

The Potency of Aling Aling Sambangan Village as The Sport Tourism Icon In Buleleng, Bali

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Abstract: The study objective to be achieved in this research is the formation of several tourism sports potentials that are worth selling in Sambangan village that are environmentally friendly without prejudice to local customary rules. This type of research is descriptive research. The methods that will be used to achieve the objectives of this research are observation, interviews and documentation methods. The data analysis will be carried out using a Qualitative SWOT Analysis model which is expected to also reveal possible alternative strategies for developing sports tourism in the Sambangan Tourism Village. The results obtained are as follows, several tourist sports that are worthy of being developed, such as trekking, jumping, swimming, climbing, and tubing. Constraints on the development of tourism sports are very limited to sports budgets and human resources. Management is handed over to each tourist attraction management group under Pokdarwis which is coordinated by BUMDES Sambangan village. So far there has been no maximum cooperation between village government and regional government. The people of Sambangan village hope that the regional government can publicize and promote the existence of tourist sports objects to relevant agencies both nationally and internationally so that tourist sports activities can run optimally and smoothly.

Keywords: Development; Sports Tourism; Tourist Village.

Introduction

Bali has various tourist potencies, from astonishing mountains, wonderful seas, and natural and attractive lakes, as well as distinctive customs and culture, which could attract tourists to come visit these natural tourisms and eventually create an opportunity for the locals to develop various tourism activities (Citra, 2016; Raka et al, 2017; Rahman & Citra, 2018; Suryawan, 2021).

Buleleng Regency is situated in the northern of Bali. Geographically, this region has a high potency to develop as a tourism destination. This regency stretches from west to east in the northern of Bali which consists of 144 km of coastline. Geographically it is located at $8^{\circ}03'40'' - 8^{\circ}23'00''$ south latitude and $114^{\circ}25'55'' - 115^{\circ}03'40''$ east longitude (Citra, 2016; Rahman & Citra, 2018).

$27^{\circ}28''$ east longitude (Citra, 2016; Rahman & Citra, 2018).

Sukasada District is one of the 9 Districts in Buleleng Regency and is located 4 km outside of Singaraja Town. The administrative centre is in Sukasada. Most of the area of Sukasada is up on a hill while the central administration is located in the lowland. The highest point of Buleleng Regency is located in this District named Tapak Hill (1903 m) and Buyan Lake (360 hectares) (KSDA, 2000).

Sambangan Village is located on a green hill in Sukasada District which is 6 km from Singaraja Town. Based on the Decree of Buleleng Regent No. 430/927/HK/2015 concerning the Establishment of Buleleng Tourism Village of 2015, Sambangan Village in Sukasada District has been established as one of the

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Tourism Villages in Buleleng Regency (Department of Communication, 2018).

Based on the Decree of Buleleng Regent No. 430/927/HK/2015 concerning the Establishment of Buleleng Tourism Village of 2015, Sambangan Village has fulfilled the requirements, i.e., 1. Accessibility to the village has been representative since the tourists who visit this village could use motorcycles and cars. 2. It has tourist attractions such as waterfalls, terracing, and adventure tourism. 3. The local people and officials of the village support the tourism village and welcome the tourists which is proven by the establishment of the *Pokdarwis* (Tourism Awareness Group) and active involvement of the people in the tourism activity. 4. Security in the village has been secured by the existence of *Pecalang* and *Bhabinkamtibmas* who secure the village. 5. The availability of villas or homestays, telecommunication and well-trained workforces. 6. Sambangan Village has a refreshing air, 7. It is connected to other tourist attractions which are well-known by the public.

Sambangan, a village situated on the green hills in Sukasada District, is located 6 km from Singaraja Town. This village is located side-by-side with Ambengan village which is only separated by a wide canyon. Geographically, these two villages have the same characteristics. Besides being surrounded by an astonishing rice terrace, Sambangan Village has a potency of waterfall and damn which is suitable for water tourism such as rafting, tubing, and meditation. Sambangan Village consists of three Banjars (sub-village), namely Banjar Anyar, Banjar Sambangan, and Banjar Babakan with a total 6,327 population or 1,169 (source: Profile and Development of Sambangan Village of 2021).

Law No 10 of 2009 concerning Tourism mandated that the tourism sources and capital must be used optimally through the implementation of tourism which is aimed at improving national income, expanding and distributing business opportunities and jobs, improving local development, introducing and empowering tourism and destination attraction in Indonesia as well as nurturing the nationality and solidarity of the nation (Depbudpar, 2009). This Law means that there is a huge opportunity to self-manage the village's development. Therefore, the village officials have a huge opportunity to develop the village to be better, more attractive, more beautiful, and greener, so it could be more beneficial for the people's welfare without damaging the environment.

The area of Sambangan Village has many natural tourist attractions and local cultures (Manula, et al., 2019) which can be formulated into various sports tourism such as water sports tourism, land sports tourism and aerospace sports tourism which are popular

among tourists, especially international tourists. Those potencies must be explored, packaged and developed effectively so the goal and objectives can be achieved.

The low visit of tourists to the area of Sambangan Village Tourism spots is caused by the lack of a comprehensive empowerment model of tourism village either on the land, river or aerospace so the movement or opportunity of the tourists to enjoy sports tourism is limited. There are still many spaces that can be developed so many kinds of sports tourism can be used as the mainstay of Sambangan village which potentially will improve the regional income which ultimately realizes the people's welfare (Thwaites, 1999; Kim et al., 2018; Wright, 2018; Ito & Higham, 2020; Zouni et al., 2020).

The goal and objective of Sambangan Village empowerment in Sukasada District must be supported by good cooperation among the local people, hotel and restaurant businesses, and the Government of Buleleng Regency. The success of the local people and the Government of Buleleng Regency in maintaining, developing and preserving the area of Sambangan Village is not supported by a survey and empowerment of the existing potencies in terms of providing services for sports tourist attractions.

Therefore, by utilizing the topography of Sambangan Village as a tourism object a distinctive product diversification of sport tourist attraction must be established in the form of empowering the potency of Sambangan Village as the Sport Tourism Icon. The awareness of the local people that has been built is an intangible asset and starting point for the development of Sambangan Village to be the leading sports tourism centre in Buleleng Regency.

There should be a development to make the Sambangan Village area the sport tourism icon. This model is expected to serve as a pattern of action in making improvements in the management sector and empowering the potential of tourism villages so that there are changes in the development of more meaningful tourist objects. This model can be realized through comprehensive and in-depth research involving the local community and all related stakeholders (Thwaites, 1999; Kim, et al., 2018; Wright, 2018; Ito & Higham, 2020; Zouni et al., 2020) upon the potency of Sambangan Village in Buleleng Regency-Bali.

Recent human activity has changed drastically in that it is not enough to exercise to be physically healthy but it should be a recreational sport which is rapidly developing. All over the world including Indonesia, the development of sport tourism has drastically improved so many sports have been developed to be tourism objects or tourist attractions, especially sports that utilize natural facilities such as mountains, lakes, rivers, and seas (Sudiana, 2013).

Sports tourism is one of the tourism activities that has developed rapidly in Indonesia because it involves mountains, seas, and lakes. Since every region has distinctive geographical characteristics development sports tourism is potentially developed to be a recreational sports alternative for sports lovers such as mountainous sports (hiking, camping, forest exploration, bicycling, trekking and so on), water sports (diving, canoeing, snorkelling, surfing, and so on) (Danasaputra 2009).

Sport and tourism are inseparable since they are mutually beneficial. Sports event can be held in a tourist area to provide additional attractions for tourists, or it is specifically utilized to attract local or international tourists (Thwaites, 1999; Danasaputra, 2009; Kim et al., 2018; Wright, 2018; Ito & Higham, 2020; Zouni et al., 2020). Therefore, the sport could trigger new businesses such as recreation areas, restaurants, hotels, and small enterprises (local accessories could be developed), local food and beverages will be more recognized, and eventually create jobs (Zouni et al., 2020).

Method

This study was conducted in Sambangan Village, Sukasada District, Buleleng Regency. This village was chosen because it is a tourism village stretching from the upstream to downstream with hilly topography and steep slopes, so it has the potential for the development of sports tourism. The population were the local people of Sambangan Village. The samples were the Head of the Village, the Head of the Neighborhood of Banjar Babakan, the Head of the Neighborhood of Banjar Sambangan, the Head of the Neighborhood of Banjar Anyar, the management of Pokdarwis and local people. It is field research. The method of this study used observation, interviews, questionnaires, and documentation. An observation guide was conducted to directly observe the actions that had been done by the Head of the Village and the staff as well as the Head of the Neighborhood in Sambangan Village. Interviews and questionnaires were used to record and describe in detail the actions that had been done by the Head of the Village and the staff as well as the Head of the Neighborhood related to the potency exploration of the sport tourism that had been developed. Documentation was used to portray and inventory the related existing sport tourism products.

This research method is qualitative was using a case study approach, was using observation, interviews, and documentation to collect data, followed by SWOT analysis to analyze the data (Strengths, Weaknesses, Opportunities, Threats).

Result and Discussion

Based on the data, some sport tourism that are potentially developed are Yoga, Trekking (Hidayat et al., 2017; Hidayat et al., 2020), Jumping, Mountain Bike (Arifianto et al., 2021; Kurniawan et al., 2020; Putra et al., 2022), Pool, *Penglukatan* or *Melukat* activities (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021), Tubing (Rahmafitria et al., 2017; Diana, 2019; Putra & Supriyono, 2020; Pradipta et al., 2021). The obstacles to the sports tourism development were limited budget and sports human resources. The management was given to the local tourism object management group under *Pokdarwis* which was coordinated by village-owned enterprises of the Sambangan Village. There was no optimal cooperation between the village government and the Local Government. The people of Sambangan highly expected the Local Government to promote and publish the Sambangan Tourism Object to the related institutions both nationally and internationally so the activity of sport tourism could be maximal and well-managed (Thwaites, 1999; Kim et al., 2018; Wright, 2018; Ito & Higham, 2020; Zouni et al., 2020). The people of Sambangan Village were highly enthusiastic that sports tourism could be developed considering the area of the village has an astonishing and beautiful hilly panorama. The tourist of sport tourism will never forget the moment in Sambangan Village.

Sambangan Village is administratively located in Sukasada District, Buleleng Regency, Bali Province and one of the Tourism Villages (Citra et al., 2022). Geographically, it is a hilly village that supports Singaraja Town as the centre of regional growth in the Buleleng Regency (Muta'ali, 2013; Pemda Buleleng, 2014; Albab et al., 2019). The area of Sambangan Village is used for productive purposes such as agriculture, cloves plantation, natural forest, hotels and villas for tourism activities as well as settlement (Ahmadi et al., 2016; Citra et al., 2022). Besides that, this village has many potential waterfalls (Rahman & Citra, 2018; Manula et al., 2019). However, based on the observation and the use of remote sensing by Google Earth (Nugraha et al., 2020; Kurniawan et al., 2020; Bharata et al., 2021; Yanti et al., 2022) there are still many unproductive lands covered with bushes and abandoned lands. Based on the analysis, the location within Sambangan Village that is to be developed is the Aling-Aling in Banjar Anyar. This site is the main focus of the development by the stakeholders to be developed as a sport tourism area which has been identified and mapped. The analysis utilized SWOT Analysis to evaluate the strengths, weaknesses, opportunities and threats in a development or business by using SWOT Matrix to provide strategic alternatives (Muta'ali, 2015).

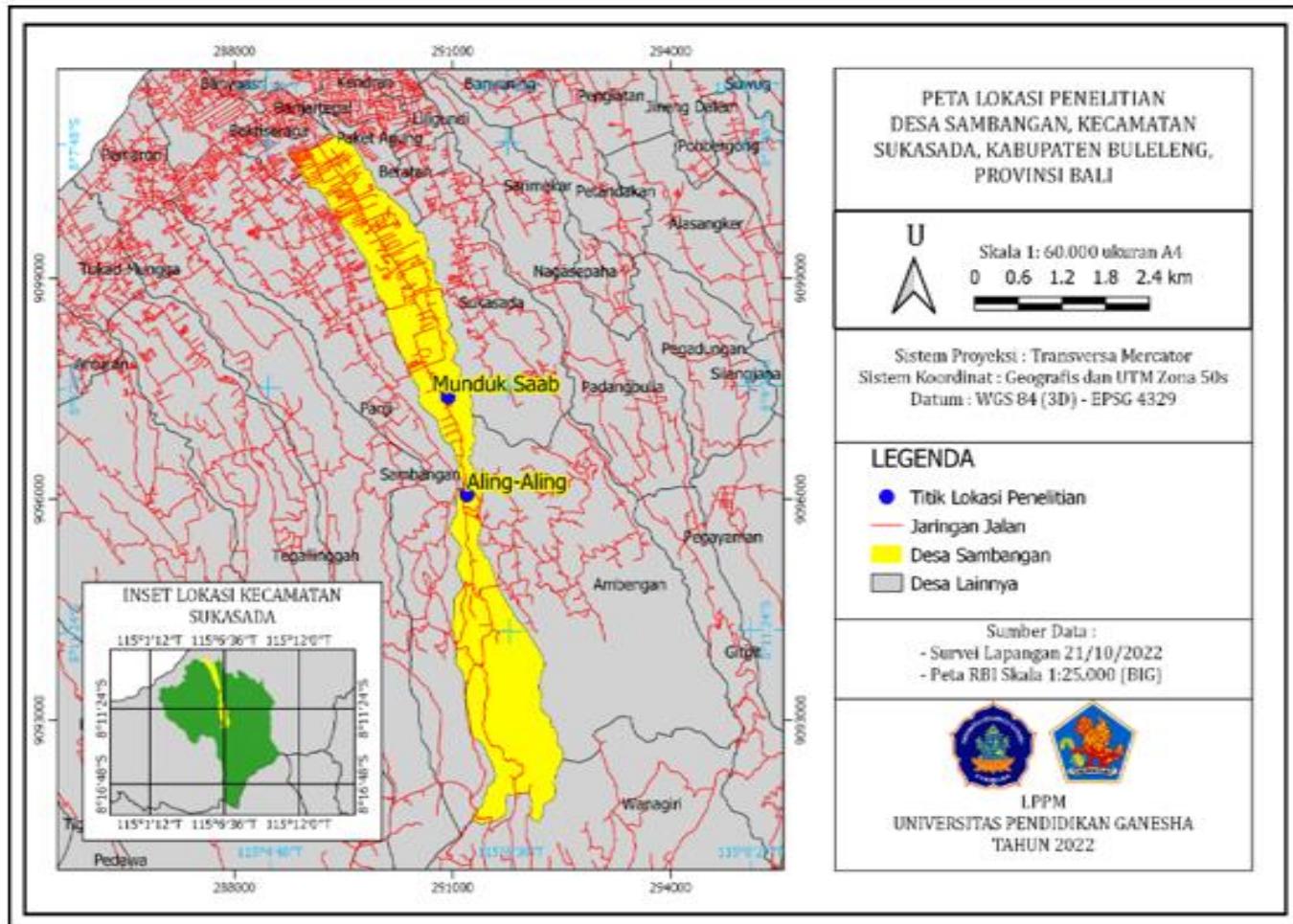


Figure 1. Location of the Sports tourism Development Potency in Sambangan Tourism Village as the Sports tourism Icon of Buleleng-Bali

Table 1. Internal and External Factors of Sport Tourism Development in Munduk Aling-Aling

Internal Factors	
Strengths	<ol style="list-style-type: none"> 1. Low budget. 2. There have been many tourist spots developed such as Jumping, Trekking, Canyoning, rice fields and forest sightseeing, worthed to be developed for penglukatan (swimming) activities within tourist attraction 3. In general, the tourist attraction area is well-maintained 4. The main access has been paved and close to the activity centre in Buleleng Regency, i.e., Singaraja Town.
Weakness	<ol style="list-style-type: none"> 1. Lack of traffic and danger signs 2. The main access is limited which can only be passed by two minibus or car 3. There is a pool close to Aling-Aling Temple which potentially causes diseases
External Factors	
Opportunities	<ol style="list-style-type: none"> 1. The covid-19 pandemic is almost over and many tourism destinations have been reopened. 2. Aling-Aling is located in Sambangan Village which is one of the tourist villages which also has other famous tourist attractions such as Jembong in Ambengan village and Lovina Beach which has already developed. 3. It has a water spring which can be developed for Penglukatan (swimming) sanctuary.
Threat	<ol style="list-style-type: none"> 1. The danger of flash floods is caused by the position in the middle of the river stream of the Banyumala River. 2. Narrow access could cause a traffic jam. 3. The location is on the border of other tourism villages, especially Ambengan Village and Sukasada Village. 4. Bad bureaucracy

Table 2. The Matrix of SWOT Strategy to Develop Sport Tourism in Aling-Aling

Internal
Strength (S)
1. There have been many tourist attractions. 2. Maintained tourist attractions. 3. The main access has been paved and is close to the centre activity of the region.
Weakness (W)
1. Low budget 2. Lack of traffic and warning signs 3. Narrow main access 4. Pool with potential of disease source.
External
Opportunity (O)
1. Many tourist attractions have been reopened 2. Sambangan Village is a tourist village. 3. There is a water spring 4. Providing information through Google Maps and other informatics media.
Strategy (S-O)
1. Developing new tourist attraction 2. Orderly maintain cleanliness 3. Tourism promotion to national and international level 4. Developing a website or tourism social media
Strategy (W-O)
1. Adding and managing information on Google Maps. 2. Remanaging the pool so as not to cause disease 3. Inviting investors
Threat (T)
1. The danger of flash flood 2. Narrow access 3. The location is on the border with other tourist villages 4. Bad bureaucracy.
Strategy (S-T)
1. Establishing cooperation among the villages to manage the tourist attraction 2. Maintain clean and quality bureaucracy
Strategy (W-T)
1. Providing more traffic and danger signs on potentially dangerous spots 2. Designing a plan to manage access and calculate tourist capacity on the spots

SWOT Analysis for Sport Tourism Development in Aling-Aling

Aling-Aling survived the impact of Covid-19. With more tourist attractions, Aling-Aling requires more strengths than Munduk Saab, because it has already been developed. However, Aling-Aling has a potency that is worthed to be developed such as Penglukatan. The SWOT analysis can be seen as follows:

Strengths

There have been many tourism spots developed such as Jumping, Trekking (Hidayat et al., 2017; Hidayat et al., 2020; Wahjoedi et al., 2021), Canyoning (Yana et al., 2021) and rice field and forest sightseeing (Manula et al., 2019), as well as worthed to be developed for *penglukatan* activities (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021) within tourist attraction. These developed tourism spots strengthen the Aling-Aling

tourist attraction. Generally, the tourist attraction spots are well-maintained. It is because Aling-Aling tourist attraction has a high potency of the natural environment, people participation in the management, the impact of tourist attraction to the people and it is a favourite destination for the international tourists and travel agents in Bali (Manula et al., 2019; Citra et al., 2022). The main access has been paved and is close to the activity centre in Buleleng Regency, i.e., Singaraja Town. This closeness makes Aling-Aling which is located in Sambangan Village as the Hinterland supports the existence of Singaraja Town as the center of regional growth (Muta'ali, 2013).

Weakness

To develop new tourist attraction such as *penglukatan* sanctuary (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021), capital is required to realize

(Oppermann, 1993; Kurniawan, 2016; Bimantoro & Adriana 2016; Kamboño & Marpaung, 2020; Khan et al., 2020). Traffic and warning signs are lacking. These are important since the Aling-Aling tourist attraction is located at the bottom of the river valley which is potentially affected by flash floods. It must be considered by providing some warning signs, otherwise there will be loss or even cause death (Sæbórsdóttir, 2014). The main access is limited which can only be passed by two minibuses or cars. Since the road is only one joined with Munduk Saab, this small road will cause traffic jams. There should be an appropriate calculation and policy suitable to the environment and surrounding access as well as the people of Sambangan Village in general because it is integrated with other tourist attractions either in Sukasada District or in Buleleng Regency in broader perspective (Heuwinkel & Venter, 2018; Gunawan, 2019). There is a pool close to Aling-Aling Temple which potentially causes diseases (Sukesi et al., 2018) because it could be a place for mosquitoes to breed. If this pool is not well-managed it could cause inconvenience to the tourists who visit the Aling-Aling tourist attraction.

Opportunities

The COVID-19 pandemic (Cooper & Alderman, 2020) is almost over and many tourism destinations have been reopened. The reopening of the tourist destination benefits Sambangan Village which already has favourite tourist attractions such as Aling-Aling Waterfall (Manula et al., 2019; Citra et al., 2022). Aling-Aling is located in Sambangan Village which is one of the Tourism Villages (Manula et al., 2019; Citra et al., 2022) which also has other famous tourist attractions such as Jembong in Ambengan village (Wahjoedi & Swadesi, 2020) and Lovina Beach which has already developed (Citra, 2016). It has a water spring which can be developed for *Penglukatan* sanctuary. The waterspring comes from rock gaps or land as the medium (Dwipa et al., 2021) which flows along the year so it can be developed for *penglukatan* sanctuary (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021).

Threat

The danger of flash floods is caused by the position in the middle of the river stream of the Banyumala River. A morphology land such as in the river valley has a high potency of a flash flood (Tambur et al. 2019). This flood danger potency threatens the existing tourist attractions, especially Trekking, Jumping, and Canyoning. If it is not considered it may cause loss to death. Narrow access could cause a traffic jam. Sambangan Village is a hilly village so access must be considered to avoid traffic jams and calculate the number of vehicles as well as the

parking lot (Heuwinkel & Venter, 2018; Gunawan, 2019). The location is on the border with other tourist villages, especially Ambengan Village and Sukasada Village. Since it is a border of the villages, cooperation must be settled (Putra et al., 2022). Bad bureaucracy. It may cause delays in tourism development (Sallent et al., 2011) although it only adds one tourist attraction object, especially for *Penglukatan* in Aling-Aling (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021).

Strategies of Sport Tourism Development in Aling-Aling

Based on the internal and external factors to develop sport tourism in Aling-Aling Tourist attraction, some alternative strategies can be calculated as follows:

Strategies (S-O)

Developing new tourist attraction objects. The most potential to be developed in Aling-Aling is *Penglukatan* sanctuary (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021). Orderly maintain cleanliness. Aling-aling tourist attraction is completed with supporting facilities so cleanliness must be maintained to comfort the tourists (Manula et al., 2019). Promotion of tourism at national and international levels (Sallent et al., 2011; Kim et al., 2018). It is supported by the condition that the Covid-19 pandemic is almost over and many tourism destinations have been reopened. The reopening of the tourism destination benefits Sambangan Village which already has favourite tourist attractions such as Aling-Aling Waterfall so after the development is over the promotion at national and international levels can be implemented to attract domestic and international tourists to Aling-Aling. Developing a website and social media (Desmira et al., 2021; Adhinata et al., 2022). The development of information technology is highly helpful to develop tourism in Aling-Aling both from website or social media, so it could provide development progress both that has been done or to be done to the tourists or potential partners and investors (Sallent et al., 2011; Kim et al., 2018). Adding and managing the information in Google Maps. It can be done by using the Google Maps application to mark (Citra et al., 2022) the object of tourist attraction that will be developed in Aling-Aling especially *Penglukatan* sanctuary (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021). By marking objects in Google Maps the tourists could get information on the location and activities on the development spots.

Strategies (W-O)

Re-managing the pool so as not to cause disease from mosquitos (Sukesi et al., 2018) to the tourists and

disturb the prayer activities in the Aling-Aling temple. Inviting investors. The developers, especially the *Pokdarwis* and officials of Sambangan Village must be active in establishing networks outside (Sallent et al., 2011; Kim et al., 2018) so the development of the tourist attraction can be fastened, especially the *Penglukatan* sanctuary (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021) can be developed in Aling-Aling.

Strategies (S-T)

Establishing cooperation with surrounding villages in managing tourist attractions since the location within a border among the villages, cooperation and coordination must be considered (Sallent et al., 2011) to avoid conflict. To maintain clean and quality bureaucracy. It could accelerate the development, otherwise, bad bureaucracy will cause delays to tourism development (Sallent et al., 2011) such as *Penglukatan* (Mahardika, 2018; Artana 2018; Meranggi, 2018; Yuliari, 2019; Mekarini, 2020; Paramita, 2021; Sarjana et al., 2021) in Aling-Aling.

Strategies (W-T)

Providing traffic and warning signs on potential accident spots, considering the location is in a valley and bottom of the river, is intended to build resilience and manage crises and disasters (Shipway, 2018). Designing a plan to manage (Shipway, 2018) access and calculating tourist capacity on the spot. Kind of the vehicle and capacity of the visitors must be considered and calculated to maintain the environment of the tourist attraction and convenience of the local people (Heuwinkel & Venter, 2018) of Sambangan Village.

Conclusion

Based on the findings of this research, it can be concluded that Sambangan Village as one of the tourism villages in Bali has many potencies to be developed to be the Icon of Sport Tourism in Buleleng-Bali because many tourism objects have been developed before. Watching sport events at tourist destinations is an appealing attraction for tourists because it generates excitement and direct understanding of the event, as well as the destination. The most potential is *Penglukatan* (swimming) Sanctuary. The obstacles are low budget, narrow access, the danger of flash floods, legal standing from the land owner and across village management, and bad bureaucracy that must be anticipated. The strategies as suggestions to develop sports tourism in Sambangan Village are 1) Developing new tourist attractions, 2) Orderly maintaining cleanliness, 3) Tourism promotion at the national and international level, 4) Developing a website or tourism social media,

5) Adding and re-managing information in Google Maps, 6) Developing supporting facilities, 7) Invisiting investors, 8) Cleaning and managing the location, 9) Cooperating and coordinating with all local stakeholders, 10) Maintaining quality and clean bureaucracy, 11) Adding traffic and danger signs on the dangerous spots, 12) Designing a plan to manage access and calculate tourists capacity on the spots. These strategies must be discussed with the stakeholders to realize the development of sport tourism in Sambangan Tourism Village as the Icon of Sport Tourism in Buleleng-Bali and it is expected to conduct further research for this development.

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Author Contributions

This article was prepared thanks to the contributions of all authors, such as the conceptual article, introduction and results prepared by I Ketut Sudiana. Data analysis to visualization of results and discussion was prepared by I Ketut Yoda. The discussion and writing of the method and including the editor in the reference citation were carried out by Ketut Chandra Adinata Kusuma. Meanwhile, translation and paraphrasing were carried out by Yovhandra Ockta. All authors have also read the contents of this article and agree and are responsible for the contents of the article.

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Conflicts of Interest

We believe and declare that there is no conflict of interest starting from the preparation until this manuscript is completed. All authors have read carefully and have contributed to this manuscript.

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