

Sport–Ecotourism Development in Ambengan Village, Sukasada District, Buleleng Regency

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Abstract— This study aimed at mapping and carrying out a SWOT analysis of the potential of sport ecotourism in Ambengan Village, Sukasada District, Buleleng Regency, Bali Province which was integrated and sustainably expected to be able to reflect Bali and in line with Bali as a world tourist destination. The results showed a map of tourism potential, especially sports-based tourism and environmentally sustainable that includes trekking, selfie or groupie, ATV, etc. The whole tour was enriched with supporting touristic objects in the form of crafts and art. The main obstacles in the development of Ambengan Village as a Tourism Village were: narrow access road (concrete road), lack of tools or modes of public transportation, limited parking space, camping ground, lodging, hotel, restaurant, new funding sources from ADD and contributions from tourists, and the operation of the local community touristic group (*Pokdarwis*) Banten Sari Ambengan Village constrained by various factors.

Keywords—mapping; sport ecotourism; SWOT analysis.

I. INTRODUCTION

The Act of the Republic of Indonesia number 22 of 1999 implies about Regional Government mandates that the development will be more focused in rural areas, it means that social change will occur where urban people feel more excited to go to the village for recreation. Whereas the Act of Republic of Indonesia number 10 of 2009 concerning about Tourism states that tourism is an integral part of national development which is carried out systematically, planned, integrated, sustainable, and responsible while still protecting religious values, culture that lives in the community, sustainability and the quality of the environment, as well as national interests. Ambengan Village is a village located on a green hill in the District of Sukasada where the majority of the population are farmers. This village has beautiful, exotic, and potential expanse (landscape) of rice fields for tourist destinations. Ambengan Village has become one of the villages in Bali that has several tourism potentials, including waterfalls, natural pools, rice terraces with terracing systems and its natural beauty that is composed of hilly topography which is very beautiful and interesting. In addition to its potential terracing, Ambengan Village also has more than 4 waterfalls accompanied by quite wide and exotic natural pools (tibuán), and it is often referred to as a hidden garden, where

tourists can swim while enjoying the cool breeze of the hilly area. In addition to its natural potential, the village of Ambengan also has a craft center based on the basic materials of banana midrib and dried leaves. Dried banana midrib and leaves are then specifically woven or pasted into artistic souvenir items such as photo albums, frames, bags, handpone boxes and wallets (Based on an interview with Mr. I Made Suneka on March 25, 2017).

Although Ambengan Village has a variety of potentials as mentioned above, tourism in Ambengan Village has not demonstrated the development as expected. The number of visitors in the last 5 years (2012-2016) has a tidal and only had a proportion below 5% of the total number of tourist visits in Buleleng Regency, both foreign and domestic tourists [1].

In general, the problems that caused the low number of tourist visits to the village of Ambengan are in addition to road infrastructure, parking lots, restaurant and lodging availability, also because of the lack of a concrete mapping efforts and Sustainable development of more varied tourism services, including through the development of tourism on recreational sports while maintaining the environmental conservation and social wisdom of the Community (Sport-ecotourism) in Village of Ambengan, Sukasada District, Buleleng Regency.

Based on the potential and problems found, the study is seen as important and urgent to accelerate the mapping and development of all potential sport-ecotourism in Ambengan Village, Sukasada District, Buleleng Regency moreover, it is not only able to create profiles but can also can be developed the diversification of tourism services in the village of Ambengan, Sukasada District, Buleleng Regency based on recreational sports while maintaining the preservation of the environment and Socio-cultural wisdom of the local community.

II. THEORETICAL REVIEW

A. *Tourism*

Speaking of tourism (*pariwisata*), there are several terms related to the word tourism, including tour, tourism, tourists, tourist attractions, tourism, and so on. The word *wisata* comes from ancient Java which has now enriched the treasures of Indonesian vocabulary [2]. According to Indonesian Dictionary

[3], tour (*wisata*) is a verb that means: (a) traveling together, (b) picnic. *Pari* means everything, and *wisata* (tour) can be interpreted as anything related to traveling together. Tourists mean people who travel or people who take a trip. Attractions concern places, locations, or everything that is an attraction to be visited, studied or seen by tourists. While everything related to tourism is called *kepariwisataan* (tourism).

To obtain the same terms of reference and understanding, it is more appropriate to refer to Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism. Here are cited some more complete terms related to tourism.

Tour is a travel activity or part of the activity which is carried out voluntarily and temporarily to enjoy tourist objects and attractions. Tourists are people who carry out tourist activities. Tourism is everything related to tour, including the management of tourist objects and attractions as well as businesses related to the field. Tourism is everything related to the administration of tourism. Tourism business is an activity aimed at providing tourism services, providing or commercializing tourist objects and attractions, tourism facilities businesses and other related businesses in the field. Tourist objects and attractions are everything that becomes a tourist-target. The tourism area is an area with a certain area that was built or provided to meet tourism needs.

B. Potential of Sport-ecotourism in Ambengan Village

Potential in tourism can be interpreted as capital or assets owned by a tourist destination and which is empowered for economic interests as well as the protection and preservation of cultural aspects that are ideally summarized therein. Reference [4] explains that tourism potential is everything contained in an area that is developed into a tourist attraction, the potential can be divided into two namely cultural potential, that is, the potential that grows and develops in society such as customs, livelihoods and arts, and natural potential that is the potential that exists in society in the form of physical and geographical potential of nature. According to [5] tourism potential is something that can be developed into the attraction of a tourist attraction. In this study, tourism potential is something that is owned by a tourist destination that can be developed becomes an attraction of a tourism object. Tourism potential is divided into two kinds, namely: physical potential and non-physical potential. Physical potential is the potential associated with existing natural resources in villages such as land, water, farmland, farm animals, climate weather and others while the nonphysical potential is all potential related to the village community and its behavior. Other non-physical potential is village institutions, village apparatus, customs, and culture [6].

An Act number 10 of 2009 concerning Tourism, Chapter I of article 4.6 states that tourism object and tourist attractions: 1) God's creation, which is in the form of natural conditions, as well as flora and fauna, 2) Human works in the form of museums, historical relics, agro-tourism, tirta tourism, nature adventure tourism, recreational parks and entertainment venues, 3) An interconnected formation or activity and facilities, which can attract tourists or visitors to come to a certain area or place.

The Government stipulates that the development of tourism objects and attractions is carried out by endeavoring, managing, and making new tourism objects and attractions by taking into account: a) ability to encourage increased development Socio-economic and socio-cultural life, b) religious values, customs, and the views and values that live in society, c) The sustainability of the culture and the quality of the environment, and d) the continuity of tourism business itself.

Based on the above description, the potential of nature and sport-based tourism (sport-ecotourism) is a harmonious, consistent, and harmonic combination of tourism potential derived from the richness of nature and recreational sports that produce results and community culture. However, one fundamental thing that can be understood is the concept of mapping and developing the potential of sport-ecotourism following the wisdom and culture of the local community, while maintaining the preservation of the natural surroundings.

III. METHOD

This study used a development research design. The implementation of the research includes three stages, namely: a) Preliminary Research, b) Prototyping and c) Assessment [7]. The study was conducted in Ambengan Village, Sukasada District, Buleleng Regency.

Research data were obtained using document analysis and regional mapping. Analysis of documents related to profiles: a) the basis of Ambengan Village, b) geographical and topographic conditions that support the potential of sport-ecotourism in Ambengan Village, while mapping was carried out on the potential of sport-ecotourism sourced from primary data collected using non-test techniques through questionnaires, observation, and limited interviews.

IV. RESULTS OF SWOT MAPPING AND ANALYSIS OF POTENTIAL SPORT-ECOTOURISM IN AMBENGAN VILLAGE

The results of tourism potential mapping found that the tourism potential of Ambengan Village is including natural attractions, handicrafts, and art tourism. Nature tourism includes natural landscape panorama of hills, waterfalls, and natural pools (*tibuhan*), and swimming pools. Crafts include the processing of banana midrib and dried leaves into various art products such as photo albums, photo frames, menu covers, book covers and stop maps. While the arts that developed in the village of Ambengan include *rindik*, *angklung*, *bondres*, *baleganjur*, and *gongs*.

Based on the results of a more in-depth analysis of the entire potentials tourism mentioned above, the main potential for tourism to be developed is nature tourism. As an effort to optimize the potential of nature tourism in the Ambengan Village, the following results of the analysis of the strengths, weaknesses, opportunity, and threats in each of the potentials of natural tourism, especially waterfalls and each natural pool (*tibuhan*).

A. Basic Profile and Geographical Condition of Ambengan Village

Ambengan is located in the District of Sukasada, Buleleng Regency. The northern part of Ambengan Village is bordered by Sukasada Village, in the eastern part is bordered by Padang Bulia Village, in the southern part is bordered by government forest and in the Western part is bordered by Sambangan Village. Ambengan consists of four sub-villages, namely: Ambengan, Bukit Balu, Jembong, and Pebantenan.

The topography consists of villages, rice fields, plantations, hills, valleys with a very exotic landscape. Ambengan Village spreads for 552.54 hectares at a 0-10% slope. The area is divided into 161 hectares of rice paddies, 367 hectares of plantation land, 0.75 hectare of land yard, 0.12 hectares of public facilities and 500 hectares for country land. is located in the altitude of 200-400 meters above sea level (ASL)

The village of Ambengan has a subtropical climate with an average rainfall of 2,500-3,000 millimeters/year, From October to April, Ambengan Village experiences rainy season and from May to October experiences drought season with temperatures ranging from 24 to 29°C.

The total number of the villagers of Ambengan village in April 2016 was the total number of the head of the family of Ambengan village was 1.211 and the total number of the whole villagers of Ambengan subdistrict is 4.093 lives with the following details in the table.

TABLE I. LIST OF AMBENGAN VILLAGERS

No	Sub-village	Number of Villagers		
		Male	Female	Total
1	Ambengan	684	740	1.424
2	Bukit Balu	416	470	886
3	Jembong	346	341	687
4	Pebantenan	536	560	1.096
Total		1.982	2.111	4.093

The chief of the village (Perbekel), assisted by a Secretary along with other Village staffs, leads The Government of Ambengan Village. I Gede Suberata was the head of the village during the conduct of the study. I Putu Darma Sujendra, the secretary, assisted the government and every sub-village service was led by a head of sub-village (Kelihan Banjar). Gusti Ngurah Ketut Widiasta as the head of Ambengan sub-village, Gede Sadia as the head of Bukit Balu sub-village, the head of Jembong sub-village, Ni Putu Seken Ardani, S.Sos. as the head of the Pebantenan sub-village.

There is also an educational background of Ambengan villagers as listed in the following table 2. Ambengan villagers generally have livelihoods as farmers and traders, both selling their product directly in Ambengan Village and outside Ambengan Village as seen in table 3.

TABLE II. LIST OF EDUCATIONAL BACKGROUND OF AMBENGAN VILLAGERS

No	Education	Total (people)
1	Elementary/equivalent	352
2	Junior High/equivalent	1.151
3	Senior High/ equivalent	671
4	Diploma	221
5	Young Bachelor	0
6	Bachelor	22
7	Magister	11
8	Doctorate	0

TABLE III. LIST OF LIVELIHOODS OF AMBENGAN VILLAGERS

No	Jobs	Total (people)
1	Farmer	1.070
2	Trader	1.170
3	Entrepreneur	178
4	Government employee	20
5	Soldier	8
6	Police	9
7	Local Parliament	2

B. Strength

1. Gunung Sari Waterfall

Gunung Sari Waterfall is a single-story waterfall located in Bukit Balu sub-village, Ambengan Village. The height of the main waterfall is 25 meters and the second waterfall are 10 meters. The fall of the main waterfall forms a natural pool or "tibuhan" with an area of 48 m², water depth of 3 meters, and the second waterfall forms a tibuhan area of 150 meters² with a depth of 2 meters.

Gunung Sari waterfall flows slowly downstream to form a 15-meter wide river basin (RFA) with a depth of 0.35 meters in the dry season. It is utilized for agriculture, and the source of clean water for the community, especially the community in the Villages (Ambengan, Nagasepaha, Kill, Padangbulia, Lumbanan, and Buleleng). In addition, the development of Gunung Sari waterfall has also been pioneered in its development for tourism objects since May 2018. Gunung Sari waterfall is the most recently developed waterfall as a tourist attraction, but the flow of the water only takes place during the rainy season and dries at the peak of the dry season.

The distance of the waterfall to the nearest resident's house was 1,200 m (with access to a 500-meter concrete road and 700-meter footpath). The available facilities were signage of tourist attractions, road markers, health centers/health clinics, village midwives, and food stalls. To reach the Gunung Sari waterfall

was not difficult even more it was the closest to the main road compared to the other six waterfalls. Simply use a 2-wheeled or 4-wheeled vehicle via a paved road and forwarded to the parking lot via a concrete road along 500 meters. The 2-wheeled and 4 wheeled vehicles can enter up to the parking lot and then proceed on foot through the footpath as far as 700 meters to the Gunung Sari waterfall.

Along the way through the pathway to the Gunung Sari waterfall, tourists are treated to various natural landscapes in the form of rice fields, hills, valleys, and productive forests, and the air around is quite cool. The distance between the Gung Sari waterfall and Bukit Balu Meeting hall is 1,700 meters, the Health Center is 2,500 meters, and the Office of the Village Head is 2,400 meters. The Fund for the Management and development of the Gunung Sari waterfall is continuously sourced from ADD and the tourists' contribution.

2. Jembong Waterfall

Jembong Waterfall is a single-story waterfall located in Banjar Dinas Jembong. The main waterfall with the flow of the falls wide through vertical rock cliffs with a natural and uneven texture with a height of 20 meters and a second waterfall with a height of 3 meters. The water is sourced from Tamblingan Lake but with a different river flow from the waterfall (Gunung Sari, Pucuk, Kembar, Kroya, Blue Lagoon, and Aling-Aling). Jembong waterfall that falls routinely every year in a very long period can form a "tibuhan" with an area of 30 m² and a depth of 0.80 meters which is used for tourism, agriculture, and community clean water sources. Jembong waterfall flows swiftly downstream to form 2 meters wide watershed that has been arranged with a concrete wall with a depth of 0.35 meters in the dry season.

The main characteristics of a single story waterfall is the water falling widened along with tibuhan, heavy river flow and clear water have been used quite optimally for tourism (selfie, bathing, and swimming), agriculture and drinking water sources for the community especially the villages (Ambengan, Nagasepaha, Padangbulia, Lumbanan, Sangket, Sukasada, Liligundi, and Banjar Tegal Village).

Compared to the other six waterfalls, the Jembong waterfall shows the most significant development of tourist visits. This is understandable considering it was opened to the public in 2013, the presence of Jembong waterfall has become increasingly attractive supported by public facilities such as toilets, changing rooms, stalls, access roads and concrete stairs which are quite representative, and the parking lot is closest to the waterfall compared to the sixth other waterfalls. Even, what is quite encouraging is the Banten local community touristic group (Pokdarwis) Management Sari Korwil Jembong persistently working with several parties to be able to develop tourism object and boost the number of tourists visiting tourist attraction the Jembong waterfall.

The persistence of Banten Pokdarwis Sari Korwil Jembong with intensive direction and motivation from the Faculty of Sports and Health (FOK) Undiksha Lecturer Team (Team Leader: Dr. Wahjoedi, M.Pd), then in 2017 was able to build a very beautiful swimming pool consisting of 2 children's swimming pools and 1 adult pool. Even the progressive way

through hard efforts and wishes forward together, then Banten Pokdarwis Sari Korwil Jembong Submit a letter of application cooperation to the Human Resources Development Foundation "Oase Bina Cendekia" through the SIGMA Adventure & Recreation Operators (SIGMARO) to develop the tourism object of Jembong waterfall sustainable and mutually beneficial.

The initial step of the collaboration was successfully developed with a Flying Fox tourism ride attraction that has been tested since June - October 2018. Through those trials, it was successfully established track and permanent employees with standard operational procedures, since November 4, 2018, Flying Fox has been operating officially and highly enthused by both domestic and foreign tourists. The development of Jembong waterfall tourism will continue to be carried out by promoting sport-based tourism and nature conservation (sport-ecotourism) which is also a pilot project for developing other waterfall tourism, both in Buleleng Regency and Bali Province in particular and Indonesia in general. The development of new rides which will soon be carried out in Jembong waterfall attractions are trekking, selfie-groupie, pre-wedding, swing, outbound training, camping, river tubing, and river boarding.

With the beauty of the natural scenery and various integrated tourism object it has, Jembong waterfall is a very potential tourism place to be visited and continues to be developed into a more sustainable sport-ecotourism tourism object. Moreover, to reach the Jembong waterfall, it is not difficult even the easiest compared to the six other waterfalls. Simply use a private vehicle (motorcycle or car) through paved road and continued to pass concrete road with its 600 meters next to the river basin there is a parking lot. 2 and 4-wheeled vehicles can enter the parking lot and then proceed by walking as far as 300 meters through a concrete road or 1-meter wide concrete stairs to the Jembong waterfall.

Along the driveway in the village of Ambengan to the concrete road, tourists are welcomed by the warmest heart of the villagers and through the winding road are giving us various of beautiful landscapes in the form of rice fields, hills, valleys, rivers, productive forests even the sea at the northern tip of the island of Bali, as well as the cool hilly air that is truly really make tourists feel like a home. Supported by 400 m² parking area and it is capable of accommodating 12 cars and 200 motorbikes, supporting parking are in residents' house yards, tourism object signage, road markers, health centers/health clinics, village midwives, clean food stalls would certainly be an alternative interesting to visit. The distance between the Jembong waterfall and Jembong Meeting hall is 600 meters, the Health Center is 2,400 meters, and the Office of the Village Head is 2,500 meters, and 3,000 meters from the main road Singaraja-Denpasar. The Fund for the Management and development of the Jembong waterfall is continuously sourced from ADD, the tourists' contribution, Pokdarwis members, sharing profit from business partners, and generous contributions from the community.

3. Pucuk Waterfall

Pucuk waterfall is a single waterfall with a height of fifteen meters with the downstream is located in the Banjar Dinas Pebantenan geographical area, Ambengan Village. The fall of Pucuk waterfall which takes place routinely every year in a very long period can form a "tibuhan" which has a wide of 15x10 m (150 m²) and a depth of 12 meters that is utilized for tourism, agriculture, and community clean water sources. The source of the Pucuk waterfall comes from the Twin Falls waterfall. Pucuk waterfall flows swiftly downstream to form river basin as wide as six meters and a depth of one meter.

The existence of *tibuhan* is accompanied by swift river flow and clear water has been utilized quite optimally for tourism (swimming, cliff jumping with a height of fifteen meters, and selfies), agriculture and drinking water sources for the community especially Lumbanan Village, Sangket Village, Sukasada Village, and Banjar Jawa.

With its beauty of the natural scenery and tourist attractions, the Pucuk waterfall has a really good tourism potential to be visited and sustainably developed. To reach the Pucuk waterfall is not as that hard, just use a private vehicle through the asphalt road to the parking lot, then followed by walking as far as 300 meters through a 1-meter wide concrete road until the last resident's house met then continue by a walk for 200-meter footpath through rice fields and productive forest, and it will be accompanied by hilly landscape views which is very exotic. The next advantage that is not owned by any waterfalls in other areas is that the Pucuk waterfall geographically has good position which is close with the same river flow with 4 other waterfalls, namely: Twin, Kroya, Blue Lagoon, and Aling-Aling waterfalls, which are geographically located in the Pebantenan sub-village, Ambengan Village, Sukasada District.

Supported by eighty meters parking area, with resident's house parking place, tourist signage, road signs, health centers/health clinics, village midwives, food stalls that are clean enough, this waterfall certainly becomes an attractive alternative to visit. The distance between the Pucuk waterfall and Pebantenan meeting hall is about 700 meters, 4,200 meters from the nearest public health center, and 7,500 meters from the village head office.

4. Kembar Waterfall

Kembar waterfall, also known as Twin waterfall, has two waterfalls side by side with a height of eight meters which is located right above or before the Pucuk waterfall. The fall of the Pucuk waterfall which takes place routinely every year in a very long time can form a "tibuhan" with an area of 25 m² and a depth of 10 meters which is exploited for tourism, agriculture, and community clean water sources. The source of the Pucuk waterfall comes from the Kroya waterfall, which flows swiftly towards Pucuk waterfall and downstream to form a 2-meter wide river basin and 0.5 meters depth in the dry season.

The characteristics of Twin waterfall is almost the same as the Pucuk waterfall which is having a *tibuhan*, swift river flow and clear water has been used quite optimally for tourism (swimming, cliff jumping with a height of 8 meters, and selfies), agriculture and drinking water sources for the

community, especially Lumbanan Village, Sangket Village, Sukasada Village, and Banjar Jawa.

The beauty and great views make Twin waterfall becomes the best tourist attraction and it is an amazing potential tourism object to be visited and continually developed. To get to the Twin waterfall is almost the same as the Pucuk and Kroya waterfalls; it means the tourism support and management facilities are carried out by the same group of management.

5. Kroya Waterfall

Kroya Waterfall is a single waterfall flowing in an oblique position with a slope angle of 50-65° at 8 meters height located right above the Kembar waterfall (Twin Waterfall). The fall of the Twin waterfall which takes place annually for a long time can form a *tibuhan* with a wide of 90 m² and a depth of 8 m² regularly used for tourism, agriculture, and community clean water sources. The source of Kroya waterfall comes from the Blue Lagoon waterfall that flows swiftly towards the Twin Falls, Pucuk waterfalls and downstream forming a river basin as wide as 2 meters and depth in the dry season 0.5 m².

The main characteristics of Kroya waterfall is on the slope of the waterfall and accompanied by *tibuhan*, its swift river flow, and clear water that has been utilized quite optimally for tourism (selfies, swimming, sliding, and jumping with artificial towers height of 8m²), agriculture and sources of drinking water for the community, especially Lumbanan Village, Sangket Village, Sukasada Village, and Banjar Jawa.

With its amazing natural scenery and tourist attractions, the Kroya waterfall is the best and potential tourism attraction that is recommended for a sport-ecotourism plan. Kroya waterfall has the same facilities and access as go to Pucuk and Twin waterfall and it is also being managed by the same group of management.

6. Aling-Aling Waterfall

Aling-Aling Waterfall is a single waterfall with a height of 40 meters and near with Kroya waterfall or the Blue Lagoon waterfall. The heavy and annually routine water fall in a very long period of time was succeed to create a "*tibuhan*" with a wide area of 30 m² and a depth of 10-15 m² which is optimized by local people for tourism, agriculture, and the community's clean water sources. The source of the Aling-Aling waterfall is from the Blue Lagoon waterfall that comes from Tamblingan lake which the water flowing rapidly toward the waterfall (Kroya, Kembar, and Pucuk) downstream to form a 10-meter-wide watershed and 0.5 meters depth in the dry season.

The main characteristics of Aling-aling waterfall is on its height and it is accompanied by *tibuhan*, its flow and clear water have been used quite optimally for tourism (selfies, swimming, and not recommended to do cliff jumping), agriculture and drinking water sources for the community especially Lumbanan Village, Sangket Village, Desa Sukasada and Banjar Jawa.

Regarding to its beautiful and natural scenery as tourism attraction, the Aling-Aling waterfall is very potential to be visited while enjoying all of the attraction and it is should be developed more sustainably as well, especially with the access to the Pebantenan sub-village office, Ambengan Village.

7. Blue Lagoon Waterfall

Blue Lagoon waterfall is a single-story waterfall with a height of only 1 meter and it is located above the Aling-Aling waterfall and has a *tibuhan* with wide area of 100 m² which is very exotic with blue water with a depth of 6 meters of water. The water from this waterfall is operated for tourism, agriculture, and cleans water sources of the community. The source of the Blue Lagoon waterfall comes from Lake Tamblingan and flows downstream in a swift way to the waterfalls (Aling-Aling, Kroya, Kembar, and Pucuk) forming a river basin as wide as 1 meter and depth during the dry season 0.30 meters.

The Blue Lagoon waterfall's *tibuhan* has calm river flow and clear water which has been utilized quite optimally for tourism (swimming, jumping with a height of 1 meter, and selfie), agriculture and drinking water sources for the community especially Lumbanan Village, Sangket Village, Sukasada Village and Banjar Jawa.

With the main beauty of the *tibuhan* of blue waterfalls, natural scenery and other tourist attractions that have been developed, the Blue Lagoon waterfall is a promising place for tourism object and can be visited and need sustainable development. The Blue Lagoon waterfall is reachable with a private vehicle from the main road to the parking lot, followed by walking as far as 150 meters through a concrete road with its 1 meter wide until met last resident's house continued with a 300 meter footpath through rice fields and productive forest and during the way will be accompanied by a very exotic landscape of hills.

This waterfall area is supported by a parking place of 50 m², also backed up with the residents' yard for parking slot if it is needed, tourist signage, road markings, health centers / health clinics, village midwives, food stalls that are clean enough certainly become an attractive alternative to visit. The distance of the Blue Lagoon waterfall with Pebantenan meeting hall is 200 meters, the Health Center is 3,700 meters, and 700 meters to get to the Village Head office.

C. Weakness

Considering the seven waterfalls located in Ambengan Village which is specifically located in the sub-villages (Bukit Balu, Jembong, and Pebantenan), the weaknesses of the seven waterfalls are as follows.

1. The access from the main road (Singaraja-Denpasar) to get the waterfall will only be able by using private vehicle by considering the small way Ambengan village has, it is also can only be passed by public transport with a bus with $\frac{3}{4}$ maximum size. Moreover, it has hilly topography (sharp uphill and down in some parts). The same thing happened to the concrete road access into each of the waterfalls which are narrow and only able to be passed by four-wheeled vehicles (cars) alternately. From the seven new waterfalls found it is only Jembong waterfall that is connected with concrete road access to the location of the waterfall.
2. There is not any public transportation provided yet, camping ground, lodging or hotels, and proper food stall or restaurants near the area.

3. The organizational wheels of Banten Sari local community touristic group of Ambengan Village and Pokdarwis in each sub-village (Korwil or Banjar Dinas) are still constrained by various factors which make it is cannot run optimally.
4. The last weakness is on Gunung Sari waterfall, which is located in Banjar sub-village, Bukit Balu, sometimes the water does not take place for a full year and experiences drought during the peak of the dry season.

D. Opportunity

By looking at the strengths and weaknesses of those seven waterfalls which located in Ambengan Village, the opportunity to develop the attractions is more sustainable, it is very open, and promising to strengthen Ambengan Village as a Tourism Village. The development can be considered with various principles as follows.

1. Paying more attention of each different characteristics of these waterfalls is needed to manage the tourism development as well with putting much effort in carrying the environment especially how to prioritize around of the waterfalls.
2. The seven attractions of the waterfall should be formatted uniquely according to its special characteristics and it should be provided with different supporting tourist attraction. By following the market, it will be able to motivate the diversity of tourism objects and others potential attractions in Ambengan Village, positive competition will occur and it will not eliminate between tourism objects and attractions as well as between *Pokdarwis* in each sub-village in Ambengan Village area.
3. As a leading tourist destination in the Regency of Buleleng, it is appropriate to develop many potentials of crafts and arts as one serve artistic and tour in Ambengan Village, Sukasada District, Buleleng Regency.

E. Threat

1. Gunung Sari Waterfall

The main obstacle in developing Gunung Sari waterfall as potential tourism object is the narrow access to reach the waterfall (concrete road) and can only be passed by four-wheeled vehicles alternately or in one direction only, limited parking space and unavailable of many facilities (public transportation, camping ground, lodging, hotels, restaurants / restaurants), the wheels of the *Pokdarwis* Banten Sari sub-village, Bukit Balu organization has not been properly developed and there are still constrained by various factors which causes the management is nor running optimally.

2. Jembong Waterfall

The main obstacle in developing Jembong waterfall tourism object is the access to get the destination (concrete road) the road is narrow and can only be passed by 4-wheeled vehicles alternately or in one direction, another thing is limited parking space and cannot provide tourist accommodation yet during peak visits (Saturday, Sunday and National Holidays), and it has less facilities to be offered (tools or modes of public transportation, camping ground, lodging, hotels, restaurants / restaurants), the wheels

organization Banten *Pokdarwis* Sari Jembong sub-village organization also are still has problems which make the management cannot optimally run.

3. *Pucuk, Kembar, and Kroya Waterfall*

The problem faced in developing Pucuk waterfall is on its unenviable in providing transportation and facilities (public transportation, camping ground, lodging, hotels, restaurants / restaurants), new funding sources from ADD and contributions from tourists, the organization of Banten *Pokdarwis* Sari Jembong sub-village still has a problem.

4. *Aling-aling and Blue Lagoon Waterfall*

The problem faced in developing Aling-aling and Blue Lagoon waterfall are on its unenviable in providing transportation and facilities (public transportation, camping ground, lodging, hotels, restaurants/restaurants), new funding sources from ADD and contributions from tourists, the organization of Banten *Pokdarwis* Sari Jembong sub-village still has a problem as well.

V. CONCLUSION

First, the tourism potential map was suitable, especially in developing sports-based tourism and environmentally sustainable such as trekking, selfie or groupie, swimming, flying fox, sliding, canyoning, jumping, cliff jumping, tubing, boarding, ATV, camping, experiential learning, outdoor activities (outbound, team building, leadership training). These motioned attractions should be enriched with others supporting tourism activities especially in crafts activities including crafts and art. Crafts include the use of banana midrib and dried leaves produced into various art products such as photo albums, photo frames, menu covers, book covers and stop maps. While the arts that are developed in the village of Ambengan include rindik, angklung, bondres, baleganjur, and gongs.

Second, Ambengan Village has several main advantages in the form of its natural area and other potential tourism object that need to be developed into sport-ecotourism by concerning the following principles and weaknesses. Principle matters that

should be considered include: 1) Paying more attention to developing each different characteristic of these waterfalls as well as putting much effort into carrying the environment, especially how to prioritize around the waterfalls. 2) The seven attractions of waterfalls should be formatted uniquely according to its special characteristics and it should be supported by different supporting tourist attractions. By following the market, it will be able to motivate the diversity of tourism objects and others potential attractions in Ambengan Village, positive competition will occur and it will not eliminate between tourism objects and attractions as well as between *Pokdarwis* in each sub-village in Ambengan Village area. 3) As a leading tourist destination in Buleleng Regency, it is a must to develop the others of potential tourism activities like craft and art as various tourism offerings in Ambengan Village, Sukasada District, Buleleng Regency. While the main obstacles in the development of Ambengan Village as a Tourism Village are the access, the limited proper public transportation and other supporting facilities, new funding from ADD and tourists' contributions, as well as problems faced by *Pokdarwis* Banten Sari Ambengan Sub-Village in managing the operation due to many factors.

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