

# Strategy for Development of Tourism Villages Towards Digital-Based Advanced Tourism Villages in Blimbingsari Village, Melaya District, Jembrana Regency

\*I Ketut Suarta  
Tourism Department  
State Polytechnic of Bali  
Badung, Indonesia  
ketutsuarta@pnb.ac.id

A. Agung Putu Swabawa  
Tourism Department  
State Polytechnic of Bali  
Badung, Indonesia  
putuswabawa@pnb.ac.id

I Gusti Ngurah Sanjaya  
Department of Commercial Administration  
State Polytechnic of Bali  
Badung, Indonesia  
ngurahsanjaya@pnb.ac.id

I Nyoman Meirejeki  
Tourism Department  
State Polytechnic of Bali  
Badung, Indonesia  
meirejeki@pnb.ac.id

**Abstract** - This research was conducted in Blimbingsari Village, Melaya district, Jembrana regency. The purpose of this study was to know the existence of Blimbingsari Tourism Village and to design effective strategies in improving Blimbingsari Tourism Village to become an advanced tourism village.

The method used to collect data, namely: observation, interviews, documentation, literature study and Focus Group Discussion (FGD). The analytical techniques used are: 1) Descriptive analysis techniques to help explain the results of the analysis and help draw conclusions, 2) Synthetic analysis techniques, namely analytical techniques to design effective tourism village development strategies, 3) SWOT analysis, namely analytical techniques to assist in determining tourism village development strategy.

Based on the analysis results show that the existence of Blimbingsari tourism village is included as a developing tourist village. Strategies that need to be applied to become an advanced tourist village, namely: developing tourism products by diversifying tourism products, collaborating with developed tourist villages, needing to involve academics to help design creative tourism products and provide coaching and various trainings, doing work together with the travel agency (Travel Agent), marketing the tourism products offered in the Blimbingsari tourist village with the strategy of "marketing mix based on digitalization, and collaborating with the diaspora, namely the Blimbingsari Tourism Village community who are outside the region and abroad.

**Keywords:** *category, development, strategy, effective*

## I. INTRODUCTION

The tourism sector has contributed to a broad dimension, both economically, socio-politically, culturally, regionally and environmentally. For this reason, it is necessary to develop areas that have the potential to be developed into tourist destinations. Because directly the development of the tourism sector can increase people's income, especially local communities in each tourist destination. Regionally, Indonesian tourism has a multi-sectoral and cross-regional character that will concretely encourage the development of tourism infrastructure and facilities and a creative economy that will drive the flow of investment and regional development (RPJMN Tourism Sector 2015 – 2019) [1]

The feasibility of tourism development and development is related to the 4A concept of "tourism product" and carrying capacity is related to the potential for tourism development. In the context of tourism development in Indonesia, it is associated with the 4A concept, namely tourist attraction, distance and travel time to the destination are measured from the airport (accessible), the existence of tourism supporting facilities (amenities), the existence of tourism institutions (ancillary) [2]. The World Tourism Organization (2007) describes tourism destinations as having six elements, namely: Attraction, Public and Private Amenities, Accessibilities, Human Resources, Image and Character, Price Attractions [3]. Ideally the development of tourist attractions is done by combining 2 sides, namely from supply and demand. From the offer, consider the potential,

tourist attraction, supporting facilities, human resources and the government's commitment to tourism development. Meanwhile, from the demand by paying attention to the shift in the interest of tourists visiting the destination area (Helmut F. 2006) [4].

WTO (2007) states that more than 60% of world tourist interest has changed in terms of demand that must be considered, including: 1) Changes in mass tourism to special interest tourism, 2) Changes from tourism to find a different atmosphere. to tourism that gets unique and quality things, 3) The desire to interact with local communities is getting higher, 4) Tourist spending is more favored by tourist attractions that have elements of conservation and conservation efforts (sustainable) and education (education) [5]. In sustainable tourism development is known for its three main principles (triple-bottom-line) through a balance of economic, social and environmental fields that are in line with the objectives to be achieved (Stoddard et al 2010) [6]. Moscardo (2003), states that sustainable tourism is based on three principles, namely quality, continuity, and balance [7]. Suryawan (2008) stated that indicators of sustainable tourism include: carrying capacity of the region or area, preservation of natural resources, preservation of the agricultural sector, preservation of social culture of the community, improvement of the community's economy, involving local community participation, prioritizing equity, holistic planning, strong law enforcement. , the active role of the tourism industry and prioritizing tourist satisfaction [8].

Especially in the development of tourist villages, it is very necessary to have an integrated village planning in order to create a comparative advantage and competitive advantage and can create a sustainable tourism village development. Where integrated planning or integrated planning approach is defined as a planning approach that involves smaller units by taking into account other aspects or fields in a synergistic and (holistic) manner and is placed within the framework of a sustainable development strategy (Wahjudin Sumpeno, 2011) [9]. According to Muljadi (2012), tourism planning must be integrated with overall planning and development and the planning is carried out so that tourism development can be achieved in accordance with what has been expected from an economic, social, cultural and environmental perspective [10]

In addition, in the development of tourist villages, it is very necessary to have a tourism village development strategy, especially management strategies. Management strategy often uses the term management strategy which includes strategies that can be carried out by management with a macro strategy development orientation. For example, product development strategies, pricing strategies, acquisition strategies, market development strategies, strategies regarding finance, and so on (Rangkuti, 2016) [11].

In the application of management strategies in the development of tourist villages, it is necessary to have technological support, in order to create efficiency and effectiveness in the development of tourism villages or management based on digitalization. Because digitization is developing effectively in advertising, promotion, marketing, distribution of ideas / goods and the provision of fast, precise and accurate information services (Choo, 2015)[12]. Marketing through social media (social media marketing) is a form of direct or indirect marketing to build awareness, and action for a brand, business, person, or other entity and is carried out using tools from the social web, such as blogging, microblogging, networking. social media, social bookmarking, and content (Hanan, 2014) [13].

In determining an effective strategy for the development of a tourist village, in order to achieve a higher level of tourism village, it is necessary to pay attention to the potential, advantages and disadvantages as well as the overall condition of the availability of tourism facilities and infrastructure in the tourism village concerned. Tyrrell et al, (2013) explain that there are several levels of development of tourist villages which are divided into 3 levels: 1) Embryo Tourism Village: A village that has tourism potential that can be developed into a tourist village and there has been a community or village movement to manage it into a village. tour. 2) Developing Tourism Village: An embryo tourism village that has been managed by the community and the village government, there have been community/village self-help for its management, has started to carry out promotions and there are already tourists who are interested in visiting. 3) Advanced Tourism Village: A tourism village that has developed with continuous tourist visits and is managed professionally with the formation of management forums, such as cooperatives or Village-Owned Enterprises, and has been able to carry out promotions and marketing well [14].

Seeing the existence of Belimbingsari village which has been designated as a tourist village since 2011 which has the potential for unique natural and Christian spiritual tourism attractions and needs to be utilized optimally. So it is necessary to explore the existence of the Belimbingsari tourist village and determine an effective development strategy. So that it can reach a higher tourism village level and at the same time improve the welfare of a just society.

Based on the description above, where Blimbingsari village has the potential for unique Christian natural and spiritual tourist attractions that need to be developed, the problems raised in this study are:

1. How is the existence of Blimbingsari tourism village seen from the availability of existing tourism facilities and infrastructure?

2. What development strategies need to be implemented in the Blimbingsari tourism village in achieving a higher tourism village level?

The objectives to be achieved in this research are as follows:

1. To find out the existence of the Blimbingsari tourist village, it can be seen from the availability of existing tourism facilities and infrastructure
2. To determine the development strategy that needs to be implemented in the Blimbingsari tourism village in achieving a higher tourism village level.

## II. RESEARCH METHODS

The approach used in taking respondents as a data source is purposive sampling (Rai Utama, Mahadewi, 2012: 75) which involves tourism stakeholders such as the village head, church leaders, neighborhood heads, BUMDES head, pokdarwis chairman, village leaders and farmer groups who work together. in Blimbingsari Village [15]. The method used to collect data, there are 4 methods, namely: observation, interviews, documentation, literature study and Focus Group Discussion (FGD). According to Umar (2005) [16], the ideal number is 7-11 people Respondents who were selected to become FGD members were taken from competent parties who knew very well the condition of the Blimbingsari Tourism Village which involved tourism stakeholders such as village heads, church leaders, neighborhood heads, chairmen of the community. BUMDES, head of pokdarwis, village leaders and head of farmer groups. The analytical techniques used are: 1) Descriptive analysis techniques to help explain the results of the analysis and help draw conclusions about research results, 2) Synthetic analysis techniques, namely analytical techniques to design effective tourism village development strategies and develop development strategies towards advanced tourism villages by considering the potential, existence and natural feasibility of the Blimbingsari Tourism Village combined with the results of the questionnaire and the ideas that emerged in the implementation of the FGD and designing the strategy 3) SWOT analysis, namely an analysis technique to determine the tourism village strategy (Rangkuti, 2017) [17]

## III. RESULTS AND DISCUSSION

### 3.1 Overview of Blimbingsari Tourism Village

Blimbingsari village is one of the villages in the western part of the island of Bali, about 17 kilometers from Gilimanuk, precisely in the melaya sub-district, Jembrana district. This village was founded in 1939. Regarding the history of the formation of the village of Blimbingsari, it started with a riot in the city of Denpasar which was allegedly due to a conversion of belief, from Hinduism to Christianity. That's why the Dutch government had the desire to move a group of

residents, at that time it was served as assistant to Yansen as a representative of the Dutch Government. He approved the plan for the move to determine which land they would move to. A team consisting of Made Sela, Made Rungu and Nyoman Regig set out to inspect the land on foot for 3 days. They decided to choose the Malay forest which is now called Blimbingsari

With the growth of development and tourism, the current atmosphere of Blimbingsari village can be described as below:



Fig 1. Blimbingsari Tourism Village Today

### 3.2 Tourism Potential and Attraction in Blimbingsari Village

The potential and attractiveness of an area is the appearance of existing resources in the area concerned, both natural resources and human resources as well as existing cultural resources that have their own charm. For natural resources in Blimbingsari village that have the potential to be developed into tourism products, in the form of:

#### 3.2.1 Dams and rivers

This dam is named the Oraet Labora dam which is quite high, and has two sources of water, namely from Tukad Balian and Tukad Sanghyang. These dams and rivers have the potential to be developed into media for tourist attractions, where the current condition is as shown below



Fig. 2 Oraet Labora Dam

#### 3.2.2 Fountain

The fountain is one of the sources of water that has a high historical value for the people of Blimbingsari, because it was here around 1939 that the founders of the village looked for water for drinking and other purposes. The shower water

has the potential to be developed into a tourist attraction, where the condition can be seen below.



Fig. 3 Fountain

### 3.2.3 Waterfall

This waterfall is in the middle of the forest with quite clear water which is a historic place for the people of Blimbingsari. This waterfall is visited by many people around the village, even tourists, whose current condition is as shown below

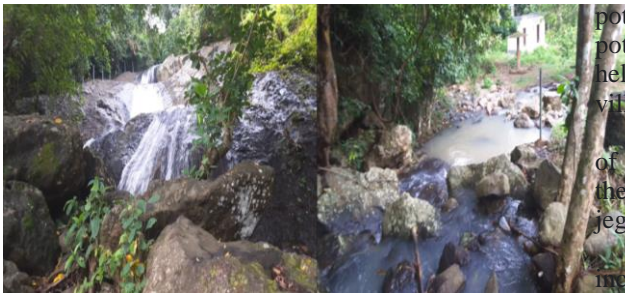


Fig 4. Waterfall

### 3.2.4 Bali starling bird breeding

Bali starling bird breeding is a community activity that synergizes with the government in preserving the environment, especially the endemic bird population that only exists on the island of West Bali.



Fig. 5 Bali starling bird breeding

### 3.2.5 People's Garden

Sometimes there are tourists who come and stay for a few days, such as tourists from Japan and Jakarta. To fill the time, they were invited to the garden to carry out activities starting with the introduction of agricultural tools, making planting media and seeding and planting techniques in the style of Blimbingsari Village, as shown below.



Fig. 6 Tourist Activities in Residents' Gardens

For human resources in Blimbingsari village, where their presence plays an important role in the development of tourist villages. Regarding the human resources in Blimbingsari, most of the young generation are outside, some even abroad whose education level is mostly highly educated in the tourism sector. Besides, there are some who become entrepreneurs (entrepreneurs), higher education educators (lecturers), teachers and ASN with great potential, most of whom are also outside. Seeing the potential of existing human resources, it is possible to help the development of the Blimbingsari tourism village into a more advanced tourist village

While the cultural resources, in the tourist village of Blimbingsari there are several cultural products in the form of churches and artistic creativity, namely jegog, in detail the

cultural potential in Blimbingsari village, including:

#### 1. Church and Contactual Sunday Service

In Besa Blimbing Sari there is a church called the Pniel Blimbingsari Church, which is a unique and historic church that has been named one of the churches with the most unique architecture in the world by the world church council, with carvings that tell the history of mankind and which have witnessed history of God's inclusion of mankind, especially the people of Blimbingsari. This service is held once a month on the first Sunday from 09.00 – 11.00 local time. The implementation uses Balinese customs and culture, be it traditional Balinese clothing, Balinese language, or accompanying music using Balinese Gamelan percussion, the procession of which can be described as below



Fig.7 Contactual Sunday Service at Pniel Blimbingsari Church

2. Musical Instruments and Jegog Dance

The jegog musical instrument is a traditional music from Jembrana Regency made of bamboo. At first, this art was used as entertainment to fill time when farmers chased away birds in the fields. In subsequent developments, Jegog was developed as an ensemble/barungan gamelan by an artist named Kiang Gliduh from Sebul Hamlet, Dangintukadaya Village around 1912. Besides being presented instrumentally, Jegog art also functions to accompany a typical dance from the Jembrana area called the Jegog Dance. The movements of the jegog dance are mostly taken from Pencak Silat. jegog is spread in almost all villages in Jembrana Regency. As a profane/wage-paid art, the existence of jegog art is highly dependent on the interest of the wage earner. The Blimbingsari community also has a Jegog group, which is usually used to welcome guests, or as entertainment at night according to tourist requests. Before the stage, usually the participants of this jegog musical instrument are given training which can be described as below



Fig. 8 Jegog training

3.3 Analysis of the Existence of Belimbingsari Tourism Village

To find out the existence of the Blimbingsari tourist village, guidelines from the Deputy for Human Resource Development for Tourism and Inter-Institutional Relations were used. There are 5 indicators used and each indicator has a sub-indicator according to the thing to be assessed, namely:

3.3.1 Number of Visits

From the number of visits that occur, there are two sub-indicators that are used to see the existence of a tourist village, namely the number of foreign tourists and foreign tourists visiting, where the guidelines and the number of visits that occur in the Blimbingsari Tourism Village are as shown below.

Table 1 Village Categories Based on Number of Visits

No.	Village Category	Number of Visits	
		foreign tourists /month	Domestic tourists/month
1	Stub	20 - 500	100- 1500
2	Develop	501 - 2500	1.501 - 20.000
3	Advanced	2.501- 10.000	20.001 - 50.000
4	independent	10.000 ...	50.001 .....
Number of Visits real		246	1.343
Kategori		stub	Develop

Source: Guidebook for Mentoring-Based Tourism Village Development Through Universities in 2019 and survey results

Based on the table above, it shows that the Blimbingsari tourism village is still a pilot tourism village seen from the number of foreign tourist visits, and has included a developing tourist village seen from the number of domestic tourist visits.

3.3.2 The Tourism Industry Is Growing

From this indicator, there are six sub-indicators that are used to see the existence of a tourist village, where the guidelines and the existence of indicators that occur in the Blimbingsari Tourism village as in below

Table 2 Criteria for a Developing Tourism Industry

No	Village Category	Accommodation/Homestay	Stall/ Restaurant	Man-made Tourist Attractions	Tour and Travel	Local transportation	Local organizer events
1	stub	1-5	1-5	1	0	0	0
2	Develop	6-20	6-10	2	1-3	1-6	1
3	Advanced	21-50	11-19	3	4-10	7-15	2-5
4	independent	51-	20-	4-	11-	16-	6-
Avaliable		40	7	2	5	5	2
Category		Advanced	Develop	Develop	Develop	Develop	Develop

Source: Guidebook for Mentoring-Based Tourism Village Development Through Universities in 2019 and survey results

Based on the table above, it shows that the tourist village of Blimbingsari is already an advanced tourist village seen from the number of existing accommodations, and is a developing tourist village seen from five indicators, namely: Stalls / Restaurants, Artificial Tourist Attractions, Tours and Travel, Transport- the local, local event organizer. This means, that all the main tourism facilities already exist in the tourist village of Blimbingsari.

3.3.3 Readiness of skills and human resources

From this indicator, there are four sub-indicators that are used to see the existence of a tourist village, where the guidelines and the existence of indicators that occur in the Blimbingsari Tourism village as in below

Table 3 Skills and HR Readiness Criteria

No	Village Category	Hospitality	Digitalization marketing	Information Technology	Management
1	stub	Basic hospitality overview	Basic Thinking (product knowledge)		
2	Develop	Intermediate Skill	Intermediate (Product development, branding)	Facebook, instagram (look)	Single
3	Advanced	Advance (embedeed)	Advance (Product development, branding)	Website blog (book)	Community
4	independent	Expert (Management Operational)	Expert (product innovation, digital marketing)	Landing page (look, book, pay)	Integrated Management
Existence		Intermediate Skill	Intermediate (Product development, branding)	Website blog (book)	Single
Category		Develop	Develop	Advanced	Develop

Source: Guidebook for Mentoring-Based Tourism Village Development Through Universities in 2019 and survey results

Based on the table above, it shows that Blimbingsari tourism village is an advanced tourist village in terms of the information technology used, and is a developing tourist village seen from three indicators, namely: Hospitality, Digitalization Marketing, and Management. This means that the service, marketing and management of the Blimbingsari tourism village have not gone well.

**3.3.4 Product Diversification and Tourism Activities**

From this indicator, there are six sub-indicators that are used to see the existence of a tourist village, where the guidelines and the existence of indicators that occur in the Blimbingsari Tourism village as in below

**Table 4 Criteria for Product Diversification and Tourism Activities**

No	Village Category	Natural Products				Artificial Products	
		River Based	Highland/Mainland Based			Theme Park	Local Craft
		River	Mountain	Hill	Rice		
1	Stub	1	1	1	1	1	
2	Develop	2-5	2-5	2-5	2-5	1	2-5
3	Advanced	6-10	6-10	6-10	6-10	2	6-10
4	Independent	11-	11-	11-	11-	3	11-
<b>Existence</b>		1	0	1	1	2	3
<b>Category</b>		Stub	-	Stub	Stub	Advanced	Develop

Source: Guidebook for Mentoring-Based Tourism Village Development Through Universities in 2019 and survey results

Based on the table above, it shows that Blimbingsari tourism village is already an advanced tourism village seen from the number of existing Theme Parks, and is a developing tourism village seen from local employment indicators, as well as a pioneering tourism village seen from three indicators, namely: River-based Natural Products, hills and fields. This means that there is a lot of natural potential in the tourist village of Blimbingsari that has not been used optimally, some even have not been used at all, such as mountains

**3.3.5 Growing Tourism Amenity**

From this indicator, there are five sub-indicators that are used to see the existence of a tourist village, where the guidelines and the existence of indicators that occur in the Blimbingsari Tourism village are as in below

**Table 5 Developing Tourism Amenity Criteria**

No	Village Category	Tourist Information centre	Souvenir Shop	Money changer/ATM	Public toilet	Diffable Facilities
1	Stub	0	0	0	0	0
2	Develop	1	1	0	1	0
3	Advanced	2	2-4	1	2-5	1
4	Independent	3-	5-	2-	6-	2-
<b>Existence</b>		1	0	1	12	1
<b>Category</b>		Develop	Stub	Advanced	Independent	Advanced

Source: Guidebook for Mentoring-Based Tourism Village Development Through Universities in 2019 and survey results

Based on the table above, it shows that the Blimbingsari tourist village is an independent tourist village seen from the number of existing public toilets, including developed tourism villages seen from the existing Diffable Facilities and Money changer/ATM/EDC indicators, including developing tourist villages seen from the Tourist Information indicator. center, and includes a pioneering tourism

village as seen from the Souvenir Shop indicator in the Blimbingsari tourist village. This means that the supporting tourism facilities in the tourist village of Blimbingsari are adequate, but the creativity of the community to provide souvenir shops does not yet exist.

To see the existence of the Blimbingsari tourism village as a whole, it can be determined from the results of the recapitulation of all the indicators used whose calculations are as follows

**Table 6 Recapitulation of all indicators**

No.	Indicator	Category				Amount
		Stub	Develop	Advanced	Independent	
1	Number of visits	1	1			2
2	Tourism industry		5	1		6
3	Readiness of skills and human resources		3	1		4
4	Product diversification	3	1	1		5
5	Tourism Amenity	1	1	2	1	5
<b>Total</b>		5	11	5	1	22
<b>Percentage</b>		22,73 %	50 %	22,73 %	4,54 %	100 %
<b>Weight</b>		1	2	3	4	
<b>Weight value</b>		5	22	15	4	46
<b>Average (46 : 22)</b>						<b>2,09</b>

Source: Tables 1, 2, 3, 4, 5

Based on the table above, from the evaluation results 22 indicators were used, of which the largest category was the developing category of 11 indicators or 50%. This means that the existence of a new Blimbingsari tourist village is included in the category of developing tourist village. If using weight analysis, where the average value of the category results is 2.09, which means the value is closer to the developing weight category, which is 2. This means that the existence of Blimbingsari tourism village as a whole is only including a developing tourist village

**3.3.6 Strategy to Improve Blimbingsari Tourism Village Category Towards Advanced Tourism Village**

To increase the existence of Blimbingsari Tourism Village from a developing category to an advanced category, it is necessary to determine an effective tourism village development strategy to be implemented. To determine an effective strategy, it is necessary to analyze the potential that exists in the Blimbingsari tourism village. Besides the need to analyze the tourism business environment by conducting a swot analysis. In this analysis, it is only carried out qualitatively, namely by describing the potential and the tourism business environment of the Blimbingsari tourism village

Based on the results of the analysis of the potential and attractiveness of the Blimbingsari tourism village, it shows that the Blimbingsari village has natural and cultural potential which is a very potential unit to be developed into a superior tourism product which is the strength of the Blimbingsari tourism village. Many human resources who are residents of Blimbingsari village are highly educated in tourism and other fields that are outside the region and even abroad. These resources have the most role in the development of the tourist village which is also the strength of the Blimbingsari tourist village. It can

even play a role in promoting tourism villages and tourism products offered in the Blimbingsari tourist village. However, the creativity of the Blimbingsari village community to diversify tourism products and the ability to manage tourism villages is still low which is a weakness that occurs. Besides the location of Blimbingsari village which is far from the urban center and the center of Bali tourism

Judging from the results of the analysis of the Blimbingsari tourist village category, where many of the indicators used are in the developing category, there are even pilots. This means a lot of untapped potential. This condition is a very big opportunity to be able to develop the existing potential into superior tourism products, it's just that the weakness of the ability of human resources is still low to take advantage of the existing potential. Meanwhile, tourism facilities and infrastructure in the tourist village of Blimbingsari are adequate, which can be seen from the indicators of the tourism industry and its amenity, including advanced and independent categories, which are the strengths of the tourist village of Blimbingsari.

From the analysis of the tourism business environment, especially the external environment, where in the State district there are still few tourist villages that develop as competitors and are the entrances for domestic or domestic tourists, so it is a very big opportunity for the development of the Blimbingsari tourist village. However, the existence of the Blimbingsari tourist village is quite far from the district highway, especially now faced with the covid-19 pandemic which is a weakness and threat to the development of the Blimbingsari tourist village

Based on the many potentials that exist in the Blimbingsari tourist village and the results of the analysis above, the strategies and policies that need to be carried out for the development of the Blimbingsari tourist village into an advanced tourism village in the future are:

1. Develop tourism products by diversifying tourism products in accordance with the potential that exists in the Blimbingsari tourist village by taking into account the dynamics of tourist tastes which are very dynamic.
2. Cooperating with tourism villages that have developed both in the State district and in other districts in Bali, at least conducting a comparative study to tourist villages that have been developed.
3. It is necessary to involve academics to help design creative tourism products and provide guidance and various trainings to the community in the form of training in making culinary products, language, guiding, professional ethics and other training in order to provide satisfactory services to tourists visiting the Blimbingsari tourist village.
4. Cooperating with travel agents (Travel Agents) to promote the existence of tourist villages and sell tourism products in order to increase the popularity of the Blimbingsari tourist village.

5. Marketing of tourism products offered in the Blimbingsari tourist village with a "marketing mix" strategy to a potential tourism market based on digitalization.
6. Cooperating with the diaspora, namely the Blimbingsari Tourism Village community who are outside the region and abroad to help promote and sell tourism products offered in the Blimbingsari tourist village.

#### IV. CONCLUSION

Based on the results of the discussion above, conclusions can be drawn which are short answers to the problems that have happened, which include:

1. The existence of Blimbingsari tourism village as a whole is only including a developing tourist village
2. The strategies and policies that need to be carried out for the development of the Blimbingsari tourist village into an advanced tourism village in the future are:
  - a. Develop tourism products by diversifying tourism products in accordance with the potential that exists in the Blimbingsari tourist village
  - b. Cooperating with tourism villages that have developed both in the State district and in other districts in Bali, at least conducting a comparative study to tourist villages that have been developed
  - c. It is necessary to involve academics to help design creative tourism products and provide various trainings in the form of training: culinary, language, guiding, professional ethics and others in order to provide satisfactory services to tourists who visit the tourist village of Blimbingsari.
  - d. Cooperating with travel agents (Travel Agents) to promote the existence of tourist villages and sell tourism products in order to increase the popularity of the Blimbingsari tourist village.
  - e. Marketing of tourism products offered in the Blimbingsari tourism village with a "marketing mix" strategy to a potential tourism market by effectively combining marketing elements in the form of 4Ps, namely: P (Product), P (Price), P (Promotion), P (Place) based on digitization
  - f. Cooperating with the diaspora, namely the Blimbingsari Tourism Village community who are outside the region and abroad to help promote and sell tourism products offered in the Blimbingsari tourist village.

#### ACKNOWLEDGMENT

Gratitude and acknowledgement are expressed to the Centre for Research and Community Service of Bali State Polytechnic for funding this research. Gratitude also goes to the researcher team that support this research. Without their support, the research

would not have been possible. The researcher also would like to gratefully thank the leaders (Director and Vice Directors) of Bali State Polytechnic, as well as to the head of the Blimbingsari village, tourism awareness groups and hamlet heads in Bimbingsari village who have helped and provided data so far.

#### REFERENCES

- [1] Minister of Tourism Regulation Number 13 of 2018, concerning the Strategic Plan of the Ministry of Tourism for 2018-2019, on 12 November 2018 and promulgated on 11 December 2018.
- [2] Harris, R., Williams, P. Tony Griffin, T. 2002. Sustainable Tourism, Second Edition: A Global Perspective. Oxford: Elsevier Ltd
- [3] World Tourism Organization. 2007. *A Practical Guide to Tourism Destination Management*. Spain: World Tourism Organization.
- [4] Damanik, Janianton & Weber, Helmut F. 2006. Ecotourism Planning: From Theory to Application. Andy: Yogyakarta
- [5] WTO. 2002. Contributions to the World Summit on Sustainable Development: Johannesburg
- [6] Stoddard, J., E. Pollard, C., E. Evans, M., R. 2010. *The Triple Bottom Line: A Framework for Sustainable Tourism Development*. Boone, NC 28608
- [7] Moscardo, Gianna. 2003. Interpretation and Sustainable Tourism: Function, Examples and Principles (Journal of Tourism Studies Vol. 14, No. 1, May 2003)
- [8] Suryawan, A.A., 2008. Management of Sustainable Tourism Development, Master Program in Tourism Studies (hand-out). Udayana University: Denpasar
- [9] Wahjudin Sumpeno, 2011, Integrated village planning, Seconds edition, Read, Banda Aceh, Indonesia
- [10] Muljadi A.J. 2012, Tourism and Travel. Jakarta: PT. Raja Grafindo Persada
- [11] Rangkuti, F., 2006. SWOT Analysis: Dissecting Business Case Techniques, Reorienting Strategic Planning Concepts to Facing the 21st Century, Pt Gramedia Pustaka Utama, Jakarta
- [12] Ting, H., W.W.P. Ming, E.C. de Run, & S.L.Y. Choo (2015). Beliefs about the use of Instagram: An exploratory study. *International Journal of Business and Innovation*, 2(2).
- [13] Hanan, H. & Putit, N. (2014). Express marketing of tourism destination using Instagram in social media networking
- [14] Tyrrell, T. Paris, C. M. Biaett, V. 2013. A Quantified Triple Bottom Line for Tourism Experimental Results. *Journal of Travel Research* 52(3):279-293
- [15] Rai Utama, I Gusti Bagus. Eka Mahadewi, Ni Made (2012). *Tourism & Hospitality Research Methodology*, Yogyakarta: Andi Offset & Undira
- [16] Husein Umar, 2005, *Business Research Methods*, PT Gramedia Pustaka Utama, Jakarta
- [17] Rangkuti, Rangkuti. (2017). *Dissecting Business Case Techniques, SWOT Analysis, How to Calculate Weights, Ratings and OCAI*. Jakarta: Pt Gramedia Pustaka Utama