

Potensi dan Strategi Pengembangan Desa Sidatapa Sebagai Desa Wisata

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ABSTRAK

Penelitian ini dilakukan di Desa Sidatapa merupakan salah satu desa tua (*bali aga*) yang ada di kecamatan Banjar Kabupaten Buleleng. Tujuan penelitian ini adalah untuk mendeskripsikan potensi desa wisata dan merumuskan strategi pengembangan desa wisata di Desa Sidatapa. Populasi penelitian terdiri dari.. Berkenaan dengan itu penentuan sampel menggunakan teknis *purposive sampling*. Hasil penelitian menunjukkan bahwa: (1) Potensi budaya memiliki skor tertinggi terdiri dari tarian sakral, tradisi, dan rumah adat (2) Strategi pengembangan desa wisata di Desa Sidatapa harus menambah sarana dan prasarana yang mendukung pengembangan desa wisata, membentuk paket wisata, dan menambah kapasitas masyarakat dalam pengembangan desa wisata.

Kata Kunci : Potensi Wisata, Strategi Pengembangan, Desa Wisata

Sidatapa Village Development Potential and Strategy As a Tourist Village

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ABSTRACT

This research was conducted in Sidatapa Village, which is one of the old villages (Bali Aga) in Banjar sub-district, Buleleng Regency. The purpose of this study was to describe the potential of a tourist village and formulate a tourism village development strategy in Sidatapa Village. The research population consists of .. In this regard, the determination of the sample using purposive sampling technique. The results showed that: (1) The cultural potential has the highest score consisting of sacred dances, traditions, and traditional houses (2) The tourism village development strategy in Sidatapa Village must add facilities and infrastructure that support the development of tourist villages, form tour packages, and add community capacity in the development of tourist villages.

Key words: Tourism Potential, Development Strategy, Tourism Village