

Remapping the potential of Gumbrih Village for sustainable tourism management

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Abstract: Tourist villages are a driving factor in increasing tourist visits, but the COVID-19 pandemic has had an impact on the development of tourist villages. The decline in tourist visits and people's income is one of the pandemic's impacts. This research was to examine the potential of Gumbrih Village as a tourist village destination to support sustainable tourism. This study employs a qualitative descriptive method, using the Ministry of Tourism and Creative Economy's tourist village guidelines, which comprise six criteria, as the basis for measurement. The sources of this study were community groups directly involved in tourism services and the village government. The study showed that Gumbrih Village is still suitable as a tourist destination, but some of its tourism potentials are decreasing in number. This is due to a decline in tourist visits, limited financial support, environmental changes, and a lack of coordination in marketing programs. Cooperation between the government and the private sector is necessary to support the sustainable tourism program of Gumbrih Tourism Village. This includes collaborating with hotels and travel agencies on promotional activities, offering training programs, and providing financial support to the local community.

Keywords: Gumbrih village, remapping, sustainable tourism, tourism potential

History Article: Submitted 6 February 2025 | Revised 6 June 2025 | Accepted 16 August 2025

How to Cite: Adinegara, G. N. J., Sirna, I. K., & Nainggolan, G. (2025). Remapping the potential of Gumbrih Village for sustainable tourism management. *Journal of Applied Sciences in Travel and Hospitality*, 8(2), 126–136.

Introduction

Tourist villages are one of the bases for measuring the success of sustainable tourism development (Wijayanti & Purwoko, 2022). As stated by the Minister of Tourism and Creative Economy of the Republic of Indonesia, a tourist village is the main supporting factor in developing the tourism potential of an area. Tourist villages are prioritized to offer visitors a range of attractions, including superior facilities, natural resources, services, culinary experiences, unique culture, and natural beauty, among other factors. The tourist village is a key component in the complex tourism process. The level of interaction and complexity of rural tourism development remains multi-actor because it involves elements that play a role in the tourism service process (Asmoro et al., 2020). Rural tourism development, from the perspective of tourism supply and demand, necessitates the integration of various elements, including cooperation from the government, community members, tourists, tourism operators, academics, professionals, local industries, non-governmental organizations, and local tourism resources (Ho & Lee, 2020). If this integration can be carried out properly, the tourism process and program can be sustainable and provide great benefits for the development of a tourist village.

The development of a Tourist village generally offers tourist attractions that combine various interrelated components. These tourism components are attractions, amenities, accessibility, and ancillary services (Cooper, 2016). Buhalis (2000) mentions that supporting tourism components with the 6A's concept, consisting of attractions, amenities, accessibility, activities, available packages, and ancillary services. However, regardless of the number of components used, stakeholder support is the primary factor in implementing the tourism process, especially when the service process for tourists is prioritized. A tourist village is expected to play a role as a supporter for visitors who desire to enjoy the natural beauty, culture, and superior potential of a destination, accompanied by an understanding of the local culture that already

exists in the community (Aziiza et al., 2023). This has an impact on management in preparing a management system in developing tourist villages that can provide satisfaction to tourists in the service process. The impact of global developments in the tourism sector affects the management of tourist villages, where managers are expected to adapt to changes and implement measurable management standards to provide better services to tourists. It is hoped that the managers will be able to showcase the village's strengths and uniqueness to tourists, highlighting its culinary potential, customs, arts, agriculture, and locally produced goods (Sutarya et al., 2023). However, the development of tourist villages often encounters obstacles among stakeholders, particularly in terms of good management governance, differing perceptions about tourism, and the inability to identify the village's potential in supporting tourism development.

Tourism development, based on several studies, is found to support development in various sectors and has provided significant impact and benefits to the surrounding community, especially in tourist destinations, where these benefits have been felt by community groups (Rangus et al., 2017). The benefits of tourism, especially rural tourism, can contribute to the growth of the local economy by highlighting an area's potential, including its natural resources, culture, and history (Zhang et al., 2016; Silalahi & Asy'ari, 2022). Therefore, community involvement in supporting tourism growth is essential. Sutarya et al. (2023) explain that to strive for the sustainability of rural tourism programs and the ability to develop in the competitive tourism industry, it is necessary to understand the concept of desire that drives tourists to travel to rural areas. The results of a study conducted in rural areas in Korea found that tourist satisfaction was motivated by the availability of physical facilities, existing services, and the quality of services received in tourism (Cho et al., 2014). However, tourists' intention to revisit and recommend a service is closely related to the quality of the service provided. Trustworthy information sources, such as government websites, credible online platforms, and information from relatives, significantly influence tourist satisfaction. This demonstrates that information sources lend credibility to the information received and are positively correlated with customer satisfaction.

Sustainable tourism is a concept that aims to revitalize, particularly in developing tourist destinations. It presents several potential challenges in village tourism development, particularly the lack of knowledge among the community and managers regarding tourism destination management, as well as the absence of integrated planning (Zhang et al., 2016). Efforts that can be taken to mitigate these challenges include preparing a model for developing tourist villages, particularly in strategic planning, which involves determining the vision of the tourist village and outlining the steps to achieve this vision (Priyandoko et al., 2023). According to Wulandari et al. (2024), the development of the tourism paradigm is moving towards aspects that prioritize cleanliness, health, safety, sanitation, and environment (CHSE). This is what the community and business stakeholders need to understand: that Indonesian tourism can grow and develop by prioritizing sustainability, paying attention to cleanliness, health, safety, and comfort, as well as the surrounding environment in the village.

Gumbrih Village in Jembrana Regency has been a popular tourist destination among both domestic and foreign tourists since 2017. However, since the pandemic, the interest of tourists in visiting has decreased, and this has greatly affected the businesses managed by the community. Various potentials managed by the Gumbrih Village community groups that are offered include Tirta Tourism, the Chocolate Farmers Group, Chocolate Co. Jaen San, processed Virgin Coconut Oil (VCO), Mushroom Cultivation, Restaurants, an Animal Rescue Organization (ARO), ATV Attractions, and others (Adinegara et al., 2020). Data on tourist visits to Gumbrih Tourist Village, based on data from Bali Tourism Office (2024), has fluctuated as shown in Table 1.

Table 1. Number of tourist visits to Gumbrih tourist village 2019-2023

Year	Domestic Tourist	Foreign Tourist	Total
2019	854	340	1,194
2020	1,463	32	1,495
2021	927	0	927
2022	14	0	14
2023	347	106	453

Source: Bali Tourism Office, 2024

Based on Table 1, it is evident that tourists are still predominantly domestic tourists (locals) because the village's geographical location is the main connecting route from Denpasar to Gilimanuk. Foreign tourists have started to increase due to support from Pokdarwis, which collaborates with hotels around Gumbrih Village in promotional activities. The number of visits has a direct impact on the businesses of community groups that depend on tourist visits. However, since the pandemic, the number of tourism potential offered has decreased, and some have even closed. This situation has resulted in a decrease in income. Pokdarwis has implemented a program to revive the community's tourism potential, but it still faces obstacles, particularly in terms of operational costs and capital. Therefore, mapping tourism potential requires measuring the strengths and weaknesses of each community business, allowing management and marketing programs to be implemented in an integrated and comprehensive manner. The concept of tourist village development follows the principles based on the Ministry of Tourism and Creative Economy's Guidelines for Tourist Villages (Tourism Village Guidelines, 2021) which contain six (6) criteria, namely (a) There is potential for tourism attractions (natural, cultural, and human-made/creative); (b) There are community groups; (c) There is participation of local human resources in the project planning and implementation process; (d) There are institutional elements; (e) There are facilities and infrastructure available for tourism activities; and (f) There is support for developing the project's potential in tourism marketing programs. These criteria are expected to be a guide for managers in making tourist villages a leading and sustainable destination.

Tourism activities cannot be separated from tourist behavior in determining tourist attractions to visit. Consumer behavior is a research concept that requires time to understand, especially in the field of tourism, as it involves emotional factors that need to be understood more specifically in individual tourists (Kotler & Armstrong, 2018). Many academics acknowledge that understanding the purchasing decision process is a complex task, for example, in determining a place to stay, where tourists need to make quick or deliberate decisions, as it involves several decisions and concepts related to decision-making (Cohen et al., 2014). Understanding tourist behavior has a direct impact on the interaction between individual tourist variables and the surrounding environment that occurs continuously (Van-Vuuren & Slabbert, 2011).

This study aims to map the overall tourism potential in Gumbrih Village based on tourist village indicators. This mapping is expected to provide an overview of managers, enabling them to identify strengths and weaknesses and develop strategies to increase tourist visits while enhancing community income. This study has used a qualitative descriptive approach as an initial step in mapping village potential. The results are presented in a table, allowing for the collection of accurate information about real potential and its application in developing more innovative tourist villages that support sustainable tourism, particularly in the Gumbrih Tourist Village (Vipriyanti et al., 2023). Then discussed more comprehensively the tourism potential based on each tourist village indicator, as well as the feasibility of utilizing it as a tourism resource. The first step is to conduct focus group discussions with stakeholders, including Pokdarwis management, community groups, and tourism business owners, to gather information about the tourism potential of the village that can be developed, as well as identify tourism businesses that are no longer operating. The next step is to create a mapping based on the discussion results and identify village potential based on tourist village indicators for each existing potential (Silalahi & Asy'ari, 2022).

The potential of the community in supporting the concept of sustainable tourism needs to be comprehensively mapped to develop a concept for developing and optimizing village tourism based on its real potential, especially in the Gumbrih tourist village. Mapping of tourism potential has never been done before, either by the local government or academic researchers. This initial study is expected to encourage managers (pokdarwis) and tourism actors to develop a concept and direction for innovative tourism, as well as encourage community groups to contribute to sustainable tourism programs in the Gumbrih Tourist Village. The development of tourist villages towards sustainable tourism needs support and real support to leverage local potential from all elements, from the government to the local community, to enable it to accommodate the community's goals of having villages with sustainable tourism, involving local human resources,

supporting facilities and infrastructure, training and promotion, and continuing to evaluate the processes that have been implemented (Alamanda et al., 2019).

Methodology

The research employed a qualitative descriptive approach, utilizing structured in-depth interviews to investigate the local potential of the tourist village as a driving force for the community's local economy in Gumbrih Village. A qualitative approach was employed in accordance with the research objectives, allowing for a comprehensive exploration of the existing village's potential (Alamanda et al., 2019; Ghati et al., 2020). The results will provide an overview of the direction of innovative tourism development for the village. In this study, purposive sampling and non-probability sampling techniques were implemented. Focus group discussion activities were conducted to collect data from the community with eight participants in a structured discussion with stakeholders including the head of the village-owned enterprise (BUMDES), the head of the tourism awareness group (pokdarwis) "Sarga Nitya", the manager of chocolate "Co Jaen San", representatives of the restaurant group, representatives of Bali reptile rescue, managers of VCO oil "Sudamala". The FGD aims to identify the obstacles faced by community groups, the income generated from community business activities, marketing programs that have been implemented, the role of local government in supporting the tourist village program, and plans for developing community tourism activities.

Furthermore, conducting visits and interviews with community businesses helps to understand the existing potential more clearly. Data is compiled using a table based on the Tourist Village Guidelines and then analyzed to determine the position of Gumbrih Tourist Village based on the collected data. The indicators used in mapping the potential of tourist villages are based on the 4A + H concept from Silalahi & Asy'ari (2022), namely attraction, accessibility, amenities, ancillary service, and hospitality. It is then arranged in a table of indicators for comprehensive guidelines on tourist villages, providing direction for tourism development strategies (Van-Vuuren & Slabbert, 2011).

Results and Discussions

Results

An overview of the potential of Gumbrih tourist village can be explained from the research results below.

Attractions

One of the primary concepts of a destination is the presence of attractions, which can serve as the initial motivation and draw tourists to visit a destination. The main attractions offered are (1) Nature. The natural wealth of Gumbrih Village, situated between the beach and the hills, creates a stunning atmosphere that complements its existing biodiversity. The cocoa trees that grow well are one of the village's potential resources utilized by the "Merta Nadi" cocoa farmer group, whose harvest is then processed into ready-to-eat chocolate with the "Cho Jaen-san" brand, which has been marketed abroad. Furthermore, there is the processing of VCO Oil products with the "VCO Sudamala" brand. This product is made from coconut fruit processed by skilled hands. The type of coconut used is a special type of coconut, namely "a combination of various types of coconut that are believed by the Balinese people to be coconuts that are efficacious for curing various diseases. Its production is carried out only on certain days that are considered to have sacred elements. Then there are mushroom cultivators who produce "White Oyster Mushrooms," which are temporarily marketed to traditional stalls around the village.

(2) Culture. The history of Gumbrih Village can be leveraged as a tourism potential. However, it still needs to be well-organized and presented in a way that creates an interesting impression and is easily understood by tourists. If poured into an inscription, it will be more interesting to publish. Furthermore, the "Legu" Dance, also known as the "mosquito" dance in Indonesian, is a potential local dance that truly needs to be preserved. This dance was formed in response to the early history of Gumbrih Village, when the village was first established. Some people were affected by a malaria outbreak, which was later conveyed through dance art. Cultural

support from the Gumbrih Village community, which comprises two distinct religions or beliefs (Catholic and Hindu), has been maintained in a harmonious manner to date. Catholics in Gumbrih incorporate Balinese culture, such as wearing traditional Balinese attire when praying at church and installing "penjor" in front of their houses during Christmas celebrations. The Catholic Church in Gumbrih Village is the second-oldest in Jembrana Regency, after the Palasari Church. Decorated with Balinese carvings and blending European architecture, the "Santa Maria Ratu Gumbrih Church" is an ideal destination for Catholic religious tourism.

(3) Conservation. Animal conservation, managed by the Animal Rescue & Reforestation Organization (ARRO), formerly known as Bali Reptile Rescue (BBR), is a community group that supports the conservation of reptiles, particularly snakes. ARRO has professional staff in both rescue and education, specializing in venomous and non-venomous snakes. (4) Water tourism. Tirta Lestari water tourism is a tourism activity that allows visitors to enjoy the natural beauty of the Gumbrih Village River by riding a traditional boat, controlled by skilled workers. In addition to riding a boat, tourists can also enjoy the surrounding nature by riding an ATV. Together with the "D Tegal ATV Adventure" group, tourists will be invited to ride ATVs through the gardens of residents around the tourist location.

Accessibility

In addition to attractions, access to tourist villages must be facilitated to facilitate visits. The transportation system is managed by the destination, including the provision of facilities and infrastructure for tourists traveling to and from the destination. Tourists must also be able to travel easily around tourist destinations. Gumbrih Village is 65 km from the city center of Denpasar and Ngurah Rai International Airport. Public transportation can be easily accessed using motorbikes, private cars, or public transportation, which can be reached in approximately 2 hours and 40 minutes, because Gumbrih Village is located on the Denpasar-Gilimanuk national road. Connecting roads is one of the elements in facilitating transportation, which is a special concern of the government.

Amenities

Supporting facilities for tourists, provided by the village in collaboration with community groups, include restaurants, mini-markets, health centers, and temporary toilets. The existence of tour guides is already established and carried out by the local community. The tourist information center is already available and managed by Pokdarwis "Sarga Nitya", which is under the coordination of BUMDES "Catu Graha Mandiri". Pokdarwis Sarga Nitya is an organization that coordinates the development and marketing of Gumbrih Tourist village, which is under the coordination of the village-owned business entity (BUMDES).

Ancillary Services

The management and development of the tourism sector is effectively managed by a community group known as Pokdarwis "Sarga Nitya." This group plays a crucial role in encouraging and maximizing the tourism potential in the village. One of the main tasks is to design and implement tourism promotion and development strategies that can attract more visitors and have a positive impact on the local community. Pokdarwis "Sarga Nitya" collaborates with various community groups (pokmas) in Gumbrih Village to utilize and develop the existing tourism potential. The task is not only focused on tourism promotion, but also on undertaking more in-depth development, including the improvement of facilities and services that support tourism activities. This initiative encompasses various aspects, ranging from improving infrastructure to training for local communities, enabling them to play an active role in the tourism industry.

Hospitality

Gumbrih Tourist Village is renowned not only for its natural beauty and unique culture, but also for the warmth and friendliness of its people. This friendly and welcoming attitude is the result of the positive influence of education and experience possessed by most of the village's youth. Many of the youth have been educated in big cities such as Denpasar, which allows them

to better understand and appreciate the needs and expectations of tourists. Direct interaction with the local community often leaves a deep impression on visitors. Every member of the community, from the youngest to the oldest, shows openness and warmth in welcoming tourists. This friendliness is clearly visible in various aspects, from a friendly greeting when first meeting, to full attention when helping tourists find the places or information they need.

Identification of Gumbrih Tourist village

Identification and mapping of the potential of Gumbrih Tourist village using the criteria of the Regulation of the Minister of Tourism and Creative Economy No. 11 of 2022 concerning the Strategic Plan of the Ministry of Tourism and Creative Economy for 2020-2024 (Tourism Village Guidelines, 2021), which are explained in Table 2. Identification aims to map the tourism potential managed by the community, especially in tourism services to tourists.

Table 2. Identification of Gumbrih Tourist Village (Tourist Village Guidelines)

A		Identifications
There are several potentials for tourist attractions (natural, cultural, and creative tourist attractions)		
1	"D Tegal ATV Adventure"	It already exists but has not been managed optimally due to constraints on capital and very high operational costs. Currently, it is no longer operational.
2	Cocoa Bean Processing Factory "Chocolate Cho Jaensan"	It already exists and is still operational, but its activity has decreased due to a shortage of raw materials, resulting in a decline in quality.
3	Reataurant "Madu Segara"	Still operating and serving consumers, but the variety of menus offered is not yet diverse, and the taste does not match what consumers generally want.
4	Water tourism "Tirta Lestari"	The Tirta Lestari water tourism activity, which is the mainstay of Gumbrih Village, is no longer operating due to sedimentation that has occurred on the coast and in the river.
5	"Animal Rescue & Reforestation Organisation (ARRO)"	ARRO, formerly known as Bali Reptile Rescue (BRR) still operating and supported by skilled workers. Most tourists who visit come from abroad; school children's groups still outnumber local tourists.
6	VCO "Sudamala"	Sudamala VCO oil already exists and is still being produced; however, its production is still constrained by production permits from the local government, and marketing is limited to the surrounding villages.
7	Oyster Mushroom Cultivator "Rindu Alam"	Still operating, marketing is limited to stalls around the village, and production is constrained due to limitations on raw materials for seeds, narrow cultivation areas, and limited capital.
8	Restaurant "Mang Odon"	No longer operating due to high operational costs and inadequate marketing, the restaurant is located quite far from the main road.
9	Pilgrim Tourism of the Catholic Church "Santa Maria Ratu Gumbrih"	It already exists and is still used by Catholics for prayers and other religious activities; tourists who visit are still predominantly from local Bali.
B		Identifications
The existence of community groups		
1	"D Tegal ATV Adventure"	Formed by ten village youths with the spirit to realize a developed Gumbrih Tourist village. However, due to a lack of capital and very high operational costs, ATV no longer operates, and all existing ATV units are damaged. In addition, it is constrained by the path that is already badly damaged and requires many repairs.
2	"Animal Rescue & Reforestation Organisation (ARRO)"	Formed by a community that cares about the safety of residents from venomous and non-venomous snakes. When there is information regarding the presence of a snake, they will go

		directly to the location and immediately rescue the snake. The snake is caught, placed in a breeding cage, and then released into its natural habitat. In addition to rescue, they also often provide education to the community about venomous and non-venomous snakes and serve as speakers at various educational activities.
3	Water tourism "Titra Lestari"	Currently, it cannot operate due to the shallowing of the coastline and river where this tourist activity takes place. This prevents the boats from moving. Additionally, the location where the boats are moored can no longer be used because it has been damaged.
4	Cocoa Bean Processing Factory Chocolate "Cho Jaensan"	It has rarely been operating due to the scarcity of raw materials that do not meet processing standards. Chocolate raw materials that are below standard can affect the quality of the chocolate produced.
C	There is potential for local community involvement	Identifications
1	Support from tourism school graduates	Many young people from Gumbrih Village have graduated from the Tourism College and provide support for tourism programs in existing community groups.
2	Support from residents who have worked in the tourism sector (hotels, restaurants, guides)	Many Gumbrih residents who used to work in hotels, restaurants, and as tour guides have now retired and returned to Gumbrih Village, where they are willing to support rural tourism programs.
3	Citizens who are able to communicate in English	Several residents are proficient in foreign languages, particularly English. They work together with existing community groups when foreign tourists visit.
D	Have a management institution	Identifications
1	Tourism Awareness Group (Pokdarwis) "Sarga Nitya"	The Pokdarwis management consists of a chairman, secretary, and treasurer. It is responsible for managing community groups and promotional programs in collaboration with other parties, such as hotels, travel agents, and others.
2	BUMDes "Catu Graha Mandiri"	As a business entity owned by the village, BUMDES has formed a Tourism Unit Manager, and tourism is one of the business units managed to increase income.
E	Availability of basic infrastructure to support tourism activities	Identifications
1	Tourist information	The Gumbrih Tourist Village information center will focus on BUMDES Gumbrih Village. For now, only "ARRO" can be invited to cooperate regarding the tourism business.
2	Tour Guide	Members of the community group serve as tour guides because they are competent to do so.
F	Have a tourism marketing program	Identifications
1	Offline Promotional Media (brochures)	There are no brochures yet.
2	Online Promotional Media (website)	There are already social media accounts on Facebook and Instagram.
3	The existence of marketing partners (travel agents, hotels, etc)	There is no official cooperation with hotels and travel agencies.
4	Participate in the tourist village exhibition and join the "Jadesta" Community	Never participated in a tourist village exhibition, but have joined the Jadesta Group on Telegram in the promotion program.

Based on the identification of tourism potential in Gumbrih Village, several tourism initiatives managed by the community are no longer operating due to limited capital and a lack of marketing programs. Therefore, the role of the local government and Pokdarwis is necessary in involving the district government or the private sector in helping to develop businesses from

community groups, which is expected to contribute to increasing community income and supporting sustainable tourist villages.

Discussions

Community businesses are one of the key supporting factors for a region's economy. Just as small community businesses can be an attraction and support for the success of tourist villages in addition to natural resources, culture, art, and others. The government, through the Ministry of Tourism, has announced that sustainable tourism programs will begin in tourist villages. Gumbrih Tourism Village currently relies on natural, cultural, and historical attractions as its main attractions to attract tourists and improve the local economy. Through the development of tourist villages, new jobs can be created, small and medium-sized enterprises can be empowered, and the income of village communities can increase. In addition, tourist villages also contribute to the preservation of culture and the environment. Tourist villages not only provide economic benefits but also play a role in community empowerment and preservation of village potential. However, several community businesses supporting tourism in Gumbrih Village have seen a decrease in income, and some have even closed since the pandemic. This is a major challenge for tourist village managers. Synergy and collaboration between the Regional Government and the private sector need to be improved to anticipate and support sustainable tourism programs.

Based on the research results on the potential for natural, cultural, historical, and culinary tourism in the Gumbrih tourist village, it was found that several potential community group businesses were no longer operating. This is due to limited operational costs, a lack of tourists visiting, and insufficient support for marketing programs. Additionally, there is limited knowledge on managing effective tourist attractions. Some people involved in tourism services learn independently to understand the tourism service process, and there has been no integrated training from related parties. These results support the statement by Radović et al. (2020) that the sustainable growth of rural tourism receives at least some support from financial funds that can directly hinder operational activities. This statement indicates that financial resources can stimulate the economic growth of local communities in Gumbrih Village and create employment opportunities. Furthermore, Munien et al. (2018) stated that efforts to improve the economies of rural communities, including those in marginalized areas, can be enhanced by incorporating rural tourism.

The findings suggest that financial resources and special training programs are expected to encourage local economic growth in the area, increase employment opportunities, and better tourism management. This suggests that planned funding and management can help small community businesses grow and become self-sufficient, thereby generating employment prospects. Munien et al. (2018) also support this by stating that rural tourism is increasingly recognized as a viable solution to improve the economic sustainability of rural areas, as well as to encourage social regeneration and improve the quality of life of rural communities. In developing countries, tourism plays a crucial role as a program that can support the growth of small community businesses, improve job availability, and enhance the quality of life (Rogerson & Rogerson, 2020).

Another finding in Gumbrih Village is the limitation in the provision of physical resource facilities, including road access, directional signs, accommodation options, tourist information centers, and rest areas. Additional services, such as the availability of other support facilities, enhance visitor satisfaction and are a significant benefit to tourism industry managers (Adinegara et al, 2020). Based on the availability of supporting facilities, Gumbrih Village has not provided adequate facilities for tourists during their visiting activities. For instance, tourist information centers, toilet facilities, and tourist attraction signs are not yet available. Therefore, the tourism village can collaborate with the local community in the physical tourism resource support service program, particularly for community businesses directly related to tourism activities. Additionally, it can allocate funds for facility improvements through village funds, as the tourism village program is an integral part of the overall village program.

Research findings based on community tourism knowledge revealed that community knowledge about tourism program activities, particularly in tourism villages, was suboptimal. Community understanding is important in supporting sustainable tourism programs, including

improving community skills in serving tourists (Ramkumba, 2024). This has an impact on tourist services and tourism village programs that are not optimal. Programs that can mitigate this impact include community training and business development initiatives (Ramkumba, 2024). The emphasis can be applied to facilitate training activities in specific sectors required by the tourist village, ensuring the sustainability and development of rural tourism businesses. Marais et al. (2017) stated that increased capabilities, skills, and understanding of marketing programs are crucial for the tourism industry. The role and participation of the community in the skills development process significantly influence opportunities in the growing tourism industry. Additionally, the community needs to provide high-quality services that create a positive impression for tourists, as these interactions and service processes occur directly within the service sector, particularly in tourism. At the village level, Gumbrih Village has managers who receive support from the local government and the private sector in helping to sustain community businesses. However, the tourism program has not been running optimally due to a lack of community involvement, resulting in several programs not being implemented properly because the local community's understanding is not yet optimal.

Conclusions

The conclusion of this study shows that Gumbrih Tourism Village remains worthy of being a tourism village, despite some tourism businesses having closed; however, other tourism potentials continue to support it. Gumbrih Tourism Village is supported by accessibility, beautiful natural surroundings, village history and culture, local hospitality, organizational support, and still offers opportunities for sustainability. In addition, there are still challenges, especially in providing supporting facilities for tourists. The suggestion to the manager of Gumbrih Tourism Village is to continue collaborating with other tourism industry parties in the Gumbrih Village area by providing information in the form of brochures, as well as with travel agents who have routes to the West Bali area for tours to Gumbrih Village. To improve services to tourists, training and development should be provided to the community and small businesses, enhancing their abilities to serve tourists effectively. Another thing that needs to be considered is the supporting facilities that need to be realized. In addition, the role of BUMDES (Village-Owned Business) needs to be expanded by serving as a distribution channel for community products, enabling them to become souvenirs that tourists can purchase.

Acknowledgment

Our grateful to Dhyana Pura University for supporting the research process.

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