



## Tourism Area Life Cycle Analysis in the Development of Aan Tourism Village, Klungkung

Bella Desita Yusnny<sup>1</sup>, I Made Aswin Ananta Sena<sup>2</sup>

<sup>1,2</sup>Universitas Pendidikan Nasional, Indonesia

email: <sup>1</sup>[belladesita@undiknas.ac.id](mailto:belladesita@undiknas.ac.id), <sup>2</sup>[aswinananta@undiknas.ac.id](mailto:aswinananta@undiknas.ac.id)



### Sejarah Artikel

Diterima pada  
11 Juli 2025

Direvisi pada  
21 Juli 2025

Disetujui pada  
23 Agustus 2025

### Abstract

**Purpose:** This study aims to analyze the development of Aan Tourism Village in Klungkung Regency, Bali, using the Tourism Area Life Cycle (TALC) approach from Butler (1980).

**Research methods:** A qualitative descriptive approach was used with direct observation techniques and in-depth interviews with key informants to understand the dynamics of tourism that occur.

**Findings:** Aan Village is in a transition period from the development stage to consolidation. This is indicated by an increase in the number of tourist visits, community involvement in tourism activities, development of supporting infrastructure, and the implementation of formal regulations. However, several challenges have begun to emerge, such as uneven community involvement and expectations of economic benefits that have not been fully achieved.

**Implication:** Strategies for strengthening institutions, tourism product innovation, and increasing digital promotion are recommended to encourage sustainability. These findings contribute to the formulation of sustainable tourism village development policies that are oriented towards a balance between economic, social, and environmental aspects.

**Keywords:** TALC, tourism development, tourism village, Aan Village

### Abstrak

**Tujuan:** Penelitian ini bertujuan untuk menganalisis perkembangan Desa Wisata Aan di Kabupaten Klungkung, Bali, dengan menggunakan pendekatan Tourism Area Life Cycle (TALC) dari Butler (1980).

**Metode penelitian:** Pendekatan deskriptif kualitatif digunakan dengan teknik observasi langsung dan wawancara mendalam dengan informan kunci untuk memahami dinamika pariwisata yang terjadi.

**Hasil:** Desa Aan berada dalam masa transisi dari tahap pengembangan menuju konsolidasi. Hal ini ditunjukkan dengan peningkatan jumlah kunjungan wisatawan, keterlibatan masyarakat dalam kegiatan pariwisata, pembangunan infrastruktur pendukung, dan penerapan regulasi formal. Namun, beberapa tantangan mulai muncul, seperti keterlibatan masyarakat yang belum merata dan harapan manfaat ekonomi yang belum sepenuhnya tercapai.

**Implikasi:** Strategi penguatan kelembagaan, inovasi produk wisata, dan peningkatan promosi digital direkomendasikan untuk mendorong keberlanjutan. Temuan ini berkontribusi pada perumusan kebijakan pembangunan desa wisata berkelanjutan yang berorientasi pada keseimbangan antara aspek ekonomi, sosial, dan lingkungan.

**Kata kunci:** TALC, pengembangan pariwisata, desa wisata, Desa Aan

## INTRODUCTION

Tourism is one of the main sectors driving the economy in Indonesia, which contributes significantly to national economic growth, increasing regional income, and creating jobs. As an important source of foreign exchange, the tourism sector not only plays a role in reducing unemployment but also increasing national productivity through

various related industries, such as accommodation, transportation, culinary, and the creative economy. In its operations, the tourism industry involves various sectors, including economic, social, cultural, political, security, and environmental, which together create a complex and dynamic tourism ecosystem. Therefore, tourism can be categorized as a multidimensional phenomenon, covering social, economic, cultural, psychological, and geographical aspects (Karyono, 1997: 7-13).

As one of the leading tourist destinations in Indonesia, Bali has been known globally for its natural beauty, unique culture, and friendly people ((Mudana et al., 2018; Mudana et al., 2023a; Mudana et al., 2023b; Mudana et al., 2024). Since the 1970s, the tourism sector has been the main driver of economic development in Bali, providing a significant impact on infrastructure growth, creative economy development, and improving community welfare (Pitana, 1992: 62). Along with the increasing trend of community-based tourism and sustainability, the development of tourism villages has become a primary strategy in supporting the equal distribution of economic benefits and the preservation of culture and the environment.

A tourism village is a form of integration between attractions, accommodation, and supporting facilities presented within the structure of community life, harmoniously blending with the customs and traditions prevailing in a village area (Tourism Village Marketing Strategy). Every village has the potential to be developed as a tourism commodity. The beauty and uniqueness of a village's natural environment can become a nature tourism destination. If there are unique traditions and cultural elements, it can serve as a cultural tourism destination (Hamida & Purnomo, 2024).

Sustainable tourism has become a central issue in the development of tourist destinations in the modern era, driven by growing global awareness of the environmental impacts of tourism activities. One widely adopted approach is the development of tourism villages that not only highlight cultural uniqueness and natural beauty but also prioritize environmentally friendly principles in providing tourism facilities, including accommodations (Diwyarthi *et al.*, 2025).

One of the villages that has developed as a community-based tourist destination is Aan Tourism Village, located in Klungkung Regency, Bali. This village was officially designated as the 19th tourism village based on Klungkung Regent Regulation Number 8 of 2021 concerning amendments to Government Regulation Number 2 of 2017 concerning the Determination of Tourism villages. Administratively, Aan Village has an area of approximately 398 hectares and is located 8 km north of Semarapura, with a population of approximately 3,149 people. This village has diverse tourism potential, ranging from nature tourism, cultural tourism, to creative economy-based tourism.

Aan Village boasts a wealth of natural attractions, including plentiful water sources, scenic hills, vast rice fields, and other unique features. The village offers various tourist spots and amenities, such as the Sukanta Wahyu Museum, Celek Celek Waterfall, Gebyug Waterfall, Aan Secret Waterfall, pelukatan/pesiraman sites, Batu Kembar Monument, trekking paths through rice fields, Petapan Candi Selamat Datang, a UMKM market, homestay programs with locals, and additional tourism potential. Key attractions for development include the waterfalls, rice fields, and hilltop viewpoints. Visitors can enjoy the distinct charm of Celek Celek, Gebyug, and Aan Secret Waterfalls, with Aan Secret Waterfall being the most developed and popular among tourists. The trail to Aan Secret Waterfall winds through picturesque rice fields, making

the journey visually delightful. Additionally, a traditional rest stop offers affordable, authentic Aan Village cuisine for visitors (Dewi *et al.*, 2022).

Aan Village is also known as one of the areas producing virgin coconut oil (VCO). In developing village potential, Aan Village experienced several problems in terms of tourism support, promotion, financial management and waste management. The method of implementing this activity consists of preparation, making tourism support facilities, training and evaluation. Through this community service activity, it is hoped that it can help the village in developing its potential and increasing the knowledge of the village community so that Aan Village becomes a superior tourism village (Abdi *et al.*, 2022).

Since being designated as a tourism village, Aan Village has experienced a significant increase in the number of tourist visits, which has a direct impact on the economic growth of the community through the opening of accommodation businesses (homestays), traditional restaurants, tour guide services, and the development of creative economic products, such as handicrafts and local food processing. However, along with the rapid development of tourism in this village, various challenges in management and sustainability have begun to emerge, including unequal access to economic benefits, limited infrastructure, lack of innovation in tourism marketing, and social and environmental impacts due to increased tourism activities.

The suitable development strategy for village tourism in the Involvement stage of the tourism life cycle is the Pentahelix Engagement Enhancement Strategy. This strategy aims to increase community participation in providing public transportation services by utilizing locally owned vehicles, such as car and motorcycle rentals. It also involves establishing collaboration between the village government, Pokdarwis (tourism awareness groups), and local batik community groups with travel agencies to enhance tourism development (Nugroho, 2024).

The TALC (Tourism Area Life Cycle) approach enables tourism village managers to anticipate changes and ensure destination sustainability. By outlining stages exploration, involvement, development, consolidation, stagnation, and decline or rejuvenation. TALC helps predict shifts in visitor numbers, infrastructure needs, and environmental impacts. Managers can plan proactively, tailoring strategies like community engagement or capacity management to each stage. To sustain the destination, TALC guides balancing economic benefits with environmental and cultural preservation through regulated tourism, eco-friendly practices, and cultural safeguarding. Recognizing stagnation signs, managers can diversify attractions or invest in rejuvenation, ensuring long-term economic viability, environmental health, and cultural authenticity (Darsana *et al.*, 2025).

To understand the dynamics of the development of a tourist destination, one approach that can be applied is the Tourism Area Life Cycle (TALC) developed by Butler (1980). This model explains that each tourist destination experiences sequential stages of development, namely exploration, involution, development, consolidation, stagnation, and the possibility of decline or rejuvenation. Each stage has its own characteristics and challenges, so that analysis of this cycle can help in identifying the position of Aan Tourism Village in its development, as well as determining the most appropriate strategy to optimize the sustainability of its management. In the context of Aan Village, the TALC model analysis is very important to determine whether this village is still in the exploration stage, has entered the development phase, or is at risk of stagnation. If it is still in the early stages, then a strategy is needed to increase public

awareness, thorough planning, and investment in basic infrastructure. If it has entered the development stage, then the strategies that must be implemented include strengthening institutions, managing carrying capacity, and innovation in tourism product development and marketing.

Furthermore, in the context of tourism sustainability, TALC analysis can also help identify inhibiting and supporting factors in the development of Aan Tourism Village. Inhibiting factors can include lack of synergy between stakeholders, limited funding, low community participation, and lack of use of technology in tourism promotion. On the other hand, there are also supporting factors, such as policy support from the local government, trends in experience-based tourism and ecotourism, and the existence of communities that are active in preserving culture and the environment. If not managed properly, tourism villages are at risk of stagnation, which is characterized by a decrease in tourist appeal, a decrease in the number of visits, and a negative impact on the economy and welfare of the local community. Therefore, an appropriate strategy is needed to ensure that Aan Tourism Village can develop sustainably, while maintaining a balance between economic growth, cultural preservation, and environmental sustainability.

The application of the TALC model in community-based ecotourism destinations places great emphasis on strengthening local capacity at every stage of the cycle. In the context of Aan Village, strengthening local institutions such as POKDARWIS can be improved through tourism management training, conflict mitigation, and the development of innovative village-specific tourism products such as agricultural education packages or local cultural experiences. Aan Village focuses on increasing knowledge and expertise in developing local agro-ecological tourism. Steps taken include mentoring in rural tourism management, creating leading tour packages, and creating interpretive materials for agro-ecological tourism (Sutiarso *et al.*, 2023).

Innovation plays a key role in preventing stagnation and accelerating the rejuvenation of tourist destinations. By adopting an innovation-oriented approach and policy synchronization, Aan Tourism Village has a great opportunity to continue to develop through the consolidation phase and avoid the stagnation trap. This approach is also in line with the spirit of sustainable tourism development that balances economic, social, and environmental aspects harmoniously (Smith & Jone, 2021)

Based on this background, this study aims to analyze the development of Aan Tourism Village using the Tourism Area Life Cycle (TALC) approach, identify the challenges and opportunities faced, and formulate optimal management strategies. By understanding the position of Aan Village in the TALC cycle, this study is expected to provide strategic recommendations for stakeholders in optimizing tourism potential, improving community welfare, and maintaining a balance between economic, social, and environmental aspects in managing tourism villages.

## RESEARCH METHOD

The data collection methods used in this study consist of two main techniques, namely observation and interviews, which aim to obtain empirical data related to tourism development in Aan Village, Klungkung, Bali, and to analyze its position based on the Tourism Area Life Cycle (TALC) framework proposed by Butler (1980).

Observations were conducted directly in the field to observe community activities and the current existing conditions of Aan Village. Through this method,

researchers can obtain a real picture of the social, economic, and environmental dynamics taking place in the village, as well as identify aspects that are relevant to the stages in the TALC model. The variables observed include the physical condition of the area, the availability of supporting tourism facilities, and the level of local community involvement in tourism activities.

Interviews were conducted in-depth with several key informants who have direct understanding and involvement in tourism development in Aan Village. The informants interviewed included local community leaders and key actors in groups or organizations related to village tourism activities. The interview technique used was an open-ended interview, where questions were flexible to dig up more in-depth information. The main focus of the interview included aspects of tourism development in Aan Village, the level of support from the local community, and the community's hopes and visions for the direction of tourism development in the future.

The data analysis method used in this study is a qualitative descriptive method, which aims to provide an in-depth understanding of the conditions and development of tourism in Aan Village, Klungkung, Bali. Data obtained from direct observation and interviews with key informants were analyzed through the process of data reduction, data presentation, and drawing conclusions, as stated by Miles & Huberman (1994), who stated that qualitative data analysis involves three main activities, namely: data reduction, data display, and conclusion drawing/verification.

The initial step in this analysis is to describe the field data narratively to describe the existing conditions of the village, community involvement, and the dynamics of tourism activities. Furthermore, the interpretation process is carried out on the classified data, then matched with the characteristics of each stage in the Tourism Area Life Cycle (TALC) developed by Butler (1980). This theory identifies seven stages of the tourism destination development cycle, namely: exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation, each of which has its own indicators or characteristics.

Through the matching process, the actual position of Aan Village in the tourism destination development cycle can be identified more objectively. This analysis allows researchers to not only explain the existing stages, but also evaluate the trend of village tourism development direction and provide a conceptual basis for sustainable development strategies in the future.

## RESULT AND DISCUSSION

Attractions are the main factor that motivates someone to travel (Warman *et al.*, 2024), and this is closely related to nature-based tourism and the experiences offered. The potential of natural resources and their ecosystems—both naturally formed and human-created—has its own appeal (Putra *et al.*, 2023). The main attraction of Aan Tourism Village in Klungkung Regency is closely related to nature-based tourism, culture, and authentic experiences. The tourism potential in this village can be classified based on four categories in the NEWA concept (Nature, Ecotourism, Wellness, and Adventure). Aan Village offers various uniqueness that can attract various segments of tourists, from nature lovers to those seeking tranquility and adventure.



Figure 1. Rice field in Aan Village  
[Source: Research Results, 2025]

Nature tourism is the main strength with the landscape of hills and vast rice fields, complete with the traditional subak irrigation system that is still maintained. From terraced rice fields to green valleys, all offer natural scenery that is very photogenic and suitable for tourists who want to enjoy trekking, village exploration, or a relaxing picnic. The calm environment and cool air add value to the nature-based tourism experience. On the other hand, ecotourism is a very prominent potential in Aan Village. One example is the local agricultural and plantation activities that are still managed traditionally by the community. Tourists can learn directly about cultivating crops such as rice, coconut, and Balinese snake fruit, as well as interact with farmers. In addition to being a form of educational tourism, this activity encourages awareness of the importance of maintaining ecological balance and sustainable local agricultural culture.

The wellness tourism trend is also starting to develop in this area, considering that Aan Village has a quiet natural atmosphere and is far from the noise of the city. The potential for developing health tourism such as yoga retreats, meditation, and nature therapy is very large. The peaceful landscape and clean air support relaxation and mental recovery activities that are now increasingly in demand by domestic and foreign tourists. For tourists who want a more challenging experience, Aan Village also offers the potential for adventure tourism. The existence of trekking trails to hidden waterfalls, green hills, and small rivers allows for the development of various adventure activities such as hiking, camping, and cycling. These activities not only provide adrenaline but also provide tourists with the opportunity to be at one with nature and get to know the village landscape from a different perspective. With various attractions that are developed on a community basis and still maintain local wisdom, Aan Tourism Village has great potential to become one of the leading destinations in Klungkung. Sustainable development and active community participation will be the key to the success of this village in attracting and maintaining the long-term interest of tourists.

Accessibility is a key factor in tourism development, as it determines the ease of tourists in reaching a destination. This includes transportation infrastructure, regional connectivity, and the quality of travel services that contribute to a comfortable and efficient tourism experience (Page, 2019). Ease of access to Aan Tourism Village in Klungkung Regency is one of the important elements in increasing the attractiveness of



this destination. Although located in a hilly area, Aan Village has fairly good road access and continues to improve. The connecting road from the center of Semarapura City to Aan Village has been repaired, making it easier for tourists using private vehicles to reach the location. This accessibility is also helped by the existence of alternative routes that connect to other tourist areas in eastern Bali, such as Sidemen, Besakih, and Tirta Gangga, which allows Aan Village to be part of a wider tourist route.



Figure 2. Secret Aan Waterfall  
[Source: Research Results, 2025]

Several tourist spots in Aan Village, such as rice fields, trekking trails, and local cultural sites, have begun to be equipped with footpaths and signposts to facilitate visitors. However, the development of community-based transportation services such as local shuttles or environmentally friendly transportation still has room for improvement. Such services are important to create a more inclusive, comfortable, and sustainable tourism experience, while also opening up job opportunities for the local community. In addition to physical aspects, access to information is also an important factor in driving the progress of Aan Tourism Village. Efforts to digitize village promotion have begun through social media and the official tourism website of Klungkung Regency, but still need to be strengthened with a more interactive platform. The use of digital technology, such as an online reservation system, online local guide rentals, and the use of digital maps or QR codes to access tourist guides, will make it easier for tourists to plan and enjoy their visits. With a combination of improving the quality of road infrastructure, developing community-based tourism transportation, and integrating information and communication technology, Aan Tourism Village has great potential to become a tourist destination that is easily accessible, comfortable, and supports the principle of sustainability in the long term.

Tourism support facilities are a crucial aspect in improving the comfort and quality of tourist experiences while at the destination (Tambunan *et al.*, 2024). In Aan Tourism Village, Klungkung Regency, various amenities have begun to be developed to support the concept of Nature, Ecotourism, Wellness, and Adventure (NEWA)-based tourism. These facilities not only aim to meet the needs of tourists, but also have a positive impact on the welfare of local communities and the sustainability of the village

environment. One of the main facilities that has begun to develop in Aan Village is ecotourism-based accommodation, such as homestays and glamping potential. Homestays managed by local communities provide tourists with the opportunity to experience village life and culture firsthand. This concept not only strengthens social interaction but also creates new jobs and sources of income for residents. Several homestay units in Aan Village have utilized local building materials and implemented environmentally friendly principles in their management, in accordance with the spirit of sustainable development.

Although the development of glamping in Aan Village is still in its early stages, the potential is huge considering the beautiful natural landscape of the village and supports the concept of staying at one with nature. Glamping can be an attractive alternative for tourists who are looking for hotel-like comfort but still want to experience the natural feel of the countryside. The local culinary sector is also a special attraction in Aan Village. Food stalls and residents' houses offer traditional Balinese culinary delights, such as *jukut undis*, *lawar*, and dishes made from local produce such as *salak*, coconut, and organic garden produce. Tourists can enjoy dishes that are traditionally prepared with fresh ingredients, creating an authentic gastronomic experience while supporting the sustainability of the village's agricultural sector.



Figure 3. Food Stall in Aan Village  
[Source: Research Results, 2025]

To support nature-based and adventure tourism activities, Aan Village has also begun to equip itself with various supporting facilities, such as trekking paths that pass-through rice fields and hills, natural photo spots, and simple camping locations. Information boards, rest areas, and adequate sanitation facilities have begun to be developed, to ensure a safe and comfortable tourism experience. Trekking paths to waterfalls and small hills around the village are a magnet for tourists who love nature and outdoor activities.

Along with the increasing interest in wellness tourism, Aan Village also has great potential in developing spaces for relaxation and nature-based health. The calm village atmosphere, green panorama, and fresh air are ideal elements for implementing yoga retreats, meditation in the open air, and traditional herbal therapy. Programs such



as natural spas based on local spices or natural body treatments can be further developed as high-value tourism products. By strengthening supporting facilities that are oriented towards tourist comfort, community empowerment, and environmental preservation, Aan Tourism Village is increasingly ready to grow as a unique and competitive sustainable tourism destination in East Bali.

Supporting services are a key element in creating a safe, comfortable, and memorable tourism experience for visitors (Rahmad *et al.*, 2024). In Aan Tourism Village, Klungkung Regency, the development of supporting services is the main focus in realizing a community-based and sustainable tourism destination. As tourists' interest in the concept of Nature, Ecotourism, Wellness, and Adventure (NEWA) increases, the quality of services provided by the local community becomes a vital aspect in strengthening the image and competitiveness of tourism villages. One of the supporting services being developed in Aan Village is the presence of local tour guides. These guides are not only tasked with directing tourists to leading destinations such as Bukit Jati, rice fields, and cultural locations, but also providing educational information related to village history, local wisdom, organic farming practices, and Bali Aga cultural values that are still maintained. Training for guides is carried out in stages, covering aspects of professional guiding, communication techniques, and delivering messages about environmental and cultural preservation.

The Aan Village community is also trained in hospitality, homestay management, and ecotourism practices that emphasize active community involvement in all stages of tourism services. With this capacity building, the community is better prepared to provide services that are not only friendly and professional, but also reflect the unique and authentic local character. The existence of a tourist information center is also an important part of the support service system. In Aan Village, an information post has been provided that provides trekking route maps, information on natural and cultural tourist locations, and activity booking services such as agricultural education tours, nature trekking, or local culinary cooking classes. This information center helps tourists plan their activities in a more structured and personal way, while encouraging more effective interactions between tourists and village hosts.



Figure 4. Training and Reward Certificates of Aan Village  
[Source: Research Results, 2025]

The security and safety aspects of tourism are also a concern in the development of supporting services in Aan Village, especially for activities that involve direct interaction with nature such as trekking, camping, and garden exploration. Local tourism actors are provided with training in risk mitigation, first aid, and an

understanding of basic safety standards. In addition, the provision of safety equipment such as trekking shoes, walking sticks, and first aid kits at strategic points continues to be improved. The presence of quality supporting services that are oriented towards tourist comfort as well as preserving local culture will make Aan Village a tourist destination that is not only attractive, but also superior in terms of the quality of service and experience offered. These services strengthen Aan Village's position as part of a sustainable community-based destination in the East Bali region.

#### TALC Stages in the Development of Aan Klungkung Bali Tourism Village

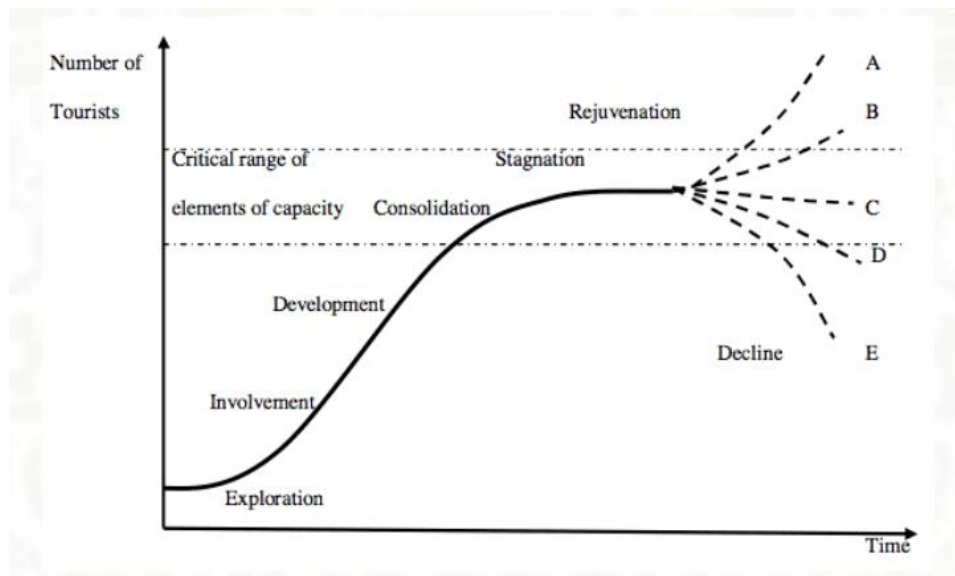


Figure 5: Tourist Area Life Cycle (TALC)  
[Source: Richard Butler, 1980]

#### Stage 1: Exploration

In this early phase, Aan Village began to be known as a tourist destination since 2021, marked by the discovery of a waterfall which is the main natural attraction. Tourism development began organically by local figures such as Mr. Dira and his colleagues. They improved access to the waterfall and invited tourists to visit. The main attraction is the waterfall and river which allows activities such as swimming and rafting. In addition, cultural experiences such as cooking traditional Lak-lak food also attract tourists. The community's response to the arrival of tourists is generally positive, although most are passive because they are not used to it or have a background in tourism. The presence of tourists even encourages new awareness in environmental management, especially waste management, which is then supported by village policies.

#### Stage 2: Involvement

At this stage, community involvement began to appear. Some residents provided accommodation informally, especially through cooperation with travel agents. Services such as tour guides and restaurants also began to be offered. Formal involvement was seen in the formation of POKDARWIS and cooperation with the

village government and the Tourism Office. The role of the government was quite significant, including in guidance and marketing. However, cooperation with the private sector or external investors has not been carried out in order to maintain independence and an orientation “from the community to the community”. Although not all residents are actively involved, they are encouraged to support through friendly attitudes and maintaining cleanliness, while active management is carried out by POKDARWIS members and tourism managers.

### **Stage 3: Development**

At this stage there is an increase in the provision of tourism infrastructure. Aan Village has built roads, public toilets, and tourist information posts. This project is supported by various parties such as the Ministry of Villages (for roads) and Pegadaian (for information posts). Public toilets were built independently by the community.

Promotion is done through social media, village websites, and by tourists through word of mouth. Word of mouth is the most effective method in attracting new tourists. Although there are no external investors, the local community and government prioritize internal development to maintain control over the development process and results.

### **Stage 4: Consolidation**

The number of tourists has increased gradually, as seen from the increase in the number of visits and positive reviews on online platforms, although the increase is not significant. Tourism has not become the main source of income for the community because the village's status is still a developing tourism village. The majority of the population still works as farmers.

However, there are already formal regulations and management. For example, a tourist ticket system that includes insurance as a form of protection for tourists, as well as local regulations that regulate tourism management and activities.

### **Stage 5: Stagnation (Saturation)**

There is no indication of saturation in terms of the number of tourists, which actually shows an upward trend. However, socially, there are signs of saturation from some people who expect more tangible economic results from ongoing tourism activities.

The facilities are still well maintained and even improved, such as the addition of information posts. This means that even though there is a sense of boredom from some people, the management system is still running well and there is no decline in the physical quality of the destination.

### **Level 6: Decline**

Aan Village shows no signs of decline in the number of tourist visits. All tourism businesses are still active and none have stopped operating. Therefore, there are no negative economic, social, or cultural impacts that indicate a decline phase. The village is still on the path of growth.

## Level 7: Rejuvenation

Aan Village has consciously taken steps to rejuvenate. Training for tourism actors has been carried out, including comparative studies, management training, culinary standardization, and guiding techniques. Although no rebranding is needed, the Head of POKDARWIS emphasized the importance of periodic evaluation and refreshment of management to maintain community spirit and improve weaknesses. New programs such as the development of tourism packages and collaboration with schools and universities also support revitalization. Community expectations for the future of tourism in Aan Village are very high, with great hopes that tourism can become an economic pillar that eases their needs in the future.

## CONCLUSION

The development of Aan Tourism Village in Klungkung, Bali, as analyzed through Butler's Tourism Area Life Cycle (TALC) model, reveals that the village is transitioning from the development stage to the consolidation stage. This is marked by increasing tourist visits, community involvement, infrastructure improvements, and the establishment of formal management and regulations. The village has effectively utilized its natural, cultural, and creative potentials to develop tourism products aligned with the NEWA (Nature, Ecotourism, Wellness, Adventure) concept.

Despite these positive developments, challenges remain, particularly in terms of uneven economic benefits, limited innovation in marketing, and varying levels of community engagement. However, Aan Village shows no signs of stagnation or decline. Instead, there are conscious efforts toward rejuvenation, such as capacity building, developing tourism packages, and improving digital promotion strategies.

To ensure long-term sustainability, it is essential to strengthen institutional capacity, promote inclusive participation, enhance innovation, and maintain a balance between economic, social, and environmental aspects. With continued commitment and strategic development, Aan Tourism Village has the potential to become a leading sustainable tourism destination in East Bali.

## REFERENCES

- Abdi, I. N., Suprpto, P. A., Sarja, N. L. A. K. Y., & Sarja, N. K. P. G. (2022). Pengembangan Desa Wisata Aan Klungkung melalui potensi desa dan pemberdayaan masyarakat. *Jurnal Pendidikan dan Pemberdayaan Masyarakat*, 2(1). <https://doi.org/10.53696/27214834.211>.
- Butler, R. W. (1980). The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources. *The Canadian Geographer / Le Géographe Canadien*, 24(1), 5–12. <http://doi:10.1111/j.1541-0064.1980.tb00970.x>.
- Darsana, I. M., Yanti, A. S., & Mariani, N. W. R. (2023). Tourism Area Life Cycle (TALC) as a strategy for sustainable tourism village development in Badung Regency-Bali. *SIBATIK: Jurnal Ilmiah*, 4(4), 2663. <http://doi.org/10.54443/sibatik.v4i4.2663>.
- Diwyarthi, N. D. M. S., Pramana, I. D. P. H., Pratama, I. W. A., Wiartha, N. G. M., & Jata, I. W. (n.d.). Kolaborasi pentahelix dalam pengelolaan wisata budaya pada desa wisata: Studi kasus Desa Wisata Melinggih Kelod, Payangan. *Ganaya: Jurnal Ilmu Sosial dan Humaniora*, 8(3). <https://doi.org/10.37329/ganaya.v8i3.4056>.

- Dewi, D, Susila, I & Wirya I. (2022). Strategy Development Aan Village Banjarangkan Klungkung District. *Journal of Tourism and Interdisciplinary Studies*. <http://doi.org/10.51713/jotis.v2i2.79>.
- Hamida, F. A., & Purnomo, A. (n.d.). Identifikasi tahap pengembangan wisata Kampung Tempe di Desa Beji Kota Batu berdasarkan analisis Tourism Area Life Cycle (TALC). *Jurnal Penelitian dan Pengembangan*, 14(2). <https://doi.org/10.33366/rfr.v14i2.6186>.
- Karyono, T. H. (1997). *Introduction to Tourism Science*. Bandung: ITB Publisher.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook* (2nd ed.). Thousand Oaks: Sage Publications.
- Mudana, I. G., Gusman, D., & Ardini, N. W. (2023a). Implementation of tri hita karana local knowledge in uluwatu temple tourist attraction, Bali, Indonesia. *International Journal of Professional Business Review*, 8(11), 44. <http://dx.doi.org/10.26668/businessreview/2023.v8i11.4072>.
- Mudana, I. G., Ginaya, G., Gusman, D., & Ardini, N. W. (2023b). Kuta and the Implementation Of Cultural Tourism: The Popularity Of Beach Resort Strengthened By Balinese Art And Cultural Attraction. *Russian Law Journal*, 11(5), 1831-1848.
- Mudana, I. G., Suamba, I. B. P., Putra, I. M. A., & Ardini, N. W. (2018). Practices of Bali Tourism Development, Threefolding, and Tri Hita Karana Local Knowledge In New Order Indonesia. In *Journal of Physics: Conference Series* (Vol. 953, No. 1, p. 012108). IOP Publishing. <http://dx.doi.org/10.1088/1742-6596/953/1/012108>.
- Mudana, I. G., Wijaya, I. N. C., Ginaya, I. G., Gusman, D., & Ardini, N. W. (2024). Application of Soft Systems Methodology Approach to Find Sustainable Gastronomic Solutions in Bali, Indonesia. *Academica Turistica-Tourism and Innovation Journal*, 17(2). <http://dx.doi.org/10.26493/2335-4194.17.179-194>.
- Nugroho, M. A. (2024). The analysis of tourism development strategies using Tourism Area Life Cycle Theory in Sumberpakem Village, Sumberjambe District. *Jurnal Pariwisata Pesona*, 9(1). <https://doi.org/10.26905/jpp.v9i1.12871>.
- Page, S. J. (2019). *Transport and Tourism: Global Perspectives* (5th ed.). London: Pearson Education.
- Pitana, I. G. (1992). *Tourism and Economic Development of Bali*. Yogyakarta: Andi Offset.
- Rahmad, A., Wulandari, N., & Kurniawan, T. (2024). Supporting Services and Tourism Experiences in Ecotourism-Based Villages. Jakarta: Indonesian Tourism Institute.
- Smith, L., & Jones, T. (2021). Tourism Area Life Cycle and the Importance of Innovation. *Journal of Tourism Management Perspectives*, 38, 100822. <https://doi.org/10.1016/j.tmp.2021.100822>.
- Sutiarso, M, Suprpto, I, & Wijaya, I. (2023). Pembangunan Eko-wisata terpadu Di Desa Aan Klungkung Bali. <https://doi.org/10.55266/pkmmradisi.v3i3.347>.
- Tambunan, H., Sukmawati, N., & Idris, F. (2024). Tourism Facilities and Tourist Comfort: A Case Study of Tourism Villages in Eastern Indonesia. Makassar: Center for Tourism Studies.