





Development Strategy for Pulagan Tampaksiring Nature Tourism as a Tourist Attraction in Gianyar Regency, Indonesia

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Article Info	Abstract
<p><i>Article history:</i> Received: 10 June 2025 Accepted: 23 July 2025</p>   <p><i>Keywords:</i> natural tourism, tourism development strategy, infrastructure, sustainable tourism</p>	<p><i>Introduction:</i> Pulagan Tampaksiring, located in Gianyar Regency, Indonesia possesses significant potential as a natural tourist attraction. However, the site still faces various limitations, including underdeveloped infrastructure and a lack of essential supporting facilities such as sanitation, electricity, ticketing counters, and designated parking areas. These shortcomings hinder the optimal development of the destination. This study aims to explore the tourism potential of Pulagan Tampaksiring, identify the challenges faced in its development, and propose appropriate strategies to enhance its role as a natural tourist attraction.</p> <p><i>Methods:</i> This research employs a qualitative descriptive approach. Data collection was conducted through in-depth interviews, direct observation, and documentation. The research subjects include tourism stakeholders involved in the management and development of the Pulagan Tampaksiring natural tourism site.</p> <p><i>Results:</i> The findings indicate that: (1) Pulagan Tampaksiring has considerable natural, cultural, and spatial potential to be developed as a nature-based tourist attraction; (2) the main challenges include the lack of adequate infrastructure, limited stakeholder coordination, and minimal promotion efforts; and (3) development strategies that can be implemented involve strengthening cooperation among stakeholders, improving supporting facilities, and increasing promotional activities to raise awareness and interest among tourists.</p> <p><i>Conclusion:</i> Pulagan Tampaksiring holds strong potential to become a leading natural tourism destination in Gianyar Regency. However, to realize this potential, integrated development strategies must be adopted, focusing on infrastructure improvement, institutional collaboration, and promotional enhancements. These efforts are essential to ensure sustainable and competitive tourism development in the region.</p>

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Introduction

Gianyar Regency is one of the regions in the Province of Bali that possesses diverse natural and cultural tourism potential. With a high level of rainfall, Gianyar offers exceptional natural richness. However, not all of its beautiful natural tourism attractions are widely recognized by either domestic or international tourists. One such attraction is the Pulagan Tampaksiring Nature and Religious Tourism Site, which remains relatively unknown to the public. This situation has encouraged the researcher to highlight this destination as the focus of the study, aiming to promote and introduce the Pulagan Tampaksiring Nature Tourism Attraction to a wider audience.

According to Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, tourism encompasses various types of travel activities supported by a range of facilities and services provided by the community, business actors, government, and local government. Tourism is increasingly viewed as a new economic commodity. In general economic theory, tourism competitiveness is often assessed from the demand side. Factors influencing tourists' decisions include income levels, the population of the tourist's country of origin, the cost of living, transportation costs, exchange rates, and inflation. In order to achieve comparative advantages, tourism must shift its development orientation from demand-driven to supply-driven. Tourists are attracted to destinations with favorable environmental conditions, adequate infrastructure, and strong cultural values.

The development of tourism requires effective strategies to guide and support the process, ensuring it aligns with long-term goals. The word "strategy" originates from the Greek term *strategos*, which refers to a set of maneuvers used by generals to achieve victory in battle. In modern terms, strategy refers to deliberate and incremental actions undertaken continuously based on a forward-looking perspective of what customers may need or expect in the future. Rapid market innovation and changes in consumer behavior demand the presence of core competencies for each tourism destination (Ranita and Hanum, 2018).

A tourism attraction is the result of a combination of accommodation, attractions, and supporting facilities, all of which reflect the life of the local community and are carried out in accordance with existing rules and traditions. A village may be considered a tourist attraction if it possesses unique traditions and cultural characteristics, strong accessibility, sufficient infrastructure, and a high degree of safety, order, and cleanliness. The basis for developing an attraction lies in a deep understanding of the

village's character and capacities. This includes the natural environment, socio-cultural and economic conditions, spatial layout, historical and cultural aspects, as well as indigenous knowledge possessed by the local people. In this context, local communities must act as active participants. They are not only the hosts of tourism but also play roles as promoters and innovators in contributing ideas for developing the destination (Karangasem in Yusuf A. Hilman et al., 2018).

Murphy (2016) argues that tourism development will directly involve the local community and can bring both positive and negative impacts. When local human and natural resources are properly utilized, the benefits can be returned to the community in the form of increased income and improved welfare. Moreover, tourism has the potential to encourage the preservation of the environment, culture, and traditional values. Each area in Bali offers its own distinctive natural and cultural resources, making every destination unique.

Visitor statistics in Gianyar Regency from 2019 to 2023 indicate fluctuating trends. In 2020, the regency received 30.12 percent of expected tourist visits. In 2021, this figure dramatically increased to 99.96 percent. In 2022, there was a further increase of 4.48 percent. However, in 2023, tourist visits significantly declined by 26.73 percent. This inconsistency highlights the need for new breakthroughs to attract more visitors to the region.

The Pulagan Tampaksiring Nature Tourism Site is managed collaboratively by Tampaksiring Village, Gianyar Regency, a tourism management group, and members of the local community. This group was established to empower local residents and to promote natural, cultural, and local wisdom-based tourism. Despite its potential, the development of this destination has not been optimal. With proper management, Pulagan Tampaksiring could become a major tourism asset. However, this requires government support to preserve and enhance the site. Currently, there is a lack of capacity-building programs, such as tourism training and education. Basic tourism facilities like signage and food stalls are still temporary and made from bamboo.

Promotion is essential to introduce tourist attractions to a broader market. As noted by Payangan (2014), promotional efforts are currently limited to social media. In addition, there is a need for collaboration with tourism companies and travel agencies to reach a wider audience, both domestically and internationally.

Several challenges remain at the Pulagan Tampaksiring site. These include limited funding for infrastructure such as parking areas, toilets, electricity, internet access, ticket counters for

sarong rental, and changing rooms for visitors engaging in religious rituals such as *melukat* (purification). These limitations reduce the comfort of visitors and hinder the enjoyment of the natural surroundings. As a result, the destination may not offer a satisfying experience, which can negatively impact repeat visitation and word-of-mouth promotion. These challenges must be addressed to ensure that the tourism potential of Pulagan Tampaksiring is fully realized and to allow Tampaksiring Village to improve local employment opportunities and income.

According to Cooper et al. (1995), tourism development should consider four essential components known as the 4A framework. These components are Attraction, Accessibility, Amenity, and Ancillary services. Based on preliminary observations, Pulagan Tampaksiring has natural attractions such as rice fields, mountains, sunsets, local traditions, and a clean river. In terms of accessibility, the road to the site is paved, although the path leading down to the river remains unpaved. Regarding amenities, the parking area for cars and motorcycles is combined, and there is a lack of public toilets, waste bins, and communication networks. Ancillary services are provided through the presence of a local tourism management group. Previous studies have also used the 4A framework to evaluate tourism potential (Sarastiawan et al., 2022; Widiantera et al., 2023; Kartimin et al., 2024).

A tourism destination cannot rely solely on natural beauty. It must be supported by adequate facilities, infrastructure, and proper management. Given the various challenges faced by Pulagan Tampaksiring, the researcher is interested in conducting a study on the current conditions and formulating development strategies from a geographical perspective.

Methods

Research Design

This study employs a qualitative descriptive approach that aims to provide an in-depth understanding of the development strategy of Pulagan Tampaksiring Nature Tourism. The qualitative method allows the researcher to describe, analyze, and interpret the current condition of the tourism object based on real conditions in the field.

The research is designed to explore the existing phenomena in the field through systematic observation and interaction with relevant stakeholders. By applying a qualitative descriptive framework, this study focuses on the realities experienced by the tourism actors and

local community involved in the management and development of the site.

Data Collection Techniques

The data collection process was carried out through observation, interviews, literature review, and documentation. Observations were conducted directly at the research location to capture real conditions related to physical infrastructure, tourist behavior, and environmental settings. In-depth interviews were conducted with selected informants who were considered knowledgeable and relevant to the research topic, including tourism managers and local community leaders. Literature review was conducted to support the analysis by referring to books, regulations, scientific journals, and previous studies. Documentation in the form of photos, reports, and field notes served as supporting evidence during data analysis.

Research Instruments

Several tools were used to assist in data collection, including a camera for photographic documentation, a mobile phone used as a voice recorder during interviews, and basic writing instruments such as pencils, pens, and notebooks for taking field notes and recording relevant information.

Sampling Technique

This study used a purposive sampling technique, where the selection of research subjects was based on specific criteria. Informants were chosen because of their involvement, experience, or authority in matters related to the tourism development of Pulagan Tampaksiring. This approach ensures that the data obtained are relevant and contribute significantly to answering the research questions.

Data Analysis

The data collected were processed and analyzed using qualitative descriptive analysis. The analysis included steps such as data reduction, data display, and conclusion drawing. To formulate a comprehensive tourism development strategy, this research employed a SWOT analysis technique. This technique identifies internal factors in the form of strengths and weaknesses, as well as external factors such as opportunities and threats, which are then synthesized to determine the most appropriate strategic recommendations for the development of Pulagan

Tampaksiring as a nature-based tourist attraction.

Results

Potentials of Pulagan Tampaksiring Nature Tourism, Gianyar Regency

Pulagan Tampaksiring Nature Tourism is a newly developed tourist attraction in Gianyar Regency. This destination offers a unique combination of natural landscapes, including breathtaking views of mountains, rice terraces, and rivers. Visitors can also enjoy water-based recreational facilities provided by the local management. During their visit, tourists may observe traditional local activities such as *ngerenda* – a form of hand-weaving using threads – practiced by the community.

Tourism support facilities in Pulagan remain basic. Visitors will primarily encounter traditional food stalls offering local culinary delights such as *Tipat Cantok*, *Godoh*, and *Es Daluman*, all prepared and sold by local residents. Many domestic and international tourists are often seen simply sitting by the riverside, enjoying the natural beauty while sampling these local dishes and beverages (Observation, January 20, 2024).

A tourist attraction cannot be recognized as such without fulfilling the essential components of a tourist destination (DTW). Therefore, to determine Pulagan Tampaksiring's potential as a tourist attraction, it must be assessed based on the "4A" criteria: Attraction, Accessibility, Amenity, and Ancillary services.

1. Natural Tourism Potential

a. Attraction

1) Mountains

Along the journey to Pulagan Tampaksiring, tourists are treated to the majestic sight of Mount Agung, which adds a scenic and memorable element to the travel experience.

2) Rice Fields

The rice terraces in Pulagan are beautifully arranged, resembling a natural painting. The lush green rice paddies enhance the visual appeal. Based on an interview with a Subak Pulagan member:

"The most scenic time to visit Pulagan is between September and January, when the rice is growing and the fields turn a vibrant green to golden hue. For those wishing to witness the harvest, February (Sasih Sada) is the recommended time."

(Interview with Subak Pulagan Member, January 12, 2024)

3) Rivers

In addition to mountain and rice field views, Pulagan is home to the Campuhan River, which lies just below the rice terraces. The river boasts crystal-clear water and is popular for activities such as swimming, fishing, and rafting – facilitated by local operators. The river holds sacred value for the local community, who often perform rituals such as *melukat* (spiritual cleansing) and *nunas tirta* (collecting holy water) there.

According to field observation on January 14, 2024, the Campuhan River is visually striking, surrounded by cliffs and rocks. A local elder and manager, I Made Ade (70), stated:

"There are at least 118 tirta (holy springs) that converge in this river, which is why many worshippers come here for melukat."

b. Accessibility

Accessibility in this context refers to the ease of transportation and travel to Pulagan Tampaksiring, which significantly influences tourist motivation. Key findings include:

1) Road Conditions

The road from central Gianyar to Pulagan is paved and suitable for both two- and four-wheeled vehicles. However, to access the Campuhan River, visitors must walk a steep trail. While safety measures like railings and lighting are in place, the path remains challenging.

2) Distance and Travel Time

Pulagan is approximately 20 kilometers from Gianyar town. Travel time is around 35 minutes by motorcycle and 40 minutes by car.

3) Directional Signage

Signboards play an essential role in guiding tourists to the site, reinforcing the identity of Pulagan Nature Tourism.

4) Transportation Costs

Transport fares from central Gianyar are approximately IDR 20,000 per person by motorcycle taxi (ojek) and IDR 50,000 by car (travel/shared transport), depending on distance and mode of transport.

c. Amenities

Amenities refer to the facilities available to support tourism, including:

1) Photo Spots

The scenic rice fields offer ideal locations for photography and selfies.

2) Food and Beverage Stalls

Traditional stalls offer meals and refreshments, with wooden seating areas allowing visitors to relax while enjoying the view. A restaurant and a guesthouse are also available.

3) Parking Area

A large parking area is located on the eastern edge of the rice fields, near the Campuhan River.

d. Ancillary Services

Pulagan Tampaksiring is managed collaboratively by local tourism management groups (POKDARWIS), the village-owned enterprise (BUMDes), and the community. Oversight is provided by the Gianyar Regency Tourism Office.

2. Cultural Tourism Potential

a. Biukukung Ceremony

Held semi-annually when rice begins to ripen, this ceremony honors Dewi Sri (goddess of fertility) to ensure a bountiful harvest.

b. Traditional Rice Harvesting

Two months after the Biukukung ceremony, rice is typically ready for harvest. Farmers in Subak Pulagan continue to use traditional tools, helping to preserve the area's agricultural ecosystem, which supports various fauna such as frogs, eels, and grasshoppers.

c. *Melukat*

Due to the 118 *tirta* flowing into the Campuhan River, the site is considered sacred. Visitors – both local and international – often come to perform *melukat* for physical or spiritual purification.

d. *Nganyut* Ceremony

The river is also used for the *Nganyut* ritual, in which cremated ashes are floated downriver as part of the post-cremation (*Ngaben*) ceremonies, symbolizing the soul's journey to the sea.

3. Artificial Tourism Potential

a. Weaving (*Ngerende*)

Ngerende is a traditional weaving activity using thread, needles, and scissors. The local community is renowned for producing handcrafted items such as bags, clothing, and wallets.

b. Carving Buffalo Head Souvenirs

Local artisans repurpose buffalo and cow bones into carved souvenirs, which are sold or kept as collectibles.

Challenges Faced by Pulagan Tampaksiring Nature Tourism

1. Limited Tourist Activities

Visitors tend to engage only in passive activities such as swimming or spiritual cleansing. Based on interviews, tourists like Ibu Made Astri expressed the need for more engaging attractions:

"Besides melukat and bathing, there's nothing else to do here."
(Visitor, January 20, 2024)

The rice fields are underutilized; tourism management could introduce agro-tourism activities involving traditional farming tools, providing unique and photogenic experiences. Another visitor, Ibu Nyoman Sari, stated:

"The rice fields should be used more creatively. Jatiluwih is a good example where tourists can engage in farming activities."
(Visitor, January 20, 2024)

2. Inadequate Road Conditions

Although roads to the general area are paved, access to the river involves steep, winding, and sometimes damaged paths, with slippery terrain during rain.

3. Insufficient Street Lighting

Lighting around the *melukat* area is poor, raising safety concerns. According to the village secretary, Bapak Sang Putu Ardika:

"While the main road is paved, the path to the river remains steep and poorly lit, making visitors uncomfortable at night."
(Village Secretary, January 22, 2024)

4. Lack of Supporting Facilities

Some basic facilities are still unavailable, including: souvenir shops specific to the local area, adequate accommodation options, brochures or promotional materials, public toilets, and designated parking for different vehicle types.

As noted by the site manager, Bapak Wayan Pantes:

"There are no proper toilets here. Tourists change clothes in the open using sarongs as cover. Parking is also unorganized."
(Tourism Manager, January 23, 2024)

5. Low Community Engagement

Although community members are generally supportive, their involvement remains minimal, largely due to a lack of understanding and limited awareness campaigns. As stated by local resident Bapak I Wayan Gonjong:

“Some people are involved, renting out equipment for tubing, but many are still unaware of the destination or don’t understand tourism.”

(Resident, January 23, 2024).

Discussion

SWOT Analysis of Pulagan Tampaksiring Nature Tourism Potential

1. Strengths

Strengths are internal strategic factors that represent the advantages or superior qualities of Pulagan Tampaksiring Nature Tourism, including:

a. Pulagan River

Pulagan Tampaksiring Nature Tourism offers a complete natural landscape that includes mountains, rice fields, and a crystal-clear river. The area also holds spiritual and historical value, as it is home to 118 sacred water springs (*tirta*) that converge into the Pulagan River. This sacredness makes the site popular for *melukat* (ritual purification), attracting both domestic and foreign tourists.

b. Road Access

The access road to Pulagan Tampaksiring is well-paved. It takes approximately 40 minutes to reach the site from Gianyar City and around 60 minutes from Bangli.

c. Food Stalls

The site is supported by food stalls selling local specialties such as *klepon*, *pisang goreng* (fried banana), and *bubuh Bali* (Balinese porridge), which are traditional snacks from Tampaksiring Village.

d. Handicrafts

Tampaksiring Village produces unique handicrafts made from thread woven using a needle, a technique known locally as *gerenda*. This traditional craft is an integral part of local cultural identity.

e. Tourism Management Institutions

The tourism site is managed by local institutions including the village government, the Tourism Awareness Group (*POKDARWIS*), the Village-Owned Enterprise (*BUMDes*), and the Village Consultative Body (*BPD*), which involve local

residents in managing and developing the destination.

2. Weaknesses

Weaknesses are internal factors that reflect current limitations or shortcomings of the tourism attraction, such as:

a. Limited Tourist Activities

There is a lack of engaging activities for visitors. Pulagan Tampaksiring has not yet fulfilled the standard criteria of a tourist attraction: *something to see, something to do, and something to buy*, with the *something to buy* component still underdeveloped.

b. Lack of Designated Parking

There is currently no specific parking area for two-wheeled or four-wheeled vehicles.

c. No Entrance Ticket Booth

There is no official entrance or ticket booth for visitors.

d. Lack of Directional Signage

The site lacks clear directional signage to guide tourists.

e. No Public Toilets

There are no public toilet facilities designated for male and female visitors.

f. Lack of Street Lighting

The absence of adequate street lighting compromises the safety of visitors, particularly at night.

g. Limited Promotion and Information

There is a lack of promotional materials and media presence (e.g., brochures, TikTok, website, Facebook, Instagram), making the destination less well-known.

f. Incomplete Community Involvement

Not all local residents are involved in the tourism management due to limited human resources and insufficient knowledge about tourism operations.

3. Opportunities

Opportunities are external factors that can offer potential advantages for developing Pulagan Tampaksiring Nature Tourism, such as:

a. Potential to Become a Tourism Icon of Gianyar Regency

Pulagan Tampaksiring has the potential to become a tourism icon due to its distinctive natural and spiritual appeal.

b. Unspoiled Rural Landscape

The rural setting of the village, with its lush green rice fields and breathtaking mountain views, is a unique attraction.

c. Potential for Tourism Product and Attraction Development

With proper development, including scenic photo spots overlooking rice fields and mountains, and culinary experiences, Pulagan Tampaksiring can become more appealing. This requires proactive involvement from both local government and tourism managers.

d. Proximity to Gunung Kawi Temple

Located only about 15 minutes from Gunung Kawi Temple, the site can benefit from integrated tourism routes or package tours.

e. Improved Local Livelihoods

The development of tourism will open new job opportunities for local residents, improving their welfare.

f. Increased Regional Revenue

A growing number of visitors can lead to increased retribution revenue, which contributes to the regional government's budget for development.

4. Threats

Threats are external environmental conditions that may hinder the development or profitability of Pulagan Tampaksiring Nature Tourism, such as:

a. Community Unpreparedness for Tourism Development

Some community members lack the knowledge and skills necessary for participating in tourism development, making it difficult for government programs to fully empower them.

b. Low Tourist Awareness of Cleanliness

Many visitors are not yet aware of the importance of environmental preservation, often littering due to the lack of trash bins. Visitor awareness is essential for preserving the beauty and comfort of the site.

c. Geographic Risks

The site is located in a hilly area, which makes it prone to natural disasters during the rainy season, including landslides, floods, and fallen trees.

SWOT Matrix of the Natural Tourism Attraction Potential of Pulagan Tampaksiring

After identifying the potential of the Pulagan Tampaksiring Nature Tourism Attraction through a SWOT analysis, the author proceeds to formulate the analysis results into a SWOT matrix. This matrix aims to analyze strategic factors that illustrate how weaknesses and threats can be addressed by leveraging the strengths and opportunities possessed by the Pulagan Tampaksiring Nature Tourism Attraction as a nature-based tourist destination.

Based on the SWOT matrix above, the development strategies for Pulagan Tampaksiring Nature Tourism Attraction as a destination can be formulated as follows:

1. SO Strategy (Strengths – Opportunities)

This strategy aims to maximize strengths and take advantage of the opportunities possessed by Pulagan Tampaksiring Nature Tourism Attraction:

- Develop supporting facilities, including accommodations and restaurants, to support the local economy. The site can serve both as a recreational tourism destination and as a rest stop for dining.
- Offer tubing equipment for tourists to enhance its recreational appeal.
- Encourage local community involvement, as the success and progress of Pulagan Tampaksiring depend heavily on the support of local residents.

2. ST Strategy (Strengths – Threats)

This strategy utilizes existing strengths to overcome threats faced by the destination:

- Increase community awareness of tourism development. The village administration can organize outreach activities and collaborate with locals in creating ticketed tour packages.
- Improve road safety infrastructure, such as installing traffic signs and warning boards in accident-prone and landslide-prone areas.
- Strengthen the role of the local community in promotion efforts. Residents can actively promote the site via social media platforms like Instagram, Facebook, and YouTube, which are efficient and effective tools.
- Enhance the availability of essential visitor facilities, including ticket booths, public restrooms, signage, and street lighting.

3. WO Strategy (Weaknesses – Opportunities)

This strategy focuses on overcoming weaknesses by leveraging opportunities, such as utilizing rice fields and rivers as additional tourist features:

- a. Introduce tourist activities that involve the scenic rice fields and clean river water.
- b. Provide spacious parking areas, clear directional signs, multiple entrance ticket booths, public toilets (especially for visitors engaging in water-based activities like melukat), and street lighting to ensure convenience and safety.
- c. Distribute promotional media such as brochures both online and offline.
- d. Engage the local community in managing the tourism attraction.

4. WT Strategy (Weaknesses – Threats)

This strategy aims to minimize weaknesses and avoid threats faced by Pulagan Tampaksiring Nature Tourism Attraction:

- a. Add and develop eco-friendly tourist attractions to support the site's growth.
- b. Improve road safety infrastructure by organizing access roads, installing direction signs and warnings in flood- and landslide-prone areas, and ensuring sufficient lighting.
- c. Improve the quality of human resources by providing tourism training for local residents to support the development of Pulagan Tampaksiring.

Development Strategy Selection for Pulagan Tampaksiring Nature Tourism in Gianyar Regency

Based on the strategies described above, the author and site management have selected six priority strategies expected to support the development of Pulagan Tampaksiring as a nature-based tourism destination. These six strategies are as follows:

1. Improve essential facilities, including ticket booths, public restrooms, street lighting, direction signs, and warning signs for accident- and landslide-prone areas. Additionally, accommodations and restaurants should be developed to support the local economy. As a connector between Bangli and Gianyar, Pulagan Tampaksiring can serve as both a recreational destination and a transit stop for travelers.
2. Offer tubing equipment to attract tourists. Given that Pulagan Tampaksiring has a wide

and deep river, it is ideal for river tubing or rafting activities, which can boost tourist interest.

3. Encourage local community participation, which is vital for sustainable development. Without community support, the tourism attraction cannot progress as planned.
4. Empower the local community in promotions, encouraging them to actively promote the attraction through various online and offline media channels such as websites, Instagram, Facebook, and YouTube. This is an efficient and modern method of promotion.
5. Add tourist activities in the surrounding natural environment, such as rice field trekking and river activities. This includes providing adequate parking space and clear signage. Management is expected to allocate specific areas to organize two- and four-wheeled vehicle parking.
6. Ensure continuous community involvement, which is essential for sustainable tourism. As stated by Susila et al. (2023) and Samudra et al. (2023), community participation should begin from the planning stage through to the distribution of tourism benefits. Involving the community fosters a sense of ownership and responsibility in preserving the sustainability of the tourism attraction.

Limitations

This study is limited to discussing the natural tourism attraction of Pulagan Tampaksiring. Future research is expected to explore other tourist attractions in the area and provide a more comprehensive analysis of Tampaksiring's overall tourism potential. Such studies will be valuable in formulating more appropriate strategies for tourism managers in welcoming and serving incoming visitors effectively.

Conclusion

Based on the research conducted at the Pulagan Tampaksiring Nature Tourism Attraction, several conclusions can be drawn regarding its potential, challenges, and development strategies.

Pulagan Tampaksiring possesses significant potential as a nature-based tourism attraction. Its natural assets include scenic mountainous landscapes, expansive rice fields, and a fresh, cool climate that enhances the visitor experience throughout the journey to the site. Culturally, the destination is enriched by local traditions such as the *Biukukung* ceremony, performed when rice plants begin to turn yellow and are ready for harvest. This is followed by a traditional rice

harvest ceremony using indigenous tools, reflecting the area's cultural depth. Additionally, the attraction showcases unique local handicrafts, such as intricate thread weaving and artistic creations using buffalo horns—crafts rarely found in other villages.

However, several challenges hinder the optimal development of Pulagan Tampaksiring. Visitor activities remain limited and lack variety, with most tourists only swimming or enjoying the natural scenery. The road infrastructure leading to the site is inadequate; although the roads are paved, they are steep, winding, and in poor condition in some areas. Furthermore, there is a lack of street lighting and directional signs, especially toward sacred sites used for *melukat* (purification rituals). Visitor facilities are also minimal, with no souvenir shops, public toilets, brochures, parking lots, or nearby accommodations. Moreover, local community involvement in tourism management remains limited, often confined to informal roles such as offering services without formal engagement in planning or operations.

To address these issues, several development strategies are proposed. These include improving supporting facilities such as public restrooms, ticket booths, street lighting, and road signs—particularly in areas prone to accidents or landslides. The addition of accommodation and dining facilities would enhance tourist comfort and support the local economy. Pulagan Tampaksiring's location as a connector between Bangli and Gianyar also makes it suitable as a rest stop or recreational site.

Adventure tourism, such as tubing or rafting, should be introduced to capitalize on the wide and deep river flowing through the area, thus attracting more adventurous visitors. Encouraging active local participation in both management and promotion is also crucial. The use of digital media—such as websites, Instagram, Facebook, and YouTube—can effectively promote the destination to broader audiences. Moreover, the natural landscape should be utilized for recreational activities like rice field trekking and river-based tourism. Clear and spacious parking areas with proper signage should be provided to improve visitor accessibility and convenience.

In conclusion, Pulagan Tampaksiring holds great potential as a nature tourism attraction. Through infrastructure improvements, diverse activity offerings, and inclusive community involvement, it can be developed into a sustainable and competitive destination in Gianyar Regency.

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Conflict of Interest Statement

The authors declare that there is no potential conflict of interest with respect to the research, authorship, and/or publication of this article.

Author Contributions

All authors have read and approved the final manuscript. All authors are responsible for the integrity of the data and the accuracy of the data analysis.

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