

DEVELOPMENT PLANNING OF OONGAN DAM TOURISM AREA AS COMMUNITY-BASED TOURISM IN DENPASAR CITY

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Abstract

This study explores the potential of Dam Oongan to be developed as a tourist attraction, highlighting its beautiful garden, jogging tracks, swimming pools, and culinary tours. The research addresses two main questions: the existing attractions around Oongan Dam and the development plan for community-based tourism in Denpasar, Bali. Using a qualitative approach, data were collected through in-depth interviews, field observations, and document analysis. The findings reveal significant attractions such as good accessibility, adequate amenities, and various attractions including Dam Oongan and its gardens. However, the development plan is hindered by the absence of a dedicated management institution and unclear community values. Recommendations include forming a management institution and clarifying community vision.

Keywords: Bali, Community-Based Tourism, Dam Oongan, Denpasar, Tourism Development.

A. INTRODUCTION

Community Based Tourism (CBT) is a tourism development concept aligned with sustainable tourism. This concept prioritizes active community participation with the aim of providing welfare for them while maintaining environmental quality, and protecting social and cultural life, thereby supporting the achievement of the three pillars of sustainability: economic, socio-cultural, and environmental sustainability (Purvis et al., 2018).

Community based tourism is a form of sustainable tourism. However, according to experts, there are fundamental differences between these two concepts. Community based tourism emphasizes a bottom-up approach, whereas sustainable tourism emphasizes a top-down approach (Polnyotee & Thadaniti, 2019). The bottom-up approach means that the initiative for tourism development comes from the community, whereas in the top-down approach, the initiative comes from the government.

Community based tourism is not a rigid concept. The application of the community based tourism concept must be adjusted to the characteristics of a destination, including its physical condition, community, stakeholders, and economic system. This adjustment is necessary considering that each destination has its own uniqueness, making it different from one another. These differences in destination characteristics result in no single community based tourism model that can be directly and accurately implemented in different destinations without adjustments (Polnyotee & Thadaniti, 2019).

The CBT concept is closely related to sustainable tourism development. Both prioritize the benefits of development for the community, particularly economic, socio-cultural, and environmental benefits (Kustini & Susanti, 2020). CBT is believed to help local communities

generate income, diversify the local economy, preserve culture and environment, and provide educational opportunities. In this context, CBT is considered a 'poverty reduction tool' (Johari et al., 2021). If the community experiences all these benefits, they will support and succeed in the development, consciously maintaining its sustainability. There is no tourism without community support, conversely, if the community is committed to supporting it, tourism development can be sustained.

Indonesian tourism is community based (community based tourism) and culture based (cultural tourism). Indonesian tourism is built on the principle of from the community, by the community, and for the community (Ardika, 2018). This is also the case in Bali, where the development of the Dam Oongan tourist attraction in Denpasar City is based on community.

In the context of regional tourism development, especially Dam Oongan, the Mayor of Denpasar issued Regional Regulation of Denpasar City No. 3 of 2019 concerning the Regional Tourism Development Master Plan for 2018-2029 (referred to as Regional Regulation No. 3 of 2019). Article 19 paragraph (7) letter i of Regional Regulation No. 3 of 2019 regulates the Peguyangan Tourism Attraction Area (KDTW), including Peguyangan Village which has the Dam Oongan Tourism Attraction (DTW) in Tonja.

The development of Dam Oongan or Taman Lila Ulangun is equipped with bale bengong, a jogging track, and an exhibition or education room. Mayor Rai Mantra hopes that the well-organized Dam Oongan can be an educational place for the community to not throw garbage into the river. Several elderly-friendly supporting facilities can also be utilized by the community. Additionally, it can provide educational value, especially for children and the millennial generation, about the role of rivers and dams as irrigation structures to support agricultural activities. Considering Dam Oongan as a historical structure built in 1924 to maintain food security, especially in Denpasar City, the Denpasar City Government hopes that through the development of Dam Oongan, it can provide added value and become a new recreational place for the people of Denpasar City. With the efforts made by the Denpasar City Government, including providing tourism facilities such as bale bengong, jogging track, and exhibition or education room at Dam Oongan, it is now up to the people of Oongan Traditional Village to develop Dam Oongan as a community based tourist attraction in Denpasar, Bali (Sumertana et al., 2024).

The potential of Dam Oongan to be developed as a tourist attraction includes a lush garden around Dam Oongan, a jogging track, a swimming pool, and culinary tourism around Dam Oongan offering various types of dishes, from Balinese cuisine, cuisine from other regions, to international cuisine. There are also accommodations/hotels around Dam Oongan. However, the potential of Dam Oongan to be developed into a tourist attraction still faces obstacles that can hinder development, including accommodation facilities that need to be developed, inadequate parking spaces, unclear entrances and shelters, lack of a tourist information center, insufficient trash bins, the need to develop the Dam Oongan garden with children's play areas, and the need to upgrade the swimming pool to national/international standards. Additionally, there is no institution specifically managing the development of Dam Oongan as a tourist attraction. These obstacles need to be addressed to design a development strategy for Dam Oongan that can be implemented in building a community based tourist attraction (Dewi & Widnyani, 2024).

Many studies have been conducted in the field of community based tourism, such as by (Santosa et al. 2018; Yoga et al. 2017; Johari et al. 2021; and Kustini & Susanti, 2020). These studies mostly focus on discussing community participation as one of the principles in community based tourism development. Furthermore, comprehensive descriptions of the implementation process that can provide understanding regarding the steps, obstacles

encountered, and supporting factors for the application of the community based tourism concept, as well as the implemented model, are rare or almost never studied.

Based on the background presented above, the reason for choosing this title is that Dam Oongan has unique tourism attraction potential that can be developed into a leading attraction for community-based tourism. However, there are still weaknesses, the most notable of which is that Dam Oongan tourism has not been well managed and developed due to many obstacles that need to be resolved first. Its contribution to the tourism of Denpasar City, the development of Dam Oongan tourism will provide additional Local Own-Source Revenue (PAD) for Denpasar City, while for the community it can increase job opportunities and provide an alternative new tourism destination in Denpasar City. The biggest obstacle/gap as to why Dam Oongan has not been developed despite its great potential is that it has not yet become a top priority for the Denpasar City Government. Meanwhile, the surrounding community does not yet have adequate resources to develop Dam Oongan.

Based on the background presented above, the research problem formulation is stated in the form of the following questions: 1. What are the potential attractions around Dam Oongan as a community-based tourism object in Denpasar City, Bali? 2. What is the development plan for Dam Oongan as a community-based tourism object in Denpasar City, Bali?

B. LITERATURE REVIEW

Tourism Development Planning

Tourism planning and development is a dynamic and ongoing process towards higher value stages by making adjustments and corrections based on the results of monitoring, evaluation, and feedback from the implementation of previous plans, which form the basis of policy and mission to be developed (Theobald, 2020). The importance of continuous adjustment and correction in tourism planning is also emphasized by (Calanog et al., 2019), who state that consistent evaluation and feedback are necessary to ensure sustainability.

Optimal development and utilization of tourism can boost economic growth. Sukamana (2018) emphasizes that tourism can significantly contribute to poverty reduction through job creation and local economic opportunities. Goeldner and Ritchie in (Yuaningsih, 2021) define tourism policy as a set of regulations, guidelines, development objectives, promotion, and destination strategies designed to provide a framework for both individual and collective decision-making, impacting long-term tourism development. Therefore, urban destination tourism policies must be supported by central and regional governments to maximize the social and economic benefits generated from tourism for urban community welfare (Yuaningsih, 2021).

Considering this, proper handling is crucial in developing tourist attractions in Indonesia. Tourism actors are starting to take development actions through research and observation of tourist attractions in Indonesia. These steps are taken to identify the potentials and problems of each attraction and find solutions. Another step is promotion through print media, electronic media, and multimedia so that the public is aware of these attractions and participates in their development (Schilcher, 2019).

Tourism planning and development is not a standalone system but is closely related to other development planning systems intersectionality and interregional. Integrated tourism with other sectors can create synergistic effects beneficial for economic and social development (Rusyidi & Fedryansah, 2018). Tourism planning must be based on conditions and carrying capacity to create long-term mutually beneficial interactions between achieving tourism development goals, improving local community welfare, and sustaining environmental carrying capacity in the future (Theobald, 2020).

The current development of tourism is not only for increasing state foreign exchange or regional government revenue but also for expanding business opportunities and providing new jobs to reduce unemployment. A study by (Guo et al., 2019) indicates that

community-based tourism development can enhance social inclusivity and job opportunities. Tourism can improve the living standards of people living in tourist destinations through economic benefits. By developing supporting facilities and providing recreational facilities, both tourists and local residents benefit. The development of tourist areas should reflect the cultural, historical, and economic levels of the tourist destination (Rogerson, 2018). Sustainable tourism emphasizes the importance of balancing economic, social, and environmental interests. Studies show that a sustainable tourism approach can maintain environmental sustainability and improve local community welfare (Jones et al., 2017).

The government, as tourism stakeholders who realize the significant tourism potential in the region, strives to explore, develop, and build tourism assets and attractions, which are the initial capital for the revival of tourism activities. This decision must be followed up by considering, striving for, and improving the potential of tourist attractions and attractions.

The development of the tourism sector is essentially an interaction between social, economic, and industrial processes. Therefore, the elements involved in this process have their respective functions. Community participation is expected to have a significant role in this process. Thus, the community is placed in a position to own, manage, plan, and decide on programs involving their welfare (Scheyvens & Momsen, 2018).

From a social perspective, tourism activities will expand employment opportunities both from the construction of facilities and infrastructure and from various business sectors directly or indirectly related to tourism. Tourism infrastructure development can create jobs and enhance local skills (Mulyono, et al., 2024). Tourism can foster and enhance recognition and love for the homeland, motivating tolerance attitudes in interactions, which are strengths in nation-building. Additionally, tourism can broaden personal perspectives on life values (Selinger, 2019).

Based on the above description, it can be stated that from an economic perspective, tourism activities can contribute to regional revenue from taxes, parking fees, and tickets, or generate foreign exchange from visiting international tourists. Tourism also promotes economic enterprises that interconnect and support activities, thereby increasing community income. From an economic perspective, tourism activities can contribute to regional revenue from taxes, parking fees, and tickets, or generate foreign exchange from visiting international tourists. Tourism also promotes economic enterprises that interconnect and support activities, thereby increasing community income.

Community Based Tourism

The tourism approach can be used as one of the tools in the development of a region by directing the function of that region as a tourist destination. If this is done, one of the development strategies to achieve this is the implementation of the Community Based Tourism (CBT) concept, a strategy that makes the local community at a tourist object and attraction the main actor in the development and building of the tourist object and attraction. Godwin and Santilli (2019) and Sebele (2020) state that CBT is:

“..... tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.... (Free translation: tourism that takes into account environmental, social, and cultural sustainability. Managed and owned by the community, for the community, with the aim that visitors can increase their awareness and learn about the local community and way of life.

The quotation defines Community-Based Tourism (CBT) as tourism that is owned and managed by the community, intending to maximize benefits for the community. The main idea in this fundamental principle is a more balanced relationship between capital owners and the local community within the tourism industry. The intended balance includes community ownership status, fair profit distribution, socio-cultural relationships based on mutual respect,

and joint efforts to preserve the environment. CBT is not about how tourism can provide greater benefits to the community but rather about how tourism can contribute to the community development process. CBT is not a simple tourism business focused on maximizing profit for investors. Instead, CBT emphasizes the impact of tourism on the community and environmental resources. CBT emerged from a community development strategy, using tourism as a tool to strengthen the community's organizational capacity to manage existing tourism resources through direct community participation.

The application of community-based development in specific tourist destinations will naturally differ from its application in other destinations. Implementing community-based development will directly impact the local community around tourist attractions, particularly economically, environmentally, and socially (Okazaki, 2018).

Tourist attractions and destinations (attractors and attractions) are the main reasons a region is visited by tourists and becomes a tourism destination. Therefore, a well-thought-out plan is needed for developing attractions and destinations to attract tourists. According to Garrod (2020), the most suitable approach is participatory planning. One form of participatory planning in tourism development is by implementing CBT as a development approach.

C. RESEARCH METHODOLOGY

Research Design

This study employs a qualitative research type and approach. Qualitative research essentially involves observing people in their living environments, interacting with them, and attempting to understand their language and interpretations of the world around them (Sugiyono, 2019), which, in this case, pertains to the community of Desa Adat Oongan. The reason for using a qualitative research design is that it fundamentally involves observing people in their living environments, interacting with them, and attempting to understand their language and interpretations of the world around them. By using a qualitative research design, the data obtained will be more comprehensive, in-depth, credible, and meaningful, thus enabling the research objectives to be achieved.

Data Validity Checking Techniques

The technique for checking the validity of data in this study uses data source triangulation. This means that the researcher collects similar data from various different sources. The truth of the data obtained from one informant will be confirmed with data obtained from other informants. Thus, each informant will act as a control informant for one another. According to (Moleong, 2019), triangulation is a technique for checking the validity of data by using something other than the data itself for verification or as a comparison against the data. In this study, the triangulation used is data source triangulation.

Data Analysis Technique

The data analysis technique is a follow-up activity after obtaining the necessary materials to dissect a problem. In this study, qualitative data analysis techniques using an interactive model are employed. This means that the components of data reduction and data presentation are carried out simultaneously with data collection. After the data is collected, these three components interact, and if the conclusions are deemed insufficient, verification and further field data collection are necessary (Miles and Huberman, 2014). According to Miles and Huberman (2014), the three components are:

1. Data reduction is the process of selecting, simplifying, and abstracting data from field notes.

2. Data presentation is an organized reality of information that allows for research conclusions to be drawn. Data presentation can include various types of matrices, images or diagrams, work networks, activity links, and tables.
3. Conclusion drawing or verification involves understanding the meaning of various findings by recording observations, rules, patterns, questions, possible configurations, cause-and-effect directions, and verifying various propositions.

The scheme for qualitative data analysis with an interactive model is as follows:

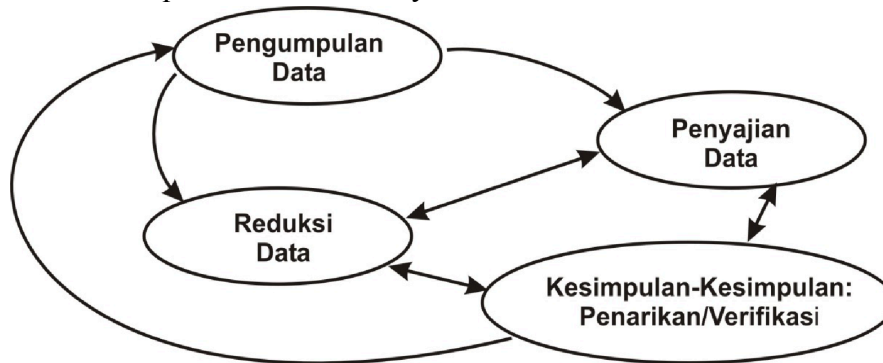


Figure 1. Interactive Model Data Analysis Techniques
(Source: Miles and Huberman, 2014)

The three components begin at the time of data collection. The researcher starts by performing data reduction and data presentation. After data collection is complete, the next step involves the researcher making efforts to draw conclusions by verifying based on what is presented in the data.

D. RESULTS AND DISCUSSION

Potential Attractions Around Oongan Dam as a Community-Based Tourism Object in Denpasar City, Bali

Potensi-potensi daya tarik yang ada di sekitar dam Oongan Sebagai obyek wisata berbasis masyarakat di Kota Denpasar Bali ditinjau dari *Accessibility* (Aksesibilitas); *Amenities* (Fasilitas Penunjang Pariwisata); *Attraction* (Atraksi); dan Ancillary (Kelembagaan) yang dikemukakan sebagai berikut:

1. *Accessibility*

From the perspective of accessibility to the Oongan Dam or the access roads to the Oongan Dam, the conditions are quite good and adequate. For provincial roads, construction and maintenance are funded by the Bali Provincial Government. Meanwhile, for city roads, construction and maintenance are funded by the Denpasar City Government. Thus, the road infrastructure is available and in good condition, ensuring smooth traffic flow for various types of vehicles, including cars and tourist buses, without significant obstacles.

However, despite the good access roads to the Oongan Dam, there are still few traffic signs indicating the direction to the Oongan Dam. Besides roads, accessibility also includes ease of obtaining information about the Oongan Dam, as well as the ease of tourists accessing the internet and phones. Information about the Oongan Dam can be obtained through a Google search by entering the keyword "Oongan Dam." However, if the keyword entered is "historical tourism" or "historical tourism in Denpasar City," the name Oongan Dam does not appear. This indicates that only tourists who are already aware of the Oongan Dam's existence can find information about it. For tourists planning

to visit the Oongan Dam in Denpasar City, it is difficult to find alternative tourist destinations without knowing the name of the Oongan Dam.

2. *Amenities* (Tourism Support Facilities)

Tourism facilities available at the Oongan Dam and its surroundings, based on field research data, are as follows:

- a. Clean Water
- b. Electricity
- c. Telecommunication System
- d. Parking Area
- e. Bathrooms and Toilets
- f. Food and Drink Stalls
- g. Trash Bins

The amenities at the Oongan Dam are quite adequate. Clean water and electricity are readily available, and communication systems are well-established. Once at the Oongan Dam, visitors can easily access the internet or mobile phone networks, indicating that communication access at the Oongan Dam is very good. Although a parking area is available, it needs to be expanded to accommodate a sufficient number of vehicles, both two-wheeled and four-wheeled. Currently, the parking area is not well organized. As a supporting facility for tourist attractions, the parking area should be better arranged. Additionally, while bathrooms and toilets are available, their number is insufficient. More bathrooms and toilets are needed. Similarly, although trash bins are provided, their number is also inadequate. Therefore, additional trash bins are necessary.

While many amenities are strengths, there are still some facilities considered weaknesses, including:

a. Accommodation Facilities

There are several lodgings/hotels around the Oongan Dam tourist destination. However, there are no hotels specifically dedicated to tourists visiting the Oongan Dam. Therefore, the existing lodgings/hotels are generally for visitors to Denpasar City who need accommodation.

b. Entrance and Shelter

The entrance facilities and shelters at the Oongan Dam tourist area are currently not adequately available, resulting in unorganized and uncomfortable visits for tourists. This is the responsibility of the Denpasar City Government to develop the local tourism potential.

c. Tourist Information Center

A Tourist Information Center serves as a promotional tool and a support hub for tourism information. In this regard, a Tourist Information Center has not been found in the area around the Oongan Dam. This is also a significant responsibility for stakeholders in supporting the promotion of the Oongan Dam tourist destination.

3. *Attraction*

a. Dam Oongan

The main attraction or primary attraction of the Oongan Dam tourist destination is the Oongan Dam itself, as illustrated in the following image.



Figure 2. Oongan Dam and the Oongan Dam Park for Jogging and Shelter

The reorganization of the Oongan Dam area is regulated in Article 19, paragraph (7), letter i of Denpasar City Regulation No. 3 of 2019, which governs the Tourism Attraction Area (KDTW) of Peguyangan, including the Peguyangan Village area with the Oongan Dam tourist attraction in Tonja. As an implementation of this provision, the Oongan Dam located in Tonja Village, North Denpasar District, was reorganized by the Denpasar City Government from July 9 to December 5, 2019. The reorganization of the Oongan Dam into a tourist destination has been positively received by the local community, who believe that the transformation of the Oongan Dam into a tourism destination will bring various benefits to the surrounding community.

b. Oongan Dam Park for Jogging and Shelter

To enhance the Oongan Dam as a tourist destination, the Oongan Dam area is equipped with a beautiful park. The reorganization of the Oongan Dam, or Taman Lila Ulangun, includes features such as a pavilion, a jogging track, an exhibition or educational space, and a mini stage, as illustrated in the following image.

c. Oongan Dam Bridge

The Oongan Dam Bridge, as shown in the following image, has been in place since the construction of the Oongan Dam.

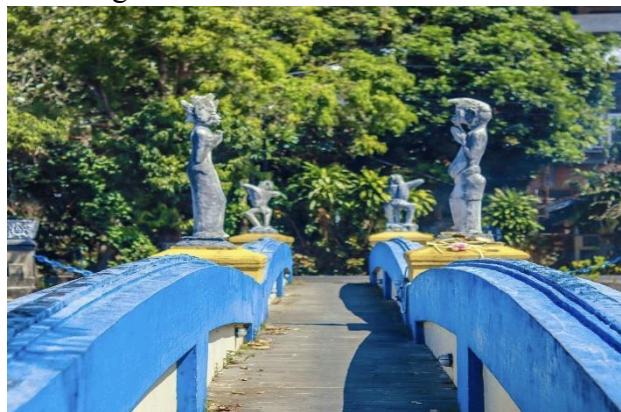


Figure 3. Oongan Dam Bridge

This bridge can be used as an interesting spot for tourists' selfie needs.

d. Dalem Bugbugan Pucuk Danu Temple

Pura Dalem Bugbugan Pucuk Danu complements Dam Oongan as a tourist destination. The existence of this temple is right next to the Oongan Dam. The establishment of Pura Dalem Bugbugan Pucuk Danu is still related to the Oongan Dam. Pura Dalem Bugbugan Pucuk Danu is known as the kahyangan jagat temple, so

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anyone can pray there. In addition to the main temple, there is also an early temple to the north of the main temple, and there is a garden opposite near the riverbank.

e. Potential as a Pre Wedding Spot

Inside the Oongan Dampark there is an interesting spot that has the potential to be a pre wedding spot. The appearance of this spot can be seen in the following picture:



Figure 4. Potential as a Pre-Wedding Spot

Brides-to-be can choose this location as a pre-wedding venue.

f. Potential as a Tourism Icon in Denpasar

In the center of the Dam Oongan park there is a unique statue of a god whose appearance can be seen in the following picture:



Figure 5. Potential as a Tourism Icon in Denpasar

The existence of the statue above can be proposed as a tourist icon in Denpasar City.

g. Swimming Pool

Attraction which is still a weakness is the existence of a swimming pool as shown in the following picture.



Figure 6. Oongan Dam Swimming Pool

The Oongan Dam swimming pool needs to be developed to meet national/international standards. Additionally, the area around the swimming pool should be developed to include a children's play area.

The Oongan Dam tourism attraction has become even more appealing with the issuance of Bali Governor's Instruction Number 01 of 2022 on January 13, 2022. This instruction regulates the celebration of Rahina Tumpek Uye with the Danu Kerthi Ceremony, which is part of the Bali community's life based on the local wisdom values of Sad Kerthi. The ceremony will be centered at Lake Buyan by the Bali Provincial Government, while the regencies/municipalities will conduct it in their respective areas. As part of the implementation of Bali Governor's Instruction No. 1 of 2022, the Denpasar City Government has chosen the Oongan Dam, located in the Oongan Environment, Tonja Village, precisely on Jalan Noja Saraswati, to be the venue for the Danu Kerthi Ceremony in Denpasar City. The dam regulates the flow of Bali's longest river, the Ayung River. The Oongan Dam, located in the Adat Oongan Village, has coordinated with the Denpasar City Government regarding the implementation of the Danu Kerthi Ceremony.

With these efforts by the Denpasar City Government, including making the Oongan Dam the venue for the Danu Kerthi Ceremony in Denpasar City, which could become an annual attraction at the Oongan Dam, the next step is how the Oongan Adat Village community will develop the Oongan Dam as a community-based tourism object in Denpasar City, Bali.

4. Ancillary

A matter that still needs more serious attention is the absence of an institution specifically managing the development of the Oongan Dam as a tourism object. In the past, there was indeed an investor from the private sector willing to develop the Oongan Dam as a tourism destination. However, for some unknown reason, the investor disappeared without providing any explanation. Therefore, this negative aspect must be urgently addressed by establishing an institution dedicated to managing the development of the Oongan Dam.

Development Plan for Oongan Dam as a Community-Based Tourism Object in Denpasar City, Bali

Research on the development plan of Oongan Dam as a community-based tourist attraction in Denpasar City Bali was conducted by referring to Okazaki's theory (2018: 517) which states the general steps in developing CBT, namely (1) Getting organized; (2) Identify community values; (3) Visioning process; (4) Inventory of attractions; (5) Assessment of attractions; (6) Establish Objectives; (7) Impact Analysis; (8) Business Plan; and (9)

Marketing Plan. Given that the Oongan Dam management institution has not yet been formed, the 8th and 9th steps, namely the business plan; and marketing plan, are not included in this study, so the research results are presented as follows:

1. *Getting organized*

The initial step in developing the Oongan Dam as a community-based tourism object in Denpasar City, Bali, is for the indigenous community and the residents around the Oongan Dam to first form a working team. This working team will formulate the steps and procedures to develop the Oongan Dam as a tourism destination. The focus of this working team is on action, work, and implementation, not just theories. In other words, this working team will prepare the necessary actions to initiate the Oongan Dam as a tourism destination.

2. *Identify community values*

Determining community values is necessary. For instance, what exactly the community expects from tourists, what contributions will be made, and what will not be provided. To determine the community's values, a survey needs to be conducted among community members to understand their values and interests. On the other hand, tourists must also be informed about the things that are not allowed in and around the Oongan Dam, considering that the place is still considered sacred.

3. *Visioning process*

Defining a vision is very important for the development of the Oongan Dam as a community-based tourism object in Denpasar City, Bali. A vision is a long-term outlook, indicating where and how an organization should be directed and performed to remain consistent, viable, anticipative, innovative, and productive. A vision also provides a perspective that outlines the focus of an effort, involving all parties or elements involved in the development of the Oongan Dam as a community-based tourism object in Denpasar City, Bali. A unified vision should inherently reflect community values and ideally emphasize social environmental concerns. It is crucial for the Oongan Dam community to have a shared understanding of the basic long-term vision to be achieved. A clear vision statement forms the foundation for developing a comprehensive vision statement. The vision statement should be brief, ideally just one sentence. A proper vision will serve as a reference for business planning, including overall strategic planning, resource management, performance indicator development, performance measurement methods, and work evaluation, which will be integrated into the necessary synergy within the Oongan Dam development program.

4. *Inventory of attractions*

The attractions offered through the Oongan Dam tourism destination, as previously mentioned, can be seen in the following table:

Table 1. Attractions Offered by Oongan Dam Tourism Destination

<i>No.</i>	<i>Attraction</i>
1.	Dam Oongan
2.	Oongan Dam Park for Jogging and Shade
3.	Oongan Dam Bridge
4.	Pura Dalem Bugbugan Pucuk Danu
6.	Potential as a Pre-Wedding Spot
7.	Potential as a Tourism Icon in Denpasar
8.	Oongan Dam Swimming Pool

Based on the table above, it can be said that the number of attractions offered at the Oongan Dam tourism destination totals 8 (eight) attractions.

5. *Assessment of attractions*

Of the 8 (eight) attractions at the Oongan Dam tourism destination, if rated as follows:

Table 2. Assessment of Attractions Offered by Oongan Dam Tourism Destination

<i>No</i>	<i>Attractions</i>	<i>Assessment/rating</i>
1.	Dam Oongan	Positive rating
2.	Oongan Dam Park for Jogging and Shade	Positive rating
3.	Oongan Dam Bridge	Positive rating
4.	Pura Dalem Bugbugan Pucuk Danu	Positive rating
6.	Potential as a Pre-Wedding Spot	Positive rating
7.	Potential to be a Tourism Icon in Denpasar	Positive rating
8.	Kolam Renang Dam Oongan	Nilai negatif, masih bisa dikembangkan

Of the 8 attractions offered at the Oongan Dam tourism destination, 7 attractions are rated positively, while 1 attraction is rated negatively, namely the Oongan Dam swimming pool. This attraction can be improved by creating an international-standard swimming pool and by adding a children's play area around the pool.

6. *Establish Objectives*

The development of the Oongan Dam as a community-based tourism destination must have clear objectives. These objectives should provide benefits to the community, both the indigenous community and the local community around the Oongan Dam. Equally important is whether these objectives also benefit the Oongan Dam itself.

7. *Impact Analysis*

Before developing the Oongan Dam as a community-based tourism object in Denpasar, Bali, it is advisable to first conduct an analysis of the economic, social, and environmental costs. The economic potential in question is whether the development of the Oongan Dam as a community-based tourism object in Denpasar, Bali can provide economic benefits in the sense of improving the welfare of the community around the Oongan Dam. The social impact is whether the development of the Oongan Dam as a community-based tourism object in Denpasar, Bali can enhance the conducive atmosphere around the Oongan Dam or vice versa. Equally important is whether the development of the Oongan Dam as a community-based tourism object in Denpasar, Bali will not damage the environment of the Oongan Dam, because environmental damage will incur environmental costs that need to be accounted for.

The CBT (Community-Based Tourism) concept is closely related to sustainable tourism development. Both emphasize the importance of development benefits for the community, particularly economic, socio-cultural, and environmental benefits. CBT is believed to help local communities generate income, diversify the local economy, preserve culture and the environment, and provide educational opportunities. In this regard, CBT is considered to be 'a poverty reduction tool too.' If the community feels these benefits, they will support and contribute to the success of the development plan.

E. CONCLUSION

Based on the results of the research and discussion that has been described, it can be concluded as follows:

The potential attractions around Dam Oongan as a community-based tourist attraction in Denpasar City Bali seen from the internal analysis of strengths include (a) accessibility which is already well available; (b) amenities (tourism support facilities) available clean water, electricity resources, telecommunications systems, parking lots, bathrooms and toilets, food and drink stalls and trash cans are already well available; (c) attractions available Oongan Dam, Oongan Dam Park for jogging and shelter, Oongan Dam bridge, Pura Dalem Bugbugan Pucuk Danu, potential as a pre-wedding spot, and potential as a tourist icon in Denpasar are well available. Meanwhile, in terms of weaknesses, these include (a) amenity (facilities) including accommodation facilities, entrances and shelters and tourist information centers; (b) attraction, namely the existence of the Dam Oongan swimming pool which still needs to be developed into a national / international standard and in the area around the swimming pool needs to be developed with a children's play area; and (c) ancillary (institutional), which still needs more serious attention, namely the formation of institutions that specifically manage the development of Dam Oongan as a tourist attraction. Furthermore, the external analysis includes (a) opportunities, namely the increasing interest of tourists in historical tourism, the economic development of the Denpasar City community and CSR and Sponsor assistance; (b) threats, including Dam Oongan is not a major tourist destination and the number of tourist destinations in Bali.

The development plan of Oongan Dam as a community-based tourist attraction in Denpasar City, Bali has not been fully carried out considering that the management institution has not been formed, community values are still unclear, vision formulation has not been carried out, attractions have been well identified but there are still weaknesses, studies on development goals and their impacts have not been well documented.

For the Denpasar City Government, it is recommended to immediately form a tourism destination manager for Dam Oongan so that the development of Dam Oongan as a tourism destination can run well. To the community around Oongan Dam, it is recommended to participate in the development of Oongan Dam as a community-based tourist attraction in Denpasar City Bali..

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