

Development Strategy of Kutuh Village-Badung Coastal Area as a Tourist Object

¹I Ketut Sumantra, ²Anak Agung Putu Agung, ³A. A. Ketut. Sudiana, ⁴K. Dera Dwi Wilyantari

^{1&4} Study Program of Regional Planning and Environmental Management, Post Graduate Mahasaraswati Denpasar University, Bali-Indonesia.

² Study Program Magister Management, Postgraduate, Mahasaraswati Denpasar University, Bali-Indonesia

³ Faculty of Law, Mahasaraswati Denpasar University, Bali-Indonesia.

Correspondence Author: I Ketut Sumantra, Study Program of Regional Planning and Environmental Management, Post Graduate Mahasaraswati Denpasar University, Bali-Indonesia., E-mail: ketut.sumantra61@gmail.com

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Abstract

Kutuh Village in Badung Regency has a very interesting tourist attraction named Pandawa Beach. Named Pandawa Beach because along the road to the beach there are statues of puppet figures of Panca Pandawa. This beach is visited by tourists both within and outside the country. The research objective is to identify the components of the planning of the beach tourism area and formulate a development strategy for the Pandawa Beach tourism area. The data were collected at Pandawa Beach, Kutuh Village, Badung Regency, with observation techniques, in-depth interviews, documentation, and literature studies. The obtained data were analyzed by using SWOT. The development strategy that needed to be done was improving facilities and infrastructure, increasing tourism promotion, enhancing the active role of the community both as an agent and participating in preserving nature and local culture, optimizing the utilization of natural resources and marine environment through the development of water activities such as snorkeling, seaweed utilization as a tourist attraction and culinary.

Key words: Strategy, Kutuh, Pandawa, Tourism, Destination

INTRODUCTION

Tourism is one of the main sectors in development in Bali. Various tourism potentials are developed to attract tourists. The development of the construction of facilities and infrastructure for tourism needs in Bali, especially in South Bali seems to be unstoppable. The goal is clear to attract tourists and increase income from the tourism economy, so that almost 90% of the region's original revenue from Badung is sourced from the tourism sector (Bappeda Badung 2011). However, tourism development policies in Bali must emphasize harmony. This is reflected in the Vision of the Development of the Province of Bali in 2006-2026, namely: Towards Bali Dwipa Jaya based on Tri Hita Karana (THK). The philosophy has a concept that can preserve cultural and environmental diversity in the midst of globalization and homogenization. Basically the nature of THK teachings emphasizes three human relations in life in this world. These three relationships include relationships with fellow human beings, relationships with the environment, and relationships with God that are interrelated with each other in a balanced condition (Windia and Dewi, 2011).

The development of the Nusa Dua region as a well-known tourist destination, encourages the surrounding villages such as Jimbaran, Pecatu, Ungasan, and Kutuh to develop their tourism potential in order to increase village income and community welfare. Kutuh Village, South Kuta Subdistrict, Badung Regency is located adjacent to the Nusa Dua tourist area, also experiencing rapid tourism development. The inhabitants of Kutuh Village who were originally dry land farmers, farmers, and fishermen are currently part of the population who depend their lives on the tourism sector. Kutuh village's natural potential is very charming both in the cliffs, ocean waves, white sand beaches and hilly terrain, there is also the Gunung Payung Temple area which provides a special attraction. Besides the availability of art and cultural attractions and paragliding flying attractions are a source of community income and the largest contributor to the village's original income.

Data on tourist visits to Kutuh village in the last two years has experienced a very sharp increase of 273% and is still dominated by domestic tourists (Pandawa Beach Management, 2018). The rapid development of tourism in this area raises a variety of problems that are very diverse both from the Balinese community, as well as external challenges originating from outside the island of Bali. Tourism development tends to cause Balinese to become increasingly individualistic, and materialistic, as a result of the process of globalization. They tend not to pay attention to the preservation of nature, because they are busy pursuing profit, efficiency and productivity. While external problems are reflected in the presence of migrants and tourists who flood the island of Bali, and this will disturb local customs and culture if they are difficult to adapt. Although the tourism sector is recognized to provide employment, and the addition of local revenue (Sumantra *et al.*, 2017; Sumantra and Anik Yuesti (2018), but on the contrary, it can also impact the pollution of the natural environment, friction and social conflict with the surrounding community who feel getting benefits due to biophysical and socio-economic carrying capacity has not been optimized (Sumantra *et al.*, 2015). This is because the Kutuh village tourism object, especially Pandawa Beach, was only operated in 2013, while the Gunung Payung Cultural Park pilot area is still in arrangement. Likewise, access to public transportation and the availability of clean water to support this area have not been analyzed in detail according to the needs and objectives of its use.

Pandawa Beach is one of the beaches that become a tourism object in Badung Regency, South Kuta. The high level of development and development of the coastal area of Pandawa Beach which is the main object of tourism requires the community to mitigate against potential disasters that occur in coastal areas, especially in the coastal areas of Pandawa Beach. The southern waters of Bali have large currents and waves that are quite high. Because they are directly facing the Indian Ocean, it can threaten the greater abrasion rate. The abrasion can result in local scouring at the foot of the building and cause slope on the shoreline.

Based on the results of aerial photography, it can be seen that the distance of Pandawa Beach line is quite close to the building behind it, so that the abrasion will further aggravate Pandawa Beach and the building behind it (Wulan *et al.*, 2016)

Tourism potential in Kutuh village cannot be optimized because it has not been managed properly, especially from the supporting infrastructure. This sector has not been optimized to become a loss for regional development, considering that the tourism industry is one of the great potentials in Badung Regency and can make a large contribution to the region's revenue and regional growth. Therefore, development strategies need to be implemented. Some research results show that many factors influence tourists in visiting tourist areas, such as promotion factors, tourist attraction attributes, consumer image or consumer needs and lifestyle (Sumantra *et al.* 2015). The study conducted by Agung *et al.* (2015), the main important factors that are taken into consideration in the development of ecotourism are attraction. The attractiveness of ecotourism objects is determined not only by the attributes of the beauty of natural scenery, but also by other factors such as attributes of facilities and services. Likewise, the attractions of Sibetan Karangasem salak plantation are natural beauty and cultural uniqueness that greatly affect the tourist visits of this area (Sumantra, 2016; Sumantra and Anik 2018 and Sumantra *et al.*, 2017). Therefore, the object of Pandawa beach tourism needs to be promoted intensively considering that visitors have not fully known this object (Sumantra 2016; Agung *et al.*, 2016). Therefore the carrying capacity of this tourism object needs to be optimized again by making improvements in terms of Attraction, Amenities, Accessibility, and Ancillary Service. (Sumantra *et al.*, 2015). The research objective is to identify the components of the planning of the beach tourism area and formulate a development strategy for the Pandawa Beach tourism area.

RESEARCH METHOD

This research was conducted in three months started in March to May 2018 Which was located in Kutuh Village Tourist Area. The research used descriptive analysis method, by collecting primary and secondary data about the results that had been achieved and those already owned through questionnaires, observations and direct observations to the location of the tourism object being sampled. Primary data were obtained from the results of questionnaires and interviews with tourism managers, village governments, district governments and leaders in Kutuh Customary Banjar, while secondary data were obtained from literature studies of various relevant sources.

Tourism development could not be separated from internal and external factors that influence it. To be able to understand these internal and external factors in more detail, classification of internal factors was carried out into strengths and weaknesses, while external factors were grouped into opportunity and threat. This internal-external factor analysis was very useful to be used in the formulation of tourism development strategies and programs (Rangkuti, 2005). In developing alternative strategies, SWOT analysis was used to assist in matching the strengths and opportunities (SO strategy), strengths and threats (ST strategy), opportunities and weaknesses (strategy (WO) and weaknesses and threats (WT strategy).

The analysis technique used in this research was SWOT analysis to formulate strategies in developing Pandawa Beach tourism area. Next, it would be explained with qualitative descriptive analysis techniques. In order for data analysis to be carried out properly, data collection stages (internal and external), analysis and decision making are needed, so that a model / matrix can be made. The matrix that needs to be made usually consists of: (1) a strategy factor matrix (internal and external), and (2) a competitive profile matrix to establish a planning strategy. The tool used to arrange strategic factors is the SWOT Matrix. This matrix can clearly illustrate how the external opportunities and threats faced can be anticipated / adapted to the strengths and weaknesses that are owned (based on the results of self-evaluation).

FINDING AND DISCUSSION

Area: 8.56 km², with four Banjars: 1. Banjar Petangan Office, 2. Banjar Dinas Pantigiri, 3. Banjar Dinas Kaja Jati, 4. Banjar Dinas Jaba Pura. Of the four Banjar Dinas in the village of Kutuh, the number of household heads totaled 922 households, with a total population of 4,197 people consisting of male gender totaling 2,055 people and women totaling 2,142 people. Based on the types of livelihoods, the Kutuh village community predominantly works in the livestock sector (711 people) and then followed by livelihoods in the fields of government, trade, agriculture with a total of 600 people, 419 people, 312 people. Facilities were means and infrastructure, where the facilities available at Pandawa Beach in Bali were: a very large parking lot, toilets, food stalls, traditional massage venues, information centers, ambulances that are always on standby around the beach in the event of unwanted vacation at Pandawa Beach. In addition there are several facilities that are directly related to tourist demand in the form of tourism facilities which include in Table 1.

Based on the available facilities at Pandawa beach, where all the facilities and infrastructure needed in tourism activities related to tourist demand were fully available. Making it possible to meet the needs of tourists visiting the Pandawa beach. Even now there was still in the development process in order to anticipate the future development of tourism in the form of hotel and restaurant development and the addition of cultural stages.

Table 1. Tourism Facilities

A. Main Facilities		
Number	Name	Amount
1	Restaurnt/food stalls	127
2	Cultural attraction	2
3	Hotel/villa	20
4	Tourism transportation	12
5	Cultural Ornament (statues)	7
B. Complementary Facilites		
1	Surfing	Community
2	Canoe	138
3	Fishing boat	4
4	Umbrella	198
5	Long chair	396
6	Diving / snorkeling	10
C Supporting Facilities		
1	Massage	12
2	Souvenir shop	71
4	Fun Game Arena	1
5	Open Stage	1
6	Gazebo	10
7	Rest Rooms	24

Resource: Management of Pandawa Beach 2018.

Whereas access to Pandawa Beach was very smooth with a road that divided the winding limestone hills, even presented with beautiful views of limestone cliffs on the left and right of the road and seen many towering cranes on top of dazzling and decorated cliffs. with a cultural ornament in the form of a beautiful five-figure statue.

IFAS dan EFAS Matrix of Pandawa Beach Area

The following are the potential, weaknesses, opportunities, and threats of Pandawa Beach tourism area based on secondary data studies and literature studies on Pandawa Beach tourism area.

Based on the results of this study showed Pandawa beach had a strong potential to be developed as a tourist attraction with an average value from the Internal Factors Analysis Summary (IFAS) 3,083 External Factors Analysis Summary (EFAS) 3,024 and on the internal and external factor matrix are in cell position I is growing and developing. The result of combining IFAS and EFAS matrix will produce a general strategy (grand strategy) which were plotted into the internal-external matrix table in the form of diagrams resulting in 9 (nine) cells as in Table 2.

Table 2. Total IFAS and EFAS

Total of I F A S Value				
Total		Strong	Average	Weak
EFAS Value	4,0	3,083 3,0	2,0	1,0
strong	3,024	I Grow and Develop (concentration through vertical integration)	II Grow and develop (concentration through horizontal integration)	III Keep and maintain (rotating growth)
average	3,0	IV Grow and Develop (pause)	V Keep and maintain (strategy does not change)	VI Harvest and divestment (areas run out or sell out vigilance)
weak	2,0	VII Keep and maintain (diversification and concentration)	VIII Harvest and divestment (diversification conglomeration)	IX Harvest and disvication (liquidation)
	1,0			

For internal environmental analysis of Pandawa beach tourist attraction in the form of strengths and weaknesses including:

1) Strength

- The existence of community support for Pandawa beach development efforts as a tourist attraction, in the form of information availability, human resources and manager reliability.
- Facilities and infrastructure that support regional development in the form of electricity network from PLN, water supplied by Badung Regency PDAM, information technology (internet, Facebook, Instagram) makes it easy to carry out promotions, communication and information with tourists.
- Pandawa beach development area was close to Uluwatu, Nusa Dua, Tanjung Benoa and Garuda Wisnu Kencana (GWK) attractions as well as cultural tourism in South Kuta, such as Pure Gunung Payung, Pura Batu Pageh and Mangrove tours.
- This Pandawa beach area had exotic natural scenery with neatly arranged limestone cliffs, the Statue of Panca Pandawa as an icon of this object in addition to the beauty of white sand with wide blue sea stretching in the southern part of the region.
- Availability of accommodation facilities both hotels and villas that were of international standard

2) Weakness

- The quality of human resources is still low even though the quantity is sufficient.
 - Public transportation access is insufficient so that new routes need to be built.
 - Waste management is inadequate considering solid waste generation is quite high, especially in the holiday season where the number of visitors is quite high.
- For the analysis of the external environment in the form of opportunities and threats including:

1) Opportunity

- The growth of the global economy, the presence of MEA, direct flights to Bali, Ngurah Rai International Airport and Bali are tourist destinations in the world.
- The progress of information technology, communication and transportation strongly supports the ease of tourism development.
- There is a tendency to demand world tourism trends that are oriented towards environmental, natural and cultural sustainability.

2) Threat

- The emergence of mental and moral degradation due to the entry of culture that is not in accordance with local local culture.
- Increased tourism business of the same type in one province, district so that it will lead to unfair competition
- The tendency of increasing world tourism trends to shift to environmental, natural and cultural sustainability will spur over exploration of the environment, nature and culture.

Development Strategy

In accordance with the analysis of internal and external environmental factors, it can be seen that Pandawa beach area occupies cell I position so that the implementation of a strategy that can be applied is an integrated effort and effort from the upper level namely the Badung District Government, South Kuta District, Kutuh Village and the four Banjar community in Kutuh, to support the development of Pandawa Beach Area as a tourist attraction by making a strong policy to regulate the planning, implementation, monitoring and supervision of development efforts so that the negative impacts that will arise can be prevented and anticipated, excessive exploration of resources can be avoided and the sustainability of natural tourism and culture can be preserved.

The SWOT matrix produces 4 (four) cells that contain alternative strategies in order to develop the Pandawa coastal area as an attraction, namely:

a) Strategy S-O

Development and improvement of the number and quality of human resources in the development area both in verbal communication and mastery of communication and information technology.

b). Strategy S-T

Improving and managing the management and management of facilities and infrastructure supporting development and increasing the participation of the surrounding community. Making promotions and Pandawa Beach tour packages to foreign countries. Development of tourist attractions by utilizing local culture as a new tourist attraction

c). Strategy W-O

Increase cooperation and partnership between the local community, village officials and the Badung Regency Government and the owners of tourism facilities. Improvement of facilities and managers of regional cleanliness. Making regulations on spatial planning for tourism areas that regulate the use of regional space

d). Strategi W-T

Increasing the participation and participation of the community to find solutions and improve infrastructure and improve the ability of human resources in providing services to tourists. Making customary rules (*awig-awig*) and regulations governing the environmental sustainability of Pandawa Beach tourism areas.

CONCLUSION AND SUGGESTION

Conclusion

1. Creating a strong binding policy that regulates planning, implementation, monitoring and supervision in its development so that the negative impacts of development efforts could be anticipated, excessive exploration of existing resources could be avoided and the sustainability of natural and cultural tourism could be preserved.
2. Improving the quality of human resources around the area through formal education and training funded by the government.
3. Cooperation between the government and the community around the area to improve infrastructure that is still lacking and increase the use of social media for promotional facilities.

Suggestion

1. There needs to be cooperation and partnership between the community and the Government to encourage and realize regional development.
2. Planning is needed for the management of the area, generating participation of all communities around the area to spur and facilitate development plans.
3. Strengthening the activities of area managers in monitoring and monitoring through customary institutions.

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