

# Development of Potential-Based Tourism Models in Pelaga Tourism Village, Petang District, Badung Regency

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**Abstract**— *The concept of tourism village has been enforced by the provincial government in Bali. The main purpose is that tourism can be enjoyed by the community not only by a few tourism actors. This study attempts to; (1) know the potential and priorities of superior potentials that can be developed; (2) find out how the Potential-Based Tourism Model in Pelaga Tourism Village, Petang District, Badung Regency; and (3) determine the role of stakeholders involved in the development of a Potential Based Tourism Model in Pelaga Tourism Village, Petang District, Badung Regency. The research was conducted utilizing qualitative research to find out and explore tourism development in Pelaga Tourism Village. Data collection techniques using in-depth interviews, observation, and documentation. Interviews are conducted with stakeholders as the informant. Then the data will be analyzed with descriptive analysis techniques. The main outcome of this study is the development of a Potential-Based Tourism Model in Pelaga Tourism Village, Petang District, Badung Regency. The urge for a marketing strategy suitable for Pelaga Tourism Village is the recommendation for further research. Hence the importance of the marketing strategy to promote a tourism destination.*

**Keywords**—*tourism village, tourism development strategy, tourism potential, tourist attraction*

## I. INTRODUCTION

Bali tourism has shown a number of encouraging developments over the past few years, one of the indicators is the foreign tourist arrivals which reached 4.9 million at the end of 2016 from the target of 4.4 million [1]. Whereas in 2017 foreign tourist visits to Bali were targeted at 5.6 million [1]. This figure shows that the tourist attraction in Bali has competitiveness and uniqueness that differentiate Bali with other destinations. Bali is visited by not only international tourists but also the local or domestic tourist. Thus Bali becomes a tourism market that should be taken into account.

As a service industry, the tourism sector has contributed and has a strategic role in the development of a tourism destination and the improvement of community welfare [2, 3, 4, 5]. In order for tourism to be enjoyed equally by the community, the government promotes development in the countryside or rural area. The government of Bali has declared 100 tourism villages, but until now only 76 tourism villages have been formed until 2018 [6]. The purpose of the establishment of tourism villages is to organize and manage the potential and resources aiming at to increase the income of the people in the tourism villages

and to be utilized as much as possible for the people's welfare [7] and improve quality of life [8]. Most of the Badung's regency residents' supporting income depends on tourism, therefore the Badung regency government is very active in developing tourism sector.

The Badung government plans to develop tourism villages in northern Badung, especially those that have tourism potential to be developed as tourism villages. The Badung government has a target to upgrade five villages each year to become a tourism village by collaborating with travel agents and hotels. The purpose is to invite the guests to stay in northern Badung in homestays provided by the local community. Refers to Badung Regent Decree Number 47 of 2010, there were 11 villages that had been designated as tourism villages namely Bongkasa Pertiwi, Pangsang, Kerta, Pelaga, Belok, Carang Sari, Sangeh, Baha, Kapal, Mengwi, and Munggu. However, most of them are not running properly [9, 10, 11]. The primary caused of the failure of tourism villages is fail to recognize the potential attractions that have attractive and unique presence. Attraction is the main reason of tourists to visit a tourist destination area. Pelaga is one tourism village that has a lot of potentials attraction but could not recognize which one should be the priority to develop to invite tourists to visit.

With this regard, this paper attempts to develop a Potential-Based Tourism Models in Pelaga tourism village.

## II. LITERATURE REVIEW

### A. Tourism Development Aspects

Several alternative tourism that has the potential to be developed are cultural tourism, ecotourism, marine tourism, adventure tourism, agro-tourism, rural tourism, gastronomy, spiritual tourism and others [12]. Tourism development needs to pay attention to several aspects, namely: (1) tourists, their characteristics must be known, from which countries they come from, age, hobbies, and at what season they travel; (2) transportation, how transportation facilities are available to bring tourists to the destination; (3) attractions, three conditions should be fulfilled such as: what can be seen, what can be done, what can be bought; (4) service facilities, such as accommodations, restaurants, public services (i.e. banks/money changers, post offices, telephones/telex); and (5) information and promotions, when advertisements are installed, where leaflets/brochures

are distributed to inform tourists of tour packages and help them to make decision [13].

### B. The Concept of Potential and Tourist Attraction

Pendit explains that "Tourism potential is a variety of resources found in a particular area that can be developed into tourist attractions" [14]. Tourist attractions are anything that can invite tourists to visit a tourist destination, they are: (1) natural attraction such as landscape, seascape, beaches, climate and other geographical features of destinations; (2) cultural attractions namely history and folklore, religion, art, special events, and festivals; (3) social attractions such as the way of life, the resident populations, languages, and opportunities for social encounters; and (4) man-made attraction for example building, historic and modern architecture, monuments, parks, gardens, marinas, etc. There are four components that must be owned by a tourist attraction, namely: (1) attractions, such as interesting nature, charming regional culture and performing arts. (2) accessibility, such as local transportation and the existence of terminals; (3) amenities or facilities, such as the availability of accommodation, restaurants and travel agents; and (4) ancillary services, namely tourism organizations needed for tourist services such as destination marketing management organizations, conventional and visitor bureau.

## III. METHODOLOGY

This research was conducted by utilizing a qualitative research method since the purpose of this research is to explore the potentials, develop a model and explore the role of stakeholders [15]. The technique of collecting data was the in-depth interview, observation, and documentation aiming to ensure the data triangulation [16]. Potential tourist attractions were analyzed through AHP analysis. Stakeholders related to tourism in Pelaga were the main informants. The collected data was then analyzed using qualitative descriptive analysis techniques.

## IV. DISCUSSION

### A. Tourism Potentials in Pelaga Tourism Village

1) *Demography*: Administratively Pelaga tourism village includes in the Petang District area, Badung Regency, Bali Province. Pelaga Village is located about 47 km north of Denpasar with altitudes ranging from 650-1.110 meters above sea level, with an area of 3545 ha. Pelaga is a highland area with an average rainfall of 2135 mm per year. Rain falls in October to April and the most rain falls in December until January. The topography of the area is hilly with a slope of 65%. Therefore, agricultural farming is generally made in terraces. Pelaga is a fairly humid village, with an average temperature of 20°C up to 30°C. Pelaga currently has nine service units or banjar such as Pelaga, Tinggan, Semanik, Tiyingan, Bukian, Kiadan, Nungnung, Auman, and Bukit Munduk Tiying. The population of Pelaga until the end of 2009 was recorded at 5.885 people.

2) *The motivation of the community*: The finding revealed that most of the community in Pelaga did not aware of the concept of a tourism village. In addition, the

community in Pelaga did not know that there has been already a plan to form a tourism village. After further discussion with community leaders, it was finally acknowledged that the socialization of the plan to establish Pelaga as a tourism village has not optimal yet.

3) *Attraction potentials*: Pelaga has a natural panorama with a stretch of green mountainous areas that are beautiful and free from pollution. Pelaga has a variety of tourism potentials such as waterfalls, plantations, agriculture, archaeological relics, religious ceremonies, and festivals. The leading tourism potentials in Pelaga are: (1) waterfall which consists of Nungnung, Tukad Bangkung, and Biah-biah; (2) the asparagus plantations, which are based in Banjar Bukian, Kiadan, Nungnung, and Auman, covers an area of around 60 hectares involving 65 farmers; (3) Tukad Bangkung bridge which is the highest bridge in Asia with the height of 90 meters and the longest in Bali with a length of 310 meters; (4) temples such as Puncak Mangu, Petirtan Ciwa Gangga, and Luhur Pucak Gegelang which are a Hindu holy places from the past; and (5) the event, which is held annually in the form of a festival of agricultural products, with various activities to process agricultural products into various types of food [13]. The total ranking of each tourism potential was determined by multiplying the weights of each alternative to find out which tourism potential was a superior potential. The results can be seen in the following table.

TABLE I. EVALUATION WEIGHT OF TOURISM POTENTIAL

Potentials	Evaluation Weight				
	Waterfall	Asparagus Farming	Tukad Bangkung	Temples	Event
Number of tourist	0.196	0.099	0.056	0.02	0.01
Community income	0.071	0.115	0.03	0.014	0.01
Employment	0.034	0.071	0.015	0.007	0.00
Uniqueness/distinctive	0.019	0.031	0.006	0.003	0.00
Accessibility	0.025	0.044	0.012	0.004	0.00
Cultural preservation	0.002	0.007	0.004	0.016	0.01
Environmental preservation	0.013	0.005	0.004	0.003	0.00
Total Score	0.359	0.372	0.128	0.067	0.06

Source: Research Findings

Based on Table I, the order of priority of tourism potential in Pelaga tourism village are: (1) asparagus farming (score 0.372); (2) waterfall (score 0.359); (3) Tukad Bangkung bridge (score 0.128); (4) temples (score 0.067); and (5) event (score 0.063). Asparagus farming is the only asparagus plantation in Bali. It becomes the main source of income for the community considering the selling price of asparagus is quite promising. The market is mostly or hotels, exported and a small portion for local communities to consume.

4) *Infrastructure and facilities of tourism support*: The finding shows that Pelaga has supporting tourism facilities and infrastructure, although in limited numbers. The infrastructure available is Post Office, local hospital and health community center. In general, the availability of supporting facilities is inadequate, there are only a few restaurants, one sports field, and the only limited number of

mosques and churches. Whereas the facilities for telecommunications are sufficient because every banjar in Pelaga has Internet Wi-Fi. There are no homestays in Pelaga although the availability of land is sufficient (3545 ha) for the construction of various tourism support places, including homestays, rest areas, restaurants, and various recreational rides. Thus the existing facilities and infrastructure need to be improved, developed and utilized because it is an important factor of a tourism village.

5) *Accessibility*: The road to reach Pelaga is sufficient with good condition and clear direction signage. The mass transportation for inbound and outbound is available although with limited frequency and number of vehicles. Pelaga is located in the alternative routes to some regencies such as Bangli, Tabanan, and Badung.

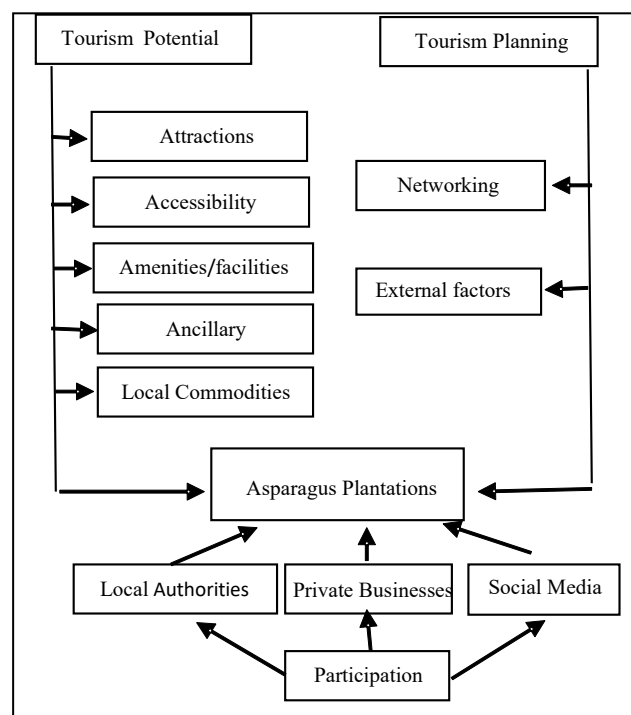
6) *Ancillary*: The existence of a tourism village institution or organization is needed as a medium to be able to accommodate, promote, organize and manage the tourist attractions and activities. The tourism institution in Pelaga was formed in early 2019 but has not yet been able to play a proper role in developing tourism potentials. The relationship with a travel agent to increase the number of tourists has not yet been initiated. Based on the finding, the village officials and management of Pelaga have a strong commitment to developing the tourism potentials despite the establishment of ancillaries just recently.

7) *External tourism potential*: The external tourism potential of Pelaga is its very strategic geographical location. Pelaga is on the route between the tourist areas of Bedugul (Tabanan Regency) and Kintamani (Bangli Regency) and is only a few kilometers away from Sangeh attractions located in Abiansemal District, Badung Regency. Therefore, most of the tourists will stop over in Pelaga to enjoy tourist attractions. This could be beneficial for Pelaga if it is managed properly.

#### B. Potential-Based Tourism Development Model at Pelaga Tourism Village

The establishment of tourism villages as one of the alternative tourism development approaches becomes popular as the implementation of community-based tourism and as a source of capital to maintain sustainability. Another important aspect of developing tourism villages is the participation and active involvement of local residents in providing supporting infrastructure. Pelaga is used as a model for developing a potential-based tourism village because it has a variety of tourist attractions such as waterfalls, asparagus plantations, Tukad Bangkung bridges, temples, and events. There is some consideration also as underlying reasons. Firstly, the existence of productive economic activities sought by local residents from creating souvenirs typical of Pelaga tourism village, for example chips and satay made from asparagus, food stalls, and T-shirts depicting asparagus plants. Secondly, the existence of religious ceremonies that are preserved by local residents in the form of a piodalan ceremony in all temples in the Pelaga, Ngebekin ceremony in Pucak Mangu temple, Ngelamping ceremony in a number of traditional villages in Pelaga. Thirdly, there is a trekking tour to Tukad Bangkung waterfall, Nungnung waterfall, and Penataran Agung Bukian

temple. Lastly, the existence of the agricultural and cultural festivals which is routinely carried out every year on the Tukad Bangkung Bridge. Pelaga also has easy accessibility with sufficient amenities or infrastructure, has local tourism organization to manage its potentials and has local commodities to support local businesses (i.e. shops). The main tourist attraction among some tourist attractions available in Pelaga is asparagus plantations that need to be developed as the mascot of tourist attraction. The participation of local authorities, other private business (i.e. travel agent, tour operator), and social media (i.e. Facebook and Instagram) are needed to promote Pelaga. The model of potential-based tourism in Pelaga tourism village can be seen in Fig. 1.



Source: Research Findings

Fig. 1. Potential-based tourism development model .

#### C. Stakeholder Participation in The Potential-Based Tourism Development Model at Pelaga Tourism Village

Stakeholders' participation is crucial in the development of a tourism village [17]. There are three stakeholders are identified namely:

1) *Pelaga local authorities*: The Pelaga local authorities have a very important role to develop and maintain the tourism potentials; for example, initiating the convenience concrete trekking route to Tukad Bangkung waterfall. Therefore, the trekking route not only can be accessed on foot but also by cycling. Previously, the path towards Tukad Bangkung waterfall is a trail and not easy to pass by any kind of vehicle. In 2018, the Pelaga local authorities provided a budget to open the route towards Tukad Bangkung waterfall by widening it to 2 meters. The future plan in 2019 the trekking route will be improved with the support from funding providing by Pelaga local authorities.

2) *Bali State Polytechnic*: Bali State Polytechnic since 2018 held community service in Pelaga tourism village by opening a trekking route to Tukad Bangkung waterfall together with the *Banjar* Bukian community. In addition, the Bali State Polytechnic also provides English language training for community members who will later become tourist guides in the Tukad Bangkung waterfall area.

3) *Banjar Bukian Community*: Members of the *Banjar* Bukian community, Pelaga, have an active role in the development of a number of tourism potentials in the region including the tourism potential of the Tukad Bangkung waterfall. A number of community members who happened to have land around the route to the trekking track Tukad Bangkung waterfall, voluntarily gave their land to open road access to Tukad Bangkung waterfall.

## V. CONCLUSION

From the analysis carried out it can be concluded that the tourism potential in Pelaga tourism village can be grouped into five namely: (1) waterfalls, consisting of Nung Nung waterfall and Tukad Bangkung waterfall; (2) asparagus plantations, located in *Banjar* Bukian and Kiadan; (3) Tukad Bangkung bridge, which is the highest bridge in Asia; (4) temples, such as Puncak Mangu temple and several other temples that have a quite interesting history and protect some of the rare fauna that live around the temple; and (5) events, that is held annually in the form of a festival of agricultural and culture.

After analysis with AHP analysis, the results showed that the leading tourism potential in Pelaga tourism village is asparagus plantation with a total ranking of 0.372, waterfall tourism potential with a total ranking of 0.359, tourism potential of Tukad Bangkung bridge with a total ranking of 0.128, temples tourism potentials with a total ranking of 0.067, and lastly event tourism potential with a total ranking of 0.063.

The Potential-Based Tourism Development Model at Pelaga tourism village reveal that asparagus plantations as the main tourist attraction because it is unique and distinctive as the only asparagus plantations in Bali.

The participation of stakeholders such as the local authorities of Pelaga, the Bali State Polytechnic, and the local community in tourism development in Pelaga tourism village is quite high. By knowing the superior tourism potential in Pelaga tourism village so that future tourism development is more directed, it should be prioritized from the next most superior potential to the lowest priority.

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