

Awakening Uniqueness: Branding Strategy of Undisan Rural Tourism in Bangli Regency Through Eco-Experience

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Abstract

This research article explores the branding strategy of Undisan Rural Tourism in Bangli Regency, with a focus on its success in winning the 3rd Places of Tourism Village Award through an eco-experience. The study utilizes a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to identify and evaluate key factors that contribute to the village's branding strategy. Undisan Rural Tourism embodies a unique blend of natural beauty, cultural heritage, and sustainable practices, making it an exemplary case study for rural tourism development. The research methodology involves qualitative approaches. Primary data is collected through interviews, surveys, and participant observations, while secondary data is gathered from relevant literature, reports, and online sources. The SWOT analysis framework is applied to assess the internal and external factors that influence the branding strategy of Undisan Rural Tourism. The findings of the study reveal several strengths that have contributed to the success of Undisan Rural Tourism. These include its pristine environment, rich cultural heritage, authentic local experiences, and strong community engagement. Additionally, the village has capitalized on opportunities such as increasing demand for sustainable and eco-friendly tourism experiences. However, the research also identifies certain weaknesses and threats that need to be addressed, including limited infrastructure, inadequate marketing efforts, and competition from neighboring tourism destinations. Based on the SWOT analysis, this article proposes strategic recommendations to further enhance the branding strategy of Undisan Rural Tourism. These include improving infrastructure and facilities, expanding marketing efforts through digital platforms, fostering partnerships with local stakeholders, and implementing sustainable practices to preserve the environment. The study concludes that Undisan Rural Tourism's success in winning the 3rd Places of Tourism Village Award can be attributed to its unique branding strategy, which highlights the village's distinctive characteristics and eco-experiences. By addressing the identified weaknesses and capitalizing on existing strengths and opportunities, Undisan Rural Tourism can continue to thrive as a leading destination for sustainable rural tourism, setting an example for other tourism villages in the region.

Keywords: branding strategy; eco-experience; rural tourism; sustainable practice; tourism village.

INTRODUCTION

Background

The "selling of places" and the creation of images are synonymous with destination marketing, while state tourism brochures and advertising campaigns are considered conventional tourism marketing operations (Jamrozy, 2007). While their strategy for identifying and disseminating best practices in tourism is commendable, it adheres to the restrictions of the economic marketing paradigm by "balancing" environmental and economic interests. As a result, it runs the risk of offering compromises rather than radical alternatives in the field of tourism marketing (Jamrozy, 2007). Alternative tourism first emerged as a result of intense criticism of mass tourism and its detrimental consequences on travel destinations. Soft tourism, small-scale tourism, ecotourism, nature tourism, and integrated tourism were all forms of alternative tourism (Christou, 2012). Conventional tourism frequently ignores the need to create jobs, especially for the local population. On the other hand, eco-tourism looks for these chances and makes an effort to use them. While traditional tourism is unaffected by environmental or social principles, eco-tourism is not. Instead, it upholds social, cultural, and environmental values (Singh, 2015). Local cultures, wilderness excursions, volunteer work, personal development, and discovering new ways to survive on our fragile planet are the main topics of ecotourism. Programs that promote local cultural integrity and reduce the damaging effects of traditional tourism on the environment are examples of responsible ecotourism (Singh, 2015). Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (UNEP & UNWTO, 2005).

To support sustainable tourism, village tourism or rural Tourism can make full use of tourism resources in rural areas to adjust and optimize rural industrial structures, extend the agricultural industrial chain, develop rural tourism services, promote nonagricultural employment, increase the incomes of farmers, and create a better economic base for the new rural construction (Zhang, 2012). Rural tourism is a new form of tourism, which takes the nature and humanities objects with the rurality as tourist attractions, depends on the beautiful landscape, the natural environment, architectures, culture and other resources in rural areas, and expands and develops projects such as meeting affairs, holiday-makings and leisure activities based on traditional rural leisure travels and experience tours. Sustainable tourism recognizes the importance of maintaining the social and cultural framework of local communities. By promoting community participation, empowering local businesses, and respecting native culture, tourism can strengthen social cohesion and preserve cultural heritage. This approach ensures that tourism development provides benefits to all involved parties. Bali island, which is part of Indonesia, is one of the famous islands known for its rich cultural and historical tourist destinations, beautiful nature, as well as the potential of villages that can be developed as natural and ecotourism attractions. One of the villages with tourism potential that can be developed is Undisan Rural Tourism, located in Bangli Regency.

Undisan Rural Tourism is an interesting example of local community efforts to preserve their traditional culture and promote sustainable tourism. Undisan Rural Tourism showcases natural beauty with its scenic hills, rice fields agricultural. The well-preserved natural environment makes this village an ideal place to escape the hustle and bustle of urban life. One of the main attractions of Undisan Rural Tourism is its rich and authentic cultural life. The village is home to the Balinese people who

strongly uphold their traditions and customs. Tourists will have the opportunity to gain deep insights into the daily lives of the community, including agricultural activities, handicrafts, and religious ceremonies. Undisan Rural Tourism, offers a variety of interesting activities for tourists offering a variety of exciting activities for tourists, such as taking part in traditional Balinese cooking classes to learn about authentic Balinese cuisine and traditional cooking techniques. The local residents also provide accommodations in the form of homestays for tourists who want to experience the Balinese community life directly.

These homestays offer a unique experience by staying in traditional Balinese houses and interacting with the local people. In addition, Undisan Rural Tourism also offers various ecotourism activities aimed at preserving the natural environment and supporting the local economy. Tourists can participate in tree planting activities, river clean-up efforts, or cycling around the village while enjoying the surrounding natural beauty. In an effort to promote sustainable tourism, the community of Undisan Rural Tourism also maintains cleanliness and environmental preservation. They limit the use of single-use plastics and encourage the use of renewable energy. Undisan Rural Tourism has shown significant progress in its efforts to become a leading tourist destination in Indonesia. Through effective destination branding efforts, Undisan Rural Tourism has successfully attracted tourists from both domestic and international markets. Its remarkable achievements in developing the tourism village have been recognized by the 2022 Village Tourism Award (*Anugerah Desa Wisata*), an accolade given to the best tourism village in Indonesia. The village is also known for its organic farming and eco-friendly tourism activities. Strong destination branding efforts have been the key to Undisan Rural Tourism's success in capturing the attention of tourists.

In order to maintain the award of the 2022 Tourism Village Award (*Anugerah*

Desa Wisata), Undisan Rural Tourism must continue to innovate and improve the quality of tourism services. With continuous efforts in developing the tourism village and establishing a strong destination branding, Undisan Rural Tourism in Bangli Regency has great potential to become one of the best tourism villages in Indonesia. The 2022 Tourism Village Award (*Anugerah Desa Wisata*) is only the beginning of a long journey towards achieving higher and sustainable achievements. Undisan Rural Tourism will serve as an inspiring example for other Rural Tourism in Indonesia. As a follow-up step after receiving the 2022 Tourism Village Award (*Anugerah Desa Wisata*), Undisan Rural Tourism needs to continue improving the promotion and marketing of its tourist destinations. This study aims to identify and analyze the branding strategies implemented by Undisan Rural Tourism in Bangli Regency in order to serve as a model for ecologically and sustainably oriented tourism villages.

LITERATURE REVIEW

Place branding in rural areas: Their connection with related theories of marketing and destination-local identity

A rural area which is isolated needs tools to be promoted to the rest of the world and internet is a tool for such a procedure (Kavoura & Bitsani, 2012). Without personal experience, images of destinations are formed from various media and advertising (Molina & Esteban, 2006). If the consumer or tourist has not visited the destination, then the media's role is important because personal experience is an important criterion to influence selection of a destination's image (Molina & Esteban, 2006). Media plays a vital role if the customer or tourist has not visited the destination. This is because personal experience is a crucial factor in determining a destination's image; without personal experience, images are formed from a variety of media and advertising (Molina & Esteban, 2006).

In line with changing trends in the tourism sector, cultural and nature-based tourism are becoming more favorable, and one of the rising tourism objects is "Rural-based" tourism (Yang et al., 2021). Rural Tourism has many benefits for both the place and the people. Some of the benefits taken by its establishment include giving local wisdom to the people and introducing both the area and the culture, which most people usually don't get in their places (Nieto Masot & Rios Rodriguez, 2020). Rural tourism was established primarily for economic reasons as well. The neighbourhood is the one that gains the most from the development of rural tourism because it may lead to the creation of entirely new jobs and a source of income for the locals (Huda et al., 2022). The village will not lose their youngster, which might help the village become more prosperous (Huda et al., 2022). Rural Tourism will keep on rising, as it is become well known that Rural Tourism is promising in the future, as it is shown that people more and more love this concept of tourism (Gautama et al., 2020).

The digital era enables economic actors to be creative and imaginative when developing competitive strategies. Promotional models that rely solely on product quality and low pricing are insufficient; there must also be a sense of uniqueness that entices consumers to learn more, gather information, visit, and buy (Sudarmiati et al., 2019). Place branding is a promotion model in business by utilizing a place as the main subject (Sudarmiati et al., 2019). (According to Kavaratziz, 2005), the idea of location branding is a progression of the branding of products. A brand is created by using a name, word, sign, symbol, design, or a combination of all of these to identify a product or group of products and set it apart from similar products or services (Kotler, 2009). The competitive environment must also be meticulously analysed (Kotler, 2002). According to (Kotler, 2002) consumers have literally thousands of destination choices. They will be drawn to destinations that

perceive to offer the value either because they are inexpensive or more accessible. Keller (2003) developed a brand image dimension projected based on the corporate image dimension that encompasses five: professionalism that represents a quality approach of attributes, benefits, and behavior, modern which represents an innovative approach from attributes, benefits and behaviour, serving all segments of society that represent values and programmes of perceived concern for the environment and social responsibility, concern to the consumer that is an approach of customer orientation, security that is the approach of corporate credibility.

The product and its capabilities, the brand and its name, the brand's symbolism and imagery, and the consumer are all important connecting points in the development of a brand (Meenagham, 1995). Brand definitions place a strong focus on distinctiveness, the existence of both tangible and intangible values that exist in the customer's mind (Hall, 1999; Kim, 1990; Kotler, 1988). Brands have personalities, and these personalities are made up of the emotional added values that the product conveys that are influenced by lifestyle factors and generated through advertising (Meenagham, 1995; Biel, 1997). A name, symbol, logo, word mark, or other graphic that both identifies and distinguishes the location, as well as one that conveys the promise of a memorable travel experience that is exclusively associated with the location, is known as destination branding (Ritchie & Ritchie 1998). According to (Balakrishnan, Nekhili, and Lewis, 2011), there is "a tremendous scope to grow" in destination branding. Regarding the regions covered by the rural tourism project, the positioning process is primarily reflected through the growth of rural/ holistic tourism, which by its very nature combines aspects of uniqueness and adopts the element of tourist experience, bond and coherence rather than consistency. The destination profile, is formed through a popular culture (Dinnie, 2008). In regard to the

concept of brand loyalty, the associations made with the rich cultural resources, including the environmental resources but also the intangible cultural resources values, traditions, customs, way of life that these nations have and the meanings which create, bring powerful sentimental qualities which lead to the sentimental devotion and attachment that derives from the concept of brand loyalty (Dinnie, 2008). Without necessarily implying that rural tourism would lose any of its distinctive traits and work to build a strong place identity, providing customers with alternatives and a variety of activities and resources may be a good option for visitors. (George, Mair & Reid 2009).

METHODS

This research was analyzed using qualitative descriptive data analysis and SWOT analysis. The presentation of the data analysis results can be done formally (in the form of tables) or informally (in narrative form). The tool used to develop strategic factors is the SWOT matrix. This study aims to explore and formulate policies and programs based on internal conditions, such as strengths and weaknesses, as well as external situations, such as opportunities and threats. According to Fred R & David (2017), SWOT analysis is a method used to evaluate the strengths, weaknesses, opportunities, and threats associated with an entity, such as a company, product, or project. This analysis provides a comprehensive understanding of the internal and external conditions of an entity, which can be used to formulate branding strategies.

1. Strengths are internal factors that provide a competitive advantage for Undisan Village as a Rural Tourism. By identifying these strengths, it can help build a positive image and differentiate Undisan Rural Tourism from its competitors.
2. Weaknesses are internal factors that can hinder the development of Undisan Village as a Rural Tourism. By identifying

these weaknesses, it helps to identify areas that need improvement or development.

3. Opportunities are external factors that can be utilized by Undisan Village as a Rural Tourism to develop branding strategies. By identifying these opportunities, Undisan Rural Tourism can create branding strategies that align with market trends and demands.
4. Threats are external factors that can hinder the development of Undisan Rural Tourism. By identifying these threats, Undisan Village can take preventive measures or develop adaptive branding strategies to address them.
5. Prioritize strategies: Select the most relevant and effective strategies based on the SWOT analysis. Identify strategies that provide the greatest benefits or address the biggest problems.
6. Plan actions: Determine specific action steps to implement the chosen strategies. Create a detailed action plan, including required resources, implementation timeline, and clear responsibilities.
7. Evaluate and review: Regularly evaluate the implementation of strategies and review the SWOT analysis to ensure that the adopted strategies remain relevant and effective. Make changes or adjustments as necessary.

The process of creating a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis can be done through some stages that define strategies using the SWOT matrix: 1) Identify objectives: Determine what the tourism village aims to achieve, 2) Identify internal factors: Identify the strengths and weaknesses of Undisan Tourism Village, 3) Identify external factors: Identify the opportunities and threats present in the external environment of the tourism village, 4) Formulate the SWOT matrix: Create a matrix with four quadrants, each representing strengths, weaknesses, opportunities, and threats. Fill in the matrix with the identified factors, 5)

Find connections: Analyze the factors in the SWOT matrix to find relationships between strengths and opportunities, as well as between weaknesses and threats. By following these stages, Undisan Rural Tourism can effectively utilize the SWOT analysis to develop a strategic plan and enhance its branding efforts. Identify strategies that can leverage strengths to take advantage of opportunities or overcome weaknesses that can minimize threats.

RESULT AND DISCUSSION

Tourist Attraction at Undisan Rural Tourism

Undisan Rural Tourism is located in Bangli Regency, Bali, offers various rural tourism activities that allow tourists to experience local life and culture. Here are some popular rural tourism activities in Undisan Village:

1. Rural tourism and tourism experiences in the village: Undisan Village is surrounded by plantations and agriculture. Tourists have the opportunity to experience traditional farming activities such as planting organic crops, harvesting plantation produce, and participating in the application of organic fertilizers.
2. Village Tour: Tourists can take a stroll around the village and explore the daily life of the local community. They can see traditional Balinese houses, visit the village temple, and interact with the locals to learn more about Balinese culture and customs.
3. Traditional Balinese Cuisine: Tourists can learn to cook traditional Balinese dishes by participating in cooking classes organized by local residents. They will be taught how to select fresh ingredients, prepare traditional spices, harvest produce from the gardens where tourists are staying, and cook authentic Balinese dishes. This is a great opportunity to experience the authentic flavors of Bali.
4. Art and Craft Courses: Undisan Village is renowned for traditional Balinese arts and crafts. Tourists can participate in and witness art activities such as joining dance sessions and being trained by village residents, observing craftsmen creating gold and silver flower crafts. They will be taught by experienced local artists.
5. Trekking and Cycling: The area around Undisan Village offers beautiful natural landscapes. Tourists can go trekking through forests, farmland, and plantations to enjoy the beauty of Bali's nature. Additionally, cycling around the village is a great way to explore the countryside up close.
6. Rituals and Ceremonies: Undisan Village has unique traditions and cultural ceremonies. Tourists can witness or even participate in ceremonies such as offering ceremonies, traditional dances, or Balinese meditation. This provides a deep insight into the spiritual life and beliefs of the Balinese community.
7. Ecotourism and Homestay: In Undisan Village, there are homestays owned by the native villagers, offering various attractive facilities for tourists. Activities that can be done by tourists include gardening and cultivating a living pharmacy, learning traditional dances while wearing regional costumes, learning to cook local dishes, and enjoying local culinary delights.

Rural tourism in Undisan Village, Bangli offers a different experience from conventional tourism in Bali. It provides an opportunity for tourists to gain a deeper insight into the culture, daily life, and natural beauty of the countryside. The tourism potential in Undisan Village can be well-packaged by the management of Undisan Village, supported by the cool and picturesque natural surroundings, making Undisan Village a sustainable and high-quality tourist destination. Until now, Undisan

Village has preserved its authenticity and village regulations (*awig awig*), and all cultural activities such as *subak* preservation, temple rituals, customary practices, preservation of sacred dances, and *Ngaben* ceremonies are still carried out.

Instrument of The Indonesian Tourism Village Awards 2022

Ministry of Tourism and Creative Economy (*Kememparekraf*), in collaboration with other Ministries/Institutions, organized the Indonesia Village Tourism Awards (*Anugerah Desa Wisata Indonesia*) in 2022, which is one of *Kememparekraf*'s flagship programs. The aim of this program is to demonstrate how communities work together to develop the potential of villages in their respective regions, with the hope of providing added value and creating business opportunities and employment. The Indonesian Village Tourism Awards 2022 adopted the theme "Indonesia Rises," and through this event, it is expected to inspire the spirit of tourism and creative economy practitioners in Rural Tourism to recover and thrive post the Covid-19 pandemic. Furthermore, the goal is for rural tourism or village tourism in Indonesia to become a world-class and highly competitive tourist destination. The Indonesian Village Tourism Awards recognizes and awards groups that contribute to the tourism sector in efforts to accelerate village development and promote social, cultural, and economic transformation.

The Indonesian Village Tourism Awards provides a new inspiration for communities to continuously achieve, promote their potential, and create a balance between local governments, village governments, village communities, and tourism enthusiasts. Through the Village Tourism Awards, the Ministry of Tourism aims to encourage rural communities to explore the tourism potential that makes Indonesia proud. This will be done by evaluating seven aspects: 1) Visitor Attractions, 2) Homestays, 3) Public Toilets, 4) Souvenirs, 5) Technology and Creativity, 6) <http://ojs.unud.ac.id/index.php/eot>

Cleanlines, Health, Safety, and Environment (CHSE), and 7) Ancillaries. Real facts and visually appealing and inspiring photo data (such as Iconic Natural Beauty, Local Crafts, Cultural Heritage Products, Traditional Regional Arts, Service Readiness, Culinary Delights, etc.) greatly support tourism in Indonesia. Every Village Tourism enthusiast is expected to gain inspiration from the data, including documents and photos, submitted in the Village Tourism Awards.

Branding Undisan Rural Tourism (Village Tourism)

The Undisan Village Tourism logo has the following meaning: The overall concept of the logo is the concept of *Segara Gunung*. *Segara Gunung* is a Balinese Hindu philosophy that represents the inseparable unity between the sea (*Segara*) and the mountain (*Gunung*).



Therefore, every action on the mountain will have an impact on the sea, and vice versa. If described, in this logo, the temple represents the mountain, the blue color represents water, and the green color represents the concept of green, as the concept of Undisan Tourism Village is ecotourism. This can be interpreted as the concept of *Segara Gunung* in the logo is to preserve the environment. The next element is the symbol of the sun, which represents the life-giving rays for humanity. The concept of Undisan Village Tourism is to provide a Tourist Experience in ecotourism and greentourism for sustainable tourism.

Environmental Analysis Branding Undisan Village Tourism

SWOT Analysis of Destination Branding Strategy Desa Undisan-Bangli:

Strengths Factors:

1. Recognition and awards: The achievement of Undisan Village Tourism – Bangli securing the 3rd place in the Advanced Village Tourism category of The Indonesia Tourism Awards Village 2022 is a significant strength. It highlights the destination's appeal and successful implementation of its branding strategy
2. Natural Beauty: The village is located in a scenic setting, surrounded by lush green landscapes, and Tangkub waterfalls. The natural beauty of Undisan Village-Bangli enhances its appeal as a tourism destination and contributes to its branding efforts.
3. Unique Cultural Heritage: Undisan Village-Bangli boasts a rich cultural heritage, including traditional customs, art forms, and rituals. This uniqueness provides a strong foundation for its destination branding strategy, attracting tourists interested in experiencing authentic cultural experiences.
4. Undisan Village has established a strong partnership with several Travel Agents.
5. Undisan Village has its own Homestay. The homestay management has joined the national village tourism network (jaringan Desa Wisata Nusantara), and Desa Wisata Undisan participates in the Indonesian village tourism appreciation event.
6. Sustainable Tourism Practices : Undisan Village has implemented sustainable tourism practices, focusing on preserving the environment and maintaining a harmonious relationship between locals and tourists. Its reputation as an eco-friendly destination.
7. Adequate tourism infrastructure, such as roads, accommodations, and public facilities.
8. Active community involvement in the

development and promotion of rural tourism.

9. Authentic Local Experience: Undisan Village offers visitors an opportunity to experience an authentic rural lifestyle and immerse themselves in the local community. This authenticity can be a significant strength in today's world, where many travelers seek genuine and meaningful experiences.
10. Welcoming Community: The local community of Undisan Village are known for their warm hospitality and friendly nature. This welcoming environment creates a positive impression on visitors and can lead to repeat visits and positive word-of-mouth recommendations.

Weakness Factors:

1. Language Barrier: Communication may be a challenge for international tourists, as the village community predominantly speak the local language. This language barrier could limit the overall visitor experience and make it difficult to convey information and promote the village effectively.
2. Insufficient marketing efforts or limited exposure through various channels may result in missed opportunities to attract a wider audience.
3. Seasonal Tourism: The destination's tourism may be seasonal, with fluctuations in visitor numbers during peak and off-peak periods. Overreliance on specific seasons may lead to unstable revenue streams and difficulties in sustaining the tourism industry throughout the year.
4. The lack of activity from the Pokdarwis (tourism village community group) of Desa Wisata Undisan is evident, as until now, the activities of tourism at Undisan Village have only been managed by the owners and operators of homestays.
5. There is no involvement yet from the Local Government and Traditional Village regarding the creation of tourism

activity routes and the establishment of tourist attractions in Undisan Village.

6. **Skills and Training Gaps :** The local community and tourism stakeholders may require additional training and skills development to effectively manage and promote the tourism village.
7. **Limited Infrastructure:** Undisan village may lack certain infrastructure and amenities required to cater to the needs of a growing number of tourists. Inadequate transportation, accommodations, and facilities could hinder the overall experience for visitors.

Opportunities Factors:

1. **Tourism Development:** Undisan Village has the opportunity to develop its tourism infrastructure and enhance the visitor experience. Investments in accommodations, transportation, and facilities can attract more tourists and boost the local economy.
2. **Sustainable Tourism Practices:** Undisan Tourism Village can adopt sustainable tourism practices that preserve its natural and cultural assets. Promoting eco-friendly initiatives, such as waste management, renewable energy, and responsible tourism, can attract environmentally conscious travelers and contribute to the preservation of the village's resources.
3. **Growing demand for eco-friendly and sustainable travel experience.** There is a shift in tourist interests towards alternative tourism and the experience gained by tourists when they stay in a village, such as something to do, something to learn, something to see, and something to buy.
4. **Abundance of natural resources and biodiversity**
5. **Increased promotion through social media and digital platforms**
6. **Participation in regional or national tourism events and exhibitions**
7. **Development of specialized tour packages and experiences.**

Threats Factors:

1. **Competition from Other Destinations:** Tourism at Undisan Village may face competition from other nearby destinations that offer similar attractions and cultural experiences. It's essential to differentiate and market the village effectively to stand out among the competition.
2. **Environmental Degradation:** Increased tourism can put pressure on the natural environment if not managed properly. Overcrowding, pollution, and habitat destruction can threaten the village's natural beauty and biodiversity.
3. **Socio-cultural Impacts:** The influx of tourists can bring both positive and negative socio-cultural impacts. It's crucial to manage tourism's effects on the local community, including issues like cultural commodification, loss of authenticity, and social disruption.
4. **The occurrence of unexpected natural disasters and pandemics** has resulted in a decline in tourism.

SWOT Analysis Undisan Rural Tourism

SWOT analysis is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats of a particular entity, such as a destination or an organization. In the case of Undisan Rural Tourism, we can conduct a SWOT analysis to assess its destination branding strategy. Here's how the elements of the SWOT analysis can be combined to address the strategies for strengthening the image of Undisan Rural Tourism:

1. SO Strategy (Strengths-Opportunities):

Undisan Village can leverage its strengths to take advantage of opportunities and strengthen its image. Some possible strategies include:

- a. **Showcasing the unique cultural heritage and traditions, ecotourism, green tourism and tourist experience** while

staying at the homestay of Undisan Village through cultural activities and nature activity.

- b. Collaborating with local artisans, craftsmen, and performers to create authentic and immersive experiences for tourists.
- c. Promoting the natural beauty and biodiversity of the surrounding area, emphasizing the village's ecological sustainability efforts.
- d. Partnering with local businesses and organizations to offer high-quality accommodations, dining options, and recreational activities.

2. WO Strategy (Weaknesses-Opportunities):

Undisan Village can identify its weaknesses and find opportunities to address them, particularly in the context of ecotourism and tourist experiences. Potential strategies may include:

- a. Developing and implementing sustainable tourism practices to minimize the environmental impact of tourism activities.
- b. Enhancing infrastructure and facilities to improve the overall visitor experience, such as providing clean and accessible amenities, signage, and transportation options.
- c. Collaborating with educational institutions or experts in ecotourism to train local guides and enhance their knowledge about the natural environment.
- d. Offering educational programs and workshops on sustainable practices, local culture, and traditional crafts to engage tourists and provide a unique learning experience.

3. ST Strategy (Strengths-Threats):

To improve the authenticity differentiation of Undisan Village and maintain its competitive advantage, the destination can focus on its strengths while addressing potential threats. Strategies to consider may include:

- a. Preserving and promoting the village's unique cultural heritage, traditions, eco experience, green tourism experience to differentiate it from other destinations.
- b. Collaborating with local communities to offer authentic experiences, such as home-stays, traditional cooking classes, or guided village tours led by knowledgeable locals.
- c. Conducting regular quality assessments and certifications to ensure that tourism services and products meet or exceed visitor expectations.
- d. Monitoring and addressing any potential threats to the village's authenticity, such as the encroachment of modern developments or the dilution of traditional practices.

4. WT Strategy (Weaknesses-Threats):

When facing weaknesses and external threats, Undisan Village can adopt strategies to overcome challenges and minimize potential negative impacts. The approaches may include:

- a. Conducting market research and analysis to identify niche markets or segments that align well with the village's strengths and can mitigate weaknesses.
- b. Collaborating with local government authorities and stakeholders to address infrastructure limitations, such as road access, waste management, or sanitation facilities.
- c. Diversifying the tourism offerings to appeal to a wider range of visitors, such as developing adventure tourism activities, nature trails, or wellness retreats.
- d. Establishing strong partnerships with nearby attractions or destinations to create a regional tourism network that can collectively address challenges and market the area more effectively.

By combining these strategies with the elements of the SWOT analysis, Undisan Village can enhance its destination

branding efforts and position itself as an authentic, sustainable, and unique tourism destination.

CONCLUSION

The Undisan Village as a rural tourism in Bangli Regency has successfully built a strong image as an advanced tourist destination through effective branding efforts. The *Anugerah Desa Wisata 2022 award* serves as evidence of its achievements. The next steps that need to be taken include enhancing promotion, developing infrastructure, preserving the environment, involving the community, and collaborating with relevant parties. By maintaining a commitment to sustainable tourism development, the Undisan Rural Tourism can continue to progress and serve as an inspiring example for other tourism villages in Indonesia. In addition, it is important for the Undisan Village as a Rural Tourism to conduct regular evaluations and monitoring of tourism developments. By collecting data on the number of tourist visits, satisfaction levels, and generated economic impact, the village can identify strengths, weaknesses, and further development opportunities. This information can also be used to enhance marketing strategies and destination management. The Undisan Village as a rural tourism can also establish collaborations with other rural tourism or village tourism in Indonesia and abroad. The exchange of experiences and knowledge among rural tourism can be a source of new inspiration and mutually beneficial cooperation opportunities. For example, exchange programs for homestays, skill training, or joint promotion of tourist destinations. Furthermore, it is important for the Undisan Village as a Rural Tourism to maintain financial sustainability in tourism development.

The local government, tourism institutions, and the private sector can become strategic partners in supporting the development of infrastructure, training, promotion, and other tourism development

programs. Sustainable funding will ensure the sustainability and growth of this tourism village in the long term. In facing future challenges and opportunities, Undisan Village as a rural tourism remain committed to preserving cultural authenticity, service quality, and environmental sustainability. Through collaboration, innovation, and sustainable efforts, Undisan Village in Bangli Regency can continue to progress as an attractive tourist destination that provides positive benefits for the local community and visiting tourists. Overall, Undisan Village in Bali is an interesting place to experience the authentic cultural and natural life of Bali. With its natural beauty, rich cultural activities, and environmental preservation efforts, this village offers an unforgettable experience for tourists seeking uniqueness and authenticity.

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