



Planning of Belumbang Village as a Tourism Village Based on Wellness Tourism in Kerambitan District, Tabanan Regency, Bali

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ABSTRACT

Bali has various tourist advantages, one of which is a tourist village. Belumbang Village is one of the villages located in Kerambitan District, Tabanan Regency which is currently being planned to become a wellness tourism-based tourism village that has various wellness tourism potentials such as Dasaran, Balian, melukat at CampuhanSudamala, yoga, and meditation. Planning Of Belumbang Village as a Tourism Village based on wellness tourism in Kerambitan District Tabanan Regency is planned to be three plans, namely Planning for tourist attractions, Planning for tourist destinations, Planning accessibility that does not yet exist in Belumbang Village Planning for tourist attractions, Planning for tourist destinations and Accessibility planning that does not yet exist in Belumbang Village This research aims to plan Belumbang Village as a tourism village based on wellness tourism and the various potentials possessed by Belumbang Village as a wellness tourism-based tourism village. The type of research used in this study is qualitative descriptive research. With primary data sources and secondary data. The results of the study showed that the potential for wellness tourism in Belumbang Village is Dasaran, Balian, Meditation, Yoga, Melukat and traditional medicine and planning Belumbang Village as a wellness tourism-based Tourism Village in Kerambitan District, Tabanan Regency, Bali, planning tourist attractions, Planning for tourism destinations, Planning accessibility that has not existed in Belumbang Village within 1 to 3 years and must be updated regularly. With four stages, namely setting goals or a series of goals, formulating the current state of Belumbang Village, identifying all existing conveniences and obstacles and developing a plan or series of activities that have been planned.

Keywords:special interest tourism, wellness tourism, tourist villages

1. Introduction

Bali as one of the leading tourist destinations, which is not only famous in Indonesia, but also in the international arena has a variety of beauties and natural and cultural potentials that are rarely found in other places. Bali is also known by the nickname of the island of the gods because the majority of Bali's population is Hindu, besides that outsiders also call Bali the island of a thousand temples because of the many places of worship of Hindus that exist. In 2017 Bali won the world's top destination award in its traveller's choice award and The Best Island 2017, Readers Choice Award-DestinAsian from TripAdvisor (source: pesona.indonesia.travel, 2017). However, since mid-2019, tourist visits to Bali have decreased drastically due to the Covid-19 pandemic around the world. However, not a few foreign tourists are still willing to visit Bali with various destinations, one of which is "work from Bali". Bali officially became a tourism destination in 1924, with 213 tourist visits (Picard, 2006:33) with the aim of natural tourism, culture and wellness tourism. Wellness tourism is one of the potential tourist attractions that are currently widely developed in Bali. Wellness tourism is a special interest tourism that aims to maintain the fitness of the tourist's body or can be explained as a product in the form of tourism services that can be developed or created in accordance with the conditions of a destination both in terms of social and environmental in a tourist destination. Activities that are usually carried out by tourists in doing wellness tourism such as healing, yoga, meditation, Dasaran, Balian, treatments in the form of spas and or traditional medicine. Tabanan is one of the areas in Bali that has the potential to be developed a tourist attraction that has the concept of wellness tourism. Until now, Tabanan Regency has 23 tourist villages (Bali Provincial Tourism Office). Belumbang Village, which is located inKerambitan District, Tabanan Regency, is one of the villages that has the potential to be developed wellness tourism, however, in reality, Belumbang Village has not been officially designated as a tourist village. Belumbang Village has not yet become a tourist village due to several existing obstacles such as limited budget to support tourism

facilities in Belumbang Village and the lack of tourism human resources (human resources) and tourism support organizations such as POKDARWIS (tourism awareness groups) in Belumbang Village and also public awareness of tourism in Belumbang Village itself has just begun to develop. Belumbang Village has a lot of potential tourism attractions based on wellness tourism which is very unfortunate if this potential is not developed further. From the description above, researchers are interested in conducting research with the formulation of the problem as follows:

1. What are the potentials of wellness tourism in Belumbang Village?
2. How is the planning of Belumbang Village which is planned as a wellness tourism-based tourism village

This research was conducted due to the trend of tourism that continues to grow all the time in the world.

Several studies on the same topic were found, including the results of an analysis of the second study entitled "Spiritual Healing, a Trend of Wellness Tourism in Bali." The results of this study conducted by IGedeSutarya (2016) showed that this research discusses the development of spiritual healing as wellness tourism in Bali which describes the development of spiritual healing as pariwisata wellness is experiencing growth in Bali which includes Balian Cokorda Rai, KetutLiyer and several other Hindu priests. The difference between this research and this research is that the research discusses the development of wellness tourism in Bali using healing theory while this research discusses wellness tourism planning in Belumbang Village.

Furthermore, the research entitled "Resorts With a Wellness Tourism Approach in Karanganyar Regency" by Rizal Yuwono was published in 2022. In this study discusses the development of wellness tourism in the Karanganyar Regency area with the aim of planning and designing resorts in the Karanganyar Regency area with a wellness tourism approach so as to meet the aspects of wellness tourism related to the surrounding community in Karanganyar Regency to be an accommodation that is in demand by tourists and can move the surrounding community in wellness tourism programs.

This research uses several concepts in its discussion, including the concept of tourism planning. According to Kadarman, et a (1996) said that planning as a process determines the goals to be achieved, the actions that should be implemented, the right organizational form to achieve them and the human resources that take responsibility for activities and the subsequent termination of what to do, when, how, and by whom.

The concept of tourism village, PM Culture and Tourism Number: PM. 26 / UM.001 / MKP / 2010 concerning General Guidelines for the National Program for Community Empowerment (PNM) Independent Tourism through Tourism Villages, states that tourism villages are a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. With several components that make up a tourist village such as village areas, tourism products, organizations, regional facilities and infrastructure, tourists, and also networks. Furthermore, the concept of wellness tourism, Wellness tourism can be described as a special interest tourism with the process by which individuals travel tours with the aim of improving welfare in a person's person. This is done in order to achieve a healthy lifestyle, reduce stress, and as an alternative to disease prevention. Wellness tourism is included in the health economy (Global Wellness Institute).

The concept of tourism potential says that potential is something owned by a tourist destination that is an attraction for tourists and is owned by every tourist destination. Tourism potential is everything that is found in the tourist destination area and is an attraction so that people want to come to visit the place (Mariotti in Yoeti, 1996).pat (Mariotti in Yoeti, 1996). Meanwhile, Sujali in (Amdani, 2008) mentioned tourism potential as an ability in an area that might be utilized for development, including nature and humans as well as the work of humans themselves.

2. Research Methods

The scope of this study is intended to be able to provide boundaries so that the results of this study can focus and minimize the occurrence of bias in the study. There are several aspects of the data that limit the scope of research as follows:

1. Make a selection of the potential of natural, artificial and cultural tourism in Belumbang Village, in order to become a wellness tourism-based tourism village.
2. Conducting planning analysis of Belumbang Village
 - a. Wellness tourism-based tourist attraction planning
 - b. Accessibility planning
 - c. Facility planning

The type of data used in this study is qualitative descriptive data. Qualitative data is data that is descriptive and not numerical or non-numerical value (Kusmayadi, 2000). This research is desk research so that it can be developed into further research by making direct observations to the field, documentation, and discussions with related parties.

The informant determination technique in this study uses the purposive sampling technique where according to Sugiyono (2008) the purposive sampling technique is a technique for determining informants with certain considerations. In this study, the informants chosen were informants with extensive knowledge related to the researcher's problems.

3. Results and Discussion

A Village Profile

Belumbang Village is located in Kerambitan District, Tabanan Regency, Bali. Kerambitan subdistrict is located about 4 km west of Tabanan City. Belumbang comes from the word "melumbang" which means a vast land that is thrashing, fertile and full of prosperity.

Belumbang Village has an area of 290 hectares with eight banjars namely Banjar Langan, Banjar BelumbangKaja, Banjar Belumbang Tengah, Banjar BelumbangKelod, Banjar YehmaletKaja, Banjar YehmaletKelod, Banjar Belong and Banjar Tibupoh with 200 meters of altitude above sea level with

longitude coordinates of 115.050826 and latitude coordinates of -8.54359. The population of Belumbang Village until 2016 was 2,140 people consisting of 1,027 men and 1,114 women with a sex ratio of 98.15.

B Components of Tourism Products of Belumbang Village

Belumbang Village has several potential tourist attractions, ranging from natural, artificial, and cultural based on wellness tourism. The natural potential is in the form of CampuhanSudamala, which is the meeting point of 3 rivers. A location of meditation, yoga, camp, and fishing that can be done on the border of the Yeh Yo river.

This village also has some cultural potential that can be favored as a tourist attraction, such as Puseh Temple, Dalem Temple, and Village Temple. The melukat culture and the original annual festival of Belumbang Village also did not escape the potential. Not only that, this village has various artificial potentials such as tubing watersport at The Dukuh retreat

The access road to Belumbang Village is a paved road and can be accessed very well. This access road can be passed by private vehicles such as motorbikes, cars to mini buses. But unfortunately, tourists who want to come to do wiata activities have not been able to find complete information through the village's official website. Based on observations in Belumbang Village, the public facilities available in Belumbang Village are currently very minimal. Amenitas or facilities and accommodation available in Belumbang Village that exist today are facilities in the form of small stalls managed by the local community. In addition, the location of vehicle parking is still inadequate because it uses the shoulder of the road or in front of the local community's house. The accommodation available in Belumbang Village is three Villas. One of the villas is owned and managed by local residents and the other two are owned by foreigners.

Furthermore, Belumbang Village has an Ancillary in the form of institutions tasked with supporting its tourism activities, namely the village government and Pokdarwis (KelompokSadarwisata) which are directly related to tourist activities such as marketing tourist attractions and managing attractions.

C Planning Belumbang Village as a Wellness Tourism-Based Tourism Village

Nowadays, wellness tourism is a new tourism trend that is considered not only to provide inner satisfaction, but also to give satisfaction to the soul through health. Belumbang Village has the potential for wellness tourism which is included in the Authentic "Location" based experiences in the form of spiritual retreats. Tourists who visit Belumbang Village are primary health tourists who travel with the aim of maintaining health and as a way to cure diseases that exist in tourists.

Each banjar in Belumbang Village has its own potential that can be developed as a wellness tourism-based tourist village attraction. But unfortunately, until now, Belumbang Village does not have a wellness tourism-based village planning.

Tourism attraction planning itself can be in the form of preparing tourism human resources, attraction planning, accessibility, facilities, and conducting tourism marketing. Accessibility planning is in the form of preparing parking lots for tourists visiting Belumbang Village and providing directional signs that lead to each tourist attraction. Planning facilities, facilities, and infrastructure in the form of providing adequate public toilets, availability of sorted trash cans, disability-friendly facilities, adequate dining areas for tourists. In institutional planning in service, Belumbang Village requires the participation of local communities in every decision making, conducting periodic evaluations, forming communities and organizations that officially house tourism villages, building coordination between stake holders, providing assistance and training to POKDARWIS, improving hr capabilities, promoting tourism villages, developing wellness tourism-based tourism village programs, and providing counseling and direction to local communities.

This marketing planning also includes market segmentation in it, the tourist segment that has a visiting purpose to travel with the aim of wellness tourism.

4. Conclusion

Based on the previous discussion, it can be concluded that Belumbang Village has a variety of wellness tourism-based tourism potentials, such as doing yoga, meditation in the Yeh Ho river flow campuhansudamala, melukat at Beji Pura Dalam, and also carrying out other wellness tourism activities such as meeting with Dasaran for concentration using internal energy and Balian-balian in Belumbang Village to divination or read tourists through intermediaries the ancestors of the tourists and also with the help of the almighty widhi.

The wellness tourism-basedBelumbang Village Planner consists of tourist attraction planning, planning for tourist destinations, planning accessibility that does not exist in Belumbang Village within 1 to 3 years and must be updated regularly. With four stages, namely setting goals or a series of goals, formulating the current state of Belumbang Village, identify any existing conveniences and obstacles and develop a plan or set of planned activities.

The results showed that the current condition of Belumbang Village is quite good, but it has not produced a wellness tourism-based planning of Belumbang Village. There are several things that need to be considered in the implementation of the Planning of Belumbang Village based on wellness tourism. Belumbang Village Managers should start planning all tourism activities in Belumbang Village as well as marketing using digital devices and utilizing online platforms as promotional media for Belumbang Village.

The Tabanan Regency Government as a facilitator should provide facilities in the form of training and assistance to all tourism actors in order to improve the quality of human resources, especially in the field of tourism in Belumbang Village. This assistance is carried out until a tourist attraction is able to independently carrying out tourism activities

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