MAPPING OF AYUNAN TOURIST VILLAGE DEVELOPMENT PLAN IN BADUNG DISTRICT

I Ketut Arnawa
Mahasaraswati Denpasar University
arnawa_62 @ yahoo.co.id

I Gusti Bagus Udiyana
Warmadewa University

Sri Astuti
Mahasaraswati Denpasar University

Luh Kadek Budi Martini
Mahasaraswati Denpasar University

ABSTRACT

The purpose of writing this paper is to study the mapping of development planning for the tourism village of Ayunan, Badung Regency. The research was conducted in Ayunan Village, Abian Sema District, Badung Regency, the data were analyzed quantitatively and qualitatively, then the mapping was carried out using the method Geographic Information System (GIS) then describing the existing cases then drawing conclusions. The results of the study found that Ayunan Village has potential tourism, namely a very beautiful panoramic view of the subak landscape, museums and honey bee cultivation, the Swing Village Development Planning as a Tourism Village is highly supported by very high accessibility good.

Keywords: village, management, tourism, subak, planning

Introduction

Ayunan Village is located in Abiansemal District, Badung Regency, to be precise between Taman Ayun and Sangeh tourism objects, 20 km from Denpasar City, located at an altitude of 164-240 meters above sea level and has an average rainfall of 3000 mm / year. The temperature ranges between 26 ºC - 29 ºC so the air here is cool. The topography of the flat settlements extends along the main road with the arrangement of buildings based on Balinese architecture (asta kosala kosali) and the downstream part is a rice field area (subak Ayunan) and the upstream part is a plantation (subak Abian) as the main life support for the community. To the west flows the Dangkang river (tukad) which is a source of irrigation for the subak Ayunan and in the east flows the Pendet river (tukad).

The topography of rice fields is flat and partially terraced, especially those bordering the river. The natural conditions are still beautiful, the neatly arranged rice terraces are the main attraction, as well as the beauty of the terraces of the Sobangan and Tegalnarungan subak rice fields with the background of Mount Batu Karu, these natural and cultural resources have the potential to be used as natural tourism or ecotourism. Jungle tracking is approximately 1.5 km long starting from Bale Subak Ayunan towards the north along the river (telabah) to the overhang of Ayunan then going up to the leading tour of Ayunan Village in the form of honey bee farm in Banjar Geriya. After enjoying the Nyawan lawar culinary and watching the cooking demonstrations of bee lawar, tourists can see various kinds of paintings at the Tjok Agung Tresna Museum in Banjar Badung. Throughout the jungle tracking, tourists can see the craft of making satay katikan (for ceremonial or party purposes), face painter (Dukuh Art Studio), Pancoran dedari which is believed to cure eye diseases, the Bukit Buung temple which is a symbol of the failure of the abstract effort to expand the existing forest. at Pura Agung up to 200 meters to the southwest. Local wisdom of the community, such as wood carving, carving with melela bias, groups making offerings from small to medium sized ones are all managed by Bumdes.
The majority of livelihoods for the people of Ayunan Village are agriculture and livestock in a broad sense. The cattle breeders who are members of the Simantri group process cow dung waste into organic fertilizer. The problem faced is that the tourism potential has not been utilized and developed by the people of Ayunan Village as a tourist village based on local wisdom, even though all of the community’s activities have been known by local tourists but only limited to economic activities and not yet as a tourist destination.

The development of a tourism village based on local wisdom is in line with the three principles of sustainable tourism development developed by the World Tourism Organization (WTO), namely ecological sustainability, socio-cultural continuity, and economic sustainability, both for present and future generations (Suwena, 2010), so that the need to develop a tourism village based on local wisdom in Ayunan Village to create a sustainable tourism village, to improve the economic welfare of the local community and also to maintain, maintain and preserve local wisdom in Ayunan Village.

METHOD

Research was conducted in Ayunan Village, Abiansemal District, Badung Regency. The method used is a survey method with steps starting from a problem, determining the type of information needed, determining the data collection procedure by observing or observing, then processing information or data, and finally drawing conclusions, to determine the actual conditions of the observed area. with existing phenomena and are compiled based on scientific studies. To map the tourism potential of Ayunan Village, the data were analyzed by using a Geographic Information System (GIS) then describing the existing cases and then drawing conclusions.

RESULTS AND DISCUSSION

Tourist Attractions

Based on the observation, it is known that the Ayunan Village has several tourism potentials that can be developed into tourist attractions. The potentials of the Ayunan Village are as follows:

The beauty of the Panorama of the Rice Fields

The natural beauty of the countryside that is still natural and the hospitality of the people of Ayunan Village are the main capital of tourist attraction in the Ayunan Village. Tourists can enjoy the exotic beauty of rural natural scenery decorated with green rice fields. Other activities that can be offered to tourists are experiences in working on rice fields, rice barns, rice picking processions, fishing and tracking activities in rice fields. Figure 1 shows the panoramic beauty of the rice fields in Ayunan Village.

Figure 1. The beauty Swing Panorama Rice Village
Museum

Agung Tresna Tjok Museum is a museum in the village of Swing. This museum is unique in its architectural design, which depicts the diversity of Indonesian cultures. The collections that can be found in this museum are paintings, sculptures and several works of art with spiritual nuances. Figure 2 shows the Tjok Agung Tresna Museum in Ayunan Village.

Honeybee Cultivation

The existence of a honey bee farming group is one of the characteristics of the Ayunan Village that cannot be found in the surrounding villages. The potential of honey bee cultivation as a tourist attraction lies in the cultivation process, where tourists can experience the experience of harvesting honey. Besides that, the attraction of this honey bee lies in the traditional culinary form of honey bee lawar. This culinary is one of the rare culinary delights that are not often found on the island of Bali. It is a unique experience for tourists to try to taste the processed honey bee larvae. Figure 3 shows the honey bee cultivation activities in Ayunan Village.

Accessibility

An area to be developed into a tourist attraction or a tourism village needs supporting elements such as accessibility. Good accessibility will determine whether the location is easy to reach or not. In addition, the road network is also one that influences the smooth running of very important public services. The results of the observations show that the Ayunan Village is located in a very strategic location, namely between the Taman Ayun, Sangeh and Bedugul tourist routes. Based on the distance, the Swing Village is about 4.8 km from Sangeh Tourism Object and has a distance of about 6.2 km from the Taman Ayun Tourism Object. The path from the Taman Ayun tourist attraction to the Ayunan Village and the route from the Sangeh Tourism Object.
Object to the Ayunan Village has good accessibility conditions with asphalt pavement. Figure 4 shows the accessibility conditions in the Ayunan Village.

Figure 4. Conditions of Accessibility in the Ayunan Village

Figure 5: Planning Map of the Ayunan Tourism Village Development

Direction of the development of the Swing Tourism Village (1) cooperation with the surrounding villages is related to tourism development, empowerment of home industry products, such as agricultural and plantation products, (2) Making posters, brochures and other types that are placed in strategic places or placed in nearby tours to promote tourist objects, (3) implementing the ecopedagogy system, assignments or study tours as an opportunity for students, students and academics to learn more about tourism (4) inviting traveler reviewers from various regions to be able to enjoy existing tours (5) making tour packages and working with travel agents (6) making tour packages and collaborating with travel agents (7) The ticket purchase system is replaced by purchasing typical souvenirs Ayunan Village (8) Empowerment of existing Bumdes to promote tourism which will produce results there is dissemination from the village to the community through Bumdes, besides that for human resources there needs to be training that can support Ayunan Village as a tourist village and (9) create social media accounts and websites that contain tourism potential of home industry results and results
Conclusion

Based on the results of the handicrafts, it can be concluded: Ayunan Village has tourism potential, namely a very beautiful panoramic view of the subak landscape, museums and honey bee cultivation. Planning to develop Ayunan Village as a Tourism Village is strongly supported by very high accessibility good

References


Ayunan Village Regulation Number: 01 of 2015 concerning Medium-Term Village Development Plan (RPJM-Desa) 2014-2020