



**MARKETING MIX ANALYSIS OF THE ATTRACTIVENESS OF PENGLIPURAN
TOURISM VILLAGE**

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Abstract

The development of tourism, especially in tourist villages in Bali, has experienced a very significant increase. This can be seen from the development of tourist villages which is increasing over time. The development of tourist villages is also one of the main programs being developed by the Bali government. The development of tourist villages in the long term is also caused by the increasing negative impacts produced by mass tourism. So that the resulting negative impact causes a shift in the trend of tourists visiting tourism destinations towards alternative and quality tourism. So, in order to increase the existence of the tourist attraction of the Penglipur Tourism Village, other aspects are needed to support the development of the existence of a tourist destination. In collecting data, researchers carried out three basic stages, including observation, interviews and literature study. Observe first by identifying problems directly at the research location, namely Penglipur Tourism Village. Tri Hita Karana is a concept in Balinese culture that refers to three main principles that underlie prosperity and harmony in life. These principles include the relationship between humans and God, humans and other humans, and humans and nature. In analyzing the marketing mix of Penglipur Tourism Village, it is important to ensure that all these elements work together to create a unique and valuable experience for tourists. Village managers must continue to improve and update their marketing strategies to ensure sustainable attraction and responsible tourism growth.

Keywords: Marketing Mix, Tourism Village, Penglipur

PENDAHULUAN

The development of tourism, especially in tourist villages in Bali, has experienced a very significant increase. This can be seen from the development of tourist villages which is increasing over time. The development of tourist villages is also one of the main programs being developed by the Bali government. This is reflected in Governor's Regulation Number 52 of 2021 concerning Implementing Regulations of Regional Regulation Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism. Regulations for improving the development of tourist villages are contained in article 3 of the regulations which reads "Improving the

Implementation of Guidance and Supervision of Tourism Villages, Health Tourism Businesses, Spiritual DTW Businesses and Tour Guides". The development of tourist villages was also explained by the former Head of the Bali Provincial Tourism Office, Ida Bagus Subhiksu in *kompas.com* 30 October 2013 "The Bali Regional Government is intensifying the development program of 100 tourist villages within the Bali development program in the tourism sector. This aims to develop tourism destinations in Bali." This statement explains that changes in the development of tourist villages in Bali will increase significantly in the long term.



The development of tourist villages in the long term is also caused by the increasing negative impacts produced by mass tourism. So that the resulting negative impact causes a shift in the trend of tourists visiting tourism destinations towards alternative and quality tourism. This negative impact touches various aspects both in economic, social, cultural and environmental terms (Parma, 2010). The problems resulting from mass tourism ultimately encourage destination managers to make decisions to look for better alternatives for developing tourism activities in every tourism potential that exists in the region, especially Bali. This step can trigger the development of sustainable tourism and achieving sustainable tourism requires the contribution of managers in reducing the negative impact on mass tourism activities.

Rural tourism is of course different from urban tourism, both in terms of objects, location, function, scale and character. Aspects such as the role of tourist villages in specializing locations and the availability of attractions and facilities deserve attention in the development of tourist villages which are expected to be able to support rural diversification (Tamrin et al., 2022). The progress of a region's tourism industry is very dependent on the number of tourists who come, therefore it must be supported by increasing the use of Tourist Destination Areas (DTW) so that the tourism industry will develop well. One of the DTWs that is being widely developed in the Bangli Regency area.

Penglipuran Village is one of the villages that received an award as Best Tourism Village 2023 from the United Nation World Tourism Organization (UNWTO). Penglipuran Village is one of the village landscapes that carries the Tri Hita Karana concept which is attractive to tourists. Tri Hita Karana is taken from two words, namely Tri meaning three, Hita meaning happy, and Karana meaning Cause. So Tri Hita Karana means three causes of happiness. The wider community knows Tri Hita Karana as a

teaching that teaches humans to strive for harmonious relationships with God, fellow humans and the natural environment (Setijawan, 2018). However, even though it has the Tri Hita Karana concept, based on the data above, Penglipuran Village is still not enough to occupy the top tourist attraction in Bangli Regency. This can be seen from the higher number of visits from the Batur destination compared to Penglipuran Village.

So in order to increase the existence of the tourist attraction of the Penglipuran Tourism Village, other aspects are needed to support the development of the existence of a tourist destination. One aspect related to supporting the growth of a tourism attraction and product is marketing. Marketing is one of the stages carried out by tourism destinations in increasing the existence of tourist destinations in the eyes of the public. Marketing is also an important factor in supporting the success of tourist village destinations in selling tourist destination products and increasing tourist visits. So in supporting the growth of destinations, promotion is an important foundation in achieving optimal development of tourist attractions. So this article will contain research entitled "Marketing Mix Analysis of the Attractions of Penglipuran Tourism Village" to examine the promotion of Penglipuran Village and review strategies related to marketing this destination. This marketing includes products such as attractions, amenities and access as well as supporting facilities in the Penglipuran Tourism Village.

METHODOLOGY

The limitations within the scope of this research include limitations in terms of location and limitations in terms of problems. In terms of location, the scope of the research is limited to the Penglipuran Tourism Village located in Bangli Regency which carries the Tri Hita Karana concept. Meanwhile, the scope of the research in terms of problems is the marketing strategy carried out in the Penglipuran Tourism



Village. The intended marketing strategy refers to the 4P marketing mix according to McCarthy (in Kotler, 2000), namely product, price, place and promotion. Apart from analyzing the marketing mix, in order to find a marketing strategy in marketing the Penglipuran Tourism Village, a SWOT analysis was used. The SWOT strategy is used as an applicable strategy in analyzing the results of the weaknesses and strengths of the marketing strategy owned by Penglipuran Village.

In collecting data, researchers carried out three basic stages, including observation, interviews and literature study. Observe first by identifying problems directly at the research location, namely Penglipuran Tourism Village. Observations were carried out naturally by observing tourism activities and tourism products offered by the local community in this village. So that later the research team will get an overview of the research object. The in-depth interview was preceded by determining the informant which was carried out using purposive sampling, which was determined based on certain objectives and considerations, where the informant had criteria for knowing the depth of information regarding the problem to be researched, in this case namely the depth of information about marketing strategies in the Penglipuran Tourism Village. In this research, the informant who was interviewed was Mr. I Wayan Moneng. The literature study used to support this research in collecting the required data was through searching for previous research documents that had similar problems, and literature books about marketing strategies and documents about the Penglipuran Tourism Village.

The type of research used in this research is qualitative. This method is carried out by collecting data as an initial stage and then organizing it systematically using standard and clear words for the reader. Qualitative research is also related to data, where this data is in the form of literature studies related to village views, photographs and other documents. Then,

this research also interprets the results of interviews for the purposes of answering research problems.

In the initial stage, researchers will examine the marketing mix and management aspects of Tri Hita Karana-based tourist villages, then a SWOT analysis will be carried out to examine the marketing carried out in tourist villages. Then the results of this analysis will be reduced into several forms of strategies to support the creation of programs that can be used as applications of the strategies that have been carried out.

RESULTS AND DISCUSSION

RESULT

Implementation of Tri Hita Karana in Penglipuran Village

Tri Hita Karana is a concept in Balinese culture that refers to three main principles that underlie prosperity and harmony in life. These principles include the relationship between humans and God, humans and other humans, and humans and nature. To implement the Tri Hita Karana concept in Penglipuran village as follows:

Human Relationship with God (Parahyangan):

- Penglipuran village residents still actively participate in religious ceremonies, such as the Piodalan (offering ceremony) at the village temple. Apart from that, there are several unique ceremonies that are carried out, such as the Ngusaba which is held every time before Nyepi Day.
- Penglipuran has strong potential in managing spiritual and religious tourism. For example, in spiritual activities you can do yoga and meditation activities.

Human Relations with Humans (Pawongan):

- Hold community meetings, discussions, or social events that promote tolerance,



togetherness, and unity among village residents. For example, Paum and Ngayah in the Penglipuran Tourism Village destination area.

- Building social networks has also been carried out by Penglipuran Tourism Village, which can be seen from the collaboration carried out by Penglipuran Village with students through KKN activities and the Ministry of Tourism to promote tourism destinations.

Human Relationship with Nature (Pabelasan):

- Villagers to implement organic and sustainable farming practices that respect nature, such as environmentally friendly planting patterns and the use of organic fertilizers. Until now, the Penglipuran Tourism Village area is still protecting plantation areas and bamboo land so that they are not converted for tourism activities.
- The management has provided special waste disposal access for tourists so that rubbish is not scattered in the tourist village area.
- Implementation of Tri Hita Karana in Penglipuran village will help maintain community harmony and welfare, as well as preserve the village's cultural heritage and natural environment. This will also strengthen the village's appeal as a sustainable tourism destination.

DISCUSSION

The marketing mix is a combination of various elements used to promote the products or services of a business. To analyze the marketing mix of Penglipuran Tourism Village, researchers evaluated each element in the marketing mix, including:

1. Product (Product):

- Penglipuran Village offers a unique Balinese cultural and traditional

experience, including famous Balinese house architecture, handicrafts, and the opportunity to get to know the daily life of the villagers.

- These products also include tourism activities such as cultural tours, Balinese dance performances and Balinese cooking classes.

2. Price (Price):

- Prices for products and services in Penglipuran Village may vary depending on the activities and packages chosen by tourists.
- The prices should reflect the value of the cultural and traditional experiences offered by the village.

3. Promotion (Promotion):

- Promotion can involve online marketing campaigns, social media, as well as collaboration with local travel agents and tour operators.
- Penglipuran Village can also take advantage of positive reviews from tourists to promote their destination.

4. Place:

- Penglipuran Village is in Bali, which is known as an international tourist destination.
- These physical places must be well maintained and accessibility must be improved to ensure tourists can reach the village easily.
- In the marketing mix analysis of Penglipuran Tourism Village, it is important to ensure that all these elements work together to create a unique and valuable experience for tourists. Village managers must continuously improve and update their marketing strategies to ensure sustainable attraction and responsible tourism growth.



SWOT Analysis of Penglipuran Tourism Village

The SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for the Penglipuran Tourism Village in Bali is as follows:

1. Strengths:

- Cultural Heritage and Traditions: The village has unique and well-preserved traditional Balinese houses, as well as rich cultural traditions, including traditional ceremonies and dance.
- Natural Beauty: The green natural scenery, terraced rice fields and clean environment are natural attractions for tourists.
- Handicrafts: Penglipuran is known for its high-quality handicrafts, such as bamboo weaving, carvings and Balinese batik.
- Strategic Location: Close to the main tourist areas in Bali, so it is easily accessible to tourists.

2. Weaknesses:

- Limited Capacity: Limited accommodation facilities and tourism infrastructure in villages may limit the number of tourists that can be accepted.
- Service Level: Improved training and quality of service to tourists is still needed to ensure a satisfactory experience.
- Dependence on Tourism: High dependence on tourism can be a vulnerability in situations such as the global tourism crisis.
- Environmental Issues: In facing tourism growth, it is necessary to pay attention to nature conservation and waste management.

3. Opportunities:

- Sustainable Tourism Development: Opportunities to develop sustainable tourism with a focus on environmental and cultural preservation.

- Growing Tourism Market: The growth of global tourism provides an opportunity to attract more tourists, especially from developing Asian countries.
- Partnerships with Third Parties: Collaboration with travel agents, tour operators and local communities to increase village visibility and reach more markets.
- Infrastructure Development: Improve village infrastructure to increase tourist comfort and tourism attractiveness.

4. Threats:

- Tourism Crisis: The biggest threat is a global crisis such as a pandemic, natural disaster, or political conflict which could reduce the number of tourists.
- Environmental Pollution: Uncontrolled growth of tourism can cause environmental damage and pollution.
- Tourism Competition: Competition with other tourist villages in Bali and other destinations can be a threat.
- Cultural Decline: Globalization and modernization can threaten the preservation of traditional culture in villages.

To optimize opportunities and overcome threats, it is important for village managers and the Penglipuran community to develop sustainable strategies that utilize village strengths while addressing weaknesses and risks that may arise. This involves efforts to preserve culture and nature, manage tourism growth, and improve the quality of services to tourists.

IFAS	Strength (S) a. Cultural Heritage and Tradition: This village has unique and well-preserved traditional	Weakness (W) a. Limited Capacity: Limited accommodation facilities and tourism infrastructure in the village
EFAS		



	<p>Balinese houses, as well as rich cultural traditions, including traditional ceremonies and dance.</p> <p>b. Natural Beauty: Green natural views, terraced rice fields, and clean environment are natural attractions for tourists.</p> <p>c. Handicrafts: Penglipuran is known for its high-quality handicrafts, such as woven bamboo, carvings and Balinese batik.</p> <p>d. Strategic Location: Close to the main tourist areas in Bali, so it is easily accessible to tourists.</p>	<p>can limit the number of tourists that can be accepted.</p> <p>b.Level of Service: Improved training and quality of service to tourists is still needed to ensure a satisfactory experience.</p> <p>c. Dependence on Tourism: High dependency on tourism can be a vulnerability in situations like the global tourism crisis.</p> <p>d. Environmental Issues: In facing tourism growth, it is necessary to pay attention to nature conservation and waste management.</p>	<p>political conflict which can reduce the number of tourists.</p> <p>b. Environmental Pollution: Uncontrolled tourism growth can cause environmental damage and pollution.</p> <p>c. Tourism Competition: Competition with other tourist villages in Bali and other destinations can be a threat.</p> <p>d. Cultural Decline: Globalization and modernization can threaten the preservation of traditional culture in villages.</p>		
<p>Opportunities (O)</p> <p>A. Sustainable Tourism Development: Opportunities to develop sustainable tourism by focusing on environmental and cultural preservation.</p> <p>b.Growing Tourism Market: The growth of global tourism provides an opportunity to attract more tourists, especially from developing countries in Asia.</p> <p>C. Partnerships with Third Parties: Collaboration with travel agents, tour operators and local communities to increase village visibility and reach more markets.</p> <p>D. Infrastructure Development: Improving village infrastructure to increase comfort and tourist attraction.</p>	<p>Strategi SO</p> <p>The strategy for managing aspects of attractiveness in a sustainable manner is based on culture and the environment</p>	<p>Strategi WO</p> <p>Promotions related to attractions and tourist attractions</p>			
<p>Threat (T)</p> <p>a.Tourism Crisis: The biggest threat is a global crisis such as a pandemic, natural disaster, or</p>	<p>Strategi ST</p> <p>Repositioning of attraction areas</p>	<p>Strategi WT</p> <p>Exclusive services for tourism destinations</p>			

Based on the strengths, weaknesses, opportunities and threats faced by the Penglipuran Tourism Village, strategies can be formulated that can be implemented in marketing this tourist village, along with applicable programs to support it. The strategies and programs in question are as follows:

Strategy for managing aspects of attractiveness in a sustainable manner based on culture and environment

a. Collaborating with the government regarding the management of sustainable tourism regulations.

Collaboration with the government in managing sustainable tourism regulations involves a number of strategic steps. First, an in-depth analysis of tourism needs and potential in a region is carried out, including an evaluation of its impact on the environment, culture and local economy. Together with the government, a sustainable tourism strategic plan was developed by setting sustainability targets in environmental, social and economic aspects, with special attention to long-term sustainability. Furthermore, a forum or stakeholder group was formed consisting of the government, tourism industry players, local communities and NGOs as a forum for discussion and decision making regarding regulations and policies. A draft tourism regulation that supports sustainability was developed, including norms related to the environment, cultural preservation and economic benefits for local communities.



These steps are followed by outreach and training programs to increase stakeholder understanding of the principles of sustainable tourism. A regular monitoring and evaluation system is also implemented to track tourism impacts and assess the effectiveness of implemented regulations. Active involvement of local communities is key, involving them in decision-making and identifying sustainable tourism projects that provide direct benefits to them. Through promotional campaigns focused on sustainability, tourists are informed about their responsibility towards preserving the environment and local culture. Periodic evaluations are carried out to identify areas that require changes or improvements so that sustainability goals can be achieved. Thus, close collaboration between government, industry players and other stakeholders is key in achieving sustainable and resilient tourism regulatory management.

b. Conserving cultural values through literature protected by the government.

Conserving cultural values through literature protected by the government involves a series of efforts to preserve cultural heritage through written and literary forms. Governments can play an important role in protecting and caring for literature that reflects important cultural values. One step that can be taken is to provide legal protection for literary works and literature which are considered an integral part of a nation's cultural heritage.

c. Establish sustainable environmental governance policies

Establishing sustainable environmental governance policies involves a holistic process that aims to maintain a balance between human activities and environmental sustainability. First, an environmental impact analysis is carried out to investigate the potential consequences of human activities on ecosystems and natural resources. Involving stakeholders such as local communities, non-governmental organizations and the private sector is a crucial step, ensuring that the

resulting policies reflect the needs and aspirations of various parties. Furthermore, in policy formulation, concrete sustainability goals are set. This can include reducing carbon emissions, preserving biodiversity, sustainable water management and protecting critical ecosystems. Thus, environmental governance policies will guide actions to achieve these goals.

In addition, mechanisms for measuring and monitoring policy effectiveness are also needed. A good monitoring system can help identify the real impact of policy implementation and provide a basis for making adjustments or improvements if necessary. Public education and awareness are also an integral part of policy, with efforts to increase understanding of the importance of sustainable environmental governance. Finally, policies must have a strong legal basis to ensure compliance and enforcement. This includes establishing clear regulations and legal mechanisms to deal with violations. Thus, through sustainable environmental governance policies, it is hoped that harmony can be achieved between human activities and environmental sustainability, supporting the maintenance of natural resources for future generations.

Promotion related to attractions and tourist attractions

a. Optimizing promotions using social media and website usage.

Optimizing promotions through the use of social media and websites is a crucial strategy in this digital era. In this context, companies or entities involved in promotions can utilize social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to reach a wider audience. Through creative and attractive content, social media can be used to build a brand image, interact directly with customers, and disseminate information and promotions effectively. Apart from that, using the website as a center for information and interaction is a strategic step. A website that is



informative, responsive and easy to navigate can be the main place for potential consumers to get more information about the products or services offered. Presenting relevant content, including customer testimonials and current promotions, can increase consumer trust.

In an effort to optimize promotions, integration between social media and websites is key. An easily accessible link between the two can ensure a smooth and comprehensive user experience. By utilizing the advertising features provided by social media platforms, companies can develop measurable and targeted campaigns, which can be measured through performance analysis to continuously improve promotional effectiveness. Furthermore, active interaction with users through comments, direct messages, and responses to feedback can build strong relationships between brands and consumers. In this way, promotions become not only a tool to increase sales, but also a means to build a loyal and engaged community.

By combining the power of social media and websites, companies can create promotional campaigns that are more dynamic, measurable, and interact directly with their target market, creating a more immersive and memorable experience for consumers.

b. Establish more collaborations with universities in Bali.

To increase synergy and support mutual growth, establishing more collaboration with universities in Bali is a strategic focus. Through these partnerships, companies can collaborate with faculty and students to access the latest resources, innovative research, and local talent that can improve performance and competitive advantage. By opening the door to collaboration in the form of internships, collaborative projects, or joint skills development programs, companies can provide real benefits to students while building a strong bridge between the worlds of business and education in Bali. This kind of collaboration not only creates a dynamic learning environment,

but can also create locally based solutions that are relevant to the needs of industry and local communities.

c. Participate in event training related to tourism product management, especially in the field of tourist attractions.

To continue to improve competence in managing tourism products, attending event-related training, especially in the field of tourist attractions, is a strategic step. By attending this training, the management team can gain an in-depth understanding of the latest trends in tourist attraction development, effective marketing strategies, and best practices in improving the visitor experience. Apart from that, the training can also provide insight into how to manage tourist attractions sustainably, considering environmental, cultural and social impacts. Participation in events like this not only has the potential to improve the quality of tourism products, but also build networks with industry experts and practitioners, opening up opportunities for collaboration and valuable knowledge exchange.

Repositioning of attraction areas

a. Reaffirming the image of a special interest-based tourist village.

Special interest-based tourism villages establish an image as unique destinations that offer extraordinary experiences tailored to specific interests. With a focus on cultural richness, nature or unique craftsmanship, this village is a place where tourists can explore and immerse themselves in the aspects they love. The uniqueness of this tourist village lies in its ability to offer a variety of activities and attractions that accommodate special interests, from local craft workshops, cultural festivals, to customized nature expeditions. By aligning its tourism offerings with visitors' interests, the village exudes its appeal as a destination that understands and embraces each guest's specific desires. As a result, the image of special interest-based tourist villages has become stronger and more inviting, offering unforgettable experiences for tourists looking



for an adventure that suits their personal interests.

b. Readjust to the target market.

By adapting tourist village offerings based on specific interests, this destination is able to precisely accommodate the needs and preferences of the target market. Through a deep understanding of the special interest preferences of the target segment, this tourism village can align the activities, events and experiences presented with the desired preferences. For example, by paying attention to market interests that prefer adventure activities, villages can present interesting and in-depth nature expedition programs. On the other hand, if the target market is more interested in cultural richness, the village can present cultural festivals and traditional workshops. Thus, careful adjustment to the needs of the target market ensures that special interest-based village tourism remains a relevant and attractive destination for each desired tourist segment.

Exclusive Services for Tourist Destinations

a. Building Relationships with Visiting Tourists Developing strong relationships with visiting tourists is a crucial aspect of managing a tourist destination.

By focusing on friendly and experience-oriented service, the destination is committed not only to meeting but exceeding every guest's expectations. The hospitality team acts as ambassadors who accommodate needs and requests while also providing valuable information and recommendations. Through personalized initiatives and the use of technology, such as loyalty programs or dedicated tourist apps, the destination aims not just to create a one-time visit but to build lasting relationships. Therefore, through positive interactions and attention to visitor satisfaction, the destination strives to make every visit an unforgettable experience, reinforcing positive relationships with tourists and positively impacting the destination's image and success.

b. Offering Promotions at Specific Events Offering promotions at specific events is an effective strategy to attract tourists and increase participation in every activity.

This destination is committed to providing more valuable experiences to visitors by organizing attractive promotions related to specific events. These can range from ticket price discounts and special promotional packages to prizes or rewards for actively participating visitors. By embedding these promotions, the destination not only incentivizes tourists to attend the events but also enhances the appeal and positive impression of the destination as a dynamic and innovative place. Thus, through promotion strategies related to specific events, the destination hopes to expand its reach, increase participation, and create positive buzz among tourists.

c. Creating Exclusive Packages for Exploring Tourist Villages Creating exclusive packages

With enthusiasm and creativity, the tourist villages design these packages to exceed the expectations of tourists who desire more than just a typical visit. These packages are carefully curated to include the natural beauty and cultural richness of the area while providing exclusive access to experiences not available to the general public. These packages may involve personal, knowledgeable, and friendly tour guides leading visitors to hidden locations that reflect the village's true charm. Additionally, visitors can enjoy unforgettable interactive activities, such as traditional craft workshops or cooking classes with friendly locals. By offering these exclusive packages, the tourist villages hope to attract a segment of tourists who value personal and in-depth experiences, creating unforgettable memories while simultaneously contributing positively to the local economy. In other words, these exclusive packages offer not just an adventure, but also an enriching journey that builds



positive relationships between tourists and the tourist village itself.

CONCLUSION

The conclusions from a marketing perspective and SWOT analysis of Penglipuran Tourism Village in Bali are as follows:

1. In a marketing context, Penglipuran Tourism Village has great potential to attract tourists by highlighting its cultural heritage and traditions, natural beauty, quality handicrafts and strategic location. However, it is necessary to continue to improve the quality of service and develop stronger marketing strategies to maximize the attractiveness of this village. From the SWOT analysis, the main strengths of Penglipuran Tourism Village are its cultural heritage and natural beauty, which can be the main attraction for tourists. Quality handicrafts are also an advantage that needs to be promoted. However, weaknesses such as limited capacity and service levels that need to be improved require attention. The biggest opportunities lie in developing sustainable tourism, improving infrastructure, and partnerships with third parties. The growth of the global tourism market can also be exploited. The main threats are the tourism crisis and environmental pollution.
2. To be successful in facing challenges and taking advantage of opportunities, Penglipuran Village must focus on preserving culture and nature, wisely managing tourism growth, and improving the quality of service to tourists. A strong marketing strategy needs to be developed to promote the village's attractiveness and ensure sustainable tourism growth. In addition, collaboration with third parties such as travel agents and tour operators can help increase the village's visibility in an

increasingly competitive tourism market.

The following are some suggestions that can help Penglipuran Tourism Village in Bali develop itself as a sustainable tourism destination:

1. Prioritizing the preservation of village culture and traditions and encouraging villagers to engage in traditional ceremonies and maintain the authenticity of traditions will be a big attraction for tourists. Then improve the quality of service by training village residents in interacting with tourists and providing informative and positive experiences. Then set daily capacity limits for tourists to maintain the quality of the experience. This can also help prevent environmental damage and excessive crowding.
2. Invest in infrastructure that supports tourism, including public facilities, access roads and efficient waste management systems. Continue to innovate in tourism product offerings. Perhaps develop inclusive tour packages, including cooking classes, farmer tours, or craft training. Develop a strong marketing strategy, including the use of social media, website, collaboration with travel agents, and online marketing campaigns to reach a wider audience. Raise awareness about sustainable tourism among villagers, tourists and industry partners. Focus on tourism practices that do not damage the local environment and culture. Collaborate with travel agents, tour operators and local tourism organizations to increase the village's visibility and reach a wider market. Establish a financial sustainability model that ensures tourism revenues are used to maintain and develop villages and support the well-being of local residents. Involve villagers in decision



- making and harness the tourism economy to improve community well-being.
3. By heeding these suggestions and focusing on wise management, Penglipuran Tourism Village can maintain its charm as a unique, sustainable and responsible tourism destination in Bali.

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HALAMAN INI SENGAJA DIKOSONGKAN