



## The Potentials of Sucen Tourism Activities to be Developed into a Smart Tourism Village in Bedulu Tourism Village, Bali

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### ABSTRACT

The objectives of this article were to explore, to identify and to present the tourism potencies owned by the Sucen Tourism Destination of Tegallingah Tourism Village to be able to be developed as A Smart Tourism Village which was located at Bedulu Tourism Village in Gianyar Regency, Bali. The research method applied was Survey Research and the methods used for collecting data were observation and interviewed. The number of population of the research were 30 people, and the sampling technique used was probability sampling technique where all the members of the population were given the same opportunity to be chosen as the sample of the research. The sampling technique used was Saturated Sampling Technique where all the members of the population were chosen as the samples of the research. In other words, the member of samples of the research were 30 people. The result of the research the tourism potencies owned by the sucen Tourism Village, such as the natural resources, the Human Recouses, excellent products and smart Tourism Village Potencies.

**Keywords:** *tourism destination, tourism village, tourism potencies, smart tourism village*

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### 1. INTRODUCTION

Bali is one of the provinces in Indonesia which has a lot of great tourism potencies, natural beauties, arts and cultures, traditions which are closely related to the tourism in Bali which has been developed as an advanced and fast development and has a great opportunity to be developed to be more advanced, modern and smart.

Tourism was really as breath and nerf for Bali. Tourism was acted as an interesting development locomotive for all sectors for development. For Bali which has been famous as one of the world tourist destinations. The roles of travel industry in the development have no doubtful anymore. By having no natural resources such as gas, forestry products, for manufacturer industry on the big scales, therefore tourism has been a leader section in the development program (Pitana and gayatri, 2005:156-157).

Bali Tourism is a cultural tourism which besides showing or performing its natural beauty, but also giving more alternatives dances attractions (drama, arts, and dances), cultural rituals and so on. The cultural tourism concepts are providing happiness

entertainment which are personal menthal to the tourists (Suartha and Sudartha, 2017: 34).

Bali as a world tourist destination has been visited by a lot of tourists, both domestic and foreign tourists. The visits of these tourists have had a positive impact for the growth of socio-economic of the local people. Many local people involved directly in the tourist industry as tourism practitioners, a lot of job opportunities opened for local people, and also resulted many entrepreneurship opportunities for the local people (Pitana and Gayatri, 2005: 109-110).

The direct involvement of the local community in tourism is welknown as Community Based Tourism (CBT). The CBT has been known in Indonesia since 1995 when the Pariwisata Inti Rakyat (PIR) Program was launched by the Minister of Tourism. Nowadays the government has planned tourism as a leading sector and obliged all the ministries to support its implementation. The policy was followed up by the launching of 20.000 homestays program in Indonesia. The related ministries are expected to collaboratively supported the success of this program either from the budgeting, coaching, expertise assistances, as well technical assistances (Ernawati, 2018: 1-3).

Tourism Village, according to Muliawan (2008) cited in Hayat and Novita Zaini (2018: 12) is a village which owns uniqueness potenciales and specific tourist attractions either in the forms of village environmental characters or socio-cultural life of the community which are managed and packaged interestingly and naturally with the development of supporting tourism facilities, in trhe forms of harmonious environmental management, and well-planned and managed, so that are ready to accet and to drive the tourist visit to the village, as well as are able to drive tourism economic activities which increase the welfare and the empowerment of the local community.

The community empowerment is a process and an effort to gain or to give power or ability to an individual and community who are having less power in order to be able to identify, analyzes, fix the needs and potencies as well as problems which are being faced and at the sametime to choose the alternative solution by optimilizing the available human resources and the possessive potencies independently (Hayat and Novita Zaini, 2008: 18-19).

The basis of carrying the smart village is the national development program in the year of 2020 – 2024 which covered four main points as follows (1) the making fast of national priority program, which are Digital Village and Tourism Village, (2) Digital Transformation as a strategic priority project in the five gear program of 2020-2024, (3) Laws Number 6 year of 2014 about village, (4) The Dean of Ministry of Villages Number 7 the year 2021 about the top priority of spending the village budget in the year of 2022 article 6 section (2) a village data base, mapping of resources and potencies, and information technology management and communication as an effort of widening partnership for village development.

Furthermore, the objectives of empowering the village community is to make both community and individuals to be independent. The independencies covered such things as independency of thinking, behaving and controlling what they have done. These objectives are also in line with the objectives of the smart village that is there will be a transformation on the use of technology for increasing the quality of government basic services and the community as well as to improve the huan resources and inclusive community empowerment and sutainable toward the welfare and independency of the village community.

“Sucen Tourism of Tegallinggah” is located at Tegallinggah Tourism Destination in Bedulu Tourism Village of Belahbatuh District, Gianyar Regency Bali. The tourist destination is managed by Kelompok Sadar Wisata (POKDARWIS) or “Tourism Awereness Group” of Tegallinggah Rural Tourism. The destination has its unique tourist attraction, beautiful and green village natural/environmental resources, and uniques socio-cultural

life of the local community, and so on. The existencies of the "Tourism Awerenes Group" is inline with the concept of the Tourism Awereness Group itself, that is, there is a condition which shows both supports and participations of all community components in order to enhance the condusive atmosphere for the growth and development of tourism at the destination or the region (Antariksa, 2018: 49).

## **2. METHOD**

Research Approach applied at the present research is Survey Research. Survey Research according to Cohen and Nomion (1982) cited in Darmadi (2014: 271) is "Survey gathers data at a particular point of time with the intention of: (a) identifying standard against which existing condition can be compared, (b) describing the nature of existing condition, (c) determining the relationship that exist between specific events.

This research number of population are 30 (thirty) people, which consisted of the head members of "POKDARWIS", the head of the community, the young people and other young generation association.

The total number of sample in the present research are 30 (thirty) people which were chose by using Saturated Sampling Technique.

Sampling Technique applied at the present research is Probality Sampling Technique and the taking technique of sample is Saturated Sampling. The probability sampling technique according to Darmadi (2014: 62) and Sugiyono (2018: 121) is the sampling technique which allows the same chance/opportunity for all of the members of the population to be chosen as the members of the sample.

In addition to the above, the Saturated Sampling according to Darmadi (2014: 65) and Sugiyono (2018: 125) is the choosing of Sample where all of members of populations are used as the Sample. This technique is done due to the small numbers of the population which is about 30 (thirty) people.

In relation to the above statement, the total numbers of the sample of the present research are 30 (thirty) people which are the same as the total numbers of the population.

Methods of collecting data of the present research are as follows: Observation. Observation was carried out to the subject/object of the research by using observation check list; Structured Interview was done to the key informan of the research by using the interview questions; Documentation Studies Relevant documents were studied such as notes, meeting documents, reports were studied.

The method of data analyzing applied at the present research is Descriptive Qualitative Analyzis which adopted the model of Miles and Huberman (1994) cited in Sugiyono (2018: 334-335) as follows: data Reduction, data display and conclusion drawing.

## **3. RESULT AND DISCUSSION**

### **3.1 Mapping the Tourism Potencies of Sucen Destination**

The Mapping of tourism potencies of Sucen Tourism Destination which are the identification, the gressphing and the description of the uniqueness and the specific attractions possessed by the village/tourism village, either village natural and physical characteristics, the socio-cultural life of the local community, the availability of tourism supporting structures and inpra-structures or the supports of tourism village community components.

There will be several topics of discussion to be discussed in mapping the tourism potencies of Sucen Destinations, which are: (1) Natural Resources, (2) Human Resources, (3) Village Infrastructures, (4) Excellent Product, (5) Village General Excellent Products, (6) The Used Digital Technology to develop the village excellent product. Each of the topics will be discussed as follows:

### 1) Natural resources

Resources which are related to the development of tourism in general are the forms of natural, human resources, cultural resources beside specific interest resources. People or organization used resources for various tourism activities. For example selling natural views for tourist attraction (natural resources), at the tourist operator, it is used human resources (labour worker), tools and facilities (physical resources, and providing cultural attractions as tourist attraction (cultural resources).

According to Damanik and Weber (2006: 2) cited in Pitana and Surya Diarta (2009: 70) that natural resources which can be developed as natural tourist attraction are as follows: (1) natural wonder and natural beauty (topography), (2) variety of flora, (3) variety of fauna, (4) wild animal life, (5) natural vegetation, (6) ecosystem which have been touched by human being, (7) water recreations (lake, river, waterfall, sea), (8) cross-country (trekking, rafting and others), (9) megalithic objects, (10) temperature and cool water, (11) natural rainfall, and so on.

Some similar ideas are also stated by Fennel (1999: 68) cited Pitana and Surya Diarta (2009: 71) that natural resources can also be tourism resources as follows: (1) location of geography, (2) Climate and weather, (3) topography and land forms, (4) surface material, water, (5) vegetation, and (6) fauna.

In addition to the ideas of Damanik and Weber (2006: 2) and Fennel (1999: 68), those natural resources owned by SUCEN DESTINATION of TEGALLINGGAH at Bedulu Tourism Village in Blahbatuh District of Gianyar Regency, Bali to be developed as Tourism Village and Digital Village are as the following: Natural Beauty and Wonder (Topography) Natural condition in the forms of rice terraces which are beautiful, green with their vegetation, flower plantation, and so on; Natural Vegetation, in the forms of green rice terrace, green and beautiful vegetation, plantation which covered certain areas, flowers plantation, vegetables plantation, and so on; Variety of Flora and Fauna, such as orchid plantations, vegetables plantations, and so on; Water recreation, in the forms of strong water current and clean and clear, which are very good and suitable for water tubing recreation; Cross country, in the forms of trekking tract along the slope of the hills, edges of the hills along the sides of the river of Pakerisan; Temperature and comfortable and fresh weather, village natural conditions which are green, fresh and convenient; Untouchable human ecosystem, in the forms of Tegallinggah Hill Temple located at the edge of Pakerisa River.

### 2) Human Resources

Human resources are considered as one of the most vital components in the development of tourism. It is almost at every stage and element of tourism needs human resources to drive it. In short, human resources factors are greatly determined the existence of tourism. Tourism as one of service industries, the capabilities and attitude of the staff are greatly affected to the tourism service offered to the tourists are directly affected the conveniences, satisfactions and impression of the guests (Pitana and Surya Diarta, 2009: 72-74). Furthermore, in relation to the human resources McIntoch et al (1995: 54-65) cited in Pitana and Surya Diarta (2009: 72) have given some ideas of some opportunities for carrier in tourism industries which used and driven by human resources are as the following sectors: transportation, accommodation, Food and Beverage (FB), shopping, travel, and so on.

Based on the above description and explanation related to the roles of human resources in building and developing the tourism village and digital village, therefore the process and the involvement human resources at Sucen Tourism Destination of Tegallinggah at Bedulu Tourism Village in the District of Blahbatuh, Gianyar regency, Bali are as follows: As the management of tourism village of Sucen Tourism destination of Tegallinggah; As staff of marketing and promotion, information and reservation of Sucen Tourism

Destination of Tegallinggah; As local guides at the trekking activities, giving information of cultural heritage of Tegallinggah Hill Temple; As instructor as well as local tour guide at the tubing at the river; As guide staff, directing staff at Yoga and Healing Activities (Blessing); As craftsmen or craft women, souvenir seller to the tourists; As art dancers, traditional gamelan orchestra, sculptures, carver which are presented to the guests; As chefs or cooks of local culiner which are served to the guests; As waiters/waitresses or bartender for serving food and beverage to the guests; As front office, housekeeping staff at villa, homestay, guest house where guests stay; As maintenance staff and information technology staff (IT staff) at the places where the guests stay in order digital/internet communication can run smoothly and properly.

### 3) Village Infrastructures

Village infrastructures facilities according to Hayat and Novita Zaini (2018: 11-12) are all facilities which are enable a process can run smoothly and in such a way, so that those will be able to make the people easiest to fulfill their daily needs. Meanwhile, the village facilities are those forms of facilities which can give service for the guest arrival.

Furthermore, according to Yoeti (1985) cited Hayat and Novita Zaini (2018: 12) infrastructures and tourism facilities which must be available at a tourist destination/tourism village are as follows: Transportation Facilities which would take the guests to and from the tourism village to the tourist object; Accommodation facilities which are the temporary place for the guests to stay; Tourist attraction/tourist object facilities available at the tourist object which will be visited by the guests; Facilities for recreation activities which can be done by the guests at the tourist object; Catering service facilities which are available at the tourist object which can serve food and drink based on the guests needs; Shopping facilities where guets can buy several stuffs, and handicraft/souvenir in particular.

Based on those above description and information about the availability of infrastructures and facilities which must be available at a tourist destination, therefore all those 6 structures, infrastructures and facilities are available at Sucen Tourism Destination of Tegallinggah are ready to build as a tourism village as well as a digital village in order to be able to be a smart tourism village.

### 4) The Excellent Product

The definition of product in general according to Kotler and Gary (2008) cited in Hayat and Novita Zaini (2018: 17) is something which can be offered to the markets in order to attract their attention, wanted to get them, used them and consumed them in order to fulfill their wants and needs. Meanwhile, product according to Alma (2011) that product does not only in the forms of tangible products, but also in the forms of intangible ones such as service.

In the tourism context that tourism products covered everything which can be bought or consumed by people visitors while they were staying at the tourism village where they do tourism activities, they need transportation and accommodation services to explore the destination, food, drink, souvenir and everything which will be done and of course they will also consume the product (Pitana and Surya Diarta, 2009; 128).

Moreover, product according to Yoeti (2008) cited in Hayat and Novita Zaini (2018: 17) has its main elements which consisted of 3 (three) parts, namely: Tourism attraction, including perception imagined by the guests; Tourism facilities, which are owned by the tourism village which includes accommodation, food and beverage services, parking spces, transportation, recreation, and so on; Tourism accessibilities, that is the accerelacies to reach the tourism village.

Based on the description and explanation of the excellent products above, therefore in the following section will be presented the excellent product of Sucen

Destination of Tegallingham at bedulu Tourism Village, Blahbatuh Distric of Gianyar Regency, Bali covers 2 (two) parts as follows: General Product of the village; The implementation of digital Technology plan for developing the village excellent product.

These two general products can be presented as the following:

1) The General Product of The Village

The excellent village product of Bedulu Tourism Village, especially at “SUCEN TOURISM DESTINATION” of Tegallingham can be classified into 2 (two) msin parts as follows: (1) Tangible excellent product, such as tourism accessibilities, historical heritagesites, tourism facilities, tourism attractions, tourism souvenirs, food and beverage services, handicraft/souvenir production, and so on; (2) Intangible excellent product, such as tourism services, local tour guide, the services of food and beverages, the selling of handicraft/souvenir.

The general excellent products, both tangible and intangible products of Sucen Tourism Destination of Tegallingham at Bedulu Tourism Village can be presented as the following: Village road which is wide, safe and comfortable; Parking spaces which can accommodate for both 2 wheels and 4 wheels are available and convenient; Cultural sites of Tegallingham Hill temple; Trekking Tracks to the Hill temple; Strong current of the river fo tubing attraction; Place for blessing; Handicraft/sculpture/carving activities; Traditional Balinese dancing; Accommodation facilities, such as villa, homestay and guesthouse; Herbs/traditional drinkingfrom natural flowers “Teleng”; The production of traditional food and water fresh fish; The production of traditional food of “Suckling pig”; Tourist information services; Local tour guiding services; The blessing/purification services.

2) The Plan of Implementating Digital Technology in Developing the Excellent Product of the Village

The plan of implementing digital technology in order to develop the excellent of the village product of the village is basicly refered to the used of information/communication technology, guest services on the basic of internet and also the tourism development on the basic of e-tourism. The implementation of digital technology can be further described as follows.

At the present time, there are manytourism business have done the optimalization of their product and tourism services by using information technology, such as : tour operator (e-tour/e-travel agents), hotel or resort (e-hospitality) to tourism destination management via ebar blog profile, online tourism media (travel related internet pages) (Nurdiyansah, 2014: 124).

Tourism services on internet basis (using computer, smart/mobile phone, tablet, iphone, and so on) at the present digital era are considered as very important parts in tourism sector besides providing easy access on the internet information, it is also functioned as an open space for gathering of tourism business services.

Furthermaore, the development of tourism product on the e-tourism basis is not just limited on providing imformation, promotion, or services on the basis of internet, but also covered e-commerce, e-marketing, e-finance, and other business functions of the overall fuctions (Nurdiyansah, 2014: 125).

Therefore, based on the description of the above, then the plan of the use of digital technology in developing the excellent product of Sucen Tourim Destination of Tegallingham at Bedulu Tourim Village are as the following: The stting and managing of website/web or blog; Developing youtube by the youtuber; Developing internet in giving tourism services to the guests; The uses of Facebook, twitter; The uses of social media/smartphone, Whatzapp (WA), Wifi/hotspot.

3) The Plan of Developing Smart Village

By referring to the previous discussion of the mapping of village potencies of Sucen Tourism Destination of Tegallingah at the tourism village of Bedulu in Blahbatuh District of Gianyar Regency, Bali there be the plan for developing A Smart Village of Sucen Tourism Destination of Tegallingah by synergizing between the excellent village product and the use of digital technology of the existing product and the present developing ones of the tourism village of Bedulu.

The availability of the human resources will be developed as a smart village by giving the skills in the forms of English language training for local tour guide as well as guiding techniques and by implementing smart environment which are in the forms or trekking at the trekking track as well as water tubing at the river.

#### **4. CONCLUSION**

Based on the research result and discussion on the previous section about the developing Sucen Tourism Destination of Tegallingah as a Smart Tourism Village, it can be concluded that Sucen Tourism Destination has vital potencies to be developed as a Smart Tourism Village as the following: Sucen Tourism Destination has natural resources which covered such things as: natural beauty and wonders, natural vegetables, variety of flora and fauna, water recreation, cross country, untouchable human ecosystems. Sucen Tourism Destination has its human resources to support the development of Smart Tourism Village such as the management of tourism village, as marketing staff, as local tour guide, as local dancers, as staff of local tour guide, and so on; Sucen Tourism Destination has its own tourism village infrastructures, such as transportation, accommodation, tourist attraction, food and beverage services, catering services and other facilities; Sucen Tourism Destination has its own excellent tourism products both tangible and intangible products, such as village road, sites cultural heritage, and so on; Sucen Tourism Destination can be developed as A Smart Tourism Village by developing digital technologies, such as internet/web, blog, youtube, facebook, social media, whatsapp/wifi, hotspot, and so on.

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