



MANAGEMENT OF YEH AYA HULU DAM POTENTIAL AS A COMMUNITY-BASED NATURAL TOURISM ATTRACTION IN SENGANAN VILLAGE, PENEHEL SUB-DISTRICT, TABANAN DISTRICT

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ABSTRACT

Yeh Aya Hulu Dam has the potential to be developed into a natural tourist attraction in Senganan Village. The potential is inadequate, the village that still does not pay attention to this potential causes the Yeh Aya Hulu Dam to be not managed properly and the overall potential has not been explored. This study aims to determine the management of Yeh Aya Hulu's potential as a community-based natural tourism attraction. This research uses qualitative descriptive analysis methods, using Tourism Attraction theory 6A, Tourism Management theory and Tourism Impact theory. Data collection techniques are carried out by observation, interviews, literature studies, and documentation. The data obtained is then analyzed using three data analysis models, namely data reduction, data presentation, and conclusions. This study uses a qualitative descriptive analysis method, using the theory of Tourist Attraction 6A, Tourism Management, and Tourism Impact. Data collection techniques were collected through observation, interviews, literature studies, and documentation. The data obtained were then analyzed using three data analysis models: data reduction, data presentation, and conclusion drawing.

The results showed that the potential of Bendungan Yeh Aya Hulu as a natural tourist attraction with the 6A theory is that attractions consist of natural, artificial, and cultural tourist attractions with good access and are easy to reach by tourists. Facilities include a parking area for two-wheeled vehicles while for four-wheeled vehicles, parking on the side of the road, toilets and changing rooms that still need to be put up to standard, and stalls. Tourists can enjoy views of the rice fields, swim, play tube tubing, and buy food. Additional services that still need to be available and tour packages will be planned in the future. The management of Bendungan Yeh Aya Hulu as a natural tourist attraction holds the concept of CBT (Community-Based Tourism) which applies the functions of tourism management, including planning, organizing, actuating, monitoring, and motivation. The impact of managing Bendungan Yeh Aya Hulu as a natural tourist attraction on the community is divided into environmental, socio-cultural, and economic impacts.

Keywords : Dam, Tourism Potential, Management

I. INTRODUCTION

Tourism is an activity that involves temporary travel by an individual or group to a location outside their place of residence (Khotimah, 2017). Indonesia offers a variety of attractive tourist destinations, including natural, artificial, cultural, and other types of tourism. Natural tourism is one of the most popular choices among tourists, as Indonesia is renowned for its rich natural beauty found across various regions, each with its unique features. Bali is

one such island that has preserved its natural beauty. This small island, located in the Indonesian archipelago, boasts the natural allure that it offers.

Bali is composed of 8 regencies and 1 municipal city, each with its own tourism potential waiting to be developed. One of the regencies with significant potential for development is Tabanan. Tourism in Tabanan has been thriving, with the agricultural sector running parallel to the tourism sector. Elements such as the subak irrigation system, religious life, and various unique dance forms have attracted tourists to visit Tabanan (Wulandari, 2016). The irrigation system in Tabanan requires dams to stabilize water flow, and among them is the Yeh Aya Hulu Dam, located in the village of Senganan. Senganan Village, along with Jatiluwih Village, has three dams: Yeh Aya Hulu Dam, Jatiluwih Dam, and Uma Kayu Dam. Of these three, Yeh Aya Hulu Dam has the potential to become a tourism attraction.

Yeh Aya Hulu Dam is used as a water source for the surrounding rice fields in Senganan Village. Due to its high market value in terms of its scenic beauty, accessibility, and other factors, this dam has the potential to become a tourist attraction. The tourism potential of Yeh Aya Hulu Dam is diverse, including beautiful landscapes with rice fields surrounding the dam, a natural and unspoiled environment, and comprehensive supporting facilities like changing rooms, toilets, gazebos, food stalls, and parking areas. The dam also offers recreational activities such as tubing and swimming, and there are walkways for easy access to Yeh Aya Hulu Dam.

However, the lack of attention from the local community and the absence of government involvement have hindered the proper management and exploration of the tourism potential of Yeh Aya Hulu Dam. As a result, there is no official management responsible for this tourist attraction, no entrance fees, and underutilization of available land around the dam. Yeh Aya Hulu Dam is currently operated as a private enterprise by the landowners, who run food stalls and rent out tubing equipment to tourists. Some of these vendors are concerned that if the dam becomes more popular and attracts more visitors, the local government might take over, leading to a loss of income for them. To address these issues, this study focuses on the management of Yeh Aya Hulu Dam's tourism potential as a community-based natural attraction in Senganan Village, Penebel Sub-District, Tabanan District.

METHOD

This research employs a qualitative research design with a descriptive analysis approach. The researcher uses purposive sampling to select informants as sources of information. The data used in this research are of a qualitative nature and are derived from primary and secondary sources. Data collection techniques used in this study include researcher-conducted observations, semi-structured interviews with informants, literature review involving reading relevant literature and references related to the research topic, and document analysis as physical evidence to validate the research findings. In addition, various research instruments were used to support data collection, such as digital recorders, mobile phone cameras, writing materials, and mobile phones. Data analysis was performed systematically, involving tasks like analysis, description, summarization, observation, and drawing conclusions, from the beginning to the end of the research process..

II. DISCUSSION

I. Overview of Yeh Aya Hulu in Senganan Village

The land where Yeh Aya Hulu Dam is now situated originally consisted of a natural river

flow and paddy fields owned by the Nyoman Wijanegara family. Around the 1970s, a dam was constructed on this land to be used for irrigation purposes by the government, as the local community also needed irrigation for their paddy fields. Therefore, the construction of the dam was granted permission by the landowner and the local community.

During the pandemic, following the construction of Yeh Aya Hulu Dam, some residents of Senganan Village started visiting the dam in their leisure time, engaging in activities such as playing, swimming, and gathering with friends and family. This was because various public activities like attending school, working, and more were restricted by the government. The landowner, recognizing the community's interest in the dam, attempted to capitalize on this situation by setting up a coffee shop for those who wished to relax. The presence of the coffee shop brought joy to the community, and more people started visiting the dam. The landowner then had the idea to gradually rent out tubing equipment. As the community's interest grew, more people wanted to try tubing.

With the increasing number of visitors, additional stalls were constructed by the family of Mr. I Nyoman Wijanegara. Besides stalls, several toilets and changing rooms were also built to facilitate visitors changing clothes before or after playing. The landowner also set up several gazebos where visitors could store their belongings and relax while enjoying the available food. The number of stalls built to date stands at 7. Yeh Aya Hulu Dam remains known as a tourist attraction offering tubing activities.

I. I. The Potential of Yeh Aya Hulu Dam as a Natural Tourist Attraction in Senganan Village, Penebel District, Tabanan Regency

Tourism potential refers to everything a tourist destination has that can attract visitors due to its appealing features. This research utilizes the 6A theory (Attraction, Accessibilities, Amenities, Available Packages, Activities, and Ancillary Service) to elucidate the various potentials of the Yeh Aya Hulu Dam as a natural tourist attraction in Senganan Village, Penebel District, Tabanan Regency.

Attraction (Attractions)

Tourist attractions are anything that possesses beauty, uniqueness, and value, whether in terms of cultural richness, diversity, or human-made creations, which can serve as a draw and motivate tourists to visit a location (Djeharung, 2022). Tourist attractions can be based on natural, artificial, or cultural resources, as detailed below:

a. Natural Tourist Attractions of Yeh Aya Hulu Dam

Natural tourist attractions harness the potential of the natural environment's diversity and uniqueness to serve as tourist draws (Kristiana & Liana, 2019). Yeh Aya Hulu Dam possesses its own natural beauty and uniqueness. The pristine natural beauty of the area captivates visitors and offers them opportunities to relax while enjoying the serene natural surroundings. The natural attractions at this dam include expansive views of terraced rice fields and an unspoiled river..

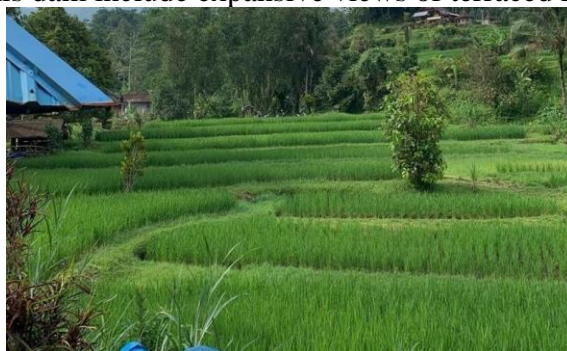


Figure 1 Natural Tourist Attractions

Source: Documentation Shopia, 2023

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b. Artificial Tourist Attractions of Yeh Aya Hulu Dam

Artificial tourist attractions are created by human ingenuity or craftsmanship, offering additional points of interest at a tourist site (Kristiana & Liana, 2019). The artificial tourist attraction available at Yeh Aya Hulu Dam is the tubing activity. Tubing has become an iconic attraction at Yeh Aya Hulu Dam, with most visitors coming here to enjoy tubing activities with their families or friends. Tubing can be enjoyed by people of all ages since different-sized tubes are available.

c. Cultural Tourist Attractions at Yeh Aya Hulu Dam

Cultural tourist attractions are journeys aimed at satisfying one's curiosity about local customs, the uniqueness of the area, culture, and history of a place (Eky & Turupaita, 2021). Currently, Yeh Aya Hulu Dam does not have a cultural tourist attraction, but there are plans to develop a cultural attraction called Melempagan Metimpugan. This tradition involves participants throwing mud at each other on a muddy field. The mud-throwing event can be enjoyed by visitors of all ages.

Accessibilities (Accessibility)

Accessibility relates to the ease of reaching a travel destination comfortably, safely, and within a reasonable time (Choirunnisa & Karmilah, 2022). Accessibility plays a pivotal role in the development of a tourist area, as it connects the tourist destination with other areas. The smoother the access to a tourist area, the more convenient it becomes for tourists to visit. In this research conducted at Yeh Aya Hulu Dam, various accessibility factors are highlighted:

a. Road Access

Road access is the path travelers take to reach a destination. Proper road access is a key factor for the advancement of a region, making it more accessible. The road to Yeh Aya Hulu Dam from Tabanan town passes through a minor road with less than perfect conditions. The road in Senganan Village has some potholes that require attention from local authorities. The route to Yeh Aya Hulu Dam shares the same path as the road to Jatiluwih Village, as the dam is located right before the entrance to Jatiluwih Village.

The road to Yeh Aya Hulu Dam is not very wide but is passable for both four-wheeled and two-wheeled vehicles. Travelers are treated to the sight of rice fields along the way and can also visit other nearby attractions such as Angseri Hot Springs, Jati Wangi Luwak Coffee, The Lava Resto, and several homestays. This indicates the strategic location of Yeh Aya Hulu Dam, allowing visitors to explore various other attractions in Senganan Village during their visit.

To access the dam's parking area, visitors must enter a narrow alley suitable only for pedestrians and motorcyclists. During this approach, visitors will also pass by Pura Subak, a local temple. Pura Subak belongs to Subak Aya, which consists of several subak (traditional Balinese irrigation organizations), and it is located at the border of Senganan and Jatiluwih Villages. Pura Subak appears somewhat neglected, and cleaning activities are usually conducted during temple ceremonies.

The footpath from the parking area to the dam involves passing through the village, crossing a local resident's cowshed, and descending some stairs to reach the tubing and swimming areas. The condition of this footpath is suboptimal, as it consists of unpaved paths with wooden elements. This path becomes problematic, especially during the rainy season, when it turns muddy and slippery. This condition may inconvenience tourists visiting the dam.

b. Information Access

Information access refers to the ability to obtain data or information effectively. In the age of advanced technology, people can easily access information through social media platforms such as Facebook, Instagram, Twitter, TikTok, WhatsApp, Google, and more. Yeh Aya Hulu Dam does not have an official social media account, but visitors can access information from other visitors' posts. Tourists often document their experiences on social media, indirectly promoting the dam. Information about Yeh Aya Hulu Dam is also accessible through various websites found on Google. These websites provide information on how to reach the dam, news, videos, photos, and visitor reviews. Some websites that can be accessed by tourists include detik.com, superlive.id, alonesia.com, headtopics.com, and wisataku.blog.

Amenities (Supporting Facilities)

Amenities refer to supporting facilities available at a tourist attraction that cater to the needs of visitors. These amenities include accommodations, dining, parking, public restrooms, rest areas, and more. Each tourist site offers different amenities. Yeh Aya Hulu Dam provides the following supporting facilities:

a. Parking Area

The parking area is a designated space for vehicles to temporarily stop while visitors go about their activities. Though often overlooked, a proper parking area is essential, and the quality of road access to it significantly influences convenience. Yeh Aya Hulu Dam's parking area is an open field with uneven terrain, causing visitors to park their vehicles haphazardly. The road access to the dam's parking area is not suitable for various types of vehicles. Currently, only motorbike riders can access the road leading to the parking area, while those with cars have to park outside the dam's vicinity. Motorbike riders typically offer a small donation (approximately Rp. 2,000) to the parking attendants as a token of appreciation for securing their vehicles.

b. Toilets and Changing Rooms

Toilets are essential sanitation facilities used for relieving oneself and freshening up after various activities. Properly managed public toilets at a tourist destination are vital to ensure users' cleanliness, comfort, and safety. Yeh Aya Hulu Dam has four toilets located behind the local food stalls. These toilets are free for visitors to use and serve common purposes such as relieving oneself, changing clothes, and freshening up after swimming. The toilet facilities are not entirely up to standard, being made of bamboo with zinc roofs and earthen floors. Visitors typically use these facilities for changing clothes and personal hygiene after swimming, but the facilities still need improvements.

Available Packages (Additional Packages)

Available packages refer to the arrangement and collaboration to present a tourist attraction as part of a travel package by travel agencies (Hayati et al., 2021). Yeh Aya Hulu Dam does not currently offer physical travel packages or brochures. However, there are local vendors at the dam who provide discounts to visitors. Information regarding these discounts is conveyed directly to visitors by the vendors. Discounts are primarily related to tubing activities, with more tubes rented resulting in lower prices. The landowner has future plans to develop tourism packages to promote Yeh Aya Hulu Dam more effectively.

Activities

Activities encompass the things tourists can do while visiting a tourist attraction (Choirunnisa & Karmilah, 2022). These activities are in addition to the main attraction of the place. The activities available at Yeh Aya Hulu Dam can be categorized into four groups:

a. Something To See

Something to see includes views or spectacles that can be enjoyed by visitors (Herawati et al., 2020). Yeh Aya Hulu Dam boasts expansive rice fields and a pristine river, offering picturesque landscapes that visitors often use as photo opportunities. Since dams primarily serve to irrigate rice fields, they are usually situated in proximity to these fields. The rice fields around the dam are owned by local communities, providing visitors with the opportunity to observe farmers at work. Visitors can also swim or go tubing while enjoying the panoramic views of the rice fields. Tourists can relish the vast expanse of the rice fields while having food and drinks. These fields are also popular photo spots for visitors who wish to capture their memories.

b. Something To Do

Something to do encompasses activities that bring joy and relaxation to tourists (Herawati et al., 2020). Visitors at Yeh Aya Hulu Dam can partake in tubing activities. Tubes are available for rent at stalls located near the dam, and for just Rp. 10,000, visitors can enjoy tubing activities to their heart's content. Moreover, visitors can swim and wade in the shallow water, making it a safe and enjoyable experience for children and adults alike.

c. Something To Buy

Something to buy includes items that visitors can purchase, typically related to the unique features of a tourist attraction (Herawati et al., 2020). Visitors can rent tubes at Yeh Aya Hulu Dam, which is a distinctive attraction. These tubes come in various sizes and cater to all visitors. Additionally, visitors can buy a variety of snacks and full meals as well as beverages, which are available at the food stalls within the dam area. The prices are relatively affordable, and most stalls offer similar types of food at similar prices. Many visitors choose to purchase snacks or meals after swimming or tubing. Each stall also rents tubes of different sizes to accommodate all visitors.

d. Something To Learn

Something to learn encompasses activities at a tourist attraction that offer educational value (Herawati et al., 2020). Currently, Yeh Aya Hulu Dam does not provide educational activities, but there are plans for future development to create educational activities for the benefit of visitors.

Ancillary Services (Supporting Services)

Ancillary services refer to additional services that visitors can use, usually provided by local authorities, organizations, or site managers (Widyaningsih, 2020). Yeh Aya Hulu Dam is managed directly by the landowner's family, Mr. I Nyoman Wijanegara. Local authorities or institutions do not participate in the management of Yeh Aya Hulu Dam, so supporting facilities provided by these entities are currently unavailable.

Additional services such as ATMs, tourist information centers, and gas stations are not found near Yeh Aya Hulu Dam. These services are absent due to the lack of developed business units in the tourism sector in Senganan Village. To better serve tourists, there is a need to introduce additional services if tourism development becomes a focus in Senganan Village in the future.

II. Management of Yeh Aya Hulu Dam as a Natural Tourist Attraction in Senganan Village, Penebel District, Tabanan Regency

The management of Yeh Aya Hulu Dam as a natural tourist attraction follows the concept of CBT (Community Based Tourism). The local community plays a crucial role in the management of Yeh Aya Hulu Dam, as it is owned and developed by one large local family from Senganan Village, namely the family of Mr. I Nyoman Wijanegara. The management of Yeh Aya Hulu Dam refers to tourism management theory by Salah Wahab, which includes planning, organizing, actuating, controlling, and motivation, as outlined below:

a. Planning

Planning is the process of determining what is to be achieved in the future and implementing the necessary steps to achieve it. Planning involves various stages, and it is essential in all activities, including tourism. Yeh Aya Hulu Dam, as a tourist attraction, was established during the pandemic and has been managed since then. According to Mr. Wayan Juliasrawan, who is the Head of the Village Consultative Board (BPD) of Senganan Village and a family member who owns the dam's land (Interview, March 27, 2023), Yeh Aya Hulu Dam is a tourism spot that provides impromptu activities and lacks a structured concept because it was created quickly and immediately attracted visitors, leading to some aspects that are not yet optimized. Despite opening during the pandemic, the vendors have adhered to health protocols, and the Regional Disaster Management Agency (BPBD) of Tabanan Regency distributed masks and hand sanitizers.

The research observations indicate short-term, medium-term, and long-term plans, which are fairly well-thought-out. These plans contribute to the development of Yeh Aya Hulu Dam as a tourist attraction with four key tourism activity concepts: something to see, something to do, something to buy, and something to learn. "Something to see" includes enjoying the scenic rice fields, "something to do" encompasses tubing, swimming, fishing, and grilling, "something to buy" involves purchasing food at various stalls, renting tubing, and renting glamping facilities, and "something to learn" entails educating visitors about the rice cultivation process.

b. Organizing

The organizational process in any endeavor is crucial for improving quality. Organizing is the process of arranging tasks, authorities, and responsibilities of each individual to work as a unified entity to achieve planned goals. Yeh Aya Hulu Dam does not have an official management structure yet, as it was established by a single family and is collectively managed. Nonetheless, the vendors work together effectively to manage and maintain the dam. Senganan Village does not yet have an organization in the field of tourism, such as a Pokdarwis (Tourism Awareness Group), but the village has submitted an application to the Department of Tourism and is awaiting approval.

c. Actuating

The actuating phase follows planning and organizing. It involves directing and motivating members to perform their roles in line with job descriptions to achieve specific goals. The initial driving force behind the establishment of Yeh Aya Hulu Dam as a tourist attraction came from a member of the landowner family, Mr. Wayan Juliasrawan, and his younger brother, who recognized the tourism potential at the dam. This potential was utilized and well-managed by the landowner family at the dam site. The execution of plans designed after the planning stage has not yet been fully implemented, as the landowner family is currently building a fishing pond for visitors. Other plans, such as improving the road access to the dam, will be realized this year, while other plans will be executed once the road access is sufficient.

d. Controlling

Controlling plays a crucial role in monitoring and improving work that has been planned. Its purpose is to monitor and rectify any deviations or movements that do not align with expectations. Controlling in the management of Yeh Aya Hulu Dam is carried out by the vendors

at the dam site. Vendors directly oversee tourists to ensure their safety while swimming or tubing. They also ensure the safety of the food they sell by checking expiration dates on food and beverage packaging, as most of the items sold are instant foods. Serious monitoring is required to avoid undesirable incidents. Management-related monitoring at the dam has not been carried out to its maximum extent due to the lack of a clear organizational structure, and no one is currently responsible for monitoring the management of Yeh Aya Hulu Dam.

e. Motivation

Motivation is an action that can drive individuals to perform tasks. Motivation is vital in management because it can induce, channel, and support human behavior to work diligently and enthusiastically to achieve optimal results. The management of Yeh Aya Hulu Dam as a tourist attraction is highly motivated to ensure the successful development of the dam.

The motivation behind the establishment of Yeh Aya Hulu Dam emerged during the pandemic when tourists flocked to the area. The landowner family recognized the tourism potential and took advantage of it by opening food stalls, offering tubing rentals, and meeting the needs of tourists. Managing the dam as a tourist attraction has the motivation to develop the tourism sector in Senganan Village. The growth of the tourism sector in Senganan also contributes to the local community's economy through the provision of goods or services to meet the needs of tourists. Local residents, who were primarily farmers in the past, are now involved in the tourism sector, as evidenced by several tourist attractions managed by the local community.

III. Impact of Managing Yeh Aya Hulu Dam as a Natural Tourism Attraction on the People of Senganan Village, Penebel Sub-District, Tabanan Regency

Impact refers to the consequences or influences that bring about both positive and negative outcomes. Influence is a situation in which there is a reciprocal relationship or a cause-and-effect relationship between what influences and what is influenced (Islami, 2020). Impacts can occur in any context, and in every tourism activity, there are consequences or effects resulting from the interactions between businesses and tourists. The conversion of land use from paddy fields to a dam has both positive and negative impacts. The presence of Yeh Aya Hulu Dam as a natural tourist attraction has a greater positive impact than a negative one. The impacts in tourism activities can be divided into three categories: environmental, socio-cultural, and economic.

Environmental Impact

Environmental impact refers to the condition of the environment resulting from tourism development. The construction of Yeh Aya Hulu Dam certainly altered the environmental conditions, turning what was once paddy fields into a dam. While the construction of the dam sacrificed a significant amount of paddy fields, reforestation efforts were subsequently carried out. Landowners initiated reforestation as a positive environmental impact to maintain the dam's natural beauty. The utilization of Yeh Aya Hulu Dam as a natural tourist attraction has both positive and negative impacts on the environment. The management of the dam has led to increased attention to the surrounding environment, making it more organized. Negative impacts on the environment are also felt because humans are not exempt from making mistakes. Some tourists still litter, so the vendors pay more attention to the environment since it is an asset they own. Vendors provide trash bins at each stall and occasionally check the garbage around the dam, separating the trash by type. Bottle waste is collected and sold to third parties, typically recyclers, while plastic waste is burned in the evening when visitors have left to avoid inconveniencing tourists.

Socio-Cultural Impact

Socio-cultural impact is the impact of tourism on the social and cultural life of the community. The communal life in Senganan Village remains strong, and a spirit of cooperation is well-maintained, as evidenced by collective efforts in the village temple and other community activities aimed at promoting harmony among the people of Senganan. The management of Yeh Aya Hulu Dam has social and cultural impacts. Landowners who benefit from merchandise sales and tubing rentals can provide more support to the local community. Assistance includes contributions during community events and ceremonies held at the temple. In terms of cultural impact, landowners can introduce traditional foods or snacks when tourists place orders. There are often group visits by tourists, and vendors offer local snacks prepared by the village housewives in Senganan.

Economic Impact

The economic impact is the effect of tourism development on the economic conditions of the community. Most of the people in Senganan Village are farmers, and there are also those who do not have employment, such as housewives, toddlers, schoolchildren, and the elderly. The presence of Yeh Aya Hulu Dam as a tourist attraction is expected to increase the income of the village's residents and provide a new hope for housewives to contribute to their families' economy. The existence of Yeh Aya Hulu Dam as a popular tourist attraction has a positive impact on the income of the people of Senganan Village. Those without employment, like housewives, can now help support their families. The profit gained from merchandise sales and tubing rentals helps meet daily needs.

Landowners in the dam area, who are part of Mr. I Nyoman Wijanegara's family, also experience economic impacts. The landowners hope that Yeh Aya Hulu Dam will last for generations. The current management significantly benefits the people of Senganan Village, where the development of Yeh Aya Hulu Dam as a tourist attraction places great importance on the local community. The management of the dam as a tourist attraction is currently a family endeavor, but as tourist visits increase, landowners empower the local community to work as daily laborers. Their daily work includes collecting used tubing equipment from visitors, harvesting coconuts, and ordering food from housewives. These daily jobs provide additional income for the local community.

III. CONCLUSION

Based on the research conducted in accordance with the issues discussed in the previous chapter, this chapter will present the conclusions drawn from the research findings, as follows:

- (1) The tourism potential at Yeh Aya Hulu Dam consists of (1) attractions, which include natural attractions like rice field landscapes and the Yeh Hoo River. Cultural attractions are not yet available but are planned for the future, and there are also artificial attractions such as tubing. (2) Accessibility includes road access, information access, and directional signage. (3) Amenities encompass parking areas, toilets, changing rooms, and food stalls. (4) Available packages are not yet offered at the dam. (5) Activities that can be enjoyed include something to see, something to do, something to buy, and something to learn. (6) Ancillary services are not provided by the local government.
- (2) The management of Yeh Aya Hulu Dam as a natural tourist attraction follows the concept of CBT (Community Based Tourism). The management of the dam applies tourism management functions, including (1) the planning stage, which will involve the addition of various additional tourism activities such as fishing, grilling, renting glamping accommodations, and learning about the rice cultivation process from start to finish. (2) The

organization stage, which currently lacks a formal management structure at the dam. (3) The mobilization stage, which began with the awareness of one of the landowner families regarding the tourism potential at the dam and has been developed to the present. (4) The supervision stage, which is directly managed by the vendors in the dam area. (5) The motivation behind managing the dam is to develop the tourism sector in the village and contribute to the local community's economy.

(3) The impact of managing Yeh Aya Hulu Dam as a natural tourist attraction on the local community has mostly been positive. Tourism impacts include (1) environmental impact, where the environment has become more organized, and the vendors pay more attention to the environment. (2) Socio-cultural impact, where assistance is provided for village activities through contributions. (3) Economic impact, which includes increased daily income and the availability of daily job opportunities that help support the local community's economy.

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