

DESIGN OF PENET TUKAD BORDER AS A TOURISM ACTIVITY

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ABSTRACT

The rapid development of tourism requires tourism companies to support the needs of tourists. These tourist needs, such as hotel accommodation and eating and drinking (restaurants), are supported by the presence of these travel agencies so that tourists can comfortably travel to sightseeing spots. Tourism promotion should take place in cultivated areas and should be avoided in protected areas. In order to secure market share, it is necessary to develop tourism businesses in places with beautiful natural scenery, such as precipitous cliffs, in quiet places away from urban areas. For this reason, governments should legally protect protected areas, including areas adjacent to the cliffs, from tourism development activities and tourist attractions. This study discusses the regional spatial structure, planned activities, and space usage regulations formed around Tukad Penet. The type of research used is research and development. Research and development is research conducted in two key aspects: research and development of a particular model, product, or device. The spatial structure formed is more concentrated in the Sangye and Kauverayu village areas dominated by tourist attractions shops and restaurant shops. There are other centers of activity around the Tukad Penet Bridge. In the future, a series of shelters on the Kau Belayu village side, the development of riverside paths and a series of spiritual tourism activities are planned at many of the existing showers. A limited number of job placements and land conversions are taking place in five locations. Accessibility needs to be developed in this area so that the development of activities in the canyon area as accommodation for tourists can be realized.

Keyword : *Cliffs, Tourism Activities, Masterplan*

1. INTRODUCTION

In accordance with the provisions of Law Number 26 of 2007 [1] concerning Spatial Planning, spatial use must be in accordance with the designation of the area. Tourism business development should be carried out in cultivation areas and avoided in protected areas. The market share demands that tourism business development be carried out in a quiet place, far from urban areas and has beautiful natural scenery such as the area bordering a cliff. For this reason, the Government should provide legal protection for protected areas, including areas bordering cliffs from tourism business development activities and tourist attractions.

The rapid development of tourism requires tourism businesses to support the needs of tourists. The needs of these tourists such as, hotel accommodation and food and beverage (restaurants), so that from the existence of these supporting tourism businesses, tourists can feel comfortable when traveling to tourist attractions. The massive development of tourism businesses has resulted in environmental damage due to land conversion. The dominant tourism businesses built are hotel accommodation and food and beverage services such as restaurants and tourist attractions. So that the vacant land is getting thinner from the existence of these developments. Then a tourism business was built in the area bordering the cliff because it has a high selling value to tourists. Therefore, it is deemed necessary to organize the river, especially in the border section, as a tourist object that can improve the quality of the economy of the community and local government. The river border has an important role to be

preserved, because it becomes a unifier between nature and humans. Construction of a cliff border will certainly have a negative impact on the environment or the natural surroundings. So it is necessary to have a plan that regulates the use of land on ravines or riverbanks to protect and preserve the environment, especially in ravine and river border areas.

The purpose of this activity is to realize the Tukad Penet border area as a center for tourism activities through instruments that contain spatial structures, and tourism activity plans as well as directions for spatial use regulations.

The aim of the research is to formulate a master plan as well as infrastructure development programs and other infrastructure strategies that are integrated between sectors, between regions and between levels of government, in supporting tourism activities. The objectives for the preparation of the Tukad Penet Border Masterplan as a Tourism Activity, Tabanan Regency are:

1. Regional spatial structure that can accommodate tourism activities
2. Determination of tourism activity plans to be carried out
3. Directions for spatial use regulations

2. METHOD AND PROCEDURE

The type of research used is research and development. Research and development is research carried out with two important aspects, namely research and development of a particular model, product or device. As is known, this research will produce a product in the form of a design which is first analyzed to obtain the expected design concept. The steps taken in this study were collecting data and information at the location that had been determined as the location where the structuring design would be made into a tourist attraction. The data and information referred to are the data needed in the design planning process, namely site conditions, such as site area, access, potential locations, location deficiencies and some data deemed necessary in design planning. After collecting the data and information, a design concept will then be made by conducting an analysis taking into account the site conditions so as to produce an appropriate and suitable design concept. The resulting design concept will then be processed into a design that will be used at that location. This research is located on the Tukad Penet border which covers the following areas:

- Cau Belayu Village, Tabanan Regency,
- Sangeh Village, Badung Regency,

Primary data is data obtained directly by way of being collected by the researcher himself and directly from the object under study [2]. Primary data in this study are data obtained, observed and recorded directly such as community characteristics, physical location and socio-cultural conditions. Secondary data is data obtained from other people or related agencies in the form of publications (Kusmayadi, 2000). Secondary data in this study is in the form of data collected from related agencies such as Bappeda, BPS and the Department of Tourism. These data include demographic data, facility data and policy data.

The data analysis used in this study uses descriptive analysis and analysis in the planning process. A series of approaches used in data analysis along with the planning process are carried out, namely: Innovations related to Regional Land Management. Land information systems in an area are still a rare item. It would be nice if every city/region already had an information system regarding land mapping which has rapid economic growth and has high land use demands. Land use conflicts often occur because various interests demand land use in priority development areas. The mapping information system provides a database of information about land such as: land use and area, ownership status, land physical condition and land price. This condition facilitates land use management and development investment planning.

3. RESULTS AND DISCUSSION

Chafid Fandeli (1995) [3] states that for the purposes of planning and developing river tourism, it is necessary to understand the behavior and character of the river. The behavior of a river can be seen from the presence of water, while the character of a river can be seen from its ecosystem. Functions that can be developed for facilities on the edge of the area include: transportation function with supporting facilities and infrastructure, trade facilities, economy, industrial facilities, office facilities, residential housing, educational facilities, health facilities, worship facilities, restaurants/restaurants, area recreation, waterpark, sport club, nature reserve, cultural reserve, etc. These facilities will be more profitable if built in an integrated and supportive manner. Thus the waterfront area can be connected with mixed activity functions [4]. Aspects of the prerequisites that must be met in an effort to approach

the concept of structuring the area as a waterfront area according to Ann Breen and Dicky Rigby [5] include: Economic Aspects. This aspect includes the amount of land value, as well as the economic potential that can be developed by a city. Social Aspects include the provision of social facilities along water bodies as a place to gather, have fun and to enjoy the facilities available. Environmental Aspects include the influence of waterfront development on the quality improvement of the environment as a whole, and Preservation Aspect. The development of waterfront areas that have specific characteristics will also protect the existence of buildings or other areas that have historical value. According to Wreen [6] and in the design of waterfront areas, there are two important aspects that underlie the resulting design decisions, namely geographical factors and urban factors.

Element analysis of tourism is carried out to see the completeness of tourism elements in each existing zone. In general, the assessment is carried out on the completeness of aspects of accessibility, attractions, amenities and ancillary services. This element becomes a reference to the existing zone. The assessment of each zone is described as follows:

1. Driver's Zone. Existing attractions consist of waterfalls, mixed locations. Existing accessibility and heading to a location with a good category. The existing amenities tend to be complete with toilets, gazebos and stalls. Ancillary service in this zone tends to fluctuate only on holidays.
2. Wuk Land Zone. Existing attractions consist of selfie spots and caves. Existing accessibility and heading to locations with very good categories. The existing amenities tend to be complete, including toilets, gazebos, restaurants and stalls. Ancillary service in this zone is available throughout the day because there is a permanent manager in this area.
3. Receipt Beji Zone. Existing attractions consist of beji, and views of the cliffs. Existing accessibility and heading to a location with a moderate category due to landslides and soil constraints. The existing amenities are not complete, there are only public bath locations. Ancillary service in this zone is not available either on holidays or weekdays.
4. Yeh Song Zone. Existing attractions consist of mixed locations. Existing accessibility and heading to a location with a good category. There are no Amenities in this zone. Ancillary service in this zone is not available because there are no tourist services.

The development of each zone refers to the concept of Ann Breen and Dicky Rigby [5] with consideration of aspects including economic, social, environmental and preservation aspects. Consideration of this aspect is prioritized for the development of new tourism elements, including attractions, facilities, accessibility and services. An overview of the analysis of each zone in the development of the river bank concept is described as follows:

| No | Zone | Economy | Social | Environment | Preservation | Order |
|----|-----------|-----------|-----------|-------------|--------------|-------|
| 1 | Pengempu | Potential | Stagnant | Stagnant | Potential | II |
| 2 | Tanah Wuk | Potential | Potential | Potential | Potential | I |
| 3 | Beji Resi | Potential | Stagnant | Stagnant | Potential | III |
| 4 | Yeh Song | Potential | Potential | Potential | Potential | I |

Chart-2 : Development Zone Assessment

The development zone assessment showed that the wuk land zone and the yeh song zone received first priority. This categorization leads to the development of existing tourism activity structures in the research area. In future development a number of development strategies are applied to the dominant activity plan in each zone, namely:

1. Driver's Zone. Tourism activities that will be developed in this area are more on the development of adventure-based tourist attractions both based on river water and riverside tracking
2. Wuk Land Zone. Tourism activities developed are more accommodation and culinary tourism activities. In this zone, activities are more developed on the edge of the ravine.
3. Receipt Beji Zone. Activities in this zone are more developed for spiritual tourism activities, especially those that will target a number of local tourists who will carry out the ritual. Besides that, river tracking will be re-developed with this zone as the finish location.
4. Yeh Song Zone. The activities to be developed in this area are the development of tourist accommodation in the form of cliffside villas that offer views of the river.

Efforts to realize the design of the development of the riparian area require a series of directives as a form of stipulation of regulations. The development of regulations that have been prepared includes regulatory directives, sanctions and offers of incentives/disincentives. Regulatory directives are determined by regulating a number of things, namely:

1. Types of activities that can be developed related to tourist attractions
2. Types of tourism businesses that are allowed to be on location
3. Scale/amount of tourism business undertaken
4. Use of resources (electricity, clean water, communications)
5. Waste and disposal treatment
6. Synchronization related to facilities and technical support for tourism businesses
7. Rights, authorities and roles of parties in management

The development of sanctions that will be imposed has levels starting from warning sanctions, administrative sanctions, fines, and criminal sanctions. The imposition of these sanctions must be carried out by business actors for violations committed by first confirming and determining the violations committed. In addition to regulatory directives and sanctions, the next form of control is the offer of incentives and disincentives. This mechanism is provided in the context of rewards or obligations for carrying out activities that violate regulations or support existing regulations. In practice, the provision of incentives/disincentives consists of: compensation, subsidies, rewards, facilitation, awards, promotions. While disincentives can be in the form of compensation, services and the imposition of taxes/levies. The main objective of this activity is to increase compliance, partnership development and facilitation.

4. CONCLUSIONS

The spatial structure formed is more concentrated in the Sangeh and Cau Belayu Village areas which are dominated by tourist attraction businesses and restaurant businesses. There are more activity centers around the Tukad Penet Bridge. In the future, a number of accommodation developments will be planned on the side of Cau Belayu Village, development of tracing paths along the river and a number of spiritual tourism activities in a number of existing showers. Arrangement of activities and land conversion is carried out in a limited manner at 5 location points.

5. REFERENCES

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