

THE EXISTING CONDITIONS OF TOURISM DESTINATIONS IN JEMBRANA REGENCY, BALI

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Abstract

Jembrana Regency, as one of the districts in Bali Province, has enormous tourism potential. However, most tourists' attention is still focused on areas such as Ubud, Kuta, Seminyak and Nusa Dua. Therefore, this research aims to identify tourism potential in Jembrana Regency, evaluate current conditions, and analyze the factors that influence tourism development in the Jembrana area, Bali. This research uses a qualitative methodology to identify tourism potential in Jembrana Regency, evaluate current conditions, and analyze the factors that influence tourism development in the Jembrana area, Bali with data collection techniques using structured interviews. Based on research conducted, Jembrana Regency has enormous tourism potential, both in terms of culture and natural beauty. Some of the main tourism destinations identified include Yeh Embang Village with Rambut Siwi Temple, Gilimanuk Early Human Museum, and West Bali National Park. Even though it has great potential, tourism development in Jembrana Regency is currently still not optimal. Factors that influence this include limited accessibility, inadequate infrastructure and supporting facilities, as well as a lack of effective promotion and marketing. Apart from that, the aspect of local community participation in the management and development of tourism in Jembrana also needs to be improved. Communities around tourist areas must be actively involved so they can participate in cultural and natural preservation efforts, as well as obtain economic benefits from tourism development.

Keywords: tourism, destination, potential, condition

A. INTRODUCTION

Indonesia is an archipelagic country consisting of more than 17,000 islands spread along the equator (Mudana et al., 2021). With such a vast and diverse territory, Indonesia is blessed with stunning natural beauty and unrivaled cultural richness. Indonesia's natural beauty can be seen from various amazing natural landscapes, such as volcanoes, lakes, rivers, white sand beaches, coral reefs and pristine tropical rainforests (Valeriani & Putri, 2020). Indonesia's biodiversity is also very rich, with more than 3,000 endemic species of flora and fauna that can only be found in this region. This country is inhabited by more than 300 ethnic groups with diverse traditions, languages, arts and customs (Sari et al., 2024).

Tourism is one of the sectors that is growing rapidly in the world today (Ananda & Mahaendra, 2023). The growth of the tourism industry has a positive impact on the economy of a country or region, such as increasing income, creating new jobs, and incoming foreign exchange from foreign tourist visits. Apart from that, tourism also has an important role in promoting the culture and heritage of a region to the outside world (Djuwendah et al., 2023).

Tourism destinations are the main component in the development of the tourism industry (Yamamoto et al., 2021). A tourism destination is a place or area that has tourist attractions, whether in the form of natural beauty, cultural heritage or man-made objects, which is the destination of tourist visits. A good tourism destination must have various supporting components, such as tourist attractions, tourism facilities and services, accessibility, supporting infrastructure, friendliness of local people, as well as safety and comfort for tourists (Hermawan & Hutagalung, 2021). Each region or country has the potential for unique and diverse tourism destinations. However, not all tourism destinations can develop well and attract optimal tourist interest. This can be caused by various factors, such as lack of promotion, limited

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accessibility, inadequate supporting facilities, or lack of good management from the local government and local community.

Indonesia's cultural heritage includes historical sites, magnificent temples, handicrafts, performing arts, and mouth-watering culinary delights (Hidayat Hidayat, 2023; Sartimbul et al., 2021). This natural and cultural wealth is what makes Indonesia one of the most popular tourism destinations in the world. Its natural beauty, biodiversity, and unique local culture and traditions attract tourists from all over the world to visit and explore the Indonesian archipelago.

Apart from cultural heritage, Indonesia's natural beauty is also a magnet for tourists from all over the world (Wuruwu et al., 2022). This archipelagic country has stretches of white sandy beaches that are a feast for the eyes, such as the Raja Ampat Islands, Lombok and Bali. Apart from that, Indonesia is also blessed with stunning volcanoes, such as Mount Bromo and Mount Semeru in East Java. This natural beauty is even more complete with the presence of pristine tropical rainforests, such as in Ujung Kulon National Park and Gunung Leuser National Park (Surahmat et al., 2024). Not only that, Indonesia's biodiversity is also a special attraction for tourists. Indonesia is the country with the third highest biodiversity in the world after Brazil and Colombia. Thousands of endemic species of flora and fauna inhabit the Indonesian archipelago, such as orangutans, Komodo dragons, birds of paradise, and a variety of beautiful coral reefs (Nitayadnya et al., 2023).

Each region in Indonesia has different tourism potential and is interesting to develop. Jembrana Regency, as one of the districts in Bali Province, has enormous tourism potential (Dewi, 2021). Bali is known as one of the most popular tourism destinations in Indonesia, even in the world. However, most tourists' attention is still focused on areas such as Ubud, Kuta, Seminyak and Nusa Dua (Sangasya Wiwekananda et al., 2021). Meanwhile, Jembrana Regency, which is located in the western part of Bali Island, has tourism potential that is no less interesting, such as beautiful beaches, mountains and rich cultural heritage.

Even though it has great potential, tourism development in Jembrana Regency is still not optimal. This can be caused by various factors, such as lack of promotion, limited accessibility, inadequate supporting facilities, or lack of good management from the local government and local community. This issue was also raised in the study Sulasmini et al. (2023) who found that tourism management in Jembrana Regency, Bali, especially in the Medewi Tourism Village, is still not optimal due to a lack of human resources to manage this tourist spot so that it can be known to many people and provide comfort to every visitor. Besides that, Meirejeki et al. (2023) in his study also highlighted the same thing, where in Jembrana Regency, the quality of tourism in Jembrana Regency still needs to be improved due to the lack of human resource capacity to manage tourism potential in the Regency so that many tourism potentials cannot be developed. There are also infrastructure problems which, although it is also suspected to be caused by a lack of adequate skills from the community, remain an obstacle in developing tourism potential, especially in Yeh Embang Angin village so that it can be used as an object that will attract tourists. (Anggara & Wulandari, 2023).

However, this study has not been able to map the tourism potential in Jembrana Regency even though it has analyzed the tourism problems that occur. Apart from that, the previous study was also unable to map the problems that occurred as a whole in Jembrana Regency and only focused on certain tourist villages. A comprehensive analysis of the tourism potential in Jembrana Regency along with mapping the problems will be able to help in seeing a broad landscape regarding the conditions that occur in Jembrana Regency which are related to their tourism development. Therefore, this research aims to identify tourism potential in Jembrana Regency, evaluate current conditions, and analyze the factors that influence tourism development in the Jembrana area, Bali. It is hoped that the results of this research can provide input and recommendations to local governments and other stakeholders in an effort to develop tourism in Jembrana Regency optimally and sustainably.

B. RESEARCH METHOD

This research uses a qualitative methodology to identify tourism potential in Jembrana Regency, evaluate current conditions, and analyze the factors that influence tourism development

in the Jembrana area, Bali. According to Best and Kahn in (Sandelowski, 1994) "The term descriptive research is often used to describe three different types of investigation. Descriptive research is a research method that tries to describe and interpret objects according to the situation (Morrow, 2001). According to Gay in (Rowan & Wulff, 2007) Descriptive method is a research method that involves collecting data to test hypotheses or answer questions regarding the truth of the research subject's status. Descriptive research determines and reports what is.

In a study, the population can be interpreted as the research target, respondents or participants who help the researcher by providing information related to the research topic. According to (Sugiyono, 2013) Population is a geographical generalization which includes: objects/subjects have certain qualities and characteristics that are determined by researchers regarding learning and then conclusions are drawn. Population is the subject of research (Arikunto, 2009) The target researchers in this research were residents around tourism in Jembrana district.

The data in this research is primary data where the researcher has collected it directly from the first source and the location of the research object being applied. The data in this research was obtained from direct interviews with other related parties. By using a list of questions or written questions (questionnaire) and through direct observation or observations in the research area.

The data collection technique is from information/data from respondents from the people of Jembrana Regency, Bali. Respondents answered several questions from researchers. In this research, in-depth interviews were conducted which aimed to identify participants' emotions, feelings and opinions regarding certain research subjects. In this research, interviews were conducted face to face. The questions used have been well planned and carefully structured to produce the type of data the researcher needs to answer the research questions.

C. RESULTS AND ANALYSIS

Description of Jembrana Regency, Bali

Jembrana Regency is located at the western tip of Bali Island and has many interesting villages to visit. Yeh Embang Village has quite large tourism potential and attracts tourist interest. Yeh Embang Village has a unique cultural tourist attraction with a rural Balinese feel. One of the main icons of this village is the Rambut Siwi Temple, which is a sacred temple and has important historical value for the local community. This temple is surrounded by green rice fields which add to the beauty of the surrounding natural scenery. Apart from that, Yeh Embang Village also offers other tourist attractions such as traditional Balinese cultural arts performances such as dances, gamelan performances and typical village handicrafts. Tourists can witness firsthand the life of village communities and interact with local residents to gain an authentic experience.

In terms of nature, Yeh Embang Village is surrounded by a large area of rice fields and is known as the largest rice producing area in Jembrana Regency. The view of stretching green rice fields with a backdrop of hills is a special attraction for tourists. However, the tourism infrastructure and supporting facilities in Yeh Embang Village still need to be improved. Road access to this village is also quite limited, making it difficult for tourists to visit. Better development and promotion efforts are needed so that the tourism potential of Yeh Embang Village can be optimized.

For nature lovers, Jembrana Regency presents the beauty of mountains with tropical forests whose beauty is still maintained. West Bali National Park, part of which is in Jembrana, is home to a variety of wildlife such as deer, antelope and long-tailed macaques. This area is also a habitat for rare birds such as the Bali starling and golden hornbill. Tourists can enjoy hiking or camping in forest areas that are still preserved. In terms of culture, Jembrana has a number of villages that are still steeped in Balinese traditions and customs. Yeh Embang Village, Candikusuma Village, and Ceklik Village offer authentic cultural tourism experiences by witnessing traditional ceremonies, traditional arts performances, and typical local handicrafts. Tourists can also interact directly with village communities and learn about their daily lives which are still simple and dignified. Apart from that, Jembrana also has an interesting historical heritage to visit. One of them is the Rambut Siwi Temple which is a sacred temple with beautiful traditional Balinese architecture. This temple is surrounded by vast stretches of rice fields, creating a very charming

view. Apart from that, there are also archaeological sites such as the Gilimanuk Early Human Museum which stores ancient human remains.

Rambut Siwi Temple

Rambut Siwi Temple is an ancient temple complex which is one of the icons of cultural tourism in Jembrana Regency, Bali. Located in Yeh Embang Village, Mendoyo District, this temple has high historical and spiritual value for the Hindu community in Bali. Founded in the 16th century AD, Rambut Siwi Temple is one of the oldest temples in the West Bali region and is an important part of the cultural heritage of the Island of the Gods.

Architecturally, Rambut Siwi Temple shows the characteristics of a Hindu-Balinese sacred building which is rich in ornaments and beautiful detailed carvings. The main components of this temple consist of three main courtyards, namely Nista Mandala, Madya Mandala, and Utama Mandala. This temple has a traditional Balinese architectural style with a shingled roof and sturdy red brick walls. Each building in the temple complex is decorated with beautiful stone carvings and intricate carved details, reflecting the skill and precision of the artisans of that time.

The historical and cultural value contained in Rambut Siwi Temple is very high. This temple is a spiritual and religious center for the Hindu community in Jembrana and its surroundings. Various traditional ceremonies and religious rituals are routinely held at this temple, such as the Panca Wali Krama, Pujawali and Odalan ceremonies. These ceremonies not only have spiritual meaning, but also represent the rich culture and traditions of the Balinese people that have lasted for centuries. Apart from its historical and cultural value, Rambut Siwi Temple is also surrounded by enchanting natural scenery. This temple stands in the middle of a wide expansion of rice fields with a backdrop of beautiful green hills. This atmosphere creates harmony between the sacred building and the natural beauty of the surroundings, providing a deep spiritual and aesthetic experience for visitors. Views of rice fields and green hills stretch as far as the eye can see, giving a calm and peaceful rural feel.

In the context of tourism, Rambut Siwi Temple is one of the main attractions for tourists visiting Jembrana Regency. This temple offers the opportunity to learn about Bali's rich cultural heritage, while enjoying the natural beauty of the countryside which is still pristine. For tourists who are interested in spiritual and cultural aspects, Rambut Siwi Temple provides a unique experience to witness Hindu religious ceremonies and rituals carried out regularly by the local community. Tourists can interact with religious leaders and local communities to gain a deeper understanding of the meaning and philosophy contained in the traditions at Rambut Siwi Temple. This interaction not only broadens insight into Balinese culture, but also builds closer relationships with the local community, so that tourists can gain a more authentic and meaningful experience.

Apart from the cultural and spiritual aspects, Rambut Siwi Temple also offers tourists the opportunity to enjoy natural beauty and traditional village life. Tourists can walk around the rice fields, enjoy the expansive green views, and watch the agricultural activities of the local community. This activity provides a unique experience for tourists to learn about the way of life of rural Balinese people who still uphold the values of local wisdom and harmony with nature.

Efforts to develop tourism at Rambut Siwi Temple are carried out in a sustainable manner and pay attention to aspects of cultural preservation and the natural environment. Regional governments, local communities and tourism stakeholders need to work together to formulate appropriate strategies to promote and develop Rambut Siwi Temple as a sustainable cultural and natural tourism destination.

Gilimanuk Early Man Museum

The Gilimanuk Early Human Museum is one of the interesting cultural and educational tourist destinations in Jembrana Regency, Bali. This museum is located in Gilimanuk Village, Melaya District, and is an important site for archaeological and anthropological studies in Indonesia. This location is known as a place where ancient human fossils are found that are thousands of years old and is an important witness in revealing the history of human life in the Indonesian archipelago. Historically, the Gilimanuk Early Human Museum was founded on the site of the discovery of ancient human fossils in 1957. This discovery was made by a research team from the Indonesian Institute of Sciences (LIPI) led by Prof. Dr. RP Soejono.

The fossils found in Gilimanuk are thought to come from the *Homo erectus* race or Javanese Man who lived in the Pleistocene Era around 1.5 million to 50,000 years ago. This archaeological discovery is important evidence of the presence of ancient humans in Indonesia.

The Gilimanuk Early Human Museum was inaugurated in 2006 with the aim of preserving and exhibiting the findings of early human fossils and other archaeological artifacts found at the Gilimanuk site. This museum building has modern architecture with a unique traditional Balinese feel. The interior of the museum is well designed to display the fossil and artifact collections in an interesting and informative manner. The main collection on display at the Gilimanuk Early Human Museum is ancient human fossils, such as skulls, jaws and other bones. Apart from that, there are also other archaeological artifacts such as stone tools, animal bones and remains of ancient human activities. Each collection is equipped with detailed information and explanations regarding the history, origins and significance of the findings in understanding the development of human life in the past.

One of the main attractions of this museum is the existence of life-size replicas of ancient humans which are visualized based on fossil findings. This replica provides a real picture of the appearance and physical form of ancient humans who lived in the past. Apart from that, the museum also provides facilities such as an auditorium for screening documentary films and temporary exhibition space that displays special themes related to archeology and anthropology. As an educational tourism destination, the Gilimanuk Early Human Museum offers an interesting experience and broadens visitors' insight. Tourists can learn about the history of ancient human life in Indonesia, as well as understand the process of human evolution and the development of human civilization since thousands of years ago. For academics and researchers, this museum is an important reference source in archaeological and anthropological studies in Indonesia.

However, the management and development of the Gilimanuk Early Human Museum still faces several challenges. Access to the museum location is quite limited and inadequate, especially for tourists who use private vehicles or tourist buses. Apart from that, supporting facilities such as parking lots, restaurants and tourist information centers also need to be improved to provide comfort for visitors. Promotion and marketing of the Gilimanuk Early Human Museum has also not been carried out optimally. Many tourists visiting Bali still don't know about the existence of this museum and the educational potential it offers. Therefore, more active promotional efforts are needed, both through digital media and collaboration with travel agencies and other tourism stakeholders.

West Bali National Park

West Bali National Park is a natural conservation area located in Jembrana and Buleleng Regencies, Bali Province. This area was designated as a national park in 1941 with a total area of 19,002 hectares. West Bali National Park is home to rich biodiversity, both flora and fauna, and has great potential as an attractive ecotourism destination in Bali. Geographically, West Bali National Park has varied topography, ranging from lowlands to mountains with a height reaching 1,350 meters above sea level. This area consists of several ecosystems such as tropical rainforests, mangrove forests, savanna and coastal ecosystems. This diversity of ecosystems makes West Bali National Park have extraordinary biological riches.

One of the main attractions of the West Bali National Park is the presence of endemic wildlife such as Timor deer, deer, long-tailed macaques, and rare birds such as the Bali starling and golden hornbill. Apart from that, this national park is also a habitat for various types of typical tropical plants, including several protected and endangered species. For visitors, West Bali National Park offers various ecotourism activities such as hiking, bird watching and nature exploration. There are climbing routes that can be taken with varying levels of difficulty, ranging from relatively easy routes to challenging routes that require special preparation. Along the hiking trail, visitors can enjoy stunning natural beauty, such as views of dense green tropical rainforests, refreshing waterfalls and enchanting mountain panoramas.

Apart from activities on land, West Bali National Park also offers marine tourism by diving or snorkeling in clear waters rich in coral reefs. This provides an opportunity for visitors to enjoy the underwater beauty and witness the diverse marine life. In an effort to preserve nature and biodiversity, West Bali National Park implements strict rules and regulations. Visitors must follow designated routes

and are prohibited from damaging or disturbing wildlife and plant life in the area. Apart from that, the number of visits is also limited to avoid excessive crowding.

The management and development of West Bali National Park as an ecotourism destination still faces several challenges. Promotion and marketing of West Bali National Park as an ecotourism destination has also not been carried out optimally. Many tourists who visit Bali still don't know about the existence of this national park and the natural tourism potential it offers. Apart from that, the aspect of local community participation in the management and development of the West Bali National Park also needs to be improved. Communities around national park areas need to be actively involved so that they can participate in nature conservation efforts as well as obtain economic benefits from ecotourism development.

Discussion

Jembrana Regency, which is located at the western tip of Bali Island, has enormous tourism potential but has not been fully exploited optimally. Based on this research, several main tourism potentials in Jembrana can be identified, including Yeh Embang Village, Rambut Siwi Temple, Gilimanuk Early Man Museum, and West Bali National Park. Yeh Embang Village offers unique cultural tourism attractions with a Balinese village feel, such as the Rambut Siwi Temple which is a sacred temple with high historical value, traditional arts performances, typical village handicrafts, and views of expansive rice fields. However, the infrastructure and supporting facilities in this village still need to be improved, including road access which is quite limited.

Rambut Siwi Temple itself is an ancient temple complex with beautiful traditional Balinese architecture and rich ornaments and carved details. This temple is a spiritual and religious center for the Hindu community in Jembrana, where various traditional ceremonies and religious rituals are regularly carried out. The natural beauty around the temple which is surrounded by rice fields is also an attraction in itself. The Gilimanuk Early Human Museum is an interesting cultural and educational tourist destination, where there is a collection of early human fossils and other important archaeological artifacts. This museum provides an interesting experience for tourists to learn about the history of ancient human life in Indonesia.

Meanwhile, West Bali National Park is an attractive ecotourism destination with extraordinary biodiversity, such as endemic wildlife, typical tropical plants, and various ecosystems such as tropical rainforests, savanna and beaches. This national park offers ecotourism activities such as hiking, bird watching, snorkeling and nature exploration. Even though it has large tourism potential, tourism development in Jembrana Regency is currently still not optimal. Several factors that influence this include limited accessibility, inadequate infrastructure and supporting facilities, as well as a lack of effective promotion and marketing.

Access to tourism destinations in Jembrana, such as Yeh Embang Village, Rambut Siwi Temple, and the Gilimanuk Early Human Museum, is still quite limited and inadequate, especially for tourists who use private vehicles or tourist buses. Poor road conditions and lack of directional signs are also obstacles for tourists to reach these locations. Apart from that, tourism supporting facilities such as parking lots, restaurants, tourist information centers and accommodation still need to be improved to provide comfort for visitors. The lack of these facilities can reduce tourists' interest in visiting and enjoying the tourism potential that exists in Jembrana.

Krisdiyanto et al. (2023) stated that access to tourist attractions plays a significant role in the development of tourism potential. When access to tourist destinations is easy to reach, it will encourage more tourists to visit. Adequate infrastructure, such as good roads, integrated public transportation, as well as supporting facilities such as parking, rest areas and travel information, really help tourists to reach and enjoy these tourist attractions comfortably. High accessibility also allows for a greater flow of investment into the area, encouraging local economic growth and improving the quality of life of local communities.

Another factor that influences the development of tourism in Jembrana is the lack of effective promotion and marketing. Many tourists who visit Bali still don't know about the existence of tourism destinations in Jembrana and the potential they offer. Promotion through digital media or collaboration

with travel agencies and other tourism stakeholders is still not carried out optimally. Apart from that, the aspect of local community participation in the management and development of tourism in Jembrana also needs to be improved. Communities around tourist areas need to be actively involved so that they can participate in cultural and natural preservation efforts as well as obtain economic benefits from tourism development.

Studies Wahyudin et al. (2021) reveals how crucial marketing is for tourist attractions. Promotion has a very important role in the success of a tourist attraction, because through promotion, information about the attractiveness and uniqueness of the destination can be spread widely to various groups. Effective promotion is able to attract the attention of potential tourists, both local and international, by highlighting the natural, cultural riches and facilities offered by the tourist attraction. Apart from that, appropriate promotion can increase public awareness of the existence of tourist attractions that may not be widely known, thereby helping to increase the number of visits.

To optimize tourism development in Jembrana Regency, integrated efforts and strategies from various parties are needed. Regional governments, local communities and other tourism stakeholders need to work together to formulate and implement appropriate policies. Several priority steps that can be taken include improving tourism infrastructure and supporting facilities, more effective promotion and marketing, and increasing human resource capacity in the tourism sector. Apart from that, preserving culture and the natural environment must also be a main concern in developing tourism in Jembrana so that it can be sustainable and provide benefits for future generations.

However, in this study the authors found several limitations that became obstacles. The implementation of this research did not involve the local government as a policy maker in developing tourism potential in Jembrana Regency. This limits researchers from accessing official data held by the government regarding the development of tourism potential. Having official government data will help researchers to interpret research results more accurately and be able to see the point of view of policy makers regarding the tourism potential in Jembrana Regency. So, the researcher provides recommendations to future researchers to increase the involvement of the local government in carrying out research on tourism potential both in Jembrana Regency and other areas.

D. CONCLUSION

This research shows that Jembrana Regency in Bali has great tourism potential, but it has not been utilized optimally. Several main tourist destinations in Jembrana, such as Yeh Embang Village, Rambut Siwi Temple, Gilimanuk Early Human Museum, and West Bali National Park, offer unique culture, history and attractive natural beauty. However, tourism development in this area still faces various obstacles, including limited accessibility, inadequate infrastructure and supporting facilities, and ineffective promotion.

To optimize tourism development in Jembrana, integrated efforts are needed from the regional government, local communities and other stakeholders. Priority steps that need to be taken include improving tourism infrastructure, more effective promotion, and increasing human resource capacity in the tourism sector. Apart from that, preserving culture and the natural environment must be a main concern so that tourism development in Jembrana can be sustainable and provide benefits for future generations.

This study also found that there were limitations in involving local governments in research, which resulted in a lack of access to official data regarding the development of tourism potential. Therefore, it is recommended that further research increase the involvement of local governments to obtain more accurate and in-depth data.

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