

Feasibility Reconstruction of Kumbasari Park as a Tourism Attraction

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ABSTRAK

Taman Kumbasari telah dibuktikan memiliki tingkat keramahan wisata yang cukup baik, namun hal tersebut belum cukup untuk menjadikannya terdaftar sebagai daya tarik wisata di Kota Denpasar. Padahal eksistensinya telah seiring dengan konsep pariwisata Kota Denpasar, yaitu heritage tourism. Oleh sebab itu, penelitian ini dilakukan untuk mengetahui dan mendalami apakah Taman Kumbasari layak dijadikan sebagai daya tarik wisata atau tidak dengan meninjau indikator selain ramah wisatawan, melainkan melakukan peninjauan dari perspektif implementasi hak, kewajiban, dan larangan yang telah tercantum dalam Undang-Undang Nomor 10 Tahun 2009 tentang Kepariwisata. Penelitian ini dilakukan melalui pendekatan deskriptif kualitatif dengan menggunakan teknik pengumpulan data observasi langsung dan dokumentasi. Selanjutnya hasil observasi disesuaikan dengan daftar pasal yang tercantum pada pasal 19 hingga pasal 27 UU Nomor 10 Tahun 2009 tentang Kepariwisata. Berdasarkan observasi dan pengolahan data yang dilakukan, didapatkan bahwa Taman Kumbasari seharusnya telah dapat diklasifikasikan sebagai daya tarik wisata yang representatif melalui perspektif implementasi hak, kewajiban, dan larangannya sesuai Undang-Undang Kepariwisata. Namun, tetap masih ada beberapa pembenahan lanjutan yang perlu dilakukan oleh pengelola Taman Kumbasari.

ABSTRACT

Kumbasari Park has been proven to have a fairly good level of tourist friendliness. However, this is not enough to make Kumbasari Park a tourist attraction in Denpasar. Even though its existence has been in tune with the tourism concept of Denpasar, which is heritage tourism. Therefore, this study was conducted to figure out whether Kumbasari Park is suitable as a tourist attraction or not by reviewing the implementation of the rights, obligations, and prohibitions that have been stated in Law Number 10 of 2009 concerning Tourism. This research was conducted with a qualitative descriptive approach using direct observation and documentation to collect the data. Furthermore, the result of the observation was adjusted to the list of articles 19 to 27 in Law Number 10 of 2009 concerning Tourism. Based on the observation and data collected, it was found that Kumbasari Park should have been classified as a representative tourist attraction through the perspective of implementing rights, obligations, and prohibitions according to Indonesia's tourism law. However, there are still some further improvements that need to be made by the management of Kumbasari Park.

1. INTRODUCTION

An ideal tourist attraction must have the implementation of rights, obligations, and prohibitions for all levels of stakeholders, including the government, tourism entrepreneurs, local communities, and tourists (Rahmawati et al., 2019; Roxas et al., 2020). Regarding rights, it is in line with what has been stated in Article 8 of the Global Code of Ethics for Tourism that tourists and visitors must benefit from compliance with international laws and national regulations. Also, all rights derived from tourism activities are essential to be fulfilled, considering that tourism activities have become part of human rights that must be fulfilled according to the formulation of Article 24 of the Universal Declaration of Human Rights. The fulfillment of rights in tourist attractions is relevant to the existence of the government, tourism entrepreneurs, and local communities. Both the government as a stakeholder and the local community must support, promote, and fulfill the right to travel for foreign and domestic tourists, to achieve increased

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human dignity, growth welfare, and friendship between nations (McCabe & Diekmann, 2015; Oktaviana et al., 2021). Likewise, tourism entrepreneurs and local communities have the right in obtaining an increase in the quality of life from tourism as stated in the Global Code of Ethics for Tourism according to the United Nations World Tourism Organization (UNWTO). In addition to rights, some obligations need to be carried out by all parties involved in a tourist attraction. The aim is to balance activities and preserve tourist attractions, and comfort for all levels, including tourists, tourism entrepreneurs, and local communities. As well as the prohibitions that further optimize the goal of building sustainable and responsible tourism activities. Therefore, the accomplishment of rights, obligations, and prohibitions in tourist attractions is one of the significant indicators in determining whether a destination deserves to be classified as a tourist attraction.

The Indonesian government has issued legal instruments that regulate all rights, obligations, and prohibitions for tourists, tourism entrepreneurs, and local communities. It is stated in the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. All of those are specifically listed in Chapter VII articles 18 to 22 regarding rights in tourism activities, articles 23 to 26 regarding their obligations, and Article 27 regarding their prohibitions. In order to support a more optimal implementation of rights, obligations, and prohibitions by all people involved in tourism activities, there are administrative sanctions in Chapter XIV and criminal law if parties violate these three things in Chapter XV. In its implementation, the government must improve the character of "tourism awareness" involving all stakeholders. Tourism awareness is the participation and support of all components of society in encouraging the creation of a conducive climate for the growth and development of tourism in a particular area (Haryanto, 2017; Manaf et al., 2018; Mathew & Sreejesh, 2017). If a tourist attraction has already had a good "tourism awareness" synergy, then the rights, obligations, and prohibitions contained in the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism will be implemented properly as well. Because if there is a "tourism awareness" character, it can be indicated that the parties have the understanding to apply the rights, obligations, and prohibitions in tourism activities according to applicable laws and regulations. As a result, a tourist attraction can construct comfort, prosperity, sustainability, and balance among tourists, entrepreneurs, local communities, the environment, and the tourist object itself.

Bali is Indonesia's prima donna tourism destination. Its natural beauty and cultural diversity become an appeal that can gain the interest of domestic and foreign tourists visiting Bali. The prior research proved that tourist is pulled by their desire to gain new skills, add insight into the culture of Bali, and follow the trend of traveling to Bali (Abdillah et al., 2022). This situation is also a push factor for Bali to have the potential to develop various types of tourism. One of those is in Denpasar, the capital city of Bali, which is considered to have the potential to become heritage tourism. Denpasar has quite a lot of cultural heritage, especially local architecture such as temples, castles, museums, monuments, and other Balinese architectural buildings (Sutrisnawati et al., 2021).

Based on the Regional Regulation of Bali Province Number 10 of 2015 concerning the Master Plan of Tourism Development of Bali Province in 2015-2029, there have been 16 destinations in Denpasar that have been designated as tourist attractions. The majority of them are heritage tourism-based tourist attractions, such as the Maospahit Temple surroundings, Cultural Park, Bajra Sandhi Monument, Bali Museum, Sidik Museum, Jari, Puri Kesiman, Puri Jero Kuta, Badung Market, Kreneng Market, Satria Bird Market, and many more. To support the existence of these tourist attractions, the government gives efforts in attracting tourists through Denpasar Sightseeing or traveling to Denpasar (Narottama et al., 2022; Setianti et al., 2018). In addition, the Denpasar Government provides traditional transportation in the form of decorated traditional wagons for free to improve tourism services in Denpasar (Nugraha et al., 2022; Oka et al., 2022). Another service improvement is by developing a digital tourism map that is useful for tourists to enjoy various tourist attractions and do tourism activities in Denpasar. All of those efforts can be said effective in increasing the number of tourist visits to Denpasar. The effectiveness of the Denpasar City Tour program in increasing tourist visits was categorized as a fairly good thing, and the perception of tourists who visited got a good category as well. This was also proven by the online magazine denpostnews.com stating that in 2016, the number of foreign tourist visits to Denpasar showed an increasing trend, which was dominated by tourists from China, Australia, Europe, Singapore, Malaysia, Japan, and Korea.

Kumbasari Park is one of the recreational parks in Denpasar which is located close to one of the tourist attractions, namely Badung Market. This park is better known as "Tukad Korea" because it carries a concept like the Cheonggyecheon River in Seoul, South Korea. The name of the river there is Badung River. The Head of Denpasar Tourism Office, Drs. I Putu Budiasa said that Badung River which divides Denpasar is very strategic to be used as a water tourism attraction that is favored by the tourist. Therefore, it encourages the government to give build Kumbasari Park as a destination to enjoy the water and city tourism at the same time. Kumbasari Park was built by the government in a beautifully laid out river walk style along the 548 meters of Badung River/Tukad (G. E. K. Putra et al., 2022). The architecture applied at

Kumbasari Park takes a combination of Balinese and modern concepts, such as Balinese architecture on the walls and pillars, the use of natural stone, the construction of exotic lighting, traditional nuanced fountains, pavement designs, and dynamic water grooves, and the relief of the Denpasar sign seeing logo with a traditional nuanced arrangement (Alodia et al., 2020; I. G. M. A. Putra et al., 2021). Based on previous research it was proven that Kumbasari Park has generally become a friendly destination for tourists (Purnaya, Laba, et al., 2019; Purnaya, Semara, et al., 2019). The assessment was reviewed based on visitor preferences, supporting facilities, accessibility, and a comfortable and safe atmosphere at Kumbasari Park. Although Kumbasari Park has been proven to have a fairly good level of tourist friendliness, this is not enough to make it registered as a tourist attraction in Denpasar. Kumbasari Park is not stated as a tourist attraction in the Regional Regulation of Bali Province Number 10 of 2015 concerning the Master Plan of Tourism Development of Bali Province in 2015-2029. Even though the Badung Market which is located right next to Kumbasari Park has been registered as a tourist attraction. Therefore, this study was conducted to find out and explore whether Kumbasari Park is suitable as a tourist attraction or not by reviewing other indicators besides tourist-friendliness that have been carried out by previous research. Instead, this study carries out a review from the perspective of implementing the rights, obligations, and prohibitions as what has been stated in the Tourism Law.

2. METHODS

This research was conducted with a qualitative descriptive approach. Qualitative research is carried out based on phenomena that occur in real terms and then used as a basis for formulating research problems (Indrawan & Yaniawati, 2016). Descriptive research is research that seeks to describe a symptom, event, or occasion that is happening at the present time (Jayusman & Shavab, 2020). This research used direct observation to obtain data to be analyzed and poured in a descriptive qualitative way. Observation is an effort to collect data by observing human behavior or the natural environment, culture, and beliefs that have an impact on human life. In a broad framework, observation involves the full range of monitoring activities and behavioral or non-behavioral conditions (Indrawan & Yaniawati, 2016). In line with the definition, the observations made were direct observations where the researcher was physically present and monitored the problems that occur, such as the reality of the implementation of rights, obligations, and prohibitions in the potential tourist attraction of Kumbasari Park. This observation used an auxiliary instrument which was a checklist of conformity between the implementation of rights, obligations, and prohibitions in tourist attractions and Law Number 10 of 2009 concerning Tourism. To strengthen the credibility of the observation data obtained, the researcher also collected the data through documentation, which was defined as an effort to obtain data and information in the form of written notes or actual pictures.

3. RESULTS AND DISCUSSIONS

Results

Badung River Arrangement

To increase and develop tourism potential in Denpasar, the City Government through the Denpasar Tourism Office has launched a city tour program that is based on Denpasar's creativity and cultural insight into balance towards harmony. One of the real actions is through the arrangements for the Badung River. The arrangement was designed as a place of recreation for the community. Cheonggyecheon River, as one of the icons of Seoul, South Korea, became an inspiration while the arrangement of the Badung River was built. In the arrangement of the Badung River which has been inaugurated as Kumbasari Park, there are several development bases in the form of policies issued by the Government. Based on the Regional Medium-Term Development Plan of Denpasar, the program for the development of the irrigation network and the program for the development, management, and conservation of rivers is under the authority of the Public Works Department. Meanwhile, based on the results of an interview with Mr. Wiweka as Head of the Operational and Maintenance Section in the Water Resources Division of the Denpasar Public Works and Spatial Planning, there are several basic policies for structuring the Badung River, so that it can be inaugurated as Kumbasari Park. The Denpasar Government policies are as follows: (a) Presidential Regulation Number 51 of 2014 concerning Spatial Planning for urban areas of Denpasar, Badung, Gianyar, and Tabanan. This regulation is an amendment to Presidential Regulation Number 45 of 2011 concerning the spatial plan for the urban areas of Denpasar, Badung, Gianyar, and Tabanan, or known as the Sarbagita urban area. In structuring the Badung River, the policy implementation flow begins with Presidential Regulation Number 51 of 2014. Where in Article 55 paragraph 1 it is stated that the L3 zone is a conservation area with the aim of research, science, education, supporting cultivation, tourism, and recreation. It is further explained in

Article 55 paragraph 6 that the L3 zone which is a cultural and scientific conservation area is determined with the aim of protecting the nation's culture and scientific interests, including historical relics, archaeological buildings, and monuments. Thus, through the statement contained in this regulation, Denpasar Government is gradually structuring the cultural heritage area in the city of Denpasar by way of three stages, such as the management of the castle located in the heritage corridor of Denpasar. The second one is the arrangement of markets located along the heritage corridor of Denpasar.

The third is the initial arrangement of the Badung River which has been inaugurated as Kumbasari Park. Denpasar City Regulation Number 27 of 2011 concerning the Spatial Planning of Denpasar in 2011-2031. This Regional Regulation is a regulation that directs development in the city of Denpasar. Since the tenure of Mr. Puspayoga as Mayor of Denpasar, the Badung River has been directed to become one of the tourist attractions of the Denpasar city tour. However, the realization process takes time because the budget required is quite large. The arrangement of the Badung River which has now been inaugurated as Kumbasari Park is an implementation of the Denpasar Spatial Plan as stated in the Denpasar Regional Regulation Number 27 of 2011 which is contained in paragraph 5 of Article 47 regarding the tourism designation area, paragraph 9-point c which is stated that the development of new tourist attractions includes the development of urban recreation areas along the Gajah Mada route and Puputan Badung Field. The arrangement of Badung River, which is located between Badung Market and Kumbasari Market which were first arranged because its area is an important point related to the development of urban tourist attractions that put forward the 3P concept, such as castles, temples, and markets. The Master Plan of Denpasar Drainage in 2009. The implementation form of this master plan in supporting the Badung River as a tourist attraction for city tours is continuous cleaning and flushing of waste through the clean river program or commonly known as Prokasih, which has been established since 2006. According to the interview data with Mr. Artajaya and Mr. Sutedja from the executor section of the Water Resources Division of the Public Works and Spatial Planning Department of Denpasar, it is stated that the implementation of the Denpasar Government policies in an effort to make the Badung River a tourist attraction for a city tour in accordance with this master plan is to repair drainage channels and arrange upstream rivers that are located on the Badung River. The arrangement of the upstream of the Badung River began in June 2013. The Denpasar Government in collaboration with the Public Works Department continues to arrange infrastructure for public facilities in the Badung River area.

Denpasar City Regional Development Work Plan (RKPD) 2016. This policy actually discusses the scope of affairs of various Regional Work Units in Denpasar. The form of implementation in the arrangement of the Badung River or Kumbasari Park as a city tour tourist attraction based on the policies contained in the RKPD is the arrangement of Kumbasari Park with the River Walk Concept. If we look closely within the scope of the affairs of the Public Works and Spatial Planning Department listed in the RKPD, there is an inscription, "Development of public works affairs includes the provision of facilities and infrastructure that can facilitate public access." This statement is realized through the arrangement of Kumbasari Park with the concept of a river walk. This concept essentially provides space for people to walk along the riverbanks. The river walk concept is created to facilitate public access to the river in a positive way. People will use the river not as a dumping ground, but the river as a place for people to jog, relax or just hang out with friends and family. In a way of keeping Kumbasari Park visitors safe and comfortable, then the facilities and infrastructure are also prepared, such as the availability of seats, installation of colorful lights, provision of trash cans, and setting up a warning alarm called "early" which will sound as a sign of prohibition for the community to go down to the river when the river water is rising or when the rainfall is high. This action of providing facilities and infrastructures as stated in the RKPD will also later support the development of water tourism along the Badung River, as stated in the Denpasar Spatial Plan in 2011-2031 which will be the development authority by the Tourism Office. He stated that the Public Works and Spatial Planning Department here has the task of organizing and providing the space first so that it can be used by the community.

The Eligibility of the Badung River as a Tourist Attraction

Rights in Tourist Attraction. Kumbasari Park as a potential destination as a tourist attraction has fulfilled several rights for everyone in general. This statement is based on observations of conformity in the field with the provisions contained in Article 19 paragraph 1 of Law Number 10 of 2009 concerning Tourism, everyone's rights to have the opportunity to fulfill tourism needs, conduct tourism businesses, become tourism workers, and play a role in the tourism development process. Even though these rights already exist, in fact in the field there are still very few parties who build tourism businesses. Existing tourism businesses are generally tourism-supporting sectors in the creative economy business sector, such as local culinary sellers and event organizers. An example is the Roadshow Goes to Bali Blues Festival which was held on the Taman Kumbasari stage in 2019. In a more focused framework, Kumbasari Park has also

fulfilled the priority rights of every person/community in or around tourism destinations to have the opportunity to become workers/labor, consignment, and/or management as stated in article 19 paragraph 2. Furthermore, the most crucial rights are tourists' rights because this is one of the indicators to measure tourist comfort in a tourist attraction. Kumbasari Park has fulfilled several tourist rights that have been set in Article 20 of the Tourism Law, such as obtaining accurate information about tourist attractions, which in this case is provided in the form of a barcode. Tourists can scan the barcode provided at the entrance to Kumbasari Park. The application of barcodes as a source of tourist information is a good move towards digital-based tourism, but unfortunately, the distribution of barcodes is still very minimal. Based on direct observations, there is only one available point of information barcode. There is also other information provided in the form of acrylic posters, which are also still minimal in their distribution. Kumbasari Park also uses loudspeakers to provide information regarding safety reminders in the Kumbasari River area. The use of this loudspeaker has been implemented very well because of the frequent intensity in giving structured, scheduled, and clear information. Next, Kumbasari Park has also provided tourism services that are in accordance with standards. This is in line with previous research which stated that Kumbasari Park is a decent and friendly destination to visit because it already has access to and supporting tourism facilities (Pranajaya & Artayasa, 2022). Furthermore, article 20 also regulates the rights of tourists to obtain health services, protection of personal rights, and insurance for tourism activities at tourist attractions. But in reality, Kumbasari Park does not have clear evidence regarding the fulfillment of these rights. The absence of high-risk tourist attractions also makes Kumbasari Park not have paid entry tickets, which usually include accident insurance costs. Article 21 of the Tourism Law regulates that tourists with special needs and children have the right to travel which must be fulfilled. However, the facilities provided for them are still inadequate in Kumbasari Park. The proof is that there are no handrails that can be reached for children and people with special needs on the pedestrian bridge. In addition, there are also no friendly toilets and access for wheelchair users to the banks of the Kumbasari River. Tourism entrepreneurs also have rights that must be fulfilled as stated in Article 22. Kumbasari Park has fulfilled all the points of the entrepreneur's rights, such as entrepreneurs have the right to have freedom of trade, because they have been given a particular area for selling, and direct traders and entrepreneurs are protected by law. Obligations in Tourist Attraction. The fulfillment of rights must be balanced with the fulfillment of obligations so that the implementation of tourism in tourist attractions can run smoothly. In Law Number 10 of 2009 concerning Tourism, obligations have been classified based on the role of stakeholders in tourist attractions, including the government and local governments, people in general, tourists, and tourism entrepreneurs.

Article 23 paragraph 1 of the Tourism Law regulates the obligations of the government and regional governments in Kumbasari Park. Refers to the points in the related articles and the fact in the field, the government has fulfilled almost all of its responsibilities in Kumbasari Park, such as providing information by scanning a barcode, announcement boards, and announcements through loudspeakers which are frequently repeated every few minutes. The government has also maintained and developed national assets and local potential assets, which in this case are reliefs, murals, and traditional inter-community selling activities in Kumbasari Park. However, the supervision and control of negative tourism activities still need a little improvement. The regulations already exist and are displayed on the bulletin board. But unfortunately, there is no direct supervision from the government. Therefore, if there is a violation then there is no firm and immediate action. In addition, Kumbasari Park is still not optimal enough to create a conducive circumstance for local business development, because the government has not facilitated entrepreneurs by tangible needs. Instead, they need to find their own spot and bring their own equipment to open their booth for selling products.

Besides fulfilling their right to create a comfortable trip, everyone including tourists also has an obligation to be able to create conducive and comfortable conditions for traveling for other visitors. This has been regulated in articles 24 and 25 of the Tourism Law and has been fulfilled by those who visit Kumbasari Park. This fulfillment includes points where tourists in Kumbasari Park are required to be able to maintain and preserve culture so that it can become a tourist attraction. If every tourist is aware of the rules and security around, then it can help create a safe, orderly, clean atmosphere, behave politely, and the maintained environmental sustainability of Kumbasari Park. Also, every tourist visiting Kumbasari Park is also encouraged to participate in preventing all forms of violating decency and activities that may violate existing laws or regulations in the area. Tourism entrepreneurs are the main characters who play an important role in the implementation of obligations in tourist attractions. This statement is based on Article 26 of the Tourism Law where the number of obligation points for tourism entrepreneurs to fulfill is more than for other stakeholders. There are still 3 out of 14 indicator points of tourism entrepreneurs' obligations that have not been fulfilled optimally by those in Kumbasari Park. This indicates that the implementation of responsibility by tourism entrepreneurs in Kumbasari Park is quite good. It can be seen from the fulfillment of the obligation to maintain and respect religious norms, local customs, culture, and

living values in the local community. There are also provisions for accurate and responsible information, non-discriminatory services, comfort, and a friendly atmosphere for tourists. Furthermore, developing partnerships with local MSMEs, prioritizing the use of local community products, participating in preventing all forms of decency violations in their place of business, maintaining a healthy, beautiful, and clean environment, preserving the natural and cultural environment, and maintaining the image of the country through responsible business activities. While the points that still need to be addressed are related to the provision of insurance coverage at tourist attractions, the improvement of workforce competence through training and education, and the implementation of business and competency standards in accordance with the issued legislation. An example given is the government has set a standard health protocol in tourist attractions during the pandemic. However, several parties in Kumbasari Park, especially culinary entrepreneurs, still break this. This can cause potential inconvenience to tourists.

Prohibitions in Tourist Attraction. In accordance with Article 27 paragraph 1 of the Tourism Law, it is forbidden for everyone in Kumbasari Park to physically damage the tourist attraction because there is already a notice board that all Kumbasari Park visitors must obey. Hereafter, the fulfillment of Article 27 paragraph 2 is shown by the availability of a notice board that prohibition to scribble or damaging property along the Badung/Kumbasari River and around Kumbasari Park. Considering that the installation of notice boards regarding prohibitions has been properly distributed on each side of Kumbasari Park, those prohibitions must be strictly obeyed and should not be contested by tourists visiting Kumbasari Park. There are also eliminating certain species in a mean of a typical tourist attraction in Kumbasari Park, such as on the bridge to cross the river, getting rid of the typical Balinese image or carving on the wall along the riverside, or taking out the sitting area is used as a tourism facility for tourists to enjoy the beautiful view of the river flow with hanging lights that brighten along the way. Furthermore, Kumbasari Park has also shown its efforts to remind tourists not to commit violations of polluting the environment. This is shown by the availability of an announcement board containing an urge not to litter in any form around and along the Badung/Kumbasari River, and to immediately report to the authorities if they find people who break the prohibitions in terms of conserving the beauty and environmental sustainability in Kumbasari Park. Unfortunately, the implementation of the proposed prohibitions has not yet been fully implemented. The proof is that there are still people who litter in Kumbasari Park. Last, tourists, visitors, and local entrepreneurs ideally should not move, take, destroy, change, or eliminate existing tourist attractions that could eliminate or reduce the value of the uniqueness and beauty that exists. The practice of the last point has been good enough because there are no cases that show this action when the observation was held.

Discussion

Based on the implementation of the rights, obligations, and prohibitions that have been stated in Law Number 10 of 2009 concerning Tourism, Kumbasari Park should already be classified as a tourist attraction. Kumbasari Park has implemented and attempted various ways to fulfill the articles regarding these three matters. Although there are still points that still need to be addressed, both in terms of rights, obligations, and prohibitions. The implementation of the rights that still need to be addressed by the management of Kumbasari Park is to complement the rights of tourists with the right to health services and insurance as in Article 20. This is crucial considering its location on the coast of a river which is prone to accidents, such as drowning, drifting, etc. Comfort and safety are very important in the tourism industry and have a huge impact on the sustainability of travel and tourism activities (Khalik, 2014; Tseng et al., 2021).

In addition, to maximize the potential of Kumbasari Park's tourist attraction, DTW must apply sound economic principles, develop for the welfare of the local community; preserve nature so that the environment remains sustainable, and healthy culture by contributing to the existing culture in society and applying the principle of tourist satisfaction (Prakoso et al., 2020; Priatmoko et al., 2021). Interesting tourist destinations, tourists are interested and motivated to visit. This is in line with previous research which states that tourist attraction has a significant effect on tourist interest in visiting and motivation has a significant effect on visiting decisions (Nurbaeti et al., 2021; Rosidi, 2018). But the fact is that people do not understand the benefits of tourism development. The community is still not trying to protect the environment, preserve culture and take advantage of the potential of Kumbasari Park which has economic value. In the end, the arrangements made by the local government were not optimal. Even though tourism with comprehensive planning can reduce the negative impacts of tourism and even tourism has an important role in people's welfare which is known as the concept of Pro-Poor Tourism (Musavengane et al., 2019; Saayman & Giampiccoli, 2016). Therefore, the role of government is needed, especially to provide training and motivation regarding tourism activities to the surrounding community. So that the Badung River can be developed as a tourist attraction. Rivers play a major role in life, civilization, and economic development, and even riverbed elements such as aesthetic value, natural charm, and role as a transportation corridor can shape tourism activities (Budisetyorini et al., 2021).

4. CONCLUSION

Based on the fulfillment of the implementation of rights, obligations, and prohibitions in the Tourism Law, Kumbasari Park is worthy of being a tourist attraction. Although there are several points in the law that have not been fulfilled. Broadly speaking, Kumbasari Park can be recommended as a tourist attraction to the Denpasar City tourism office. In order for Kumbasari Park to become a representative tourist attraction for visitors, especially tourists, a little further improvement is needed, especially in infrastructure and human resources, especially the local community.

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