

Mapping the Potential of Bakas Tourism Village in Klungkung Regency Bali

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Abstract

Bakas Village, Banjarangkan District, Klungkung Regency, is one of the tourist villages in Klungkung Regency based on Klungkung Regent Regulation Number 2 of 2017 concerning the Establishment of Tourism Villages and Decree Number 82 of 2018 concerning the Establishment of the Bakas Village Tourism Awareness Group (POKDARWIS). Since being designated as a tourist village, the number of tourists visiting Bakas village every day is only 15 people, which is far from the target visit program launched by the Bakas Village Tourism Awareness Group of 2000 tourists visiting every month or approximately 66 tourists every day. The purpose of this research is to find out the right strategy in developing tourism in Bakas Village. The research was conducted using descriptive qualitative analysis with data collection techniques in the form of observation, documentation study and in-depth interviews. Based on the research analysis, it shows that the mapping of the potential of Bakas Tourism Village is very large, spelled out from diverse tourism products ranging from natural, cultural, and artificial tourism attraction products, especially the concept of community-faced tourism, supported by supporting facilities and adequate access routes. The obstacles faced by Bakas Tourism Village in marketing are the lack of adequate human resources to carry out marketing systems, especially when promoting on social media, and there is uncertainty in the price of each Bakas village tourism product.

Keyword: Tourism Potential, Tourism Attractions, Tourism Village, Bakas Village

INTRODUCTION

Tourism is one of the industries in Indonesia whose prospects have great potential to be developed and is also a source of foreign exchange. Opportunities to be developed must of course be supported by the natural conditions of the area. Indonesia has abundant natural potential so that it can be developed into a tourist attraction. According to Law No. 10 of 2009 article 1 paragraph 3 concerning Tourism, what is meant by tourism is "Various kinds of tourism activities supported by various facilities and services provided by the community, entrepreneurs, Government and Local Government". According to Fajri in Narendra (2019) defines tourism as an activity of leaving the place of origin with the aim of making oneself a consumer of cultural and economic civilization to meet the needs or desires of life. The development of tourism in an area will bring many benefits to the local community both economically, socially, and culturally. In line with the implementation of sustainable tourism which prioritizes harmony between economic, socio-cultural and environmental aspects so that it can be enjoyed by the next generation (Susila et al, 2023)

Indonesia has a lot of areas that have potential in the tourism sector. Bali Province is one of the provinces that has a lot of potential tourism resources that can be developed. The beautiful and cool natural environment, mountains, distinctive culture, and also the uniqueness that invites one's curiosity and also other potentials so that it becomes a very good prospect to continue to be developed. One aspect of Bali tourism that can be developed is village tourism or what is often known as a tourist village (Sudibya, 2018). A tourist village is a village that lives independently with its potential and can sell its various attractions as tourist attractions without involving investors (Masitah, 2019). Based on this, the development of tourist villages is the realization of the regional autonomy law (Law No.22 of 1999), so each district needs to program the development of tourist villages in order to increase regional income, and explore the potential of the village. Bali Province is aggressively developing tourism villages in an effort to support the concept of community-based tourism such as in Singaraja, Gianyar, Badung, Tabanan and many more in other areas. Especially in the Klungkung regency area, many tourist villages have also been developed such as Kamasan Village, Gelgel Village, Aan Tourism Village, Tihingan Tourism Village and other tourist villages including Bakas Tourism Village.

Bakas Village, Banjarangkan District, Klungkung Regency, is one of the tourist villages in Klungkung Regency. The status as a tourist village, along with the stretch of tourism in the village whose area is flanked by two rivers; Tukad Melangit in the west and

Tukad Bubuh in the east of the village. The Bakas area has been a tourist village since 2017 based on Klungkung Regent Regulation Number 2 of 2017 concerning the Determination of Tourism Villages and Decree Number 82 of 2018 concerning the Establishment of the Bakas Village Tourism Awareness Group (POKDARWIS). There are several areas of tourism development in Bakas, namely the area around Tukad Melangit, which includes the Subak Bungsih area. In this area there are Adventure Tour and Rafting (Levi Rafting).

The Tukad Bubuh area in the eastern part, covering Subak Dlod Bakas, has a swing and trekking by bicycle and on foot. The area around the Merajan site which leads to historical or archaeological tourism, there are ancient phalluses that characterize the Merajan tourism area. The ancient site belongs to or duwe Griya Gede Bakas. The Cultural Heritage Preservation Center (BPCB) has been invited to identify the phallus and also the area around Bukit Buwung around the Pura Puseh Bakas temple. Of the four areas, two have been developed, namely the Tukad Melangit area and the area around Tukad Bubuh. The other two, namely the Merajan site area and Bukit Buwung, are still in the process of development.

According to BPS data in 2023, tourist visits to Klungkung Regency from January to December 2023 amounted to 728,936 people while the number of tourists visiting Bakas Tourism Village from March to December 2023 was recorded at 4,531 people, From this data the number of tourist visits per month is 453 people, and averaged every day only 15 people. This number is far from the target visit program announced by (POKDARWIS) Bakas Village as many as 2000 tourists visiting every month or as many as approximately 66 tourists every day.

In dealing with these problems, a marketing strategy is needed for tourist attractions in Bakas Village to improve the quality and quantity of tourist visits. In realizing this, the manager of the Bakas Village tourist attraction (POKDARWIS) must really improve the quality of service and improve the quality and quality of existing infrastructure or supporting facilities. In some cases, the development of tourist areas has experienced obstacles in terms of geography, territory, community conditions, costs and the fulfillment of tourism facilities considering that the area has just been developed (Dewi et al, 2022). In addition to the availability of facilities and quality of service, security and safety in the tourist village area also need to be considered to avoid unwanted things around the tourist village.

Based on this, the author is interested in further research on mapping the potential in Bakas Tourism Village and what strategies are appropriate for the progress of Bakas Tourism Village. The purpose of this research is to find out the tourism potential in Bakas Tourism Village Klungkung and the right strategy used to increase the number of tourists visiting Bakas village.

METHODE

The research location in this study is Bakas Village, Banjarangkan District, Klungkung Regency, Bali Province. The data sources of this research are primary data including interviews, observations and documentation. Then the secondary data of this research is the internet, journals, scientific papers, and reference books related to this research. This research uses a dialogical approach including interviews with the government, private sector and local communities. According to (Sugiyono, 2019), in qualitative research, the instrument or research tool is the researcher himself. This research uses several research instruments such as interview guidelines, cellphone cameras, books and pens, as well as audio recording devices, and observation checklists.

Qualitative research that uses several methods in collecting data including observation, interviews and documentation studies. Therefore, the instruments needed to support this include a cellphone camera to record audio and take pictures when conducting documentation, books and pens to record important things informed by respondents / sources and interview guidelines used to obtain data in accordance with the problems studied in this study. The approach used is qualitative research which will be analyzed using qualitative descriptive analysis techniques to see the phenomena that occur in Bakas Tourism Village.

FINDING AND DISCUSSION

A. Mapping the Potential of Bakas Tourism Village

Based on the findings in the field, the results of this study found tourism potentials in Bakas Tourism Village. In the latest research, there are initial aspects to measure indicators of tourism potential such as tourist attractions, accessibility, amenity, activity, ancillary service, environment in tourist area, human resources (Rizaldi et al, 2024). This research will explain the tourism potential using the concept approach according to Cooper et al. (1995). The potential in question includes accessibility, amenity, tourist attractions, and institutions. The following is a mapping of tourism potential in Bakas Tourism Village.

1. Accessibility

The level of accessibility referred to in this study is the level of convenience or transportation in reaching Bakas Tourism Village. The ease of accessibility of an object greatly affects the interest and motivation of tourists to visit the object. The accessibility levels studied are:

a) Road Conditions

Access to Bakas Tourism Village, is very adequate, namely the road has been paved with feasible standards for land transportation for both two-wheeled vehicles and for four-wheeled vehicles, it just needs a little improvement and widening of the road at certain points.

b) Distance and Travel Time

Bakas Tourism Village is about 7.5 km from the center of Klungkung City and there are no detours because the road to Bakas Tourism Village is straight following the existing main road and only takes approximately 17 minutes by using two-wheeled vehicles and 22 minutes by using four-wheeled vehicles.

c) Directional Signage

The direction board is the identity of the Bakas Tourism Village which will make it easier for tourists to know the location of the Bakas Tourism Village.

d) Transportation

The transportation in question is a number of vehicles used by tourists to reach Bakas Tourism Village. In terms of transportation tools that can be used by tourists, it is very diverse ranging from 2 wheels to 4 wheels and more such as motorbikes to tour buses with a road area of 6 meters which is sufficient for 2 vehicles to walk at once when passing. The distance of Bakas Village from Ngurah Rai International Airport is around 43.4 km and from the Sanur tourist area around 30 km. while from the city center of Denpasar around 31 km.

From the results of the explanation above, it can be seen that in terms of Accessibility or Access to reach Bakas tourist village has good potential, starting from the category of good roads, close distance from tourist centers, to directions scattered at several points in the Banjarangkan sub-district making it easier for tourists who want to go to Bakas tourist village, this is in accordance with the statement of Mr. I Made Bayu Wisnawa as an expert in the field of tourism on April 4, 2024 at 14.00 wita:

"Sustainable Infrastructure Development: Develop adequate supporting infrastructure, such as road access, public facilities, and accommodation, while taking into account the principles of sustainability and environmental preservation."

Based on the above statement, one way to explore the potential of a tourist village is to have adequate accessibility and be accompanied by maintenance and development in accordance with the needs of sustainable tourism, without damaging the existing environment.

2. Attraction

Based on the results of observations, there are 3 natural tourism attractions, namely, the view of the Tukad Melangit ravine, the view of the rice fields, and the view of the Tukad Bubuh ravine. The following is a description of 3 natural tourism attractions in Bakas Village:

1. Natural Attractions

a) Tukad Melangit Ravine

Tukad Melangit Ravine is located in the western part of Bakas Village, which borders directly with Gianyar Regency, precisely Sidan Gianyar Village. Tukad Melangit Ravine presents a view of the steep ravine and its biodiversity, offering a good sunset point in the afternoon.

b) Expanse of Rice Fields

The expanse of rice fields that can be seen along entering Bakas village covers most of the Bakas village area, offering a view of a diverse agricultural ecosystem ranging from flowers, pandanus, and rice plants. The rice fields in Bakas Tourism Village have a total area of 100.37 hectares or around 26.26% of the total area of Bakas Village of 382.225 hectares.

c) Tukad Bubuh Ravine

Tukad Bubuh Ravine is located in the eastern part of Bakas village, which borders Getakan village with beautiful natural scenery. Tukad Bubuh Ravine in Bakas Village is a location that offers a view of the ravine that is not too deep and is decorated with rows of coconut trees lined up neatly, and offers a sunrise point in the morning.

2. Cultural Attractions

There are typical cultural attractions, namely dance studio tours, gamelan studios, and traditional temples in Bakas village, the following is an overview of cultural tourism attractions in Bakas village:

a) Dance and Gamelan Studio Tourism

In Bakas Tourism Village, there are dance and gamelan studios provided for tourists who want to travel and learn about dances and gamelan in Bali such as barong dance, pependetan, rejang, and various other dances as well as the basics of the gamelan.

3. Man Made Attractions

There are 7 types of artificial tourist attractions namely Kayaking, swing, trakking, cycling, rafting, Elephant Tour, and Cooking class. The following are artificial tourist attractions in Bakas village:

a) Kayaking

Kayaking is a type of water sport in which a person uses a kayak to sail on waters such as rivers, lakes, or the sea. A kayak is a small boat that is usually propelled by human power using a paddle called a kayak paddle. Kayaking attractions are carried out on the tukad melangit river for 1 hour to 1.5 hours along the river with the feel of cliffs and beautiful forests with the starting point at Melangit Adventure to Tusan village with a length of about 3 km. When kayaking, tourists use a kayak boat containing a maximum of 2 tourists accompanied by 1 captain / guide. The number of captains or water tour guides in Melangit Adventure is around 5 people who have certification and expertise in their fields. There are 15 kayak boats provided. When kayaking, tourists are required to complete several documents such as life insurance, use safety equipment such as buoys, safety helmets, and dippers. The price offered to enjoy this tour is IDR 300,000 for domestic tourists and IDR 550,000 for foreign tourists. The price includes pick-up fee, lunch/afternoon meal, locker, bath and documentation.

a) Swing

Swing involves a back and forth motion produced by pushing or swinging the legs, which is a fun form of physical activity for the person doing it. Swing tourist attractions are carried out in the Tukad Melangit Cliff area, precisely near the Melangit Adventure lobby with a number of swings, namely 2 swings and a duration of 20 minutes to 30 minutes. In

doing swing tourist attractions, tourists can choose several costumes with several colors, namely red, white, yellow and blue, totaling 2 pairs per color. When carrying out swing tourists are protected by insurance, and tourists are required to follow safety standards such as using seat belt and posing rules so that unwanted things do not happen. Other facilities provided are cameramen who are in charge of recording and taking pictures of tourists during activities. The price offered for this activity is IDR 150,000 for foreign tourists and IDR 100,000 for domestic tourists.

b) Cycling

Cycling is an activity of cycling around the beautiful rice fields and nature in Bakas Village. This activity takes place with a distance of up to 8 km around the village both from agriculture, historical buildings and plantations. The activity starts from the east of Bakas village, namely from the Pengangon camp until returning to the starting place. The facilities provided are; tour guide, bicycle, and helmet. In this activity tourists are also taught about the culture of agriculture and plantations in Bakas village, namely subak and tourists will be served coconut water that is picked directly. The price offered to do this tourist attraction is Rp. 350,000, - for foreign tourists and Rp. 250,000, - for domestic tourists. The price includes lunch for tourists.

c) Trekking

Bakas Tourism Village Trekking is an activity to explore Bakas Village or the area around Bakas village on foot. This activity aims for recreation, adventure, or to enjoy the beauty of nature and village life. The trekking activity is a package of activities with a duration of 08.00 - 13.00 local time. The activity starts from receiving tourists at Kubu Pengangon then tourists are served welcome drinks along with local snacks coupled with making preparations before doing tracking. Tracking activities cover a distance of about 4-5 km starting from the east of the village to the border of Tusan village then back to the starting point. In this activity tourists can enjoy natural scenery, rice fields and on the sidelines of the trip the tour guide also serves young coconuts for tourists while explaining things encountered on the way. After traveling, tourists are treated to lunch with a local menu and get souvenirs / souvenirs. The price offered for tourists is between IDR 150,000 to IDR 200,000 with facilities in the form of travel equipment, tour guides and other facilities.

d) Elephant Tour

Elephant Tour is one of the tourist attractions owned by Levi Rafting. This activity presents the natural beauty of the Levi Rafting area by riding an elephant with a duration of 30 minutes for long trips and 15 minutes for short trips. In this activity tourists can ride an elephant with 1 guide and 2 tourists for 1 elephant. The number of elephants owned by Levi Rafting is 6 elephants and their respective handlers. The activity is opened from 08.00 - 16.00 local time. The price offered varies from Rp. 495,000,- to Rp. 1,000,000,- according to the conditions.

e) Rafting

Rafting is a popular water tourism in Bakas. Rafting is a rafting activity using a boat containing 6 passengers. This tour is carried out on the Tukad Melangit river for 90 minutes to 120 minutes exploring the river with beautiful cliffs and forests. The starting point of the trip at Levi Rafting to the border of Tusan village with a length of 4 - 5 km. The number of captains or water tour guides in Levi Rafting is 7 people who already have certification and expertise in their fields. Tourists who want to enjoy rafting tours must have a number of documents such as accident insurance, wear personal protective equipment that has been provided and must follow the guidance of the tour guide. The price offered for domestic tourists is Rp. 500,000, - and for foreign tourists is Rp. 845,000, -. The facilities obtained are pick-up from the hotel where you stay, lunch with a local menu, storage / locker, toiletries, and documentation.

Based on this explanation, it is concluded that the tourism potential in the Attraction category has diverse, interesting and possible potential for development. The development of artificial tourist attractions in Bakas Tourism Village will continue to grow following the needs of tourism supported by cultural and natural tourism that is preserved. From these results, Bakas Tourism Village can become a tourist spot that will continue to be promising. The potential to fulfill the desires of tourists who visit and of course can compete with other tourist villages, this is supported by the statement of Mr. I Made Bayu Wisnawa as an expert in the field of tourism on April 4, 2024 at 14.00 WIB:

"Assessment of Potential and Resources: The first step is to conduct a thorough assessment of the natural, cultural, and human resource potential of the village. This includes identifying key attractions, unique cultural activities, and natural resources that can be developed as tourist attractions". "Tourism Product Development; based on the identified potential, develop attractive and sustainable tourism products.

These can be cultural tour packages, nature experiences, or creative activities that involve direct interaction with local communities and nature".

Based on this statement, it can be seen that to develop a tourist village, it must continue to explore all existing potential, starting from continuing to develop sustainable natural, artificial, and cultural tourist attractions as tourist attractions.

3. *Ancillary*

Supporting Institutions relate to the availability of an organization or people who take care of the destination. Additional services are important even though the destination already has good attractions, accessibility and amenities, but if no one organizes and takes care of it then in the future it will definitely be neglected. In Bakas Tourism Village, the organization that takes care of and manages the tourism village is POKDARWIS and the Tourism Village Manager who collaborate with BUMDES Bakas Village in managing tourist attractions in Bakas Village. The Bakas Village Tourism Awareness Group and the Bakas Tourism Village Manager are part of the BUMDES Bakas (Bakas Village-Owned Enterprise) business unit with the following management system:

a) Pokdarwis Bakas as a partner of the Klungkung district government in an effort to increase group and community awareness in the field of tourism which includes planning, supervision, and socialization of exploring the potential in the Bakas tourism village based on Sapta Pesona in the Bakas Village environment.

b) Bakas Tourism Village Management as a manager and tourism actor which includes cultural, culinary and educational tour packages, as well as marketing and lodging management.

c) Tourism management should be based on CBT (Community Based Tourism), which prioritizes the community as the tourism actors themselves.

4. *Amenity*

Amenity referred to in this research is all facilities and accommodations in Bakas Tourism Village, which will be enjoyed by visiting tourists, including:

a) Stalls or Restaurants

In Bakas Tourism Village, there are local stalls and restaurants that sell food and drinks to meet the needs of tourists and to support the comfort of tourists when visiting Bakas Tourism Village.

b) Homestay

Homestays in Bakas Tourism Village are inns owned by local residents that offer Balinese residential architecture with thick family warmth.

c) Toilets

Facilities such as toilets at several points in Bakas Tourism Village have been built to support tourist visits.

From this explanation, the amenity facilities owned by Bakas Tourism Village are fairly complete and qualified to support the development of Bakas Tourism Village, especially in terms of guest reception readiness by providing adequate overnight facilities. The atmosphere of the inn is thick with the culture of the local community and the nature that supports it coupled with qualified human resources makes Bakas Tourism Village ready to overcome the risks of each sustainability of a tourist attraction.

CONCLUSION

The results of this study obtained conclusions regarding the mapping of the potential of Bakas Tourism Village, namely the potential possessed by Bakas tourism village is very large, spelled out from diverse tourism products ranging from natural, cultural and artificial tourism attraction products. The tourism potential is supported by adequate facilities such as road access, places that provide food and drinks to accommodation for tourists. Public facilities such as toilets, spacious parking, easily accessible information and other facilities are sufficient for Bakas Tourism Village to become a tourist attraction of interest to tourists.

The obstacle faced by Bakas Tourism Village in marketing is the lack of adequate human resources to carry out marketing systems, especially when promoting on social media. In addition, the uncertainty of the price offered from each Bakas Village Tourism product makes marketing activities a little difficult because each place has its own price. To improve or optimize the tourism marketing of Bakas Tourism Village, the management needs to make improvements and development at the level of security and supervision. Facilities and infrastructure such as the addition of toilets, trash bins, and the provision of typical souvenir shops need to be used as a development effort that will have an impact on the high interest of tourists to visit so that this Tourism Village can compete with other tourism competitors. The role of the government is expected to help provide training related to tourism to local communities so that local communities can understand well and can contribute to tourism activities. In addition, the local community should be able to contribute

to the development of tourism in Bakas Tourism Village, such as providing ideas or ideas, providing criticism and suggestions, and participating in tourism activities which in their development can provide positive benefits for the economic welfare of the village community.

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