

Sambangan Tourism Village Development

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Abstract. The research was conducted in Sambangan Village to describe tourism potential and measure the level of tourism potential in the development of tourist villages. Survey techniques, observation, and interviews collected data. The analysis uses qualitative analysis combined with scoring, using cross-tabulation to measure tourism potential. The results showed that the category of tourism potential in Sambangan Village was high. Tourist destinations with four variables show high scores, such as tourist attractions, accommodation, affordability, and management of tourism businesses. This can be seen from the dominant natural tourism potential, namely waterfalls that maintain sustainability. The main attraction in Sambangan Village is the eight waterfalls, with the water source located at the spring at the top of the village. Sambangan village has a hilly morphology and forest area, so water sources are maintained throughout the year to support adequate tourist facilities. They have easy access to improve tourism services and become a driving factor for tourists to visit Sambangan Tourism Village.

Keywords: Tourism Potential, Development, Tourism Village

1. Introduction

Bali is one of the areas with a fairly complete tourist area with its charm so that it can attract both local and foreign tourists to visit. For tourist attractions, namely natural tourism and cultural tourism [1]. One of the tourist objects that must be visited in Bali is a tourist village because in that village tourists can find out about natural tourism and cultural tourism that is typical of the village. For example, Penglipuran Village, which is one of the famous tourist villages that holds the title of the cleanest village in the world, where the village offers attractions such as culture, traditional culinary delights, and crafts.

Rural tourism or better known as a tourist village is a rural area that offers authenticity in terms of socio-culture, customs, daily life, traditional architecture, and village spatial structures presented in the form of integration between attractions, accommodation, and facilities that are presented in a structure of community life that has been integrated with the prevailing customs and traditions [2]. As stated in Law No.6 of 2014 has stipulated that the village is a development administration space, which is in Article 83 paragraph. Law no. 6 of 2004 stated that the development of rural areas is carried out to accelerate and improve the quality of service, development, and empowerment of rural communities in rural areas through a participatory development approach, and this has provided space for Buleleng Regency to be able to develop tourist villages so that in 2017 based on the decision of the Regent of Buleleng Number 430/405 / HK / 2017 regarding tourist villages in Buleleng Regency, there are 31 which have been designated as tourist villages of [3]The determination of tourism villages is, of

course, to be able to empower the community so that they can contribute to increasing awareness in addressing their potential so that they can take opportunities from these tourism activities to improve the economic welfare of the community. [4]; [5] said that there are 6 stages of forming a tourism village, namely (1) the community forms a community, (2) mapping tourism potential by the community, (3) designing tourism village management, (4) designing and compiling regulations related to tourism villages. developed, (5) carry out village tourism activities that have been designed, (6) carry out evaluation and monitoring. Sambangan Village, which is the village in Buleleng Regency designated as a tourist village. The determination of Sambangan Village as a tourism village is based on its potential which can be viewed from its natural conditions so that it is expected to make a positive contribution to the progress of the village if its potential can be managed and developed optimally. This village is often referred to as Sambangan Secret Garden with areas that vary from the stretch of rice fields in the lowest area in this village and the distribution of waterfalls in the upland area. The condition of Sambangan Secret Garden describes an area that is still very green, natural, and, with very fresh air. Sambangan Village has various tourist objects such as waterfall tours. The most famous waterfall is the Aling-Aling waterfall with a height of 35 m which is unique in that it is located in the water that flows from its peak which is divided into 2 waterfalls, namely the right side of the water discharge is greater than the left. Apart from waterfall tours, adventure tours and culinary tours can also be enjoyed when visiting Sambangan Village. The people of Sambangan Village also have activities that are still being cultivated, namely plowing the fields with cows, gardening and this village is also still preserving local arts by holding baleganjur training and calm natural scenery making Sambangan Village a spiritual tourism area. To support tourism activities, various facilities have also been provided to improve services to tourists. The tourism potential of Sambangan Village varies as a tourist village so it is interesting to study by looking at several aspects, namely tourist attractions, accessibility, facilities, institutions, and environmental preservation. The purpose of researching the tourism potential of Sambangan Village is to increase information for both the manager, the community, and the government so that later the potential that is owned can be a reference in planning tourism development.

2. Methods

The research location is in Sambangan Village, Sukasada District, Buleleng Regency. The design used in this research is descriptive research concerning the research design proposed by [6]. The object of this research is the tourism potential in Sambangan Village. The respondents from this study are stakeholders, namely tourism managers, community leaders, and village heads. Data were collected by survey techniques, observation, and interviews. the analysis uses qualitative analysis combined with scoring, which then uses cross-tabulation to measure the level of tourism potential. Provide a class of tourism potential with three categories, rendah potential, medium potential, and high potential.

$$\text{score} = \text{highest score} - \text{lowest score}$$

$$\begin{aligned} \text{interval} &= \frac{45 - 15}{3} \\ &= 10 \end{aligned}$$

Thus, the classification of tourism potential can be made as follows:

- 15-25 = Low
- 26-36 = Moderate
- 37-47 = High

3. Result and Discussion

The distribution of the level of tourism potential in Sambangan Village can be measured in which every aspect of tourism will be measured by giving a scale of 1 (low), 2 (moderate), and 3 (high) on each indicator. Each aspect has indicators so it is necessary to classify each one. The tourism potential aspect has 15 indicators the lowest value is 15 and the highest value is 45. Based on the total score of the summation carried out and the calculation of the interval, the results of the tourism potential of Sambangan Village are included in the high classification with a total score of 42 which is included in the high interval (37 - 47). The tourism potential in Sambangan Village is as follows. The main attraction is the waterfall and the high score is Aling-Aling waterfall because there support the attraction, easy access, and more facilities such as tourism information, ticketing, restaurants, and other facilities. and no less important there has tourism management.

Attractions

a. Main Attraction

The attractiveness of natural tourism is still the potential for superior natural tourism in Sambangan Village which consists of 2, namely tracking and meditation. Along the way to Sambangan Village, there will be a stretch of terraced rice fields and also a green plantation area that can provide a calm and cool atmosphere [7]. The natural potential that is widely spread in Sambangan Village is the potential for waterfall tourism. Sambangan village has a total of 8 waterfalls including Aling Aling waterfall, Kroya waterfall, Pucuk waterfall, Kembar waterfall, Changing waterfall, Dedari waterfall, Cemara waterfall, and Tembok Barak waterfall. To go to the waterfall, tracking can be done. There are 3 tracking tours offered, namely short tracking, medium tracking, and long tracking.

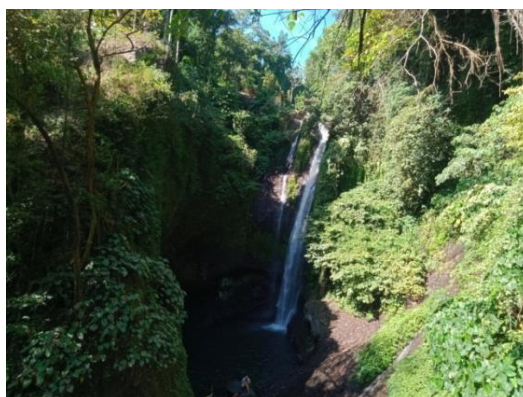


Figure 1. Aling-Aling Waterfall

b. Supporting Attraction

The supporting attraction in Sambangan Village such as Krisna Adventure and Alam Sambangan where these tourists objects take advantage of main attractions such as the natural beauty in Sambangan Village. In the Krisna Adventure tour, there will be some game sensations, namely paintball, flying fox, and ATV. Fling Fox game where tourists will slide from a height coupled with views of green rice fields. ATV games are carried out by passing through muddy rice fields. The distinctive rural scenery in the Krisna Adventure area makes this location a photo spot for tourists. In Nature tourism, Sambangan offers swimming pool facilities that are outside the room and also facilities in the form of selfie spots with a background in the form of a hilly area. Besides, in Sambangan Village there is an artificial tour that has just opened, namely the Palawan Hydroponics tour with a tourist attraction including hydroponic houses and wooden houses known as Hobbit houses. Also, in this tour, there is a culinary tour at one of the stalls that use three concepts, which are directly picked, processed immediately, and eaten immediately.



Figure 2. Sambangan Nature Tourist

Accessibility

- a. Road conditions, Sambangan Village has good roads so that it is easy to pass, however, some tourist objects still have roads that are still damaged.

- b. The distance from the city/regency is not too far so Sambangan Village has a strategic location.
- c. Transportation is quite adequate which can be seen from the availability of such motorcycle taxis in the tourist area of Aling Aling waterfall, but tourists can also use private vehicles when they want to visit Sambangan Village.



Figure 3. Main Street of Sambangan Village

Accommodation

- a. Accommodation, Sambangan Village has accommodations like the Shanti Natural Panorama View Hotel which offers views of the rice fields accompanied by a restaurant.
- b. Souvenir shops, not all tourist attractions in Sambangan Village provide souvenir shops, and only a few, such as in the Aling Aling waterfall area, provide souvenir shops for visiting tourists.
- c. Health posts, most of the tourist objects in Sambangan Village do not have a health post, for example, the Aling Aling waterfall tourist area, where the tourist attraction should have a health post because, in terms of tourist attractions, it has a lot to do with physical activities such as sliding activities which can cause injury for tourists.
- d. Security posts, most of the tourist objects in Sambangan Village have security posts with the aim of maintaining security both for tourist objects and for tourists.
- e. Information center, provided by the manager of the tourist attraction to make it easier for tourists to visit.



Figure 4. Shanti Natural View Hotel in Sambangan Village

Ancillary

- a. Managers and tourist attractions in Sambangan Village are managed by a management group in collaboration with BUMDES, and POKDARWIS which is part of the Sambangan Village NGO.
- b. Organizational structure, made by the Sambangan Village tourism manager following management standards.

Environmental Preservation

- a. Rules (awig-awig), have been made by the tour manager, but in some tourist objects, there are still rules that have not been implemented, such as those in the Canging Waterfall tourist attraction.
- b. Maintaining cleanliness, Sambangan Village always prioritizes maintaining cleanliness.
- c. Waste management, not all waste generated from tourism activities is processed, usually some of it is handed over to waste management officers, and there is also waste that is usually burned, such as those in the tourist attractions of Canging, Dedari, and Cemara waterfalls.

Based on the description above, Sambangan Village has tourism potential that can encourage tourists to visit because Sambangan Village has natural tourism potential which is very preserved and is also supported by adequate facilities coupled with easy access so that it makes the level of tourism potential in the Village. Sambangan is a tourist village that is included in the classification of high tourism potential. So it can be concluded that the tourism potential of Sambangan Village is high because the existing tourist objects can meet the needs of tourists such as tourist services, accommodation, easy access, and also tour guides. A study of the tourism potential of Sambangan Village can later become a reference for developing tourism. In developing tourism, the potential that is owned must be managed optimally in advance, such as by improving and completing various tourism support facilities. This is also supported by [7];[8];[9] with the results of research that empowering tourism potential can be done by providing and developing tourism support facilities, by improving accessibility, increasing human resource capacity, increasing tourism promotion and improving institutions. When later developing tourism potential in Sambangan Village, it should involve the participation of the surrounding community, so that tourism activities have a positive impact on people's lives. This is because the community is the subject and object of village development that must always be involved in the whole process of developing a tourist village. After all, the aim of developing a tourist village is not only to develop characteristics, and traditional and cultural values into a tourist object but also to improve the welfare of the community so that the community must play a role. and become the beneficiary [10]. Therefore, the community must be involved in the same way as in giving ideas related to tourism development because this participation will inevitably have an impact on the economic conditions of the community which can make the tourist village area their livelihood [11].

As previously done by [12]; [13]; [14] who took advantage of community participation in tourism development, wherein this study form of community participation was a form of vertical and horizontal participation where the community was involved in extension activities carried out by institutions involved in the development of ecotourism in Pemuteran Village and participate in security and hygiene activities directly. As was done by other researchers [5] who also studied community participation in the development of the Kandri tourism village in Semarang City and produced a form of community participation, pseudo

participation is based on contributions to efforts to develop the Kandri tourism village, receiving benefits equally, and decision making concerning the implementation of the tourism village development program, while for the level of community participation it is at the Citizen Power level. Therefore, in tourism activities, the role of the community is very important in developing the tourism potential of the tourism village [8]; [15]; [16].

4. Conclusion

The conclusion of this study is the potential of Sambangan Tourism Village in the high category because the existing tourist objects can meet the needs of tourists. The dominant tourist attraction variables are natural tourism in the form of waterfalls, easy access to reach the location, the existence of tourist accommodation in the form of information centers, places to stay, food and beverage stalls, and management of tourism managers, showing a high score. This study only uses four variables, the results can be more accurate if other variables related to tourism are added, such as the level of tourist satisfaction. Quantitative methods can be combined to confirm more comprehensive results.

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5. References

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