

PERSEPSI WISATAWAN TERHADAP DAMPAK PEMBANGUNAN HOTEL DAN VILLA DI DESA PETULU, UBUD, BALI

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ABSTRAK

Perkembangan sektor pariwisata di Ubud, khususnya di Desa Petulu, mendorong peningkatan pembangunan hotel dan villa sebagai bentuk pemenuhan kebutuhan akomodasi wisatawan. Namun, perkembangan ini juga menimbulkan berbagai perubahan lingkungan, sosial, dan budaya yang memengaruhi persepsi wisatawan. Penelitian ini bertujuan untuk menganalisis perkembangan hotel dan villa di Desa Petulu dari tahun 2020 hingga 2024 serta mengkaji persepsi wisatawan terhadap dampak pembangunan tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode pengumpulan data berupa observasi, wawancara, dan dokumentasi. Informan dalam penelitian ini terdiri atas wisatawan domestik dan mancanegara, serta tokoh masyarakat setempat. Hasil penelitian menunjukkan bahwa pembangunan hotel dan villa memberikan dampak positif berupa peningkatan fasilitas pariwisata dan peluang ekonomi, namun juga menimbulkan dampak negatif seperti perubahan lanskap desa, berkurangnya suasana pedesaan yang tenang, serta ketidaksesuaian antara informasi yang diterima wisatawan dengan kondisi nyata di lapangan. Persepsi wisatawan sangat dipengaruhi oleh kualitas informasi pariwisata yang meliputi validitas, akurasi, dan pembaruan informasi. Penelitian ini menegaskan pentingnya penyediaan informasi yang transparan dan pengelolaan pembangunan yang berorientasi pada keberlanjutan agar keseimbangan antara pertumbuhan pariwisata, pelestarian lingkungan, dan budaya lokal tetap terjaga.

Kata kunci: persepsi wisatawan, pembangunan hotel dan villa, Desa Petulu, pariwisata berkelanjutan

TOURISTS' PERCEPTIONS OF THE IMPACTS OF HOTEL AND VILLA DEVELOPMENT IN PETULU VILLAGE, UBUD, BALI

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ABSTRACT

The development of the tourism sector in Ubud, particularly in Petulu Village, has led to the rapid growth of hotels and villas to accommodate increasing tourist demand. However, this development has also brought significant environmental, social, and cultural changes that influence tourists' perceptions. This study aims to analyze the development of hotels and villas in Petulu Village from 2020 to 2024 and to examine tourists' perceptions of the impacts of such development. A qualitative research approach was employed, utilizing observation, interviews, and documentation as data collection methods. The informants consisted of domestic and international tourists, as well as local community leaders. The findings indicate that hotel and villa development has positive impacts, including improved tourism facilities and increased economic opportunities. Nevertheless, negative impacts were also identified, such as changes in village landscapes, the reduction of a peaceful rural atmosphere, and discrepancies between information received by tourists and actual on-site conditions. Tourists' perceptions are strongly influenced by the quality of tourism information, particularly its validity, accuracy, and regular updates. This study highlights the importance of transparent information dissemination and sustainable development-oriented management to maintain a balance between tourism growth, environmental preservation, and the conservation of local culture.

Keywords: tourist perception, hotel and villa development, Petulu Village, sustainable tourism