

## **SPECIAL-INTEREST MARINE TOURISM DEVELOPMENT IN SERANGAN VILLAGE, DENPASAR**

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### **ABSTRACT**

This research is held in Serangan Village, Denpasar Selatan District, Denpasar Municipality. Purpose of this research is to identify the potencies of Serangan Island which could be developed as tourism product such as special-interest marine tourism and to know the visitors' perceptions to the objects and attractions they visit in order to determine the most favorite tourist attraction in Serangan Village. Data of this research was collected by survey, interview, documentation and library study. The data is analyzed by using quantitative analysis (descriptive statistics) and qualitative analysis (descriptive and comparative analysis). The results showed that there are five potencies of natural attractions identified in Serangan Island which could be developed as tourist objects and special-interest marine tourism. They are the white sand beach, seaweed, clean blue sea, coral garden, and mangrove forest. The special interest-marine tourism are surfing, parasailing, waterski, snorkeling, diving, flying fish, underwater sea walker, banana boat, jetski, donat boat, glass bottom boat, horse riding, fishing, fast boat, turtle conservation and coral transplantation. The biggest market segment of those special marine attractions are 95% Chinese. The foreign visitors that visit Serangan Island about 94.41%, and the domestic visitors are about 5.59%. The most favorite marine attractions in Serangan Village is travelling through the quay by fast boat, it is 311,344 people. Then the second and third favorite are turtle conservation and parasailing, they are 18,040 people and 1,890 people. From the capacity ratio, the most favorite attraction is travelling through the quay by fast boat, it is 276.75, the second and third favorites are flying fish and underwater sea walker with ratio 157.50 and 132.38.

**Keywords:** identification of potential, special interest marine tourism, potential market segments, superior marine tourism products.

### **INTRODUCTION**

Serangan Island is located in South Denpasar. It is a strategic tourism area which is located between two famous tourist destinations. There are Tanjung Benoa and Nusa Dua in the South, Sanur in the North East, and Benoa Harbor in the West. From its topography, Serangan Village is surrounded by the sea and mangrove forest in the North and the sea in the South, East and West. It is almost 60% of its area is the seaboard. Its coastline which surrounds the village is about 8 km long. Serangan Village has productive natural resources such as coral, seaweed,

mangrove and beach. As a tourist destination, Serangan Village has some marine potency which needs to be developed maximum in order to increase the tourism development in this area. Those potencies need to be developed based on the local genius concept of *Tri Hita Karana* so that they could bring sustainable development and benefit for culture and economy of the local people.

According to the Law of Tourism No. 10 Year 2009 it is stated that marine tourism is an effort to conduct tourism and water sport, also infrastructure and suprastructure and other services which is managed commercially in the sea, beach, river, lake, and dam. Indonesia with its 17,504 islands and 95,181 km coastlines, beautiful beaches and highest sea biodiversity in the world means that Indonesia has the biggest potencies of marine tourism in the world (Allen, 2002).

Water has restorative qualities, passive observation of the maritime environment in itself has been described as a fundamental tourism activity (Miller and Ditton, 1986). The unique character of coastal environment gives to various types of tourism development. While tourism is a component of integrated approaches towards coastal and marine management, the natural environment and tourism are inextricably linked (Mason, 2003). Some activities which could be done in the sea and beaches are exploring the beauty of the underwater such as sea walker, diving, snorkeling, water sports, enjoy the sea products, and doing conservation. Concept of marine development must include some efforts to conserve and rehabilitate the biodiversity and ecosystem of the area. Furthermore, its management should apply professional management in community-based, so that the effect of development could give some positive contribution to the economy of the society. The development of marine attraction must be supported by developing villages-tourism to create some businesses in the society (Bakkara and Sunantri, 2012).

Development of marine tourism needs the right system and management and accurate target (Siti, 2001). Marine tourism management must be changed from bureaucratic system to entrepreneurial system; mapping the potencies of marine tourism such as value, their characteristics, supporting facilities, and its capacity in supporting the economy; planning the investment and development which is got from potencies mapping, in order to develop its supporting facilities such as transportation, telecommunication, and other supporting facilities; developing the qualified human resources in marine tourism; making a good marketing strategies;

developing more attractive competitive, inclusive, and sustainable new marine tourism objects or destinations; increasing the safety, comfortness, and friendship in the location of marine tourism; stop sectoral and local ego, and developing “Indonesia Marine Tourism Incorporated” and applying KISS management (coordination, integration, simplification, and synchronization); and creating conducive investment climate and economy-politic for marine tourism development. Sustainable coastal development implies an attempt to promote greater livability and an equitable and just distribution of resources and opportunities in the coastal zone (Beatley, *et al.*, 1994). In fact where tourism has been a major issue in coastal areas and despite differences in locale and levels of economic development, there are strikingly similar evidences of environmental changes, mostly negative (Johnston *et al.*, 1991).

The utilization and development of marine tourism potential, must still ensure the environmental sustainability and cultural wisdom of local communities, with the aim (Nurif, M. 2017): to keep the ecological process going; protect biodiversity, and ensure the sustainability and utilization of species and their ecosystems. The development should also guarantee the environment conservation and the local genues and culture in order to keep the ecological process; to protect biodiversity and to guarantee the preservation of the species and its ecosystem (Mason, 2003).

Seeing those marine potencies in Serangan Village, the researchers are interested in researching the development of special-interest marine tourism in Serangan Village.

Problems in this research are the following: (1) What are the potencies and potential market of the special-interest marine tourism in Serangan Village? (2) What is the perception of the tourists to the special-interest marine tourism in Serangan Village in accordance with their market need?

Purposes of this research are as follows: (1) To identify the potencies and potential market of the special-interest marine tourism in Serangan Village, (2) To know perception of tourists to the special-interest marine tourism in Serangan Village in accordance with their market need.

Benefit of this research is that it could give ideas in determining the potencies of special-interest marine tourism that becomes development priority in Serangan Village and to determine the strategic planning for development.

## RESEARCH METHODOLOGY

This research is conducted in order to identify the potencies of the special-interest marine tourism in Serangan Village and to determine the favourite marine product which was conducted from April to September 2017. Data collection in this research is done through survey, interview, documentation, and literature study. The analysis used is quantitative analysis in the form of descriptive statistics, and the qualitative analysis techniques in the form of descriptive and comparative analysis (Arikunto, 1992: 25).

## DISCUSSION

### **The Potencies of Special-Interest Marine Tourism**

The potencies of special-interest marine tourism in Serangan Village which could be developed as special-interest product are as follows: a) The beach with white sand is very potential to be developed as special-interest tourism product such as parasailing and the business or rental of long chair, beach umbrella, and traditional massage; b) Seaweed is very potential to be developed as various cakes and drink for tourist's souvenirs or consumption; c) A clean, blue, and wide ocean which surround Serangan Island could give a beautiful and attractive panorama; d) Various and colorful coral garden and transplantation in the eastern beach of Serangan Island could be developed as tourist object or attraction; e) Mangrove forest in the right and left handside of the entrance to Serangan Village could be developed as ecotourism.

### **Tourist Facilities**

There are some public facilities in Serangan Island, such as road and a bridge, means of communication, health centre, worship places, quay, fishing spot, water, electricity, parking area, petrol station, and public toilet. Furthermore, the tourist facilities includes a) Sea-transportation such as phenisi boats and fast boats which connect to the islands of Nusa Penida, Nusa Lembongan, Nusa Ceningan, and Lombok; b) Accommodation (Paras Paros Hotel with 20 rooms); c) seven (7) restaurant (café) and twenty-eight (28) food stalls which sell seafood and seaweed products; d) Tourist object and attraction such as white sand beach; Water sport such as parasailing, waterski, snorkeling, flying fish, underwater sea walker, banana

boat, jetski and donat boat; Turtle conservation and Education Center (TCEC), turtle garden, turtle release to their habitat; Dolphin Lodge is dolphin attraction; Horse riding; fishing from the beach or to the fishing spot; 2 quays of fast boat (Sire Angen and Eka Jaya Quays); Coral transplantation; Seaweed plantation and crops by local farmers; Segara Mantra Camp for the students; Shell handicraft by local people are as souvenir and export. The special-interest of marine tourism product in Serangan Island are surfing, parasailing, waterski, snorkeling, diving, flying fish, underwater sea walker, banana boat, jetski, donat boat, glass bottom, horse riding, fishing, Quays/fast boat, turtle conservation and coral transplantation.

### **Tourist Visit to Serangan Island**

Tourists that visited and used facilities for travelling through the quay by fast boat and phinisi boat and consumed other tourist attractions in 2016 are mostly international tourists, they were 321,954 people or about 94.41%. On the other hand, domestic tourists were 19,056 people or 5.59%. The biggest market segment of international tourists are from China, is about 95%, and most of them visited Lembongan Island and Gili Terawangan. Only a few of them used marine attraction in Serangan Island.

### **Tourists Perception to the Special-Interest Marine Tourism**

In determining the tourist's perception to the tourism objects and attractions and services, it is more effective by using the number of tourist's perception in visiting and using the marine tourism objects and attractions in Serangan Island.

#### 1) Determining the favouriteness of the special-interest marine tourism

Based on the number of tourists visit and usage to tourism objects and facilities, the most favourite tourism product in Serangan Village is travelling through quay with fast boat, it is 311,344 people. The second favourite is turtle conservation, it is 18,040 visits and the third is parasailing attraction, it is 1,890 visits. Based on the capacity ratio, the most favourite is also travelling through quay by fast boat, with ratio 276.75. The second favourite is flying fish, with ratio 157.50 and the third is underwater sea walker attraction, with ratio 132.38.

#### 2) Condition Analysis for Policy and Development Strategy

In determining the development of tourism product in Serangan Village is by analysing all components condition which related with tourism development generally and special-interest of marine tourism specifically.

The condition of nature in Serangan Village seems good, especially the access to the water sport and to the quay in the South access/route of Serangan Village. On the other hand, the access in the North of the village seems dirty; especially when the sea in low tide, its cleanliness is not maintained well. The field of the village also has the same condition; it is not managed and maintained well. There are some animals like goats and cows walked around the field and the street. Their dirt polluted the environment of the village. Overall the cleanliness and beauty of Serangan Village is under standard. Furthermore, the area of pines and mangrove forest at the unpopulated area of Bali Turtle Island Development (BTID) has a big potency to be developed as some tourism products.

The condition of the road in Serangan Village especially the route to the tourism objects is narrow and its parking area is limited. This condition will slow down the development of special-interest marine tourism in Serangan Village in long term. On the other hand, the availability and condition of the infrastructure such as water and electricity are good enough.

Overall, the facilities of marine tourism in Serangan Village are good enough, but they are not managed well/not in good order. For example the fast boat, glass bottom, jetski, waterskis, phenisi boat, and fisherman's boat were not parked well at the beach and they could disturb the attraction of water sport. Number of accommodation is very limited and there is no travel agent in Serangan Village. There is a Bugis village which is rich with Islam culture but there is no cultural attraction at all.

Based on those conditions the policy and strategy of tourism development in Serangan Village in the future is by cooperating with BTID management in developing the tourism facilities; making zonation of parking area for water sport beside the beach; improving the environment management; making diversification of tourism product by increasing the types and numbers of tourist facilities from those potencies such as BTID areas, canal, local culture; increasing the capacity, quality, and number of public facilities which could influence the visitor's conveniences in visiting the village, especially in high

season; improving the management of business organizations in, especially those are managed professionally; increasing the cooperation with some travel agencies that can promote and sell the tourism products in Serangan Village and to increase its popularity.

## CONCLUSION AND SUGGESTION

Based on the discussion above, it could be concluded that:

1. The potencies of Serangan Village which could be developed as special-interest marine tourism are the white sand beach, seaweed, a clean, blue ocean, corral garden and mangrove forest.
2. The special-interest marine tourism or attraction in Serangan Village are surfing, parasailing, waterski, snorkeling diving, flying fish, underwater sea walker, banana boat, jetski, donat boat, glass bottom boat, horse riding, fishing, Quays/fast boat, turtle conservation, and coral transplantation.
3. The tourist visit in 2016 was mostly international tourists, they were 321,954 people (94.41%) and domestic tourists were 19,056 people (5.59%). Most of the international tourists were from China, and most of them visited Lembongan Island and Gili Terawangan. Only a few of them used marine attractions in Serangan Island.
4. Based on the number of tourists visit and usage of tourism objects and facilities, the most favourite tourism product in Serangan Village is travelling through quay by fast boat, it is 311,344 people. The second favourite is turtle conservation, it is 18,040 visits and the third is parasailing attraction, it is 1,890 visits. Based on the capacity ratio, the most favourite is also travelling through quay with fast boat, with ratio 276.75. The second favourite is flying fish, with ratio 157.50 and the third is underwater sea walker attraction, with ratio 132.38.
5. The policy and development strategy for Serangan Village are by cooperating with BTID management in developing the tourism facilities, making zonation of parking area for water sport beside the beach, improving the environment management, making diversification of tourism product, increasing the capacity, quality, and number of public facilities, improving the business management, and increasing the cooperation with some travel agencies.

Based on the discussion, there is still much potential potencies that is not yet managed in Serangan Village such as the areas of BTID, the canal, and the local

culture. It is suggested to make tourist products diversification which is relevant with the potencies of the village. Moreover, it is important to optimize the existed tourist attractions. It is also suggested to give a special attention to improve the favourite tourist objects and attractions based on the tourist visit.

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