

DEVELOPMENT STRATEGY OF JOGGING TRACK AS TOURIST ATTRACTION IN ANGGABAYA VILLAGE, PENATIH DENPASAR

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Abstract

Development of tourism destination should be supported by the potential of tourism activities; one of them is sports tourism. Sports tourism is a tourism activity by doing sports activities as a fundamental and significant part of a vacation. Sanur Tourism Destination, known by many tourists as a place where they can perform sports activities as a mode of movement, has tourism potential that supports the development of sports tourism. That potential is also supported by the planning and activities of stakeholders in order to develop this tourism for society and tourists in realizing sustainable tourism (green tourism). The purposes of this research were: 1) to discover the potential that makes Sanur Tourism Destination has the opportunity to develop cycling tourism. 2) to find out the benefits of cycling tourism towards Sanur Tourism Destination. The research methodology used was descriptive research methodology. It aimed to obtain a complete profile or description of relevant aspects of an interesting phenomenon, which occurs in an individual, organization, industry, or other things. Techniques for collecting the data were direct observation, in-depth interview and documentation/literature studies. The results showed that: 1) the potential that makes Sanur Tourism Destination has the opportunity to develop cycling tourism. 2) the benefits of cycling tourism towards Sanur Tourism Destination. The recommendation of this research is expected to provide input to Stakeholder and Government in analyzing the potential of Sanur Tourism Destination in developing sports tourism as a friendly destination both in its activities and way of traveling, therefore, it is useful for the welfare of society. The results of this research could also help local people and government in reviewing the strategy of sports tourism planning in Sanur Tourism Destination in realizing sustainable tourism planning.

Keywords: development strategy, jogging track, tourist attraction

I. INTRODUCTION

1.1 Background

Trekking Tour is one of the adventures tourism that inviting tourists closer to nature and culture that exist in certain area. This activity is the right choice for tourists who want to do sport as well as traveling to see the nature and culture potentials. Tourism potential is everything that becomes a mainstay of tourist attraction to visit somewhere, including jogging track attraction. As a kind of tourist attraction, jogging track attraction is a sports facility located in rice fields, where tourists can feel cool and fresh atmosphere.

Tourism in Bali has various advantages such as its custom that still thick, culture and art, livelihood and local people life also the hospitality of Balinese people in welcoming the tourists. These advantages can be utilized as capitals in developing tourist attraction as well as to attract the tourists come to Bali. Penatih Village is an alternative tourist path to Ubud tourist attractions. Bali as a province has a lot of tourist destinations spread in every regency. Tourism in Bali has grown and developed in such a way and it has a great contribution to the development of area and society in Bali either directly or indirectly. Therefore, tourism in Bali is very dependent on the visits of domestic and foreign tourists. Logically, the more tourists visit, the country's foreign exchange increased and more profits will be obtained.

To develop the economy, especially tourism, *Banjar* Anggabaya Penatih creates a jogging track as a tourist attraction for those who want to do sport while enjoying the green rice fields and see the farmers plowing the fields. Factors such as lack of participation and awareness of local people or society in the management of jogging track tours are still low, the role and contribution of stakeholders are still not optimal in the development of jogging track tour for local and foreign tourists, thus the jogging track becomes less known by tourists.

This research discusses the potential of Anggabaya village, Penatih Denpasar which has the opportunity to develop jogging track attraction and the impact caused by the development of jogging track as tourist attraction on the economic, social and cultural aspects of the society in Anggabaya village, Penatih Denpasar. The purpose of this research is generally to develop jogging track as one of the relatively new tourist attraction in Denpasar from the perspective of tourists who visiting Anggabaya village, Penatih Denpasar.

2. LITERATURE REVIEW

Tourism is a wide range of tourism activities and supported by various facilities and services provided by society, businessmen, government and local government. (Law of RI No. 10 of 2009 concerning Tourism). Tourism potential is everything that becomes a mainstay of tourist attraction to visit somewhere. The attraction is deliberately highlighted as a tourist attraction. Tourist attractions are all the main attraction and why tourists are interested in visiting a tourist destination due to: (1) *Natural attraction* in form of scenery and geographical aspect of a tourist destination. (2) *Cultural attraction* in form of history and folklore, religion, art, and certain activities. (3) *Social attraction* in form of population habits, livelihoods, languages, and opportunities for social gatherings. (4) *Built attraction* in form of historic buildings and modern architecture buildings (Yoeti, 2002).

Tourism activities are located in the environment and generally shaped by the relationship between human and their environment. The condition of human environment is shaped by economic, social and cultural factors that process from one to another. Murray C. Simpson (2006) in his journal states that tourism can lead to cultural destruction, the deterioration of social norms and economic norms, the degradation of social structures, the provision of employment opportunities and economic benefits and the occurrence of social change in society. As a result of these activities are often described to be the impact of tourism activities. Tourism activities can provide positive impact on the destination and also have negative impact, especially for environment. Peter Mason (2003) describes that the impact of tourism is divided into 3 aspects: the impact on economy, social culture and environment that can be negative or positive. The scope of tourism activities impact based on Peter Mason's theory becomes the theoretical basis used in this research. With the existence of tourism activities in Anggabaya village, should be able to give a positive impact on the economic condition of society thus they can meet their needs (Anonymous, 2012).

3. RESEARCH METHOD

This research is descriptive research. The purpose of descriptive research is to obtain a complete profile or description of relevant aspects of an interesting phenomenon, which occurs in an individual, organization, industry, or other things. Related to the description of descriptive research method, it is chosen because in this study, efforts were made to obtain a complete profile of jogging track potential in Anggabaya village, Penatih Denpasar will be used to create a sports tourism model.

This research was conducted on the development of jogging track as a tourist attraction in Anggabaya village, Penatih Denpasar viewed from development of tourist attraction, tourism facilities and infrastructure, tourism market and society welfare levels. Data collection and determination of development level was done by data collection methods through observation, interview and documentation. Observation is a direct observation to the field to determine the feasibility of a problem to be studied. A problem worthy to be examined if there is adequate data, information and references. In this research, the observation was done on the characteristics of Anggabaya village area, both physically, social condition and economic activity of society. Interview was a method used in this research to get information and data orally from respondents. Interviews were conducted with direct conversation or with question and answer to the respondent. The interviews used were in-depth interviews. Interviews were conducted on several informants who considered knowing the data that approached the truth and knowledgeable about the research object. The Penatih's headman (*lurah*), society and a number of visitors became speakers in this interview. Document Study is a technique of collecting data through archives and books about opinions, theories and others related to research problem. Document study is conducted to explore basic theories, relevant concepts in research as well as to gain a broader orientation on the research topic. The document used as one of the information sources of this research was the statistic of Penatih's headman in 2016.

This research was conducted concerning to the impact of jogging track development as a tourist attraction in Anggabaya village Penatih Denpasar on the

economic, socio-cultural and environmental aspects of Balinese society. This study was conducted on society in Anggabaya village Penatih Denpasar. Survey on the economic, socio-cultural and environmental aspects of society was done by data collection techniques using Document Study, Observation, and Interview. Document studies were conducted to explore basic theories, and relevant concepts in research. Observations were made to observe social phenomena and psychic symptoms through observation and note-taking. The observation technique is a nonparticipant observation technique in which the researcher does not participate in the activity / being in the observed object state. Interviews were conducted with direct conversation or with question and answer to the respondent. The interviews used were in-depth unstructured interviews. Interviewing the society and visitors is done in order to obtain inputs and information about local and specific issues. Problem-solving is determined by the other party after the input is obtained and analyzed. Formulation of development strategies using SOAR (strength Opportunities Aspiration dan Result) method. This method combines the strengths and opportunities of developing existing jogging tracks. The interview activities will determine the aspirations of society for further development.

4. RESULT AND DISCUSSION

4.1 Potential of Jogging Track Development as a Tourist Attraction in Anggabaya village Penatih Denpasar

Tourism potential refers to the mechanism of physical and nonphysical potentials consist of natural potential, culture and manmade elements. In detail, the elaboration of tourism potential is described as follows:

Cultural potential in Penatih Village can be seen from some supporting facilities and tourism products that are packaged in form of educational program for visitors to add insight into Balinese culture, especially the culture of society in Penatih Village. The architectural art used in the construction and structuring of supporting facilities becomes one of the attractions in Penatih village. The buildings are available both in terms of design and function, in accordance with the provisions in Decree of Mayor Denpasar No. 25 Year 2008 regarding the development of Penatih village as a tourist village. In addition, there are cultural activities both conducted by society and intended for visitors. Various cultural activities both in form of religious rituals performed by subak members (*krama subak*), or daily activity of the villagers who especially those cultivating in rice fields, is a cultural potential that became the main focus as the main attraction in Penatih village. Cultural activities that can be followed by the visitors as participants, packaged in form of educational program packages and workshop demonstration. Activities in the educational program packages include; learning how to work on rice fields, how to grow the rice, and fishing races.

The concept of tourism village development is in line with the Bali Mandara program initiated by the Governor of Bali to create 100 tourist villages in Bali. Tourism village development is considered to be one of the strategies in breaking the rural poverty chain. One type of tourism among them is cultural tourism, a tour activity that exploits the potential development of human culture as the object of attraction. Potential of Penatih village as one of the tourism attraction in Denpasar can be seen from all things and circumstances, both real and palpable or not

palpable, which is tilled, arranged and provided in such a way that it can be useful or utilized or manifested as the ability.

The natural potential is the potential that exists in society, in form of physical and geographical potentials such as nature. The natural potential that is very clearly seen and become a mainstay in the packaging of tourism products in *Banjar Anggabaya Penatih* village, is a farm and landscape with a variety of activities packed in tourist products in the form of tourist attractions and facilities that make it up, such as jogging track, educational land agriculture, and gazebo.

Penatih village has natural potential that becomes the main attraction especially for the visitors. Definition of natural potential concept is the potential that exists in society, which are the physical and geographical potentials such as nature. The natural potential is very clearly seen and become a mainstay in packaging tourism products in *Banjar Anggabaya*, Penatih village is farming and landscape. Visitors can enjoy the natural potential of farming and landscape in various activities.

Development of Jogging Track as a tourist attraction is done with the potential of existing tourist attraction, both cultural and natural potentials. Referring to the elaboration of tourism potential that has been done and the existing problem, a number of tourism development activities can be described in the following table:

Table 4.1
Analysis of Jogging Track Development Strategy

Tourism Potential	Development aspects			
	Power	Opportunity	Aspiration	Result
Cultural Potential				
Architectural Art	Maintaining the condition of architectural art on existing building	Introduction of architectural art to tourists as a new tourist attraction	Determination of location by conservation of local architecture	The establishment of the model house as a center for the introduction of traditional architectural art
Cultural Activity	Cultural activities inherent in the daily life of society	Utilization of the daily life of society as an effort to introduce more	Utilization of home residents as homestay	Determination of 12 houses as homestay with several criteria

		intensive local culture		
Workshop <i>Demonstration</i>	Ability of every member of society to introduce their culture to tourists	Workshop activities related to local customs and culture that can be introduced to tourists	Offers and training on customary and cultural activities	Offer carving, batik, weaving workshops
Natural Potential				
Landscape	The character of landscape with a wavy topography as a special attraction	Utilization of landscapes for nature-based tourism activities such as tracking, jogging and selfie photos	Determination of conservation areas where excavations / changes can not be done	Collaborative arrangement on landscape change
Ricefield area	The rice field condition which is wide and still maintained its existence	Development of activities in the fields as a tourist activity	More involvement of <i>subak</i> members	Expansion of <i>subak</i> area used as jogging track

source: research result in 2018

The development of jogging track as a tourist attraction in Anggabaya village has some obstacles such as lack of participation of society and various parties in marketing the tourist attraction. Due to this condition, it is necessary to engage in communicative, while still inviting the participation of society and various parties to participate in the marketing of jogging track tourism as a tourist attraction.

4.1 Impact of Jogging Track Development as Tourist Attraction in Anggabaya village Penatih Denpasar

The economic impact can be both positive and negative in every jogging track development. The positive side of the economic impact can be direct and indirect. Positive direct impact occurs on the jogging track as a tourist attraction in Anggabaya village Penatih is to open new jobs for local people/society around the tourist area, for example as traders, art makers, cleaning staff, security, parking managers, based on their abilities and skill from local people. This provides an opportunity for local people to take advantage of tourism in their area for improved living standards and others. This is also proved by the statistic of Penatih's headman

in 2016 that the open unemployment rate in Penatih village is still at the level of 1.99 percent, which is very far from the percentage of workers amounted to 98.01 percent.

Social impact is a consequence arising from the existence of a development activity, the implementation of a policy and program also it is a change that occurs in human and society caused by development activities. Jogging track development program as a tourist attraction in Anggabaya village Penatih Denpasar does not affect the harmony level of villagers in Anggabaya village, Penatih. Harmony is created because there is still a sense of togetherness, kinship for each activity and other routines that make their emotional ties more intimate. harmony in society can be created if people are in harmony. A harmonious condition occurs when all parties are in peaceful and helpful conditions. The existence of a new person in an area will lead to a new balance in the social system in that area.

Development of Jogging track program as a tourist attraction in Anggabaya village Penatih Denpasar done with attention to the preservation of culture and environmental quality as well as the continuity of the jogging track itself. The basic foundation underlying is the local wisdom of society known as *Tri Hita Karana*. In detail, the mechanism of jogging track development as a tourist attraction is described as follows:

1. The development of society participation can be done by:
 - a. Socialization about the existence of jogging track and work program development of tourist attraction that will be done
 - b. Society involvement in every policy formulation for the development of tourist attraction
 - c. Development of society involvement in maintaining cleanliness of jogging track
 - d. Implementation of activities in the village on jogging track area
2. Development of tourist attraction marketing can be done by:
 - a. Introduction of tourist attraction identity on any official activities undertaken by village parties and society members
 - b. Development of active marketing involving young people and subak members in the introduction of tourist attraction
3. Development of tourism facilities and infrastructure can be done by:
 - a. Expansion of subak area
 - b. Determination of home residents as home stay location
 - c. The development of model houses as a center for the introduction of traditional architecture
4. Development of tourist attraction can be done by:
 - a. Offer carving, batik, weaving workshops as new tourist attractions
 - b. Offer package of outbound activities for kindergarten, elementary, junior high school students

5. CONCLUSION

Anggabaya village has cultural and natural potentials that can be used as a tourist attraction. Utilization of cultural and natural potentials on existing conditions such as jogging track as a tourist attraction has been done optimally. The development of cultural and natural potentials as a tourist attraction require technical support and participation of all parties in tourism development.

The development of jogging track as a tourist attraction in Desa Anggabaya has contributed economically, socially and culturally. For future development, the role and participation of society are needed to exploit the potential, marketing and development of tourism activities in Anggabaya village.

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