The Dynamics of Tourism in Sambangan Village, Buleleng, Bali

Rindo Bagus Sanjaya¹, Christian Lilik Henri Setiawan Nivak²
Department of Tourism Destination
Universitas Kristen Satya Wacana, Salatiga, Indonesia
Email: rindo.sanjaya@uksw.edu

ABSTRACT

The successful development of tourism in a region is closely tied to tourism awareness and effective destination management. Sambangan Village in Bali is an up-and-coming tourist destination known for its nature-based attractions. The local community firmly believes that the village’s success is contingent upon their awareness and active participation. This study delves into the tourism dynamics of Sambangan Village by examining insights from tourism managers associated with the local community’s Tunjung Mekar Tourism Awareness Group (POKDARWIS Tunjung Mekar). The study utilized qualitative methods, including in-depth interviews with the chairman of POKDARWIS Tunjung Mekar, local community members from Sambangan Village, and travel agents from Lovina and Kuta Beach. The findings revealed that Sambangan Village has implemented development strategies that impact its tourism dynamics, including strengthening tourism products and institutional capacity, enhancing tourist safety and comfort, as well as promotional and marketing efforts. The study aims to provide valuable recommendations for the development of similar tourism destinations across Indonesia.

Keywords: tourism awareness, dynamics of tourism, community-based tourism, Sambangan Village, Sambangan Secret Garden

INTRODUCTION

The tourism sector in Indonesia is experiencing significant growth and has emerged as one of the primary contributors to the country's foreign exchange earnings. According to Indonesia’s Central Bureau of Statistics 2018 report, tourism ranks second in terms of its contribution to foreign exchange. Interestingly, even major oil-producing nations like Dubai have also started to emphasize tourism as a means of generating
foreign exchange (Farhan, 2018). Tourism is not only a key economic driver but is also believed to play a role in the preservation of nature and culture. Consequently, the government has shifted its focus towards tourism development in numerous regions, to attract twenty million foreign tourists by 2019.

Recognizing and promoting the importance of tourism in every region is crucial. The government emphasizes that understanding the value of tourism is not only essential for economic growth but also for the preservation of local culture and the long-term sustainability of the area. Engaging the local community is vital for the success of tourism in any region. In Sambangan Village, the local community takes responsibility for managing the tourism industry. However, simply raising awareness about tourism is insufficient without active participation from the local community. Thus, effective cooperation and management within the area are also pivotal for the success of a tourist destination.

The residents of Sambangan Village in Bali, Indonesia, are now reaping the rewards of their investment in tourism. Achieving success was particularly challenging for the villagers due to various social dynamics, including a lack of awareness of the area's tourism potential, limited experience in managing tourist destinations, insufficient human resources, and unfamiliarity with handling tourists. Even though tourism is not their primary source of income, the community acknowledges the potential for the tourism sector to significantly contribute to their earnings. They understand that professional management of the destination is crucial for this to happen.

The tourism development strategy implemented in Sambangan Village could serve as a valuable model for other destinations. Instead of merely replicating the approach, other communities can gain insight into the development process carried out by the locals in Sambangan Village. This study will comprehensively explore the intricate dynamics of tourism, the strategies for development, and the proactive measures taken by the Sambangan Village community to nurture their tourism destination. The findings of this research could provide helpful recommendations for other destinations in Indonesia that share similar characteristics.
LITERATURE REVIEW

Tourism Dynamics and Historical Evolution

Dynamics can be defined as changes, whether big or small, fast or slow, that can impact things in various conditions (Towner, J., 1996). In the context of tourism, dynamics refer to changes in tourism conditions influenced by factors such as trends, promotions, marketing, tourists, tourism managers, and elements of the tourist destination itself. The history of world tourism dynamics dates to the primitive era. According to Wang (2000), in prehistoric times, humans lived nomadically, moving from place to place in search of food, water, clothing, and favorable climates. This way of living influenced the human mind, making travel an intrinsic part of human behavior (Wang, 2000).

During the 11th to the 15th centuries, the dynamics of tourism underwent a significant shift with the emergence of religious pilgrimages in Western civilization (Collins-Kreiner, 2010). As time progressed into the 17th to the 20th centuries, there was a remarkable surge in migration and extensive travel across international boundaries and intercontinental regions, marking a pivotal transformation in tourism patterns (Towner, 1996). In present times, tourism has evolved to encompass not only the act of travel but also the focus on ensuring tourist satisfaction, fostering community benefits, and safeguarding the physical sustainability of destinations.

Tourism Development and Community Involvement

Tourism development is multifaceted and requires consideration of several aspects to ensure competitiveness and sustainability. Pitana and Diarta (2009) emphasized that developing tourism destinations involves aspects such as accessibility, tourism infrastructure characteristics, the level of social interaction, linkages with other sectors, resilience to tourism impacts, and local community resistance levels. By addressing these aspects, destinations can enhance their appeal and sustainability (Pitana & Diarta, 2009).

The local community plays a pivotal role in the dynamics of tourism. Theobald (1994) asserted that tourism in a destination is intrinsically linked to the local community. Teguh and Avenzora (2013)
highlighted that local communities are a fundamental reason why dynamics occur in tourist destinations. Almost every stage and element of tourism requires human resources, signifying the essential role of local communities in managing destinations (Pitana & Diarta, 2009).

**Sustainable and Community-Based Tourism**

In recent times, there has been a growing emphasis on sustainable and community-based tourism in the millennial era. This shift ensures that tourism not only involves travel but also brings benefits to the environment and the local people. Sustainable tourism focuses on long-term profitability, product sustainability, and fairness across generations (Liu & Var, 1994). On the other hand, community-based tourism involves the local community in all aspects of tourism development and management, ensuring that the benefits of tourism are fairly distributed and contribute to the community's well-being (Goodwin & Santilli, 2009).

Richardson and Fluker, in their 2004 study, emphasize that the development of a destination involves a multi-faceted approach. This entails a focus on various critical components such as enhancing destination attractions, improving facilities, ensuring accessibility, managing the destination's image, and pricing strategies. They further argue that the effective management of these components is integral to the overall success and long-term sustainability of a tourism destination (Richardson & Fluker, 2004).

**Research Setting and Methodology**

This study employs a qualitative research method to understand the behavior of individuals and groups and to describe social or humanitarian issues (Creswell, 2012). Qualitative research aims to identify common themes within the data and provide an interpretation of its meaning (Sugiyono, 2015). Primary data was collected in Sambangan Village, Bali, and secondary data was gathered from various tourism locations in Sambangan Village, Lovina Beach, and Kuta. The research focused on understanding the dynamics of tourism in Sambangan Village, including the challenges faced and strategies for successful destination management.

In March 2018, the research data collection in Sambangan Village was conducted in two distinctive steps. The first step involved immersing
into the local community, spending nine days in the village, and observing and retrieving primary data. The second step focused on studying tourism dynamics and gathering data at Lovina Beach and Kuta.

To understand the dynamics, development strategies, and management of destinations in Sambangan Village, interviews were conducted with the supervisor of the Buleleng Regency Tourism Office, the chairman of the Tourism Awareness Group in Sambangan Village (POKDARWIS Tunjung Mekar), and several local community members who were directly impacted by tourism development. The supervisor of the Singaraja Regency Tourism Office declined to be interviewed and did not allow data to be gathered from their office due to the complexities involved in conducting cross-provincial research, which would have required extensive bureaucratic procedures and considerable time.

The primary data in Sambangan Village was obtained through an interview with Dedi, the chairman of the Tunjung Mekar Tourism Awareness Group (POKDARWIS Tunjung Mekar). Additionally, interviews were conducted with local community members such as Wayan, Ketut, and Seni, who work at the Kunang-Kunang Guesthouse in Sambangan Village. Local residents also recommended gathering information from Lovina Beach and Kuta to validate the research data. According to local sources, most tourists visiting Sambangan come from Lovina Beach and Kuta.

**DISCUSSION**

**General Overview of Sambangan Village**

Sambangan Village, a picturesque traditional village nestled in the heart of the Buleleng Regency in Bali, Indonesia, offers a serene escape. Covering a vast area, the village is approximately a five-hour drive from Denpasar, the bustling capital city of Bali. Sambangan Village is home to a close-knit community of about five thousand residents, most of whom derive their livelihood from farming. The village is further divided into three distinct banjars, each with its own unique charm: Banjar Babakan, Banjar Sambangan, and Banjar Anyar. These banjars not only have their
own organizational structures but also autonomously manage their territories, preserving the rich cultural heritage of the village.

Sambangan Village, nestled amidst the serene natural beauty of Bali, is a haven for nature enthusiasts and adventure seekers alike. This picturesque village is renowned for its seven enchanting waterfalls, each offering a unique and mesmerizing experience. Among these cascading wonders are Kroya Falls, Kembar Falls, Pucuk Falls, Canging Falls, Dedari Falls, Cemara Falls, and the increasingly popular Aling-aling Falls, which has garnered attention following its inclusion in the high-profile Wonderful Indonesia tourism video.

Moreover, Sambangan Village is not just about waterfalls; it also boasts a rich traditional farming system that serves as a captivating tourist attraction. The age-old irrigation and terracing methods employed by the local community continue to captivate and educate visitors, providing a deeper insight into the sustainable agricultural practices of the region.

Nestled in close proximity to Lovina Beach, Sambangan Village is conveniently accessible, making it an ideal destination for travelers looking to combine beach relaxation with inland exploration. With just a thirty-minute drive from Lovina Beach, visitors can easily immerse themselves in the natural wonders and cultural treasures that Sambangan has to offer.

The dynamics of tourism in Sambangan Village, “Hidden Tourism Potential”

The success of tourism in Sambangan Village is intricately linked to Feri Mas Totok, also known as Bob. A middle-aged man from the Sukasada Subdistrict in Buleleng, Bali, Bob played a pivotal role in the village's success. In the early 2000s, Bob relocated to Kuta, Bali, believing that his English language skills would help him find work, considering Kuta's popularity among foreign tourists. After securing a job in the tourism sector, Bob met an Australian woman, whom he later married. Bob's story is tumultuous, beginning with his marriage to an Australian woman and their settlement in Kuta. Unfortunately, he succumbed to negative influences, leading to drug abuse, imprisonment, job loss, and the departure of his wife. Bob was released from prison in 2007, but he
continued to battle stress and depression, prompting his decision to return to Sukasada.

In a moment of despair, Bob stumbled upon Aling-aling, a hidden waterfall in Sambangan Village. The name "Aling-aling," which means obstruction in Indonesian, perfectly captured the challenging path to the falls. After attempting to end his life by jumping from a 13-meter height at the waterfall, Bob miraculously survived and discovered a newfound thrill in the act of jumping. This unexpected turn of events sparked an idea in Bob's mind. Leveraging his proficiency in English and his connections in the tourism industry from his time in Kuta, Bob saw an opportunity to transform Aling-aling into a tourist attraction. The Aling-Aling Falls package initially targeted foreign tourists in Kuta and received positive feedback, leading Bob to expand the offerings. This contributed to the growing popularity of the Aling-Aling Waterfall package among tourists, with the destination attracting approximately eighty to one hundred visitors daily by 2018.

**History of the Establishment of Tourism Awareness Groups in Sambangan Village**

In 2013, the tourism potential of Sambangan Village captured the interest of both local and international tourists. In response, the local community established a tourism awareness group known as Tunjung Mekar or POKDARWIS Tunjung Mekar. Led by Darmadi, a former Perbekel of Sambangan Village, this group aimed to assist the local community in effectively managing the tourist attractions within the village. To promote tourism destinations in the area and attract potential investors and stakeholders, the local community launched an event called Gebyar Wisata. This initiative inspired the formation of additional small groups, such as the Aling-Aling Group and Muara Group, all sharing the common goal of developing specific tourism attractions within Sambangan Village.

The members of POKDARWIS Tunjung Mekar Desa represent the local community of Sambangan Village, along with smaller groups consisting of Sambangan residents and individuals from the surrounding district. Although independently managed, these groups have worked together seamlessly to address any challenges related to the development
and upkeep of their destination. Their combined efforts have played a significant role in advancing tourism in Sambangan Village.

Local Community Involvement in Sambangan Tourism Village Development

The local community in Sambangan Village wholeheartedly supports the development of tourism in the area. This backing is evident through the active involvement of the community in POKDARWIS Tunjung Mekar and other small groups within Sambangan Village. With a clear vision of empowering the local community, POKDARWIS Tunjung Mekar maintains strict membership limited to individuals from Sambangan Village to ensure that the organization stays true to its mission of empowering and benefiting the local community.

The community of Sambangan Village demonstrates commendable initiative by collaboratively improving tourism activities within the locale. Regularly convening on weekends, they engage in collective efforts to cleanse the tourist zones, highlighting their commitment to upholding an unspoiled environment for guests. Furthermore, they actively participate in monitoring and safeguarding the safety of the tourism sites, thereby bolstering the cleanliness and security of the area as a whole.

Role and Responsibility of POKDARWIS Tunjung Mekar

In the development of destinations, the POKDARWIS Tunjung Mekar members are distinguished into two categories: official members of the organization and sympathizers who offer support but are not official members. Within POKDARWIS Tunjung Mekar, specific tasks are designated to be carried out by its members, and each division is equipped with clear job descriptions that are collectively agreed upon by all members. The organizational structure is upheld by several coordinators, encompassing roles such as cleanliness coordinator, marketing coordinator, tour guide coordinator, and others.

The organizational structure of POKDARWIS Tunjung Mekar consists of Trustees (appointed by the Head of Sambangan Village), Advisors, Chairpersons, Secretaries, Treasurers, Field Coordinators, and members. All rights and responsibilities established by POKDARWIS
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Tunjung Mekar are the result of a consensus. Each member who fulfills their responsibilities will be entitled to their rights. One of the responsibilities of every member is to collaborate in the maintenance of cleanliness in the village and tourist areas, particularly the pathways to the waterfall.

The POKDARWIS Tunjung Mekar organization comprises 37 members who fulfill distinct administrative and guide responsibilities. While some members are involved in administrative duties, they also concurrently operate as guides in the field. The formulation of specific regulations within the organization is a result of collective deliberations, discussions, and joint hearings, rather than individual mandates. Should any member transgress these regulations through activities such as guide misconduct or the unauthorized vending of tour packages at reduced prices, the entire collective of members will be subject to joint trial proceedings. In the event of a guilty verdict, all members will face a temporary prohibition from hosting guests or engaging in work activities for one week. It is noteworthy that this collective decision-making process supersedes the authority of the POKDARWIS chairman, thus preventing unilateral punitive actions against members involved in fraudulent practices.

The members of POKDARWIS Tunjung Mekar are expected to adhere to the principles of honesty and responsibility at all times. The act of cheating is strictly prohibited, as it has detrimental effects on all members and degrades the reputation of Sambangan Village as a prominent tourist destination. For instance, if a guide were to sell tour packages at a lower price than agreed upon by POKDARWIS Tunjung Mekar, it could have adverse implications for other guides. Therefore, each field guide is required to ensure unity and exemplary conduct at every destination in order to maintain a positive image of tourism in Sambangan Village. The generated profits should not only benefit the organization but also contribute to the welfare of all the citizens of Sambangan Village.

Tourism Competitiveness in Sambangan Village

The tourism potential of Sambangan Village has been recognized by tourists since 2008. However, in the early days, the village's destinations
were not well known due to the lack of promotion. Initially, only local people visited Sambangan Village, and even they were unaware of all seven waterfalls it has to offer. Sambangan Village boasts beautiful natural landscapes and fresh air. Out of its seven waterfalls, the main attractions are Aling-aling, Pucuk, Kroya, and Twin. Among these, Aling-aling waterfall is considered the most popular destination by tourists and tour operators in Sambangan Village.

It was observed that in 2008, the waterfalls in Sambangan Village did not attract significant attention from foreign tourists. Awareness of Sambangan Village among foreign tourists began to increase after 2010. In 2008, a guide from Sambangan Village made an effort to promote the waterfalls at Lovina Beach; however, the tour packages offered at Sambangan Village failed to captivate a substantial number of tourists. Consequently, foreign tourists visiting Sambangan Village were often recommended to visit the Aling-aling waterfall instead.

According to Ketut, a member of the local community in Sambangan Village, foreign visitors to the waterfall expressed satisfaction with the activities available at Aling-aling waterfall. These visitors noted that the waterfall in Sambangan Village offered a unique experience compared to waterfalls in other locations. At Aling-aling waterfall, tourists have the opportunity to engage in activities such as sliding, jumping, and cliff jumping.

The Aling-aling waterfall in Sambangan Village offers a unique set of activities that distinguishes it from other waterfalls, yet it has not achieved the same level of success as the Gitgit or Pemuteran waterfalls in the vicinity of Sambangan Village, Sukasada. The Gitgit waterfall attracts a greater number of visitors compared to the Aling-aling waterfall. The easier road access to the Gitgit waterfall, situated on the main road from Singaraja to Denpasar, significantly influences the influx of tourists. Additionally, the presence of canyon activities at the Gitgit waterfall, which are not available at the waterfall in Sambangan Village, further contributes to its popularity.

Dedi, the chairman of POKDARWIS Tunjung Mekar, emphasized the need for tourism managers in Sambangan to learn from other destinations and conduct comparative studies to enhance competitiveness.
Aside from its stunning waterfalls, Sambangan Village offers trekking packages, including short, medium, and long treks visiting multiple waterfalls. Although these packages are relatively expensive, they include various facilities such as entrance fees, donations, activities, insurance, water, and guides. Alternatively, tourists can opt for a sightseeing package to explore Sambangan Village on foot. Despite the seemingly high prices, the manager, POKDARWIS destination Tunjung Mekar, has set standard rates for each package. This emphasis on waterfall attractions justifies the pricing structure and underlines the significance of the waterfalls compared to the trekking packages.

**Benefits of Tourism for Local Communities**

The Aling-aling Waterfall attracts a substantial number of tourists, particularly international visitors. On average, 80 to 100 tourists visit the waterfall daily, and tour guides can accommodate guests up to three times a day. The influx of tourists significantly impacts the earnings of the guides and members of POKDARWIS Tunjung Mekar. Dedi explained that POKDARWIS Tunjung Mekar distributes a portion of the profits from tour sales to support economically disadvantaged individuals in the local community annually. In addition to aiding the underprivileged, POKDARWIS Tunjung Mekar also allocates funds to assist schools in Sambangan Village. Forty percent of the tourism revenue is earmarked to assist the underprivileged, while 10% is allocated to school assistance programs.

Furthermore, POKDARWIS Tunjung Mekar extends financial support for various events, including Independence Day celebrations, religious ceremonies, and other local events, aligning with their commitment to benefiting the local community. The surge in tourism has not only provided increased income for the people of Sambangan Village but has also led to the creation of new employment opportunities. Young individuals in Sambangan Village without jobs have the option to work as tour guides, manage parking in the area, or engage in selling food around the destination site, contributing to the expansion of the local economy.

The presence of tourist destinations in Sambangan Village has significantly benefited the local economy. The government, particularly the Buleleng Regency Tourism Office and the Ministry of Small and
Medium Businesses, has shown support by conducting training sessions on guiding, foreign language skills, and the management and administration of tourist destinations. The duration of the training sessions varies, ranging from one hour to a few days, and sometimes includes provisions for transportation and accommodation. Sambangan Village has also formed partnerships with institutions such as POLTEK Bali to provide training in foreign languages, tour guides, and hospitality to its members. POKDARWIS Tunjung Mekar members actively pursue these training opportunities, which have proven to be invaluable in empowering the community to effectively manage and develop tourist destinations, fostering independence and confidence. Additionally, trained POKDARWIS members share their knowledge with other members, ensuring that everyone benefits from some level of training.

**Tourism Development Strategies in Sambangan Village**

The government now acknowledges tourism as a sector with numerous positive impacts and is assisting the development of many tourist destinations. Sambangan Village, as an integral part of Indonesia's tourism progress, is receiving robust government support for its tourism potential. Dedi emphasized the government's commitment to fostering tourism in Sambangan Village, recognizing its potential to attract foreign tourists visiting Bali. Members of the community and POKDARWIS Tunjung Mekar emphasize the need for a strategic approach to develop tourism in Sambangan Village, outlining a proposed strategy including (1) strengthening tourism products; (2) enhancing institutional capacity; (3) improving tourist safety and comfort; and (4) promoting and marketing the destination.

**Strengthening Tourism Products**

The spirit of local wisdom still thrives in Sambangan Village, offering hope for effectively catering to the growing number of foreign tourists visiting Bali. These tourists typically seek unique experiences compared to those available in their home countries, often gravitating towards destinations with rich natural and cultural attractions. Despite the widespread popularity of areas near Kuta and Denpasar, more remote locations in Bali remain relatively undiscovered due to limited access and insufficient promotion efforts. Nonetheless, there is a noticeable shift as
tourists increasingly express interest in authentic, lesser-known areas such as Canggu, Ubud, Buleleng, and other remote parts of Bali that boast an abundance of natural beauty and cultural significance.

Sambangan Village offers nature and culture-based tourism packages, making it an attractive destination for tourists. The village boasts 7 waterfalls: Kroya Falls, Kembar Falls, Pucuk Falls, Canging Falls, Dedari Falls, Cemara Falls, and Aling-aling Falls. Aling-aling Waterfall is particularly popular for extreme activities like sliding and cliff jumping.

In addition to the waterfalls, Sambangan Village also offers trekking packages in the rice terraces, known as Subak in Balinese. These native rice fields are a special attraction for foreign tourists. The trekking path takes visitors through rice fields, waterfalls, rivers, and hills, offering opportunities to experience the natural beauty and spot wildlife such as monkeys and birds. Due to its natural potential, the village is nicknamed the "Secret Garden of Sambangan," signifying its status as a beautiful hidden destination.

**Strengthening Institutional Capacity**

The capacity building of tourism managers in Sambangan Village is achieved through training conducted by both the Government and the private sector. The Government collaborates with the Ministry of Tourism and the Bali tourism service, while the private sector collaborates with universities and high schools in Bali. The capacity building focuses on enhancing foreign language skills, destination management, technical training in guiding tourists, and institutional and administrative training.

The participants of the training are members of POKDARWIS Tunjung Mekar. It is hoped that the training will further develop the capabilities of POKDARWIS members, who are also expected to share the knowledge gained with other POKDARWIS members. To enhance the institutional capacity of POKDARWIS members, comparative studies have been conducted with other destinations in Bali. These destinations have a similar geography to Sambangan Village and have been successful. POKDARWIS members sent for the comparative studies are expected to learn about destination governance, marketing, promotion, and other strategic aspects necessary for developing tourism destinations. The reason for conducting comparative studies and strengthening institutional
capacity is that tourism is dynamic and constantly changing. Tourism is influenced by various factors such as trends, natural conditions, and economic conditions. Therefore, POKDARWIS must be able to adapt to the dynamic nature of tourism, making comparative studies and institutional capacity building extremely important.

**Increasing the Safety and Comfort of Tourists**

Ensuring safety and comfort is paramount when it comes to managing activities at Ailing-aling Falls. POKDARWIS Tunjung Mekar offers comprehensive tour packages that include insurance coverage and various security amenities. Notably, there exists a strategic partnership between POKDARWIS Tunjung Mekar and PT Jasa Raharja Putera concerning insurance provisions. The specifics of the insurance coverage are meticulously detailed in the destination management's Standard Operating Procedures (SOP), thereby enhancing transparency and clarity. Before engaging in any activity, travelers are diligently briefed about the insurance options available, fostering informed decision-making and risk awareness, particularly for activities like sliding and cliff jumping. Moreover, in addition to insurance coverage, the guides responsible for facilitating activities such as sliding and cliff jumping have undergone rigorous certification processes for safety protocols.

POKDARWIS Tunjung Mekar has established stringent regulations for tourists visiting its premises. In instances of unfavorable weather conditions, access to the destination area is prohibited as the occurrence of adverse events would not only detrimentally impact the visitors but also tarnish the reputation of the destination. Hence, strict adherence to the set regulations is imperative. Violators of these rules are subject to a fine of Rp 250,000 per person or may face penalties commensurate with the nature of the violation.

The management of tourism carrying capacity in the Sambangan Village destination area has exhibited inadequacies, necessitating careful consideration due to its significant influence on tourist safety and comfort. A high influx of visitors in a confined space diminishes the level of satisfaction and comfort for tourists and compromises their safety when carrying capacity is not effectively administered. The local community of Sambangan Village demonstrates a strong grasp of sustainable tourism
principles. Despite being a nascent destination, the implementation of sustainable practices is discernible. Notably, visitors dissatisfied with the cost of a trekking package are still guided to visit the destination for a casual exploration. Dedi emphasizes the imperative role of tourism managers in instilling a deep reverence for nature among tourists, as the revenue generated from tourism in Sambangan Village is channeled towards environmental preservation and the furtherance of sustainable destination development.

Dedi asserted the presence of multiple coordinators at POKDARWIS Tunjung Mekar, including the cleanliness coordinator, destination maintenance coordinator, and tool maintenance coordinator. Each coordinator is tasked with ensuring the daily condition of the field. For example, the hygiene coordinator is responsible for maintaining the cleanliness of the destinations to ensure the comfort of visiting tourists. The destination coordinator evaluates the worthiness of the destination, considering natural conditions and tourist safety, while the tool coordinator oversees the maintenance of equipment for tourist activities such as sliding and cliff jumping.

The unpredictable nature of natural conditions prompted POKDARWIS Tunjung Mekar to employ contact radios for field team coordination and monitoring. Dedi emphasized that nature poses a challenge for nature-based tourism packages, sometimes necessitating early closure of destinations due to adverse conditions. This closure strategy is considered highly effective as tourists understand the constraints imposed by unfavorable conditions. Despite the reduction in tourist numbers due to non-conducive conditions, tourism managers remain undeterred in providing the best experiences for visitors. For instance, the eruption of Mount Agung adversely affected tourist numbers in Sambangan Village, leading to an economic impact on tour managers. However, it is believed within the community that favorable natural conditions attract a surplus of tourists, offsetting shortfalls during adverse conditions. Access to Sambangan Village presents challenges due to the absence of road signs and public transportation. Additionally, the lack of street lighting in the village makes it difficult for tourists to navigate after dark and fully enjoy the evening atmosphere. Addressing these factors is imperative to ensure the safety and comfort of visiting tourists.
Promotion and Marketing

In the effort to introduce Sambangan Village as a tourist destination, POKDARWIS Tunjung Mekar has established extensive collaborations with various stakeholders to facilitate the promotion and marketing of their tourism packages. This involves strategic partnerships with tour agents based in Lovina Beach and Kuta, who actively promote and sell the tour packages offered by POKDARWIS Tunjung Mekar. The company has also created a special promotional website to highlight its offerings. Notably, each guide contributes to the promotion of Sambangan Village through their websites, although the specific package prices are deliberately omitted. This deliberate omission of package prices on the website is a calculated marketing tactic employed by POKDARWIS Tunjung Mekar, designed to allow flexibility in pricing when sold through travel agents, ensuring that the net rate remains consistent regardless of the selling channel.

The efficacy of collaborating with tour agents is underscored by testimonies such as Dedi's, who attests to the significant impact on sales and promotional activities within Sambangan Village. This is evident in the frequent arrival of numerous tour agents, accompanied by groups of foreign tourists, particularly drawn to the iconic Aling-aling waterfall. While POKDARWIS Tunjung Mekar sets a standard pricing structure, travel agents retain the autonomy to establish alternative pricing strategies for their commercial gain.

Furthermore, POKDARWIS Tunjung Mekar actively participates in exhibitions organized by the Tourism Office in Bali to bolster the introduction of tourism in Sambangan Village. These exhibitions serve as a platform to effectively showcase the unique attractions of Sambangan Village in alignment with the government's overarching vision to vigorously promote Indonesian tourism through the "Wonderful Indonesia" branding on a global scale.

In 2017, Sambangan was prominently featured in a promotional video by Wonderful Indonesia, which achieved significant acclaim by securing victories in two distinct categories: the East Asia and Pacific Region 2017 UNWTO Video Competition and the 2017 People's Choice Award category. The heightened online visibility of Sambangan Village
has subsequently facilitated an increased influx of domestic and international tourists.

In advocating for the efficacy of promotional strategies, Dedi and Ketut articulated that leveraging the services of travel agents proves to be a more cost-effective approach when compared to traditional billboard advertising. Furthermore, Dedi emphasized the advantageous nature of POKDARWIS Tunjung Mekar's marketing tactics, contending that using travel agents as intermediaries effectively transforms them into integral sales facilitators for Sambangan Village.

CONCLUSION

The emergence of Sambangan Village as a burgeoning tourist destination in Bali has been accompanied by commendable management practices. Nevertheless, the local community has navigated through various dynamics underlying the village's success. The tourism dynamics in Sambangan Village took root in 2008 when an individual by the name of Bob played a pivotal role in ushering tourists to the area, chiefly to Aling-aling Falls. At that time, the daily influx of tourists was minimal. Fast forward to the present day, and Sambangan Village sees a steady stream of 80 to 100 tourists daily, with a significant majority, 90 percent, comprising foreign visitors hailing mostly from Germany, Russia, France, and the Netherlands. These international tourists typically originate from Lovina and Kuta beaches. As Sambangan Village garnered recognition for its waterfalls, the local community soon recognized the imperative of effective destination management. In aid of this, the community convened to establish POKDARWIS Tunjung Mekar, a tourism awareness group. The primary objective underpinning the creation of POKDARWIS Tunjung Mekar was to align with the community's vision for the meticulous stewardship of tourism in Sambangan Village.

Tourism management in Sambangan Village is entirely managed by the local community through POKDARWIS Tunjung Mekar. All members must follow the regulations, and there are penalties for non-compliance. POKDARWIS Tunjung Mekar focuses on: (1) strengthening tourism products, emphasizing activities at the waterfall such as sliding, cliff jumping, and trekking; (2) strengthening institutional capacity
through various trainings including foreign language, guiding, destination management, and administrative training for its members; (3) ensuring the safety and comfort of tourists by providing insurance, certifying tour guides, and closing the destination area in unfavorable natural conditions; and (4) promoting and marketing through collaboration with travel agents, participating in tourism activities, and creating promotional videos showcasing the waterfalls in Sambangan Village as part of Wonderful Indonesia.
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