



## Identification of jogging track potential based on 4A in Baha tourism village, Mengwi sub-district

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### ABSTRACT

Baha Village is one of eleven other villages in Badung Regency designated as a Tourism Village by the Badung regional government. Baha Village has a tracking path as one of its tourist attractions. Located in a rice field area of 273 hectares with a length of 6 km tracking lane, it allows tourists to visit rice fields, travel by bicycle, exercise, enjoy natural beauty and feel the beautiful rural atmosphere. With its potential, it allows the development of jogging track tourism in Baha Tourism Village in a sustainable manner. The purpose of this research is to identify the potential of the jogging track based on 4A (Attraction, Accessibility, Amenity, Ancillary), The analysis method that can be used is the SWOT matrix, this matrix can clearly describe how the external opportunities and threats faced are aligned with its strengths and weaknesses. This matrix can generate four sets of alternative strategies as follows: 1) The SO (Strength - Opportunity) strategy concluded that the location of Baha Tourism Village is considered strategic with the existence of tracking paths, rice field views, and the Balai Subak museum as the main potential. The support of the Badung Regency government in financing development is a significant advantage. This conclusion shows that Baha Tourism Village can take advantage of its internal strengths to optimize existing external opportunities. 2) The WO (Weakness-Opportunity) strategy concludes that despite limitations in supporting facilities and electrical infrastructure, Baha Tourism Village can maximize its potential by utilizing financial support from the Badung Regency government. Utilizing external financing can help overcome internal weaknesses and create conditions that are more conducive to the development of jogging track tourism. 3) Strategy ST (Strength - Threats) then obtained the conclusion Although there is competition with other tourist villages that have similar concepts, Baha Tourism Village can develop by maximizing its unique potential. The addition of artificial tourism such as mushroom restaurants, fishing parks, and the tradition of metekap by farmers can create its own attraction, differentiate Baha Tourism Village from competitors and overcome potential external threats. 4) WT Strategy (Weakness - Threats) It is concluded that facing challenges from similar tourist village concepts, Baha Tourism Village needs to create new icons to attract tourists. This approach involves developing uniqueness such as flower gardens as photo spots, metekap attractions from farmers, and mushroom restaurants. Thus, Baha Tourism Village can overcome internal limitations and potential external threats by presenting something new and interesting.

**Keywords:** tourism village, agrotourism, jogging track

### 1 Introduction

Jogging is a form of running sport, which serves to maintain health or nourish the body, according to the large Indonesian dictionary has the meaning of running slowly (between running and walking) for health. It serves to maintain health and fitness, and is favored by many urban residents as an accessible and low-cost alternative to other sports and fitness activities [1,2]. With the growing interest in health and wellness tourism, many rural areas are now adopting jogging trails as a potential tourist attraction, often combined with agricultural landscapes to create

agritourism destinations [3-5]. Jogging track is a place made specifically for running or jogging in a certain area. Many people around the world have integrated jogging into a healthy and active lifestyle. Jogging tracks have become an important part of supporting a healthy lifestyle in the current era as more and more people realize how important it is to maintain fitness and health. These jogging tracks provide designated paths, usually along scenic rice fields or other agricultural areas, allowing visitors to jog, walk or cycle while enjoying the natural rural atmosphere [6,7].

Agritourism itself is a form of rural tourism that enables recreational and educational activities related to agriculture [8-10]. It provides opportunities for farmers to diversify and supplement their income by utilizing their agricultural resources, while offering tourists authentic experiences of farm life and rural landscapes [11,12]. Agritourism is seen as a sustainable tourism model that can promote agriculture, spread knowledge, stimulate local economic development, and boost the national economy [13-15]. By combining tourism with agriculture, agritourism ensures that tourism growth does not come at the expense of the agricultural sector [16]. When developed appropriately, agritourism can help preserve natural resources, provide additional income for farmers and rural communities, and generate new employment in rural areas [17-19].

According to [20], 4A concept of tourist attractions is divided into four main elements in tourism, namely Attraction, Accessibility, Amenity and Ancillary in order to meet all the basic needs and tourism services state that it must be supported Service (service facility) or commonly known as "4A" as follows: (1) Attraction is the main component of tourist attraction and is related to what can be seen (tourist objects) and what tourists do at a tourist attraction. (2) Accessibility to make it easier for tourists to visit various tourist destinations, adequate accommodation facilities must be provided, including transportation. Factors related to accessibility such as directions, airport locations, terminal locations, travel duration, travel costs, and transportation to tourist destinations are no less important. (3) Amenities include various supporting facilities while visitors are at the tourist site. There are accommodations, food and beverages, areas for performances, entertainment venues, and shopping venues. Clean water supply, electricity, trash bins, bus stops, train stations, airports, ports, communication technology, and others are some of the infrastructures. (4) Ancillary is the existence of an official tourism agency that regulates it and influences tourists to feel safe and protected. This agency facilitates the work of tourism workers with various services such as information, security, etc.

Baha Village is one of eleven villages in Badung Regency designated as a Tourism Village by the Badung local government. Baha Village is located between the tourist attractions of Taman Ayun Temple and Sangeh. It is part of the Mengwi sub-district. However, until 2023, Baha Village has not developed optimally to become a Tourism Village. The development of a tourist village requires a tourist attraction. One of the potentials that can be utilized as a tourist attraction is the natural resources of Baha Village. The natural resources of Baha Village consist of rice fields (Subak, consisting of Subak Lepud and Subak Bulan), plantations, natural scenery (rice fields, mountains, and hills), rivers and caves (Goa Struggle), springs and Beji Temple (water tourism), good village

environmental conditions, and land reserves for development. For tourists interested in natural tourism tracking or cycling through rice fields, tracking at Baha Tourism Village is an activity that must be done when visiting this tourist village, because the rice fields of Baha Tourism Village are equipped with a tracking track that is about 6 km long. walking or bicycle paths prepared by the Baha Village manager make it easy for tourists to enjoy the scenery along the rice fields of Baha Tourism Village. Tourists can visit rice fields and feel the rural atmosphere. In addition, when doing tracking or cycling activities, tourists can also enjoy agricultural activities with the local community, such as rice farming and planting flowers. The focus of this research is to describe the potential of Baha Tourism Village based on 4A, so that the diversity of natural resources can be identified and analyzed and obtain strategies that can be taken by stakeholders in a measured and directed manner for the concept of Ecotourism in a sustainable manner.

Therefore, the main objectives of this research are to (1) Identify and analyze the tourism potential of the jogging track in Baha Tourism Village based on the 4A's framework, (2) Examine the strengths, weaknesses, opportunities and threats for developing the jogging track as a sustainable agritourism attraction, (3) Propose strategies and recommendations for stakeholders to optimize the tourism potential of Baha Village in an integrated manner.

## **2 Data and Methods**

### **2.1 Data**

Regulation of the minister of tourism and creative economy number 3 of 2022 [21], explains Jogging track is a path used by pedestrians for small running / jogging with a relatively static rhythm. Technical principles that must be met:

1. Meets the criteria for meeting capacity needs
2. Select construction or materials that meet safety requirements and are relatively easy to maintain.

The need for space for the jogging community has a minimum width of 1.5 (one and a half) meters, in this operational guide the width of the jogging track is recommended to be 2 (two) meters with a minimum jogging track length of 200 (two hundred) meters. Accessibility: jogging track circulation must be planned to be integrated with pedestrian access and access into the sports tourism park.

In planning, analyzing tourism potential is essential, allowing destination managers to identify existing and potential assets, such as nature, culture, history, and infrastructure, that can become tourist attractions. Planners can maximize a destination's potential by thoroughly understanding what can be incorporated into it. The natural assets of a place include its characteristics, such as beaches, mountains, lakes, forests, national parks, and its flora and fauna.



The data collection methods used in this study include:

- a. The observation method is a data collection technique that has specific characteristics when compared to other techniques, namely interviews and questionnaires. Observation is not always with human objects but also other natural objects. [25] suggests that observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory. This field research was conducted to obtain the data needed in the study. as for the steps used were to make direct observations in the field to get a real picture.
- b. The documentation of this research is the taking of pictures by researchers to strengthen the research results. Documentation can take the form of writings, pictures or monumetary works of a person.

**Table 2.** SWOT Analysis Matrix

Internal Factors	Strength (S) List 5-10 Internal Factors	Weaknesses (W) List 5-10 Internal Factors
External Factors	Opportunity (O) List 5-10 External Factors	Threat (T) List 5-10 External Factors
	Strategy (SO) Create a strategy here that uses strengths to take advantage of opportunities	Strategy (WO) Create a strategy here that utilizes opportunities to overcome weaknesses
	Strategy (ST) Create a strategy here that uses strengths to overcome threats	Strategy (WT) Create a strategy here that minimizes weaknesses and avoids threats



(a)

(b)

**Figure 2.** a) Entry gate Jogging Track of Baha Tourism Village b) Jogging Track Condition

### 3 Results and Discussion

**Table 3.** SWOT Matrix Based on 4A (Attraction, Accesbility, Amenity, Ancilliary)

Internal Factors	Strength (S) 1. Tracking paths and rice field views as tourist attractions 2. Lepud Subak Hall Museum as an artificial tourist attraction 3. Road access and strategic location of Baha village 4. Adequate public service facilities 5. Organization of tourism awareness groups that have been formed by the Baha Village government	Weaknesses (W) 1. Limited modes of transportation 2. Supporting facilities are still limited 3. There is no adequate electricity network to enter the location of the tracking route
External Factors	Opportunity (O) 1. Funding from the Badung regency government related to the development of tourism villages is high 2. The existence of Taman Ayun and Sangeh tourism objects as opportunities for the development of new routes for tour packages	Strategy (WO) 1.To improve limited facilities and infrastructure, the village government can utilize financing from the Badung Regency government. (W1, W2, W3, O1) 2. Adequate road access and the strategic location of Baha Village, is a good opportunity to develop Baha Village into a tourist village because it is easy to reach and can be one of the new attractions for tourists before heading to the main tourist attraction (S3, O2).
Threat (T) 1. There is no uniqueness that is unique to Baha Tourism Village	Strategy (ST) 1.By maximizing the existing potential and adding new icons to the Tourism Village, Baha Tourism Village	Strategy (WT) 1. Although many other villages have the same concept, a new icon is needed so that tourists are interested in

2. Tourism objects that have the same concept of Tourism Village become rivals for the development of Baha Tourism Village	will develop with its own uniqueness. (S1, S2, T1, T2) 2. Adequate road access and the strategic and easily accessible location of Baha Village, is one of the opportunities to develop Baha Village as a tourist destination (S3, T2)	traveling on a jogging track in Baha Tourism Village (W2, T1, T2).
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Based on the results of the SWOT matrix analysis as shown in Table 3, the following discussion is made.

### 1. Strategy S-O (Strenght – Oportunity)

This strategy is a combination of internal factors (Strenght) and external factors (Oportunity), this strategy is based on the idea of utilizing all strengths to be able to take full advantage of oportunities. The identification of the SO strategy obtained is:

1. With the tracking path, rice field view, Subak Hall Museum, and the organization of tourism awareness groups in Baha village so that they can take maximum advantage of the development of the Baha Tourism Village Joging Track whose financing is supported by the Badung Regency government, for example by submitting a proposal for funding assistance for the development of Ecotourism in Baha Tourism Village.
2. Baha Village is a village with a strategic location, so that the jogging track in Baha Tourism Village can open a new Tour Package Route for tourists who will visit Taman Ayun, Sangeh, Bedugul and Ubud. By participating in workshop seminars and promotion through social media so that Baha Tourism Village can be better known by the wider community.

### 2. Strategy W-O (Weakness – Oportunity)

W-O (Weakness-Oportunity) strategy or weakness - oportunity strategy is a strategy to minimize existing weaknesses to take advantage of external opportunities. Alternative W-O strategies that can be formulated are:

1. To overcome the limitations of supporting facilities such as park benches, Rest Areas and electricity networks, in the jogging track area, the village government can utilize financing from the Badung Regency government for the development of tourism villages, for example by submitting proposals for funding assistance for the development of Ecotourism in Baha Tourism

Village which includes the necessary supporting facilities.

2. Adequate road access and the strategic location of Baha Village, is a good opportunity to develop Baha Village into a tourist village because it is easily accessible and can be one of the new attractions for tourists before heading to the main tourist attraction.

### 3. Strategy S-T (Strenght – Threat)

The S-T (Strenght -Threat) strategy or strenght - threat strategy is to use internal strengths to avoid or reduce the impact of external threats. Alternative strategies that can be formulated are:

4. By maximising the potential owned such as agro-tourism, tracking trails, subak hall museums and adding artificial tourism such as restaurants with distinctive menus, fishing parks and others, so that even though it has a similar concept to other tourist villages, Baha Tourism Village can develop with its own uniqueness.
4. Adequate road access and the strategic location of Baha Village, is a good opportunity to develop Baha Village into a tourist village because it is easily accessible and can be one of the tourists stops before heading to the main attractions such as Bedugul, Taman Ayun, Sangeh and Ubud.

### 4. Strategi W-T (Weakness – Threat)

The W-T (Weakness - Threats) strategy is a strategy that is applied in the form of defensive activities and seeks to minimise existing weaknesses and avoid external threats. Alternative strategies that can be formulated are:

1. Although there are many tourism village concepts similar to Baha Tourism Village, a new icon is needed so that tourists are interested in jogging track tours, for example by making a flower garden as a photo spot, metekap attractions from farmers, mushroom restaurants, so that tourists besides enjoying exercise or cycling time can also enjoy attractions and regional culinary specialities. The challenge is the limited funds and human resources. It is necessary to hold training or attend workshop seminars so that human resources have skills and abilities that can be used for the development of the Baha Tourism Village.

### 4. Conclusion

The SWOT analysis reveals that Baha Tourism Village possesses key strengths in its attractive jogging track, scenic rice field landscapes, and the unique Balai Subak museum. These core resources, combined with the village's strategic location and strong government support, provide a solid foundation for developing a competitive agritourism destination. However, challenges remain in terms of limited transportation

options, underdeveloped amenities, and competition from similar tourist villages.

To capitalize on the opportunities and overcome the weaknesses and threats, four main strategic directions have been identified based on the SWOT matrix:

#### 1. Strategy SO (Strengths - Opportunities):

The location of Baha Tourism Village is considered strategic with the presence of tracking paths, views of rice fields, and the Balai Subak museum as the main potential. The support of the Badung Regency government in financing development is a significant advantage. This conclusion shows that Baha Tourism Village can utilise its internal strengths to optimise external opportunities.

#### 2. Strategy WO (Weaknesses - Opportunities):

Despite limitations in supporting facilities and electrical infrastructure, Baha Tourism Village can maximise its potential by utilising financial support from the Badung Regency government. The utilisation of external financing can help overcome internal weaknesses and create conditions that are more conducive to the development of jogging track tourism.

#### 3. Strategy ST (Strengths - Threats):

Despite competition from other tourist villages with similar concepts, Baha Tourism Village can grow by maximising its unique potential. The addition of artificial tourism such as mushroom restaurants, fishing parks, and the tradition of metekap by farmers can create its own attraction, differentiate Baha Tourism Village from competitors and overcome potential external threats.

#### 4. Strategy WT (Weaknesses - Threats):

Facing challenges from similar tourist village concepts, Baha Tourism Village needed to create a new icon to attract tourists. This approach involves developing uniqueness such as flower gardens as photo spots, metekap attractions from farmers, and mushroom restaurants. By doing so, Baha Tourism Village can overcome internal limitations and potential external threats by presenting something new and interesting.

This research is only limited to the potential of Baha Tourism Village based on 4A, suggestions for further researchers so that it can develop better and more sustainable: (1) Researchers can make research on models that can support the development of Tourism Villages based on 4A, for example Aminity, namely by creating a rest area model in the jogging track area. (2) Researchers can make research on the standard width and length of the jogging track in Baha Tourism Village, short jogging and long jogging models.

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