

Formulation of creative tourism products in the area nature tourism Pandawa beach Badung Bali

I Dewa Gede Ari Pemayun, Luh Linna Sagitarini, and A. Agung Putu Swabawa
Politeknik Negeri Bali, Bukit Jimbaran Campus Badung Bali 80364

aripemayun@yahoo.com

Abstract. This research was conducted in coastal resort area of Pandawa village of Kutuh, sub-district of Southern Kuta Badung. The goal was to identify the potential of Pandawa coastal area that could be developed into tourism products either became the object or became the media of various tourist attractions and to know the perception of tourists to the natural conditions, the socio-cultural conditions, and the condition of tourism infrastructure of Pandawa beach. Data collection waere conducted by using survey method, questioner, interview, documentation, and literature study. Analytical tool used to analyze data was quantitative analysis in the form of descriptive statistic with the help of Likert scale, and using qualitative analysis technique in the form of descriptive analysis. From the analysis results showed that there were five identifiable natural potentials at Pandawa beach which could be developed into tourist attractions and those tourist attractions, namely: towering limestone cliffs, white sandy beaches, Seaweed, clear blue sea, and Coral Garden. From the socio-cultural aspect, there were the socio-cultural potential various types of regional arts and customs, including: traditional dances and dance performances in the form of Ramayana Ballet which were performed regularly during ceremonies at Desa temple, Puseh temple, and Dalem temple, Cremation ceremony which had their own charms could be witnessed by tourists, and mutual work system was still thick. There were cultural objects in the form of temples with Balinese buildings styles with their own ornaments. There were also statues of Dewi Kunti and Panca Pandawa on the cliffs along the road to the Pandawa beach. While the perception of tourists to the natural conditions of Pandawa beach, socio-cultural, infrastructure, and the existence of tourism facilities showed that the perceptions of both foreign and domestic tourists to tourism Pandawa beach products got an average score of 3.07 for domestic tourists and 2.90 for foreign tourists so both were in good conditions. From the four components of tourism products assessed, the best value was the condition of the natural environment with a score of 3.23 for domestic tourists and 3.19 for foreign tourists, while the lowest score was the existing tourism facilities in Pandawa beach with a score of 2.97. For domestic tourists, while for foreign tourists the lowest score was public infrastructure with score of 2.30, it,s including less category. Nevertheless, if it's sought by the average perception of tourists to the components of Pandawa Beach tourism products, they were still including good category.

1. Introduction

Pandawa Beach is one of the tourist areas in Kutuh Village, located approximately 3 km from the Nusa Dua Tourism area and Uluwatu Temple. The location of this beach is hidden behind a row of rocky hills only overgrown with bushes, but the government of Badung regency has realized the tourism potential of Pandawa beach. And starting in 2002 began to be made road access to Pandawa Beach and data collection, so it,s easy to be passed by the vehicle and can attract visitors.

In December of 2012 Pandawa Beach was officially opened which started with the Pandawa Beach festival. The potentials owned are: beach scenery with clean white sand, and calm waves, free from

pollution and merchant merchants so that tourists can do marine tourism activities freely. Many emerging food stalls selling fried rice, fried noodles, grilled sea fish and some western food. The food stalls provide sun loungers with umbrellas which can be rented. With the development made by the Badung Regency, Kutuh Village and Pendawa Beach Management Agency, produced results that could be seen from the more and more of tourist visits level. Where the level of tourist visits both foreign and domestic tourists from February 2013 to January 2014 were quite fluctuatively where in April, July, September and October decreased, but overall increased by 26.59% for domestic tourists and 34.37% for foreign tourists. For twelve months from February 2013 to January 2014, the average monthly rate of 32,760 persons for domestic travelers and 4,603 for international travelers.

Pendawa Beach has a strategic location, if it's connected with 4A concept, ie distance and travel time to destinations measured from the airport "accesable" from Ngurah Rai airport Tuban and hotel in southern Badung. The tourist attraction of "attractions", Pendawa beach has the potential for marine tourism attractions and paragliding, the existence of supporting tourism facilities "amenities, which is currently still revamping and the existence of tourism agency" ancillary "that is the governing body of Pendawa beach. Building tourism in Pandawa Beach means agreeing to also build tourist attraction, it's "attractions" especially tourist attraction man-made, meanwhile for natural and cultural appeal is only required arrangement and packaging. Because the distance and travel time to the "accesable" destination close to Ngurah Rai Airport will eventually encourage the government to build a proper highway for tourist transport to Pandawa Beach, which is currently the working of the road to Pandawa Beach has been begun, while the facilities supporting tourism "amenities "Such as hotels, inns, restaurants have also been started to be prepared.

With the number of tourist visits to Pandawa Beach, the issuance letter of the Joint Decree of the head of Kutuh village and Bendesa Adat (the head custom) of Kutuh vilgge Kutuh Number 01 Year 2013 on the Improvement of the Formation of Kutuh Beach Regulation Team (KBRT) which regulates the arrangement of Kutuh Beach area covering Pandawa Beach, Timbis Beach and And Gunung Payung beach. Specifically, the establishment of the Kutuh Beach Regulatory Body Team establishes the rights, obligations and authorities that include: 1) Obligations consisting of: a) carrying out data collection and mapping of the potentials in the coastal area of kutuh, b) creating master plan and detailed plan, c) To formulate work programs, grouping activities and carry out physical activities in accordance with the needs of the field referring to Rpjm-Desa 2010-2015, d) undertake structuring, supervision and guidance on activities caused by communities or groups in the coastal area of Pandawa in accordance with authority constraints , e) carrying out the management of income sources in relation to existing activities, as long as the absence of a specific management body has been established; f) recruiting required personnel in accordance with existing financial needs and conditions; g) reporting the tasks to the bundle and Bendesa each Month, 2) Right consisting of: a) can manage fund operational which includes the costs of structuring, technical operational costs and other operational costs derived from the results of the management of the beach area or any other source of income provided by the Kutuh Custom Village and Village government and third party assistance in accordance with the provisions given by the village head and Bendesa Adat Ie, b) the operational funds mentioned in letter a above in the allocation may be further stipulated by the PKPK Team, 3) the authority consisting of: a) to improve the management of the PKPK Team to cooperate with the village authorities or other parties by first coordinating with Perbekel Kutuh and Bendesa Adat Kutuh, b) seeks other sources of income to sustain the organizing and operational costs of the PKPK Team.

As a new tourism destination, the Kutuh Coastal Regulation Team together with the village government of Dinas, Desa Adat Kutuh together with the Badung Regional Government started to organize the Pendawa beach in hopes of becoming the object and attractive attraction even becoming a new paradise on the Island of the Gods. However, in order for the arrangement and development in accordance with market demand, its development is directed, in line with the meaning of Sapta Pesona which has been stipulated by the Decree of Minister of Tourism, Post and Telecommunication Number: KM.5 / UM.209 / MPPT-89 which can create a sense of security, Order, Hygiene, Coolness, Beauty, Friendliness, and Memories that will be expected to become the leading tourist destination and sustainable. For that reason it is necessary to be explored potential owned, find the input to the perpetrators of tourism, academics and tourists to compiled blueprint creative tourism product

development in Pendawa Beach. Based on this matter can be formulated special purpose of this research is To Describe the potential and attraction of existing tourism at coast of Pandawa and to know perception of tourists to tourism product that is available at Pandawa beach

2. Research Methods

The number of samples taken as many as 5 times the number of variables in accordance with that proposed by Malholtra, (in Widayat 2004: 27) so the number of samples $5 \times 20 = 100$ tourists. The technique used is Accidental Sampling (Suharsimi Arikunto, 2015)

Data were collected by survey method, questionnaires, and interviews with both managers and travelers. The data were analyzed by quantitative analysis technique, that was, analytical technique to analyze quantitative data by using descriptive statistics used to measure the nature, opinion and perception of a person or group about social phenomenon (Umar, 2005: 69). And descriptive analysis techniques to identify the potential of coastal tourism attractions Pendawa, as well as the physical condition of facilities and infrastructure, natural potential, culture and attractions that exist.

3. Discussion

The Potency and Attraction of Pandawa Beach. Pandawa Beach has a variety of potencies that can be developed into tourist objects and attractions as well as a medium to conduct tourist attractions, which include: 1) The limestone cliffs towering on the edge of the Pandawa beach is a very interesting scenery, so this potency can be a natural tourist attraction. 2) The white sandy beach that stretches for 2 Km in Pandawa beach area which is adorned with yellowish white sand and fascinating, is the attraction for tourists visiting Pandawa beach. Beach with yellowish white sand gives a very cheerful nuance, so it is very potential to be developed some attractions and tourist business, which are: the para sailling and tourism business in the form of: leasing long chair, beach umbrella and traditional massage. 3) Seaweed, where before the Pandawa beach had been opened, ie in 2012, community efforts in the village of Kutuh mostly as fishermen and seaweed-powered. Seaweed cultivated in the sea Melasti (before being named Pandawa Beach) was a source of income from the community in the village of Kutuh. Where the seaweed produced was sold to the beverage and rujak traders, some of them were exported. The seaweed produced is potentially developed into a variety of snacks or cakes and a variety of beverages that can be packed into souvenirs for tourists who visit the Pandawa, beach or can be enjoyed directly at the time of visit. Seaweed cultivation can serve as an agro tourism attraction that can be enjoyed by tourists, ranging from planting, maintenance, harvesting, and processing of seaweed. 4) Clear blue sea, where the sea view Pandawa beach is calm and friendly with a wave that is not so big that spoil the eye, especially in the afternoon with the amazing sun set. The sea potency in Pandawa beach is very potential to be developed for some tourism products, which include various businesses that include: canoe rental, fishing boat rental, and surfing which are tourist attractions of the sea. 5) Coral Garden is virgin, where for the future potential coral reefs on the Pandawa beach is very strategic to be developed into objects and attractions diving and snorkeling, considering that the location of Pandawa beach is very close to the popular tourist area, closed to Nusa Dua area and Kuta tourist area.

For the potential of social culture which is the potency that existed in the life of the community of Kutuh village in the form of various types of regional arts and customs. Where the people still preserve the traditional dance and dance performances in the form of Ramayana Ballet which is regularly performed during ceremony at Pura Kahyangan Tiga (Desa temple, Puseh Temple, and Dalem Temple) in Kutuh Village. This dance is also often performed at the Pandawa beach stage along with kecak dance and barong dance. There are also customs in the form of traditional ceremonies and traditions in the form of cremation ceremonies that have a special attraction that can be witnessed by tourists and the system of mutual aid that is still sustainable. Likewise there are cultural objects in the form of a temple with Balinese buildings styles with ornaments and there are statues of Dewi Kunti and Panca Pandawa on the cliff along the road to the Pandawa beach. At the Pandawa beach there is also a beach area that is sanctified by local people. There are at least six sanctified areas in this area, namely cupid stone area, melasti ceremony, Dalem temple, drinking water wells of villagers, sawan wela, and sawan sambang.

As for the potential human resources that exist in Kutuh village , where people who are old who originally as fishermen and seaweed farmers, now most of the profession switch as an entrepreneur of the providers of tourism facilities. Where they are all empowered in the development of Pandawa Beach attractions. Their efforts include leasing canoes, loungers, fishing boats, traditional fishing gear, selling souvenirs, and culinary (food and beverage) businesses. All businesses that provide tourism products that are a means of tourism are done by the local community of Kutuh village under the arrangement of management of Pandawa Beach attractions. While the young generation is still largely educational, so it is very potential for the development of Pandawa beach effectively in the future become a popular tourist attraction. Especially from those who still take education, most take the field of tourism studies.

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Tourist Perception Against Pandawa Beach

To know the perception of tourists to tourism products contained in the beach Pandawa used range of values in various categories as the basis of assessment. Where the perception of tourists to tourism products contained in Pandawa beach include the perception of tourists to the condition of the natural environment, social culture, public infrastructure, and tourism facilities that are components of tourism products. The range of values used were as follows:

Table 1. Perception Assessment Range

Value	Criteria Range	Criteria
4	3,26 – 4,00	Very good
3	2,51 – 3,25	Good
2	1,76 – 2,50	Enough
1	1,00 – 1,75	Less

Based on the research results obtained by the assessment of the natural environment, socio-cultural conditions, public infrastructure, and tourism facilities such as the following table

Table 2. Condition of Pandawa Beach Tourism Object

No.	Component of tourist product	Condition of perception results					
		Domes	Expl.	foreign	Expl.	Mean	Expl.
1	Nature	3.23	Good	3.14	Good	3.19	Good
2	Social culture	3.04	Good	3.04	Good	3.04	Good
3	Public infrastructure	3.05	Good	2.3	Less	2.68	Good
4	Tourism facilities	2.97	Good	3.1	Good	3.04	Good
Total Average		3.07	Good	2.9	Good	2.99	Good

From the table above showed that the perception of both foreign and domestic tourists to tourism products Pandawa Beach got an average score of 3.07 for domestic tourists and 2.90 for foreign tourists so both were in good condition. Of the four components of tourism products assessed, the best value was the condition of the natural environment with a score of 3.23 for domestic tourists and 3.19 for foreign tourists, while the lowest score was the existing tourism facilities in Pandawa beach with a score of 2.97 For domestic tourists, while for foreign tourists the lowest score was public infrastructure with a score of 2.30 including less category. Nevertheless, if sought by the average perception of tourists to the components of Pandawa Beach tourism products including good, was still included in the good category.

4. Conclusions and Suggestions

Based on the results of the analysis that has been done can be drawn some conclusions as follows :

1. Potency and attraction in Pandawa Beach that can be developed into objects and attractions or tourism products, including: towering lime stone cliffs, white sandy beaches, seaweed, clear blue sea, coral garden (coral garden)
2. The perception of tourism to the natural condition of Pandawa beach as a whole in good category, to the overall socio-cultural condition related to the Pandawa coast in good category, to the general infrastructure that exist in the good category, but the perception of foreign tourists in the category enough to get attention Management Pandawa beach, to the existing tourism facilities on the Pandawa beach in good category
3. Strategies that need to be done for the development of Pandawa beach as a popular tourist attraction in the future are: arranging the natural environment in Pandawa beach, preserving existing customs and increasing the creation of art and culture, increasing capacity, quantity and quality of public infrastructure on the Pandawa beach, increasing the number and quality of tourism facilities operating in the coastal area of Pandawa and improving environmental management and management of Pandawa's coastal operations based on professionalism

Given the potency that has not been utilized optimally, especially the coral reefs, it is advisable to make a feasibility study on the development of coral reefs as objects and attractions leading attractions that can be offered to tourists. In addition to the perception of foreign tourists on the condition of public infrastructure is still lacking, it is recommended to increase the capacity, quantity and quality of public infrastructure and need to improve services related to information required by tourists.

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