



Deconstructing the Potential of Munduk Village Destination Using The 7A Approach

I Made Juniawan

Travel Industry Study Program, Faculty of Tourism, Udayana University, Sri Ratu Mahendradatta Street, Jimbaran Bali

E-mail address: madejuniawan@unud.ac.id

DOI: <https://doi.org/10.55248/gengpi.4.1023.102817>

ABSTRACT

This study examines the tourism destination identification of Munduk Village as one of tourism villages in Bali. Remember the tourism growths in the North of Bali, which are so different than South of Bali. Identification using the 7A approach consist in attraction, activities, accessibility, amenities, attitude, ambience, and accelerator. The new sharpening and elaborations concept from the old concepts of tourism. The aim of the research is tourism in northern Bali, particularly Munduk Village could be competitive in the world. Furthermore, identified also on constraints that hinder the development of tourism in Munduk Village. The presented data was collected through observation, depth interview, and other sources, using naturalistic approach on natural condition. Purposive sampling technique is utilized to select informants. The data collected are processed using descriptive qualitative, with data reduction steps to summarize the main elements, data submissions, as well as conclusions. This research concludes that of the seven aspects of identification, all were own and properly completed by Munduk Village. Stakeholders collaborate to create the best tourism components for developing tourism in village. Three obstacles are present in his development, which are ambience aspect, duration stay of tourists, and cleanliness.

Keywords: bali, munduk, 7A, attraction, activities, accessibility, amenities, attitude, ambience, accelerator

1. Introduction

In recent years, Indonesian tourism has started to recover after a prolonged slump. Tourism activities are returning to normal, especially on the iconic island of Bali, which seems to be a catalyst for the revival of tourism in other regions. In 2022, tourist arrivals to Bali increased by approximately 70 percent compared to the previous year, signaling a significant improvement in the once-sluggish tourism industry.

When we look at Bali as a whole, there are two distinct tourism concepts in the North and South regions. These concepts are tailored to the geographical conditions and local community activities. In North Bali, the focus is on nature-based conservation and tourism activities, while South Bali is evolving into an industrial tourism hub with a strong emphasis on sustainability. Although the concepts are similar, they are applied to different aspects. North Bali applies this concept to nature and the environment, whereas South Bali applies it to the tourism industry. This approach has gained traction, supported by high-quality natural and human resources. Thanks to this concept, tourism activities in South Bali can remain sustainable, even in areas with limited natural resources. Furthermore, stakeholders have played a crucial role in South Bali's rapid development, which includes the construction of accommodations, the emergence of exciting tourist activities, and the increasing popularity of key destinations in each village.

Conversely, the development of tourism in nature-based and sustainable North Bali differs significantly from that in South Bali. Factors such as tourist visitation, the number of popular attractions, and the absence of adequate tourism infrastructure contribute to these disparities. One key factor is the limited accessibility to North Bali for tourists; unlike South Bali, which boasts an international airport and ports, reaching North Bali requires a 2-3 hour overland journey from South Bali's airport or port. Additionally, the geographical distance from the capital city of Denpasar has slowed down the development of North Bali in comparison to South Bali.

Various factors, such as the availability of tourism support facilities and good access for tourists, can either hinder or support tourism development in North Bali. In terms of attractions, North Bali offers a rich array of nature-based tourist destinations, including the Bedugul Botanical Garden, Lake Beratan, Lake Buyan, Lake Tamblingan, Lovina Beach, Ulun Danu Temple, Banjar Hot Spring, Sekumpul Waterfall, Pemuteran Tourism Village, Gitgit Tourism Village, Wanagiri Tourism Village, and others. One particularly captivating attraction is Munduk Tourism Village, situated in Banjar District, Buleleng Regency, Bali. This village possesses enormous tourism potential, thanks to its natural features like hills, rice fields, and waterfalls.

In response to this phenomenon, a research study was conducted to identify the tourist attractions in North Bali, specifically focusing on Munduk Village, using the 7A approach (Attraction, Activities, Accessibility, Amenities, Attitude, Ambience, and Accelerator). This study is the first to attempt an identification of a tourist attraction using the 7A approach, a concept initiated by the Board of Trustees of the Tourism Academy (Akpar) Ulam Clara

(ULCLA) Toba, North Tapanuli, in collaboration with Chandra Vokav Saritua. The 7A concept is an expansion of the well-known 3A of Tourism, encompassing Access, Attraction, and Amenities, while introducing the elaborative aspects of Activities, Attitude, Ambience, and Accelerator. The research also identifies obstacles that impede the development of tourism in Munduk Village. It is expected that through this research, Munduk Village's tourist attractions can be more thoroughly understood, empowering stakeholders to find effective ways to develop tourism in Munduk Village and North Bali, ultimately enabling them to compete on the global stage.

2. Detail of Research

Several previous research studies have explored the identification of tourist attractions using various approaches and components of tourism development. The first of these studies employed the 6A approach, comprising attraction, accessibility, amenities, accommodation, activity, and ancillary components. It was titled 'Analysis of Tourism Development Components of Wonolopo Tourism Village in Semarang City' and was conducted by Fatma and Yuniningsih in 2020. This study drew from Buhalis's theory (2000) and employed a qualitative research approach with data collection methods including interviews, observations, and documentation. The findings revealed that tourism development in Wonolopo Tourism Village had not reached its full potential, with several aspects needing improvement across the six components of tourism. It was concluded that the village's development was supported by its numerous potentials, resulting in various tourist attractions. However, the lack of awareness and willingness among local residents hindered the village's tourism development.

In the second study, a 4A approach was employed, consisting of attraction, amenities, accessibility, and ancillary components. This study, titled 'Identification of Tourism Potential and 4A (Attraction, Amenity, Accessibility, Ancillary) in Sumber Wangi Hamlet, Pemuteran Village, Gerokgak District, Buleleng Regency, Bali,' was conducted by Dwi Setiawan in 2015. It used a qualitative approach and collected data through interviews, observations, and literature studies. The study found that Sumber Wangi Hamlet lacked identifiable tourism potential, making it challenging for researchers to gather information about potential attractions. The primary obstacle faced by Sumber Wangi Hamlet was not only the absence of tourism potential but also the minimal human resources, as most residents had elementary to junior high education levels, making it difficult to develop the tourism component.

In this current study, a novel concept, the 7A approach, was utilized, encompassing attraction, activities, accessibility, amenities, attitude, ambience, and accelerator components. This concept was introduced by the Board of Trustees of the Tourism Academy (Akpar) Ulam Clara (ULCLA) Toba in collaboration with Chandra Vokav Saritua of North Tapanuli. The aim was to help Indonesia catch up with other countries in the field of tourism. The 7A of Tourism is an expansion of the well-known 3A concept, including Access, Attraction, and Amenities, while also elaborating on these aspects by adding Activities, Attitude, Ambience, and Accelerator. This research marks the first application of the 7A concept.

3. Research Methods

This research adopts a qualitative approach, often referred to as a naturalistic research method because it is conducted in real-world, natural conditions. Qualitative research is valuable for providing a comprehensive and accurate understanding of the development of Munduk Tourism Village through the 7A approach, which encompasses Attraction, Activities, Access, Amenities, Attitude, Ambience, and Accelerator. The research is conducted in Munduk Village, situated in Banjar District, Buleleng Regency, Bali Province.

In qualitative research, the researcher serves as the primary instrument or research tool. The selection of informants is carried out through purposive sampling techniques, which involve selecting participants based on specific considerations (Sugiyono, 2014). These considerations typically revolve around choosing individuals who possess the most relevant knowledge or expertise concerning the research objectives. Data collection in this study involves three primary methods: observation, document analysis, and unstructured interviews. The data analysis process employs qualitative descriptive techniques, which encompass several stages, including data reduction to condense and highlight key elements, presentation of data, and the formulation of conclusions.

4. Results and Discussion

Munduk Village, nestled in Buleleng Regency, Bali, holds the distinguished status of a Tourism Village, officially designated as such by the Buleleng Regent Decree No. 430/405/HK/2017 in 2017. Perched at an altitude of 800 meters above sea level, Munduk Village spans approximately 2,170 hectares. The village's terrain primarily comprises forests, agricultural land, and plantation areas, earning it the affectionate nickname 'Village above the clouds.' Munduk Village is known for its refreshing cold air, vast clove and coffee forests, and a serene backdrop that includes Mount Batukaru.

While the origins of the earliest settlements in Munduk remain unrecorded in official history, the village's journey into tourism began during the Dutch occupation of Bali in 1849. As Dutch rule extended over the island, particularly North and South Bali, a considerable number of Dutch civilians, distinct from the military presence, found their way to Munduk Village. By 1901, a well-constructed lodging facility known as the 'pesangrahan' came into existence. This establishment marked the starting point for the development of infrastructure in Munduk Village, including the introduction of water supply networks, the construction of rugged roads, and the emergence of vehicular transportation.

The high-quality pesangrahan also laid the foundation for tourism activities in Munduk. True to its name, the boarding house offered a welcoming respite for foreign visitors journeying to Bali, serving as a crucial stopover en route to Bedugul. Throughout the Dutch colonial rule in Bali, Munduk

Village witnessed a vibrant lodging scene. However, during the Japanese colonial period, the pesanggrahan ceased to operate as an inn. Consequently, the building fell into disrepair and abandonment (Maha Putra, 2017). Following Indonesia's independence, many of the Dutch-era structures, including the pesanggrahan, were dismantled by the local population. These acts of demolition were rooted in a deep sense of patriotism and the frustrations endured by the local community during the colonial era. This period saw the destruction of numerous Dutch buildings and homes as a testament to the villagers' love for their homeland. Presently, Munduk Village is dedicated to restoring and reconstructing the structures that were previously vandalized. This effort serves both as a means of preserving historical memories and as an attraction to entice tourists to Munduk.

Munduk Village shares its borders with neighboring villages: Gobleg Village to the north, a government forest to the east, Gesing Village to the south, and Kayuputih Village to the west. To the south, the landscape is dominated by hilly terrain, primarily utilized for cultivating perennial crops such as coffee, cloves, and oranges, while some areas serve as community flower gardens (Maha Putra, 2017). For a more detailed visual representation, please refer to Figure 1 below



Fig. 1 - Map of Munduk Village, Bali (Source: Author modification)

Identify the tourist attractions of Munduk Village using the 7A approach, namely Attraction, Activities, Access, Amenities, Attitude, Ambience, and Accelerator (accelerator) to analyze the development of tourism in Munduk Village Bali. The following is an analysis of the 7A approach of the tourist attraction of Munduk Village.

Attraction

Munduk Village boasts a myriad of captivating attractions, making it a prominent tourist destination. Two remarkable waterfalls, each reaching a height of approximately 80 meters, are the village's star attractions. These cascades, known as Melanting Waterfall and Munduk Waterfall, or locally referred to as Red Coral Waterfall, hold a special allure. In addition to their impressive height, they possess a considerable water volume. The pools beneath these waterfalls are not overly deep, providing an excellent opportunity for visitors to enjoy a refreshing dip. A unique feature that sets Munduk Village's waterfalls apart from many others is their source. Unlike most waterfalls, which rely on rainfall, these waterfalls are fed by a mountain spring, ensuring a consistent water flow year-round, maintaining water clarity.



Fig. 2 - (a) Munduk Waterfall, Bali (Research Results 2023); (b) Lake Tamblingan Bali ((Source: Maxtu Photography 2023)

Lake Tamblingan is another jewel in Munduk Village's natural crown. This pristine lake, enveloped by lush forests without human interference, stands as the most untouched lake in Bali. Renowned for its breathtaking natural beauty, Lake Tamblingan is a favored pre-wedding photo spot for both local and foreign tourists. At the heart of the lake lies a submerged temple, Pura Ulun Danu Tamblingan, making it a unique and sustainable attraction. The village is also known for its extensive clove and coffee plantations, remnants of its colonial-era reputation as Bali's coffee production hub. These days, Munduk Village remains a significant coffee-producing area in Bali. The unique combination of favorable soil quality, altitude, and adequate sunlight allows for the simultaneous cultivation of two coffee varieties: robusta and arabica. Additionally, the village features rice fields known for yielding high-quality brown rice, locally known as feather rice, which commands a premium price in the market, often twice as much as regular rice.

Beyond the waterfalls and agricultural sights, the village offers a picturesque landscape. The combination of lush forests, clove and coffee plantations, rice fields, and the towering Batukaru Mountain creates a scenic panorama. Nestled amidst these landscapes, Munduk Village appears to be a tranquil oasis flanked by mountains. It's cool, refreshing air further enhances its distinctive charm, setting it apart from other villages and offering visitors a rustic and gratifying atmosphere. Cultural tourism is another facet of Munduk Village's charm. A bamboo forest within the village plays an essential role in daily community life, including the crafting of traditional musical instruments, like the 'Rindik.' This tradition has given rise to a community of artists within Munduk Village, who have formed a dance and gamelan art group named Sanggar Tripitaka. This art studio also functions as a training center, facilitating the presentation of traditional gamelan art, with the Rindik as a standout feature that captivates audiences.

Activities

Munduk Village predominantly offers nature-based tourist attractions, and the activities here are intricately connected with the natural surroundings. The primary activity embraced by tourists in Munduk Village is trekking, an outdoor activity that unfolds in various terrains, encompassing forests, countryside, mountains, and more, with the goal of savoring the area's inherent potential (Yoeti, 19898). Trekking is categorized as a special interest tourism type and falls under the umbrella of active adventure experiences. Several tourism enterprises in Munduk Village have incorporated trekking activities into their tourism programs. Most of these treks are thoughtfully designed to guide participants through plantation areas, forests, culminating in visits to the waterfalls. This approach aligns well with the natural wealth and tourism potential that Munduk Village holds. For example, Puri Sunny Guest House and Camp offers a trekking activity that encompasses the essence of Munduk Village's unique characteristics. In addition to generating income, these activities serve as an effective means of introducing Munduk Village to a broader audience. Trekking activities in Munduk Village open up a world of exploration, and Figure 3 provides examples of the various trekking routes available.



Fig. 3 - (a) Munduk Waterfall Tracking tour package (Source: Modification of Puri Sunny Guest House and Camp); (b) Things to do in Munduk Wilderness (Source: Instagram @imade_juniawan 2023)

Aside from trekking, visitors can engage in a range of activities in and around Lake Tamblingan. One tourism enterprise that facilitates such experiences is Munduk Wilderness. Munduk Wilderness operates as a tour operator, offering adventure packages designed to uncover the hidden treasures of Munduk Village's traditional hinterland via off-road vehicles. Tourists have the opportunity to traverse Munduk Village, journeying through clove, coffee, and rice fields using UTV vehicles. Notably, within this adventure route, visitors can also try their hand at canoeing in the serene waters of Lake Tamblingan. This two-hour adventure culminates in a refreshing buffet feast, featuring ingredients sourced from the nearby plantations. Munduk Village's cool air and the captivating sunset views to the west of the village make this one of the most enjoyable activities for tourists when visiting Munduk Village.

Munduk Village offers a diverse array of activities for tourists, including the option of meditation. Numerous hotels and inns in the region are currently promoting health tourism, often featuring meditation as a central activity. Nestled within the heart of a mountainous landscape enveloped by forests and lakes, Munduk Village enjoys exceptionally clean and fresh air. The cool, crisp air, coupled with the rustic ambiance of the countryside, renders this village an ideal setting for meditation. Tourists have the opportunity to partake in various other rural activities, such as massage, visits to rice fields, interactions with local communities, cooking classes, or simply opting for a serene overnight stay (staycation). All these activities are thoughtfully designed by local stakeholders, with the intent of encouraging tourists to prolong their sojourn in Munduk Village.

Accessibility

Accessibility encompasses all the facilities and resources involved in reaching tourist destinations, starting from tourists' points of origin, the provision of information about Munduk Village, the journey to the destination, and finally, arrival at Munduk Village. Accessibility to Munduk Village is highly convenient. First and foremost, potential tourists can effortlessly access information about Munduk Village. The village itself, in collaboration with the Buleleng Regency Tourism Office, maintains an official website that comprehensively provides information about the village. Moreover, various websites offer detailed descriptions of Munduk Village. In addition, the presence of clear signposts guides travelers to their desired tourist attractions. Information about Munduk Village is readily available from a variety of sources, including maps, brochures, and Tourist Information Centers scattered throughout Bali.

Access to book accommodations or lodgings and other activities within Munduk Village can be easily managed online through internet-based travel agencies. Munduk Village has also integrated with international platforms such as TripAdvisor, Agoda, Booking.com, and Traveloka, allowing tourists to plan their visits seamlessly. In terms of travel access to Munduk Village, reaching the village can only be achieved by land transportation. Situated approximately 85 kilometers away, it's a three-hour drive from I Gusti Ngurah Rai International Airport. The roads leading to Munduk Village are well-maintained and provide access to the major routes within Buleleng Regency. Additionally, a shortcut road from Denpasar or Badung Regency to Buleleng Regency is currently under construction. The convenience of road access, combined with the assistance of internet technologies such as Google Maps, makes Munduk Village accessible to anyone. Travelers have various transportation options at their disposal, including cars, buses, taxis, motorcycles, and other modes of transport.

Amenities

Amenities encompass the services and facilities provided, including accommodation options, dining establishments, travel agencies, and shops that showcase regional specialties. In Munduk Village, amenities are categorized into two main groups: tourism facilities and infrastructure. Tourism facilities refer to businesses that offer services to tourists, either directly or indirectly. Munduk Village boasts a wide array of tourism facilities, especially in the realm of accommodations, managed both by local residents and outsiders. Along the roads leading to Munduk Village, numerous lodging options can be found, including hotels, villas, homestays, bungalows, and various other types of accommodations. The range of accommodations available in Munduk Village is diverse, catering to various preferences, from standard-class establishments like Puri Sunny Guest House and Camp or Meme Surung to deluxe-class offerings such as Munduk Mooding Plantation and Puri Lumbung, among others. Additionally, dining options abound, with many food stalls and restaurants integrated within or adjacent to hotels and inns, providing convenience to tourists.

Tourism infrastructure comprises all the facilities necessary to sustain and foster the development of tourism facilities, while simultaneously accommodating the diverse needs of tourists. Munduk Village is equipped with a robust communication network and enjoys comprehensive access to electricity and water services. Furthermore, the village boasts a well-maintained highway system. Essential utilities such as electricity, telephone networks, mobile phone coverage, and internet connectivity are widely available, offering tourists dependable and seamless service. However, it's important to note that Munduk Village currently lacks certain public facilities, including pharmacies, hospitals, post offices, police stations, and other such amenities.

Attitude

Mowen and Minor, as cited in Sangadji (2013), define attitude as "affection or feeling for or towards a stimulus." Sangadji (2013) further elaborates that the study of attitudes delves into the inclination to respond to an object, regardless of whether that response is favorable or unfavorable, and consistently so. Within the context of tourist attractions, the attitude component pertains to how local residents react to the tourism activities taking place in their area, which can be classified into four levels of attitude, as defined by Notoatmodjo (2003): receiving, responding, valuing, and being responsible.

Through interviews with several members of the local community in Munduk Village, it is evident that the residents embrace and benefit from the presence of tourism activities in their area. Tourism has been an integral part of Munduk Village for a significant duration, with its people being well-accustomed to and actively involved in the tourism industry. This is exemplified by the emergence of numerous tourism-related enterprises, including accommodations, activities, and traditional eateries, most of which are owned by locals. Additionally, many young individuals from Munduk Village find employment both within the village and abroad, working on cruise ships, in hotels, or restaurants, thereby contributing to their community's economic well-being.

The primary influence on the community is the economic advantage that stems from the many job opportunities created by the development of tourism in the village. These additional sources of income have significantly improved the quality of life for Munduk Village's residents, reducing the need for them to seek employment outside of the village. As Mr. I Nyoman Surya, a local community member, highlights, tourism has been a catalyst for enhanced livelihoods in Munduk Village.

To augment the variety of activities and prolong the duration of tourists' stays in Munduk Village, the local community has undertaken initiatives such as the establishment of an art studio, where musical instruments crafted from bamboo grown within the village are featured. Beyond its natural attractions, Munduk Village also possesses cultural tourism highlights. The overarching objective is to offer tourists a broader range of experiences and extend their visits to Munduk Village. Moreover, in the pursuit of sustaining a harmonious tourism environment, the local community has formed a Tourism Awareness Group. This group engages in monthly activities, with a key focus on maintaining the cleanliness of the primary tourist sites in Munduk Village. The local population demonstrates a genuine commitment to ensuring the enduring success of tourism activities within the village.

Based on various opinions and in relation to the level of attitude among the local residents, the attitude component seems to fall between the third level, valuing, and the fourth level, being responsible. This positioning is reflective of the fact that while many locals exhibit a valuing attitude, fostering an environment that encourages others to participate, not all residents share the same level of responsibility when it comes to sustaining tourism in their region. 'Valuing' involves encouraging others to partake in a certain activity, whereas 'responsible' indicates that the community collectively bears the obligation for preserving tourism in the area. The community is currently moving towards the 'responsible' level but is not yet entirely at that stage.

Ambience

Ambience, in the context of Munduk Village's tourist attractions, refers to the atmosphere or vibe within the area. Ambience and attitude are two closely intertwined aspects. These elements are interconnected and are linked to how local residents engage with and respond to the tourism activities in their surroundings. While attitude pertains to the community's responses, ambience relates to how local residents cultivate a welcoming ambience and create a positive impression for visiting tourists. Together, ambience and attitude serve as pivotal components that can attract tourists to visit and prompt return visits, creating a cycle of repeat tourism.

The fundamental premise for fostering tourism lies in cultivating a tourism-aware community—a community that comprehends how to maintain a tourist destination, ensuring that visiting tourists feel comfortable and at home. The Munduk Village Tourism Awareness Group plays a crucial role in educating the public about tourism awareness. This group imparts knowledge to local residents, teaching them how to embrace and leave a positive impression on tourists who visit Munduk Village. Among the seven aspects that characterize Munduk Village, the aspect of ambience currently falls short of its full potential. According to Mr. I Nyoman Surya, a local resident and tourism entrepreneur, the Munduk Village Tourism Awareness Group, along with other stakeholders in the tourism industry, persist in their efforts to educate local residents. Their goal is to make the community fully grasp the multiplier effect of tourism. They aim to underscore that an influx of tourists can significantly benefit various local sectors, including local cuisine, transportation, lodging, and small traditional stalls operated by local residents.

People employed in the tourism sector typically understand how to offer excellent services and create favorable impressions for tourists. However, the same awareness has not yet permeated throughout the wider rural community, which may not be directly associated with the tourism industry. These individuals might not be well-versed in the culture of tourism awareness, where hospitality, including warm welcomes, smiles, greetings, and friendliness, plays a pivotal role. Achieving this requires a determined effort from the community, with the recognition that the area will experience increased prosperity if it can consistently leave a positive impression on tourists, fostering return visits and building lasting relationships with these tourists.

Accelerator

In the tourism industry, accelerators are crucial stakeholders who play a significant role in expediting and contributing to the development of tourism programs, ensuring they meet their targets or even exceed them in terms of the timeline for achievement. In today's technological era, business and industry development thrive when they can harness the knowledge and ideas of their human resources, while also leveraging advancements in digital technology. Therefore, accelerators must be capable of embracing these elements to facilitate rapid growth in tourist attractions. Digital marketing is a prime example of a promotional method that aligns with the present age. Digital marketing involves promoting a product or service brand through digital media with the objective of effectively, relevantly, and efficiently reaching customers. Digital marketing and other marketing strategies can work in synergy and complement each other.

Munduk Village is fortunate to have effective accelerators for tourism development stemming from various stakeholders, including central and local governments, entrepreneurs, tourists, and the local community. The process commenced with Munduk Village's transition to a designated tourist village in 2017. Subsequently, in 2023, the village achieved further recognition as one of the top 300 recipients of the Indonesian Tourism Village Award, as conferred by the Ministry of Tourism and Creative Economy (Kemenparekraf). These accomplishments mark significant strides in the advancement of tourism within Munduk Village.

Entrepreneurs in Munduk Village are also playing a pivotal role in promoting tourism through digital marketing. Presently, all accommodations, activities, and restaurants are actively competing to market their products within the digital realm via the internet. This digital approach allows potential visitors to access information and make reservations online. Not only does this approach facilitate reaching a broader customer base, but it also promotes Munduk Village as a sought-after tourist destination in Bali.

Both the local community and tourists themselves serve as vital accelerators in the development of tourism. Munduk Village boasts an official website at <http://munduk-buleleng.desa.id/>, managed by village officials and tourism village administrators. Moreover, numerous articles related to Munduk Village, contributed by the community, can be found online. There is also an abundance of videos and photos featuring Munduk Village on social media and digital platforms, uploaded by tourists and individuals who have visited the village. This indirect form of promotion has proven to be highly effective for both village development and tourism. Therefore, the combined efforts of all stakeholders through digital marketing, word-of-mouth recommendations, and indirect promotion via social media and digital platforms represent the most effective accelerators for tourism in Munduk Village.

Obstacles in Developing Tourism in Munduk Village

According to the 7A approach, it's evident that Munduk Village excels in almost all of these aspects, successfully fulfilling the necessary tourism components required to become a competitive global tourist destination. However, despite these strengths, there are certain obstacles that Munduk Village currently faces. These obstacles are primarily related to the aspect of ambience (atmosphere) and challenges experienced by accommodation providers. The first obstacle pertains to a lack of comprehensive tourism awareness among the local population. While tourism activities in Munduk Village have a

long history, not all segments of society are well-versed in hospitality and understanding how to create memorable experiences for tourists, especially those who are not directly involved in tourism businesses. Addressing this knowledge gap is crucial because ambience is a key factor in encouraging repeat visits by tourists.

The second challenge is the relatively short duration of tourists' stays. Currently, business operators are exploring various strategies to extend tourists' visits to Munduk Village. On average, tourists tend to stay for only one or at most two days. As explained by Mr. Nyoman Surya, a local business owner, there are limited activities for tourists during the evenings, which results in shorter stays. The absence of shops, entertainment venues, cafes, or other evening activities is a direct consequence of Munduk Village's rural and natural character. Nevertheless, this presents a challenge for accommodation providers who seek to encourage longer stays.

The third obstacle is related to hygiene concerns. As a designated tourist village, maintaining cleanliness should not be an issue. However, there is still a significant amount of litter and garbage scattered throughout the village and its tourist attractions. This problem becomes particularly evident when observing the waterfalls and residential areas within the village. Community groups have emphasized that cleanliness is one of the primary challenges faced by Munduk Village. This issue underscores the importance of the Munduk Village Tourism Awareness Group's monthly initiatives to clean up the litter in tourist areas and the village as a whole. The source of this litter remains uncertain, whether it originates from visiting tourists, local residents, or is transported by water through the village's numerous streams. These obstacles, primarily related to ambience, short tourist stays, and hygiene, pose challenges for Munduk Village's tourism development. Addressing these issues will be essential to enhance the overall tourist experience and boost the village's competitiveness as a tourist destination.

Conclusion

Munduk Village has excelled in all seven aspects of identification, with stakeholders working together to develop a strong foundation for tourism. The village boasts diverse attractions and activities, both natural and cultural, providing numerous choices for visitors. Accessibility and amenities are well-established, making it easy for tourists to find information, travel to the destination, and enjoy their stay. Munduk Village offers complete tourism facilities and necessary infrastructure, such as accommodation, restaurants, travel agencies, telephone and internet networks. The positive attitude of the local community toward tourism, coupled with their efforts to build a welcoming atmosphere, plays a significant role in the village's development. Moreover, all stakeholders, including the government, entrepreneurs, tourists, and the community, contribute to accelerating tourism development through various digital marketing efforts, word of mouth, and social media promotion.

There are three obstacles faced by Munduk Village, namely in the aspect of ambience (atmosphere) the village community does not fully understand about tourism awareness. Here the role of the Munduk Village Tourism Awareness Group is needed to provide education to the community. Secondly, the duration of stay of tourists is very short. Tourists who visit the village on average only stay a day, because there are no activities that can be done at night. The third obstacle is related to hygiene problems, currently there is still a lot of garbage that can be found in the village area or in tourist attractions.

Suggestion

In light of these challenges, it is advisable for the village management to implement the following strategies. Firstly, they should maximize the potential of the Tourism Awareness Group, leveraging its role in educating the local community about the far-reaching benefits of tourism, particularly its economic multiplier effect. A focused effort should be made to engage in consistent and impactful waste cleanup initiatives around tourist attractions and within the village. Additionally, Munduk Village can enhance its tourism offerings by introducing nighttime attractions that resonate with the local culture and the rural ambience. One promising approach is to host nightly traditional dance performances, an idea inspired by the success of similar initiatives in renowned Bali tourist destinations. It's worth noting that Munduk Village already has the infrastructure in place, such as the Tripitaka Art Center, making this transition relatively straightforward. For future academic research, it is recommended that scholars investigate Munduk Village from various angles. These include an exploration of the feasibility and sustainability of tourism businesses within the village. Further studies could delve into the branding and image development of the village, the readiness and awareness of the local community to support tourism, foreign tourists' perceptions, and the overall sustainability of tourism activities. Conducting research in these domains will contribute to a more comprehensive understanding of Munduk Village's potential for growth and improvement in the tourism sector.

References

- Desa Munduk. 2023. Sejarah Desa Munduk. February 22. Accessed June 1, 2023. <http://munduk-buleleng.desa.id/index.php/first/artikel/22-februari-2023>
- Detik.com. (2020). Industri Pariwisata RI Butuh 7A, Apa Itu?. January 17. Accessed June 1, 2023. <https://finance.detik.com/berita-ekonomi-bisnis/d-4863102/industri-pariwisata-ri-butuh-7a-apa-itu>
- Dinas Pariwisata Provinsi Bali. (2019). Nama-nama Desa Wisata di Bali. October. Accessed June 1, 2023. <https://disparda.baliprov.go.id/wp-content/uploads/2019/10/tabel-32.-1.pdf>
- Dwi Setiawan. (2015). Identifikasi Potensi Wisata Beserta 4a (Attraction, Amenity, Accessibility, Ancilliary) Di Dusun Sumber Wangi, Desa Pemuteran, Kecamatan Gerokgak, Kabupaten Buleleng, Bali. Bali: Repository Universitas Udayana.

-
- Fatma, Shafira dan Yuniningsih, Tri. (2020). Analisis Komponen Pengembangan Pariwisata Desa Wisata Wonolopo Kota Semarang. *Journal Of Public Policy and Management Review*, Vol 9 No 4.
- Juniawan, I Made. (2023). Membangun Pariwisata Berkelanjutan: Ekowisata Di Desa Tista, Tabanan, Bali. *Jurnal IPTA (Industri Perjalanan Wisata)*, Vol 11 No 1: 58-63.
- (2017). Karakteristik dan Persepsi Kenyamanan Wisatawan Mancanegara di Pantai Kuta Bali. *Jurnal IPTA (Industri Perjalanan Wisata)*, Vol 5 No 1: 24-28.
- Maha Putra. (2017). Pengemasan Paket Wisata Tracking Dengan Konsep Tri Hita Karana Di Desa Munduk-Buleleng. *Jurnal IPTA*, Vol 5 No 1: 60-65.
- Notoatmodjo, Soekidjo. (2003). Pengembangan Sumber Daya Manusia. Jakarta: PT. Rineka Cipta.
- Sangadji, E.M dan Sopiah. (2013). Perilaku Konsumen: Pendekatan Praktis Disertai Himpunan Jurnal Penelitian. Yogyakarta: ANDI.
- Sugiyono. (2014). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta.
- Yoeti, Oka A. (1988). Pengantar Ilmu Pariwisata (Edisi Revisi). Bandung: Angkasa.