

## THE POTENTIAL OF TOURISM VILLAGES BASED LEARNSCAPE AS A GEOGRAPHY LEARNING RESOURCE (CASE STUDY IN PANGLIPURAN, BALI)

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**Abstract:** This research aims to assess the potential of tourism village based learnscape (case study in Penglipuran, Bali) as a geography learning resource. To describe the management of cultural tourism based on local wisdom in Panglipuran village as a learning resource, especially cultural, economic, social and tourism geography. Using a qualitative approach, this research involved traditional leaders, religious leaders, and the community in Panglipuran village as key informants and resource persons. Data collection in this study used in-depth interviews, participant observation and documentary studies. While data analysis uses the stages of data collection, data reduction, data presentation, verification and conclusions. The results show that Penglipuran tourist village has great potential as a learnscape that provides a unique and meaningful geography learning experience related to Balinese culture. Learnscape elements such as traditional architecture, traditional ceremonies, and interaction with local communities contribute significantly to tourist satisfaction and intention to return. This research concludes that the development of learnscape-based tourism villages can be an effective strategy as a geography learning resource, increasing the attractiveness of Penglipuran village tourism to be revisited and provide economic benefits to the local community.

**Keywords:** village tourism, learnscape, tourist revisit, Panglipuran, Village SDG's

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### INTRODUCTION

Tourism village management based on culture and local wisdom includes efforts to maintain, preserve, and promote local heritage and values in the context of Sustainable Development Goals 1, 3, 8, 10, and 17 (Hari Kristianto, 2020; Meadows, 2020; Prasiasa et al., 2023). A sustainability approach allows village tourism destinations to integrate aspects of culture and local wisdom into the tourist experience while ensuring the value and well-being of local communities (Biddulph, 2015; Rahmawati et al., 2020). Involving local communities in tourism planning, development, and management is key to early development. Consultation and collaboration with local communities can ensure that their interests and cultural values are respected at the beginning of tourism development (Suranto and Darumurti, 2024).

Tourism managers need to have a deep understanding of local culture and wisdom. Training and education involve staff and tour guides so that they can convey information accurately (Lusianawati et al., 2023; Marey et al., 2022). Creative villages are able to create tourism products and experiences that reflect local culture and wisdom. Village creativity, including cultural tours, traditional art performances, handicraft workshops, or local festivals, becomes an attraction in tourism management (Ghofur and Ismanto, 2022; Pickel-Chevalier and Ketut, 2016).

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Maintaining cultural authenticity is an important aspect of culture-based tourism management (Journal and Best, 2019). Villages should avoid creations that damage cultural integrity and traditional values. Cultural tourism is very important to maintain the sustainability and authenticity of culture (Adnyani and Purnamawati, 2024). Community participation is needed to maintain the noble values of cultural heritage so that they are not lost due to the influence of the development of technological advances and information. The role of the community is very important in maintaining local cultural values, so community participation in cultural preservation must be implemented (Ruru et al., 2022; Ummah, 2019).

Providing training to the local people in customer service, tourism management and other related skills will increase the involvement of the community and empower them economically (Lawson and Chowdhury, 2022; McTaggart, 1980). It also manages the number of tourists so that the carrying capacity of the destination is not overwhelmed. This can prevent environmental damage, cultural fatigue, and conflict with local communities (Mangku et al., 2021; Seva et al., 2022). Use technology to support tourism management, but use it wisely. For example, digital marketing can help promote destinations without compromising cultural integrity (Chusumastuti et al., 2023; Mahrinasari et al., 2024).

Monitoring the impacts of tourism on local communities and the environment is essential (Luh et al., 2024). This can help identify potential problems and adjust management strategies accordingly. Collaborate with external parties such as government, NGOs, and the private sector to support culture-based tourism management. This support may include funding, training, and promotion (Hsu, 2023; Strieker et al., 2016). Educating tourists about local cultural values and ethics. This can help create tourists who are more aware of and respectful of local culture. Tourism management based on culture and local wisdom requires a holistic approach that considers economic, environmental, and social sustainability (Suhaidi et al., 2017). By paying attention to local values, tourism management can be a positive tool to preserve and respect local cultural wealth. The rapid development of technology and information has an impact on the management of tourism villages (Dzator et al., 2023). Technology, especially the Internet, has increased local communities' access to information. This can enrich their knowledge of local culture, history and traditions. Technology offers new opportunities for learning and teaching methods. The use of educational software, online learning and digital resources can support the preservation and development of local culture (Iriansyah et al., 2023; Parta and Maharani, 2023).

Technological developments also have a significant impact on local culture, both positive and negative. The positive impact is related to the influence of technology, where according to them, the Internet and social media, can enrich cultural interactions and provide wider access to various local cultural expressions (Kou and Xue, 2024; Luh et al., 2024).

Panglipuran Village in Bali, Indonesia is an attractive tourist destination and can be a rich source for tourism geography learning (Astara and Wesna, 2023; Mandaka et al., 2021). Some interesting aspects that can be the focus of tourism geography learning in Panglipuran Village are: 1) Geographical location: Panglipuran Village is located on the slopes of Mt. Batur and offers beautiful natural scenery. Analysis of geographical location can include topography, climate, and the village's relationship with its environment (Sulistyo et al., 2023), 2) Culture and tradition. Panglipuran Village is known for its cultural and traditional preservation. Learning can include aspects of cultural geography, such as language, customs, arts, and local crafts (Jane and Pawitan, 2021), 3) Settlement Structure and Layout. The village is famous for its regular and uniform settlement layout. Geography learning can emphasize spatial analysis, settlement structure, and factors that influence traditional architectural design (Strydom et al., 2019), 4) Looking at how the village manages tourism can be a good case study. This involves analyzing sustainability, culture-based tourism management, and how to involve local communities in the decision-making process (Susanti et al., 2022), 5) The Effect of Tourism on the Local Economy: Investigating the impact of tourism on the local economy, including job creation, income, and profit distribution can open up discussions on economic geography (Gibbons and Fish, 1989), 6) Nature Conservation. Learning can include conservation efforts around Panglipuran village. Natural resource management and environmental protection can be important topics (Wisnumurti et al., 2020), 7) Focus on the role of local communities in tourism management and development. This can include their role in maintaining culture, preserving the environment, and supporting local economic development (Indrianto, 2005), 8) Examine the social impacts of tourism on local communities, including changes in livelihoods, cultural values, and social interactions (Anggraeni, 2019), 9) Examining sustainability initiatives adopted by Panglipuran Village, including efforts to preserve culture and the environment, can incorporate the concept of sustainable geography (Pickel-Chevalier and Ketut, 2016).

There is three similar research recently. Potential in sustainable tourism and local culture (Andari et al., 2020): cultural works, both "tangible" and "intangible," are increasingly at risk of marginalization by their own communities, indicating a lack of appreciation for the nation's cultural heritage. The rapid adoption of global culture threatens to overshadow local traditions, making them vulnerable to extinction, but cultural events like the annual *Ruwatan Bumi* can serve as a means to preserve these traditions, boost the economy through community involvement, and reduce negative environmental impacts. Cultural heritage and geography (Mudana et al., 2021): tourism plays a significant role in Bali's economy; however, it struggles to sustain the Balinese community, culture, and environment due to inconsistent implementation, weak enforcement, and limited stakeholder understanding. The dominance of foreign-based tourism narratives, weak local regulations, and the government's failure to effectively promote and implement Bali's cultural tourism highlight the need for a robust development model to guide stakeholders and preserve both tourism and Balinese culture. Rural tourism village landscape as a geography (Kou and Xue, 2024): Learning potential strategies to enhance Nangou Village's tourism landscape include leveraging rural historical and cultural resources, promoting the national red culture brand, and developing boutique rural tourism routes. This study highlights the significant positive relationship between landscape perception, tourist satisfaction, and revisit intention, with historical culture and integral routes having the greatest impact, providing theoretical guidance and practical suggestions for rural tourism planning and future

development of beautiful villages. Studying tourism geography in Panglipuran Village can provide deep insights into the relationship between people and the environment, the importance of sustainability, and the role of culture in attracting tourists. Case studies such as this can help learners connect geography theory with real-world practice and increase understanding of the complexities of sustainable tourism. Therefore, this research is important because it will be able to specifically explore the cultural values and local wisdom of the tourist village of Panglipuran as a learning resource.

The research highlights Panglipuran Village's potential as a source of tourism geography learning and its role in promoting sustainable tourism through the integration of local culture and wisdom. The study emphasizes the relevance of the village's cultural heritage in achieving SDGs related to poverty, health, economic growth, reduced inequalities, and partnerships. This aim is clearly related to the study of tourism village management, focusing on the preservation and promotion of local heritage and values, and their connection to the Sustainable Development Goals (SDGs).

The research intends to bridge geography theory with real-world practice by investigating the relationship between people, the environment, sustainability, and culture. The study's limitations may include the generalizability of findings to other villages or regions, as the research focuses on a specific location (Panglipuran Village). Furthermore, the emphasis on SDGs and sustainability may not fully address the complexities of local challenges or the varying impacts of tourism on different communities. There might also be a lack of longitudinal data on the long-term effects of tourism on the village's cultural preservation and local wisdom.

**MATERIALS AND METHODS**

This research uses a qualitative approach, which is a procedure that produces descriptive data in the form of written or spoken words from the people and actors observed, directed from the individual background as a whole (holistic), without isolating individuals and organizations in variables, but consider them as part of a whole (Rahmawati et al., 2020; Sugiyono, 2015). The approach used in this research is a case study. The case study in this study has the characteristics of an area of research that is unique, interesting, and important to study. Case study research investigates contemporary phenomena in the context of the real world, especially when the boundaries between the context and the phenomena are not clear. Case studies involve an in-depth analysis of a single case or multiple related cases and focus on a deeper understanding of the context and complexity of the phenomenon under study (Carter, 2013; Strydom et al., 2019).

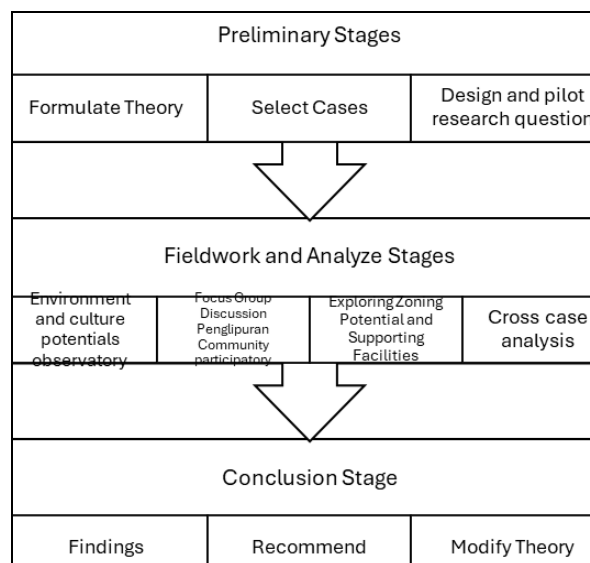


Figure 1. Methodology Flowchart (Source: Original Data from Researchers)

Figure 1 shows the study process, which includes the measurements of the preliminary stages, fieldwork and analyze stage, and the conclusion. The place of this research is Panglipuran Village, Kubu District, Bangli Regency, Bali Province. This research can be cross-sectional or longitudinal, and the choice of time can affect the understanding of the phenomenon under study. The choice of place and time is a strategic decision in qualitative research. This selection can be influenced by research objectives, the nature of the phenomenon under study, and ethical considerations (Setyaningrum et al., 2019; Sugiyono, 2015). In this study, the time designed to collect data in the field until the end of the study which is approximately 8 months, began from February to October 2024.

The source of data in this study is adapted to the type of data collected. In order to obtain clear data and in accordance with the research problem, the researchers visited the research site and obtained data from informants in Panglipuran village, which included: a) the head of the traditional village, b) the head of the government village, c) village traditional leaders, d) village religious leaders, e) traditional village administrators, f) traditional village communities. The secondary data in this study are: a) books relevant to the research title, b) documents and records about the traditional village of Panglipuran, c) photographs of cultural activities and religious ceremonies of the traditional village of Panglipuran. Data collection techniques and procedures are very important steps in research. In the data collection techniques in this study, different techniques were used namely interview, observation and

documentation. The three techniques are used to obtain data and information that support and complement each other about community activities in Panglipuran traditional village.

Data validity tests in research emphasize validity and reliability tests. In this study, researchers used techniques to ensure data validity, namely Triangulation and Member Check. Triangulation with sources means comparing and cross-checking the degree of trustworthiness of information obtained through different times and tools through qualitative methods (Wicaksono et al., 2023). On the other hand, the member check technique is carried out by the researcher by showing the same informant the data obtained earlier and re-confirming it (Sugiyono, 2015). Data analysis in qualitative research is carried out before entering the field, during the field, and after completing the field. Activities in qualitative data analysis are carried out interactively and can be carried out continuously until completion, so that the data is saturated.

## RESULTS AND DISCUSSION

Penglipuran Village is located in Bangli District, Bangli Regency, Bali Province. Geographically, the village is located at an altitude of about 600-650 meters above sea level, so it has cool temperatures and fresh air. The village has a hilly topography with fertile soil. This geographical condition supports agricultural activities, especially plantations. Penglipuran Village is surrounded by extensive bamboo forests, small rivers and beautiful natural scenery. The existence of this bamboo forest is very important for environmental sustainability and community life. Penglipuran Village is a traditional village that still upholds the values of Balinese traditions and customs. The village has a village government structure headed by a traditional village head (Astara and Wesna, 2023). Penglipuran village is divided into several banjar (hamlets), each of which has a banjar head. The characteristics of the study area can be seen on the map below (Figure 2).

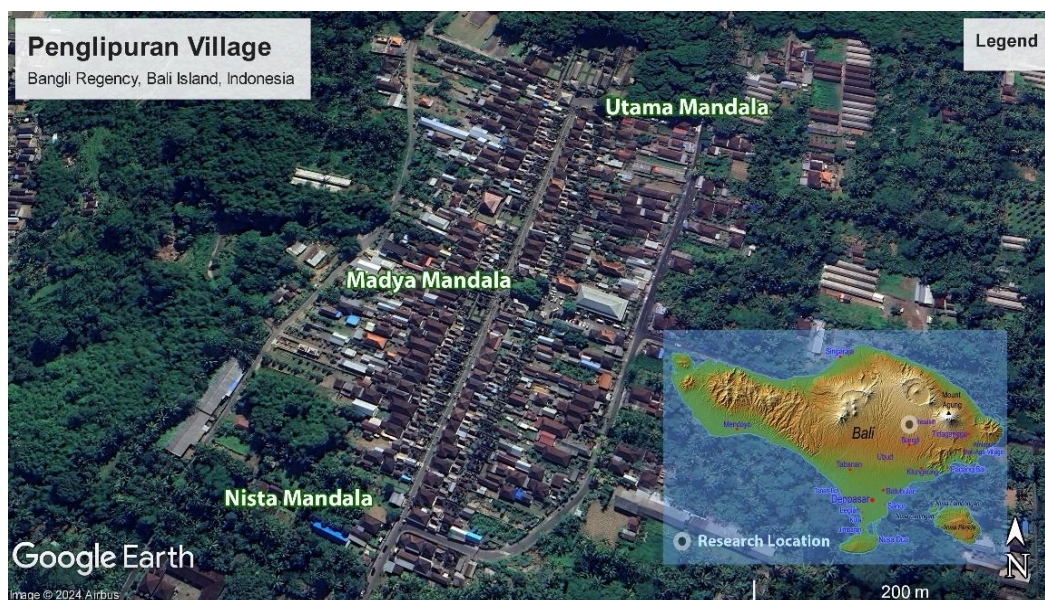


Figure 2. Map of the Research Area of Penglipuran Traditional Tourism Village (Source: Original Data from Researchers)

Penglipuran Village, Bali, is known as a traditional village with traditional architecture, unique culture, and preserved local wisdom (Mandaka et al., 2021). The potential for cultural tourism in this village is huge, so its management needs to be done carefully so as not to damage the existing traditional values. The main economic sectors in Penglipuran village are tourism, agriculture and handicrafts. Tourism is the mainstay because of the natural beauty and cultural uniqueness of the village. Tourism in Penglipuran Village is based on natural beauty, cultural uniqueness and the hospitality of the community. Tourists can enjoy the beauty of nature, learn about Balinese culture, and stay in homestays. Many Penglipuran villagers still make a living as farmers. The main agricultural products are rice, vegetables and fruits. Handicrafts such as bamboo weaving and wood carving are another source of income for the community. The population of Penglipuran village is relatively stable and mostly indigenous.

The majority of Penglipuran villagers are Hindu and still uphold the values of Balinese customs. This research writing began with observation and documentation studies. The observations were done directly in Penglipuran village in Bali. As for the documentation study, it is done by reviewing previous studies that are relevant to this research. Then the results of the analysis were strengthened by interviews with tourism managers, the community, traditional leaders of Penglipuran Village as informants and visitors as data triangulation specifically selected (purposive sampling).

An overview of the research respondents is useful to provide information about the diversity of research respondents, where later this data can be used to make additional analysis and be taken into consideration in making discussions. An overview of the demographic data of the key and main informants of this research was obtained, including gender, education level, and practitioner experience as part of tourism awareness.

Based on the Table 1 above and Figure 3 below, the gender of the four main informants in the study showed 2 people (50%) are male and 2 people (50%) are female. Based on the level of education, 1 person (25%) has a bachelor's degree and 1 person (25%) has a senior high school qualification, and 2 people (50%) have a junior high school qualification.

Tabel 1. Demographic Data (Source: Primary Data, 2024)

Gender	Frequent	Percentage (%)
Male	2	50 %
Female	2	50 %
Amount	4	100 %
Level of education	Frequent	Percentage (%)
Junior High School	2	50%
Senior High School	1	25%
Bachelor/magistra	1	25%
Amount	4	100 %
Participation in Tourism Awareness Training	Frequent	Percentage (%)
Ever	3	75%
Never	1	25%
Amount	4	100 %
Long Experience in Tourism Village	Frequent	Percentage (%)
above 30 year	1	25%
16-30 year	2	50%
5-15 year	1	25%
below 5 Tahun	0	0%
Amount	4	100 %

Based on participation in tourism awareness training, 3 people (75%) had participated and 1 person (25%) had never participated. Based on the length of time in the tourism village, 1 person (25%) has more than 30 years of experience, 2 people (50%) have 16-30 years of experience, and 1 person (25%) has 5-15 years of experience. To triangulate the data, two respondents were selected purposively (specifically) by considering (1) the duration of visits more than twice and less than twice, (2) understanding of tourism and educational villages, and (3) a minimum educational qualification level of bachelor's degree (S1).

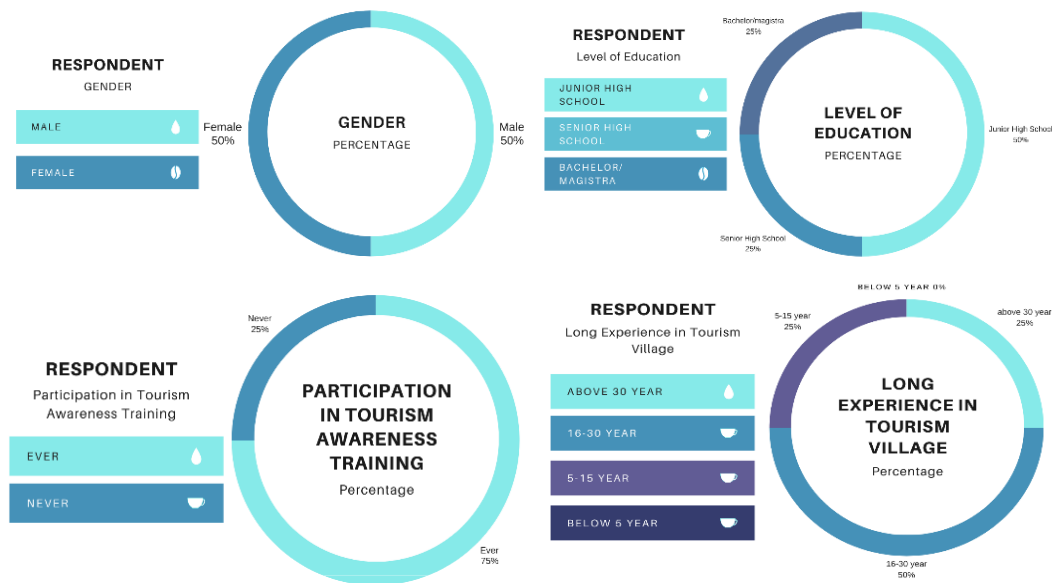


Figure 3. Sample Profile (Source: personal original data)

**Focus Group Discussion with Tourism Managers, Community, and Traditional Leaders of Penglipuran Village**

Research started by conducting a focus group discussion with the research topic "Management of Tourism Objects Based on Culture and Local Wisdom as a Geography Learning Resource: Case Study of Penglipuran Village Cultural Tourism in Bali, Indonesia" with the tourist attraction manager, community and traditional leaders of Penglipuran Village on August 3, 2024 at Bale Adat Penglipuran Village, Bangli Regency - Bali Province. To answer the research problems, collaboration between universities, tourism village managers, communities and traditional leaders will provide answers to the problem formulation. The research will focus on qualitative aspects of several formulations such as (1) description of cultural tourism management in Penglipuran Village as a geography learning resource from the perspective of geographical location, culture and tradition, settlement structure, and nature conservation, (2) description of the role of local communities in maintaining cultural traditions and utilizing them as sustainable local economic development (economic geography learning resource perspective), (3) describing the social impacts of tourism on local communities in Penglipuran Village in terms of social geography learning resources, and (4) describing cultural tourism sustainability initiatives in Penglipuran Village as learning resources for tourism geography and sustainable geography.

Penglipuran Village in Bali is famous for its unique and uniform traditional architecture. Sacred areas (mandalas) are the important concept of the design and architecture of Hindu settlements. Mandalas are geometric patterns used as the basis for designing sacred spaces. The main mandala is the holiest and deepest area within a traditional community settlement. This area usually consists of temples, shrines, or other sacred buildings used for rituals or worship of Gods, as shown below (Figure 4). Madya Mandala is located between Utama Mandala and Nista Mandala. It includes residential areas for the Hindu community, as seen below (Figure 5). Nista Mandala is located in the most outer area of the shrine or settlement. Every traditional house in the village has an almost identical design, from the entrance to the roof. This uniformity creates a harmonious scene and reflects the values of togetherness of the local community. The use of natural materials such as bamboo and wood also enhance the natural and eco-friendly feel of the village architecture (Luh et al., 2024).



Figure 4. Mandala Utama / Ceremonial Place



Figure 5. Pura House of Desa Adat (Source: Author, 2024)



Figure 6. Kitchen Architecture



Figure 7. Bale Adat (Source: Author, 2024)

Traditional architecture in Penglipuran Village is not only a physical building, but also reflects the Balinese philosophy of life, Tri Hita Karana. The concept of balance between man, God, and nature is realized in the layout of the house, the selection of building materials, and the orientation of the building to the surrounding environment like kitchen architecture and bale adat as shown below (Figure 6 and 7). Each architectural element has a deep symbolic meaning and serves to create harmony with the universe (Mudana et al., 2021). Penglipuran Village is a clear example of the application of green architecture long before the term became popular. The traditional houses in this village were designed with digestion in mind, such as the use of biodegradable natural materials, optimized natural ventilation systems, and effective rainwater management. This architecture is not only comfortable for the residents, but also environmentally friendly and sustainable for future generations. In the village of Penglipuran, local wisdom is strongly felt, especially in the performance of traditional ceremonies. Each ceremony, whether religious or life cycle, is performed solemnly and involves the entire community. These ceremonies are not only religious rituals, but also a means of strengthening brotherhood and preserving ancestral values (Al Hazar et al., 2024). Through traditional ceremonies, the Penglipuran people maintain the sustainability of life in harmony with nature and the surrounding environment.

Traditional arts are an inseparable part of the Penglipuran community's life. Sacred dances, gamelan, and various other art forms are not only performed on special occasions, but are also part of everyday life. These arts serve as a medium to convey moral messages, aesthetic values, and knowledge about nature and the cosmos. Through the arts, the younger generation continues to teach about the cultural heritage of the ancestors (Picard, 2012; Verheijen and Darma Putra, 2020).

Manners and social values are highly upheld by the Penglipuran community. Relationships among fellow residents are well maintained and manifest in mutual respect, cooperation, and kinship. These values are taught to the younger generation from an early age through various social activities and traditional ceremonies. Good manners are also reflected

in interactions with nature and the environment (Staupoulou et al., 2023; Suranto and Darumurti, 2024). Despite the growing influence of modernization, the Penglipuran people still strive to preserve their local wisdom. The younger generation is encouraged to actively participate in various traditional and cultural activities. It is hoped that the local wisdom of Penglipuran village can continue to be preserved and become an inspiration for other communities.

One of the characteristics of Penglipuran Village is the clean environment. The people of the village have a high level of awareness about the importance of keeping the environment clean. Every corner of the village is always well maintained, from the streets that are free of garbage to the houses that are neatly arranged. This environmental cleanliness is clear evidence of the community's commitment to preserving nature (Jane and Pawitan, 2021; Putri Anzari et al., 2022). The concept of Tri Hita Karana embraced by the Balinese people is clearly realized in the environmental management of Penglipuran village. The harmonious relationship between man and nature is realized in environmental conservation efforts. The villagers not only use nature to meet the needs of life, but also respect it as part of their lives. Penglipuran Village has made many efforts to preserve the environment. The use of natural materials, good waste management, and forest conservation are some concrete examples of the villagers' efforts to preserve the environment. Thanks to these efforts, Penglipuran Village has managed to maintain its natural beauty and become an example for other villages.

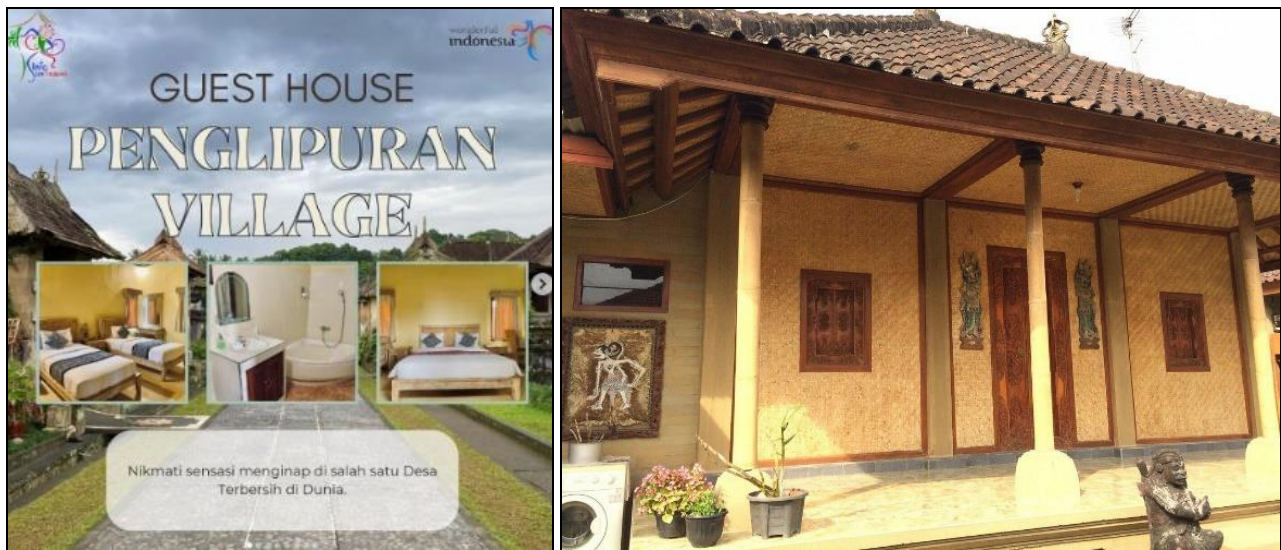


Figure 8. Guest House of Penglipuran Tourism Village (Source: The Office Guest House and Original Photos from Researchers)

The potential for developing culture-based tourism products in Penglipuran Village is enormous. One that stands out is homestay. With its unique traditional architecture and community, homestays in Penglipuran can offer tourists an authentic and immersive stay as shown below (Figure 8). Guests can experience the daily life of the villagers, learn about Balinese culture and traditions, and enjoy local specialties. In addition to homestays, culinary tourism also has great potential in Penglipuran. With a wealth of traditional Balinese cuisine, the village can offer a wide variety of delicious dishes made with fresh and natural ingredients. Travelers can join cooking classes to learn how to prepare Balinese specialties, or enjoy a meal while watching traditional art performances as shown below (Figure 9).



Figure 9. Shops around Mandala Madya Penglipuran Tourism Village (Source: Original Photos from Researchers)

Educational tourism is another potential that can be developed in Penglipuran. The village has many interesting stories and traditional knowledge to learn. Tourists can participate in various educational programs such as learning how

to make handicrafts, learning traditional dances, or participating in traditional ceremonies. While the increasing number of tourists in Penglipuran Village brings economic benefits, it also poses a number of challenges. If not managed properly, the increasing number of visitors can threaten the sustainability of the village's environment and culture. Waste that is not properly managed, damage to infrastructure, and loss of cultural authenticity due to commercialization are some of the negative impacts that need to be monitored (Darmawan et al., 2022; Indrianto, 2005). The importance of good tourism management in Penglipuran Village is becoming increasingly urgent.

As the number of tourists continues to grow, systematic efforts are needed to maintain a balance between economic interests and environmental and cultural conservation. Good management will ensure that tourism can provide sustainable benefits to local communities. The role of the Penglipuran village community is very important in tourism management. The community should be actively involved in every stage of planning and implementation of tourism activities (Prasiasa et al., 2023). In this way, the community can have a sense of ownership of the tourism sector and participate in preserving the environment and culture of the village. In order to overcome the challenges faced, it is necessary to make several efforts such as increasing community capacity in tourism management, developing adequate infrastructure, and enforcing strict rules related to waste management and tourist behavior. In addition, it is also necessary to diversify tourism products so that they are not too dependent on one type of tourism alone.

Tourism in Penglipuran Village has brought significant changes in the community's behavior. On the one hand, tourism encourages people to be more open, friendly, and aware of the importance of cleanliness and environmental beauty. However, on the other hand, intense interaction with tourists can also lead to consumptive behavior, changes in traditional values, and social judgments (Anggraeni, 2019; I Wayan Wesna Astara et al., 2023).

One of the most obvious impacts of tourism is the change in traditional values in the Penglipuran community. Interaction with tourists, who bring with them different values and lifestyles, can change local values that have been held for centuries. This can be seen in changes in dress styles, language use, and attitudes towards tradition (Zain, 2023). It is important for the Penglipuran community to maintain a balance between maintaining traditional values and accommodating the demands of tourism. In this way, the community can gain economic benefits from tourism without losing its cultural identity. To overcome the negative impacts of tourism, efforts must be made to educate the community about the importance of maintaining traditional values, developing sustainable tourism products, and actively involving the community in the decision-making process related to tourism development.

The rapid increase in the number of tourists in Penglipuran Village in recent years has exposed a number of deficiencies in the village's infrastructure as shown below (Figure 10). Narrow and unpaved roads, a sub-optimal waste management system, and limited public facilities such as toilets and parking lots are some of the common obstacles. These conditions not only affect the comfort of tourists, but also threaten the sustainability of the village environment.



Figure 10. Visitors of Penglipuran Tourism Village (Source: Original Photos from Researchers)

In order to support sustainable tourism development, Penglipuran Village needs significant infrastructure improvements. The construction of wider and paved roads, the provision of adequate sanitation facilities, and the construction of a larger parking lot are some of the things that need to be done immediately. In addition, the development of other supporting infrastructure, such as a more stable electricity and clean water network, needs to be considered. The lack of adequate infrastructure in Penglipuran Village affects not only tourists, but also the local community. For example, poor road conditions can make it difficult for the community to access health services, education, and markets. In addition, the lack of adequate sanitation facilities can pose a threat to public health.

The development of infrastructure in Penglipuran Village requires careful planning and the involvement of all stakeholders. Infrastructure development must take into account ecosystem aspects, not damage the environment, and be in accordance with the characteristics of the village. It is also necessary to consider the social and cultural impacts of infrastructure development (Astara et al., 2023; Sutianto et al., 2023). In order to overcome the infrastructure problems in Penglipuran village, cooperation between the government, community, and tourism companies is needed. Some solutions that can be done include finding funding sources for infrastructure development, involving the community in planning and development, and applying the principles of sustainable development.



The lack of coordination among stakeholders, especially the small role of the local government, is an obstacle to the development of tourism in Penglipuran Village. There are often contradictions in the planning, implementation, and evaluation of development programs. This results in inefficiencies in the use of resources, overlapping programs, and a lack of synergy in overcoming various problems that arise (Glass et al., 2023; Furtado et al., 2023). The local government has a very strategic role in tourism development in Penglipuran village. In practice, however, the role of local government is often still limited. The lack of initiative and support from the local government in providing infrastructure (Sucupira Furtado et al., 2023), developing tourism products and empowering the community is one of the factors inhibiting the progress of tourism in this village. The lack of coordination also affects community participation in the decision-making process related to tourism development (Wahyuni et al., 2015). Communities often do not feel involved in the planning and implementation of development programs. This leads to a reduced sense of ownership and active community participation in cultural and environmental conservation efforts. To overcome coordination problems, efforts need to be made to strengthen the role of local governments in coordinating the various stakeholders involved in tourism development. In addition, efforts must be made to increase community participation in the decision-making process. The establishment of a communication forum involving government, community, business actors and academics can be a solution to improve coordination and synergy.

#### **Management Strategy: Community's Capacity Building by Training and Education on Sustainable Tourism, Homestay Management and Creative Tourism Product Development**

Penglipuran Village, with its unique culture and natural beauty, has great potential for tourism development. However, to ensure that tourism provides sustainable benefits to the community and the environment, serious efforts are needed to improve the capacity of the community. One of the most effective efforts is through training and education (Dahmiri et al., 2023). Through training, Penglipuran villagers can gain the knowledge and skills needed to manage homestays, develop creative tourism products, and promote their tourism destination. This training should include not only technical aspects such as financial management and marketing, but also social and cultural aspects. Communities need to understand the importance of protecting the environment, preserving cultural values, and providing friendly services to tourists. Community capacity building is a long-term investment that is critical to the success of sustainable tourism in Penglipuran Village. Through continuous training and education, the community can become the main actors in the management and development of tourism destinations (Susanti et al., 2022). In this way, tourism not only provides economic benefits, but also contributes to environmental and cultural conservation and improved community well-being.

#### **Institutional Strengthening: Establish and Strengthen Tourism Awareness Groups (Pokdarwis) and Involve the Community in Decision Making**

Individual capacity building alone is not enough to ensure the success of sustainable tourism in Penglipuran Village. A solid and sustainable system is needed, namely institutional strengthening. Strong institutions provide a platform for the community to actively participate in decision making, manage resources together, and ensure that the benefits of tourism are felt by all levels of society. One of the most important forms of institutions in the context of village tourism is the pokdarwis. Pokdarwis serve as a forum for the community to discuss, plan, and implement tourism activities. Through pokdarwis, the community can be actively involved in the management of tourism destinations, from planning the development of tourism products and promotion to monitoring the implementation of tourism activities. Institutional strengthening is a strategic step to achieve sustainable tourism in Penglipuran Village. By actively involving the community in the decision-making and management of tourism destinations, it is expected that tourism can bring greater benefits to the community and the environment.

#### **Cultural and Environmental Preservation: Cultural Preservation, Waste Management and Environmental Protection Activities**

Penglipuran Village, with its unique culture and natural beauty, has a great responsibility to preserve the heritage that has been maintained for centuries. Cultural and environmental preservation is not just a slogan, but the key to the success of sustainable tourism in this village. Culture is the soul of Penglipuran Village. Traditional ceremonies, traditional dances and traditional house architecture are some examples of the cultural wealth that needs to be preserved. Cultural and environmental preservation are two things that are interrelated and cannot be separated. By preserving the culture and environment, Penglipuran Village can become a sustainable tourist destination and provide benefits to the local community.

#### **Stakeholder Partnerships: Build Partnerships with Government, Business, Academics and Communities to Collaboratively Develop Sustainable Tourism**

Sustainable tourism development in Penglipuran Village cannot be done by one party alone. It requires a strong synergy and cooperation between different stakeholders. A solid partnership between the government, business actors, academics and the community is the key to success in achieving sustainable tourism. The government has a very important role to play in building partnerships. The government can act as a facilitator, regulator and supporter (Greenland et al., 2023; Suranto and Darumurti, 2024). Policies must be consistent with the principles of sustainable development and provide incentives for companies to engage in responsible business practices. The government can promote cooperation between businesses and local communities. Tourism businesses have a very strategic role in the development of sustainable tourism. Academics have a very important role in providing scientific input and conducting research related to sustainable tourism development. The community is the main subject of tourism development. Communities have the right to determine the direction of tourism development in their village. Communities should be involved in the planning and implementation of tourism

development programs. Communities can develop unique and value-added tourism products such as handicrafts, art performances and culinary tours. Community-managed tourism addresses social, economic and environmental aspects and is therefore more sustainable. Partnership is the key to success in developing sustainable tourism in Penglipuran Village. By building strong partnerships between government, business, academics and the community, it is expected that tourism in Penglipuran Village can provide sustainable benefits to the community and the environment.

Tourism management can be used as an excellent learning resource in the context of geography learning. In understanding the impacts and implications of tourism activities on the environment, society and economy, students can develop a deep understanding of the principles of geography and various related concepts and theories (Kusmulyono and Karimah, 2022; Prastiyono et al., 2021). Tourism management can be integrated as a relevant learning resource in the context of geography learning (Wicaksono et al., 2023; Widiastuti, 2017). Here are some aspects of tourism management that can be used as learning resources: 1) Students can study the impact of tourism activities on the physical environment, including changes in land use, damage to ecosystems, and other environmental issues. Natural resource management and environmental mitigation can be the focus of geography lessons. 2) Analyzing the impact of tourism on local communities, cultural changes, and interactions between communities and tourists can open up geographic discussions about culture, identity, and socio-economic diversity. 3) Engaging students in understanding the economic impacts of tourism at local and regional levels, including income distribution, employment opportunities and infrastructure development, helps them to understand the concepts of economic geography. 4) Learning can focus on the role of urban and regional planning in managing the impacts of tourism. This includes analysis of policies, zoning and the impact of tourism on land use patterns. 5) Tourism often involves interactions between different ethnic and cultural groups. Students can study these dynamics to understand more about cultural diversity and ethnic differences in different tourism destinations. 6) In the case of tourism destinations located in areas prone to natural disasters, students can learn about disaster mitigation planning, risk management, and disaster response in these tourism destinations. 7) Learning can include the use of technology such as apps, geographic information systems (GIS), and social media in tourism management. This can enrich students' understanding of the use of technology in the context of geography. 8) Students can develop geographic analysis skills, such as interpreting graphs, mapping data, and drawing conclusions from given information, by using tourism-related data and statistics. Involving students in tourism management as a case study in the context of geography learning can enhance their understanding of the complexity of spatial dynamics and the multidimensional impacts of tourism activities.

## CONCLUSION

This study examines the influence of the learnscape in tourism villages on the intention of tourists to return to the village of Panglipuran, Bali. The results show that the learnscape perspective, which includes elements of cultural learning, local traditions, and the uniqueness of the village layout, has a significant impact on tourists' return visit intention. Tourists appreciate the uniqueness of the Panglipuran village environment, which provides not only aesthetic experiences but also learning about Balinese culture. This element is an added value that differentiates Panglipuran from other destinations. Experiences that enrich tourists' insights directly increase their satisfaction. This encourages the intention to return, both to deepen the experience and to recommend the place to others.

Community-based village management, while preserving local values, plays a key role in creating an engaging learning environment. Educational programs, such as cultural workshops, also support the increased attractiveness of the village. This study recommends that the Panglipuran village management continue to develop the culture-based education aspect, expand collaboration with tourism stakeholders, and increase promotion of the learning environment as a differentiating element to encourage repeat tourist visits in a sustainable way.

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