REVITALIZATION OF BUNGAYA VILLAGE AS A POTENTIAL CULTURAL VILLAGE TOURISM IN KARANGASEM

Name : Ni Luh Jaya Anggreni
NRP : 3610100072
Department : Perencanaan Wilayah dan Kota
Supervisor : Ema Umilia, ST. MT.

Abstract

Bungaya traditional village is one of the cultural village tourism that has been established by the Spatial Planning of Bali Province 2009-2029 based on regulatory regions of Bali Province No.6 of 2009. This cultural tourism village has its own uniqueness and distinctiveness. It also has seven tourism potential, one of which is a heritage building history of Hinduism. However, during its development, Bungaya tourism village experienced a degradation function of the area as a tourism village. The right and appropriate referral of revitalization is needed to improve the function of the Bungaya village areas.

To identify the tourism potential using Descriptive Analysis, and then identifying factors that cause the decline of the function of the tourism areas through Delphi Analysis. The result of both of them is used as an input in determining the appropriate criteria of tourism village and reinforced by interviews on relevant stakeholders, and the last is formulating referral of revitalization in the cultural village tourism.
The results of this study are referral of revitalization of Bungaya village as a potential cultural village tourism which can exploit the potential of the areas, yet still maintaining the distinctiveness both traditional and social environment of the Bungaya village.

Keywords: revitalization, cultural village tourism