

POTENTIAL ANALYSIS AND DEVELOPMENT STRATEGY FOR COMMUNITY-BASED SUSTAINABLE TOURISM IN LANGGAHAN VILLAGE, KINTAMANI

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Abstract

Langgahan Village is one of the villages in the Kintamani area, Bali which has a variety of tourism potential. However, currently, only one destination is being developed in the village, namely Pelisan Waterfall. The purposes of this study are to identify and map the tourism potential in Langgahan Village to be developed as a sustainable tourism destination based on community-based tourism (CBT). This research was conducted by using a qualitative descriptive research approach. Data were collected through observation, interviews, and literature study. The interview involved the Head of Langgahan Village, the Head of the Tourism Awareness Group, tourists, and tourism industry players. Data analysis was carried out using SWOT analysis, the results of which were described objectively and clearly. The results of the analysis show that Langgahan Village has the potential for natural and cultural tourism but does not have the potential for man-made tourism. The natural tourism potential in Langgahan Village is the Pelisan waterfall, orange and coffee plantations, and pine forests. While the potential for cultural tourism owned by Langgahan Village is the Melukat ceremony and religious and customary ceremonies. This potential can be developed by implementing CBT-based strategies, namely (1) involving the entire community in planning, developing, and managing tourism in Langgahan Village, (2) organizing tourism training for the community, (3) developing promotional media by optimizing social media and media. other digital services, (4) involving other parties in promoting, such as travel agents, (5) improving infrastructure and access to Langgahan Village, and (6) drafting regulations or regulations to protect natural and cultural resources.

Keywords: *community-based tourism, tourism potential, tourism development, Langgahan Village.*

INTRODUCTION

The omnipresence of Bali tourism in the international arena could not be separated from the diverse tourism potential it has. Each region in Bali has its own potential which is its own uniqueness and attraction for tourists. Currently, Bali tourism is not only centered on popular destinations such as Kuta, Seminyak, Nusa Dua, and Jimbaran alone. Exploration of tourist destinations has been carried out in other areas, such as Klungkung, Karangasem, Buleleng, and so on. One of the tourist destinations that are visited by many tourists, both domestic and foreign tourists, is Bangli, especially Kintamani District. Sudiarsana (2022) who is an information session officer for the management of the Kintamani regional tourism strategic area quoted from NusaBali.com (2022) said that Tourist visits to the Kintamani area experienced a significant increase, especially on weekends marked by the sale of 1,467 tickets with a total levy of Rp. 34,000,000.

Kintamani tourist destinations that are so interested by the tourists indicate that their tourism potential has uniqueness and attractiveness for tourists. The Kintamani area is known as one of the tourist destinations that has charming natural tourism potential, such as Lake Batur and Mount Batur. In addition, the Kintamani Area is also full of culture, such as

the tourist destination of Trunyan Village, and is known for its unique customs and culture. In addition to the attractions of Mount Batur, Lake Batur, and Trunyan Village, the Kintamani Area also has various other potentials that are not widely known by tourists and the public. Langgahan Village is one of the villages in Kintamani District that has a variety of tourism potential that can be developed and can attract tourists to visit.

Langgahan Village is located on the Payangan – Kintamani route, which is 51 km from Denpasar, 35 km from the center of Ubud, and 18 km from the Kintamani tourist area. Langgahan Village has natural and cultural potential that can be developed into a tourist destination. Currently, the tourist destination developed in Langgahan Village is Pelisan Waterfall. Pelisan Waterfall has been known by tourists as a waterfall that has clear water because it comes from natural springs. According to the results of observations, the water from Pelisan Waterfall can be consumed immediately. The uniqueness of Pelisan Waterfall is that water from a height does not fall directly to the ground, but the water flows through the sloping cliffs, adding to the beauty of this waterfall. In addition, Pelisan Waterfall does not only have one water source but there are many water sources that then fall into the cliff together. The green and beautiful conditions around the waterfall provide added value for this destination. Pelisan Waterfall has been developed by residents and tourism awareness groups of Langgahan Village seriously by opening access roads to make it easier for tourists to visit the waterfall.

Based on the results of preliminary observations, Langgahan Village also has other tourism potentials that can be developed. Seeing the existing natural and cultural potential, it is necessary to map the tourism potential in Langgahan Village. With the mapping and identification of natural and cultural tourism potential, then the community, tourism awareness groups, and the Langgahan Village government synergize to develop this potential so that Langgahan Village can become one of the alternative tourist destinations in the Kintamani Area. In addition, the development of tourism potential in Langgahan Village has not been carried out by applying the concepts of sustainable tourism development. Improvements in several sectors need to be made to optimize the development of existing tourism potential.

This study aims to (1) map and identifies the potential of natural and cultural tourism in Langgahan Village and (2) find a community-based tourism development strategy in Langgahan Village. The results of this study are expected to provide benefits and contributions to the government, community, and tourism awareness groups in Langgahan Village in the form of suggestions and strategies for developing tourism potential in Langgahan Village.

LITERATURE REVIEW

Tourism management in Indonesia is legally regulated in Law Number 10 of 2009 concerning tourism. In particular, Article 4 of Law No. 10 of 2009 states that the objectives of tourism development and management in Indonesia are to increase economic growth, improve community welfare, eliminate poverty, overcome unemployment, conserve natural resources, and promote culture. With this legal basis, the development of tourism in

Indonesia must have an impact on the economic development and welfare of the Indonesian people without excluding the preservation of nature and also local culture. The development and management of tourism should involve all elements of society so that the impact of tourism development can be enjoyed by the entire community. In addition, tourism development is also important to think about the sustainability of natural and cultural resources so that they are maintained and sustainable.

In Law No. 10 of 2009, it is also stated that the development of tourism must refer to the master plan for the development of national tourism, namely Government Regulation No. 50 of 2010 concerning the master plan for the development of national tourism (RIPPARNAS) 2010 – 2015. Article 2 of PP No. 50 of 2010 states that National tourism development must be based on the principle of sustainable development oriented towards efforts to increase growth, increase employment opportunities, reduce poverty, and preserve the environment. Apart from being based on the master plan for tourism development, tourism development in Indonesia also refers to the road map or policy direction and strategy of the Ministry of Tourism in 2015 which consists of four aspects.

- a. National tourism marketing or promotion that aims to introduce the potential and tourist destinations in Indonesia so as to increase the number of tourist visits. In addition, national tourism marketing is also intended to increase the interest and visit of domestic tourists to tourist destinations in Indonesia.
- b. The development of tourism destinations aims to increase the development of tourist destinations along with adequate infrastructure so that they can compete with other tourist destinations abroad.
- c. Development of the tourism industry that leads to an increase in the diversity of products and services in tourist destinations in Indonesia and increasing community involvement in the tourism industry by developing local businesses that have high competitiveness.
- d. Development of tourism institutions that refer to improving the quality of Indonesian human resources and organizations in the field of tourism in order to improve the quality of tourism in Indonesia as an effort to increase tourist interest and visits.

Tourism builders in Indonesia must pay attention to the four aspects listed in the road map or policy direction and strategy of the Ministry of Tourism above. All of these aspects cannot be separated from the three pillars of the tourism triangle proposed by UNWTO (2002), namely:

- a. Environment refers to the preservation of natural resources. Tourism development should not have a bad impact on the surrounding environment. The government and tourism organizations play an important role in developing regulations and regulations governing the development of tourism to ensure the preservation of nature.
- b. Community or community which is an important pillar in the development of tourism in Indonesia and in the world. The community or community of tourism actors is the spearhead of tourism because it carries out the function of communication and services for tourists.
- c. Industry that includes accommodation for hospitality facilities, lodging, restaurants, clean water facility's needs, communication networks, attractions, and entertainment, as well

as other attractions that are live attractions, such as community culture in farming, yadnya ceremonies, and others.

These three pillars underlie all aspects of tourism development in Indonesia. One of the tourism management models that are in accordance with the three pillars of UNWTO and also the road map for the development of Indonesian tourism is Community Based Tourism (CBT). CBT is not a foreign term in the world of tourism, both practical and academic. In simple terms, CBT can be defined as tourism that is implemented and managed by communities or community locations in rural areas (Aris Anuar & Mohd Sood, 2017). Based on this definition, it is known that CBT encourages community participation in implementing and managing the potential of natural and cultural resources to become tourist destinations. Local communities are the key to the implementation of CBT. Okazaki (2008) mentioned that the four considerations of CBT implementation are one of the best practices in tourism development and management.

- a. There is community involvement or local communities in tourism management so that tourism has a positive impact on local communities.
- b. The existence of protection of the environment and natural resources is one of the three pillars of tourism development according to UNWTO.
- c. There is public involvement and tourism development and management in protecting natural and cultural assets and potential so as to direct development in a better direction.
- d. The involvement of the public, private sector, and government in developing and managing tourism allows for synergy and integration of all parties.

The implementation of CBT in the development and management of tourism, especially tourism in rural areas can be measured using six indicators of success in CBT implementation proposed by Rocharungsat (2008).

- a. CBT involves a broad community which refers to the involvement of communities and community organizations and the absence of monopolies and dominations of one particular party.
- b. The benefits or impacts derived from tourism managed by applying CBT must be distributed fairly and equitably through managers or communities.
- c. Good implementation of CBT emphasizes good and transparent management or management.
- d. Successful implementation of CBT is characterized by the existence of good and close relations of cooperation between the community and external parties involved in management, such as travel agents and so on.
- e. The uniqueness and potential of tourism must be considered and maintained to ensure its sustainability of tourism.
- f. Nature and cultural preservation programs must continue to go hand in hand with the development of tourism in the area.

The application of CBT in the management of a destination has been widely studied by previous researchers. One of them is Rahayu et al. (2016) who conducted research on the implementation of CBT in Kulon Progo, Yogyakarta Special Region. The study aims to determine the efforts made by the Kulon Progo government to develop CBT-based tourist

destinations, map tourism potential in Kulon Progo, and analyze the factors inhibiting the implementation of CBT in Kulon Progo. The research is qualitative descriptive research. The results of the data analysis found that the Kulon Progo government has made several efforts to develop CBT-based tourism, such as (1) the development of new tourist destinations, (2) strengthening tourism promotion, and (3) expanding and strengthening cooperation with other parties. Kulon Progo has a variety of tourism potential that can be developed. Tourism potentials that can be developed are natural tourism, agro-tourism, religious tourism, educational tourism, culture, crafts, and culinary. However, in the process of development and management, there are several factors that hinder, namely (a) infrastructure that has not been supported, (b) community participation in developing tourism is still low, and (c) partnerships have not been established optimally.

RESEARCH METHOD

This research is qualitative research that uses a qualitative descriptive approach. To obtain the necessary data, researchers used two data collection techniques, namely field observation, and interviews. Field observations are carried out by visiting and conducting direct observations in Langgahan Village to see natural and cultural resources. Meanwhile, an interview was conducted with the head of the Langgahan Village tourism awareness group, the Head of Langgahan Village, tourists, and also industry players or stakeholders. In addition to interviews and observations, researchers also conduct literature studies to find research supporting data. There are two data sources in this study, namely primary data sources and secondary data sources. Primary sources in this study are the Head of Langgahan Village, the Head of the Langgahan Village Tourism Awareness Group, tourists, and stakeholders. While secondary data sources are in the form of books and journals that present relevant information. The collected data were then analyzed using a SWOT analysis (strengths, weaknesses, opportunities, and threats). SWOT analysis is needed to determine the weaknesses, strengths, opportunities, and threats in the development and management of tourist destinations in Langgahan Village in order to find the right tourism development strategy based on community-based tourism (CBT).

RESULTS AND DISCUSSION

The results of data analysis in this study found several research results that were in line with the formulation of the problem and the purpose of the study. The results of the analysis are described in detail as follows.

Overview of Langgahan Village

Langgahan Village is located in Kintamani District, Bangli Regency, Bali Province. Des aini is precisely located on the Payangan Kintamani route and is located in the border area of Gianyar Regency and Bangli Regency. To reach Langgahan Village, it takes approximately 35 minutes from the tourist center of Kintamani Area. The area of Langgahan Village is 37 ha which is divided into two banjars, namely Banjar Langgahan Kauh and Banjar Langgahan Kangin. The land in Langgahan Village consists of 17 ha of residential

areas, 10 ha of rice fields, 331 ha of plantations or fields, and 12 ha of fishery land, animal husbandry, and public buildings. As with other villages in the Kintamani region, Langgahan Village has a cool atmosphere. Judging from the land use in Langgahan Village, Langgahan Village is dominated by fields or plantations. The main plantation products in Langgahan Village are oranges, coffee, and vegetables in the form of cabbage, chickpeas, and others. In addition to gardening, the people of Langgahan Village also raise cattle, pigs, and chickens.

Tourism Potential of Langgahan Village

The results of interview observations and literature studies show that Langgahan Village has a variety of tourism potentials that can be developed and optimized into tourist destinations in the future. Wahyuni & Adikampana (2018) categorize tourism potential into three, namely natural tourism potential, cultural tourism potential, and man-made tourism potential. Based on these categories, the tourism potential in Langgahan Village is as follows.

a. Natural tourism potential

Natural tourism potential is a wealth of natural resources that can be developed into a tourist destination in an area. Langgahan Village has several natural tourism potentials that can attract tourists to come to visit. The natural tourism potential in Langgahan Village is as follows:

1. Pelisan Waterfall which has been developed by the community and tourism awareness groups of Langgahan Village is one of the natural tourism potentials in Langgahan Village. However, the potential of Pelisan Waterfall needs to be maximized and optimized to support tourism in Langgahan Village.
2. The Pine Forest that surrounds Langgahan Village is another natural tourism potential that can be developed to support the development of Langgahan Village tourism. This pine forest can be developed into a trekking tourist attraction for tourists.
3. The citrus plantations of the community that dominate the land use of Langgahan Village are also a great and extraordinary tourist potential. Community citrus plantations can be developed into agro-tourism that provides opportunities for tourists to see and memetic oranges directly.

b. Cultural tourism potential

In addition to having natural tourism potential, Langgahan Village also has cultural tourism potential that refers to customs, religious ceremonies, the social life of the community, and culinary. The cultural tourism potential owned by Langgahan Village is as follows.

1. Melukat ceremony which is one of the rituals performed by Balinese Hindus to cleanse themselves of negative things. Pelisan waterfall is integrated with the water of the river which the Balinese people call campuhan or mixed. Campuhan is believed to be a good place to do self-purification with a Melukat ceremony. In

addition to natural tourist attractions, Pelisan Waterfall also has cultural tourism potential in the form of melukat ceremonies.

2. Langgahan Village also has other ceremonial traditions. Bali is known for its rich and diverse culture. Likewise, Langgahan Village has high cultural tourism potential. Religious ceremonies carried out by the local community are potentials that can be developed and can attract tourists to visit.

c. Man-made tourism potential

Man-made tourism potential is a tourism potential that is sought and pursued by humans. Currently, Langgahan Village does not have man-made tourism potential. The tourism potential that currently exists in Langgahan Village is natural or natural.

Even though Langgahan Village does not have man-made tourism potential, the potential for natural and cultural tourism that exists in the future can be developed so that it becomes a man-made tourism potential. This potential is identified from the potential of natural and cultural tourism so that this man-made tourism potential can later be developed as a new tourist destination.

1. Agricultural education tours that present information and education about agriculture in Langgahan Village such as citrus and coffee farming. Tourists can be educated about citrus and coffee, or vegetable crops including how to grow, maintain, and also harvest. Tourists can also be invited to do or plant directly.
2. Cultural education tour in the form of a tour package that introduces customs and culture as well as the way of life of the people of Langgahan Village.
3. Citrus-based culinary processing centers are also one of the man-made tourism potentials that can be developed by the community, tourism awareness groups, and the Langgahan Village government by cooperating with universities or industries to develop citrus-based culinary processing centers.

Tourism Development Strategy in Langgahan Village Based on CBT

The second objective of this study is to find a tourism development strategy in Langgahan Village based on CBT. To find the right strategy, a SWOT analysis is carried out in order to identify the strengths, weaknesses, opportunities, and threats that exist in the development and management of tourism in Langgahan Village. Here are the results of an analysis of strengths, weaknesses, opportunities, and threats.

a. Identification of the strength of Langgahan Village

The identification of the strength of Langgahan Village is carried out by analyzing the internal factors of Langgahan Village, such as tourism potential, population conditions, demographics, and population competence. The results of the internal factor analysis found that the strength of Langgahan Village was as follows.

1. Rich natural tourism potential so that it can be developed into a new tourist destination in Langgahan Village.

2. Diverse cultural tourism potential so that it can be developed into a new tourist attraction in Langgahan Village.
3. Residents or communities who have the desire and motivation to develop the existing tourism potential.
4. Friendly residents or communities that are able to become an added value for the development of tourism potential.
5. The strategic location of Langgahan Village is located between Ubud and Kintamani.

b. Identify the weaknesses of Langgahan Village

Similar to the identification of strengths, the identification of weaknesses in Langgahan Village is also carried out by analyzing internal factors in Langgahan Village. The results of the analysis found that the weaknesses possessed by Langgahan Village were as follows.

1. Access that is still limited, such as the lack of road lighting to Langgahan Village;
2. Competence and capability of the community which is still limited to the tourism industry.
3. Information about Langgahan Village is still limited, both on the internet and print media.
4. Unavailability of promotional media of Langgahan Village. The only media that contains information about Langgahan Village is Instagram with a @desalanggahan account managed by the *KKN PPM Udayana XI Langgahan* team. But this account is also inactive.

c. Identify the opportunities owned by Langgahan Village

The identification of opportunities owned by Langgahan Village is carried out by analyzing external factors that allow Langgahan Village to develop into a new destination.

1. The development of Kintamani and Ubud tourist areas can have an impact on the development of tourism in Langgahan Village.
2. The emergence of a trend of traveling to villages or tourist villages that provide opportunities for Langgahan Village to develop existing potential.
3. The development of technology and the digital world makes it easier to market the existing tourism potential.

d. Identification of threats owned by Langgahan Village

Identification of threats that may be faced by Langgahan Village is also carried out by analyzing external factors such as identifying opportunities. The results of the analysis show that some problems may be encountered by the community and tourism awareness groups of Langgahan Village.

1. The increasing number of tourist villages and new tourist destinations appears so that competition is more intense.
2. Exploitation of excess natural resources so that the preservation of nature and the environment cannot be carried out.

Existing strengths, weaknesses, opportunities, and threats can be a consideration in determining the right development and management strategy. Analysis of the tourism development and management strategy of Langgahan Village is shown in Figure 1.

IFAS EFAS	STRENGTHS (S)	WEAKNESSES (W)
OPPORTUNITIES (O)	<ul style="list-style-type: none"> a. Community involvement in structuring tourism destinations; b. Community involvement in tourism operations; c. Utilizing existing human resources to use digital and technology in the context of tourism development; d. Always update information about tourist trends; e. Involving various parties, especially travel agents. 	<ul style="list-style-type: none"> a. Infrastructure improvements and access to Langgahan Village as part of the Kintamani-Ubud tourist route; b. Training for the public on the tourism industry and service and management standards; c. Develop promotional media by optimizing social media and other digital media.
THREATS (T)	<ul style="list-style-type: none"> a. Optimizing the development of tourism b. Working with outside parties to market the existing tourism potential; c. Develop regulations to preserve nature and culture. 	<ul style="list-style-type: none"> a. Develop promotional media by optimizing social media and other digital media; b. Infrastructure improvements and access to Langgahan Village as part of the Kintamani-Ubud tourist route; c. Develop regulations to preserve nature and culture.

Figure 1. SWOT Analysis | Source: Data Analysis (2022)

The results of the SWOT analysis found several strategies that can be implemented in developing and managing tourism in Langgahan Village. Based on the results of the analysis, there are several similar strategies that can be summarized as follows.

- a. Community involvement in structuring tourism destinations;
- b. Community involvement in tourism operations;
- c. Utilizing existing human resources to use digital and technology in the context of tourism development;
- d. Always update information about tourist trends;
- e. Involving various parties, especially travel agents;
- f. Infrastructure improvements and access to Langgahan Village as part of the Kintamani-Ubud tourist route;
- g. Training for the public on the tourism industry and service and management standards;
- h. Develop promotional media by optimizing social media and other digital media;
- i. Optimizing the development of tourism potential;

- j. Working with outside parties to market the existing tourism potential;
- k. Develop regulations to preserve nature and culture.

The strategy was then adjusted to the CBT implementation criteria put forward by Rocharungsat (2008).

- a. CBT involves the community or community

The fundamental of CBT is community involvement in developing and managing existing potential. Based on the results of the SWOT analysis above, the strategies that can be implemented are as follows.

1. Community involvement in the arrangement of tourism destinations;
 2. Community involvement in tourism operational activities;
 3. Utilizing existing human resources to use digital and technology in the context of tourism development;
 4. Training for the community on the tourism industry and service and management standards;
- b. The benefits or impacts derived from tourism managed by applying CBT must be distributed fairly and equitably through managers or communities. The second criterion or principle in implementation is that the impact of tourism is felt by the whole society. The strategies that can be pursued are as follows.
 1. Build cooperatives that allow the community to sell produce and other products for tourism activities;
 2. Tourism awareness groups and the Langgahan Village government have drafted regulations on community involvement so that the entire community can be involved.
 - c. Good implementation of CBT emphasizes good and transparent management or management. Good, transparent, and healthy management is one of the indicators of successful CBT implementation. The strategies that can be pursued are as follows.
 1. Training for the community on the tourism industry and service and management standards so that the community is well educated and can provide evaluation and input to the Langgahan Village government and tourism awareness groups regarding tourism management;
 2. Hold an open meeting to inform the public about visit data, amount of income, and so on.
 - d. Implementasi CBT yang sukses ditandai dengan adanya hubungan atau kerjasama yang baik dan erat antar masyarakat maupun pihak luar yang terlibat dalam pengelolaan, seperti agen perjalanan wisata dan sebagainya.
 1. Involving various parties, especially travel agents;
 2. Infrastructure improvement and access to Langgahan Village as part of the Kintamani-Ubud tourist route;
 3. Involve universities to provide tourism training for the community.
 - e. The uniqueness and potential of tourism must be considered and maintained to ensure its sustainability of tourism.
 1. Optimizing the development of tourism potential;

2. Always update information about tourist trends;
- f. Nature and cultural preservation programs must continue to go hand in hand with the development of tourism in the area.
 1. Develop regulations to preserve nature and culture.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the data analysis, it can be concluded as follows:

- a. Langgahan Village has natural tourism potential in the form of waterfalls, plantations, and pine forests. In addition, Langgahan Village also has cultural tourism potential in the form of melukat ceremonies and other religious ceremonies. However, Langgahan Village does not yet have man-made tourism potential. However, by optimizing the potential of natural and cultural tourism, it can be developed into educational tourism and agro-tourism.
- b. To optimize the existing tourism potential, the strategies that can be carried out are to involve the community in planning, developing, and managing tourism, conducting tourism training for the community, compiling regulations for community involvement and protection of nature and culture, involving outside parties, maximizing tourism promotion, and improving infrastructure and access to Langgahan Village.

Suggestions that can be given to the community, tourism awareness groups, and the Langgahan Village government based on the results of the data analysis are:

- a. Optimizing and exploring the tourism potential owned so that there is no overexploitation for tourism purposes;
- b. Educating the public about tourism by collaborating with universities to become resource persons;
- c. Build public awareness of the existing tourism potential.

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