

Strategies for Sustainable Ecotourism Development in Sangeh Conservation Forest in Badung Bali

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ABSTRACT

The sustainable development strategy is a strategy that is oriented toward the importance of environmental preservation. This study aims to examine more deeply the potential of the Sangeh Conservation Forest, both in terms of abiotic, biotic, and cultural aspects, so that a sustainable ecotourism development strategy can be formulated. The method that used in this research was collecting primary data through observation and interviews. The sample was determined based on purposive sampling then was processed qualitatively and descriptively with the SWOT analysis technique. The results of the analysis show that there were various great ecotourism potentials from TWA Sangeh. TWA Sangeh has great potential to become a center of biodiversity conservation education and cultural tourism. There were weaknesses in the potential development of TWA Sangeh which can be overcome by efforts such as improving the quality of human resources for tourism managers through special training in tourism and monitoring of biodiversity at TWA Sangeh. All efforts regarding sustainable development can run through the role of tourism managers and stakeholders whom support reciprocally.

Keywords: Strategies, sustainable, ecotourism, sangeh, conservation

ABSTRAK

Strategi pembangunan berkelanjutan merupakan strategi yang berorientasi pada pentingnya pelestarian lingkungan. Penelitian ini bertujuan untuk mengkaji lebih dalam potensi Hutan Lindung Sangeh, baik dari aspek abiotik, biotik, maupun kultural, sehingga dapat dirumuskan strategi pengembangan ekowisata yang berkelanjutan. Metode yang digunakan dalam penelitian ini adalah pengumpulan data primer melalui observasi dan wawancara. Sampel ditentukan berdasarkan *purposive sampling* kemudian diolah secara kualitatif dan deskriptif dengan teknik analisis SWOT. Hasil analisis menunjukkan bahwa terdapat berbagai potensi ekowisata yang besar dari TWA Sangeh. TWA Sangeh memiliki potensi besar untuk menjadi pusat pendidikan konservasi keanekaragaman hayati dan wisata budaya. Terdapat kelemahan dalam pengembangan potensi TWA Sangeh yang dapat diatasi dengan upaya seperti peningkatan kualitas sumber daya manusia pengelola pariwisata melalui pelatihan khusus kepariwisataan dan pemantauan keanekaragaman hayati di TWA Sangeh. Segala upaya pembangunan berkelanjutan dapat dijalankan melalui peran pengelola pariwisata dan pemangku kepentingan yang saling mendukung secara timbal balik.

Keywords: Strategi, berkelanjutan, ekowisata, sangeh, konservasi

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1. Introduction

Bali Island is one of the world's best tourist destinations which has various types of tourism that attract for both domestic and foreign tourist to come to Bali. Destination tours that offered to visitors who come to Bali are quite varied namely the uniqueness of tradition, religion, culture, and its natural beauty (Sutrisni & WIjaya, 2018). The majority of areas in Bali have been developed into tourist areas, one of

which is the Sangeh Nature Tourism Park located in Sangeh Village, Abiansemal District, Badung Regency.

Sangeh Nature Tourism Park is the oldest tourism object in Bali. The area is determined based on the decision of the Minister of Forestry Number of SK. 203/Menhut-II/2014 dated March 3rd, 2014. Sangeh Nature Tourism Park is dominated by varied Nutmeg flora species (*Dipterocarpus trinervis*) and by

wild animals in the form of long-tailed monkeys (*Macaca fascicularis*). Sangeh Nature Tourism Park has a volcanic hydrological system with a good aquifer and water discharge of more than 15 l/sec. Surface water is in the form of river water located in the west of the area with a constant flow (Balai Konservasi Sumber Daya Alam Bali, 2017). Sangeh Nature Tourism Park in addition to having a unique natural beauty also has supportive geographical conditions.

Sangeh Nature Tourism Park has a big potential place to be developed as ecotourism area. Ecotourism defined as environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features-both past and present) that promotes conservation, has low visitor negative impact and provides for beneficially active socio-economic involvement of local populations (Tsaor et al., 2006). Aspects of ecotourism that need to be implemented are trips to an area, learning activities in order to improve the tourist experience, promoting conservation of flora, fauna and culture, as well as developing awareness and capacity of local communities (Asmin, 2018). The management of ecotourism-based tourism areas aims to maintain the authenticity and sustainability of the environment and improve the welfare of the local population (Santoso, 2017). Up to this time, the resources in the Sangeh Nature Tourism Park have not been managed with the concept of ecotourism, as indicated by resource management that has not been optimal.

Management of existing water sources around the Sangeh Nature Tourism Park is only used as holy springs. The abundant potential of water sources should be able to be utilized for the living needs of the surrounding community if managed wisely. Springs that located in the upstream part of an area not only become a water supplier for the surrounding area, but can also be used to meet the water needs of the downstream area. With a highly varied in discharge, it can be assumed that the use of spring water is also multiform. Moreover, when viewed from the aspect of quality, spring water can have very high levels of chemical substances and can be used as a source of treatment. On the other hand, there are also many springs that have very good quality, so they are widely used for drinking water or raw materials for drinking water (Sudarmadji et al., 2016).

In addition, the flora and fauna in Sangeh Village have not been managed optimally, there is no inventory of the latest types and numbers of flora and fauna and the development of plant cultivation that is useful to support the local community's economy. Sangeh Nature Tourism Park is known for its large population of long-tailed monkeys that attract tourists, it is an urgency for managers to

monitor the health of the monkeys so as not to disturb tourists when visiting. These are the problems of resource management that have not been optimal in Sangeh TWA and need to be improved in order to realize sustainable ecotourism management. Palimbunga (2018) stating that the ideal tourism development will pay attention to environmental preservation, involving the role of the government and local communities. The development of tourism that involves the community is very important with the aim of creating employment opportunities for local communities, providing an understanding of tourism, and improving the economic conditions of the community.

The involvement of the local community in the management of the Sangeh Nature Tourism Park at this time is preparing tourist facilities, collaborating with the Badung Regional Government in developing tourism such as training, promotion, and following up on complaints from tourists, as well as preserving the Sangeh forest. The income earned by the traditional village is 75% of the total income from the Sangeh Nature Tourism Park. The income is redistributed, namely 25% for managers and 75% for development interests and traditional villages. This certainly needs to be considered so that the local community gets the economic benefits from the tourism in order to further improve their welfare. For this reason, it is necessary to make efforts to increase the income of the tourist park through strategies that can increase the attractiveness of the Sangeh Nature Tourism Park. Therefore, this study aims to formulate the concept of sustainable tourism management taking into account environmental, economic, social and cultural aspects.

2. Method

The research was conducted at the Sangeh Nature Tourism Park, Sangeh Village, Abiansemal District, Badung Regency, Bali Province in August 2018. The description of the research location can be seen in Figure 1. The tools used in this study include tallysheets, cameras, computer, GPS, abney level, tape measurement, PH Meter, and shovel. The materials used are administrative area maps, geological maps, land use maps, ecoregion maps, and satellite images.

Collecting data was obtained through observation and Focus Group Discussion methods. Observation is a technique for extracting data from sources in the form of places, activities, objects or recorded images. Through observation, it can be seen and can be tested for the truth of the occurrence of an event or activity (Nugrahani, 2014). Collecting data through observation was to obtain data on abiotic, biotic, cultural components, as well as ground checks on land cover and land use. Meanwhile, Focus Gorup

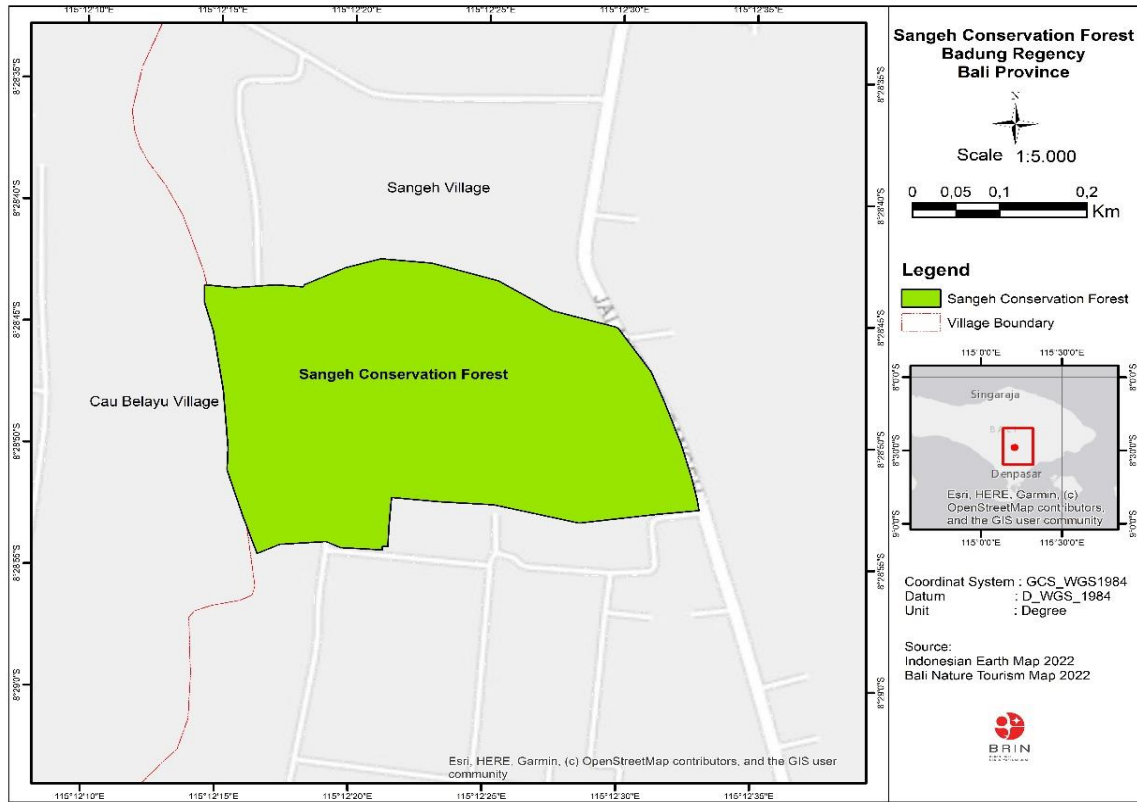


Figure 1. Research Location Map

Discussion were conducted to obtain data and information from informants to construct and verified the data that had been previously obtained. FGD or focus group discussion is a method of collecting data in social qualitative research. This method relies on obtaining data or information from an interaction of informants or respondents based on the results of discussions in a group that focuses on conducting discussions in solving certain problems (Afiyanti, 2008).

In this study the FGD was conducted with the management of the Sangheh Conservation Forest. There were 5 informants in the FGD activities, namely 1 head of the Sangheh Forest Management and 5 heads of the Sangheh Village Group. The selected group heads are the heads of the park cleaning group, the heads of the steering group, the heads of the guard groups, and the heads of the stakeholder groups. The group leader was chosen because he has extensive experience in managing the Sangheh Tourism Forest and is able to explain the problems faced in the management of the Sangheh Tourism Forest. The discussions held discussed the potential and problems that exist in the Sangheh Tourism Forest

The determination of the sample using purposive sampling technique. Purposive sampling is a non-random sampling method where the researcher ensures the citation of illustrations through a method of determining a special identity that fits the research objectives so that they are expected to respond to the research case (Lenaini,

2021). The consideration used to determine the sample was the suitability of the sample with the research objectives.

There were two methods used in data analysis, namely descriptive qualitative method and SWOT analysis. Qualitative descriptive requires data in the form of descriptive information with the characteristics of a natural background in society or social phenomenology. This method was focused on answering research questions and studied in depth to find patterns that appear in an event (Subandi, 2011; Yuliani, 2018). This method was used to analyze field observation data in the form of abiotic, biotic, and cultural components in the Sangheh Nature Tourism Park.

Meanwhile, to formulate the concept of a sustainable ecotourism management strategy used the following methods of Strengths, Weaknesses, Opportunities, Threats (SWOT). SWOT Analysis is a tool used for strategic planning and strategic management in organizations. It can be used effectively to build organizational strategy and competitive strategy (Gurel & Tat, 2017). SWOT analysis compares external factors (opportunities and threats) with internal factors (strengths and weaknesses) (Ferdinand & Tresyanto, 2020). Each intersection between the internal and external factors results in an indication of the specific type of strategic response arising from SWOT inputs. The four approaches are illustrated in Table 1 (Sarsby, 2012).

Table 1. SWOT Analysis

Strengths	Growth	External Development
	Match strengths to opportunities	Use strengths to convert threats to opportunities
Weaknesses	Internal Development	Survival
	Convert weaknesses to strengths	Move away from the threat convert & match both aspects
	Opportunities	Threats

3. Result and Discussion

Sangeh Conservation Forest was previously better known as the Bukit Sari Sangeh Monkey Object, in which there was a temple relic of the Mengwi Kingdom in the XVII century. In its development, Sangeh became one of the oldest tourism object in Bali. The Sangeh Nature Tourism Park area was determined based on the Decree of the Minister of Forestry Number SK.203/Menhut-II/2014 dated March 3rd, 2014 concerning the Determination of the Sangeh Nature Tourism Park (RTK.21) covering an area of 13.91 Ha in Badung Regency, Bali Province.

3.1. Identification of natural resources and biodiversity

A. Natural Resources

Sangeh Nature Tourism Park on the lithology of the Buyan-Beratan-Batur Purba Volcano sediment formation (Qbb). This formation is a mixture of volcanic materials in the form of tuff, lava, lava and ash. In general, this formation forms a well-sorted layer separating large to small rocks (gravel), the name of the formation indicates the age of the Quarter. Soil type according to the national classification (Soil Research Center) is Latosol Yellowish Brown. According to taxonomic classification, the soil type belongs to the order Inceptisol and the subgroup includes Typic Tropaquepts. Based on the Koppen classification, it belongs to the Aw climate type, which is a tropical climate characterized by high temperature and humidity, sufficient rainfall and seasonality. According to Schmidht and Fergusson, it belongs to the C climate type, which is characterized by an average wet month (bb) of 5-6 months, namely November to March and a dry month (bk) of 6-7 months, namely April-October. The average monthly air temperature is 26.7°C with an average maximum temperature of 30.4°C and a minimum air temperature of 23.4°C. Monthly relative humidity of 79.3%. Rainfall that occurs is 1,230 mm/year with an average number of rainy days 96 days. The direction and speed of the wind depends on the season with a speed of 9.8 – 16.0 km/hour with a direction from the Southeast and East in the dry season and from

the Northwest in the rainy season. The intensity of solar radiation ranges from 11.5 to 12.7 hours/day. In general, the hydrology of the Sangeh TWA area is a volcanic hydrological system located in the area where groundwater emerges. The hydrogeological map shows the area has good aquifers, the water discharge is more than 15 l/sec. Surface water in the form of river water which is located in the west of the area with a constant flow.

The characteristics of the landscape of the Volcanic Plain of the Sangeh Nature Tourism Park are located in the ecoregion unit of the foothills of the Buyan-Batur Volcano. This Nature Tourism Park has several land uses, namely gardens, plantations, and conservation forests. Sangeh Nature Tourism Park is also supported by natural scenery in Sangeh Village and surrounding villages in the form of rice fields and trees. Sangeh Village is located 21 kilometers to the north from Denpasar City and thus traveling from Denpasar people will be spoiled by natural scenery such as rice fields and trees supported by cool air (Anggriyani & Muliana, 2020).

B. Biodiversity

According to Mahyuni & Dewi (2020), Sangeh Nature Tourism Park has an icon of biodiversity in the form of a monkey community in ancient forests and the surrounding community depends a lot on the Sangeh tourist area. The dominant and distinctive type of flora in Sangeh Nature Tourism Park is stands of Nutmeg (*Dipterocarpus trinervis*). Other types of flora that can be found in this area include Banyan (*Ficus sp.*), Nyamplung/Camplung (*Callophyllum inophyllum*), Mundeh (*Garcinia celebica*), Basa-Basa (*Clausena anisata*), Udu (*Litsea sp.*), Julut (*Litsea glutinosa*), Cempaka Kuning (*Michelia champaca*), Cempaka (*Michelia alba*), Juwet (*Syzygiun cumim*), Anggrek (*Eria sp.*), Buni (*Antidesma bunius*), Mahoni (*Swietenia macrophylla*), Majegau (*Dysoxylum densiflorum*), Pule (*Alstonia scholaris*), Lempeni (*Ardesia humilis*), Keruwak (*Ipomoea alba*), Bergiding (*Hiptage benghalensis*), Purnajiwa (*Euchresta horsfieldii*), Brun Pron (*Anamirta cocculus*), Saga/Wengkal (*Adenantha pavonina*), Kewaluh (*Corymborchis veratrifolia*), Peji (*Arenga pinnata*), Peradangan (Piperaninum), Teket bukal (*Zyzyphus horsfieldii*), Weasel (*Paradoxurus hermaphroditus*), Tupai kekes (*Tupaia javanica*), Bat (*Pteropus edulis*), Gecko (*Gecko gecko*), Lizard (*Mabouya multifasciata*), Butterfly (*Ordo Lepidoptera*), Frog (*Bufo sp.*). According to Sutrisni (2018) Fauna that are still found in TWA Sangeh include Forest Cat (*Felis bengalensis*), and Sendang lawe (*Ciconia episcopus*), Owl (*Pypte alba javanica*), Merbah Cerucuk (*Picnonotus gouvier*), Alap-alap Sapi (*Falco moluccensis*), Hawksbill (*Spizaetus cirrhatus*), Bido Snake Eagle (*Spilornis cheela*), Crater Eagle (*Falco peregrinus*).

3.2. Analysis of ecotourism potential

Natural potential which consists of fauna potential, where the main animal attraction was the Gray Monkey (*Macaca fascicularis*) which was estimated to be 600 individuals, while other types of fauna were very diverse and flora potential, where the main potential was the Nutmeg/Nutmeg tree species. Keruing (*Dipterocarpus trinervis*) is 99%, while for other tree species it was 1% because the forest in the Sangeh area was a specific forest because it consisted of several different types of vegetation. Safarabadi, (2016) put forward the great potential of ecotourism seen from the diversity of flora, fauna, geological and geomorphological landscape diversity, and other ecological features. Yilma et al. (2016) put forward the main attraction of ecotourism is the nature state of the environment.

Preserving forests as the lungs of the earth, habitat for flora and fauna, disaster control, as well as a place for recharge areas. This conservation forest in the form of a Nature Tourism Park is a conservation location for the gray ape. Most of the people of Sangeh Village are Hindus. In addition, they also adhere to the belief that nature is one of the elements in the Tri Hita Karana concept, namely palemahan. The overall concept is harmony between humans and God, humans with humans, and humans with their natural surroundings. Therefore, the relationship between natural elements such as soil, water, plants and animals must be maintained and always maintained. In the universal system, the three elements consist of God, humans, and the natural surroundings. According to Rijal et al. (2020) Good ecotourism management related to aesthetics, culture, and recreation must involve the community, which is then fostered to assist in guiding, security, and other forms of services. Through community involvement in tourism management activities, the community will get economic benefits.

Ecotourism that based on community is an ecotourism business that prioritizes the active role of the community Murianto & Masyhudi (2021)). In social life, customary norms written in the form of awig-awig or parerem (customary village rules) are still very strongly binding on individual behavior and actions. In addition, the religious norms contained in Hindu Religious Libraries are always used as guidelines so that they are based on truth and social teachings as contained in the Tri Kaya Parisuda concept (three things that are purified) and the Tatwan Asi concept (I am you and you are me) which it means that everyone should love others. And the direct application of these concepts is contained in the daily habits of the Sangeh community to maintain integrity, kinship, mutual cooperation, and the preservation of Sangeh's nature, such as: "aget", which means always grateful or in a relationship with God, "ngajeng dumun", which means always sharing with other people or relationships with fellow humans, and "tenget", which means haunted or related to environmental preservation.

There are at least 5 temples in Sangeh. Among others: Bukit Sari Temple, Melanting Temple, Tirta Temple, Anyar Temple and Lanang Wadon Temple. The development of religious tourism potential is important to preserve nature and the environment as well as in building the welfare of mankind both now and for the future or the development of sustainable community-based religious tourism (Arka, 2018).

3.3. Analysis of SWOT

A. Identification of internal factors

According to the results of field observations and conducting deep-interviews with tourists, managers and related stakeholders, the following internal factors were identified:

Strengths

From the results of the analysis in the field, it can provide information on the advantages possessed by Sangeh Nature Tourism Park. It has a forest area of 10 ha which contains biodiversity. The majority of fauna and flora found in Sangeh Nature Tourism Park are nutmeg plants (*Dipterocarpus trinervis*) and the living fauna is the long-tailed gray macaque (*Macaca fascicularis*). Another advantage found at Sangeh Nature Tourism Park is the unique beauty of the natural panorama and the cool air with a flat topography. The ecological carrying capacity aspect is the ability of the environment to provide a tourist attraction (Butarbutar & Soemarno, 2013). Sangeh Nature Tourism Park itself has a strong Hindu history in which there are 5 temples that are sacred to the surrounding community. The management of the Sangeh Nature Tourism Park area is carried out by the surrounding community with the Tri Hita Karana approach.

Weakness

Sangeh Nature Tourism Park which has been managed well but is still not optimal in several sectors. There are fallen trees which still happened several time due to natural factors. In addition, the behavior of monkeys that disturb tourists often occurs. In terms of infrastructure, Management of Sangeh Nature Tourism Park still has not optimally facilitated tourists. Not all tourism object can be explained well by the tour guides who accompany tourists. In fact, tourists usually bring their own companions to find out information at Sangeh Nature Tourism Park (Wisnawa et al., 2019).

B. Identification of external factors

According to the results of field observations and conducting deep-interviews with relevant managers and stakeholders, the following external factors were identified;

Opportunities

Bali is one of the tourist destinations that local and even international tourists glance at, opportunities for natural attractions are increasingly being eyed because the "back to nature" tourism trend is the current trend. With an area of 10 ha and filled with abundant biodiversity, Sangeh Nature

Tourism Park has the potential to become eco-educational tourism in which tourists not only travel but are equipped with knowledge about the surrounding nature and culture. The promising potential of eco-education provides opportunities for local communities to find employment and contribute to local income. According to Nalayani (2016) Sangeh tourism is included in the tourist village category and will enter the category of developing tourist village if the management is professionally managed, increases promotion, maintains the uniqueness of tourist attractions, improves security stability, provides accommodation services, and makes overnight tour packages in Sangeh.

Threats

The development of tourist areas not only has the potential to gain profits but also poses a threat. Tourism development can change landscapes and disrupt biodiversity. With the increasing number of tourists, it can exceed the carrying capacity of the area and can change the socio-cultural environment of the surrounding community. The tourist attraction

around is a threat because it has the same promotions on offer.

According to Mahagangga et al. (2015)) the first fundamental problem for tourist villages in Badung Regency is the wrong perspective regarding the existence of a tourist village. It seems that the perspective on tourist villages is still minimal, just following the program declaration, and waiting to be moved. When there is an event or work program from the provincial or central government, Pokdarwis is only directed by the Badung district government for preparation and implementation.

C. Sustainable ecotourism development strategy

The development strategy is obtained from the results of the SWOT analysis. The analysis gave the results of quadrant strategy I, II, III, and IV. In quadrant I the strategy is based on Strength and Opportunities. Quadrant II based on Weakness and Opportunities. Quadrant III based on Weakness and Threat. Quadrant IV is based on Strength and Threat. The results of the analysis can be seen in Table 2.

Table 2. Result of SWOT analysis

<p>INTERNAL</p> <p style="text-align: center;">/</p> <p>EXTERNAL</p>	<p>Strengths</p> <ol style="list-style-type: none"> Has a forest area of 10 ha in the form of a conservation forest. It has biodiversity, the majority of the flora that grows is Nutmeg (<i>Dipterocarpus trineversis</i>), and the living fauna is the long-tailed gray macaque (<i>Macaca fascicularis</i>) It has a unique natural panorama and the air is relatively cool with a flat topography Management of tourist areas is carried out by the community using the Tri Hita Karana local wisdom approach Sangeh Nature Tourism Park has five temples (Bukit Sari Temple, Melanting Temple, Tirta Temple, Anyar Temple, and Lanang Wadon Temple). 	<p>Weakness</p> <ol style="list-style-type: none"> Accident factors and discomfort in traveling. There are often fallen trees due to natural elements and monkeys attacking tourists. Do not have tour packages to maximize the potential of Sangeh tourism village. Lack of tourism supporting facilities and infrastructure Not yet optimal management of tourist areas
<p>Opportunities</p> <ol style="list-style-type: none"> Potential to become an educational center for ecologically based natural resource management The potential to become a center for cultural tourism education with local wisdom-based management. The creation of employment opportunities for the surrounding community. Potential contribution to regional income 	<p>SO</p> <ol style="list-style-type: none"> To make the Sangeh tourism area a center for conservation education based on ecology and cultural tourism with management that prioritizes local wisdom. Improving the ecotourism economy based on the environment's carrying capacity. Collaborate with local tourism businesses and organizations to promote the location and create a mutually beneficial relationship for everyone involved. 	<p>WO</p> <ol style="list-style-type: none"> Increase comfort levels and reduce accident rates by monitoring ape behavior and tree growth and creating tour packages that promote biodiversity in Sangeh tourism Increasing the competitiveness of ecotourism by supporting amenities, accessibility, and tourist attractions
<p>Threats</p> <ol style="list-style-type: none"> Changes in biodiversity and the resulting increase in tourists exceed the area's carrying capacity. Competition with similar tourist attractions in the same area Socio-cultural changes in the local community 	<p>ST</p> <ol style="list-style-type: none"> Increase the awareness of tourism managers to observe biodiversity and tourist behavior that can change the local socio-culture. 	<p>WT</p> <ol style="list-style-type: none"> Build cooperation with stakeholders for eco-based tourism management. Involving the local community in the planning and management of tourism activities can create a community-based tourism model

Strategi Strength-Opportunities (SO)

This strategy aims to use the strengths you have to get the opportunities that exist. Sangeh Nature Tourism Park has the opportunity to become an eco-friendly conservation education center with a biodiversity icon for nutmeg and gray-tailed monkeys. Sangeh Nature Tourism Park which has 5 temples that are considered sacred by the community has the potential to become a cultural tourism area that is still managed with local wisdom by the surrounding community. Therefore, Sangeh Nature Tourism Park is very suitable to be used as a tourist area with the concept of eco-edutourism where tourists can learn and travel at the same time. The eco-edutourism trend has begun to attract local and even international tourists, this has the potential to improve the economic welfare of the community. Butarbutar & Soemarno (2013) stated that the potential for tourism development can be seen from the carrying capacity which includes aspects such as ecological, infrastructure, social, and economic.

Strategi Weakness-Opportunities (WO)

This strategy seeks to improve existing weaknesses by taking advantage of the opportunities they have. A suitable strategy is to increase the comfort level and reduce the accident rate by monthly monitoring of ape behavior and tree growth. This strategy will reduce the rate of accidents experienced by tourists and increase travel satisfaction. The potential for biodiversity that has not been optimized by tourism managers is a challenge for managers. One alternative strategy that can be applied is by promoting the Sangeh Nature Tourism Park biodiversity with several tour packages.

Strategi Strength-Threat (ST)

This strategy takes advantage of the strengths to reduce threats that have the potential to grow. Sangeh Nature Tourism Park which is currently functioning as a conservation forest must be protected for its authenticity. The influence of tourists has the potential to destroy biodiversity and change local culture. A suitable strategy that can be applied is to increase the awareness of tourism managers to observe tourist behavior that has the potential to damage the environment. Then, tourism managers must maintain the natural beauty and originality of the conservation forest as a tourist attraction. The level of tourist satisfaction can be assessed from the attractions, amenities, and accessibility provided by the tour manager.

Strategi Weakness-Threat (WT)

This strategy is designed to defend by minimizing weaknesses in the presence of threats. Tourism trends that continue to develop every year must be supported by the human resources of tourism managers. The strategy that must be carried out is to build cooperation with stakeholders for eco-based tourism management. Based on the results of

research by Iswara & Santhayasa (2021) the management of Sangeh Nature Tourism Park tourism is still relatively bad, based on the calculation of management capacity (MC) because it has not provided excellent service (service excellent). This problem can be solved by providing the opportunity for tourism managers to attend seminars, self-development to improve the skills of tourism managers. Stakeholders are the government and the community, Stakeholder groups are those who influence or influence the company, but they are not related to company transactions (Salsabila & Santoso, 2018). Cooperation with stakeholders aims to increase funds in terms of managing and gain knowledge to manage sustainable tourism.

4. Conclusion

Sangeh Nature Tourism Park has great potential to offer sustainable ecotourism by promoting biodiversity and strong cultural tourism. This potential will be shaped up if tourism managers and stakeholders focus on building eco-based tourism. Strategies that can be carried out include making Sangeh Nature Tourism Park a center for conservation and cultural tourism education with management in accordance with Tri Hita Karana. Behind the huge potential that exists, Sangeh Nature Tourism Park still has weaknesses and threats that are still unresolved. The best action that can be taken is to apply the right strategy in solving the problem. The strategy that can be applied is to increase the human resources of tourism managers by taking special courses in tourism and monitoring the existing biodiversity so that its authenticity is maintained. This will be easy to do if the manager cooperates with stakeholders to correct any deficiencies that still exist.

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