Investigation Of The Image Of Buyan Tamblingan Area As Tourist Attraction Destination
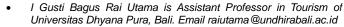
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Abstract— Buyan and Tamblingan territory are upheld by common magnificence and the genuineness of its woods protection and the characteristics of individuals' nurseries as indigenous blossoms and citrus gardens. That nursery is expertly made do with the advancement of agritourism models. The best forthcoming choice to enhance the rural area can build network welfare. Agritourism advancement in the Tamblingan lake the travel industry park zone will has a decent effect if a few arranging ethical qualities are applied, while the ethical to be able to develop an area into an attractive tourism area there are three elements that must be fulfilled as like (1) make sure the accessibility is good enough. (2) make sure the nature, culture, and facility are well preserved and maintained. (3) make sure the unique tourist attraction well existed and distance easily reached.

Index Terms— woods protection, agritourism, uniqueness, naturalness, scarcity.

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1 INTRODUCTION

Buyan and Tamblingan Nature Tourism Park administratively located in the Sukasada District, Banjar District, Buleleng Regency and Baturiti District, Tabanan Regency. This region based on the Decree of the Minister of Forestry No: 144/Kpts-II/1996 dated April 4, 1996, was designated as the Batukahu Forest Area located in Tabanan Regency and Buleleng Regency. Both of them covering an area of 1,336.50 Ha as Lake Buyan-Lake Tamblingan Nature Tourism Park, where there is an 8 Ha enclave. The extensive revision of the area in accordance with the Decree of the Head of the Regional Office of the Ministry of Forestry No: 140/Kwl-5/1997 dated January 22, 1997, and then the area of Lake Buyan and Tamblingan Nature Park became 1,703 Ha. The Buyan Lake and Tamblingan Nature Park area borders: (1) North Side: Wanagiri Village, Lemukih Village. (2) East Side: Protected Forest, District of Peken, Pancasari Village. (3) South Side: Batunya Village, Candikuning Village. (4) West side: Tamblingan Hamlet, Munduk and Gesing Villages (KSDA, 2019).Lake Buyan and Tamblingan Nature Tourism Park area varies from flat (0-3%), Slope (3-8%), Sloping (8-5%), rather steep (15-30%), steep (30- 45%) and steep (> 45%) with altitude from sea level ranging from 1210 m asl to 1350 m asl. The northern and eastern parts of the Lake Buyan and Tamblingan Nature Tourism Park area are all very steep slopes. The southern part of this forest boundary, especially those between the two lakes are also very steep. The steep and rather steep slope is between Lake Buyan and Lake Tamblingan. Some of the eastern and southern parts of Lake Buyan and Tamblingan have sloping to flat slopes. In accordance with the Schmidt and Ferguson classifications included in climate type A with an average rainfall of 2000-2800 mm per year and average rainy days per year 155.6 days, wet months 4-10 and dry months 0-5, with the air temperature ranges from 11.5o-24o C. Type of forest in Buyan Lake Nature Park and Tamblingan Lake including the type of mountain tropical rain forest which is characterized by high rainfall. The condition of the area is always wet with a diversity of plant species that are relatively height. Forest vegetation type in Lake Buyan and Tamblingan Nature Tourism Park are included in the type of mountain tropical rainforest

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Fig. 1. Best view point to see the twin lakes Buyan and Tamblingan and Batukaru mountains in behind. Whole area is under UNESCO protection. Foto taken by glogloman.

with conditions that are generally intact and natural. In addition to natural forests that are still intact there are also jackfruit reforestation plants in 1986/87 located on the shores of Lake Buyan and Tamblingan, plantations of Damar species (Agathis alba), Rasamala (Altingea excelsa) and Cempaka (Mechelia champaka) and shrubs thicket which is the class of Murbai reforestation. Based on the results of the inventory of flora and fauna in 1988, it shows that the species are lateng (Laportea sp), dominating at the tree level, followed by species of bunut (ficus indica), timber (Eugenia jambaloides) and Sambu (Vernonia arbaca). Homalanthus giganteus), stone wood (Eugenia jambaloides) and Lempeni (Ardisisa humulis). At the seedling level the types that dominate are Lateng, Lempeni and Udu species (Lithea velirtinia), while for understorey species consist of ferns, clumps, chillies, areca nut forest and others. Based on observations in the field of fauna species found in the area of Lake Buyan-Lake Tamblingan Nature Tourism Park consisting of types of Forest Chicken (Gallus sp), Cerucuk (Pycnonotus goievier), Gray Apes (Macaca fascicularis) and other types, especially the Aves. In an indirect encounter can be found through impurities, traces and sounds such as the type of Deluk (Melogale orientalis), Sri Scissors (Dicrurus renifer) and Scratch (Estrilda amandava) The diversity of species in this area is relatively less than the Batukahu Nature Reserve, this caused by the lack of available food sources. Attraction: the existence of two quite large lakes surrounded by still beautiful forests and charming steep cliffs, making this area has an attractive natural panorama. In locations that have a certain height can release fatigue to enjoy the view of this lake. In some locations on the edge of the lake there are also several temples that are built between large and dense trees, so that they can add to the potential that is not only beautiful but unique and distinctive. Nature

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Tourism Activities that may can be carried out include: water tourism, fishing, camping, crossing, exploring, jungle tracking, scientific tourism. To reach the location, visitor can use public transportation from Denpasar to go to Singaraja and route down in Pancasari Village with a distance of 57 Km and travel time of about 1.5 hours. From Singaraja city to Pancasari or Bedugul as far as 32 Km with a travel time of about 40 minutes. Stakeholders in tourism development if grouped consist of four groups, namely (1) Central Government and regions as regulators, mediators, and dynamists and motivators. (2) Communities in areas as hosts. (3) Private both tourism facilities and services, and the last is (4) Tourists, who will enjoy the entire product presented by other stakeholders. An area can be developed into Agri Tourism by considering the following things: (1) Consideration of Scarcity, (2) Consideration of Nature (3) Uniqueness Considerations. (4) Consideration of Labor Involvement. (5) Considerations for Optimizing Land Use. (6) Consideration of Justice. (7) Equity Considerations (Utama & Junaedi, 2015).

2 LITERATURE REVIEW

Presently, there are still a lot bantering on contrasting perspectives on the parts about the destination image. For instance, (Fakeye and Crompton, 1991) accept that the destination image comprises of just subjective part, while perceptual or psychological assessment just alludes to a person's information and faith in an article apparent or assessed. As indicated by (Mazursky and Jacoby, 1986) think about that customers assemble a general image dependent on the assessment of different characteristics that comprise of products and ventures. Moreover, (Gartner, 1993) states that the impression of sightseers to different goals characteristics will interface in forming the picture of the general image. Notwithstanding, (Rudmann, 1994) has been tried by the experimental actuality that there is a connection between intellectual characteristics and in general image, and reasoned that the general impression is needy upon the properties of goals dependent on the view of voyagers exclusively. As mestion by (Milman and Pizam, 1995) expressed that psychological offers three parts that decide thedestination image, to be specific: attractions, the hosts' conduct and disposition, and nature, for example, atmosphere, offices, and etcetera. In the interim, Goeldner and Ritchie (1999) recognized that intellectually, goal picture comprises of a mental part appraising, uniqueness, and goal traits comprehensively. Besides, (Rajesh, 2013) has directed research and order the nine properties that influence the general picture of the goal, specifically (1) the qualities of nature, (2) the open door rating for no particular reason and entertainment, (3) the regular habitat, (4) open offices, (5) the way of life, history, and workmanship, (6) the social condition, (7) the travel industry framework, (8) monetary and political components, and (9) the climate goals. So as to keep up the vacationer intrigue elements of the Buyan-Tamblingan region and their suggestions for the ethics of nature-based vacation spot arranging is required examination to affirm of the presences of the Buyan-Tamblingan territory the travel industry fascination. This exploration is relied upon to bring about huge and important data for supportability of Buyan-Tamblingan region the travel industry fascination. In this setting it gets imperative to explore is the fascination and inspiration of visitor to visit Buyan-Tamblingan region the travel industry fascination. The picture and goal attractions are a discernment shaped from an assortment of data got by voyagers. Every travel industry goal has specific fascination and picture that contains convictions, impressions, and view of a goal. The picture framed is a blend of different variables that exist in goals, for example, the climate, scenes, security, wellbeing and sanitation, friendliness, and others (Coban, 2012); (Jamaludin, et al, 2012). Allure and destination image is continually encountering the elements over the improvement innovation, correspondence and data ought to be progressively utilized by media, sound, visual thus examine on the picture of goals ought to be done with the goal that these elements can be resolved.

3 RESEARH METHOD

The quantitative methodologies are utilized in this investigation to discover the visitor insterest components of the Buyan Tamblingan Area. The utilization of hypotheses and ideas related goals to figure the methodology with the goal that the quantity of voyagers who visit Buyan Tamblingan Area and the Ethics of Nature-based Tourist Attraction Planning can be resolved. This examination was directed in Buyan Tamblingan Area, and was planned utilizing research overview that including 238 vacationers as respondents. The respondents were chosen purposively when they visit Buyan Tamblingan Area. Explomatory factor examination methods are utilized to investigate a wide scope of goal fascination factors that normal to deliver a few predominant factors. Factor investigation is done through the different stages that characterize various factors comparing to inquire about issues, at that point decide the ampleness of the respondent, and afterward factor examination with pivot of elements, gathering factor, at that point the naming component suitable portrayal of the variable constituent, and the last stage is decide factor model precision (Utama and Mahadewi, 2012).

4 RESULT AND DISCUSSION

4.1 Respondent Profile

In light of their Profession gatherings of 238 respondents who partook in this investigation, outlined that understudy respondents are increasingly predominant about 86.1 percent contrasted and others about 13.9 percent respondents as observed as Table 1 underneath:

TABLE 1
RESPONDENTS PROFILE BY PROFESSION

Profession	Frequency	Percent
Student	205	86.1
Private Employee	18	7.6
Not recorded	6	2.5
Government employee	5	2.1
Entrepreneur	4	1.7
Total	238	100

Source: Primary Research Finding, 2020

In any case, in light of the their home town from 238 respondents are delineated that the prevailing respondents from around Bali which is about 83.8 percent, 15.1 percent from outside Bali and 0.4 percent from overseas as observed

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as in Table 2 beneath:

TABLE 2
THEIR HOME TOWN

Home town	Frequency	Percent
Around Bali	199	83.6
Outside Bali	36	15.1
Not recorded	2	0.8
Overseas	1	0.4
Total	238	100

Source: Primary Research Finding, 2020

Based on their aging group of 238 respondents, reflected those respondents predominantly from under 20 years old about 71.4 percent, and 21 to 30 years old about 11.4 percent, and others about 7.2 percent as seen as Table 3 below:

TABLE 3
AGING GROUP OF RESPONDENTS

Age	Frequency	Percent
Under 20 years old	170	71.4
21 to 30 Years Old	51	21.4
31 to 40 Years Old	9	3.8
41 to 50 Years Old	4	1.7
More than 50 Years Old	4	1.7
Total	238	100

Source: Primary Research Finding, 2020

4.2 Exploration of the Tourist Interest Factors of the Buyan Tamblingan Area
The finding of an overview of 238 resppindents as observed as Table 4 were broke down utilizing statitstik distinct examination dependent on the mean for the goal attractions of Buyan Tamblingan, may show that the variable of the social and earth neighborly vacation spot, the perspectives on the span of agrarian land, the magnificence of nature, the excellence of the recreation center that as of now exists, and a novel town vacation spot are positioned on the top positioning methods and they have an exceptionally solid appeal to pull in guest to visit them.

Table 4
Attractiveness of Buyan Tamblingan Lake as Tourism Attraction

Varible	Mean	Std. Deviation	Remark
Cultural and environmentally friendly tourist attraction	4.27	0.673	Very Attractive
The views of the expanse of agricultural land, the beauty of nature, the beauty of the park that already exists	4.23	0.724	Very Attractive
Has a unique village tourist attraction	4.22	0.708	Very Attractive
Public facilities, telecommunications, restaurants and agri product market centers are available	4.19	0.753	Attractive
Its people are friendly to tourist arrivals	4.18	0.721	Attractive
Availability of transportation to the location	4.11	0.736	Attractive
Easily reach locations	4.09	0.741	Attractive
Close proximity to the city center	4.04	0.767	Attractive
Valid N (listwise) = 238			

Remark: (1,00-1,80 = Very bad), (1,81-2,60 = bad), (2,61-3,40 = Average), (3,41-4,20 = Attractive), (4,21-5,00 = Very Attractive)

While the factors that have the appealing recognitions are the open offices, media communications, eateries and agri item showcase focuses are accessible, its kin are benevolent to visitor appearances, Availability of transportation to the area. Effectively arrive at areas and closeness to the downtown area.

4.3 The Analysis of the Tourist Interest Factors of the Buyan Tamblingan Area
Decide the factors that are viewed as qualified to be remembered for ensuing element dissects, by forcing various tests on all factors, and expel factors that demonstrated unfeasible. For this situation the strategy KMO and Bartlett test of sphericity, estimation MSA (Measure of Sampling Adequacy) just as testing with anti image matrices. The test outcomes Table 5 show that the estimation of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is about 0.919 which implies the quantity of respondents factually is satisfactory for factor investigation.

TABLE 5
KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling		0.919
Bartlett's Test of Sphericity	Approx. Chi-Square	1343.771
	df	28
	Sig.	0

The way toward calculating is to do the extraction of the arrangement of factors which are to decide at least one component. The strategy used to play out the extraction procedure is the Principal Component Analysis. Table 6 shows that the consequences of the examination that controlled by the three segments with Total Initial Eigenvalues > 0.5 or factors with eigenvalues starting combined rate about 81.839 percent.

TABLE 6
TOTAL VARIANCE EXPLAINED

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Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	5.406	67.577	67.577
2	0.635	7.932	75.509
3	0.506	6.329	81.839

Extraction Method: Principal Component Analysis.

The consequences of the turned examination of Component Matrix as observed as Table 7 shows that the variable the perspectives on the region of rural land, the excellence of nature, the magnifince of the recreation center that as of now exists, Cultural and ecologically well disposed vacation destination, Public offices, broadcast communications, eateries and agri item showcase focuses accessible" are shaped as factor 2. While closeness to the downtown area are framed as factor 3, and variable Availability of transportation to the area, Easily arrive at areas, Its kin are amicable to visitor appearances are shaped into factor 1.

TABLE 7
ROTATED COMPONENT MATRIX

Variable	Component		
	1	2	3
The views of the expanse of agricultural land, the beauty of nature, the beauty of the park that already exists	0.273	**0.861**	0.2
Cultural and environmentally friendly tourist attraction	0.383	**0.74**	0.3
Has a unique village tourist attraction	0.179	0.522	**0.7**
Public facilities, telecommunications, restaurants and agri product market centers are available	0.482	**0.593**	0.4
Close proximity to the city center	0.465	0.192	**0.8**
Availability of transportation to the location	**0.702**	0.406	0.4
Easily reach locations	**0.739**	0.237	0.4
Its people are friendly to tourist arrivals	**0.842**	0.338	0.2

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Naming every variable of the components that have been resolved, it very well may be begun from a factor that has the best eigenvalues to the littlest as observes as Table 8 beneath:

TABLE 8
NAMING FACTORS

Factor	Variables	Correlations	Initial Eigenvalues	
			Total	% of Variance
Accessibelity	Availability of transportation to the location	0.702	5.406	67.577
	Easily reach locations	0.739		
	Its people are friendly to tourist arrivals	0.842		
Nature, Culture, and Facility	The views of the expanse of agricultural land, the beauty of nature, the beauty of the park that already exists	0.861	0.635	7.932
	Cultural and environmentally friendly tourist attraction	0.74		
	Public facilities, telecommunications, restaurants and agri product market centers are available	0.593		
Unigue Tourist Attraction and Distance	Has a unique village tourist attraction	0.746	0.506	6.329
	Close proximity to the city center	0.778		

Test the goodness of fit of the model determine that "Residuals are computed correlations between observed and Reproduced are 11 (39.0%) as nonredundant residuals with absolute values greater than 0:05". The accuracy test means that the model has been formed trustworthy by 61%.

5 CONCLUSION AND RECOMMENDATION

Factor investigation eventually verifies that there are three factors as the primary fascination for visitors to visit Buyan Tamblingan Area which can be clarified as follows: the principal factor is the factor of accessibelity that comprise of availability of transportation to the area, easily arrive at areas, and its kin are agreeable to traveler appearances with an underlying quality of eigenvalues level of difference about 67.577%. The subsequent factor is nature, culture, and facility that comprise of the perspectives on the field of agrarian land, the magnifince of nature, the excellence of the recreation center that as of now exists, Cultural and naturally benevolent vacation spot, and Public offices, broadcast communications, cafés and agri item advertise focuses are accessible with an underlying quality of eigenvalues level of change about 7.932%. The third factor is Unigue Tourist Attraction and Distance that comprise of an interesting town vacation destination and nearness to the downtown area with an underlying quality of eigenvalues level of fluctuation about 6.329%.The consideration of scarcity is the presence of a thousand flowers as a unique Tourist attraction and distance that are not owned by other regions (Syamsu, 2001). Consideration of Nature, Culture, and Facility: This area is an area that quite natural because. It is still new and beautiful, and it may still be reorganized or redesigned to become an attractive agritourism area. In addition to being located adjacent to the well-known tourist area, Bedugul, infrastructure is relatively easy to reach both by domestic and also foreign tourists. Uniqueness Considerations: This area also has a quite prominent uniqueness, with a stretch of flower gardens and many temples (33 temples) that have the potential to become a religious area (Pujaastawa, 2005). Consideration of Labour Involvement by looking at the livelihood configurations of the Munduk villagers can develop life agritourism, the majority can be raised more prosperously (Fandeli, 2011). Agritourism is essentially an activity that integrates agricultural systems and tourism systems so as to form attractive tourism attraction. To be able to develop an area into a tourism area there are three elements that must be fulfilled as below: (1) Make sure the accessibelity is good enough. (2) make sure the nature, culture, and facility are well preserved and maintained. (3) make sure the unique tourist attraction well exsisted and distance easely reached. (Utama, 2015).

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