

Study of Potential and Constraints in Developing Tua Tourism Village, Tabanan as a Leading Destination in Bali

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ABSTRACT

This research aims to explore the potential and challenges in developing Tua Tourism Village, Marga District, Tabanan Regency, as a sustainable tourism destination. The Tua Tourism Village has a unique attraction in the form of rich culture, traditions, and natural potential that support the development of community-based tourism. However, the management of this tourist village still faces several obstacles, such as limited infrastructure, low involvement of local communities, and a lack of digital promotion. This research employs a qualitative method with a case study approach. Data were collected through in-depth interviews, observation, and documentation, involving tourist village managers, local communities, local government, and tourists as resource persons. The results indicate that the sustainability of the development of the Tua Tourism Village requires synergy among managers, communities, and government, as well as more innovative promotional strategies. Recommendations include increasing human resource capacity, improving infrastructure, and optimizing digital technology-based marketing. This study is expected to provide practical contributions to the development of the Tua Tourism Village and other tourism villages in Bali.

KEYWORDS tourism potential, sustainability, management of tourist villages



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INTRODUCTION

Tourism is one of the strategic sectors that is the main pillar of the Balinese economy. In facing global challenges and the dynamics of the development of the tourism industry, the development of tourist villages is one of the relevant solutions to support destination diversification (Budovich, 2023; Chen & Ling, 2024; Xu et al., 2022). The development of tourist villages must meet various indicators, including natural and cultural potential that can attract tourists (Dewanti & Diana, 2022; Fachrurozi et al., 2023; Prayitno & Iqbal Abdul Aziz Zain, 2023). Tua Tourism Village, located in Marga District, Tabanan Regency, has great potential to be developed as a leading destination. This village offers a wealth of culture, traditions, and beautiful natural landscapes, which reflect the harmony of local community life with the surrounding environment. The Tua Tourism Village Profile Data (2025) shows that Tua Tourism Village consists of 3 hamlets, namely Banjar Dinas Tua Hamlet, Banjar Dinas Bayan Hamlet and Banjar Dinas Cau Hamlet., with a total population in 2025 of 2703 people consisting of 1334 men and 1368 women.

Based on the Decree of the Regent of Tabanan Number 180/333/03/HK & HAM/2016, Tua Village was officially designated as a Tourism Village in Tabanan Regency. The development of the Tua Tourism Village in Marga, Tabanan, has significant potential to

improve the welfare of local communities and preserve culture and the environment. This village is known for its rich culture and traditions that can attract tourists. Research shows that the development of tourism villages based on community participation is very important for the success of this program. In the context of Marga Village, community participation in the planning and implementation of tourism programs can increase a sense of ownership and responsibility for the success of tourism village development (Ardika, 2020). In addition, the concept of sustainability based on local values, such as Tri Hita Karana, makes the Tua Tourism Village have a unique attraction for domestic and international tourists. The cultural potential in the Tua Tourism Village is very diverse, ranging from religious traditions, dance arts, to local crafts that have high economic and aesthetic value. The existence of this natural and cultural potential opens up great opportunities for the development of various experiential tourism activities, such as trekking, educational tourism, and participation in cultural activities.

However, despite its promising potential, the development of the Tua Tourism Village still faces various obstacles. One of the main challenges is the limited human resources who are skilled in managing community-based tourism. In addition, supporting infrastructure, such as accessibility and tourism facilities, need to be improved to provide a better experience for tourists. Research in Cau Belayu Village shows that although it has been designated as a tourism village, its management is still minimal and local community participation in tourism activities is also low (Candranegara et al., 2022). This shows the need for further efforts to improve the capacity of the community and existing infrastructure. Less than optimal promotion is also a factor that hinders the efforts of the Old Tourism Village in attracting more tourist visits. In addition, the sustainability of tourism village management is often hampered by the lack of synergy between local communities, tourism village managers, and the government. To overcome these obstacles, it is important to develop a strategy that involves all stakeholders, including the government, community, and private sector. The pentahelix approach, which involves collaboration between government, academics, business, community, and media, has proven effective in improving the development of tourism villages in various locations (Lestariningsih et al., 2023); (Saskarawati, 2023). In addition, training and mentoring for communities in managing tourist villages is also very necessary to improve their ability to manage and promote existing tourism potential (Pramesti, 2022).

Conflicts of interest that occur in the distribution of economic results from tourism can also affect the level of community participation in supporting tourism activities. Without good management and careful planning, the Tua Tourism Village is at risk of losing its appeal as a leading destination and facing the threat of declining environmental quality and local culture. Furthermore, competition between tourist villages in Bali is getting tighter, so a special strategy is needed to optimize the potential of the Tua Tourism Village to be able to compete in the tourism market. In the digital era, tourist villages also need to utilize information technology, such as marketing through digital platforms and social media, to reach tourists more widely. This is a challenge in itself, considering the limited access of local communities to technology and adequate training.

The development of the Tua Tourism Village in Marga, Tabanan, offers significant opportunities to boost the local economy and empower the community. However, to achieve this potential, a planned and collaborative approach is needed, as well as support from various parties to overcome existing obstacles. Thus, the tourism village will not only be a source of

income, but will also contribute to the preservation of culture and the environment. This study offers a holistic approach in analyzing potential and obstacles. Different from previous studies that tend to only highlight one aspect, this study examines the potential from the perspective of natural resources, culture, and social aspects, and analyzes the obstacles from the perspective of infrastructure, regulations, and human resource capacity. This approach provides a more comprehensive picture of the opportunities and challenges in developing the Tua Tourism Village as a leading destination.

This study aims to identify the potential and constraints of the development of the Tua Tourism Village and to formulate strategies that can support the management of sustainable tourism villages. By overcoming these constraints and utilizing existing opportunities, it is hoped that the Tua Tourism Village can develop into a leading destination that not only provides economic benefits to the local community but also maintains the sustainability of the local environment and culture.

RESEARCH METHOD

This study used a qualitative descriptive approach to understand the potential and constraints of developing *Tua Tourism Village*, Tabanan Regency, as a leading tourism village. This approach was chosen to explore various unique local aspects and provide a comprehensive picture of the conditions, opportunities, and challenges faced. Qualitative descriptive research allowed for rich, in-depth data collection through direct interaction with informants and the research environment (Saputri Toebajoe et al., 2023).

The research was conducted in *Tua Tourism Village*, Tabanan Regency, Bali, selected for its significant natural and cultural potential, such as rice field landscapes, strong traditional customs, and unique local resources. As one of Bali's villages being developed as a tourist destination, it provided a relevant context to understand the dynamics of community-based tourism development.

The study used primary and secondary data. Primary data were obtained through in-depth interviews with stakeholders, including village government officials, traditional leaders, tourism village managers, and tourists (Buchori, 2023). Direct observations of tourism facilities, community activities, and the village environment were also conducted. Secondary data included official documents, village tourism management reports, and relevant literature to complement and strengthen the findings.

Data collection involved three main techniques: in-depth interviews, field observations, and documentation studies (Mubarok & Hertati, 2023). Open-ended questions in interviews explored informants' perceptions, experiences, and expectations regarding tourism village development. Field observations recorded physical conditions, tourism activities, and social interactions. Documentation studies provided insights into policy backgrounds and the history of tourism village management.

Data were analyzed thematically through data reduction, presentation, and conclusion drawing. Relevant information was selected, then presented in tables, narratives, or diagrams to facilitate interpretation. The analysis identified key potentials, obstacles, and development strategies applicable to *Tua Tourism Village*. This approach aimed to produce comprehensive and practical findings for tourism village development.

RESULT AND DISCUSSION

Tourism villages have emerged as an important element in the context of community-based tourism in Bali, offering a sustainable model for economic development and local empowerment. This initiative underlines the importance of community involvement in tourism, ensuring that local people not only participate in tourism activities but also benefit directly from tourism development. The development of tourism villages is fundamentally linked to the principles of community participation, sustainability and local economic development. The emphasis on community involvement, community readiness to manage tourism potential by highlighting the importance of quality and sustainability in tourism (Andjanie et al., 2023).

Tua Tourism Village is one of the rural areas that holds a wealth of culture, history and enormous natural potential to be developed as a community-based tourism destination. With an agrarian community background, a traditional subak irrigation system, and historical relics related to the struggle of the Balinese people, Tua Tourism Village has a unique and authentic appeal. This study was conducted to identify the potential of Tua Tourism Village, both in terms of nature, culture, social and economic aspects, as a basis for developing a sustainable tourism village development strategy.

Identification of the Potential of Tua Tourism Villages

Natural Potential

The Tua Tourism Village located in Marga District, Tabanan Regency, has a natural wealth that is very potential to be developed as a nature and culture-based tourist attraction. One of the most prominent aspects of the natural potential of the Tua Village is its natural landscape which is still pristine and sustainable. Surrounded by green hills with open views that are pleasing to the eye, the Tua Village offers a calm atmosphere and is far from the hustle and bustle of the city. The natural element that is the icon of the Tua Village is its vast and neatly arranged rice fields. These rice fields are not only a source of livelihood for the local community, but also a visual attraction and authentic experience for tourists. The agricultural system used still maintains local wisdom through the subak system, which is a traditional Balinese irrigation system. The existence of this subak system is a great added value because it integrates environmental, social and spiritual aspects in water and agricultural management. For tourists, the experience of walking along the rice fields while watching farmers work or even participating in planting and harvesting rice is an educational and fun activity that enriches the community-based tourism experience.

In addition to rice fields, the potential of water resources in the Tua Tourism Village is also very promising. The Tua Village is crossed by several small rivers that not only function as irrigation systems, but also have the potential to be developed into natural tourism objects. The clear water flowing between natural rocks creates a calm and refreshing atmosphere. An interview with the Head of Tua Village (Mr. I Wayan Budi Arta Putra), stated that a waterfall will be developed which is located on the border of Tua Village. Access to the waterfall has not been well organized and is challenging and high risk. The creation of access to the waterfall is still being coordinated with the village and government.

Cultural Potential

The Tua Tourism Village holds a cultural wealth that has great potential to be developed as the main attraction in developing culture-based tourism. The cultural potential in the Tua

Tourism Village is reflected in the strong preservation of customs, the routine holding of traditional ceremonies, the existence of lively performing arts, and local crafts that have high aesthetic and philosophical value. The cultural wealth of the Tua Tourism Village is a manifestation and philosophy of life of the Balinese people based on Tri Hita Karana, namely the balance between humans and God (Parahyangan), fellow humans (Pawongan), and the environment (Palemahan), which is still highly respected by the people of the Tua Tourism Village.

The customs in the Tua Tourism Village are still well maintained, the values of togetherness, solidarity, and obedience to customary norms are seen in various daily activities of the community. This creates a village atmosphere that is not only visually appealing, but also enriches the tourist experience with authentic warm social interactions. This custom is an educational and attractive potential for tourists who want to understand the traditional social structure of Bali.

Traditional ceremonies held in the Tua Village are also an attraction. Various traditional ceremonies such as odalan at the Village Temple are carried out solemnly and lively, featuring various sacred processions involving all levels of society. Tourists can be invited on a limited basis to witness these ceremonial processions, of course with an approach that respects sacred values and local customs. This potential opens up opportunities for the development of participatory cultural tourism, which not only provides entertainment but also increases cross-cultural understanding. With all its cultural richness, the Tua Tourism Village has great potential to develop into a leading cultural-based destination in Bali.

In addition, the Tua Tourism Village also holds a local cultural festival which is an important momentum to promote the village's cultural wealth. In recent years, the Tua Village has begun to pioneer the organization of small-scale cultural events, such as local craft exhibitions, traditional dance performances, and village children's art performances. This potential can be developed into an annual village tourism calendar that involves various parties and attracts domestic and foreign tourists. The presence of this cultural festival event not only strengthens the village's appeal, but also strengthens the pride and active participation of the community in the development of the Tua Tourism Village.

Accessibility Infrastructure of Tua Tourism Village

Infrastructure and accessibility are key factors in supporting the development of a tourist village into a leading destination. Tua Tourism Village, located in Marga District, Tabanan Regency has easy access, which can be an important foundation in efforts to increase the attractiveness and comfort of tourists. In terms of accessibility, Tua Tourism Village has a strategic geographical position because it can be easily accessed from major tourism centers such as Jatiluwih, Bedugul, Ubud, Denpasar and Ngurah Rai International Airport. The main highway connecting the southern region of Bali with the central and northern regions of Bali passes through the Marga District area, making it easier for private vehicles and tourists using tour services.

Supporting infrastructure facilities such as communication networks are also available in the Tua Village. Electricity has reached all residents' homes, including homestays, villas and small and medium businesses that have the potential to support tourism activities. This is an ecological advantage as well as a unique attraction, especially for tourists looking for healthy and sustainable nature-based tourist destinations.

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In the context of future development, integrated planning is needed between the village government, related agencies, and tourism stakeholders to integrate infrastructure development with the concept of sustainable tourism villages. Support from government programs such as Village Funds and BUMDes can be utilized to build environmentally friendly tourism facilities based on community participation.

Obstacles to the Development of Tua Tourism Villages

Constraints of limited funds and human resources

The development of tourism villages requires a large investment, both for the development of supporting infrastructure, human resource training and ongoing promotional activities. However, the reality in the field, based on an interview with the Head of Tua Tourism Village (Mr. I Wayan Budi Arta Putra) stated that most of the management of tourism villages in Tua Tourism Village still depends on a limited budget from the village government or community self-reliance. The allocation of funds from the district or provincial government has not been fully maximized and tends to be short-term projects, not sustainable long-term strategic support. This causes various tourism development programs in Tua Tourism Village to run slowly and not be fully integrated.

On the other hand, an equally important obstacle is the limited human resources who have competence in the field of tourism. The majority of the people of the Tua Tourism Village still do not have a formal educational background and training related to tourism. Many residents still do not understand the basic concepts of tourism services, homestay management, guiding and digital marketing professionally. This lack of skills is certainly a major obstacle in providing quality services to tourists, so that it can affect the satisfaction and tourism experience offered by the Tua Tourism Village.

Meanwhile, tourism awareness groups (Pokdarwis) and Village-Owned Enterprises (BUMDes) as the driving force behind the development of tourism villages still face challenges in terms of institutional capacity. The lack of training and technical assistance from external parties such as universities, tourism offices and training institutions has resulted in the management of the Tua Tourism Village still being traditional and not yet based on the principles of professional destination management. This has an impact on low innovation in packaging tourism products, weak partnership networks and the failure to form an efficient management system.

External constraints on aspects of competition, policy and promotion

Bali has a number of established tourist villages such as Penglipuran Tourism Village and Jatiluwih Tourism Village which have been widely known for their unique characteristics. The superiority of promotion, maturity of attractions and adequate infrastructure support make these villages the benchmark for community-based tourism. In this context, the Tua Tourism Village still has to struggle hard to show strong differentiation so as not to be drowned in the shadow of more popular destinations. Local and central government policies have not fully supported the development of the Tua Tourism Village directly. Sometimes tourism development policies are still general, not focused on the specific needs of each village, so that the Tua Village feels less attention. Coordination between village officials, local governments and the tourism office has not been optimal in preparing a focused long-term strategic plan.

Promotion session, Tua Tourism Village still faces various limitations in building a strong and attractive destination image for tourists. The minimal use of digital media and branding strategies that have not been maximized have made the Tua Tourism Village extension not widely known by the tourism market. Currently, tourism promotion is highly dependent on the presence on social media, professional websites, and cooperation with travel agents and digital platforms. However, Tua Tourism Village does not yet have a trained promotion team that is sufficient to manage promotional content routinely and attractively. Without targeted and sustainable promotion, the potential of Tua Tourism Village, both in terms of nature, culture and tourism experience, will be difficult to access by prospective tourists.

Obstacles to the Development of Tua Tourism Villages

Community Based Management Strategy

Community-based management strategy is a very relevant approach to be applied in the development of Tua Tourism Village. Community Based Tourism emphasizes the active participation of local communities as the main actors in the management and development of tourism, both in planning, implementing and evaluating tourism activities. In the context of Tua Tourism Village, this strategy is very important because Tua Tourism Village has authentic natural and cultural potential and a community that still upholds local wisdom values. The existence of Tourism Awareness (Pokdarwis) has not been optimally utilized as a driving force for tourism activities. This institution needs to be equipped with management training, tourism services so that it is able to manage destinations professionally but still culturally based. In addition, synergy between community elements such as traditional leaders, youth and women's groups must also be carried out so that the relationship of belonging and collective responsibility for the progress of Tua Tourism Village

A. Increasing the Capacity of Local Communities

In the context of participatory management of the Tua Tourism Village, in reality the local community only plays a role as a beneficiary, not as the main actor in the planning and implementation of tourism activities. Therefore, efforts to strengthen the capacity of local human resources are crucial so that the community is able to manage the existing potential independently and sustainably. Steps that need to be taken in increasing community capacity are by providing training that is in accordance with local needs and characteristics. This training includes technical aspects such as tourist services, homestay management, tour guides, environmental cleanliness, cross-cultural communication skills and institutional governance of the Tua Tourism Village.

Capacity building also includes educational efforts on the importance of preserving culture and the environment in the context of sustainable tourism. The community is given an understanding that the success of the Tua Tourism Village is not only measured by the increase in tourist visits, but is seen from how well the community is able to maintain the authenticity of local culture, the beauty of the natural landscape, and social harmony in the Village. Local governments, educational institutions and other development partners also have a strategic role in supporting the capacity building of local communities. Cross-sectoral collaboration is built to provide ongoing assistance.

CONCLUSION

This study reveals that Tua Tourism Village holds significant potential to become a prominent tourism destination in Bali, leveraging its well-preserved natural beauty, cultural heritage, and traditional values that appeal to tourists seeking authentic and sustainable experiences. Although infrastructure and accessibility are improving, they remain suboptimal. The village faces internal challenges such as limited funding and insufficient professional skills in management, marketing, and tourism services, while external obstacles include inadequate promotional efforts, misaligned policies, and competitive pressure from other destinations. For future research, it is suggested to investigate effective community empowerment strategies and integrated policy frameworks that can enhance managerial capacity and strengthen the village's competitive position within Bali's tourism sector.

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