

CONSTRUCTION MODEL OF TOURIST VILLAGE DEVELOPMENT TOWARDS *SMART ECO-TOURISM VILLAGE DESTINATION* IN PAKSEBALI TO BECOME TOURISM ICON IN KLUNGKUNG REGENCY, BALI

I Wayan Pantiyasa¹, Ni Made Ayu Sulasmini², Putu Devi Rosalina³.

^{1,2,3} Sekolah Tinggi Pariwisata Bali Internasional. Indonesia.

¹pantiyasa@stpbi.ac.id

²ayu.sulasmini@stpbi.ac.id

³putudevi@stpbi.ac.id

ABSTRACT

Paksebali is a newly developed tourist village in Bali. The development encounters challenges on destination management, promotion, and stakeholders' support. This study aimed at formulating strategy and constructing the tourist village development model. Observation, interview, documentation, and FGD were used to collect data which were then analyzed descriptively using qualitative and SWOT analysis. The study displayed the current condition of Paksebali is in the growth-oriented strategy. The construction of Paksebali development model towards smart eco-tourism village destination was initiated with identification of supporting components. This can be formulated into a tourist village development strategy including ICT-based management.

Keywords: model construction, tourist village development, eco-tourism

INTRODUCTION

Klungkung regency is one of the districts in Bali that has a variety of uniqueness, both beautiful nature as well as the richness of the culture. In 2016, the Government of Klungkung-Bali began working on the concept of City Tour with the aim of boosting tourist visits to the city of Semarapura, its capital. The government has established physical development to create the branding of Semarapura as a City Tour. However, the existing potential tourist village in Klungkung should also be considered by the government.

According to Cooper et al. (1993), there are 4 (four) components that must be attributed by a tourist attraction, those are Attraction, Accessibilities, Amenities and Ancillary services. Yoeti (2002) argues that the success of a tourist area is very dependent on the 3A of Attraction, Accessibilities, and Amenities. Madiun (2008)

mentions that an additional component that is at the core of the development of tourism is Community Involvement.

It is assumed that Pakseballi village becomes the only village potentially developed as tourist village, although it's not a priority of Klungkung Regency. Besides designing some of its attractions such as Kali Unda (river attraction) it also offers beautiful hilly areas. Pakseballi also began to develop agro-tourism by making tracking path in the hills surrounding the Village area. Pakseballi also has the potential of tourist attraction in the form of crafts, namely tedung (traditional umbrella), pedape (building clothing ornament), upakara (utensils for Balinese offering) with its distinctive ornaments of Pakseballi.

However there are still some obstacles in the development of tourism in Pakseballi Village, such as: 1) There are still many potential attractions that have not been well-managed attraction and lack of tourism promotion, 2) Lack of making breakthroughs and coordination with related institutions and also promotion through electronic media, 3) The number of foreign and domestic tourist visit to Pakseballi Village is much smaller compared to the number of tourist visit to several tourist attractions in Klungkung Regency. It is also found by Pradnyana (2015), that in the development of Pakseballi Village tourism Klungkung Regency is constrained by low funds, the lack of participation from the government and the community to promote tourism as well as in the delivery of information which is still in the form of printed media, such as giving brochures, pamphlets, posters, and books.

In order to develop tourism by utilizing mutually beneficial relationships among villages and cities, the concept of eco village can be a solution in the development of tourism in the future. According to GEN (2000) in Shodiq (2009), Eco village is a spatial and territorial concept that pays attention to the quality of the population and the ecological quality in holistic, since it involves all dimensions of living beings. Eco village is regional development, community and the quality of the sustainable natural environment. Thus, it is expected that villagers will have improved welfare without damaging the environment.

According to Murphy (1988), Larry D, Peter F, Wayne D (2010) in Sunaryo (2013) states that the development of tourism should be a community-based activity, with the main factor that the resources and uniqueness of the local community are either physical elements or non-physical (such as traditions and cultures) inherent in the community must maintain a major movement in tourism.

In order to realise the development of Pakseballi Tourism village on online media based, it needs to develop the tourism village, which leads to the smart village. Smart Village is a development of the meaning of the smart city. According to Capra in Jafar (2009), ecovillage principles can be applied both to villages or cities for the development and management as well as providing solutions for human or community needs, while at the same time providing environmental protection and improving quality of life for all options. It is based on a deep understanding that living things and everything is interconnected, then ecovillage is a form of human interaction to the environment to achieve sustainable living. Its

development concept implements village-level information-based communication as a complex interaction among the various systems within (Nashuilia, 2015). Therefore, it eventually could benefit its citizens effectively and to improve the quality of life, reduce costs and sources of consumption. Subintomo in Astrini (2013) also suggests that ecovillage can be translated as a green village that seeks to create an environmentally friendly settlement area. Green Village implements the preservation of environmental functions in realizing sustainable development, both preserving functions on environmental components (biotic, abiotic and socio-economic and cultural components and public health). In the development of tourism in the village of ecovillage concept tourism can be built with various facilities such as: Eco-lodge, Eco-recreation, Eco-education, Eco-research, Eco-energy, Eco-development, Eco-promotion. Smart Village is a development of the notion of smart city which is previously known.

Paksebali tourism village has been running for 2 years but still in unprofitable income, which the average monthly income only reached 27 million rupiahs, this has not been able to finance the operational cost. Due to those facts, this research is aimed at 1) identifying the potential tourist attraction in Paksebali, 2) exploring the perception and participation of local people toward the development tourist village, 3) analysing the operational management of Paksebali Tourist Village, 4) designing the strategy of Paksebali Tourist Village Development to smart Eco Village destination, and 5) constructing the development model of Paksebali tourist village

METHODOLOGY

3.1 Profile of the respondent

The respondent of this research were among the village authority. It was assumed that legally they have the capacity and the understanding to deliver information related to the village. The other respondents were among the local villagers. There were 30 villagers altogether who were chosen through the purposive sampling.

3.2 Measurement

This research is a descriptive study. The techniques of collecting data are observation, interviews, documentation, focus group discussion with tourism village authority, village heads, hamlet heads in the village of Paksebali and community leaders (30 respondent). Questionnaires were distributed to identify and provide an assessment (weight and rating) of strengths, weaknesses, opportunities and threats). The following scales were used in the questionnaire, namely:

- 1) **Assessment of current condition:** 1 = very poor; 2 = poor; 3 = fair; 4 = rather good; 5 = good; 6 = very good

2) Assessment of the handling urgency: 1 = not urgent; 2 = not too urgent; 3 = urgent; 4 = very urgent (Rangkuti 2015 : 31)

The data obtained were analyzed by descriptive technique. The use of this technique aims to create a description, systematic and objective description, about the facts of the characteristics and the relationship between the elements that exist or a particular phenomenon. Pantiyasa(2003) suggested that as a form of tourism study, this study was designed to use the interpretive paradigm of social science (Jenings 2001: 38). Furthermore, SWOT analysis (strengths, weaknesses, opportunities, threats) is a systematic identification of various factors to formulate the company's strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats. (Hatch 2015: 19). SWOT Analysis is done by comparing between External factor (EFAS) with Internal factor (IFAS) created on SWOT analysis diagram:

Quadrant 1. It is a very advantageous situation. Companies have the opportunity and power to take advantage of the opportunities that exist. The strategy that must be applied under these conditions is to support an aggressive growth policy

Quadrant 2. Despite facing various threats, the company still has internal strength. The strategy that must be applied is to use the power to take advantage of long-term opportunities with a diversified strategy (product / market)

Quadrant 3. The company faces enormous market opportunities, while on the other hand facing some internal constraints / weaknesses. The company's strategy would focus to minimize the company's internal problems thus it is seize better market opportunities

Quadrant 4. It is a very unfortunate situation, the company is in the face of various internal threats and weaknesses (Rangkuti 2015 : 21)

RESULT & DISCUSSION

4.1 Potential Tourist attraction in Pakseballi

The tourism potential is classified into 4A, namely Attraction, Accessibilities, Amenities and Ancillary services. The data obtained are as follow:

Attraction, Pakseballi village has good tourism potential from its natural potential, Its culture as well as handicrafts potential. The natural tourist attractions, such as:

a) *Kali Unda*. It is an Unda river which flows that stretched and built a dam to form a giant curtain, in addition, it is the perfect place for selfie and prewedding, besides it is also used for sport tourism, such as rafting

b) *Paksebali Village Hill*. It is a row of hills stretching through Paksebali Village from west to east; these hills are usually used for tracking facilities, selfie and photo group.

c) *Seganing Garden*. It is a place of eternal holy water (tirta) by Hindu people or common people used for purifying themselves or as spiritual tourism

Meanwhile, the cultural tourist attractions are among:

- a) *Dewa Masraman*, this activity is done by the Paksebali Village local once every 6 months precisely on Kuningan day, this culture has been known abroad.
- b) *Lente Dance*. It is a sacred dance that is usually danced at the time of Timbrah Panti temple precisely at paying Piodalan. This dance is performed by local teenage girls. It is a rare dance and only exists in the village of Paksebali
- c) *Malukat geni or war of fire*. This activity is done by the local community of paksebali in Pesamuan or Puri Satria Banjar Kawan which coincides on the feast day before the Nyepi and held once a year
- d) *The performance of Barong Dance*, this activity is done if there is a request of visitors or guests who want to see this performance, it is usually held at the time of pre-wedding activities at Unda River Tourist Attraction.

Furthermore, another Social Community tourist attraction is community-based handicraft. Paksebali Village has a wide range of crafts that are in great demand by local and foreign guests, such as: the woven craft of *endek*, *prada*, *bludru*, *alang alang roof*, *gambelan*, customized umbrella, reversed glass painting and many more

Accessibilities

The access to the paksebali village is the main road from Semarapura (capital city) to Karangasem Regency with good condition and supported close to Bay Pass of Prof. Ida Bagus mantra street, so it has easy access from Kuta tourism center, and Nusa Dua. Paksebali is also close to the city center of Semara Pura. Paksebali is also located at the touristic route, Kertagosa (*museum*) and Goa lawah (*elephant cave*) as well as close to other tourist destinations such as Pura Besakih.

Amenities

The development of tourist destinations should be supported with facilities to make tourists comfortable and safe to enjoy the tour in the Paksebali Tourism Village. The development and facilities undertaken are:

- a. *Restaurant*. It already has 2 restaurants in which serving food and beverages to the tourists from rafting group with buffet service system and a la carte

- b. *Tracking Path.* The tracking paths are being prepared, and it will be planned to improve more.
- c. *Public Toilet*
- d. *Parking Area.* The Parking area is ample and available; it is especially by utilizing the side of the village field and restaurant.
- e. *Ancillary services.* Other supporting services available in the form of providing motorcycle or car rental.

4.2 Pakseballi Tourist Village Operational Management

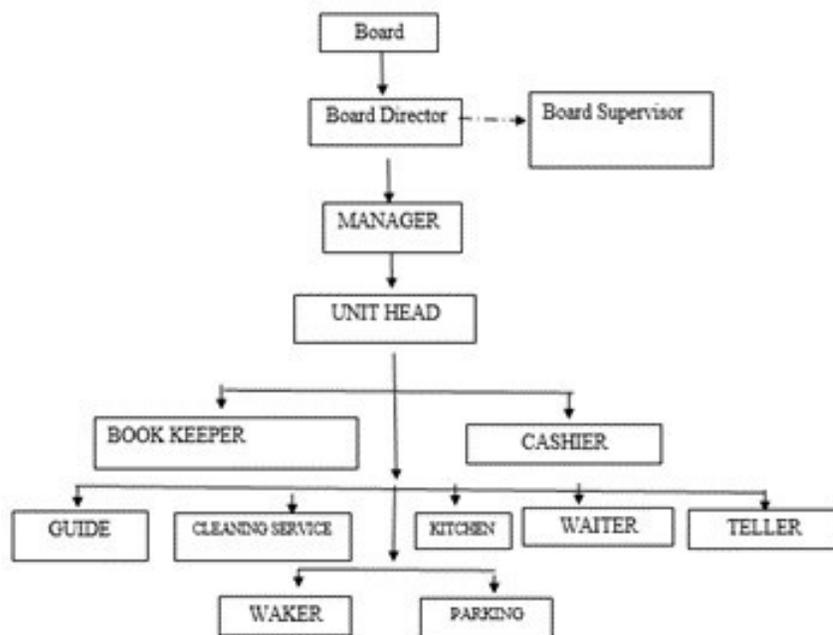


Fig 1 Organizational Structure of Village Business Enterprises (Bumdesa) in Kali Unda Tourist Attraction

Source: Village Business Enterprises of Pakseballi Village, 2018

The organization structure displays that the organization doesn't have an area that takes care of marketing issue. Marketing is done by everyone, without being coordinated by a specific person within the structure itself.

Another issue is on education background. Specifically, manager, waiter, cashier, and teller do not have the educational background of hospitality or tourism and have no working experience in their field. Only a small percentage possess those two requirements.

4.3 Perception and Participation in Community Pakseballi Village

4.3.1 Public Perception

The public perceptions of the development of the tourist village of Paksewali are described as follows:

- a) In general, the overall perception of the people is the already know that Paksewali village is being developed into a tourist village
- b) The public perception towards the development of Paksewali village as a tourist village is very good and supporting the development of the tourist village. The support could be observed as follows:
 - a. Willing to maintain the cleanliness of the home environment and village, by not littering,
 - b. Willing to preserve nature and culture
 - c. Willing to maintain the security and comfort of the visitors
 - d. Willing to be polite and friendly to the visitors
 - e. Willing to receive visitors who want to see the house and its environment
- c) The public perception of the benefits of developing a tourist village is that they hope Paksewali Village will be flocked by tourists both locally, domestically and internationally. Therefore it could open employment opportunities for the community, reducing

4.3.2 Community participation in the development of Smart Eco-Village Destination

Public participation in the development of Paksewali tourist village, in general, is positive and supportive. The community engaged in every aspect of development.

Planning

As a first step in the development of Paksewali tourist village, planning is done in terms of community participation planning, such as the following:

- a. Joining the tourism socialization about tourist village development plan from Klungkung regency government along with head of the village
- b. Joining the tourism the meeting about the tourist village management plan which is mainly followed by prominent figures and *banjar*/neighborhood and village official
- c. Providing information and identifying tourism potential
- d. Providing opinions or ideas about the development plans of tourist village

The Implementation Development of Tourism Facilities and Infrastructure

The facilities and infrastructures in village development are an important part of its management of community participation as indicated by:

- a. Engaging to work together in making and setting up the path for jogging tracks and cleaning the gutters
- b. Engaging in training conducted by the manager of tourist village

Management

Since the release of the decree from Klungkung Regency government about the determination of Pakseballi Village as a tourist village, the management of the tourist village has started to be done even though it has not run in a maximum way. The community remains eager to participate in the management of both community members who are directly involved as well as supporting the development, the form of participation could be described as follows:

- a. Citizens are participated as cooks, waitresses, parking attendants as well as security officers
- b. For the community, especially those destinations which are developed as tourist attractions, the craftsmen are more organized in business to make the environment look cleaner, attractive and comfortable for visitors.
- c. The community carries out *sapta pesona* such as maintaining the cleanliness of the house and its environment, maintaining the beauty of the environment, not littering the garbage, being friendly to the guests and maintaining the environment comfort and secured.
- d. The community also promote about the Pakseballi village by spreading word of mouth or through social media

Monitoring and Evaluating

The role of the community in monitoring and evaluating the tourist village management is importantly necessary, so that the management of the tourist village can run as expected. The form of community participations are:

- a. Participating in supervision, especially to the behavior of the visitors, especially in a consecrated place.
- b. Giving review and evaluation to the destination management if the irregularities in the management are found

5.4 The Development Strategy of Pakseballi Tourism Village towards smart eco-village destination.

- 1) The condition of Internal (IFAS) and External (EFAS) Pakseballi Tourism village

This is for identifying several internal factors (strength and weakness) and external factors (opportunity and threat)

a) *Strengths*

- The existence of natural attractions which are not owned by other regions
- Having rare and unique cultural arts
- Having a variety of traditional craft business, which already has brand image
- Having a location that is purified as a spiritual attraction
- Having a strategic access that is on the famous tourism routes in Bali such as Kertagosa Semara pura, Goa lawah, Candi dasa, Tirta Gangga Karang Asem, close to Ubud, Pura Besakih.
- Facilities for tourism needs are available: restaurants, parking lots, jogging tracks, Having a website as a media campaign
- Having tourism village products such as food and beverage sales, rental of pre-wedding photo location, Unda River tourist attraction
- There is a great support from the community

b) *Weakness*

The management of Paksebali tourism village is still very new, it is obvious that there are still some weaknesses, such as:

- Human resource capacity in operational management/ management is still not sufficient in terms of educational background and experience
- Do not running the business of selling tour packages
- Operational management does not run well where there are still many concurrent positions
- Do not have product marketing personnel
- Lack of business partners in marketing tourism village products
- The tour packages are not ready for sale, because they do not have a tour guide, price list
- Do not have the facilities and infrastructure for selling incoming tickets to the tourist attraction of Unda River
- Do not have an operational information technology(IT) -based system such as financial transactions, ordering systems,
- Do not have security standards for tourist
- There is a habit of the community to do activities, such as bathing, washing, defecating in Unda river, though it is actually the center of tourist attractions.
- Limited fund for tourism village management

c) *Opportunities*

- The support from the Klungkung Regency government is very good
- There is a regulation that facilitate the development of tourism village
- The interest of tourists to visit ecotourism, increasing both foreign, domestic and local tourists

- Public interest in pre-wedding activities with natural backgrounds is increasing
- There is an aid from Higher Education, Klungkung regency government and other government agencies.
- Being advance in communication technology

d) *Threats*

- The occurrence of Mount Agung Eruption, where cold lava flows to the Unda River which will cause silting so that it could interfere with the availability of artificial attractions and also affect the tourists' visit
- The occurrence of environmental pollution of the Unda River due to the effects of community activities such as washing, bathing, also because of the tourists who throw garbage
- Tourist satisfaction demands are increasing
- The occurrence of tourist behaviour that is not in accordance with customary norms

2) *SWOT Analysis. Based on IFAS and EFAS identification and Focus Group Discussion results*

Discussion and assessment of weight and rating of FGD results which are summarized in table 1

Table 1 analysis SWOT

IFAS (internal Factor Analysis Strategy)				
STRENGTH (S)	Weight	Relative	Rating	Score
The existence of natural attractions which are not owned by other regions	5.6	0.0856	3.4	0.2911
Having rare and unique cultural arts	5.5	0.0841	3.5	0.2943
Having a variety of traditional craft business, which already has a brand image	5.3	0.0810	3.6	0.2917
Having a location that is purified as a spiritual attraction	4.5	0.0688	3.4	0.2339
Having a strategic access that is on the famous tourism routes in Bali such as Kertagosa Semara pura, Goa lawah, Candi dasa, Tirta Gangga Karang Asem, close to Ubud, Pura Besakih.	4.8	0.0734	2.4	0.1761
Facilities for tourism needs are available: restaurants, parking lots, jogging tracks,	5.1	0.0780	3.6	0.2807
Having a website as amedia campaign	4.2	0.0642	3.7	0.2376

Having tourism village products such as food and beverage sales, rental of pre-wedding photo location, Unda River tourist attraction	5.6	0.0856	3.5	0.2997
There is great support from the community	5.5	0.0841	3	0.2523
TOTAL	46.1	0.7049		2.3576

WEAKNESS (W)	Weight	Relative	Rating	Score
Human resource capacity in operational management/management is still not sufficient in terms of educational background and experience	2.2	0.0336	3.2	0.1076
Not running the business of selling tour packages	1.2	0.0183	3.3	0.0606
Operational management does not run well where there are still many concurrent positions	3.2	0.0489	2.2	0.1076
Do not have product marketing personnel	1	0.0153	3	0.0459
Lack of business partners in marketing tourism village products	2.1	0.0321	3.6	0.1156
The tour packages are not ready for sale, because they do not have a tour guide, price list	2	0.0306	3.8	0.1162
Do not have the facilities and infrastructure for selling incoming tickets to the tourist attraction of Unda River	1	0.0153	3.2	0.0489
Do not have an operational information technology (IT) -based system such as financial transactions, ordering systems,	1	0.0153	2.3	0.0352
Do not have security standards for tourists	1.2	0.0183	3.4	0.0624
There is a habit of the community to do activities, such as bathing, washing, defecating in Unda river, though it is actually the center of tourist attractions.	2.3	0.0352	3.2	0.1125
Limited fund for tourism village management	2.1	0.0321	2.8	0.0899
TOTAL	19.3	0.2951		0.9024
Overall Total of Weight x Score (IFAS)	65.4	1.0000		3.2601

EFAS (EksternalFactor Analysis Strategy)				
OPPORTUNITY (O)	Weight	Relative	Rating	Score
The support from the Klungkung Regency government is very good	5.8	0.1371	3.2	0.4388
There is a regulation				

that facilitate the development of tourism village	4.5	0.1064	3.1	0.3298
The interest of tourists to visit ecotourism, increasing both foreign, domestic and local tourists	4.4	0.1040	3.4	0.3537
Public interest in pre-wedding activities with natural backgrounds is increasing	5.4	0.1277	3.5	0.4468
There is aid from Higher Education, Klungkung regency government and other government agencies.	5.5	0.1300	3	0.3901
Being advance in communication technology	4.5	0.1064	3	0.3191
TOTAL	30.1	0.7116		2.2783

THREAT (T)	Weight	Relative	Rating	Score
The occurrence of Mount Agung Eruption, where cold lava flows to the Unda River which will cause silting so that it could interfere with the availability of artificial attractions and also affect the tourists' visit	2.2	0.0520	3.2	0.1664
The occurrence of environmental pollution of the Unda River due to the effects of community activities such as washing, bathing, also because of the tourists who throw garbage	3	0.0709	3.1	0.2199
Tourist satisfaction demands are increasing	4	0.0946	3.4	0.3215
The occurrence of tourist behaviour that is not in accordance with customary norms	3	0.0709	2.8	0.1986
TOTAL	12.2	0.2884		0.9064
Overall Total of Weight x Score (EFAS)	42.3	1		3.1846

Alternative Strategy

Based on SWOT analysis, an alternative strategy can be formulated in the development of Paksewali tourism village towards smart Eco village destination as follows:

1) Strength Opportunities Strategy (SO)

It is the strategy to maximize strength indicators to get the following opportunities, such as:

- Gradually manage Unda River so that it becomes more beautiful and attractive,
- Maintaining and preserving inherited cultural art by giving incentives according to financial ability
- Providing guidance to the craftsmen so that their business can be used as a tourist attraction in a sustainable way
- Controlling and maintaining the quality of food and beverages as well as the services
- Maximizing the role of the community in implementing Sapta Pesona and doing marketing through social media Expect potential markets, especially the younger generation

2) Strength Threats Strategy (ST)

It is a strategy to use all power to solve problems as the followings:

- Providing socialization to residents or communities about environmental sustainability, hygiene, pollution and behavior and courtesy
- Periodically dredging rivers or in accordance with river silting conditions
- Providing a place for tourists to deliver complaints and suggestions
- Conduct research and evaluation of the quality of food and beverage products and services to tourists

3) *Weakness Opportunity Strategy (WO)*

It is the strategy which is prepared by controlling the weaknesses of Pakseballi tourism villages in order to get opportunities. The strategies are as follows:

- Approaching the government, especially the related ethnic groups to get management guidance, additional capital in managing the tourism village
- Conducting a comparative study to a well-managed the tourism village
- Organizing the organizational structure, especially adding the marketing section
- Recruiting professionals and those whose commitment to work
- Creating technology information-based applications in tourism village marketing
- Collaborating more with travel agents and Rafting companies
- Conducting promotional cooperation with tourism villages in Bali, especially in Indonesia or outside Indonesia
- Conducting training in improving English, cooking, courtesy, tour guides
- Launching tour package products to travel agent companies, schools, government agencies, private and/or public institutions
- Opening opportunities and actively asking for help from universities or academics to carry out community service programs, especially the

tourism sector and tourism supporting sectors such as the environment and health

4) *Weakness Threat Strategy (WT)*

It is arranged in a way to minimize the weaknesses of Pakseballi tourism village in order to avoid the threat as follows:

- Stating written rules, announcements, or things that are prohibited in places that are sanctified by people like a temple and beji
- Stating a rule or ban on garbage disposal in a tourist attraction environment □ Providing or preparing signs for the safety of tourists
- Complying with safety standards for tourists
- Providing insurance guarantees to tourists
- The word “data” is plural, not singular.

According to Table 1, it is shown the diagram of SWOT Analysis on Pakseballi Village Development to smart Eco village destination, where it is known that the Strengths component score is 2.3576, the weaknesses component score is 0.9024, the opportunity component score is 2.2783 threats total component score is 0.9064, IFAS total score (total score strengths + weaknesses score number) is $2.3576 + 0.9024 = 3.2601$, EFAS Total Score (number of opportunities + number of threat scores) is $2.2783 + 0.9064 = 3.1847$, from these scores, it can be concluded that the coordinate points of X and Y axes. The coordinate of the X-axis is by totalling the Strength component score (S) minus the weaknesses component score (W) as follows: $2.3576 - 0.9024 = 1.4552$. (positive) The Y-axis point is by totalling the opportunities component score (O) minus threats (T) component score as follows: $2.2783 - 0.9064 = 1.3719$ (positive). Therefore, the position of Pakseballi village is in quadrant I, namely growth- oriented strategy. It means that Pakseballi Tourism Village is in an advantageous position if it could take advantage of opportunities and power to grow and raise. This condition can be described in Figure 3 below:

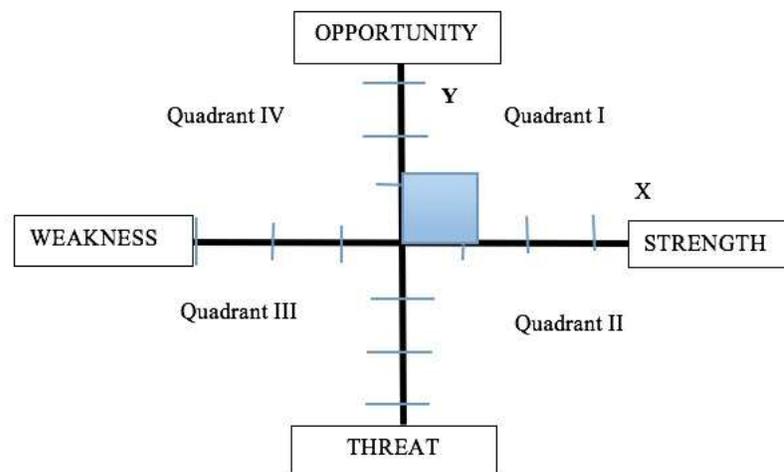


Fig 2. SWOT Analysis of Pakseballi Tourism Village Development, Source: Research data, 2018

5.5. Construction model of tourist village development towards *smart eco-tourism village destination*

The Construction of the Pakseballi Village Development Model towards the Smart Eco-Tourism Village Destination is as follows:

- a. Identification of supporting components in the development of tourism villages include: Tourism potential, perception and community participation, market and marketing systems, village tourism management, eco-tourism development potential, smart village development potential
- b. All supporting components in the development of tourist villages are carried out by IFAS and IFAS identification and SWOT Analysis
- c. The results of the SWOT analysis obtain the Strategy formula which forms the basis for Construction of the Tourism Village Development Model towards the Smart Eco-Tourism Destination as follows:
 1. Tourism Village Management can be conducted by adding marketing parts in the organizational structure, recruiting professional marketing personnel, developing operational standards
 2. Tourist products can be constructed such as :
 - a. Unda Tourism Object / Attraction, Conduct maintenance and advanced arrangement of tourist objects such as the place of entry counters, parking lots, entry access, dredging of sand due to cold lava eruption of Agung, cleanliness of times, maintenance of supporting facilities such as public toilets, places to relax. Developing creative tourist attractions such as Playing Fox, other water attractions can also be modeled.
 - b. Restaurants
 - a. Physical maintenance of restaurants, especially cleanliness of restaurants
 - b. Quality improvement of food and beverage products
 - c. Service Improvement
 - d. Competitive prices
 - e. IT-based sales leads and reports
 - c. Pre-Wedding rental services
 - a. Packaging of creative supporting attractions
 - b. Competitive prices
 - d. Tour Packages
 - a) Preparing tourism attractions to the maximum with the preservation of nature, socio-culture, social community
 - b) Recruiting local tour guides
 - c) Determining the price of tour packages
 - d) Launching tour packages and trials

- e) Pioneering a place to stay for tourists

3. Marketing

- a) Creating ICT-based marketing system applications
- b) Increase cooperation with tourism stakeholders such as travel agent companies, Rafting, Tourism Associations
- c) Increase socialisation and promotion to prospective customers such as schools, universities, and others with the approach of advertising and personal selling.

4. Human resources

- a) Elevating the quality of human resources through training on tour guiding, food production, and food service,
- b) Conducting professional recruitment,
- c) Conducting the beach marking and comparative study.

5. Society participation

- a) To socialize the existence and condition of tourist villages to the community
 - a. Encouraging the public to implement the Capta Enchantment namely Security, Order, Cleanliness, Coolness, Beauty, Hospitality, Memories and Tri Hita Karana namely Parhyangan: Relationship with God, Pawongan: Relations with fellow humans, Palemahan namely Relationship with the natural environment
 - b. Inviting the Community to always participate in supervising the management of Tourism Village
- b) Tourism Village development is directed at the Eco-Tourism Village and the community is continuously educated so that Smart Village is expected to materialize: (1) smart people, namely smart people related to creativity and social capital; (2) smart economy, namely smart economy in the form of innovation and competition; (3) smart environment, ie smart environment includes sustainability and resources; (4) smart governance, namely smart government as a change agent, empowerer, and participant; (5) smart life, which is intelligent living in the form of quality of life and culture; and (6) smart mobility, which is smart mobility in terms of transportation and infrastructure.
- c) Smart Eco tourism Village destinations are realized so it is believed that the welfare of the people of Pakseballi Village can increase.

6.1 Conclusion

According to the research findings and discussion, it can be concluded as follows:

- a. There are several enchanting tourist attractions with beautiful nature, unique traditional art and culture, interesting craft and a social life that holds the values of tradition and religion; the accessibility is very strategic, it is also supported by the amenities which is continually improved. Thus, Pakseballi is very prospective to be developed into a tourism village.
- b. The organizational structure, duties, and functions of each position have been well composed. However it is merely the human resources occupying positions are still incompetent regarding the educational background and experience, also followed by the double position, and the absence of a special section that handles marketing
- c. In general, several strategies need to be further implemented in the development of Pakseballi tourism village to Smart-Eco Village destination are as follows:
 - Natural attractions, especially Unda River, are preserved and not polluted, giving incentives to cultural arts, and developing artisans.
 - The gradual management and evaluation of the Unda River so that it can become a sustainable tourist attraction as well as a new attraction.
 - Evaluating the quality of food and beverage products and services in the restaurant
 - Reorganising the operational management or management of tourism villages by adding a special section of marketing and appointing professional marketing officers
 - Improving the ability of managers and officers through English language training, tour guide techniques, catering, courtship and successful tourism village comparative studies
 - Being more aggressive in promoting especially for IT-based and promoting schools, as well as government and private institutions
 - Making a financial management system, IT-based marketing Establish cooperation with Travel agent companies, Tour guides, and increase cooperation with rafting companies
 - Conducting socialization to the community about the implementation of *Sapta Pesona*, as well as delivering the obligations that should not be done in the area of attraction of Unda River
 - Increasing community participation in the supervision and marketing of tourism village products
 - Ensuring the safety of tourists through the creation of safety standards, providing safety signs and ensuring tourists who purchase accident-prone tourist products
 - Being Pro-actively asking for help from the government, especially the Klungkung District Government, Higher Education related to improving the competence of human resources, improvement of infrastructure and facilities and management of tourism villages.

6.2 Suggestion

According to the conclusions of the research results, it could be suggested several suggestions as follows:

- a. The Destination Management Organization should manage Pakseballi tourism village by further managing the tourist attraction way better and creating a more new tourist attraction in a more creative, especially for the improvement of Unda river
- b. Pakseballi Tourism Village Management should support education towards art and customs by giving reward and incentives
- c. Planning and building more physical facilities, especially the access to Unda River should be widened; the entrance ticket sales should be made immediately
- d. Preparing the components of a tour package which will be useful for the tour guide, moreover, the price list of tour package should be made, thus it could be published
- e. Pakseballi Tourism Village Manager is more proactive in asking for assistance from related institutions, universities to achieve coaching, training, loan funding

REFERENCES

- [1] Adisasmita, Raharjo. 2006. *Membangun DesaPartisipatif*. Yogyakarta: Graha Ilmu.
- [2] Ariadi. 2017. Siap Jadi Desa Wisata Pakseballi Buat Jalur “Tracking” di Perbukitan. *BaliTravelNews*.<http://bali-travelnews.com/2017/01/26/siap-jadi-desa-wisata-pakseballi-buat-jalur-tracking-di-perbukitan/>. Diakses tanggal 7 Maret 2017.
- [3] Ariyanto. 2017. Pemerintah Dukung Pengembangan Desa Wisata Klungkung Bali. *Infonawacita.com*. <https://www.infonawacita.com/pemerintah-dukung-pengembangan-desa-wisata-klungkung-bali/>. Diakses tanggal 7 Maret 2017.
- [4] Astrini, A.P. 2013. Analisis Upaya Masyarakat Dalam Mewujudkan Kampung Hijau, studi kasus Kelurahan Gayamsari, Kota Semarang. *Tugas Akhir*. Fakultas Teknik Jurusan Perencanaan Wilayah dan Kota, Univeristas Diponegoro.
- [5] Cooper, C. et all. 1993. *Tourism Principles & Practice*. United Kingdom: Longman Group Limited.
- [6] Esram. M. J. 2006. Analisis Pasar Pariwisata dalam Pembangunan Kota Tanjung Pinang Provinsi Kepulauan Riau. *Tesis*. Semarang: Magister Pembangunan Wilayah dan Kota Undip.
- [7] Jennings, gayle. 2001. *Tourism research*. Austrlia: John Wiley & Sons Australia Ltd.
- [8] Heriyanto. 2014. Persepsi Masyarakat Terhadap Kualitas Pelayanan Publik Pada Bagian Administrasi Kesejahteraan Rakyat Pemerintah Kabupaten Gunungkidul DIY. *Skripsi*. Jurusan Pendidikan Administrasi, Fakultas Ekonomi, Universitas Negeri Yogyakarta.
- [9] Kaelan. 2005. Metode penelitian Kualitatif Bidang Filsafat-Paradigma bagi prngembangan Penelitian Interdisipliner Bidang Filsafat, Budaya, sosial, Semiloka sastra, hukum dan Seni. Yogyakarta: Paradigma.

- [10] Kotler, P. dan G. Armstrong. 2001. *Prinsip-prinsip Pemasaran, Jilid 1*. Edisi Kedelapan. Jakarta: Erlangga.
- [11] Madiun, I N. 2008. "Partisipasi Masyarakat Lokal Dalam Pengembangan Kawasan Pariwisata Nusa Dua (Perspektif Kajian Budaya)". *Disertasi*. Program Studi Doktor Kajian Budaya, Program Pascasarjana Universitas Udayana. Denpasar.
- [12] Mujiyono, M dkk. 2016. Kesiapan Kota Pakalongan Menuju Smart City. *Jurnal Litbang Kota Pekalongan*. 11(1): 107-116.
- [13] Nashuilia, AP. 2015. Desa Pintar. <http://azzradesapintar.blogspot.co.id/>. Diakses tanggal 8 Maret 2017.
- [14] Pantiyasa I wayan. 2013, *Metodologi Penelitian*, Yogyakarta, Andi offset
- [15] Priasukmana, S & R.M. Mulyadi. 2001. Pembangunan Desa Wisata: Pelaksanaan Undang-Undang Otonomi Daerah. *Info Sosial Ekonomi*. 2 (1): 37-44.
- [16] Rahayu, W.P. dkk. 2003. *Klasifikasi Bahan Pangan dan Resiko Keamanannya*. Jakarta: PT. Gramedia Pustaka Utama.
- [17] Rakhmat, J. 2007. *Persepsi Dalam Proses Belajar Mengajar*. Jakarta: Rajawali Pers.
- [18] Rangkuti, F. 2006. *Measuring Customer Satisfaction*. Jakarta: PT.Gramedia Pustaka Utama.
- [19] -----, 2015. *Tehnik Membedah Kasus Bisnis Analisis SWOT*, Jakarta: PT. Gramedia Pustaka Utama.
- [20] Rencana Strategis Dinas Pariwisata Kabupaten Klungkung 2013-2018.
- [21] Shodiq, J. 2009. Perencanaan Kampung Berbasis Lingkungan (Ecovillage) di Kawasan Penyangga Taman Nasional Ujung Kulon Banten. *Skripsi*. Program Studi Arsitektur Lanskap, Fakultas Pertanian, Institut Pertanian Bogor.
- [22] Sudria munawar, Haryono. 2006. *Kepemimpinan, Peran Serta, Produktivitas*. Bandung: Mandar Maju.
- [23] Sunaryo, B. 2013. *Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya Indonesia*. Yogyakarta: Gava Media.
- [24] Tunjungsari, K.R. 2016. Persepsi Masyarakat Kuta Terhadap Dampak Pembangunan Hotel Berkonsep City Hotel di Sunset Road Kuta Bali. Proposal Penelitian. Dikti.
- [25] Undang-undang Republik Indonesia No 10 tahun 2009 tentang Kepariwisataaan
- [26] Undang-undang Republik Indonesia No 10 tahun 2009 tentang Kepariwisataaan
- [27] Yoeti, O.A. 2002. Perencanaan dan Pengembangan Pariwisata. Jakarta: PT Pradaya Paramita.
- [28] Yustina, K. 2015. Promosi Pariwisata di Media Online Dianggap 4 Kali Lebih Efektif. *TravelNews. Com*.