

DEVELOPMENT STRATEGY FOR TANGKUP WATERFALL TOWARDS SUSTAINABLE TOURISM

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Abstract:

This community service project, a collaborative effort between the government, the local community, and the tourism awareness groups, aims to provide development strategies for achieving sustainable tourism in Undisan Village. The main focus of the initiative is on our collective roles as facilitators, regulators, and motivators in supporting the Sustainable Development Goals (SDGs) in the area. The primary issue identified is the unsustainable economic development of the local community. The optimal utilization of Tangkup Waterfall in Undisan Village as a tourist destination is also a key concern. The results of this community service project indicate that the government, local community, and tourism awareness groups play a crucial role as facilitators in improving the supporting infrastructure and facilities for tourism in Undisan Village. As regulators, the government is responsible for designing regulations and policies that support sustainable tourism management. However, the government's role as a motivator has yet to be fully realized, necessitating efforts in socialization, training, and allocating stimulant funds to develop tourism management in the area further. In conclusion, the government has a strategic role in achieving the SDGs in Undisan Village through sustainable tourism development. Implementing strategies that align with the region's needs and potential is expected to make positive contributions to the economic, ecological, and socio-cultural aspects.

Keywords: Development Strategy, Tourist Attractions, Waterfalls, Sustainable Tourism

Article History:

Received: 2024-01-04

Revised: 2024-02-02

Accepted: 2024-03-15

Vol 1 Issue 2 2024

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INTRODUCTION

Nature tourism has become a key focus in economic development and environmental conservation in many regions worldwide. This phenomenon has proven to be a sector with significant impacts on the economy, social structure, and environmental balance (R. Saputra & Widiensyah, 2022). In pursuing sustainable development, the Sustainable Development Goals (SDGs) set by the United Nations have become a primary guide for many countries and international communities (Ahmad, 2019). These goals encompass various aspects of sustainability, from inclusive economic growth to ongoing environmental protection (Tahir, 2020).

In Indonesia, as in other countries, the government plays a pivotal role in managing and directing tourism programs to achieve these goals. Tangkup Waterfall, located in Undisan Village, Bali, Indonesia, is one of the potential tourist attractions drawing interest from both local and international visitors. As interest in natural tourism destinations increases, the government's attention to managing and developing this waterfall as a sustainable tourism destination becomes more important. Nature tourism, as highlighted by Žalėnienė & Pereira (2021), has a significant impact on economic, social, and environmental development across various regions.

In the context of achieving sustainable development, the Sustainable Development Goals (SDGs) have become the main guide for many countries, including Indonesia, in directing policies and development programs. SDGs are recognized as essential instruments for achieving a balance between economic growth, social empowerment, and environmental protection. Therefore, community service focused on developing Tangkup Waterfall in Undisan Village towards sustainable tourism is highly relevant in the context of achieving SDGs (Laksmi & Arjawa, 2023). This community involvement is crucial for the success of sustainable tourism.

Sustainable tourism destination management requires a strong role from the government in overseeing tourism programs. In this regard, the government's role in developing policies, allocating resources, and building local community capacities is crucial to ensuring the sustainability of tourism development (Laksmi, Putra, et al., 2023). However, increasing interest in Tangkup Waterfall also brings challenges in terms of environmental preservation and local community empowerment (Susilawati, 2016). Therefore, this community service project will explore various dimensions of developing Tangkup Waterfall in Undisan Village towards sustainable tourism, specifically focusing on its contribution to achieving the SDGs.

Definition of Tourism. The term "tourism" originates from the Sanskrit language, consisting of components: "Pari," which means full, complete, or to travel around; "Wis(man)," which means home, property, village, or community; and "data," which means to go continuously or to roam. When combined, these components form the term tourism, meaning to leave home (village) completely and travel continuously without intending to settle in the destination (Laksmi, Arjawa, et al., 2023).

Definition of Strategy. Strategy refers to incremental (constantly improving) and ongoing actions based on a perspective of what future customers expect. Thus, strategy almost always begins with what can happen rather than what has happened. The rapid emergence of new market innovations and changes in consumer patterns require core competencies. Companies need to identify core competencies within their business operations (Tefera & Hunsaker, 2020).

From the definitions above, strategy is a means for organizations to achieve their goals and can be understood as a general program of actions and commitments based on the understanding and positioning of products towards the achievement of overall goals based on internal strengths and existing opportunities (Kaplan & Norton, 2001).

Development. The development of tourism has several aspects that need to be considered, namely:

1. Tourists: It is essential to understand tourists' characteristics, including their country of origin, age, hobbies, and the season in which they travel.
2. Transportation: Research should be conducted on the available transportation facilities to bring tourists to their desired destinations.
3. Attractions/Tourist Objects: It is important to know how the tourist attractions will be marketed and whether they meet three criteria: what can be seen, what can be done, and what can be purchased at the visited destination (Laksmi, Arjawa, et al., 2023).
4. Service Facilities: What facilities are available at the tourist destination, including hotel accommodations, restaurants, public services like banks/money changers, post offices, and telecommunication services?

Tourism development is a dynamic and sustainable process aimed at achieving a higher value order by making adjustments and corrections based on monitoring, evaluation results, and feedback from previous plan implementations, which serve as the basis for policy and mission development. According to Kenneth R. Andrews, the strategy development process involves examining market strategies in the current environment to align with the company's capabilities by comparing opportunities and threats with strengths and weaknesses. Hamel and Prahalad argue that strategy is a continuous, incremental action taken from the perspective of future customer expectations. Development strategies utilize methodologies and self-analysis to build systems using character knowledge in a planned and sustainable manner. Initiating planned change processes works best when supported by all parties, including management and employees (Heliany, 2019; Praditya, 2022; Soeseno Bong, 2019).

Development of Tourist Destinations. According to Law No. 10 of 2009 on tourism, a tourist destination is a specific geographical area located within one or more administrative regions containing tourism activities and equipped with attractions, public facilities, tourism facilities, accessibility, and an interconnected community (Lewenussa, 2023).

Community Service : Sustainability Development

Sustainable tourism is an integrated effort to improve quality of life by balancing the provision and development, utilization, and maintenance of natural and cultural resources sustainably for the future. Sustainable tourism means developing tourism that meets the needs of tourists while ensuring the environment remains preserved and benefits both the present and future (Dwiridotjahjono et al., 2022). Sustainable development incorporating locality presents the next challenge, emphasizing local communities' participation in tourism activities. Forms of local participation include stakeholder engagement, local ownership, sustainable resource use, accommodating community goals, monitoring and evaluation, accountability, training, and promotion (Pereira et al., 2021).

Community participation is an action involving local communities in the development of tourist villages. This involvement process begins with identifying issues, potential, and community needs. Next, decision-making processes about alternative solutions to address these issues take place. Participation is a vital component in the development process. Through this process, the abilities and struggles of local communities aim to stimulate and support strong collective growth. Participation has become a myth in development, as almost every country widely announces the need for participation in all development processes (Werastuti et al., 2018). The main actors in sustainable tourism development are local communities, who must benefit from the growth of the tourism industry in their area. The tourism industry can positively and negatively impact local communities, affecting natural resources, culture, traditions, identity, and historical heritage (Saputra et al., 2023). The function of community participation can act as an agent that changes the structure of economic development, prioritizing the interests of community groups. In other words, these activities can influence planning actors to stimulate social change in the community.

METHODS

Service Learning, the method used in this community service project, is an educational approach that places a strong emphasis on the practical aspects of learning. It involves students applying their academic knowledge through experiential learning, integrating their coursework with community interaction to address societal issues (Farr et al., 2021). This approach allows students to engage with the community actively, solving real problems while applying their academic knowledge.

For students, Service Learning provides an active learning model beyond traditional classroom settings and fosters a sense of responsibility as part of the community. Students can support community activities by helping to find solutions to social issues, thereby contributing directly to their surrounding community and understanding how their knowledge is applied in practice.

For faculty, Service Learning offers broader opportunities to identify and address issues related to their expertise while developing research programs based on public needs as part of University-Community Partnerships (Lindgren et al., 2019).

RESULT AND DISCUSSION

Undisan, a village in the Tembuku District of Bangli Regency, is a treasure trove for natural, cultural, and spiritual tourism. The region's blend of mountains, forests, and picturesque rice fields sets the stage for a new tourism attraction in East Bali. One of the village's natural gems is the Tangkup Waterfall, nestled in the Subak Selat area. This waterfall is not just a cascade of water; it is a 10-meter-high natural rock cliff that resembles a meditating figure. At its base, where the water lands, there is a spring believed to have healing properties for various ailments, including mental health issues. To reach this unique spot, visitors must descend numerous steps and traverse a narrow, steep river passage that feels like a cave. This adventurous route adds to the allure of Tangkup Waterfall, especially for adventure-seeking tourists. No wonder it is become a favorite among young people, who affectionately call it the Green Waterfall Tangkup.

Developing tourism at Tangkup Waterfall, Undisan Village, is not just about attracting visitors; it is about creating a beloved destination for East Bali's residents. To achieve this, we need an organizational or institutional philosophy that not only outlines a future vision but also sets a sustainable direction. Effective management of tourism can drive the empowerment of rare resources and ensure the tourism industry operates within a sustainable lifecycle. In developing tourism strategies, the government must consider perspectives from various stakeholders, including the industry, community, and environmental groups. This inclusive approach ensures that the local community is not just a beneficiary but an integral part of the project's success.

The tourism development program at Tangkup Waterfall should positively impact sustainable development and adhere to management principles that benefit and involve the local community. The program is expected to build strong reciprocal relationships with the community in developing rural tourism products based on local resources. Efforts should address economic, social, and aesthetic aspects while preserving the ecological integrity, biodiversity, cultural heritage, and life systems at Tangkup Waterfall. The tourism program should serve as a tool for positive transformation, inclusive and sustainable development and promote and protect local nature and culture. Additionally, the program should encourage innovation and entrepreneurship, empower the community, and benefit both residents' well-being and visitors' comfort. For instance, the program will create job opportunities, improve infrastructure, and enhance the overall quality of life for the local community. Successful tourism programs integrate attractions, accommodation, and supporting facilities within a community aligned with local traditions and culture.

Within the framework of the Sustainable Development Goals (SDGs), the tourism program at Tangkup Waterfall is expected to make significant contributions to achieving the Sustainable Development Goals (Ahmad & Ahmad, 2021). The community can actively participate in maintaining the cleanliness and conservation of the waterfall area through routine clean-up activities and responsible waste management. They can also assist in reforestation efforts by planting endemic trees and engaging in reforestation programs to strengthen the natural ecosystem. Additionally, the community can promote local culture and traditions of Undisan Village to visitors, such as dances, music, or traditional cuisine, providing an authentic tourism experience and enriching the visitor experience. By preserving and showcasing their cultural heritage, the community can raise awareness about the importance of maintaining local traditions and cultural identity. Environmental education and awareness programs can further engage the community in understanding the significance of nature preservation and sustainability in tourism development. By increasing environmental awareness, the community can become agents of change in eco-friendly practices and act as stewards of the environment for future generations (Fallah Shayan et al., 2022; Rubio-Mozos et al., 2020; R. Saputra & Widiyansyah, 2022).

CONCLUSION

The development of a Tourism Village requires participation and cooperation from various parties, including in determining its development strategy. The government plays a multifaceted role as a facilitator, regulator, and motivator in managing tourism at Tangkup Waterfall, Undisan Village. As a facilitator, the government strives to enhance the comfort and appeal for tourists by providing supporting facilities and infrastructure. As a regulator, the government establishes rules and policies to govern tourism activities. However, the role as a motivator is a beacon of hope for the future, as it is continuously being improved through socialization, training, and the provision of stimulus funds to develop tourism management in this area. In addition, the government's role in developing sustainable tourism in the Tangkup Waterfall area, Undisan Village, also contributes to achieving the Sustainable Development Goals (SDGs). The sustainable approach advocated by the government is expected to ensure the sustainability of natural resource utilization, economic development, and the preservation of local wisdom. By adhering to three main aspects, namely economic, social, and environmental, the

role of the community is also very important in developing sustainable tourism, as it has an integrated role in sustainable tourism development.

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