

WANAGIRI HIDDEN HILL RURAL TOURIST ACTIVITIES: A STRATEGY OF DIVERSIFYING BALI TOURIST ATTRACTION ENDEAVOUR FOR RUSSIAN MARKET

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Abstract:

The development of Bali tourism has been a vehicle for diversification in many areas throughout the island. Russian tourists have been demanding such a new supply of tourist attractions as the existence ones have been already shabby. This study is aimed at investigating the role of the rural society in promoting facilities and activities in the rural tourism development. The theory used to undertake this study is SWOT analysis that is the systematic identification of various factors to formulate the strategies used. By applying a descriptive qualitative research, the data was collected through a survey on the tourism rural potential, interviews and literature review. The data that has been classified is analysed by a qualitative descriptive method with an inductive-methodological paradigm, which is setting up the discussion from particular principles to the general in order to obtain a conclusion. The study reveals that the rural community is so proactive and creative in developing a new tourist attraction as a diversification of tourist attraction to provide the demand of Russian visitors in dynamic tourism development in the island of Bali, which is crowned as world's popular tourist destination.

Keywords: strategy-mix marketing, rural tourism, diversification, Russian market.

INTRODUCTION

Developing tourism sector is one of the endeavors to promote the rural area as a tourist destination that can attract visitors to come in the area and give advantages in term of the economic side. Tourist attraction diversification in the area where tourism is developed is desirable on many aspects of profit oriented-goal either in short- or long-term utility and it leads to commodification of products for tourism (Hidayah, 2019; Ginaya, 2011; Voigt & Laing, 2010). In some cases of tourism development in Indonesia, a number of developing tourist destinations have fallen into the trap of becoming dependent upon influx of tourists concentrated in one spot only. As a result, this area has been highly exposed to the solid development of tourist facilities that make the area be overloaded in term of carrying capacity of its tourism development (Duffy et al, 2015; Galrão et al, 2015). This diversification of places of interest could be explained, in some cases, by the allocation of natural and cultural resources as comparative advantages; in some other cases, it was just the result of policy makers' obedience, and related economy-business distortions (e.g. preferences schemes of budget

allocation to develop few areas of tourist destination) (Mulyani et al, 2022; Kiryluk-Dryjska & Więckowska, 2020; Han & Yamana, 2019; Zhang, 2014).

Looking at tourism issues, tourism systematically consists of tourist generating countries or countries/regions of origin of tourists and tourist receiving countries or countries/regions receiving tourists. Macleod and Carrier (2010: 3), state that tourism is closely related to power and culture in many ways including the relationship between tourist supplying countries and receiving countries; interactions between tourists themselves and local communities; the structure of the tourism industry involving multinational companies; and certain political interests in the economic field. Macleod and Carrier's statement about tourism gave rise to the term host-guest (meeting between local residents or hosts and tourists or guests) which according to Smith (2012) is very important to be maintained in the tourism industry and research.

In relation to the country of origin of tourists, entering the 21st century there has been a shift in the trend of international tourism due to the influence of lifestyle in the country of origin of the tourists, namely the change from mass tourism to individual tourism (niche tourism). Individual tourist trips with a trend are more willing to see and witness special interest tourism objects and attractions and environmentally friendly tourism (ecotourism) with the pressure related to the responsibility of the tourism business to local communities and ecology (Nurdiyansah, 2014: 25). Special attention to the community, the environment and the local economy will also have a direct impact on the sustainability of the tourism business. The sustainable sector business is in line with the policies outlined by the WTO (World Tourism Organization). As the type of tourism with the largest development in the world, sustainable tourism is a potential for the application of sustainable business development (integral and long-term profit). This, as well as market opportunities, proves that tourism can be a solution to problems in the sociocultural and ecological aspects of the tourism industry in the future.

The countries or regions of origin of these tourists are generally developed industrial countries, such as Australia, Japan, Western Europe, and North America. In addition, there are also new industrial countries or newly industrialized countries with economic surpluses, such as Singapore, Korea, Taiwan, India, Saudi Arabia and Iran (as oil-rich countries) plus China and Russia. In fact, sustainable development is becoming a trend and even a political jargon for a short-termed utility of interest. The term sustainable for instance, in the context of Bali cultural tourism is the blended charm of developing tourism by maximizing the participation of the community or community-based tourism (CBT) for economic aspect and the local genius which its underlying philosophy is the concept of three-folding harmonious life or Tri Hita Karana (THK) as tourism development strategies that contribute to sustainable development of tourism destinations (Ginaya et al, 2019; Astuti et al, 2019; Mudana, 2018; Roth & Sedana, 2015; Pitana, 2010; Dalem, 2002).

Facts about the potential of Russian tourists abroad (outbound tourism) (ETC & UNWTO, 2015), among which it is stated, that traveling is a relatively new behaviour among Russian citizens, because visiting other countries with different cultures is not common for them during the regime of the former Soviet Union. However, nowadays every Russian has the opportunity

and wide access to travel abroad and absorb the influence of outside culture and lifestyle. This has given rise to a new typology of tourists termed “tribes” such as “the Rookie” who have limited economic capital and experience traveling abroad. Therefore, this type of traveller cannot communicate in English and is afraid of getting lost in a foreign country. In addition to the type of traveller “the Rookie” as mentioned, there are also other types, such as “the Guru”, namely an experienced Russian tourist, “the Immersive Explorer” or a Russian tourist who wants to get as much travel experience as possible in a destination, and “the Wealthy World Citizen”, which is a classy type of traveller.

Tourism and sustainable development in rural areas have been subject of a growing research interest (Botterill & Platenkamp, 2012; Hakim & Hong, 2009; Timothy, 2006). However, few studies use a multi-stakeholder approach to analyse the contribution of tourism to sustainable development of a rural tourism destination (Fosu, 2013; Lee & Jamal, 2008; Pforr, 2001; Wilson et al, 2001). In addition, in Indonesia little research has been conducted in this domain. Therefore, the current study may help bridge this gap, discussing sustainability within the context of a village located in the northern part of Bali, Indonesia.

All literature reviewed above give some perspective views on tourism and sustainable development of rural development. Yet they could not accommodate the needs on empowering the rural societies towards the importance of developing tourism potential found in the area as an integral part of promoting places of interest through diversifying tourist attractions which is in accordance with the Russian market demand so Russian tourists who have been visiting the Island of God since 1996 will have more options that they can spend their holiday satisfactorily. This study, therefore, is aimed at investigating the role of the local society in rural area creatively present commodified products and they are ready to be consumed by the customers who have high expectation toward the beauty, uniqueness, and challenge in nature, culture, and adventure. Such the sort of leisure activities can be offered by new tourist attraction in Wana Giri Hidden Hills, a rural area in northern part of Bali Island. Therefore, this study seeks to answer the following research question: do rural tourist activities in Wanagiri Hidden Hills become strategy of promoting new tourist destination as an opportunity for diversifying Bali tourist attraction endeavour for Russian market?

MATERIALS AND METHODS

This study is conducted by using descriptive qualitative method by utilizing SWOT analysis which is considered as the systematic identification of various factors to formulate the strategies used. By investigating the social phenomena of tourism development based-community, they are viewed logically where strengths and opportunities maximized, whereas, at the same time weaknesses and threats are possibly minimized. The aforementioned strategy is regarded as the strategic decision-making process which is generally related to the development of mission, goals, strategies, and policies of the stakeholders involved.

LOCATION OF THE STUDY

This study was carried out in Wanagiri Hidden Hill tourist attraction. Wanagiri Hidden Hill is a new tourist attraction located in Buleleng Regency, Sukasada District, Wanagiri Village. Located at an altitude of approximately 2000 meters above sea level and the interesting things presented in this tourist attraction is a variety of extraordinary photo spots that has background of the beautiful view of Lake Buyan.

DATA COLLECTION

Data used in this research is qualitative data. Qualitative data is data presented in the form of verbal words not in the form of numbers. Qualitative data in this research are general description of research object, covering: description of Wanagiri Hidden Hill, history, definition of facility and its supporting, and development strategy of Wanagiri Hidden Hill become community-based tourism attraction. Data source in this research is primary data and secondary data. According to Gupta & Gupta (2022) primary data is some information which is collected and processed by the organization or person directly from the research object, either through interview, direct observation and questionnaire. The information source of this research is the Head and Creator of Wanagiri Hidden Hill Tourism Attraction through the interview process. Secondary data according to Gupta & Gupta (2022) is data obtained in a ready-made form, this data was published by organization or person who are actually not the researcher or in the other word is data which is collected and processed by another person or organization. Such as data that obtained from related literature such as books, documents, journals and internet.

TECHNIQUE OF DATA ANALYSIS

SWOT analysis is the systematic identification of various factors to formulate the strategies used. This analysis is based on the logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats. The strategic decision-making process is always related to the development of mission, goals, strategies, and policies (Nikolaou & Evangelinos, 2010). SWOT analysis is used to obtain the relationship between external and internal factors. With this analysis strengths and weaknesses that are internal factors can be identified, as well as opportunities and threats that are external factors can be identified.

RESULTS AND DISCUSSIONS

This study concerns with analysing of the qualitative data from the answer of the research question from the whole observation, in-depth interview, and literature review of implementing the innovative tourist activities in the rural area by the local community that based the tourism development. The research questions in this study were concerned about whether rural tourist activities in Wanagiri Hidden Hills become strategy of promoting new tourist destination as an opportunity for diversifying Bali tourist attraction endeavour for Russian market. Additionally, all the tourism potential possessed as the rural charms yet it is an unknown tourist attraction in Bali and it becomes an endeavour to pursue a diversifying place of interests in the island where

tourists might visit the world-famous tourist destination. As a result, the tourists will not feel monotonous to do tourism activities while they are spending their time for holiday or leisure in Bali. All of the aforementioned issues are discussed in this part.

Wana Giri Hidden Hill Tourist Attraction

Wanagiri Hidden Hill is one of tourist attraction in the north part of Singaraja Regency, which is exactly located at Wanagiri Village Sukasada District. This attraction is famous for various extraordinary photo spots such as a giant bird cages, bamboo boats and giant swings and if one takes pictures on it, it will push one's adrenalin because those entire spots is located at an altitude of approximately 2000 meters above sea level or 300 meters above Lake Buyan. Besides that, this spot will also give an Instagram able photos result. In addition, Wanagiri Hidden Hill tourist attraction has quite good access and easy to reach by the visitor because it is located on the main road to the Lake Buyan.

Wanagiri Hidden Hill is a new tourist attraction in Singaraja Regency Sukasada District Wanagiri Village. This tourist attraction was firstly initiated in 2014 by one of local people who are realized about development of tourism sector in Singaraja Regency named I Ketut Ardika Yasa, Amd.com. Firstly, ideas and concepts of Wanagiri Hidden Hill tourist attraction was initiated by himself directly starting from the photo spots making and promotion through the social media and physical advertising. After a several time of Wanagiri Hidden Hill developments, it shows a quite good existence and encourage the other local people to continue its development by making some additional spots. Wanagiri Hidden Hill has had all the points of the 4A concept as the standard or the basic require of a good tourist attraction, such as attraction, accessibility, amenities, ancillary. The attraction of Wanagiri Hidden Hill tourist attraction for both domestic and foreign tourists is an extraordinary photo spots with beautiful panoramic views of Lake Buyan and coffee plantation. By accessibility, Wanagiri Hidden Hill has an easy access road for various vehicles to reach this attraction because it is located on the main road to the Lake Buyan. Located in Wanagiri Village, Wanagiri Hidden Hill is about 80 km from Ngurah Rai International airport. Amenities means that Wanagiri Hidden Hill development has not get the investors' attention yet but there has been various public facilities and tourism facilities near by this tourist attraction such as lodging, food stalls and souvenirs vendor and restaurants which mostly managed by local people as the support for tourism sector.

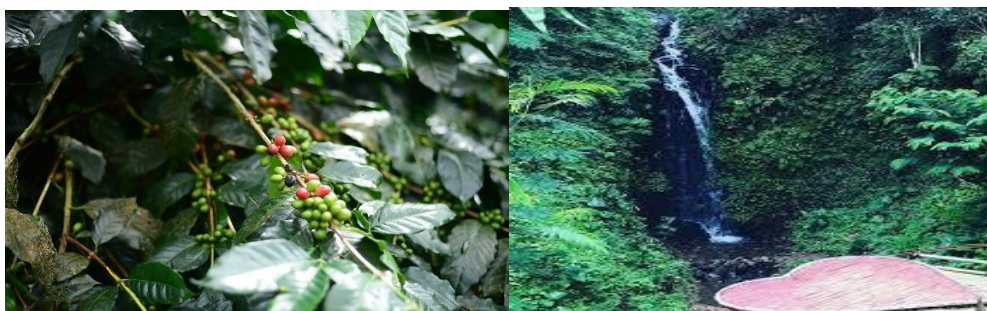
Ancillary, at last, can be described as in developing Wanagiri Hidden Hill tourist attraction, Local custom take a contribution as the responsible could help this tourist attraction in obtaining the permit in order to continue the further development. In addition, an active participation of the local community in the development of this tourist attraction can help to deliver some information easier and clearly to guests who want to ask questions about the attraction deeply because the one who know more about this attraction is the local people. In this case, the local people especially those who are directly involved in the development of Wanagiri Hidden Hill tourist attraction could act as the tourist information centre for the visitor. Since it was firstly opened in 2014, Wanagiri Hidden Hill has shown a quite good existence. Nowadays, if it is connected to the life cycle tourism chart then after its

development from start to be developed until now, based on information from the developer of this tourist object, Wanagiri Hidden Hill has been in the involvement stage. This stage is the next process where the local people start to notice that there are increasing numbers of people coming to their local area. They start businesses to provide accommodation, food, guides, and transport.

Tourism Potential of Wanagiri Hidden Hill

Potential that might be developed in Wanagiri Hidden Hill tourist attraction is about the natural resources and natural beauty. Based on observations that have been done, the potential that existed in Wanagiri Hidden Hill attractions are including the natural beauty where it is located at an altitude of approximately 2000 meters above sea level is surrounding by a panoramic natural beauty with the background of wide Lake Buyan and mountains.

Figure 1. Coffee Plantation and Waterfall in Wana Giri Hiden Hill



Source: Personal Photo Collection

It provides an individual value for the tourist especially for those who love nature. The Natural beauty can be offered to the tourist for the potential value of a place to take pictures or even organize a pre-wedding photo shoot for bride and groom who want a background of the natural beauty for their pre-wedding theme. The natural beauty of hidden hill with marvellous view where an activity of tree top sling, additionally, is supplemented with coffee plantation, the waterfall, and an iconic photo spot. The iconic photo spot is specially designed in Wanagiri Hidden Hill as a giant bird cage which is made directly by local people by utilizing the natural materials such as bamboo, rattan and coffee tree branches. Therefore, it can be a product with an added value of a tourist interest or even the local people can make the miniature of the bird cage to be more easily carried by tourist and it becomes an authentic souvenir from Wanagiri Village itself.

Russian Tourist Market in Bali

The island of Bali as a world tourist destination is a barometer of national tourism development. Bali is visited by many domestic and foreign tourists, both from countries in Asia Pacific and Africa as well as from Western and Eastern Europe including from Russia. Meanwhile, foreign tourists who enter Bali are grouped into conventional markets which generally and have been visiting Bali for a long time, such as Japan, Australia, the United States, and Western European countries, such as England, France, the Netherlands, Germany, Spain except Italy which are

classified as dying market considering the very sharp decline in visits. The decline in the number of Italian tourist arrivals was marked by the bankruptcy of the travel agency Trio Bali and Dirga Bali, which handled the agent Franco Roso, a major tour operator in Italy. The emerging and phenomenal tourist market in Bali tourism is known as emerging markets, such as China, India, and Russia.

In particular, the recent visit of Russian tourists to Bali as an emerging market has become very potential. The Russian Federation with a population of 146,877,088 (Lebang, 2010) has a large overseas travel culture, which is 44 million in 2018 (IndonesiaTouristNews.com 2019). According to the Deputy for Marketing Development II of the Ministry of Tourism, Nia Niscaya (Travel News, 2019) the increasing number of Russian tourist visits to Indonesia. In 2017 the number of Russian foreign tourists visiting reached 110,529, and in 2018 it reached 125,697 and in 2019 it is targeted to reach 160 thousand. The visit of Russian tourists to Indonesia is inseparable from the long history of diplomatic relations between the two countries since the era of the Soviet Union in 1954 (Gorsuch and Koenker, 2018). After the dissolution of the Soviet Union with the reforms pioneered by Gorbachov, known as perestroika, Russian citizens are increasingly open to visiting foreign countries like Western capitalist countries (Gorsuch and Koenker, 2018).

The more openness of Russian citizens to travel abroad is a golden opportunity to boost foreign tourist visits to Indonesia, especially Bali. Therefore, tourism business players under the coordination of the Ministry of Tourism are aggressively promoting tourism to Russia, as stated by the Head of the Bali Province BPS Adi Nugroho (Gorsuch and Koenker, 2018). There are several factors causing the increase in Russian tourist visits to Bali which are interrelated with one another, so that the increase in visits has reached its peak since the 2000s. First, the close diplomatic relations between the Republic of Indonesia and the Russian Federation which are followed up with a visa-free visit policy for Russian citizens to Indonesia. Second, there is the promotion of tourism through cooperation in the economic and trade fields, which led to the opening of direct flights from Moscow to Denpasar by the Russian airline, Rossiya Airlines on October 28, 2018 (Gorsuch and Koenker, 2018).

Prior to the issuance of a visa-free visit policy for Russian citizens in 2015 (Perpres No. 69/2015), Russian tourists visited Indonesia using a regular visit visa and in 2007 started using a visa on arrival (VOA). According to Lebang (2010), these tourists are rich people who are now enjoying a new era of Russia that is wallowing in dollars from Russia's rising economic growth. This can be seen from their travel style in Indonesia who stays in five-star hotels, with an average stay of two weeks and only holds dollars in US\$ 100 denominations. In the observation of Bali tourism actors, Russian tourists are classified as elite travellers who shop in large quantities more than other European tourists in Indonesia. The visit of Russian tourists to Bali as an emerging market has given a new colour to the Bali tourism industry. Starting from wholesalers, employees of art shops, restaurants, hotels, and travel agencies trying to master the Russian language as an opportunity to communicate and handle Russian tourists.

Based on the development of the Russian tourist market in Bali tourism, there are four “travel tribes”, each of which is identified to represent a unique travel characteristic. This typological

perspective is interesting to analyse because it can provide insight into latent values, symbols, desires and tourist behaviour as complex factors so that they cannot be analysed using a quantitative statistical approach alone (ETC & UNWTO, 2015: 19). In this case, the presence of Russian tourist visits to Bali has been accommodated by all stakeholders of the Bali tourism industry. This then forms collective feeling, togetherness, community involvement (social rituals), norms and the exchange of values (shared values) through the social arena in Bali's position as the destination chosen by Russian tourists.

The four “travel tribes” as the dynamics of Russian tourist visits from the beginning of their arrival to the present can be identified as the classy type of tourist (The World Citizen), the special interest tourist type (The Immersive Explorer), the average tourist type (The Rookie), and the type of independent traveller (The Guru). The grouping of these types is based on data from 1996 to 2000, at the beginning of the arrival of Russian tourists to Bali. During the period of tourist arrivals, some used chartered planes directly from Russia, some flights via Qatar, Hong Kong, Bangkok, Kuala Lumpur, and Singapore, and Seoul. The next arrival period from 2000 to 2010, was marked by the emergence of flights from several cities in Russia, such as Moscow, St. Petersburg, and Ekaterinburg via Dubai, Kuala Lumpur to Denpasar, Bali with Transaero airlines. Transaero's flight schedule is scheduled 3 times a week. In the next arrival period until 2018, which was marked by the opening of direct flight routes from several cities in Russia with Rossia Airlines on October 28, 2018.

Table 1: Specifications of Types of Visits of Russian Tourists to Bali

Traveler Type	Travel Product Characteristics	Visit Period
The Wealthy World Citizen	Luxury tourism	1996 - 2000
The Immersive Explorer	Exploration tourism (niche tourism)	2000 - 2010
The Rookie	Mass tourism	2010 - 2018
The Guru	Independent tourism	2018 - Present

Agus Prayoga, one of the Russian-speaking tour guides at Pegasus Tours & Travel, explains the development of Russian tourist visits to Bali in the following interview excerpt.

“Russian tourist visits to Bali began in 1996 via Singapore, Bangkok, and Hong Kong as FIT tourists, both couples and families in certain months, such as August to January. The peak occurred in December-January using direct charter flights from Russia. The tourists who come are classy tourists and stay in several five-star hotels in the BTDC Nusa Dua area. This classy tourist arrival continued into 2000 as the golden age of the Russian tourist market segment”. (Interview, 12 August 2022)

Rich and classy Russian tourists who visit cannot be separated from the existence of the Russian Federation today. A country in transition to democratization and a market economy. According to Alexander Fedorov, one of the Russian tourists stated that:

“After the dissolution of the Soviet Union in 1990 there has been a reformist and pro-market economy group, often referred to as “Noviy Russkiy” (New Russia) who received cash flows

from account bleaching. This New Russia carries various Western attributes as status symbols.” (Interview, 15 August 2022)

Fedorov's statement proves that classy Russian tourists are very generous in spending their money, both at travel agencies in the form of purchasing optional tours, shopping at art galleries and extra expenses paid at hotels. Furthermore, as time goes by, especially after the existence of low-cost carriers such as those carried out by Transaero airlines, Air Asia, more and more Russian citizens are able to vacation in Bali. This condition has made the Russian tourist market more dynamic, giving rise to a grouping of types of Russian tourists from The Wealthy World Citizen to The Guru who also gives the nuances of the struggle for foreign representation and local tour guides in managing Russian tourists in Bali.

This fact shows that the visit of Russian tourists to Bali is one of the distributions of global travel (outbound travel). The Russian Federation, which has a large population and economic potential, has a high purchasing power parity. The huge potential for outbound travel by Russian tourists has made countries as international tourist destinations vying to work on the Russian tourist market as a source of foreign exchange, including Indonesia.

If it is looked at the stretching of neighbouring countries, they have developed so many tourism programs. As if to be a competition between countries in attracting more tourists. In principle, the longer tourists stay, the more foreign exchange inputs will be obtained. Thus, it is very representative if countries in Asia are considered to have become attractive tourist destinations for Russian tourists. Indonesia itself since the last five years has never missed launching a tourist visit program, as happened in 2009 (Visit Indonesia 2009). Of course, Indonesia must also compete with other countries such as India with Incredible India, Malaysia with Truly Asia, Thailand with Amazing Thailand, or even Cambodia with its Kingdom of Wonder (Widiatedja, 2010: 9).

Based on statistics released by The Analytical Agency TurStat (Sheresheva, 2018), the top five Asian countries that received the most Russian tourist visits were China with 1,478,000, Thailand 706,000, Vietnam 360,000, Mongolia 68,000, and Japan 49,000. Indonesia's opportunity to increase the number of Russian tourist visits in this case is quite large, given the incessant promotion of tourism to attract Russian tourists. This tourism promotion is supported by a visa-free policy for Russian tourists visiting Indonesia. The natural beauty and exotic cultural heritage have boosted the tourism industry in the motherland.

Based on BPS data, a total of 9.4 million foreign tourists have vacationed in Indonesia during the 2019 period. As a result, the tourism sector has contributed quite a lot of foreign exchange, even being able to compete with palm oil (CPO) exports. Now, the government continues to boost the tourism sector, because in addition to being a sector that contributes to the country's foreign exchange, tourism is also considered capable of direct contact with the local community so that it can also directly move the people's economy.

The research illustrates that Bali has the potential to be visited by Russian tourists, including the type of tourists such as "the Rookie". Besides having a warm climate, it also has all the tourist attractions favoured by Russian tourists ranging from culture, marine sports, adventure,

to wellness as a pull motivation, including the Wanagiri Hidden Hill itself possesses promising potential to be visited. Figure 2 shows Instagram able photographs offered for the Russian tourists.



Figure 2. Photo Spot in Wana Giri Hidden Hill

Source: Personal Photo Collection

The tourism industry which is starting to recover from the COVID-19 pandemic, especially Bali, has been visited by Russian tourists via regular flights from various airport hubs. I Wayan Suweca, Head of the Russia Bali Guide Division (interview, September 4, 2022) stated that the flow of Russian tourist visits to Bali after the COVID-19 pandemic had missed visiting rural areas with beautiful natural scenery.



Figure 3. Tourism attractions of swing and trekking in Wanagiri Hidden Hill

Source: Personal Photo Collection

I Nyoman Lasia and I Wayan Mustika the local Russian-speaking tour guides had brought Russian tourists to Wanagiri Hiden Hill to do swing and trekking activities as shown in Figure 3.

SWOT Analyses of Wanagiri Hiden Hill Development Strategy for Russian Market

In order to examine the condition and strategy of Wanagiri Hidden Hill tourist attraction, here could be applied the SWOT analysis (Strength, Weakness, Opportunity, Threat). This analysis

will look at the aspects of Strengths, Weaknesses, Opportunities and Threats owned by Wanagiri Hidden Hill tourist attraction. Based on the observation done by author, here is shown the results of the SWOT analysis based on 4A concept and physical potential of Wanagiri Hidden Hill. Strength means everything in Wanagiri Hidden Hill that can be developed in order to compete with other tourist attraction and can attract tourists to visit. The strength of Wanagiri Hidden Hill as a tourist attraction was researched based on the 4A concept of physical potential of Wanagiri Hidden Hill, such as attractions, accessibility, amenities, and ancillary. In term of attractions, Wanagiri hidden hill offers a variety of extraordinary photo spots with beautiful views of Lake Buyan and mountains that located at an altitude of 2000 meters above sea level, coffee forest that can be developed as a coffee picking package, potential of waterfall located in the forest that is one of the photo spots in Wanagiri Hidden Hill and local souvenirs potential.

Accessibility can be said that road access to reach Wanagiri Hidden Hill is very good and can be passed by any kinds of vehicles because it is located on the main road to Lake Buyan tourist attraction. The road is well paved with standard size. Amenities are marked by the availability of facilities and infrastructure that can support tourism activities close to Wanagiri Hidden Hill, such as food and beverage stalls, lodging, local souvenirs vendor and local restaurants. Ancillary means that the existence management of Wanagiri Hidden Hill that is submitted to the Local custom may support the process of sustainable development because it will be easy to get permits and also it urges to empower the local people as the main actors in the development of this tourist attraction.

Weakness means everything that can inhibit the development of Wanagiri Hidden Hill from inside. It was researched based on the 4A concept of physical potential of Wanagiri Hidden Hill which is also in terms of attractions, accessibility, amenities, and ancillary. For example, ability of local people who are directly involved in Wanagiri Hidden Hill tourist attraction in foreign languages, especially English-speaking skill which is still need to be improved, the security side that still needs to be improved especially for photo spots that have high risk. Moreover, access at coffee plantation photo spot is quite slippery because it is still natural. When the rainy season this access will very challenging and the arrangement of food stalls that still need to be maximized from physical design until the menu presented, there is no public toilets that visitors can use.

Opportunity means everything that might be able to support the development of Wanagiri Hidden Hill from outside. It was researched based on the 4A concept of physical potential of Wanagiri Hidden Hill, such as in attractions, there is no competitor yet in this kind of attraction that has the same concept in Buleleng Regency until now, easy to do promotion through various media and easy to get information about this attraction via internet. For accessibility, Wanagiri hidden hill is located quite close to some famous attractions such as: The Silla's, Bedugul Botanical Garden, Lake Beratan, Ulun Danu Temple, Lake Buyan and Lake Tamblingan and others. Additionally, amenities can be seen opportunity to open a coffee shop that offers coffee which is taken from coffee plantation and ancillary means the desire of local communities to contribute in the development of Wanagiri Hidden Hill.

Threat means everything that can be as an obstacle for the development of Wanagiri Hidden Hills from outside. It was investigated based on the 4A concept of physical potential of Wanagiri Hidden Hill, such as in terms of attractions, the existence of some tourist attractions that offers some activities for the tourist, it was thick fog intensity above 12 noon. Accessibility threat is small road access to reach photo spot located in coffee plantation area especially for visitors who come by bus. While the threat of amenities it was found that there was lack of urgent facilities nearby Wanagiri Hidden Hill tourist attraction, such as hospitals and ATM. The overview result of SWOT analysis of Wanagiri Hidden Hill development strategy can be seen in table 2.

Table 2. The SWOT matrix analysis

IFAS	<p>STRENGTHS (S)</p> <ol style="list-style-type: none"> 1) Extraordinary photo spots 2) Potential of natural beauty 3) Potential of waterfall 4) Potential of coffee plantation 5) good access because it is located on the main street 6) Close to public facilities 	<p>WEAKNESSES (W)</p> <ol style="list-style-type: none"> 1) Staff's ability in foreign language need to be improved 2) Security side that still needs to be improved 3) Food stall arrangement need to be maximized 4) Slippery access at Coffee plantation photo spots
	<p>OPPORTUNITIES (O)</p> <ol style="list-style-type: none"> 1) There is no competitor attractions 2) Close distance with the others tourist attraction 3) Willingness of the local people to take contribution 4) Physical and non-physical Promotion (web-based, social media, YouTube, brochures, billboards, etc.) 5) Easy to access this object through google map application 	<p>THREAT (T)</p> <ol style="list-style-type: none"> 1) Another tourist attraction that offers some kind of activities 2) High fog intensity above 12 noon 3) Small road to the coffee plantation especially for bus 4) Quite far from ATM and hospital
EFAS		

Furthermore, by applying the same concept of SWOT analysis, it can develop the concept of diversifying tourist attraction in the rural area with bipolar strategy one is maximizing strength and opportunity and the other is minimizing weaknesses and threat as it is shown in the table 3.

Table 3. Creating strategy of SWOT matrix analysis

Opportunities (O)	Strategy (S-O)	Strategy (W-O)
<p>a. There are no competitor attractions with the same concept in Buleleng Regency where Wanagiri village is part of it.</p> <p>b. Close distance with the others tourist attraction</p> <p>c. Willingness of the local people to take contribution</p> <p>d. Physical and non- physical Promotion (web-based, social media, YouTube, brochures, billboards, etc.)</p> <p>e. Easy to access this object through google map application</p>	<p>Creating a Strategy that use the strengths to utilize the opportunities, such as:</p> <p>(1) Develop some more additional photo spots with more variant natural concept (1,2,3,4-a)</p> <p>(2) Establish a community of local people who responsible for the development of this object. (1,2,3,4-c)</p> <p>(3) Offering professional photographer services around photo spot (1,2,3,4-c)</p> <p>(4) Provide changing rooms facility (3)</p> <p>(5) Keep Maintain the facilities and natural beauty of this object (1,2,3,4-c)</p>	<p>Creating a Strategy that minimize the weaknesses to utilize the opportunities, such as:</p> <p>(1) Providing foreign language training for local communities who directly involved in the development of Wanagiri Hidden Hill (1-c)</p> <p>(2) Add some more standard equipment to enhance the security of photo spots with high risk (2-a, c)</p> <p>(3) Arrange the food stalls with a special menu and design that can attract the visitor (3-a, b, c)</p> <p>(4) Make waterproof path at coffee plantation photo spot to avoid the slippery (4)</p>

CONCLUSIONS

Based on the research result at Wanagiri Hidden Hill tourist attraction, it can be concluded that the existence of tourist attraction in every area of the sub districts of Bali Province, so far, has provided a supply of pleasure and amusements for the tourists who spend their time for holidays in the island as a favourite tourist destination and well known among visitors not only the domestics but also overseas ones including Russian market. Developing rural tourism that can offer the rural charms, with genuine tourism products either they are beauty in nature, unique in culture, or challenge in adventure as the blend of tranquillity and experience of home comfort, has given the distinctive characters of diversifying tourist attraction endeavour. These purposive attempts of active and proactive participant of the local inhabitant in the rural area were done as a strategy marketing mix in creating activities for the tourists that enable tourists to spend the quality time of such a significant leisure. This business strategy in line with managing business endeavour characterized by intangibility, perishability, heterogeneity and inseparability, so the operational marketing mix of 4 p's like product, price, place, promotion is then being added by the 3 p's such as people, process and physical evidence that can make the tourism business as the sort of service and hospitality business is run in a dynamic process in accordance with the principles of the important business marketing for sustainability development which is beneficial for the rural community itself. Some suggestions could be shared which hopefully they could be a parameter reference for the purpose of the sustainable development of this diversified rural enchantment which involving the whole stakeholders. For example, for the developer side, the developer of Wanagiri Hidden Hill should provide facilities that make it easier for visitors to reach the tourist attraction as well as some facilities to ensure the visitors safety during visiting this tourist attraction. In addition, the developer of Wanagiri Hidden Hill should provide special training related to the development process of this attraction as well as Russian as a foreign language course to all staff who handle the

Russian guests as well as an internship photographer skill, standard operational procedure in which all of them are an endeavour of ensuring the optimum services caused. Whereas, for local community side, the local community should raise their awareness and play an active role in developing Wanagiri Hidden Hill tourist attraction while maintaining the sustainability of the object and also improve their competencies especially in Russian language mastery in order to be able communicate effectively in handling the Russian market.

Acknowledgement

The authors are very grateful to some parties who have given contributions and encouragements in completing this article. Particular thanks are owed to Kemenristek DIKSI who funded the authors' research in the scheme of PVUPT 2022.

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