence of a unitary view of the second (commitment) that the tourism industry as a major industry in Bali; the third has not been plan well a standard development planning that wholistic insightful fore based on principles of sustainable tourism development; fourth attitude too proud will compliment makes us fall asleep and thus less willing to learn and Digest advice other people's views are mainly the results of research, seminars, workshop so much about Bali tourism; the fifth how stakeholders addressing community voices who feel marginalized due to the feeling of injustice and its unequal benefits of tourism; Yet the existence

of a sixth heart is in understanding the mission, vision and development direction of Balinese tourism strategy. Hence the implementation of the sustainable management of tourism development should be referring to the concept of a clear approach that is able to generate a standard based on the systems and procedures that can give the intertwining of cooperation in the decision-making process and is capable of identifying the forms of action that need to be realize for real sustainable tourism development. The concept is clearly giving a definite direction in spite of itself intended to be sustainable long term goal but the implementation should be taken at this time as well. That's why the concept of sustainable tourism development management must be excavated from those thoughts based on local conditions and situations and then developed through planning-planning that is hard-wired and approved by the community itself.

3. THE FUTURE OF VOLUNTOURISM DEVELOPMENT IN BALI

Tourism industry in a life tourist destinations cannot be removed from a relationship with the life of wholistic tourism industry at the national level, regional and world (International) because of all the relationships that happen to hook latches each other despite their differences in approach focus in the development as well as the planning and development of voluntourism is especially in the determination of mission, vision, goals and strategy programs that accompany each. There are two stages to note in that approach is (a) the need to market destinations in question were made to invite tourists to come visit interest in order to ensure the sustainability of tourism business activities; (b) the use of the proper method of Administration (management) was done in an attempt to ensure the benefits of tourism.

In this phase the utilization management in the planning and development of voluntourism, local governments began to take part actively offer facilities, began to anticipate the requests and changes the taste of the visitor, and began to affect the ability to increase his experiences. Local government authorities should also begin the growth of housing/resident area when the younger was faced with new opportunities in employment opportunities. The arrival of a newcomer who moves in the tourism sector also affect relationships with local communities, tourists can cause friction-friction is mainly greedy the level of income of local people are harmed by European settlers who got greater revenue from the local community. Local people are also sensitive to the treatment model of labor requirements in sectors of the economy.

UNWTO (1993) itself addressing with great caution and stressed that a planning process and the development of sustainable tourism requires that stakeholders pay attention to properly that the necessary tools to organize and manage the planning and development with attention to political policies which must be taken, the determination of related regulations and relevant, as well as roles in community social security guarantee comfort and health visitors, adequate transportation access setup (standard), providing objects and tourist attraction promoted by the conservation principles and directional, and the process of coordination with the Government and the private sector.

World Tourism Organization in a more spesifik precisely sharpen understanding of sustainable development in the field of tourism with the tourism sustainable development defines it as follows: Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems (WTTC Report: Agenda 21 For Travel & amp; Tourism Industry, p. 30).

The issue of safety and security in the global tourism industry is very important. In recent years, and especially after the events of the Bali bombing and the 9/11 attacks, both academics and practitioners have begun to see in depth the issues about the need to find solutions to overcome the crisis that occurred in order to reduce the negative impact of safety and security incidents that could affect the destination of tourists visiting tourism destinations. Some of the issues associated with tourism safety and security are among others various types of violations and crimes (violation of the rules on building, drug trafficking, theft and robbery and other street criminal), security in the health field particularly related to SARS and other diseases such as foot and mouth disease of animals, issues terror offences (terrorism), in the field of employment, and others.

Safety and security is important to provide quality leisure and tourism industry to become one of the principle objectives of tourism destinations. To realize it required coordination of Government and private parties in organizing thoroughly all aspects of the tourism industry. Hence the handling of security issues is a central issue that must be tackled in tandem the stake holders to strengthen the strategic plan for the development of the tourist destinations of Bali which is expected to be growing constantly and guarantee the safety and security of

tourists in places including tourist destinations include practical measures that are effective in improving the safety and security of visitors.

The purpose of these security approaches is how a growing tourist destinations like Bali and has a standard result handling security as part of a very important thing for all parties to do security precautions because of security issues does not stand on its own but it is particularly associated with various other aspects such as safety and security at hotels and physic tourist destinations, tourist safety and security, security generally associated with emergency preparedness, guest specific safety measures, physical conditions, safety and security personnel, community relations.

For Bali tourism destinations as already and is growing steadily in particular criminal and environmental health problems is very important and need to get high attention to ensure the security and safety of tourists include the ability of officers or apparatus, device related regulations, violations settlement system, attempts to minimize various forms of evil and do evil, and restrictions on the role and involvement of the community.

Meanwhile the Organisation for Economic Co-operation and Development (2001) assert that the approach in the concept of sustainable development in tourism should pay attention to the following things:

- a. Awareness of the situation and condition of social community should really be noticed, especially in terms of the occurrence of the disease in the form of social community crime, disease, the use of illegal drugs, and so on.
- b. Political instability led to various conflicts that cause losses in the economy and minority groups therefore need to be maintained for the community so that the sense of Justice is able to guarantee growth in various sectors.
- c. Interference environment wherever possible and reduced in level prevented the least. Prevention of pollution and damage to the natural environment is done in the context of keeping the world away to safety to the fore.
- d. Climate change the world should be well thought out and limas has responded to the impact it could have done so much to the fore so that it can prevent the onset of anticipation of environmental problems.
- e. It is very important in the number of population growth in the context of expanding the level of well-being of the community.
- f. Emergence of disease HIV/AIDS should be noted and monitored properly and strictly for security and comfort of a region in receiving the visit of tourists.
- g. Each State should protect their territory and freed from service learning practices, corruption and nepotism that can interfere with the growth of the tourism industry both at the local level, national and regional.

Out of sight above it appears that the starting point for the birth of a new concept of thinking of sustainable tourism development approach lies in the condition that occurs when this where necessary commitment and concern created to minimize issues that arise (security, environment, social change society, climate change, pollution, and others). Change the paradigm of thinking is emerging as a result of positive globalization and internationalization with the inception of the concern of all States and parties to heed the security for tourists as well as for tourism destination itself is a form of stressing that responsibility in defining the concept of the right to development management implementation of sustainable tourism is a task shared between the Government, related departments, tourism agencies, national and regional organizations that have a link with tourism, and non-governmental organizations associated with it based on the carrying capacity of his respective.

Security issues related to how strongly the local community also sees the presence of tourists in their daily lives are related to social life of local culture. In general due to the unfavourable happened to society in the form of a change in mindset, local natural environment, social change, cultural, moral and civic relations of the individual. Along with the development of cultural development, how to dress, how to work, personal relationships and social changes also. UNWTO (1993) itself addressing with great caution and stressed that a process of developing good security approach for the region itself, visitors and generally stakeholders should pay attention to properly that the necessary tools to organize and manage such development having regard to political policies to be taken, determination of the related regulations and relevant, as well as the role of social security in society guarantee the comfort and health of visitors, adequate transportation access setup (default), the provision of an object and a tourist attraction promoted based on the principles of conservation and directional, and the process of coordination with the Government and the private sector.

There are two factors that led to the rise of the tourism area development. The first major factor/include weather, ecology, cultural traditions, traditional architecture, and form region itself. Secondly, future tourist destination built for the benefit of such hotels, catering, transport, tourism activities and amusement. Both the

above restrictions determine the characteristics of a tourism destination. The first factor is generally a main attraction of tourists to come visit but nevertheless the development of tourism destination development was strongly influenced by second factor. All of the above concerns to note which is very important to be aware of the stake holder due to the impact of all that will appear on the order of peoples lives associated with the sense of security and safety based on a stable comfortable for both the local community as well as for tourists.

IV. CONCLUSION

It can be drawn based on explanation above a view that the development of voluntourism in Bali should refer to the concept of sustainable tourism development management which must be touched in order that can meet the needs of the future and therefore the concept of development of voluntourism in accordance to the principles of sustainable tourism must be able to make stakeholders of the tourism industry in Bali to see volun-tourism has a promising future and has good prospects moreover role voluntourism organizations are growing rapidly and professionally in organizing programs for voluntourist both short term and longterm. Factors that can make volun-tourism developed in Bali consists of two (2) main factors: (1) factors characteristic of destination development and a growing tourism industry in Bali that combines various elements such as weather, ecology, cultural traditions, traditional architecture, and the shape of the region itself; (2) the future development of Bali tourism destinations supported by the construction of facilities, infrastructure, and facilities in line with the needs and wants of tourists. Both of these factors will determine the interest and motivation voluntourist to travel to Bali and provide services to the community in an effort to contribute ideas and physical activity helps to realize the principles of sustainable tourism development. Volun-tourism programmewith a variety of related programs such as health, education, training, and mentoring communities provide positive benefits for the local community and build while for voluntourist own benefits not only the intrinsic satisfaction but also extrinsic. Voluntourist intrinsic satisfaction because it can provide the talent and skill to do something for the people who need it and are extrinsic childbirth pride because it can contribute to improving the quality of tourism development in Bali as well as add to the experience both for themselves and for the satisfaction of his career development .

In its approach the development of sustainable tourism, voluntourism, which is based on characterizing the existence of development cooperation from the stakeholders to conduct in-depth studies (from an economic, social, cultural, environmental, etc.) that situational to the emergence of activities that support the development of sustainable tourism The managers of tourist destinations provide education and training to stake holders related based on needs that can accelerate the course of the implementation of the programme of work especially when the very security approach for determining the direction of the area especially when the region rely on tourism as a major industry that support the entire public life not only at the local level but also on a national level. Therefore, parties should be able to make all and implement effectively the utilization of existing resources by minimizing the damage which may allows the use of information and communication technology, especially in relation to technology transfer from developed countries to developing countries, involving all components of society (women, indigenous groups, youth groups, dancers, etc.) participating directly in support and was directly involved in the development process, enabling it does breakthroughs to generate and develop new tourism products, alternative compliant environment, load the supervisory measures are integrated and periodic in evaluate and monitor products that are offered in order to prepare for the future in the planning-planning local level, national and regional partnership approach, enabling the various parties associated with in the field of security through international cooperation, regional and local.

=====

References

- Agenda 21 For The Travel & Tourism Industry: Towards Environmentally Sustainable Development, WTTC
- Ariyanto, 2005, Ekonomi Pariwisata, Jakarta, <http://www.geocities.com/ariyantoeks79/home.htm>
- Black, Jeremy, The Grand Tour in the eighteenth century, Sandpiperbooks, London, 1999.
- Brown, Sally. "Travelling with a purpose: Understanding the motives and benefits of volunteer vacationers". Current Issues in Tourism 8, 6. 2005.

Callanan, Michelle and Sarah Thomas. "Volunteer Tourism – Deconstructing volunteer activities within a dynamic environment" in *Niche Tourism: Contemporary issues, trends and cases*, edited by Marina Novelli. Oxford and Burlington: Elsevier Butterworth Heinemann, 2005.

Clemmons, David, Editor and Publisher *Volun Tourist Newsletter*, Volume 2 Issue 3, 2010

Council Conclusions on the External Dimension of the EU's Sustainable Development Strategy and for the Preparation of the World Summit on Sustainable Development

Griffin, Dr. Clifford (Griffin, PPT, search Feb. 2012)

Hand Book: *Green Paradise Tri Hita Karana Tourism Awards & Accreditations 2002*, Bali Travel News, Agustus 2002

Hand Book: *Green Paradise Tri Hita Karana Tourism Awards & Accreditations 2002*, Bali Travel News, Agustus 2002

Hooloway, J. Christopher, Claire Humphreys and Rob Davidson, *The Business of Tourism*, 8th edition, Prentice Hall, Essex, England, 2009.

Morgan, Jenny, *Volunteer Tourism: What are the benefits for international development?*, in *Volun Tourist Newsletter*, www.voluntourism.org/news-feature2.html

McIntosh/Goeldner/Ritchie, *Tourism: Principles, practices, philosophies*, 7th edition, John Wiley & Sons, Inc. Canada, 1995

McIntosh, Alison and Anne Zahra. "A Cultural Encounter through Volunteer Tourism: Towards the Ideals of Sustainable Tourism". *Journal of Sustainable Tourism* 15, 5. 2007

Pitana, I Gde., 2002, *Sosiologi Pariwisata, Kajian sosiologis terhadap struktur, sistem, dan dampak-dampak pariwisata*, Yogyakarta: Andi Offset.

Rangkuti, Freddy 2001, *Riset Pemasaran*, Jakarta, PT Gramedia Pustaka Utama, Bekerjasama dengan STIE IBII.

Subiyanto, Ibnu, 2000, *Metodologi Penelitian Manajemen dan Akuntansi*, Yogyakarta, UPP Akademi Manajemen Perusahaan YKPN.

Sugiyono, 2001, *Statistik Nonparametrik untuk penelitian*, Bandung, CV Alfabeta, Cetakan kedua

Stein, Juanita, *Volunteer Tourism*, *Volun Tourist Newsletter*, Volume 2 Issue 3, 2010

Sustainable development strategies What are they and how can development co-operation agencies support them ?, OECD Observer

Swarbrooke John, Susan Horner, *Consumer Behaviour in Tourism*, Elsevier, 2008

Timothy, Dallen J. and Daniel H. Olsen, *Tourism, Religion & Spiritual Journeys*, Routledge Taylor & Francis Group London and New York, 2006

Towards Good Environmental Governance in Indonesia, Ministry of Environment.

The UNWTO Report 2013 (*Tourism Highlights*, 2013 Edition)

Wearing, Stephen. *Volunteer Tourism: Experiences that make a difference*. Wallingford and Cambridge (USA): Cabi Publishing, 2001.

Wearing, Stephen. "Examining Best Practice in Volunteer Tourism". In *Volunteering as Leisure/Leisure as Volunteering: An International Assessment*, edited by R.A. Stebbins & M. Graham, Wallingford: Cabi Publishing, 2004.

Website

- *www.wikipedia.com, Collins English Dictionary, 10th edition, William Collins Sons & Co.Ltd., 2009.*
- www.dictionary.com
- www.voluntourism.org/news-feature2.html
- www.wikipedia.com
- www.volunteerinternational.org
- www.ethicalvolunteering.org