



4A Concept-Based Evaluation of the Natural Tourism Potential of Wana Ayu Waterfall in Padangbulia Village, Buleleng, Bali

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Abstract

Purpose: This study aims to analyze the potential and readiness of Wana Ayu Waterfall as a natural tourism destination in Padangbulia Village, Buleleng Regency, Bali, Indonesia using the 4A approach (Attraction, Amenity, Accessibility, and Ancillary).

Research methods: The study uses a descriptive qualitative method, with data collection techniques through interviews, observations, and documentation studies. Key informants include community leaders, tourism managers, and other related parties who have direct involvement in the management of Wana Ayu Waterfall.

Findings: The results of the study show that Wana Ayu Waterfall has strong potential in the aspect of attraction, in the form of the natural beauty of the waterfall and the uniqueness of the geology of the paras stone. However, there are still various significant obstacles, including the lack of supporting facilities (amenity), inadequate road access (accessibility), and the absence of additional services such as tour guides and information centers (ancillary).

Implication: These findings emphasize the need for an integrated development strategy that includes improving basic infrastructure, social media-based digital promotion, strengthening Pokdarwis capacity, and collaboration between village governments, local communities, and tourism stakeholders.

Keywords: Wana Ayu Waterfall, 4A analysis, tourism potential, tourism development

INTRODUCTION

Padangbulia Village, located in Buleleng Regency, Bali, is an area that has great potential in developing nature tourism, especially through the existence of



Wana Ayu Waterfall. Surrounded by tropical forests and pristine natural beauty, this waterfall presents a strong visual appeal and offers a different tourism experience from popular tourist destinations in southern Bali which tend to be more commercial. In addition to its visual beauty, the geological uniqueness in the form of rare paras stone formations is also an added value for this destination. According to Widiastini *et al.* (2020), each destination must be able to create a unique identity with the aim of differentiating themselves from their competitors, even better than the ones they have previously visited.

However, this great potential has not been optimally managed. Currently, Wana Ayu Waterfall faces several serious obstacles in its development as a natural tourist destination. One of the main problems is that accessibility is not yet optimal due to inadequate road conditions. In addition, the lack of supporting facilities (amenities) such as toilets, parking lots, places to eat, and information boards also hinder tourist comfort. These limitations have an impact on low tourist visits and the suboptimal economic contribution to the local community. In addition to accessibility factors and supporting facilities, the lack of promotion and additional services (ancillaries) such as tour guides, information centers, and security systems are also obstacles in increasing the competitiveness of this destination. In fact, due to the 4A concept (Attraction, Amenity, Accessibility, and Ancillary), these four components are important elements in the development of sustainable and competitive tourist destinations.

In the context of nature-based tourism development that emphasizes the principles of sustainability and environmental preservation, Wana Ayu Waterfall has a great opportunity to be developed as a leading tourist destination in Padangbulia Village. A comprehensive and systematic analysis is needed on the readiness of the four 4A components so that tourism development can be carried out in a targeted manner. Collaboration between local governments, local communities, and tourism managers is the key to success in encouraging tourism growth that is not only economic, but also maintains cultural values and environmental sustainability. According to Rahmawati *et al.* (2022), in developing tourist destinations, human resource readiness is required to be able to work professionally in developing tourism activities.

Therefore, this study was conducted to analyze the potential of Wana Ayu Waterfall as a tourist destination using the 4A approach (Attraction, Amenity,

Accessibility, and Ancillary), in order to provide a comprehensive picture of the challenges and opportunities in developing sustainable tourist destinations.

RESEARCH METHODS

This study uses a qualitative approach with the 4A analysis method (Attraction, Amenity, Accessibility, and Ancillary) to evaluate the readiness and potential for developing Wana Ayu Waterfall as a nature-based tourist destination in Padangbulia Village. In-depth interviews, field observations and documentation are relevant data collection methods to obtain information related to tourist attractions, available facilities, access to destinations and support from managers and the community (Pradipta, 2022).

An interview is the process of obtaining data between the interviewer and the source and asking several questions related to the data we need (Situngkir *et al.*, 2024). The author conducted interviews with the parties involved, such as the village government, tourism managers and the community around Wana Ayu Waterfall. This technique aims to explore information about their experiences, hopes and views related to the development of the tourism potential of Wana Ayu Waterfall, including the 4A aspects.

The observation method is used as a data collection technique by involving researchers in various activities directly related to the research object (Sarita & Imawati, 2022). The author conducted direct observation to the location of Wana Ayu Waterfall to assess the potential of tourist attractions (attraction), supporting facilities (amenity), ease of access to the location (accessibility), and supporting services (ancillary). This observation helps to get a real picture of the physical and environmental conditions at the tourist location.

The author also collects data through related documents, such as tourism management reports, and government policies related to tourism development. This documentation is used to complement and strengthen the data obtained from observations and interviews.

4A (Attraction, Amenity, Accessibility, and Ancillary) analysis is used as the main framework to evaluate the potential and readiness of Wana Ayu Waterfall as a natural tourism destination in Padangbulia Village. According to Seth (2019), this analysis aims to examine four important components that determine the competitiveness of a tourist destination. The first component,

attraction, is analyzed to determine the extent to which natural attractions such as the beauty of waterfalls, geological uniqueness, and environmental value can attract tourists. The amenity component includes an assessment of supporting facilities such as toilets, rest areas, parking areas and other supporting facilities that provide comfort for visitors. Furthermore, the accessibility aspect is analyzed based on the ease of tourists in accessing the location, including road conditions, transportation availability, and the existence of adequate directions. Finally, the ancillary component assesses additional services such as the existence of tour guides, information centers, security posts and support from local institutions such as Pokdarwis in managing tourism. Data for the four components were collected through in-depth interviews, participatory observations in the field, and documentation studies from official sources.

FINDINGS

The results of the analysis based on the 4A approach show that Wana Ayu Waterfall has very strong potential in terms of natural attractions, but still faces various serious challenges in terms of supporting facilities, accessibility, and additional services. These findings were obtained through a series of interviews with tourism managers, direct observations in the field, and documentation studies from official sources.

In an interview with the Head of the Padangbulia Village Tourism Awareness Group (Pokdarwis), it was discovered that in terms of Attraction, Wana Ayu Waterfall offers a natural and exotic panorama. The existence of tropical forests surrounding the waterfall, the clarity of the water, and the uniqueness of the paras stone formations are very attractive visual elements for tourists, especially lovers of nature tourism and ecotourism. The natural beauty of the surrounding environment is also the main attraction that provides a calm atmosphere and is far from the hustle and bustle of popular tourist destinations. However, this potential has not been balanced with adequate promotional efforts. Information about the natural advantages of Wana Ayu Waterfall is still limited and has not been widely published through social media, digital tourism platforms, or collaboration with travel agents. The lack of interpretive narratives and the absence of structured tour packages make this attraction unable to compete optimally in the tourism market. According to Widiastini (2015), tourist

attractions as the core that can attract tourists to visit cannot be ignored or used only for momentary interests, but must be managed well so that they can become an attraction for the current generation and the next generation.

Meanwhile, in the Amenity aspect, it was found that basic facilities that support tourist comfort are still very minimal. There are no public toilets, rest areas, trash bins, eating places, or information boards that should be standard facilities in tourist destinations. This has a direct impact on the tourist experience and makes them reluctant to linger at the location. Hendriawan & Mulyanie (2018) state, supporting facilities serve to meet the needs of tourists while at tourist attractions. The lack of facilities also has the potential to cause environmental problems if visits increase without being accompanied by adequate supporting facilities. This condition shows that the development of tourism infrastructure at the location has not been a priority, so it requires intervention from various parties, including the village government and other stakeholders. According to Suarmadi *et al.* (2019), factors that cause a decrease in the number of tourist visits to a tourist destination are the lack of adequate facilities, making tourists less comfortable at the tourist location.

In the Accessibility component, access to the Wana Ayu Waterfall location is still a major obstacle. The road to the waterfall has not been paved and most of it is still dirt, making it very difficult to pass, especially during the rainy season. The absence of directional signs and public transportation also makes it difficult for tourists to reach the location. In addition, the lack of agreement between tourism managers and land owners to open more suitable road access is also a major obstacle. This condition makes the destination only accessible to tourists with sufficient physical abilities, which ultimately limits the number of visits and development opportunities. To Putra & Andiani (2019), road access, availability of transportation facilities and road signs are important aspects for a destination, so when a tourist destination does not have adequate road access, tourists will be reluctant to come.

From the Ancillary side, there are no additional services such as tour guides, information centers, souvenir shops, or security posts around the destination. This makes tourists lack information and services that can improve the quality of their experience while at the location. In fact, the existence of additional services such as local guide training, provision of brochures or

educational boards, and emergency facilities are important elements in the management of sustainable tourist destinations. The Tourism Awareness Group (Pokdarwis) in Padangbulia Village has been formed, but its role is still limited because it has not received good training, budget, and coordination support. Implementation of good service concepts are such as warm welcome to tourists visiting tourist villages, good understanding of the needs of tourists on holiday in tourist villages, speed in serving tourists without reducing the quality of service, and a reservation system that is simple and easily accessible to tourists.



Figure 1. Condition of Wana Ayu Waterfall Guard Post
(Source: Juniarta, 2025)

Figure 1 shows the current condition of the Wana Ayu Waterfall guard post which is currently no longer operational. This simple building made of bricks with a zinc roof appears to be less well maintained, as seen from the wild plants that are starting to grow around the stairs and foundations, as well as the physical condition of the building which shows signs of not being actively used. The absence of activity around the post and the lack of supporting equipment such as information boards, seating, or security equipment indicate that the initial function of this post as a monitoring and visitor service center is no longer being carried out. In fact, the existence of this guard post is very important in the management of tourist destinations, both to provide information, ensure visitor safety, and become a coordination center for the management. Therefore, revitalization of this guard post is very necessary as part of efforts to strengthen the Ancillary

component in the development of Wana Ayu Waterfall so that it is more ready to receive tourist visits and is able to provide a safe and informative experience. The existence of a security post or trained tour guide can provide a sense of security and comfort for tourists (Dita & Zaini, 2022).



Figure 2. Access conditions to Wana Ayu Waterfall
(Source: Juniarta, 2025)

Figure 2 shows the actual condition of access to Wana Ayu Waterfall which is still very limited and inadequate as a tourist route. It can be seen that the path to the waterfall location is almost covered by grass and wild plants, which indicates minimal maintenance and route planning. The path looks narrow and tends to be hidden, so it can be difficult for visitors, especially those who are new to it or are not used to the natural terrain. Therefore, it is necessary to carry out mutual cooperation activities, clean the road and make an appeal to tourists and other people not to litter so that the cleanliness and comfort of the path to the waterfall is maintained (Jannah, 2024). A welcome sign that reads “Welcome Wana Ayu Waterfall” has indeed been installed, but its appearance is simple and not very striking. In addition, there are no clear further signs to the waterfall after passing the sign, which risks confusing tourists.

The results of the 4A analysis of Wana Ayu Waterfall revealed that this destination has enormous natural tourism potential, especially in terms of unique and exotic natural attractions. The beauty of the natural panorama, the clarity of the water, and the existence of rare paras stone formations are the main

strengths that are able to attract tourists, especially lovers of nature tourism and ecotourism. However, this great potential has not been fully balanced by optimal management. Limited financial support, lack of supporting facilities, difficult accessibility, and minimal supporting services are obstacles in the process of developing this destination. Limitations in the management aspect are also reflected in the still weak collaboration between stakeholders. According to Darmawan & Rahmawati (2022), the development of a tourist village cannot depend on one organization or village government, but also the contribution and volunteers from the community to be able to realize a tourist village in accordance with village principles, and most importantly a sense of ownership so that what has been built and developed can still be felt by their children and grandchildren in the future in old age. Based on these findings, the conclusions from the results of the 4A analysis can be summarized more systematically in the following table as a basis for consideration for future planning and development.

Table 1. Development strategies at Wana Ayu Waterfall

4A Component	Present condition	Main Problems	Solution
Attraction	Natural beauty, lush tropical forests, rare paras stone, calm and natural atmosphere.	There has been no intensive promotion, no structured tour packages, it is not yet widely known.	Promotion through social media, creating tour packages, cooperation with travel agents.
Amenities	Facilities are very minimal, there are no toilets, places to eat, places to rest.	There are no basic facilities that support the comfort and cleanliness of tourists.	Development of basic tourism facilities (toilets, gazebos, provision of trash bins, local stalls).
Accessibility	The road is still dirt, difficult to pass when it rains, with minimal directions.	Inadequate access, no public transportation, obstacles in access land.	Road repairs to the site, installation of directional signs, land negotiations for official access.

Ancillary	There are no tour guides, security posts, information centers, or souvenir shops.	Lack of supporting services that support the quality of the tourism experience.	Training of local guides, construction of information & security posts, support for local MSMEs.
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to Table 1 is created as a systematic and comprehensive initial reference to assist various parties in designing a development strategy for the Wana Ayu Waterfall tourist destination in a sustainable and targeted manner. By identifying actual conditions, main problems, and development recommendations for each component in the 4A analysis, this table is expected to be the basis for concrete and data-based planning. In addition, this table aims to facilitate the coordination and decision-making process between the village government, local communities, business actors, and other tourism stakeholders, so that destination development does not only focus on increasing tourist visits, but also pays attention to aspects of environmental sustainability, community empowerment, and strengthening the local economy in an inclusive and sustainable manner.

For example, from the Attraction aspect, Wana Ayu Waterfall has advantages in the form of natural beauty that is still natural, lush tropical forests, and the unique geology of paras stone. However, these advantages have not been supported by adequate promotion and there are no structured tour packages, so it is not widely known. The suggested solution is to increase promotion through social media, prepare thematic tour packages, and cooperate with travel agents. Widiastini *et al.* (2020) states, by utilizing the potential of a tourist destination, it will be able to have its own unique appeal that is different from other destinations. Then from the Amenity aspect, it was found that basic facilities such as toilets, places to eat, and resting places for tourists are not yet available. The lack of amenities has an impact on tourist comfort. Therefore, it is necessary to build basic facilities such as gazebos, toilets, trash cans, and local culinary kiosks to support comfort and support the community's economy. Furthermore, in the Accessibility aspect, access to the waterfall location is still very limited. The road which is still in the form of dirt and difficult to pass during

the rainy season because it is slippery, as well as the lack of directions and public transportation, are major obstacles. To overcome this, it is recommended to repair the road, install signs, and negotiate with the landowner to open more appropriate official access. While in the Ancillary aspect, there are no additional services such as tour guides, information posts, security, or souvenir shops. This reduces the quality of the tourist experience. The solutions offered include training local guides, building information and security posts, and supporting local MSMEs in providing souvenirs and special foods. According to Widiastini *et al.* (2018) tourism products that are quite popular with tourists include key chains and small knick-knacks because they are easy to carry and cheap.

Therefore, this tourist destination needs to be developed more deeply, both in terms of ease of road access, as well as the availability of supporting facilities and infrastructure of good quality so that Wana Ayu Waterfall becomes a superior destination and can provide benefits to the community around the tourist area (Lumansik *et al.*, 2022). This development must be carried out in a targeted and sustainable manner, involving the active role of local communities, village governments, and other stakeholders. With the right strategy and community-based approach, Wana Ayu Waterfall has a great opportunity to grow as a natural tourism destination that is not only visually appealing, but also able make a real contribution to improving the local economy, preserving the environment, and strengthening the cultural identity of Padangbulia Village.

CONCLUSION

Based on the results of the approach using 4A analysis, it can be concluded that Wana Ayu Waterfall has great potential as a superior natural tourism destination in Padangbulia Village, especially in terms of strong attractions such as natural beauty, pristine tropical forests, and rare paras stones. However, this potential has not been optimized optimally because there are still various obstacles, such as the lack of supporting facilities (amenities), inadequate accessibility, and minimal additional services (Ancillary). In addition, destination promotion is still very limited, thus inhibiting the growth of the number of tourist visits. For this reason, a comprehensive, strategic, and sustainable development approach is needed so that Wana Ayu Waterfall can develop as a competitive destination and provide real benefits to the local community.

The advice that the author can give is that concrete steps are needed from the village government, tourism managers, and related stakeholders to immediately improve basic infrastructure, such as road access and public facilities. Digital promotion through social media, strengthening the role of Tourism Awareness Groups (Pokdarwis), and training for local communities as tour guides are also important. In addition, cross-sector cooperation is needed to support the development of additional services such as security posts, information centers, and MSME kiosks. By actively involving all elements of society and implementing the principles of sustainable development, Wana Ayu Waterfall has a great opportunity to become an attractive, environmentally friendly natural tourist destination that can encourage local economic welfare.

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