



# PROCEEDINGS

## MILLENNIAL TOURISM

"Creative Strategies Towards Sustainable Tourism Development  
in the Millennial Era"



**The Second  
Bali International Tourism Conference  
Udayana University - Bali  
8<sup>th</sup> - 10<sup>th</sup> November 2018**

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The 2<sup>nd</sup> Bali International Tourism Conference

**Millennial Tourism**  
**Creative Strategies Towards**  
**Sustainable Tourism Development in the Millennial Era**

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# **DEVELOPMENT STRATEGY OF JOGGING TRACK AS TOURIST ATTRACTION IN ANGGABAYA VILLAGE, PENATIH DENPASAR**

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## **ABSTRACT**

As a kind of tourist attraction, jogging track attraction is a sports facility located in rice fields, where tourists can feel cool and fresh atmosphere. Those potential is also supported by the planning and activities of the stakeholders in order to develop this tourism for society and tourists in realizing the jogging track tourist attraction. The purposes of this research are: 1) to discover the potential of Anggabaya village, Penatih Denpasar in which has the opportunity to develop jogging track attraction. 2) to describe the impact caused by the development of jogging track as tourist attraction on the economic, social and cultural aspects of the society in Anggabaya village, Penatih Denpasar. The research methodology used is descriptive research methodology. It aims to obtain a complete profile or description of relevant aspects of an interesting phenomenon, which occurs in an individual, organization, industry, or other things. Techniques in collecting the data are through direct observation, in-depth interview and documentation/literature studies.

The results show that: 1) the potential that makes Anggabaya village Penatih Denpasar have the opportunity to develop a jogging track tourist attraction. 2) the impact caused by the development of jogging track as tourist attraction on the economic, social and cultural aspects of the society in Anggabaya village, Penatih Denpasar. This research is expected to provide input for stakeholder and government in order to anticipate the development of a very dynamic tourist attraction, thus it is beneficial for the welfare of society and to assist the stakeholders and the government in reviewing the development strategy of jogging tracks, both facilities and infrastructure supporting the tourism and other facilities therefore it has a good impact on society.

**Keywords:** impact, tourist attraction, jogging track.