Identification of Tourist Attractions in Timpag Village

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Abstract. The development of tourist attraction is an alternative way to improve the income of the people who live in and surround a village. The development of tourist attraction in a village should be in harmony with its environment in order to have a positive impact. Timpag village is one of the villages in Tabanan district, Bali which is trying to become a tourist village. At present, the development of tourist attractions in the Timpag village is occur sporadically and has not been based on the potential of the village. There is no master plan or initial study related to the tourism potential of the Timpag village. Identification of attractions and tourist activities in this village is needed in each tourist attraction to facilitate planning and development of sustainable tourist attractions. The method to obtain data is deep interview with government staff and tourist attraction owner is used to get data, swot analysis is then used to process the data obtained. Timpag village has 3 tourist attraction that is being developed sporadically, namely Uma Urip, D’Bendungan View and Batur Holly Spring at Sambian Undagi Farm. Based on these results, the recommendations of the types of tourism developed are given to each tourist attraction, namely Uma Urip has the potential to be developed as natural tourism, D’Bendungan View could be promoting as recreational tourism, and Batur Holly Spring can be developed as cultural tourism.

Keywords: culture, local community, recreation, Bali, traditional

1. Introduction

Human utilized landscape for agriculture to produce their basic needs such as food and shelter. However, along with economic development and increasing human needs, a beautiful and unique landscape began to be utilized as tourism [1]. Tourism is needed by humans for their mental and physical health. Meanwhile, for the people who live in it, tourism activities will quickly support economic growth and increase the standard of living of people in it [2].

Timpag Village is one of the villages in Tabanan Regency, Bali, where the community is actively trying to utilize their landscape for tourism activities. However, the development of tourist facilities in the Timpag village is still carried out independently at the initiative of the residents. This village has fertile land with flat topography at an altitude of less than 500 m and high production in agriculture and plantations [3]. In order to maximize the tourism potential of this village while maintaining the sustainability of the landscape and agrarian culture (tourism based on local wisdom), it is necessary to conduct scientific studies such as the identification of tourist attraction (TA) as a first step before entering the stage of tourism landscape planning in Timpag Village. This identification can be analysed to produce recommendations for developing tourism in the Timpag Village.
2. Materials and Methods

This research was conducted in January-June 2019 in Timpag Village, Kerambitan District, Tabanan Regency, Bali (Figure 1.). The survey accompanied by in-depth interviews with the department and the owner of the TA was used to obtain the following data (Table 1.):

![Figure 1. Location of research study](http://tanahair.indonesia.go.id/portal-web, 2019)

| No. | Data | Parameter | Form | Source |
|-----|------|-----------|------|--------|
|     |      | Topography, landmarks, boundaries, microclimate, | Primary data | Inventory and documentation |
| 1.  | Biophysics | vegetation, land use, buildings, pavement, historic features, infrastructure. Customary organizations, beliefs, traditions and activities carried out together. Location and or beautiful / unique / interesting objects, tourist facilities, community support | Primary data | Interview and documentation |
| 2.  | Social-cultural | | | Survey |
| 3.  | Tourism | | | |

3. Results and discussion

Timpag village as one of the 15 villages included in Kerambitan sub-district in Tabanan regency, total area of around 465 Ha. The village is crossed by the Yeh Ho river which also Become border for the west side. The villages directly adjacent to Timpag Village are Jegu Village (North), Meliling Village (South), Kesiut and Sembung Gede Villages (East). Land-cover in Timpag Village is dominated by green vegetation with a flat topography. The majority of people living in Timpag village are adults and work as farmers. There are three underdevelopment TA in Timpag namely Uma Urip, D’Bendungan View and Batur Holly Spring (Figure 2). Internal factors such as attractions and duration, community support, area of tourism, infrastructure and external factors, namely connections and access, distance, accommodation are important to consider in assessing the potential of a TA [4,5].
3.1 TA of Uma Urip

Uma Urip is located about 600 m from the office of the head of Timpag Village, the land is owned by several groups of farmers. This TA already has landmarks (Figure 3). The uniqueness of this place is the owls that can be seen directly during the day in captivity, as well as wild owls that will gather around the captivity at night. Apart from owls, the rice field landscape with traditional activities of farmers is still maintained here such as plowing using buffalo, and using irrigated rice fields for daily activities (Figure 4). Pavement access road already exists, although it is limited to motorbike and bicycle. Before entering the Uma Urip area, access roads are wide enough to be used as a car park (Figure 5). Existing facilities in this place are the cages of owls and pigs (Figure 6), there are no special tourist facilities such as toilets or amenities.
3.2. TA of D’Bendungan View
D’Bendungan View is around 3.4 km from the office of the head of Timpag Village. This place was built by community groups with the aim of becoming TA. The dam is the main view that can be seen from this place. In addition, Telaga Tunjung dam and the Yeh Ho River which is the western boundary of Timpag Village can also be accessed on foot about 10 minutes from this TA. The bamboo archway contains a D’Bendungan banner as a marker to enter this area (Figure 7). This place is a good point to enjoy the dam while recreation (Figure 8). The facilities that are built are quite complete, starting from restaurants, toilets, places to sit and take pictures (Figure 9). Asphalt road access and can be accessed using 4-wheeled vehicles, but there is no specific parking space yet (Figure 10).
Figure 7. Landmark at D’Bendungan View

Figure 8. Potential activities that can be developed
Figure 9. Existing feature (restaurants, toilets, places to sit and take pictures)

Figure 10. Road and parking facilities

3.3 TA of Batur Holly Spring Water
Batur Holly spring at Sambian Undagi Farm (2.7 km from the Timpag village customary village office). TA is privately owned but also involves the community around the TA location to support services for tourists. This TA is located in community housing. There are no specific landmarks in this place, the location marker is still a non-permanent banner (Figure 11). The place of purification uses water (pelukatan), a jogging track around the residents’ rice fields and lodging with various activities in the houses of the local residents (Figure 12). Semi-permanent buildings such as gazebos and toilets, and fish ponds have also been built in Batur Holly Spring Water (Figure 13). The small access road and its location which is quite far into the rice fields and the 4-wheeled parking constraints (Figure 14) are the main obstacles in this place.
Figure 11. Landmark of TA

Figure 12. Potential activities that can be developed
Figure 13. Existing feature: toilets (left), sitting place (middle), gazebos and fish ponds (right)

Figure 14. Road and parking facilities

The results of in-depth interviews with government officer and TA owners are outlined in the following SWOT matrix (Table 2.)
Table 2. Matrix SWOT

| External Factors | Opportunity (O) | Threat (T) |
|------------------|----------------|------------|
| O1 Tabanan Regency is a tourist area | T1 Transfer of function / ownership of the land |
| O2 Enthusiasm of villagers to become a tourist destination | T2 Exploitation of the village |
| O3 There is an allocation of government funds to help the community become a tourist village | T3 Changes in community lifestyle |
| T4 Cultural Acculturation |

| Internal Factors | Strength (S) | Weakness (W) |
|------------------|--------------|--------------|
| S1 TA already exist in Timpag Village | W1 Lack of communication and knowledge related to tourism |
| S2 Community culture and environment are still awake | W2 Does not establish cooperation between TA owners |
| S3 Tourism activities are available around the clock | W3 The limited attractions that can be done in each TA |

| Strategy SO | Strategy ST |
|-------------|-------------|
| 1. Improvement of TA facilities, infrastructure and promotion in Timpag Village | 1. Strengthening the function of traditional institutions in the village so that cohesiveness among citizens can be created strongly |
| 2. TA planning and management involving all villagers | 2. The adoption of strict customary law against traditional violators |
| 3. Understanding the importance of maintaining local culture for the sustainability of village culture and tourist villages |

| Strategy WO | Strategy WT |
|-------------|-------------|
| 1. Cooperation between TA owners to increase the choice of attractions offered to tourists | 1. Preparing villagers to face the consequences / benefits of TA |
| 2. Form a village's tourism awareness group (Pokdarwis) (that involves all villagers) | |

Based on this analysis, to reduce competition in each TA in Timpag Village and to strengthen cooperation between communities, the recommended concept of developing each TA in different directions, in accordance with its current potential, namely Uma Urip has the potential to be developed as natural tourism, D’Bendungan View could be promoting as recreational tourism, and Batur Holly Spring can be developed as cultural tourism.

Thus, in conclusion, Timpag Village has several potentials that can be used as a TA such as rural nature that is still sustainable, consistent river flowing and Balinese culture that is still well preserved seen in the arrangement of land and community activities. The existing TA in the Timpag Village have a uniqueness that can be developed in different ways so that they can complement each other. The recommendations for the development of each TA, namely Uma...
Urip can be developed as nature tourism, D'Bendungan View can be developed as a recreational tour, and the Batur Holly spring can be developed as a cultural tourism.

4. Acknowledgement
This research was funded fully by LPPM Unud through the 2019 Study Program Leading Research Grant.

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