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**LANDSCAPE AS AN OUTDOOR RECREATION FORM IN
BLIMBINGSARI JEMBRANA, BALI, INDONESIA**

I Gusti Bagus Rai Utama
Hotel Management Departement, Dhyana Pura University, Bali, Indonesia

I Wayan Ruspindi Junaedi
Management Departement, Dhyana Pura University, Bali, Indonesia

Abstract
As it is known, leisure has a huge impact on the earth's landscape, whereas landscapes change because of natural and human forces. The change of landscape as a result of leisure related issues tend to have either positive or negative impact on the landscape. It is also evident that landscapes are of different nature and due to this; they have different leisure and tourism potential. The research reported about potential of countryside landscape in the western part of Bali Indonesia. Specifically, the report focuses on a central question "how could outdoor recreation contribute to the development of attractive cultural and natural landscapes in the province of Bali?" The research objective is determined to try and present the area of Blimbingsari Village on its potentials on development of outdoor recreation. The report focuses on the weaknesses, strengths and opportunities that are considered for the development of the Blimbingsari Village as a cultural and natural landscape destination. As the researchers found out the form of outdoor recreations in Blimbingsari Village such as garden viewing like many kinds of varieties of flowers and outdoor recreation such as sightseeing around the village, fishing at man-made lake in Palasari can be packaged as outdoor recreation. Biking while Blimbingsari Village is a small can be as alternative to reach outdoor recreation sports in Blimbingsari Village, and walking see the beautiful landscape, artistic housing, beauty gardens, and other panorama also become attraction outdoor recreation in Blimbingsari Village.

Keywords: landscape, outdoor recreation, leisure, fishing, sightseeing, biking

1. Introduction
1.1 Introduce the Problem
Tourism is seen an agent of preservation and change of landscape elements. This change may include creation of walking track, consecration of the area, and rise of new buildings among others. On the other hand landscapes are transforming from production to consumption. Many destination areas are noted by the differences in landscapes, such as Jembrana Bali is seen as having a flat landscape while Karangasem Bali maybe hilly (Utama, 2017). The topography and scale of change related with landscapes vary considerably from place to place and for any particular place, from time to time (Wall, 2000). For instance in Indonesia, rice field may be seen as great attraction to the foreigners but to the Indonesian, they might see it as simply farming. Due to the differences from regions to regions, strategies of promoting destination visits have taken a different perspective. Those strategies sometimes are planned to boost tourist potential.

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As it is known, leisure has a huge impact on the earth's landscape, whereas landscapes change because of natural and human forces. The change of landscape as a result of leisure related issues tend to have either positive or negative impact on the landscape. It is also evident that landscapes are of different nature and due to this; they have different leisure and tourism potential. The research reported about potential of countryside landscape in the western part of Bali Indonesia. Specifically, the report focuses on a central question "how could outdoor recreation contribute to the development of attractive cultural and natural landscapes in the province of Bali?" The research objective is determined to try and present the area of Blimbingsari Village on its potentials on development of outdoor recreation. The report focuses on the weaknesses, strengths and opportunities that are considered for the development of the Blimbingsari Village as a cultural and natural landscape destination. As the researchers found out the form of outdoor recreations in Blimbingsari Village such as garden viewing like many kinds of varieties of flowers and outdoor recreation such as sightseeing around the village, fishing at man-made lake in Palasari can be packaged as outdoor recreation, biking while Blimbingsari Village is a small can be as alternative to reach outdoor recreation sports in Blimbingsari Village, and walking see the beautiful landscape, artistic housing, beauty gardens, and other panorama also become attraction outdoor recreation in Blimbingsari Village.

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1. Introduction

1.1 Introduce the Problem

Tourism is seen an agent of preservation and change of landscape elements. This change may include creation of walking track, consecration of the area, and rise of new buildings among others. On the other hand landscapes are transforming from production to consumption. Many destination areas are noted by the differences in landscapes, such as Jembrana Bali is seen as having a flat landscape while Karangasem Bali maybe hilly (Utama, 2017). The topography and scale of change related with landscapes vary considerably from place to place and for any particular place, from time to time (Wall, 2000). For instance in Indonesia, rice field may be seen as great attraction to the foreigners but to the Indonesian, they might see it as simply farming. Due to the differences from regions to regions, strategies of promoting destination visits have taken a different perspective. Those strategies sometimes are planned to boost tourist potential,

and to protect areas from being over visited. As such, it can be regarded that outdoor recreation and tourism developments influence landscapes. In this case, the objectives of different strategies are designed to keep balance of the impact on outdoor recreation and tourism on landscapes.

The report main aim is to discuss the current situation of Blimbingsari's landscape. It will stretch the research on various issues such as which are the opportunities that Blimbingsari has on developing attractive outdoor and cultural recreation in Blimbingsari which is situated as an outdoor recreation form. While involving desk research and observation of the research area, the main overall objective of the research is focused on how outdoor recreation can contribute to the development of attractive cultural and natural landscapes in the Village of Blimbingsari as form of outdoor recreation. The Blimbingsari Village is one of the some villages in western part of the Bali Province. It is an extremely attractive village with a variety of beautiful landscape and compared with other village in Jembrana Bali as an outdoor recreation form.

The objective of the research is to analyze outdoor recreation in Blimbingsari and the contribution to the development of attractive cultural and natural landscapes in the province of Bali, Indonesia. Then, detailed research questions are settled for further research, which will be mainly carried out by observation and photographing as data collection. To answer all the research questions listed in the checklist, qualitative by SWOT analysis to contribute the result analysis in consequence. The study was aimed at knowing how the outdoor recreation contributes to the development of attractive cultural and natural landscapes in the Blimbingsari Jembrana Bali as an outdoor recreation form.

1.2 Literature Review

The opportunities of outdoor recreation may first be determined by the concerned parties in a state before being implemented. Williams (1995) states that the organization of and actions of local authorities to develop outdoor recreation are very variable and this may be partly attributed to lack of a policy direction. On the other hand, the private sector has a more driven ability to create excellent leisure opportunities since the sector is a market driven one. The terms they invest in are characterized by the returns the sector gets and the returns are financially measured. Private sectors for recreational purposes are characterized by such amenities like pools tables, snooker houses, bowling centers, among others. The voluntary sector falls between the private and the public sector. These Williams notes that it is normally dominated by community based clubs and groups that focus on a particular activity e.g. dances, theatre, gardening or football club. Therefore, for a proper opportunity of recreation provision, all the sectors must collaborate so that such opportunities of leisure and recreation can be equal and be of standard

As seen from the literature, landscapes tend to vary from one another depending on locations. The types of landscapes also influences the types of leisure activities that are going to happen or be carried put in a particular destination. On the other hand, outdoor recreation also depends highly on the typology of landscapes. A hilly place will tend to have people visiting it for the purposes of climbing. A snowy place will have people going for skating and a beautiful landscape will have people going for walks or picnics. More over as seen in the review, there are benefits of outdoor recreation that range from: a healthy mind to a chance of investment for the local community. More to that, it has been seen that various outdoor recreational trends have

begun to rise and some have stagnated. For example, Hiking, biking, riding horses, camping, walking will still be the main outdoor recreational activities experienced by visitors in years to come.

2. Method

The project was aimed at knowing how the outdoor recreation could contribute to the development of attractive cultural and natural landscapes in the Blimbingsari village in Jembarana Bali. According to Trochim, (2006), direct observation is collecting data include everything from field research where one lives in another context or culture for a period of time to photographs that illustrate some aspect of the phenomenon. The data can be recorded in many of the same ways as interviews (stenography, audio, and video) and through pictures, photos or drawings (e.g., those courtroom drawings of witnesses are a form of direct observation).

In this case, the data was collected in relation to the resources present at the landscapes in Blimbingsari Village in Jembarana Bali as an outdoor recreation form as cases studies. First, the group made an observation list describing what kind of landscape resources present in Blimbingsari Village and the quality of those as well. Then, the group bought a map and geographic book about Blimbingsari, read and figured out the resources and the position on the map. The next step was making an itinerary and field trip.

Finally the group went to Blimbingsari Village made observations, took photos, and communicated with locals around the area. At the same time all the group members made notes on the observation list and then we discussed about what we observed. After that, a final detailed observation list including opinions from all group members was made.

3. Results

Blimbingsari is a small village of approximately 200 couple families, located in western part of Bali Province approximately 120 km from the Capital City of Denpasar. The village was formed and developed once the Dutch colonized Indonesia. It is predominantly populated by Christian Protestant communities. Albeit it becomes a Christian village, Blimbingsari still exists in Balinese culture and tradition practices. Predominantly, the populations work for agricultural sector. The cacao and coconut farms are the main products of Blimbingsari Village..

3.1 The opportunity of Blimbingsari to become an agricultural attraction

The opportunity of Blimbingsari to become an agricultural attraction was motivated by “Suyaga Ayub”, a pastor of Blimbingsari church. Dominantly, tourists attracted by the unique traditions of Christian communities which are implemented by Balinese-style church, and its story becomes one of the Christian villages in Bali. The village is also nearby Palasari Village with Catholics populations, moreover it is both close to West Bali National Park which functions as ecotourism and conservation and Palasari water irrigation (DAM) as an outdoor recreation form which have been developed and promoted by the local government as tourist destination in Bali. At the moment, that village is promoting as the rural tourism “desa wisata”. The activities’ outdoor recreation can be packed for harvesting, planting, walking, hiking, bicycling, jogging, running, picnicking, studying and enjoying nature, cultural activities, fishing, etc.



Picture 4.1 Natural landscape of Blimbingsari Village

Picture 4.1 is the picture of natural landscape of Blimbingsari Village. There are so many trees surrounding the Blimbingsari Village. It was known that village is located in border of conservation area of West Bali National Park. It is useful for walking, biking, jogging and sight-seeing. Garden view: the garden view in Blimbingsari Village is so beautiful. Houses are so nice and diversified here. Besides, the gardens are full of flowers of different kinds which make other people feel so delight while visiting. It is so attractive as if visitors are walking in a very big park not a village anymore. Also, there are some small farms in Blimbingsari Village located within the village turn this place to become a truly countryside with small farms and small forests interpose together. Small lakes as known Taman Grojogan: there are some small lakes where people can go fishing, boating or even swimming if possible. Other site, there are several fields where people can play food ball, camping, and barbecue and do some other outdoor recreation activities. Temperate climate is good weather especially in dry season to do recreational activities.



Picture 4.2 Cultural landscape in Blimbingsari Village

Visitors can meet friendly and helpful people everywhere in Blimbingsari Village. Cultural festivals which are taken place in every year when every church member come and perform their dances to celebrate their holiday. We also find traditional farm houses; there are so many Dutch traditional farm houses here which are still in a very good condition, unique church with Balinese style, garden, monument, etc. In most tourists' mind, Blimbingsari Village is an agricultural area. Besides, this place is a very fresh and peaceful place. Tourists come there for outdoor recreation. Besides that, this village is also a good place for cultural activities because it has many historical stories especially related to the Christianity, and traditional houses. In conclusion, Blimbingsari Village has the potential for sightseeing tour, camping and cultural tourism. Furthermore, it is also a very good place to conduct some sport activities and recovery.

In the near future, it is suggested that the tourism department and local government in Blimbingsari Village should organize more cultural activities and sport events for the locals as well as tourists. Besides, holiday resort should be built to serve for stressful tourists who are looking for fresh, quiet and beautiful place to refresh. Some of the attraction and activities that the tourists can experience are flora and fauna, planting, forestry, and cultural activities. More over amenities that can also be found which are essential for tourists are:: Hotel or villa, restaurant or food services, shops ready to serve the visitors in Blimbingsari Village. However such amenities and attractions have their own strengths and weaknesses.



Picture 4.3 the authentic Balinese church in Blimbingsari Village

3.2 The strengthen point of Blimbingsari Village

As the researchers found out, they are strengths such as (1) cheap prices, easy for a consumer to afford, (2) shops are located inside the village, the convenient for visitors because they don't have to carry so much stuff when they are traveling, (3) home stay or bed and breakfast in ancient typical Balinese, (4) The visitor can enjoy the authentic Balinese lifestyle, (5) Bike

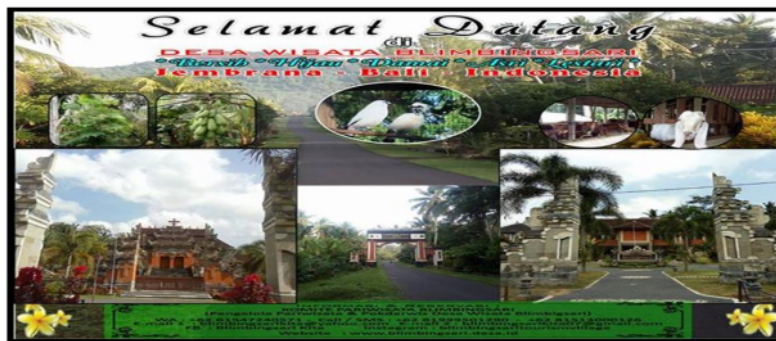
hiring is available so it's easy for visitors to travel around so the visitors don not have to bring their own bikes on cars.



Picture 4.4 the food services in Blimbingsari Village

3.3 The weaknesses point of Blimbingsari Village

As the researchers, we also found out they are weaknesses such as (1) small size restaurants and cafes with poor hygienists good, (2) service delivery is not professional yet, (3) the service is not diversified and in the future, they must have more tourism products such as foods and rooms, souvenirs and tourism activities.



Picture 4.5 the tourist information in Blimbingsari Village

Travel bureaus and banks are important institution for the visitors. As is the case Blimbingsari Village has been promoted by some travel bureaus as an interesting tourist site in Blimbingsari Village (www.blimbingsari.desa.id). As for committee situated in Blimbingsari Village, there is no formal information center for tourists, only tourism committee which is not enough for tourist information needs professionally.



Picture 4.6 the coconut collecting in Blimbingsari Village

Nature landscapes such as forest (West Bali National Park), small lake (Grojogan), man-made lake (Palasari), and plantation can be found nearby village of Blimbingsari Village. The housing and environment naturally surrounding of the village are potential as outdoor recreation spot. Agriculture is the traditional job of the local and in urban tourist eyes it very attractive to them and it offers them a chance to study about agriculture and practice with the farmers. After that they get an interesting experience since they enjoy being a farmer as this always different from their routine jobs.

3.4 The form of outdoor recreations activities in Blimbingsari Village

As the researchers found out the form of outdoor recreations in Blimbingsari Village such as (1) garden viewing likes many kinds of varieties of flowers and outdoor recreation such as sightseeing around the village is possible and prospective to package as a product of recreation package. While Blimbingsari Village can be reached easily, the local community also accepts the attendance of visitors. (2) Fishing: man-made lake in Palasari can be packaged as outdoor recreation for fishing and other activities as well. (3) Biking: while Blimbingsari Village is a small can be as alternative to reach outdoor recreation sports in Blimbingsari Village. Bike rentals can be found easily in there. Visitors can spend time by biking as outdoor recreation. (4) Walking: the beautiful landscape, artistic housing, beauty gardens, and other panorama become attraction outdoor recreation in Blimbingsari Village.

Trends in outdoor recreation in Blimbingsari Village as the group saw was people who want to have a nice and relaxing time. The place is a small town with not many people living there and the visitors who visit the place want the place to be noise free and that is what they get. Most of the visitors are from big cities that are tired of their busy lives and want some time out from work as well as the noise and the crowd they see in big cities. Visitors who come and visit Blimbingsari Village are not disappointed as the place is quite peaceful and naturally beautiful

for people to enjoy and have a nice time. Lack of information about the village especially for holiday during holiday the visitors have lots leisure time while English information about the village cannot be gotten easily. For many visitors fill the poor connection both telephone services and also internet connections in Blimbingsari Village.

3.5 The opportunity of outdoor recreation's activities in Blimbingsari Village

According to Bell and Lisa (2007) as well as Cordell (2004), certain activities have become popular and are being preferred by tourists whether local or foreign. Such recreational activities are like: camping, horse riding, walking and running, biking, hiking, in the additionally. It is also evident from the research explained in the review above that nature will determine largely many types of emerging trends in outdoor recreation. For example, Fruit like coconut and cacao picking as nature studying as a recreational activity and cross country skiing are some of the emerging traditional outdoor recreational activities according to Cordell (2004).

Blimbingsari Village is an attractive location, small village with not much people around, place has ample opportunity for biking and tourists have enough time to ride bicycles. Biking saves lots of time for tourists and they have the opportunity to view places quickly than they can do by walking. Biking being one of the favorite sports activities of the Balinese people healthy and gives the locals a chance to earn some extra money as they rent bikes there

4. Discussion

The strengths of landscapes in Bali predominantly are resourced by ecological, social, and cultural resources. The surveyed strength factors used as indicators consist of lakes, rice fields, plantations, forests, rivers, existing farmers, unique traditions, agricultural organizations, events, agricultural ceremonies, organization linkages, human resources, agricultural regulations, information systems, and heritages. More specifically, the stakeholders strongly agree that ecological resource particularly lakes, and social and cultural resources especially existing of farmers and unique traditions as the most strengths factors as means.

In most tourists' mind, Blimbingsari Village is an agricultural village, besides, these place are a very fresh and peaceful place. Tourists come there for outdoor recreation. Except from that, these places is also a good places for cultural activities because it has many historical stories, traditional farm houses, and many other cultural festivals. In conclusion, Blimbingsari Village has the potential for sightseeing tour, camping and cultural tourism. Blimbingsari Village landscape as outdoor recreation form should be seen as product that will be packaged to visitors or tourists. According to Martin Service businesses have to have a unique characteristic that should be explored and understood when developing a marketing plan and competitive strategy.

The four key characteristics of service businesses are: intangibility, inseparability, perishability, and variability can be applied in Blimbingsari Village. They are (1) intangibility as most services cannot be experienced or consumed until the purchase is made. Customers can easily end up feeling like they have to make a purchasing decision without satisfactory information. Outdoor Recreation product in Blimbingsari Village as intangible products, they sale view of garden, fishing, farmers agricultural activities, that can be consumed in imagine and experience. In other

to satisfy tourists' needs, there must be more maps and brochures at travel agents and the recommendation of the employees to make an invisible thing become visible. (2) Inseparability as services is unique because they are usually provided and consumed at the same time in the same location (e.g. view of garden or guiding service).

The characteristic of inseparability, visitors of Blimbingsari Village has strong expectations about how a service will be provided, which can lead to disappointment if their expectations are not met. Therefore, it is better to upgrade the locals and tourism employees of serving customers. Besides, there should be professional organization of tourism in this region. Lateral, there should be more activities and services to reach the diversified needs of tourists. (3) Perishability as services is often perishable, meaning that unused capacity cannot be stored for future use or sale. In this case, visiting of Blimbingsari Village might be full in the week end and half empty the others days. Hence, a good marketing strategy is needed to reduce the seasonality in this place and attract more visitors. As a result, it will bring more profit for the locals. (4) Variability, the quality of a service can vary by many factors, including who provides it, where it is provided, when it is provided, and how it is provided. To do with this issue, the tourism biro here should conduct the survey in order to best understand the tourists needs then have good strategy to attract and serve them.

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