

ECOTOURISM ATTRACTION DEVELOPMENT STRATEGY PADANG-PADANG BEACH IN THE TOURIST AREA ULUWATU, BADUNG-BALI

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ABSTRACT

The existence of the Padang-Padang Beach destination in the Uluwatu Badung Bali tourist area has become the center of attention of domestic and foreign tourists for a vacation and the ecotourism that exists in the ecotourism attraction of Padang-Padang Beach has the potential to become a vacation list for tourists, in addition to support from tourism stakeholders for the development The ecotourism attraction of Padang-Padang Beach is very important to develop the potential that exists in Padang-Padang Beach. The data analysis used by the researcher is SWOT analysis, the sample used is 10 informants. Based on the results of the study, it shows that the internal factors of the Strategy for Development of Ecotourism Attractiveness of Padang-Padang Beach are in terms of the strengths of Padang-Padang Beach, namely, greatly affect the interest of domestic and foreign tourists to visit Padang-Padang Beach to see the charm destinations very beautiful nature. Then in terms of weaknesses (weaknesses) owned by Padang-Padang Beach, namely, the lack of promotion greatly affects tourist visits who want to vacation at Padang-Padang Beach. The external factor of the Padang-Padang Beach Ecotourism Attractiveness Development Strategy is in terms of opportunities (opportunities) owned by Padang-Padang Beach, namely, from economic variables, it is true that there is an increase in the economy of the local community. Then in terms of threats (threats) owned by Padang-Padang Beach, namely, from the geographical variable the threat of environmental, security and cultural damage was all from irresponsible outsiders while on vacation to Padang-Padang Beach.

Keywords: Development Strategy, Ecotourism Attraction, weakness, opportunities

INTRODUCTION

In 2021 will be a tough year for the tourism industry. The Covid-19 pandemic has had a significant impact on Indonesian tourism (Uğur & Akbıyık, 2020). The decline in the number of tourist visits, both domestic and foreign as a result of large-scale social restrictions (PSBB), then continued with the imposition of restrictions on community activities (PPKM) in several areas as well as closing international access from various countries making tourism slump. In the midst of a recession and the ongoing pandemic, tourism hopes to rise are still long (Saputra, 2021). The vaccination, which has started in the first half of 2021, gives tourism hope to recover. The Covid-19 pandemic has changed the landscape of the tourism industry and the behavior of consumers or tourists who have adjusted to the new normal (Rogerson & Baum, 2020). So the tourism industry players can immediately adapt to the new normal disruption in order to survive and rise (Saputra, 2021). Covid-19 has shattered the foundations of the economy, industry and business forcing us to enter a completely new world "A Whole New World".

The Covid-19 pandemic has caused countries in the world to impose lockdowns, especially in the current situation the Covid-19 cases are still increasing, making access between countries closed so that international flights are forced to close routes. This condition creates a formidable challenge for the tourism and hospitality industry (Saputra et al., 2022). As a result of the reduction in international tourists, the hotel occupancy rate in Bali has decreased, the highest decline occurred in Bali tourist destinations of 59.15% (BPS, 2020). In the future, consumers will be more responsible, complying with health protocol standards are no longer seen as instructions / appeals but self-awareness. Awareness of following health protocols is a form of protecting yourself, your family and others from contamination with the Covid-19 virus (Alsetoohy et al., 2022).

Tourism is one of the sectors that has been most affected by the COVID-19 pandemic. Based on BPS data (2021), there was a significant decrease in the number of tourists, both local and foreign tourists. Total foreign tourist visits to Indonesia in 2020 amounted to 4.02 million visits. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. Based on nationality, there are 5 countries that visited Indonesia the most in 2020, namely Timor Leste, Malaysia, Singapore, Australia, and China (Dimitrios et al., 2020).

Tourism on the Island of the Gods Bali has grown in all districts and cities. As for the center of tourism growth in Bali, Badung Regency is followed by Denpasar City and Gianyar Regency, especially Ubud. According to statistical data, in Badung there are 443 star hotels, 1,890 non-star hotels and villas. In addition, there are also 823 restaurants, there are 10 modern markets specifically for souvenirs, then supported by various water tourism attractions as well as various kinds of festivals or annual events such as Nusa Dua Festival, Kuta Carnival, Legian Beach Festival and Berawa Beach Art Festival.

Badung Regency is one of the most developed tourism destinations in Bali Province, the proof is that many investors invest and do business in this area (Werastuti et al., 2018). This can be seen from the many tourism facilities, especially hotels and restaurants in this area, especially in the South Badung area. Until now, it can be seen that the main revenue potential in Badung Regency is

sourced from Hotel and Restaurant Revenue (PHR). It must continue to be maintained and even improved. Improving PHR can be done by developing new tourism potential which is largely determined by its tourist attraction.

Tourism is one type of industry that is able to accelerate economic growth and provide employment, increase income, living standards and stimulate other productive sectors Pendi (2006), Indonesia is one of the countries that develops development in the tourism sector, tourism has become one of the reliable sectors in Bali's development. Thus, the main problems can be formulated as follows:

1. What is the ecotourism potential that exists in the Ecotourism Attractiveness of Padang-padang Beach Uluwatu Badung Bali?
2. How is the support of tourism stakeholders for the development of Padang-padang Beach Ecotourism Attraction?
3. What is the form of the strategy for developing Ecotourism Attractiveness on the Padang-padang Beach in the Uluwatu Badung area of Bali?

LITERATURE REVIEW

Structural Functionalism Theory

The functionalism approach is a structural approach aimed at achieving social order. Structural functionalism thinking is strongly influenced by biological thinking, which considers society as a biological organism consisting of interdependent organs and this dependence is the result or consequence for the organism to survive (Dewettinck & van Dijk, 2013). Parsons' theory is one of three interacting systems that depend on one another. The emphasis of the social system of Parsons is still placed on the structure of social interaction and the orientation patterns of action and social relations in a stable social system. Parsons' structural functionalism theory tends to confuse individual subjective motives with structural or institutional functions (Tuan, 2021). Structural functionalism may not be able to address all social problems (Nuryanto et al., 2020).

Community Participation Theory

The theory of community participation is a continuous two-way communication process. Thus, community participation can be interpreted as communication between the government as the policy holder and the community on the other hand as the party who directly feels the impact of the policy (Belal, 2017). Participation is carried out in different ways. These differences include participation due to coercion (manipulative participation), with power and threats (coercive participation), due to induced participation, passive participation (passive participation), as well as spontaneous participation, related to the participation model. Local people have the opportunity to hear and be heard (Nguyen, 2018). They have a voice in the tourism management process, but they are powerless against other forces that have interests such as powers from governments, big companies, international tour operators and other big powers (Röttger et al., 2017).

Tourism Development Theory

Said in the development of destinations, both tourism areas and tourist objects and attractions generally follow the lifeline of tourism (Chang et al., 2017). If there is no planning in tourism development, it can have a negative impact on the area, for example the physical impacts are as follows: permanent damage or change to the physical environment and historical or cultural areas and natural resources permanently; too many people and traffic jams; the existence of environmental pollution; and traffic problems (Lambert et al., 2019). Said that tourism planning is a decision-making process related to the future of a destination or tourist attraction (Alipour et al., 2019). There are three important components in DMO, namely: a) Coordination of Tourism Stakeholders, which is the core of the DMO system. This component is the key to success because it focuses on the network relationships that make up the DMO system; b) Destination Crisis Management, which provides oversight of the system with implementation and management from planning to program implementation; (c) Destination Marketing, which spearheads the DMO component (Hidayatullah et al., 2019).

Ecotourism Potential

Said in the Introduction to Tourism Science is everything that can be developed into an ecotourism attraction (Jayawarsa, Purnami, et al., 2021). Everything that can attract tourists to visit a tourist destination, including: (a) Nature Tourism: natural scenery, sea views, beaches, climate, and other geographical features of tourist destinations, (b) Cultural Tourism: history and folklore, religion, art and special activities and festivals, (c) Social tourism: way of life, population, language, opportunities for social approaches, (d) Building Tourism: buildings, historic and modern architecture, monuments, parks, gardens, docks, etc. Ecotourism from three perspectives, namely as: (1) product, is all attractions based on natural resources. (2) the market, which is all trips directed at efforts to preserve the environment and (3) the development approach, is a method of utilizing tourism resources that is responsible for the welfare and preservation of the environment (Fletcher, 2009). Something that can attract tourists to visit a tourist destination such as natural attractions, cultural attractions, social attractions and building attractions. There are five important elements of a tourist attraction, namely: attraction or things that attract the attention of tourists, facilities or facilities needed, infrastructure of an ecotourism attraction, transportation or transportation services and hospitality or hospitality, willingness to receive guests (Saputra et al., 2022).

METHOD

This research was conducted at the Padang-Padang Beach tourist destination in the Uluwatu Badung tourist area, Bali. Data was collected through observation data collection techniques, in-depth interviews and documentation. The sampling method used in this research is purposive sampling. Where in 10 informants to assess the strengths, weaknesses, opportunities and threats to the object under study. The data analysis technique used is SWOT analysis, a well-known historical technique where managers and those involved in the object of research create an accurate general picture of the strategic situation of Padang-Padang Beach.

RESULTS AND DISCUSSION

Results Analisis SWOT Identifikasi Factor IFAS and EFAS

Identification of the IFAS and EFAS variables was obtained by utilizing all the results of the IFAS factor analysis consisting of; Development Strategy Variables, Ecotourism Attractive Variables, Natural Resources Variables, Cultural Resources, Marketing Variables, and Human Resources Variables. Apart from that, this analysis is also obtained from EFAS indicators, namely Economic Variables, Technological Variables, Political Variables, and Geographical Variables (Sun, 2011; Wijaya et al., 2021).

Identifying Strengths and Weaknesses

Based on research that has been carried out on the Internal environment of Padang-Padang Beach in Peacatu Uluwatu Village, Badung Regency, then identify the factors that become the main strengths and weaknesses, which affect the Development Strategy that will be produced and on the success of the managers in carrying out their activities.

Table 1. Internal Factor Analisis Summary Matriks (IFAS Matriks)

No	Internal Strategic Factors	Weight	Rating	Scor Weight x Rating
100				
(Strenghts)				
Development Strategy Variables				
1	Has a strategic location in the tourism sector	9	3,1	0,279
2	The social aspect of the community supports the development of ecotourism activities	9	3	0,27
Ecotourism Attraction Variables				
3	Panorama of Padang-Padang Beach	9	3,5	0,315
4	The waves are very challenging	8	3,2	0,256
Natural Resources Potential Variables				
5	The potential of natural resources is still awake	9	2,9	0,261
SDB Potential Variables				
6	Variety of historical tours	8	3,5	0,28
7	Uluwatu Festival every year end	9	3,2	0,288

Source: Research Data 2021

Of the Variables Development Strategy has two indicators. First, it has a strategic location in the tourism sector, namely Padang-Padang Beach which has a strategic location in the tourism sector in the Uluwatu Badung tourist area, Bali. Both social aspects of the community support the development of ecotourism activities, namely the local community living in the Padang-Padang Beach tourist area participating in supporting the development of ecotourism activities (Astawa et al., 2018; Wardana et al., 2021). From the Ecotourism Attractiveness Variable, there are two indicators. First, the panorama of Padang-Padang Beach is very much in demand by tourists who come. The two waves are very challenging, tourists who are happy with surfing sports are suitable for visiting Padang-Padang Beach. From the Variable Potential of Natural Resources, there is one indicator, namely, the potential of natural resources is still well maintained. Of the Cultural Resources Potential Variables, there are two indicators (Aragón-Correa et al., 2008; Hellmeister & Richins, 2019). First, the variety of historical tours, Padang-Padang Beach is close to Uluwatu Temple. Both Uluwatu festivals are held at the end of the year, many tourists hold events in the Uluwatu tourist area at the end of the year to see fireworks and others (Saraswati & Santosa, 2021; Sutawa, 2012).

Table 2. Internal Factor Analisis Summary matriks (IFAS Matriks)

No	Internal Strategic Factors	Weight	Rating	Scor Weight x Rating
100				
(Weakness)				
Marketing Variables				
1	Lack of promotion	5	2,3	0,115
2	The price of tourist tickets offered is quite high	5	2,1	0,105
HR Variables				
3	Lack of lifeguard	5	2,5	0,125
4	Lack of a special park for children	5	2,3	0,115
5	Tree logging	5	2,4	0,12
6	Lack of entertainment at night	4	2,2	0,088

7	Lack of facilities and infrastructure to support ecotourism activities	4	2,5	0,1
TOTAL				2,717

From the Marketing Variable, there are two indicators, first, the lack of promotion by the local community and the managers who know little about how to operate the promotion via the internet (Giampietri et al., 2018). The two tourist ticket prices offered are quite high compared to the beaches in the Uluwatu area (Connolly & McGing, 2007). From the HR variable, there are five indicators, firstly, the lack of lifeguards can endanger tourists who cannot swim, secondly, the lack of special parks for children such as the absence of swings like other beaches, thirdly, tree cutting often occurs in the Uluwatu tourist area, fourthly, the lack of entertainment, at night, this is one of the reasons why tourists move at night to other tourist spots, and the fifth is the lack of facilities and infrastructure to support ecotourism activities (Brand, 2020). Through the analysis of the IFAS matrix in table 1 and table 2 above, a total score of 2,717.

Table 3. Eksternal Factor analisis Summary Matriks (EFAS Matriks)

No	External Strategic Factors	Weight	Rating	Scor Weight x Rating
				100
(Opportunities)				
Economic Variables				
1	Improve the local community's economy	8	3,2	0,256
2	Improvement of human resources	9	3	0,27
Technology Variable				
3	Information and communication technology	8	3,5	0,28
4	Leveraging technology to attract foreign tourists	9	3,2	0,288
Political Variables				
5	Support from village government	9	3,1	0,279
6	The village government creates new jobs	8	3,4	0,272

Source: Research Data 2021

From the Economic Variables, there are two indicators, the first is an increase in the economy of the local community (Matei et al., 2016). Second, increasing human resources from the development of ecotourism activities, many local communities are used as energy to participate in managing destinations in their area (Dewi, 2014). From the Technology Variable, there are two indicators, first, information and communication technology for the local community to find out the latest information with good communication, to find out to what extent the comfort of tourists who come or vacation in their tourist area is a very big opportunity (Jayawarsa, Saputra, et al., 2021). Both opportunities use technology to attract foreign tourists, local people must learn how to operate on the internet to promote destinations in their area. From Political Variables there are two indicators, namely, first there is support from the village government, it is a very big opportunity owned by the manager and the local community (Novelli et al., 2017). The two village governments created new job opportunities, with this pelung the local community would no longer be unemployed (Saputra, Mu'ah, et al., 2022; Sujana et al., 2020).

Table 4. Eksternal Factor Analisis Summary Matriks (EFAS Matriks)

No	External Strategic Factors	Weight	Rating	Scor Weight x Rating
				100
(Threats)				
Geographical Variables				
1	Threat of environmental damage	4	2,4	0,096
2	Threat to security	5	2,2	0,11
3	Threats to culture	5	2,4	0,12
4	Competition with other tours that have more complete facilities and shorter distances	4	2,5	0,1
5	Ownership of land by outsiders	5	2,3	0,115
6	Damage due to tourism activities	4	2,2	0,088
TOTAL				2,274

From geographic variables, there are six indicators, namely, first, the threat of environmental damage, many fishermen who are not known and not from fishermen in the Uluwatu tourist area carry out bombing to catch fish in their area. The two threats to security with the presence of outside fishermen who originally entered the area made security at Padang-Padang Beach very threatened (Gupta, 2019). Third, threats to culture are the entry of foreign ideas that are not in accordance with socio-cultural norms and discriminate against ethnicity, religion, race, or class. Fourth, competition with other tours that have more complete facilities and closer distances makes tourists to choose other places (Saputra et al., 2021). Fifth, land ownership by outsiders, there are several places owned by outsiders that are very threatening as time goes by, outsiders may own all of the area. The six damage caused by tourism activities, the large number of tourists who litter, resulted in the beauty and beauty of Padang-Padang Beach being very threatened. Through the analysis of the EFAS matrix in table 3 and table 4 above, a total score of 2,274 .

Based on the strengths of Padang-Padang Beach, namely, it has four variables where the four variables greatly affect the interest of domestic and foreign tourists to visit Padang-Padang Beach to see the beautiful natural charm destinations (Sami & Mohamed, 2014; Saputra, Putri, et al., 2022). In addition, tourists who like surfing can enjoy the very challenging waves owned by Padang-Padang Beach. In addition, on certain days, tourists can witness various religious ritual activities carried out by the local community at Padang-Padang Beach or at Uluwatu Temple and tourists are also very satisfied watching the fireworks party which is held at the end of every year by the manager and the local community at the beach. Padang-Padang in the tourist area of Uluwatu, Badung, Bali.

Based on the weakness of Padang-Padang Beach, namely, the lack of promotion greatly affects the visit of tourists who want to vacation at Padang-Padang Beach and enjoy the natural beauty of Padang-Padang Beach, then the ticket price offered is very high compared to the beach. - Beaches around the Uluwatu area. In addition, there is a lack of lifeguards for safety and comfort when tourists play in the water at Padang-Padang Beach. When compared to other places, Padang-Padang Beach does not have a special park for children, for example, such as swings and many others, now other beaches already have special children's parks (Perdana et al., 2020).

Based on the opportunities (opportunities) owned by Padang-Padang Beach, namely, from economic variables, it is true that there is an increase in the economy of the local community, from the beginning many local people were unemployed (Law et al., 2016). the beach and therefore can revive their family.

Based on the threats (threats) owned by Padang-Padang Beach, namely, from the geographical variable the threat of environmental, security and cultural damage is all from outsiders who are not responsible for when on vacation to Padang-Padang Beach. Then the threat of competition with other tours that have more complete facilities and a closer distance, it really makes Padang-padang beach threatened with its natural beauty destinations (Dewi, 2014; Rahmiati et al., 2020; Sutawa, 2012).

CONCLUSION

1. Internal factors that become the main strength of Padang-Padang Beach Management in Pecatu Uluwatu Village, Badung Regency, namely; The panorama of the beautiful Padang-Padang Beach, the waves are very challenging for tourists who want to surf, a variety of historical tours such as being close to Uluwatu Temple, the Uluwatu festival is held every year, the potential for natural resources is still maintained, and has a strategic location in the tourism sector. While the main weaknesses of the Padang-Padang Beach manager in the Uluwatu Badung Bali tourist area are the lack of promoting the Padang-Padang Beach destination outside the island, the lack of Lifeguards because so far the coast guard has prioritized the entire beach area, the lack of special parks for children such as swings. and others, the ticket price offered is quite high for domestic guests, the lack of supporting facilities and infrastructure in carrying out ecotourism activities at Padang-Padang Beach.
2. External factors that are the main opportunities for Managers at Padang-Padang Beach in the Uluwatu Badung Bali tourist area are the opportunities for improving the local community's economy, increasing the human resources workforce, supporting information and communication technology to publish these beach destinations, support from the village government, attract foreign tourists to enjoy the panoramic atmosphere of the Padang-padan coast. Meanwhile, the main threat for Padang-Padang Beach managers in the Uluwatu Badung Bali tourist area is the threat of environmental damage carried out by irresponsible elements, competition with other tours that have more complete facilities and closer distances, land ownership by outside parties, damage due to tourism activities.

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