

ARRANGEMENT AND DEVELOPMENT OF INTEGRATED TOURISM AREAS IN DUDA TIMUR VILLAGE, SELAT, KARANGASEM

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ABSTRACT

The tourism sector plays an important role in the economic and cultural development of a region, particularly through the utilization of natural potential, customs, and local traditions. The arrangement and development aim to design and develop the integrated tourist areas of Jagasatru and Pondok Bukit Putung located in Duda Timur village, Selat sub-district, with a contemporary and educational approach. This area has not been managed optimally. Therefore, a planned effort for organization and development is required, involving various parties. This organization includes infrastructure improvements, increased accessibility, provision of tourist facilities, and strengthening the branding of tourist areas. By combining elements of contemporary architecture and educational concepts, the aim is to create a tourist space that is aesthetic, functional, and sustainable. The methodology used includes site analysis, interviews with stakeholders, and literature studies related to contemporary architecture and the development of tourist areas. The results of the study show that the integration of modern design with local elements can increase tourist attraction while providing educational value to visitors.

Keywords: *arrangement, integrated tourism area, duda timur village.*

1. INTRODUCTION

The tourism sector plays an important role in the economic and cultural development of a region, especially through the utilization of natural potential, local customs, and traditions. Tourism villages, as a form of community-based tourism, offer unique attractions through natural beauty and distinctive culture that can be enjoyed by local and foreign tourists. In addition to being a tourist attraction, the village also plays a role as a subject in the implementation of tourism, where the local community is actively involved and enjoys the results directly. One example of a tourist village that has great potential to be developed is East Duda Village, Selat District, Karangasem Regency, Bali. This village has natural wealth in the form of hills, plantations, waterfalls, and stunning views of Mount Agung. Featured tourist attractions in this village include Putung Hill, Jagasatru Waterfall, and salak fruit plantations. The Jagasatru Waterfall, with a height of about 40 meters and a 35-meter-high statue of Brahma, is a major attraction that combines natural beauty with spiritual value.



Figure 1. Jagasatru Waterfall and Salak Gardens
Source: Sunarta dkk, 2024

The uniqueness of the local culture of Duda Timur Village also serves as a magnet for tourists. Traditions such as the Sang Hyang Jaran dance and Siat Api (fire war) reflect the cultural richness that remains preserved amidst modernization. The plan to build an amphitheater in 2026 is expected to provide a venue for tourists to witness the village's culture firsthand. However, despite having great potential, the management of the East Duda Village tourist area still faces challenges, such as inadequate infrastructure, limited accessibility, and less than optimal tourism promotion. Therefore, it is necessary to arrange and develop tourist areas in a planned manner, based on the principles of ecotourism and sustainability, involving local communities as an integral part of the process. The development of the tourist area in Duda Timur Village aims to enhance tourist attraction, preserve cultural traditions, and provide a positive impact on the local economy. With strategic measures such as infrastructure improvement, branding enhancement, and environmentally friendly management, this area has the potential to become a competitive and sustainable premier tourist destination.

2. RESEARCH METODOLOGY

The method used in the preparation of the conceptual foundation for the arrangement and development of the Jagasatru and Pondok Bukit Putung tourist areas in Duda Timur Village includes three main aspects: data collection, data analysis, and conclusion drawing. In data collection, primary data is utilized, obtained through direct interviews, field observations, and literature studies related to supporting theories. Data analysis is conducted using analytical methods to identify issues and synthetic methods to conclude the analysis results as a basis for strategic decision-making. Conclusions are drawn using inductive methods, which start from specific facts to produce general conclusions, as well as deductive methods, which are based on generally accepted principles to yield specific conclusions. This approach is designed to provide a solid conceptual foundation in the planning and management of tourist areas.

3. LITERATUR REVIEW

Tourist Area

The tourism area is a region with a defined size and boundaries that is partially or entirely developed for the purpose of enhancing tourism facilities, whether public facilities or supporting facilities, along with their management systems to meet tourism needs. The types of tourism areas are based on the dominant tourist attractions, namely:

- a) Natural Tourism Area are tourism area that utilizes the potential beauty of nature and its ecosystem both in natural conditions and in combination with elements created by humans.
- b) Cultural Tourism Area is a tourist area that utilizes cultural attractions.
- c) Agro Tourism Area is a region that utilizes the appeal of agriculture, livestock, and plantations as the main elements to attract tourists.

The components of a tourist area are part of the tourist attractions that must be present in a tourist area, these tourist components include the following:

- a) Tourist attractions: It is the main component in a tourist area because tourist attractions are a factor that stimulates people to come to visit it. These attractions include sitte attraction and even attraction.
- b) The actors of the activities are individuals who engage in activities in the tourist area, and they are divided into three categories: visitors, managers and local community.

Ecotourism

Ecotourism is a tourist trip to areas where the natural environment is still preserved in its authenticity, by maintaining cultural culture, supporting conservation efforts, not causing negative impacts and providing socio-economic benefits and involving the participation of local residents. According to Quebec (2002) in Nugroho (2011), ecotourism is a part of sustainable tourism which is a broader economic sector than ecotourism which includes sectors that support tourism activities in general, including beach and sun tourism, rural and agro tourism, natural tourism, cultural tourism or business travel which specifically contains the following efforts:

- a) Active contribution to nature and cultural conservation
- b) Participation of local residents in the planning, development and operation of tourism activities and enjoy welfare.
- c) Transfer of knowledge about the cultural heritage of the lam fund to visitors.
- d) Independent tourism forms or small-sized tourism groups.

Agrotourism

Agrotourism is one type of special interest tourism that utilizes agricultural land and plantations as its attraction (Maharani, 2016). This type of tourism aims to expand knowledge, recreational experiences, and business relationships in the agricultural sector. Both cultivation-based agrotourism and ecotourism, which focuses on conservation efforts, are oriented towards the preservation of natural resources as well as local communities and cultures. The development of agrotourism can be carried out by developing agropolitan areas, livestock business areas, and plantation industrial areas. According to Yoeti (2000:143), agrotourism is a potential alternative to be developed in villages. Furthermore, according to Subowo (2002), the development of agrotourism can preserve resources, maintain local wisdom and technology, and increase the income of farmers or communities around agrotourism.

Ecotourism and agrotourism essentially share the same principles. According to Wood in Utama and Junaedi (2018: 86-87), there are aspects that must be considered in developing agrotourism:

- a) Minimizing the negative impacts on nature and culture that can damage tourist destinations.
- b) Educating tourists about the importance of conservation.
- c) Emphasizing the importance of responsible business practices that collaborate with government and community elements to meet the needs of local residents and provide benefits for conservation efforts.

- d) Directing economic benefits towards conservation, natural resource management, and protected areas.
- e) Highlighting the need for regional tourism zones and the planning and management of plants for tourism purposes in designated areas for such tourism.
- f) Emphasizing the importance of environmental and social-based studies, as well as long-term programs, to evaluate and minimize the impact of tourism on the environment.
- g) Encouraging efforts to enhance economic benefits for the country, businesses, and local communities, especially for residents living in protected area regions.
- h) Striving to ensure that development does not exceed the socially and environmentally accepted limits as established by researchers who have collaborated with local residents.
- i) Entrusting the utilization of energy resources, protecting flora and fauna, and adapting to the natural and cultural environment.

4. RESULTS AND DISCUSSION

Basic Concept

The arrangement and development of integrated tourist areas in Duda Timur Village, Selat District, Karangasem, by applying contemporary and educational concepts. Contemporary is a term that refers to something related to the present or ongoing time. In the context of art, architecture, or design, "contemporary" refers to styles, ideas, or approaches that align with trends, technologies, and the needs of modern society. Contemporary is dynamic and reflects the design trends currently evolving, without the constraints of a specific period. Educational, in the context of architecture, refers to designs or concepts aimed at educating, providing information, or enhancing user awareness. Educational architectural buildings, spaces, or elements are designed to facilitate learning, both directly (such as in classrooms) and indirectly (such as through spatial experiences or design symbolism).

Theme

The design theme in the arrangement and development of integrated tourist areas in Duda Timur Village, Selat District, Karangasem is based on the theme of Green Architecture. The buildings that are arranged must adhere to the principles of green architecture, which include energy efficiency, utilizing natural conditions and energy sources, considering building users, and minimizing new resource consumption.

Space program

The structuring program will discuss activity programs and space programs, as follows:

- a) Activity Actors (Civitas)

Table 1. Character of Activity Participants

No	Kelompok Pelaku	Karakteristik
1	General Visitors	Come to recreation, enjoy the scenery, enjoy the typical culinary, get 53 good services from the manager and the locals.
2	Staff and Management	Melayani pengunjung dengan menyediakan fasilitas yang memuaskan, ramah, mengutamakan mutu pelayanan.
3	Special Visitor	Datang untuk melakukan kegiatan kebudayaan, rekresasi, dan kegiatan lainnya.

4 Merchant/Seller

Selling goods or services offered to visitors, serving as a guide for visitors, introducing local culture.

Source: Sunarta et al, 2024

b) Activity Plan

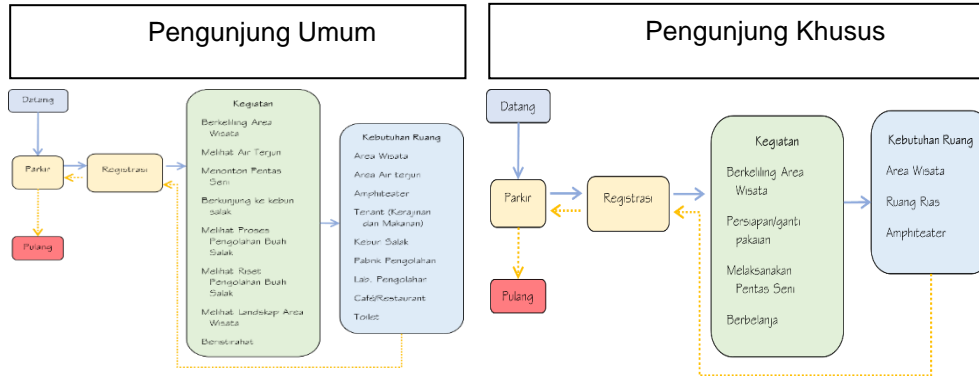


Figure 1. Activity Patterns of General and Special Visitors
Source: Sunarta et al., 2024

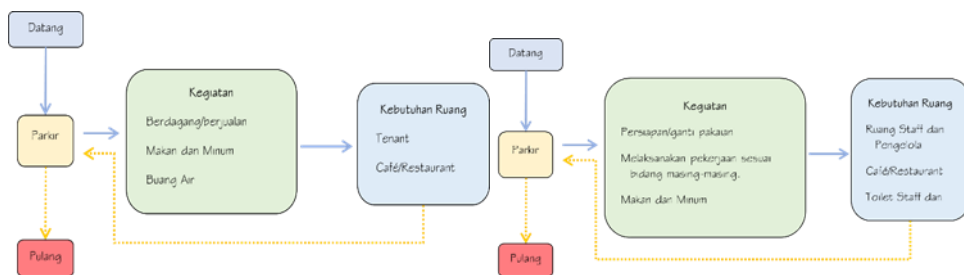


Figure 3 Activity Patterns of Staff and Merchant
Source: Sunarta et al., 2024

Space Quantity

No	Room Name	Space Quantity
Ekowisata Jagasatru		
a) Wisata Budaya		
1	Amphiteater	389 m2
2	Ruang Ganti (Grup)	15 m2
3	Stand/Tenant (Kerajinan)	6,25 m2
b) Wisata Alam		
4	Loket	6,25 m2
5	Menara View	19,6 m2
6	Spot Foto	3,14 m2
7	Gazebo	9 m2
8	Ruang Ganti (Kecil)	3 m2
9	Tempat Duduk	165 m2
Agrowisata Pondok Bukit Putung		
a) Wisata Edukasi		
10	Kebun Salak	400 m2
11	Pabrik Pengolahan	300 m2
12	Lab. Pengolahan	48 m2
13	Pameran	175 m2
b) Wisata Kuliner		
14	Café Restaurant	450 m2

15	Stand/Tenant (Makanan)	6,25 m2
Pengelolaan		
16	R. Staff dan Pengelola	42 m2
17	R. Pelayanan Umum	22,5 m2
18	R. Maintenance dan Service	15 m2
19	R. MEP	16 m2
Pelayanan Umum		
20	Loket	6,25 m2
21	Lobby	49 m2
22	Post Satpam	4 m2
23	Ruang P3K	15 m2
Parkir		
24	Area Pakir Motor Pengunjung	40 m2
25	Area Pakir Mobil Pengunjung	225 m2
26	Area Pakir Bus Pengunjung	210 m2
27	Area Pakir Motor Pengelola	20 m2
28	Area Pakir Mobil Pengelola	60 m2
Kegiatan BAB/BAK		
29	Toilet Umum	16 m2
30	Toilet Staff dan Pengelola	16 m2
Jumlah Total Luasan		2.452 m2

Source: Sunarta et al, 2024

Site Analysis

1. Jagasatru Ecotourism Area

The Jagasatru area is located in the Banjar of the Pateh office of East Duda Village, Selat District, Karangasem Regency. This location is at the foot of Mount Agung, providing a cool atmosphere and beautiful natural scenery.

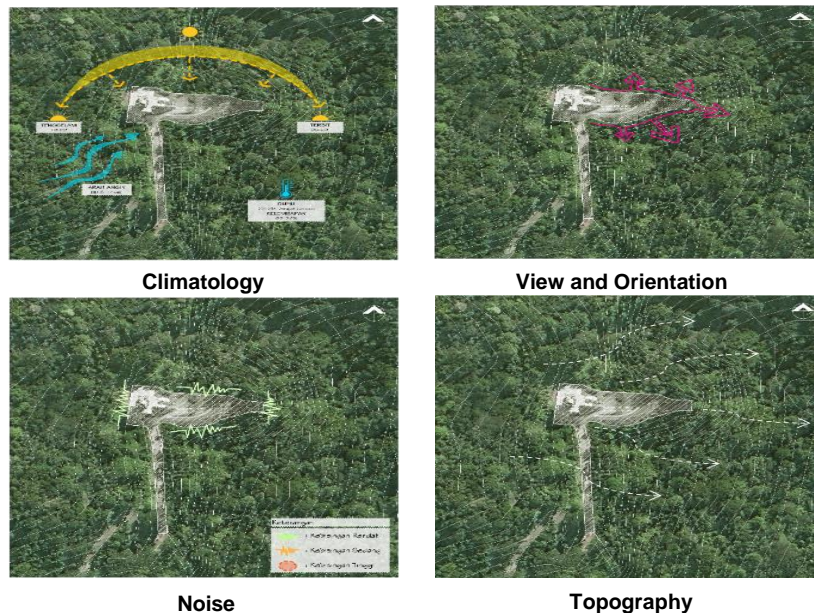


Figure 4 Site Analysis of the Jagasatru Ecotourism Area
Source: Sunarta et al., 2024

2. Pondok Bukit Putung Agrotourism Area

Pondok Bukit Putung is located in Banjar Dinas Putung, East Duda Village, Selat District, Karangasem Regency.

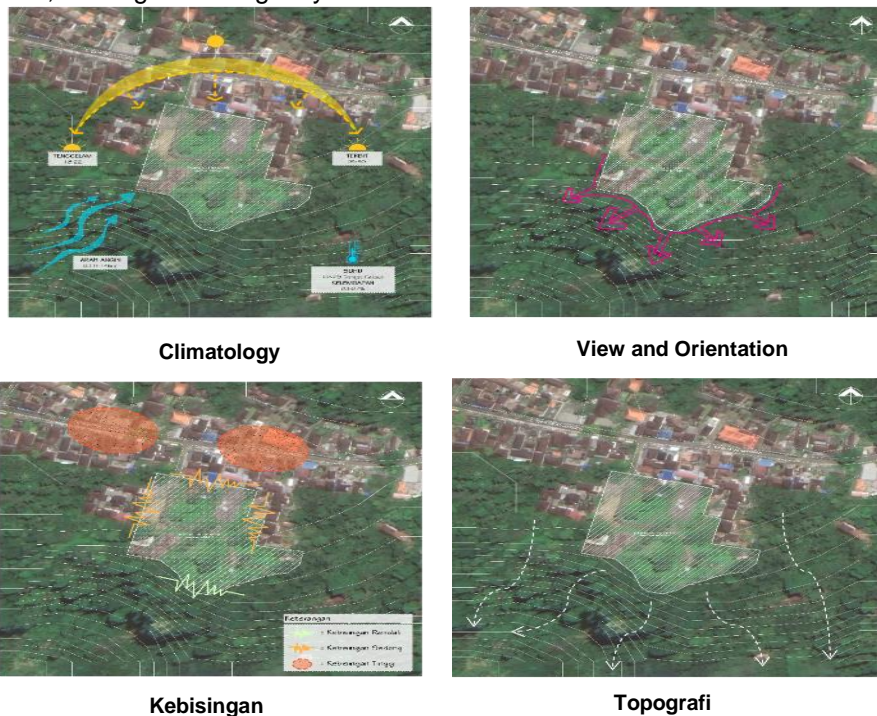


Figure 5 Site Analysis of Pondok Bukit Putung Agrotourism Area
Source: Sunarta et al., 2024

Site Arrangement Concept

a. Zonning

The purpose of determining the concept of site zoning is to determine the regionalization of the arrangement of spaces in the site, which based on the spatial program and site characteristics, can be determined from the noise around the site, traffic around the site, topography, site shape and view of the environment around the site. Based on the theme and design concept that has been determined, by paying attention to the physical and social aspects of the environment, this design aims to create a sustainable living space and consider ease of access, balance with the surrounding environment, and spatial efficiency to ensure the comfort of its residents.

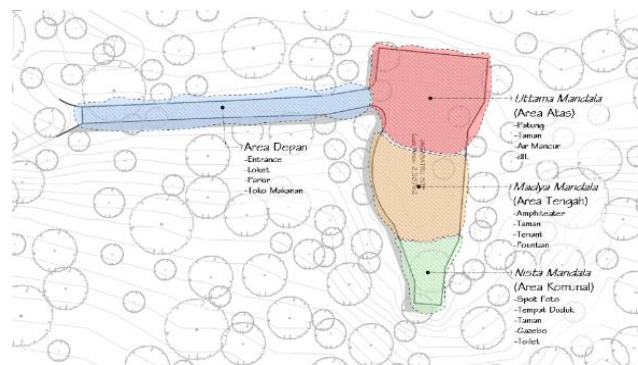


Figure 6. Zoning of the Jagasatru Ecotourism Area Site
Source: Sunarta et al., 2024



Figure 7. Zoning of the Pondok Bukit Putung Agrotourism Area Site
Source: Sunarta et al., 2024

b. Entrance

Based on the basic theme and concept in the arrangement and development of the integrated tourist area, East Duda village emphasizes integration with nature, simplicity, energy efficiency, and user comfort. By applying the right design principles, the entrance can be an attractive focal point and give a positive first impression to the building.

- Concept of Entrance of Jagasatru Ecotourism Area
Main entrance in and out are on the same track. The main entrance will apply a striking gate concept and be accompanied by an entrance counter to the Ecotourism Area.

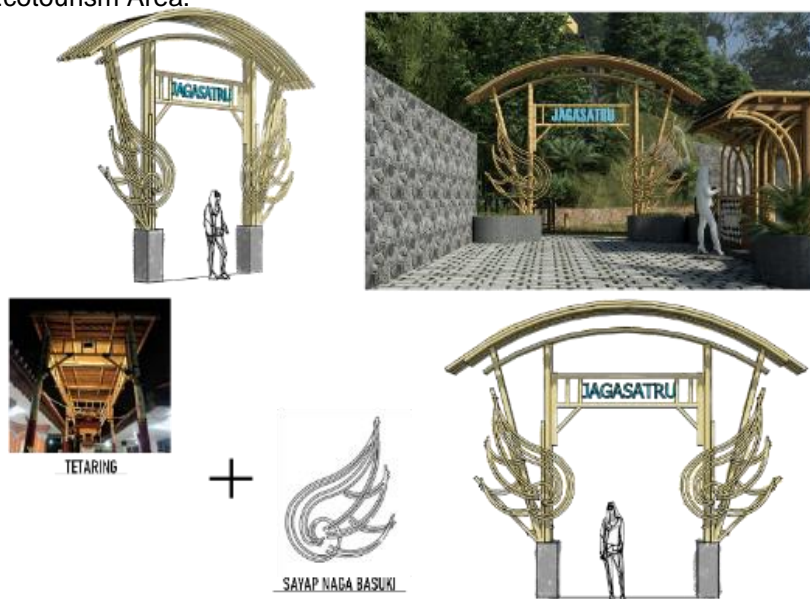


Figure 8 Concept of Entrance to Jagasatru Ecotourism Area
Source: Sunarta et al., 2024

- Concept of Entrance of Pondok Bukit Putung Agro-Tourism Area
The concept of entrance in the Pondok Bukit Putung Agrotourism Area, namely the main entrance in and out, is on the same path. Main entrance will apply the concept of a gate accompanied by a counter and a security post at the entrance of the Agrotourism Area



Figure 9 Concept of Entrance to Pondok Bukit Putung Agrotourism Area
Source: Sunarta et al., 2024

c. Parking

The parking concept aims to determine the parking location that suits the needs, both for visitors, managers and traders. Factors that need to be considered include zoning in the site, the type of vehicle accommodated, the location of the main entrance, and the available land area are considerations from the parking concept. Based on the design concept and design theme, green architecture is to create a parking area that is not only functional, but also safe, comfortable, and sustainable.

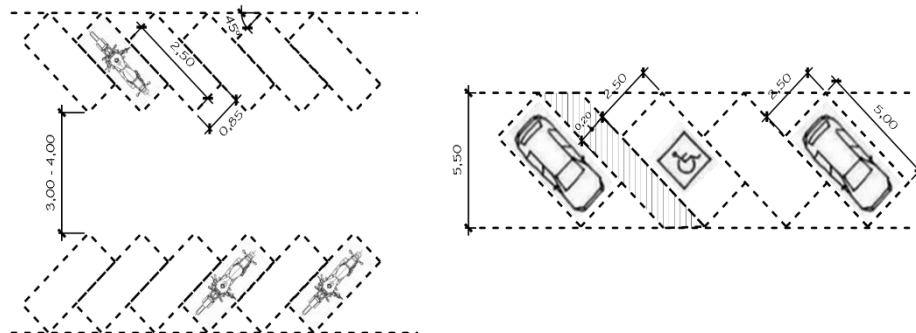


Figure 10 Parking of Motorcycles and Cars
Source: Sunarta et al., 2024

d. Eksterior






The goal is to determine the supporting elements of the outdoor space on the site in order to realize an outdoor space design that reflects nature and minimalism in the sense that it is not excessive that needs to be considered is the theme of the design, concept, climate, and the surrounding environment. Based on the design theme and concept, the basis for consideration is integration with nature by selecting local plants that are adaptive to the local climate, creating biodiversity, and providing ecological benefits such as carbon sequestration and air filtration.

- Hardscape



Paving

The type of paving used will be in the form of grassblock paving which is certainly in line with the concept of environmentally friendly design. Later this paving will be placed in the motorcycle and car parking area.

	<p>Gutter Grill The drainage area will be covered with a gutter grill so that the drainage looks neater and more attractive.</p>
	<p>Planter Box This planterbox will be placed in several site locations to add aesthetics to the site and be used for plant places.</p>
	<p>Garden Lights Garden lights will be scattered on the site area to add lighting to the site and add aesthetics to the site with the main material, namely bamboo.</p>
	<p>Directional Indicators As a marker or clue around the site to provide clues to visitors.</p>
	<p>Signage As a location marker or visual sign that serves to provide information, promote, and show directions. Signage can also be used as a photo spot for visitors.</p>

- Softscape (Vegetation)
The Softscape Outdoor element uses trees that exist in the existing tourist area because the area around the site of the tourist area is a green area and is a salak plantation area for villagers

Building Design Concept

In the concept of building design, we will discuss the concept of building mass shape, the concept of building mass patterns, and the concept of building appearance.

a. Building Mass Form

The shape of the building mass used in the Jagasatru Ecotourism Area and the Pondok Bukit Putung Agrotourism Area, which is a compound building mass form with a choice of several forms of building mass such as squares and circles, because this shape can maximize the function of the space to be planned and make it easier to process the form of form into design.

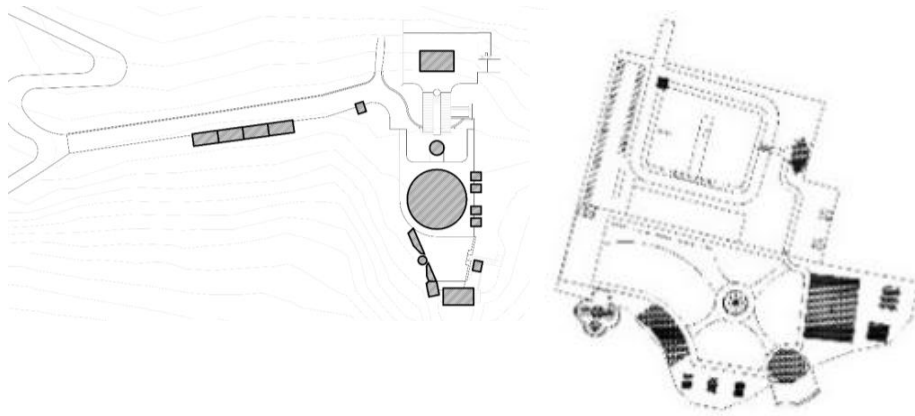


Figure 11 Concept of Building Mass Form of Ecotourism and Agrotourism Area
Source: Sunarta et al., 2024

b. Building Mass Plan

By considering the fundamental aspects of smoothness, integration with the environment, and functionality, it is concluded that the type of mass pattern to be used in the Integrated Tourism Area in Duda Timur Village is the Cluster mass pattern concept. In the cluster mass pattern, all activities are facilitated by many masses that are in close proximity to each other. Additionally, it can also help direct circulation to the central point. The cluster pattern allows buildings to interact better with their surrounding environment. The open space between clusters can be utilized as green areas. The cluster pattern is also a highly relevant approach to the principles of green architecture, creating a more humane, efficient, and sustainable environment.

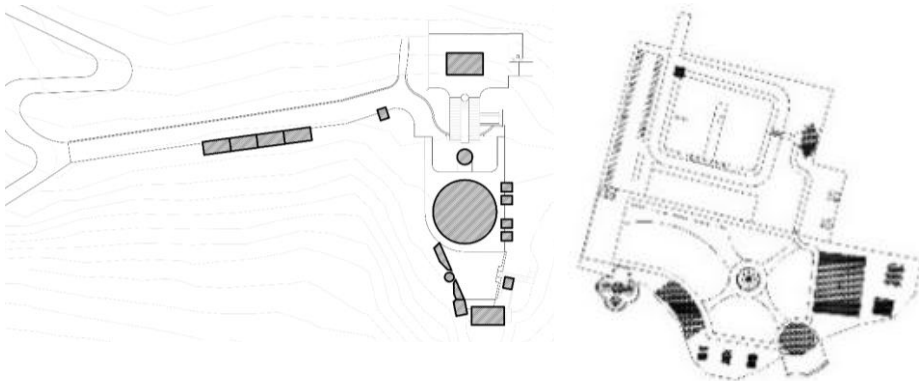


Figure 12 Concept of Mass Pattern of Ecotourism and Agrotourism Area Buildings
Source: Sunarta et al., 2024

c. Facade

1. The concept of the facade of the Jagasatru Ecotourism Area building.

The appearance of the buildings in the Jagasatru area is designed to carry the theme of Ecotourism with adjustments to local culture, such as the shape of sakepat and wantilan, as well as distinctive ornaments to strengthen cultural identity. The roof uses natural materials such as thatch with a sloping design aligned with the direction of the sun to maximize lighting. The dominant traditional style is harmoniously combined with the surrounding landscape without compromising beauty or

ecological function, while also adopting elements of traditional architecture and local values to maintain cultural identity.



Figure 13 Appearance of the Jagasatru Ecotourism Area Building
Source: Sunarta et al., 2024

2. The concept of the facade in the Agrotourism Area of Pondok Bukit Putung.

The façade of the building is designed with the concept of sustainable and green architecture to minimize environmental impact and utilize resources efficiently. The design prioritizes cross-ventilation for clean and cool air circulation. The roof combines a concrete plate and a modified gable roof with a slope above 30° to allow rainwater to flow smoothly without being flooded.



Figure 14 View of the Pondok Bukit Putung Agrotourism Area Building
Source: Sunarta et al., 2024

Design Result



Figure 15. Design of Jagasatru Ecotourism
Source: Sunarta et al., 2024



Figure 16. Design of Pondok Bukit Putung Agrotourism
Source: Sunarta et al., 2024

5. CONCLUSION

The East Duda Village in the Selat District of Karangasem has significant potential to be developed into an integrated tourist area with a contemporary and educational concept. The development focus includes two main areas: Jagasatru Ecotourism and Pondok Bukit Putung Agrotourism. The planning efforts involve infrastructure improvements, enhanced accessibility, and strengthening local cultural identity, guided by green architecture principles. A contemporary approach is applied through the integration of modern elements with local culture, such as traditional facade designs that support energy efficiency. This area is designed to be an aesthetic, functional, and sustainable space, providing educational value to visitors. Local community participation is a crucial component, creating a positive economic impact for the local community. With this strategy, East Duda Village is expected to become a competitive leading tourist destination.

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