

## Strategy for Developing Belimbing Tourism Village, Pupuan District, Tabanan Regency



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**ABSTRACT:** This study aims to develop recommendations in the form of strategies for development in the Belimbing Tourism Village, Pupuan District, Tabanan Regency. This study was made using a qualitative descriptive method. The results of this study are that internal factors (strengths and weaknesses) have a greater influence than external factors (opportunities and threats). This is indicated by the joint weighting of the informants where the internal factors get a weight of 3.56 while the external factors get a weight of 3.4. The alternative strategies generated through the total weighting of EFAS and IFAS SWOT analysis, obtained a strengths-opportunities (SO) strategy as a strategy for the Belimbing Tourism Village which includes several strategies, namely strategy 1: Packaging tourist attractions, local products and local culture into tour packages and strategy 2: Improving the quality of accommodation and supporting infrastructure facilities in order to provide satisfaction for visiting tourists.

**KEYWORDS:** Development, Tourism Village, SWOT Analysis

### 1. INTRODUCTION

A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, customs, daily life, having a distinctive architecture and spatial structure of the village, or economic activities that are unique and interesting and have the potential for the development of various components of tourism, such as attractions, accommodation, culinary, and other tourist needs.

The development of tourism villages is the development of tourism that prioritizes community participation in tourism development, placing the community as the main actor through community empowerment in various tourism activities so that the benefits of tourism are fully intended for local communities.

Community-based tourism village development is a concept that emphasizes empowering communities to better understand and appreciate all the assets they have such as culture, customs, culinary, and other natural resources.

In addition, the local community is also fully involved in the development of tourism villages starting from planning activity ideas, management, and supervision are all carried out by the community in a participatory manner and the benefits are directly felt by the community. Thus, the role of the community as a stakeholder is an important element in the development of the village community-based tourism.

Belimbing Tourism Village is a village located in a mountainous area with hilly areas and an altitude of up to 700 meters above sea level. The area of this village reaches 2,606.66 ha with agricultural areas and panoramic views of frequent terraces that are beautiful from rice fields, protected forests inhabited by monkey wildlife, Mekori Temple which is in the protected forest area, waterfalls, and others.

The existing potentials have not been optimally utilized as a tourist village considering the discovery of several obstacles from the environmental and human resources aspects that exist because so far the community there has not been much involved in tourism activities in their villages. This is due to the fact that the potential of the village has not been fully cultivated, limited opportunities for the community to participate in tourism development and the lack of creativity of the people there so that the community has not felt the impact in terms of improving the economy with tourism activities there, so that the people there still rely on the agricultural and livestock sectors. In addition, there is also a weak public understanding of the concept of a tourist village.

### 2. LITERATURE REVIEW

According to Barreto and Giantari (2015:34): Tourism development is an effort to develop or advance tourist attractions so that these tourist attractions are better and more attractive in terms of places, even the objects in them to be able to attract tourists

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to visit. The main reason in the development of tourism in a tourist destination area both locally and regionally or the national scope in a Country is closely related to the economic development of the region or country.

According to Priasukmana & Mulyadin (2001), a tourist village is a rural area that offers a whole of atmosphere that reflects the authenticity of the pedesaan itself starting from socio-cultural, customs, daily life, having a distinctive village architecture and spatial structure and from socio-economic life or economic activities that are unique and interesting and have the potential to develop various components of tourism, for example, attractions, accommodation, food and drinks, souvenirs, and other tourist needs.

Community-based tourism is an activity that involves all levels of society in the process of planning, developing and managing tourism, so as to realize the development of sustainable tourism, which can provide positive benefits to the community's economy towards improving the welfare of local communities, advancing community culture and preserving nature, the environment and other resources.

According to Law No.10 of 2009 concerning tourism, tourist attractions are everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture and man-made products that are the target or destination of tourist visits.

Prasiasa (2013:21) suggests that a tourism destination is an area, a place where tourists can enjoy a variety of various types of experiences during travel. In the destination area, tourists need services to answer the three needs of tourists, namely: (a) something to see, namely something that is seen, observed, witnessed or watched is unique and attractive, (b) Something to do something you want to do in the form of entertaining and fun activities, and (c) Something to buy something you want to buy as a souvenir (souvenir) in the form of a product that is unique to the region and easy to pack.

According to the Tourism Village Guide, Ministry of Tourism in RAKORNAS II Tourism 2017, a tourist village is an area with a certain area and has the potential for unique tourist attractions that are unique to their community that is able to create a combination of various tourist attractions and supporting facilities to attract tourists.

This section contains an explanation of the stages of research that describes the logical sequence to obtain research output in accordance with expectations.

### 3. RESEARCH METHODS

This research is a type of qualitative descriptive research. Primary data in this study were obtained from the results of interviews and direct observations to the research site. This research was located in Belimbing Tourism Village, Pupuan District, Tabanan Regency. For secondary data obtained from journals, articles, and books that are related to the research topic This research uses purposive sampling techniques and SWOT analysis techniques.

### 4. RESULTS AND DISCUSSION

Prioritas	Strategi	Bobot Nilai
1	<i>Strength- Opportunities</i>	5,47
2	<i>Strengths- Threats</i>	3,05
3	<i>Weakness- Opportunies</i>	2,87
4	<i>Weakness- Threats</i>	0,45

Based on the results of the swot analysis the table above states that the strengthopportunities strategy has the highest weight. The S-O strategy is a strategy that supports an aggressive strategy (growth oriented strategy) by utilizing all the strengths possessed by Belimbing Village and taking advantage of the greatest opportunities. The strength-opportunities strategy in question includes:

Packaging tourist attractions, local products and local culture into tour packages, Improving the quality of accommodation and supporting infrastructure facilities in order to provide satisfaction for tourists who visit.

### 5. CONCLUSIONS

Identification of internal and external factors of Belimbing Tourism Village, it is known that internal factors (strengths and weaknesses) have a greater influence than external factors (opportunities and threats). This is shown by weighting with informants where the internal factor gained a weight of 3.56 while the external factor gained a weight of 3.4. Alternative strategies produced

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through the total weighting of EFAS and IFAS SWOT analysis, obtained a strengths-opportunities (S-O) strategy as a belimbing tourism village strategy which includes the following strategies: Strategy 1: Packaging tourist attractions, local products and local culture into tour packages. Strategy 2: Improve the quality of accommodation and supporting infrastructure facilities to provide satisfaction for tourists who visit

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