



Contents lists available at [Journal IICET](#)  
**JPPi (Jurnal Penelitian Pendidikan Indonesia)**  
ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)  
Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



## Planning strategy for Tukad Bindu destination as a tourist Attraction in Denpasar city

I Wayan Agus Ananda Putra<sup>\*)</sup>, Francisca Titing Koerniawaty, I Made Darsana  
Institut Pariwisata Bali Internasional, Indonesia

### Article Info

#### Article history:

Received Nov 14<sup>th</sup>, 2022  
Revised Des 19<sup>th</sup>, 2023  
Accepted Jan 29<sup>st</sup>, 2024

#### Keyword:

Planning strategy,  
Tourism destination,  
Tukad Bindu,  
Denpasar city

### ABSTRACT

Tukad Bindu is one on the river-based tourist attractions in Denpasar Bali which has been visited by domestic tourists. However, it has not got a well planning strategy to establish this tourism sites sustainably and become a competitive destination in Denpasar City. This research aims to identify the development potential along Tukad Bindu, Denpasar, Bali, using qualitative methods and applying SWOT analysis. The research location focused on the revitalization of the river as a driver of tourism and increased agricultural productivity, tourist attractions, and active community participation. The results showed that the S-O (Strengths-Opportunity) strategy can be applied by preserving river revitalization as a carrying capacity for tourism while increasing agricultural productivity and tourist attractions. The S-T (Strengths-Threats) strategy can be done by empowering the community through active participation to overcome potential threats. The W-O (weaknesses-opportunities) strategy involves providing education and counselling through the Denpasar City Environment Agency to local communities. Meanwhile, the W-T (Weaknesses-Threats) strategy emphasizes cooperation with the government and the private sector to increase tourism promotion, develop cultural agricultural attractions, and maintain the sustainability of the program in the future. This research recommends the implementation of these strategies as concrete steps in maximizing the development potential around Tukad Bindu, Denpasar, and Bali. The implementation of these strategies is expected to have a positive impact on tourism, agriculture, and the welfare of the local community.



© 2024 The Authors. Published by IICET.  
This is an open access article under the CC BY-NC-SA license  
(<https://creativecommons.org/licenses/by-nc-sa/4.0>)

### Corresponding Author:

I Wayan Agus Ananda Putra,  
Institut Pariwisata Bali Internasional, Indonesia  
Email : [anandaputra.6166@gmail.com](mailto:anandaputra.6166@gmail.com)

## Introduction

Tukad Bindu is an exciting and promising new tourist destination located in Denpasar, Bali. It offers a unique blend of natural beauty, cultural richness, and recreational opportunities. It boasts stunning landscapes characterized by lush vegetation and the tranquil melody of flowing water. The destination offers a serene getaway from the busy city life and encourages visitors to discover the scenic environs where they can partake in river trekking and nature walks. This study aims to determine the potential for development along Tukad. Global tourism planning is often short-term and excludes local community engagement. Consequently, this has impacted on territorial identity and the use of tourism activity as a development strategy at both local and global levels (Karta et al., 2022). Tourism has emerged as a promising sector for generating significant revenue in the country, particularly in regions endowed with rich natural and cultural resources (Rukmana S. Nuurlaily et al., 2023). Tourism involves activities pursued by visitors during trips to tourist destinations. These activities are not

limited to physical participation in leisure pursuits, but rather encompass a range of experiences. Nonetheless, visitors require information about the nature and variety of activities available to them during their travels (Junaid et al., 2022). Tourism has various benefits for communities and states. Tourism has various benefits for communities and states. Economically, it can bring financial gain, while also having socio-cultural, environmental, and scientific value. Additionally, it creates employment opportunities. To ensure success, planning activities must be integrated into a tourism management system, with each attraction supporting and sustaining one another. Good infrastructure and facilities are crucial for supporting tourism (Budiarti et al., 2021), but it's equally important to preserve the environment as it plays a significant role in ensuring sustainable tourism (Taufik et al., 2023).

Tourism planning in developing regions must provide a well-balanced progression from the current state of the proposed destination to its future. Otherwise, incorrect planning may result in economic, social, and environmental disparities (Kangshu, 2023). Collaborating with the government and private sector can promote tourism, develop cultural and agricultural venues, and ensure the program's sustainability going forward. This study suggests implementing specific measures to maximise the development potential of Tukad Bindu, Denpasar, and Bali. These actions are projected to benefit tourism, agriculture, and the welfare of the community.

According to Blasco et al. (2021), the negative impacts of this planning can be interpreted as damage to natural resources or degradation of natural resources. increased cost of living and housing, low wages, and low-quality jobs commercialization of cultural heritage landscapes, crowds, congestion, loss of tranquillity, noise pollution, and increased social problems such as crime, drug trafficking, and prostitution (Ramaano, 2022). Not only that, but it can cause tourism phobia in the local population. This will lead to not achieving the desired number of tourist visits, which means it is not positioned as a consolidated tourist destination. Thus, tourism will not complement local income. (Wrong & Case, 2022) Developing the tourism potential of the community requires a planning process that is implemented effectively.

Participatory strategic planning implemented by local governments includes the following stages: preparation of an initial diagnosis, elaboration of a consensus diagnosis, formulation, and implementation of a plan (Zárate-Altamirano et al., 2022). Other stages specifically aimed at supporting community tourism planning include: strategic diagnosis, strategic direction, tactical projection, and evaluation. It is important to underline that community participation in these stages promotes permanent inclusion and empowerment in the development of local areas. It leads public and private actors to set a common goal or a strong idea, which motivates them to work together to achieve it. (Pato & Duque, 2023) Tourism can boost local businesses, which can also help local residents get jobs and bring income to the area (Obradović & Tešin, 2023). However, the growth of the tourism industry can also have unfavourable impacts, such as increased crime, a higher cost of living, resentment of local people towards visitors, and lower living standards for locals (Pato & Duque, 2023)

In addition, there is a point of view that regarding ecological impacts that are not in accordance with planning in tourism development, it does not have a positive impact but can have a damaging impact on the environment and natural resources, as well as the occurrence of air pollution, unclean water, and other pollution (Nuñez-Torres et al., 2023). In general, tourism growth can increase the accessibility of recreational facilities, encourage better intercultural dialogue, and increase community awareness of cultural identity (Kyriakaki & Kleinaki, 2021). Tourism growth can also cause problems for local security, one of which is changing community values in economic value transactions and causing traffic congestion around tourist destinations (Kangshu, 2023). The absence of planning or lack of community involvement in tourism planning can be the cause of these adverse tourism impacts. In fact, the idea of tourism planning was developed as a reaction to the negative impacts of rapid tourism growth (Wrong & Case, 2022).

Indonesia possesses abundant natural resources that offer tremendous potential for optimal utilisation and management. Its diverse ecosystems comprising natural beauty, rich biodiversity, and potential mineral deposits make it an attractive destination for economic development and the adoption of sustainable management practices. This diversity encompasses stunning mountains, exotic beaches, lush tropical forests, and breathtaking marine biodiversity. This potential can support not only economic growth but also sustainable tourism and environmental conservation. It is crucial to maintain the sustainability of natural resources to ensure long-term benefits for communities and future generations. Therefore, it is necessary to take prudent measures in utilizing and managing these resources to deliver positive impacts while maintaining environmental sustainability.

This involves synergy between the government, private sector, and communities to create supportive policies, sustainable practices, and awareness of the importance of safeguarding natural resources for ecosystem balance and shared prosperity. A key role lies in wise utilization and management strategies that take sustainability into account so that natural resources can provide long-term benefits for society and future generations. In addition,

cultural diversity has the potential to be developed in the field of tourism. (Tandipayuk & Kakeeto-Aelen, 2022). The development of tourism potential is not only in well-known destinations but also evenly distributed because tourism is one of the fields that can have a positive impact on society, such as providing welfare, opening up jobs, and preserving nature and local culture (Doyle & Kelliher, 2023). One of the islands that is a tourist destination in Indonesia is the island of Bali. When talking about the island of Bali, it is indeed very famous domestically and abroad. This is supported by the community; natural beauty, existing attractions, and also culture and tourist attractions are very interesting to visit (Rosalina et al., 2023).

The development of tourist trends and the increasingly intense competition between tourism destinations that offer a variety of tourist attractions should be an important concern for the Denpasar City Government to develop the tourism potential in Bali, especially the city of Denpasar (Pramesti et al., 2023). Denpasar, as the capital of Bali Province, is also one of the tourist destinations that offers various types of tourism to tourists, such as cultural heritage tourism (heritage) such as Denpasar Castle, Pemecutan Castle, Kesiman Castle, Jro Kuta Castle, Petilan Pengerebongan Castle, and the Maspait Temple environment. (Dwijana et al., 2023) As for nature tourism, Denpasar City has a tourism area of Sanur Beach, Serangan Island, mangrove ecotourism, and so on. (Ida Ayu & Pratiwi, 2021) For artificial tourism, there are several attractions such as the Bali Museum, Art Centre Cultural Park, Kertalangu Cultural Village, Badung Market, and so on. (Bagiastuti, 2023) In addition to being a tourist destination, Denpasar City also has various cultural activities, such as the Omed-Omedan Festival, Denpasar Festival activities, Sanur Village Festival, and Kite Festival (Ida Ayu & Pratiwi, 2021).

The rapid development of tourism in Bali, especially in Denpasar City, is accompanied by the large economic benefits felt by most Balinese people, making the tourism sector a superior sector compared to the agriculture and fisheries sectors (Trimandala, 2021). Denpasar City as the centre of government and cultural activities on the island of Bali, not only offers stunning natural beauty but also presents a variety of alluring natural attractions. From verdant green rice fields to exotic beaches, Denpasar City presents a unique and mesmerizing nature tourism experience. One of the main attractions is the Tukad Bindu, which cuts through the city, offering beautiful river views and potential land for sustainable river revitalization. In addition, the biodiversity and sustainable ecosystems around the city add to its natural richness. Tukad is Balinese for river (Suyasa, P., 2022).

Tukad Bindu, as one of the Ayung tributary streams, has been able to be organized by the Denpasar city government and the local community (Indrayani et al., 2021). Tukad Bindu is now a place for recreation, has an economic impact, and can educate the public about cleanliness by increasing self-awareness not to make the river a place to throw garbage. On October 16, 2018, the IMF-World Bank paid a visit to Tukad Bindu to see first-hand the success of this river revitalization. The IMF-World Bank expressed appreciation and awards for the successful revitalization of Tukad Bindu as one of the best examples of sustainable development in the world. (Denpasar City Department of Environment and Hygiene, 2022). Tukad Bindu was built by the Community Self-Help Agency funded through the National Program for Community Empowerment, which is nationally funded by the World Bank.

Various efforts have been made to introduce Tukad Bindu nature tourism to tourists, but the development of tourist visits, especially from foreign tourists, has not been optimal. From the initial observations of researchers and strengthened from various tourism media sources, it is stated that the optimization of the development of this tourist attraction has not been managed optimally and public knowledge about tourism is still lacking, not to mention the environmental conditions have not been kept clean. Some travel agents in Denpasar City who sell tour packages have not offered Tukad Bindu as a tourist attraction. Some travel agents still only offer city tour packages to visit some of Denpasar's tourist attractions.

In addition, the opinion of one of the Smiling Tour guides, Ari Wangsa (interview, November 7, 2023), revealed that the Tukad Bindu natural tourism destination actually has the potential to be sold to tourists visiting Denpasar City, but due to weak promotion and a lack of socialization with tourism actors such as travel agents, this destination has not been able to develop optimally. Wiliana, Travel Good friends (interview, 30/10/2023) also revealed that many tourists, especially foreign tourists, are interested in Bali's natural tourism, but the lack of information and socialization makes tour guides in Denpasar City still direct their guests to visit only tourist attractions such as the Bajra Sandi Monument, Museum, Puputan Badung, Art Centre, and Badung market. It was also revealed that the problem of limited parking space, traffic congestion, and the quality of cleanliness in Denpasar City still requires improvement to build quality Denpasar tourism in the future.

The development of tourist trends and the increasingly intense competition between tourism destinations that offer a variety of tourist attractions should be an important concern for the Denpasar City Government to develop more optimally the potential of Tukad Bindu as a tourist attraction in addition to developing other tourist attractions. The low number of tourist visits to Denpasar City compared to its close competitors, such as

Gianyar City, shows that creativity is needed to explore various tourist attractions, including Tukad Bindu, in order to bring in more tourists and ultimately support the number of tourist visits to Denpasar City.

The development of a tourist destination is meaningless to the community if the community does not participate in enjoying the results of existing tourism activities. This is because the community, especially the local population, is one of the important components in tourism development if tourism is also placed as an effort to develop and prosper the community. Sustainable tourism development must involve local communities. This is important to ensure that tourism development provides benefits to local communities, both economically, socially, and culturally (Sukmajaya, 2023). The Tukad Bindu Development Strategy as a tourism destination in Denpasar City to be more optimal requires study and planning to be better managed by looking at internal factors and external factors that influence it. This development study aims to preserve nature, minimize the negative impacts of tourism, and maintain the sustainability of economic, social, and cultural benefits for the community and its environment. Various efforts have been made to introduce Tukad Bindu natural tourism to tourists, but the development of tourist visits, especially from foreign tourists, has not been optimal. One of these efforts is to create a Denpasar Heritage City Tour package, where the travel route of this tour package will make Tukad Bindu a place for lunch for foreign tourists who take the Denpasar Heritage City Tour. However, this has not maximized the visits of foreign or domestic tourists. Meanwhile, the existence of tourist facilities and infrastructure in Tukad Bindu is still inadequate to support the needs of tourist activities visiting Tukad Bindu, not to mention that the marketing carried out by the management is not in accordance with the target market. Therefore, effective promotion of Tukad Bindu as a tourist destination in Denpasar city requires a holistic approach that combines traditional and digital marketing elements and involves collaboration with related parties in the tourism industry. With the abstraction of the above problems, researchers are interested in conducting research with the aim of identifying internal environmental conditions seen from the strengths and weaknesses of the Tukad Bindu area, analysing external environmental conditions seen from opportunities and threats in the Tukad Bindu area, and recommending alternative strategies for planning the Tukad Bindu area as a tourist destination in Denpasar city that are relevant to internal and external environmental conditions.

While the existing potencies are liable to be developed as a tourism destination, yet the valuable insights and strategic recommendations have not been established for the development of Tukad Bindu as a river-based tourist attraction in Denpasar, Bali. Tukad Bindu is a clean and beautiful river that has been transformed from a polluted and neglected waterway into a recreational and educational space for the local community and visitors. However, despite its attractiveness and potential, Tukad Bindu still faces some challenges and limitations, such as the lack of promotion, accessibility, facilities, and management. Therefore, there is a need for a comprehensive study and analysis to identify the strengths, weaknesses, opportunities, and threats of Tukad Bindu as a tourism destination, and to propose some feasible and sustainable strategies to enhance its development and competitiveness in the tourism market. This is a new and innovative topic that has not been explored extensively in the existing literature. Most of the previous studies on river tourism in Bali have focused on the mainstream rivers, such as the Ayung River, the Telaga Waja River, and the Melangit River, which are popular for rafting and other adventure activities. However, Tukad Bindu is a different type of river that offers a more tranquil and educational experience, as it showcases the environmental and cultural aspects of the Balinese society. Therefore, this research aims to fill the gap in the knowledge and understanding of Tukad Bindu as a potential tourism destination, and to provide some valuable insights and strategic recommendations for its development and management.

The research highlights the available potential of Tukad Bindu in Denpasar, Bali, as a river-based tourist attraction. Despite its popularity among domestic tourists, the absence of a well-planned strategy for sustainable development and competitiveness within Denpasar City poses a challenge. The qualitative methods and SWOT analysis employed in the study illuminate key strategies to unlock Tukad Bindu's full potential. Leveraging the Strengths-Opportunity (S-O) strategy through river revitalization emerges as a promising avenue to enhance tourism, agricultural productivity, and community engagement. Additionally, empowering the community to address potential threats (Strengths-Threats or S-T strategy) and implementing educational initiatives by the Denpasar City Environment Agency (Weaknesses-Opportunities or W-O strategy) are vital steps. Collaboration with the government and the private sector (Weaknesses-Threats or W-T strategy) is emphasized for sustained program development. Implementation of these strategies is strongly recommended, anticipating positive impacts on tourism, agriculture, and the overall welfare of the local community surrounding Tukad Bindu.

## Method

This research was conducted at Tukad Bindu, which is located in the Banjar Ujung area, Kesiman Village, East Denpasar. The method used in this study was descriptive-qualitative. The type of data in this research is qualitative and quantitative data obtained directly when conducting research. The research procedures and data

collection method in this study utilise both primary and secondary data collection techniques. The main informants include Tukad Bindu managers, local communities, and local government officials.

The primary data collection comprises of (1) informant interviews, wherein the primary data is directly obtained from the main informants. The informants include Tukad Bindu managers, local community members, and local government officials such as village representatives. In-depth interviews are likely to be conducted to gather qualitative insights, opinions, and perspectives from these key stakeholders. (2) Focus Group Discussions (FGD) are used as a data collection method. These discussions comprise managers, community members, and stakeholders. Focus Group Discussions (FGDs) prove effective in eliciting group opinions, uncovering shared perspectives, and exploring potential conflicts or synergies in their views on developing Tukad Bindu. As for the observations, researchers directly observe various community activity programs, site management, and the behaviours and preferences of tourists at Tukad Bindu. Observations offer direct insights into the functioning of the site, encompassing its management, community utilization, and visitor experience. The researchers utilize Documentation through Photography to capture diverse potential tourism activities in Tukad Bindu. This visual documentation provides supplemental evidence, enhancing the comprehension of activities, infrastructure, and ambiance at the tourist site. Additionally, the Secondary Data Collection comprises a literature review obtained through comprehensive research of brochures, websites, and existing literature related to Tukad Bindu, Denpasar, and Bali. The literature review contextualises the study by providing background information and insights from previous studies or official documents. Additionally, the document analysis examines various documents related to Tukad Bindu, including brochures and other promotional materials, to gain an understanding of how the site is presented to the public and potential visitors. The informants in this study consisted of 11 informants, namely key informants from the Tukad Bindu management, main informants from the surrounding community who have relevance to tourism and other fields, local traditional and cultural leaders, local academics, and supporting informants from the village and local governments.

Additionally, the research procedures involve identifying key individuals, such as Tukad Bindu managers, members of the local community, and officials at the village level. This process is essential in gaining a wide range of perspectives on the development of Tukad Bindu. (2) Planning for data collection involves developing a detailed plan, including the timing, location, and methods for interviewing, focus group discussions, and observations. (3) In-depth interviews will be carried out with Tukad Bindu managers, community members, and local government officials. Group discussions will be used to explore shared opinions and concerns. (4) The researchers spend time observing activities at Tukad Bindu and take photos to add to the qualitative data. (5) The collected data, both qualitative and visual, is analysed systematically. Qualitative data is analysed through coding, categorisation, and identifying patterns in the responses. Drawing conclusions and recommendations is based on analysing data. Researchers will present their findings while proposing recommendations for the sustainable development of Tukad Bindu.

This comprehensive approach to data collection, combining interviews, focus group discussions, observations, and document analysis, ensures an in-depth and holistic understanding of the issues and potential strategies for the development of Tukad Bindu.

## Results and Discussions

### Internal Factors IFAS Tukad Bindu

**Table 1.** Internal Factors of Tukad Bindu Destination Planning Strategy  
As a Tourist Attraction in Denpasar City

No	Strength	Weight	Rating	Score
1	Unique Attractions	2.16	5	0,62
2	Easy Accessibility	2,14	4	0,60
3	Interesting socio-cultural life	3,10	5	0,24
4	Interesting artificial	1,15	4	0,51
5	Availability of local culinary	2,14	4	0,40
6	Clean and beautiful environment	2,13	5	0,47
7	Complete tourism support facilities	3.11	4	0,51
8	Friendly and open society	2.14	4	0.65
<b>Total</b>			<b>35</b>	

No	Weakness	Weight	Rating	Score
1	Lack of community education	2,21	4	0,18
2	The community is not ready for management	2,17	5	0,21
3	Less productive business opportunities	1,11	4	0,17
4	Tour packages do not attract tourists	0,14	3	0,22
5	Promotion is not maximised	1,13	3	0,15
6	Traders are less organised	3,20	5	0,30
	<b>Total</b>		<b>24</b>	<b>0,86</b>

Source: Primary Data 2023

The determination of internal factors in the Tukad Bindu Destination Planning Strategy as a Tourist Attraction in Denpasar City was determined through Focus Group Discussions (FGD) on the community and the management and stakeholders involved in Tukad Bindu in the Kesiman Petilan Village area, and Kesiman Village, East Denpasar District, Denpasar City. Internal factors used to compile the IFAS matrix, can be seen as follows.

Based on Table 1, the IFAS matrix score is obtained as a result of the average weighting of each internal indicator multiplied by the average rating of each internal indicator. The scores of all internal indicators are then summed up to obtain the results of the internal indicator score. For the strength variable, the result is 0.65, while for the weakness variable, it is 0.95

#### External Factors IFAS Tukad Bindu

The identification of external factors in Tukad Bindu Destination Planning as a Tourist Attraction in Denpasar City is determined through Focus Group Discussions (FGDs) with the community, management, and Tukad Bindu stakeholders in the Tonja Village area, Kesiman Petilan Village, and Kesiman Village, East Denpasar District, Denpasar City. The internal factors used to compile the IFAS matrix can be seen as follows:

**Table 3.** External Factors of Tukad Bindu Destination Planning Strategy Model As a Tourist Attraction in Denpasar City

No	Opportunities	Weight	Rating	Score
1	Revitalise the river	2,15	5	0,65
2	Develop Agro-culture tourism	1,11	4	0,33
3	Local culture as a tourist attraction	0,13	4	0,40
4	Nature-based facilities	2,15	4	0,42
5	Community involvement	1.17	5	0,50
	<b>Total</b>		<b>22</b>	<b>0.58</b>

Source: Primary Data 2023

No	Threats	Weight	Rating	Score
1	The erosion of local cultural value	2.10	5	0,31
2	Environmental pollution	2.14	4	0,43
3	Community as an object	1.12	5	0,56
4	Limited community involvement	1,16	4	0,42
5	Lack of tourism contribution to local economy	2.13	5	0,51
6	Competitor tourism attractions around			
	<b>Total</b>	<b>0.24</b>	<b>4</b>	<b>0.46</b>
			<b>27</b>	<b>0.71</b>

Source: Primary Data 2023

Based on Table 3.2, the EFAS Matrix score is obtained as a result of the average weighting of each internal indicator multiplied by the average rating of each internal indicator. The scores of all internal indicators are then summed up to obtain the results of the external indicator score, for the score of the opportunity variable the result is 0.58, while for the threat variable it is 0.71.

#### Planning Strategy for Tukad Bindu Destination as a Tourism Attraction in Denpasar City with SWOT Matrix

In terms of recreation, the arrangement carried out in Tukad Bindu was developed in the Tukad Bindu area to become an advantage and have a good role for the surrounding community. Recreational areas that can be



developed in Tukad Bindu include selfie spots, fish hatchery areas, water recreation, culinary, mini-stage, sports spots, children's play areas, and outdoor meeting spaces. Along Tukad Bindu, water recreation facilities are also provided, such as water games that utilize the flow of river water, such as floating tire rides and water slide rides (Picture 1).



**Figure 1.** Local tourists swimming at Tukad Bindu  
Source: Field Research, December 2023

There is also a performance stage that is now slightly damaged, which can reduce the beauty value of Tukad Bindu itself. Internal indicators produce strengths and weaknesses, while external indicators produce opportunities and threats owned by Tukad Bindu. These indicators are analysed using SWOT analysis so that numbers can be obtained as a planning strategy for Tukad Bindu destinations as a tourist attraction in Denpasar city. The SWOT analysis matrix is as follows (Table 4).

The purpose of this stage is to generate viable strategy alternatives, not to choose which strategy is the best. Not all strategies developed in the SWOT matrix are selected for implementation. The four types of strategies suggested are SO (strength-opportunity) strategy, ST (strength-threat) strategy, WO (weakness-opportunity) strategy, and WT (weakness-threat) strategy. The SWOT matrix of the potential development of eco-edu-Spiritual tourism as an effort to support the creative economy in the Ayung River Watershed of Denpasar City formulated several alternative strategies, namely: 1. S-O Strategy (Strengths-Opportunity) A strategy that uses strengths to take advantage of opportunities, namely preserving river revitalization as a carrying capacity for tourism and increasing agricultural productivity, tourist attractions, preserving the environment, and improving the community's economy with tourism activities carried out. 2. S-T (Strengths-Threats) Strategy using strengths to overcome threats by empowering the community through active participation in the management of river revitalization in Tukad Bindu, so as to increase community income in managing tourism. 3. W-O Strategy (Weakness-Opportunities) A strategy that minimizes weaknesses by utilizing existing opportunities. The strategy used is to provide education and counselling through the Denpasar City Environment Office and the Tourism Office to the community regarding environmental preservation and cleanliness, the development of agricultural-based tourism products from upstream to downstream, and structuring tourist areas more effectively and profitably for local communities. 4. Strategy W-T (Weaknesses-Threats) The strategy to minimize weaknesses and anticipate threats is to collaborate with the government and other private parties to increase tourism promotion and the development of cultural, agricultural, and environmental attractions for the sustainability of the program in the future.

The results of the analysis of planning strategy of Tukad Bindu as a tourism destination present a multifaceted analysis of its recreational development, encompassing the creation of diverse amenities and the associated strengths, weaknesses, opportunities, and threats. This strategic appraisal framework provides a systemised structure for planning and decision-making in order to facilitate sustainable expansion of tourist attractions. Destination planners can identify areas requiring development and leverage their competitive advantages through assessing their internal strengths and limitations. Additionally, they mitigate potential risks and adapt to changing market conditions by scrutinising external opportunities and challenges. Ultimately, the use of SWOT analysis is aimed to create tourist attractions aligned with long-term sustainability goals in a strategic and well-informed manner.

The deliberate development of leisure zones in Tukad Bindu is indicative of a methodological approach to tourism planning. This corresponds with wider academic discussions on the significance of strategic expansion in augmenting the allure of tourist destinations. The intentional development of recreational areas in Tukad

Bindu facilitates not only the satisfaction of tourist demands and preferences, but also acknowledges the financial opportunities of the tourism industry (Picture). This approach acknowledges that carefully designed leisure spaces can considerably enhance the charm and competitiveness of the location, enticing a greater number of visitors and generating more income for the area's economy (Picture 2).

**Table 4.** SWOT Matrix of Tukad Bindu Destination Planning Strategy As a Tourism Attraction in Denpasar City

<div style="text-align: center;"><b>IFAS</b></div> <div style="text-align: center;"><b>EFAS</b></div>	<b>Strength (S)</b> 1. Unique Attractions 2. Easy Accessibility 3. Interesting socio-cultural life 4. Attractive artificial tourism potential 5. Availability of local culinary 6. Clean and beautiful environment 7. Complete tourism support facilities 8. 8. Friendly and open community	<b>Weaknesses (W)</b> 1. Lack of public education 2. The community is not ready for management. 3. Less productive business opportunities 4. Tour packages do not attract tourists. 5. Promotion is not maximized. 6. Merchants lack space.
<b>Opportunities (O)</b> 1. River revitalisation 2. Develop agrocultural tourism 3. Local culture as a tourist attraction 4. Nature-based facilities 5. Community involvement	<b>STRATEGY SO</b> <i>(Strength-Opportunities)</i> Strategies that use strengths to take advantage of opportunities are preserving river revitalization as a carrying capacity for tourism and increasing agricultural productivity, tourist attractions, maintaining environmental sustainability, and improving the community's economy with tourism activities.	<b>STRATEGY WO</b> <i>(Weakness-Opportunities)</i> Strategies that minimize weaknesses by utilizing existing opportunities The strategy used is to provide education and counselling through the Denpasar City Environment Office and the Tourism Office to the community regarding environmental preservation and cleanliness, developing agricultural-based tourism products from upstream to downstream, and structuring tourist areas more effectively and beneficially for local communities.
<b>Threats (T)</b> 1. The erosion of local cultural values 2. Environmental pollution 3. Society as an object 4. Limited community involvement 5. Lack of tourism contribution to the local economy 6. Competitor Tourism Attraction around	<b>STRATEGY ST</b> <i>(Strength-Threats)</i> The strategy of using strengths to overcome threats by empowering the community through active participation in the management of river revitalization in Tukad Bindu, so as to increase community income in managing tourism,	<b>STRATEGY WT</b> <i>(Weakness-Threats)</i> The strategy to minimize weaknesses and anticipate threats is to collaborate with the government and other private parties to increase tourism promotion and the development of tourism attractions based on agriculture, culture, and the environment for the sustainability of the program in the future.

Source: Primary Data 2023





**Figure 1.** Local shop selling snacks for tourists  
Source: Field Research, December 2023

Furthermore, the allocation of distinct zones for entertainment, ranging from selfie spots to areas for food and water-based activities, reflects a commitment to providing guests with an assorted and captivating encounter. This is aligned with scholarly discussions on the importance of diversity in tourism offerings to cater to a wide range of preferences. Research has proven that providing various entertainment options can boost tourists' satisfaction, increase their chances of revisiting and contribute to the overall success of the local tourism industry. By catering to diverse preferences and interests, visitors have a memorable and pleasant stay. Moreover, the installation of water recreation facilities, such as cycling track, water slide rides and floating tyre rides, that utilise the river's flow demonstrates a seamless integration of natural components into recreational activities (Picture 3). This aligns with scholarly perspectives on sustainable tourism, emphasising the importance of safeguarding natural resources whilst developing tourist attractions. Visitors enjoy thrilling water activities that minimize their environmental impact by using the river's currents. This approach cultivates a greater respect for the river's natural beauty and its environs, enhancing the overall visiting experience.



**Figure 3.** Local tourists cycling along the cycling track at Tukad Bindu  
Source: Field Research, December 2023

In addition, the discussions on community-focused tourism align with the aim of recreational development to have a positive impact on the local community surrounding Bindu River. Engaging the neighbourhood in the benefits and planning of tourism initiatives fosters sustainable development and enhances well-being in the community. Community-based tourism emphasises fair economic benefits and the involvement of local residents in decision-making processes. The community's needs are met and their opinions heard through active involvement in the planning and execution of recreational development. This approach not only enhances community well-being, but also promotes long-term sustainability by instilling in locals a sense of ownership and responsibility towards their environmental and cultural assets. The role of cultural elements in tourism development and the potential for fostering community cohesion through public spaces. This inclusion suggests a recognition of the cultural and social significance of Tukad Bindu.



**Figure 4.** Water slide at Tukad Bindu  
Source: Field Research, December 2023

Finally, the range of leisure facilities, such as areas for taking selfies and playgrounds for children, indicate a desire to enhance the overall tourist experience that highlights the significance of providing unforgettable and pleasant experiences to visitors to ensure a competitive destination (Picture 3). These recreational amenities are tailored to meet the requirements and tastes of every type of tourist, ensuring there is something for everyone to appreciate. By providing these amenities, the destination aims to stand out from its competitors and attract a wider range of visitors.

## Conclusions

The analysis of Tukad Bindu's planning strategy as a tourism destination reveals an extensive and strategic approach to its recreational development. Implementing SWOT analysis offers a structured framework for decision-making, enabling destination planners to capitalize on strengths, address weaknesses, exploit opportunities, and mitigate threats effectively. This systematic planning aims to facilitate sustainable expansion of tourist attractions while ensuring long-term viability and alignment with broader sustainability goals. The deliberate development of leisure zones in Tukad Bindu not only addresses tourist demands but also acknowledges the economic opportunities inherent in the tourism industry. By diversifying its recreational areas, including selfie spots and water-based activities, Tukad Bindu intends to enhance its appeal, attract a wider range of visitors, and make a significant contribution to the local economy.

Moreover, the intentional actions to involve the local community in the design and advantages of tourism programmes emphasise a dedication to community-based tourism. This strategy is in accordance with the standards of just economic benefits, community participation, and decision-making processes that enhance the overall welfare of the local inhabitants. Acknowledging the cultural and social importance of Tukad Bindu, particularly the division of separate entertainment areas, highlights the significance of cultural elements in the progress of tourism and the potential for strengthening community unity. This integrated approach not only amplifies the visitor's experience but also cultivates a feeling of connection and accountability among local inhabitants towards their natural and cultural resources, endorsing long-lasting sustainability.

Future research should be conducted to assess the long-term impact of recreational development on Tukad Bindu through a comprehensive long-term impact assessment. This involves assessing economic, social, and environmental metrics over an extended duration to measure persistent advantages and potential obstacles; in addition to visitor satisfaction and repeat visitation rates. It is important to investigate visitor satisfaction and the factors that influence repeat visitation. Investigate how the diverse recreational offerings contribute to tourists' overall satisfaction and likelihood of revisiting, providing insights for continual improvement.

## References

- Bagiastuti, N. K. (2023). Denpasar City Branding as Tourism Development Strategy: Law Branding Aspect Point of View. *International Journal of Social Science and Human Research*, 06(04), 2462–2469. <https://doi.org/10.47191/Ijsshr/V6-I4-60>
- Doyle, J., & Kelliher, F. (2023). Bringing The Past to Life: Co-Creating Tourism Experiences in Historic House Tourist Attractions. *Tourism Management*, 94(July 2022), 104656. <https://doi.org/10.1016/J.Tourman.2022.104656>

- Dinas Lingkungan Hidup Dan Kebersihan Kota Denpasar. (2022). Tukad Bindu, Sebuah Inovasi Revitalisasi Sungai Yang Mendunia. Dinas Lingkungan Hidup Dan Kebersihan Kota Denpasar.
- Ida Ayu Made, D. S., & Luh Putu Kirana Pratiwi. (2021). Strategy For Ecotourism Development in Efforts to Improve Community Welfare in Ayung River Flow (Case Study of Tukad Bindu, Kesiman Village, Denpasar City). *SEAS (Sustainable Environment Agricultural Science)*, 5(1), 1–6. <https://doi.org/10.22225/Seas.5.1.3143.1-6>
- Indrayani, N. M. V., Putra, I. W. G. Y. D., Sumartini, A. R., & Negara, I. K. W. (2021). Program Kemitraan Masyarakat Kelompok Usaha Tani Budidaya Ikan Lele Di Tukad Bindu Denpasar. *Jurnal Bakti Saraswati*, 10(01), 44–51.
- Junaid, I., Ilham, M. D. M., & Saharuna, M. Y. (2022). Model Pengembangan Interpretasi Pariwisata Edukasi Di Museum Kota Makassar. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 16(2), 216–236. <https://doi.org/10.47608/Jki.V16i22022.216-236>
- Kadek Pande Maha Dwija, I., Diah Utari Dewi, N., Riniti, L., Studi Magister Administrasi Publik, P., & Ngurah Rai Denpasar, U. (2023). Kawasan Heritage Gajah Mada Di Kota Denpasar Sebagai Destinasi Wisata Alternatif (The Gajah Mada Heritage Area In Denpasar City As An Alternative Tourism Destination). *Jurnal Studi Perhotelan Dan Pariwisata (JSPP)*, 1(2), 89–98. <https://doi.org/10.35912/Jssp.V1i2.2059>
- Kangshu, W. (2023). Research On Sustainable Development Planning Strategies Under The Background Of Rural Revitalization: Taking Yichang Cultural Tourism Town As An Example. *Asian Social Science*, 19(3), 26. <https://doi.org/10.5539/Ass.V19n3p26>
- Karta, N. L. P. A., Widiastini, N. M. A., Sutapa, K. I., & Wiles, E. (2022). Jurnal Kajian Bali. *Journal Of Bali Studies*, 11(2), 370–386.
- Kyriakaki, A., & Kleinaki, M. (2021). Planning A Sustainable Tourism Destination Focusing On Tourists' Expectations, Perceptions And Experiences. *Geojournal Of Tourism And Geosites*, 40(1), 225–231. <https://doi.org/10.30892/GTG.40127-823>
- Núñez-Torres, A., Arones-Huarcaya, A., & Yarasca-Aybar, C. (2023). Strategies For Territorial Tourism Planning In Natural Protected Areas (Npas): Alto Mayo Protected Forest (BPAM), Peru. *City, Territory And Architecture*, 10(1). <https://doi.org/10.1186/S40410-023-00200-W>
- Obradović, S., & Tešin, A. (2023). Local Communities' Perceptions Of Tourism Planning In Natural Areas. *Tourism And Hospitality*, 4(2), 336–354. <https://doi.org/10.3390/Tourhosp4020021>
- Pato, M. L., & Duque, A. S. (2023). Strategic Issues In Portuguese Tourism Plans: An Analysis Of National Strategic Plans Since 2000. *Sustainability (Switzerland)*, 15(7), 1–19. <https://doi.org/10.3390/Su15075635>
- Pemerintah Kota Denpasar. (2023). Tukad Bindu. Retrieved From <https://sijuna.denpasarkota.go.id/baca/tukad-bindu-31>
- Pramesti, D. S., Pitana, I. G., Paturusi, S. A., & Adikampana, I. M. (2023). A Qo12023bali Tourists ' Preferences For The Architectural Attractions In Bali. 419–426.
- Ramaano, A. I. (2022). Musina Municipality Tourism Management And Strategies: A Sustainable-Eco-Tourism Inclusive Business Insights For The Town, Abutting Peri-Urban And Countryside Existences. *Management Of Environmental Quality: An International Journal*, 33(3), 718–738. <https://doi.org/10.1108/MEQ-11-2021-0257>
- Rosalina, P. D., Dupre, K., Wang, Y., Putra, I. N. D., & Jin, X. (2023). Rural Tourism Resource Management Strategies: A Case Study Of Two Tourism Villages In Bali. *Tourism Management Perspectives*, 49(October), 101194. <https://doi.org/10.1016/J.Tmp.2023.101194>
- Rukmana S. Nuurlaily. Et Al, Perencanaan Wilayah Dan Kota Universitas PGRI Adi Buana Surabaya Jl Dukuh Menanggal XII, P., Menanggal, D., Gayungan, K., & Timur, J. (2023). Persepsi Dan Preferensi Masyarakat Trekait Dampak Reklamasi Pantai Pasca Pembangunan Labuan Bajo. *Jurnal Kepariwisata Indonesia*, 17(1), 144–155.
- Subadra, I N. (2021). Destination management solution post COVID-19: Best practice from Bali – A world cultural tourism destination. In: In V.B.B. Gowreesunkar, S.W. Maingi, H. Roy and R. Micera (Eds). *Tourism Destination Management in a Post-Pandemic Context: Global Issues and Destination Management Solutions*. Bingley (United Kingdom): Emerald Publishing Limited.
- Subadra, I N. and Hughes, H. (2021). Pandemic in Paradise: Tourism Pauses in Bali. *Tourism and Hospitality Research*. London: Sage Publication. p.1-7. DOI: <https://doi.org/10.1177/14673584211018493>
- Subadra, I N. (2021). Pariwisata Budaya dan Pandemi Covid-19: Memahami Kebijakan Pemerintah dan Reaksi Masyarakat Bali. *Jurnal Kajian Bali (Journal of Bali Studies)*, Vol. 11, No. 1, p. 1-22. DOI: <https://doi.org/10.24843/JKB.2021.v11.i01.p01>.
- Suyasa, P. (2022). Kamus Bahasa Bali. Dinas Kebudayaan Provinsi Bali.
- Sukmajaya, I. N. (2023). Peran Masyarakat Dalam Pengembangan Pariwisata Berbasis Komunitas. *Jurnal Kepariwisata Indonesia*, 15(1), 1-12.

- Tandipayuk, G. P., & Kakeeto-Aelen, T. (2022). Influence Of Service Quality And Perceived Value On Customer Loyalty In Toraja Cultural Sites. *Jurnal Kepariwisataaan Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisataaan Indonesia*, 16(2), 103–116. <https://doi.org/10.47608/Jki.V16i22022.103-116>
- Taufik, Husain, O. O., Mukaddas, J., & Arfah, J. (2023). Spatial Analysis Of The Development Of Andawe Waterfall Tourist Area In Matahori Village, Padanguni District, Konawe Regency. *Jurnal Kepariwisataaan Indonesia*, 17(1), 49–63.
- Trimandala, N. A. (2021). The Impact Of Using The Tourist Attraction Of Tukad Bindu And Tukad Badung In Denpasar. *Proceedings Of The 6th International Conference On Tourism, Economics, Accounting, Management, And Social Science (TEAMS 2021)*, 197(Teams), 514–519. <https://doi.org/10.2991/Aebmr.K.211124.073>
- Wrong, G., & Case, T. (2022). Tourism Planning In Underdeveloped Regions — What Has Been. 1–15.
- Zárate-Altamirano, S., Rebolledo-López, D. C., & Parra-López, E. (2022). Community Tourism Strategic Planning—Convergent Model Proposal As Applied To A Municipality In Mexico. *Sustainability (Switzerland)*, 14(23). <https://doi.org/10.3390/Su142315945>