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IJASTE is published by Scientific Publication Unit, Center of Research and Community Service, Politeknik Negeri Bali, in June and December, since 2017

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Author Guidelines

- The manuscript should be original and has not been published or under review elsewhere.
- Manuscript should be between 25 and 30 pages long, 1.5-line spacing, Arial, font size 12.
- The title should be concise and clear consisting of not more than 15 words, typed in all capitals with font size 12.
- No academic degree should be attached to author names. In cases where the authors come from different institutions, an index should be used after each name.
- Below the author name(s) should be written their academic affiliation and corresponding email address.

The manuscript should contain the following:

(1) **Abstract**, between 250 and 300 words with keywords ordered according to their importance.

(2) **Introduction**, describing the background, problem, aim(s) and significance of the study.

(3) **Method**, containing detailed and clear description of the instrument(s) and methods of data collection and analysis used in the study.

(4) **Discussion**, containing results of the study and their discussion. The discussion should be related to the previous findings, both of the author's past research or other researchers'. Avoid repetition of the same statement previously mentioned.

(5) **Conclusion and Suggestion**, containing summary of main findings of the study and suggestion for further study. Avoid repetition of the same sentences written previously under Results and Discussion section.

(6) **Acknowledgement**, addressing those who have provided assistance in the form of either research facilities or funding, as well as those who have helped during the manuscript preparation.

(7) **References**, adopting Harvard style, ordered alphabetically according to author names and publication year, and contains only those works cited in the text.

DEVELOPING TOUR PACKAGE PRICE SYSTEM
IN TRAVEL BUREAU COMPANIES

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ABSTRACT

Travel bureau is a service company that provides sales and service of travel related products from various suppliers, such as hotels, restaurants, transport and so forth. The product is packed in a tour package and is offered to tourists or agents, for a certain price. The diversity of wishes of potential customers as well as the efforts to attract larger prospective customers, the company is eager to create a system that can provide broad flexibility for companies and prospective customers to choose and arrange their own package tour. The system is expected to set the price of the package quickly and in accordance with company policy. This research resulted in a system developed with object-oriented methodology and using the programming language VB.Net 2012 and MySQL as its database. This system gives the user the freedom to choose and arrange their own tour package as they wishes and the system will set the price of the product according to the applicable policy. The pricing policy includes the country of origin, the number of persons and the service time associated with the high/peak season period. The system can also present the price of the package in various currencies.

Keywords: travel bureau, tour package, pricing, flexibility, system.

INTRODUCTION

In the midst of increasingly fierce business competition, every company is required to be able to provide fast and accurate services to its customers. On the other hand, the company is also expected to be able to provide various products/services that are in accordance with the wishes of customers (Wen & Hou, 2015). This is evident in the field of tourism, especially travel bureau companies. A travel bureau company is a company that sells various kinds of products related to people traveling, such as hotels, restaurants, transportation and so on to its customers. The products sold come from suppliers that are repackaged in various tour packages (Karma, 2015).

In the previous decade, travel bureau companies have full authority in determining the types of tour packages provided to their customers, whether individual or group guests or overseas agents. Customers generally follow the package provided by the company (Karma, 2014). Different from now. With the availability of various

information related to existing tourist destinations, products or tourist attractions, guests/agents tend to choose or determine their own service package they want (Krishnamurthy, Sudha, Rao, Baskaran, & Kannan, 2016; Qian, Hu, & Zhang, 2015). Of course the company still provides tour packages that can be chosen directly. To be able to provide a variety of combinations of tourism products into tour packages, the company must have a variety of products. Not only the variety of products, but also the ability to calculate accurate and fast pricing (Karma & Susanti, 2018b; Zhao, Wu, & Sha, 2015).

The pricing of tour packages generally refers to the prices already given by suppliers that have been marked up and take into account the things that are the company's policies, such as high/low season and other problems as previously explained (Karma & Susanti, 2018a). Practically, this pricing is not so difficult, except for the matter of speed and accuracy. A little problem arises if the price request is related to a variety of product combinations and a large variety of packages (Catenazzo & Fragnière, 2010). Because of the nature of routine work and standards, the pricing of this tour package is actually easily done using the application program. The package pricing information system will easily handle this problem (Chan, Lee, & Lin, 2009).

To support this, the only step that can be done is to computerize the process of preparing and pricing the tour package (Bocij, Greasley, & Hickie, 2008; Kutanis & Mesci, 2013). This research is specifically carried out to produce an information system capable of doing so. The system built will be equipped with the ability to compile and determine the price of a tour package, which has the ability to update data and changes to general policies on tour package pricing. This system will be used by customers or staff of company employees. Thus, the speed of service can be increased, and automatically will also increase the competitiveness of the company (Ensour & Alinizi, 2014; Umeji & Obi, 2014).

LITERATURE RIVIEW

Travel and tourism in particular, as a form of entertainment or leisure has a long history leading up to the 20th century when tourism developed into a multibillion dollar industry that spans virtually all countries, at the local, national and international levels. Faster and more affordable air travel has contributed to more people reaching more remote places and with them their luggage of impacts on the local communities

(González Herrera & Aranda, 2013). Travel bureau are retail intermediaries that represent a wide range of leisure and journey services. The role of the travel bureau is to provide travelers with information, travel documents administration and advices. This type of business is remunerated through commissions collected on the wholesales (Catenazzo & Fragnière, 2010).

Travel bureau' product is tour package. These package do not have patents at all, and every travel bureau can use them. This is one of the factors that the tourism industry is not standard. Most travel bureau set specialized package according to market demands, while there are some travel bureau don't have their own specialized package, and mainly depend on tourists. Specialized package are scale operation, the costs are relatively fixed; the costs of unspecialized package fluctuate wildly (Ling, 2014).

With the development of product development technology and the rapid rise of online retailing, the market competition becomes increasingly fierce. Based on consumer utility function, it established a two-stage dynamic pricing model and discussed pricing strategies under consumer behavior and market competition. Findings indicate that product quality difference and consumer valuation decreasing coefficient determine the order of the consumer purchase decisions. The firm who provides lower-quality products suffered more loss than the firm who provides high-quality products (Ji, 2015).

RESEARCH METHODOLOGY

In developing this system, the approach used is the method of Waterfall development. This development method divides work activities into a gradual and continuous process with each other (Pressman, 2015), with an approach using an object oriented approach. In its implementation, the process will be divided into 3 (three) stages, namely the stages of object-oriented analysis (OOA), object-oriented design (OOD) and object-oriented programming (OOP) (Larman, 2005; Whitten & Bentley, 2007). The activity begins with determining what information is needed by the system or determining the needs of the system to be built. The results of this stage will be presented in several object oriented models. Furthermore, object-oriented system design is carried out. In this design the components that will build the system and their interactions with others will be described. At the final stage, a system development will be carried out, namely writing the program by translating the system design using the

programming language used (Boggs & Boggs, 2002; Kindler & Krivy, 2011; Rumbaugh, Jacobson, & Booch, 2004). In this study the VB.Net 2012 programming language will be used and MySQL as a data collection database from the system.

RESULT AND DISCUSSION

Travel bureau companies sell tour package products, either directly to customers (guests) or through other travel agency agents. The tour package sold is a composition of various products obtained from agents/suppliers, such as tours, hotels, restaurants, transport and others. Companies tend to have set tour packages that they sell, so that buyers are forced to choose. It is not uncommon for prospective buyers to ask for a different package of tours than is offered. Some even want special packages that are in accordance with their own wishes. For cases like this, the marketing staff will arrange a new tour package according to the wishes of prospective buyers, and manually calculate the price of the package.

This system must be able to provide a choice of various types of products sold by the company and at the same time able to calculate the price of the package that is prepared or determined. Prospective customers just choose the product they want and see how much the product/package they choose. The system will calculate the price of the package prepared by prospective buyers in accordance with the applicable provisions in the company.

There are 3 (three) factors determined by the company in calculating the price of a product/tour package to prospective buyers. All three affect the percentage of the selling price of a product that has been determined by the company. The three factors that influence the determination of the selling price of the product are the country of the prospective buyer (Country), many people in the group (Pax) and the period of time (session period). The company has set potential buyers from several countries as targets or target markets, so that prices are different from other countries. The number of people in a group of buyers will also affect prices, in order to increase the number of buyers. Service time is associated with the holiday season or not. In general, holiday season product prices tend to be more expensive than other days. Policies related to these three factors can be changed and adjusted by the company, according to their needs and conditions.

The needs of the system can be described in a use case diagram model as shown in Figure 1. There are 2 (two) main service functions in this system to be built,

namely the service functions of Master data and Quotation. The function of the master data service is a service function that can only be done by the company, especially the Admin and Manager user. While the quotation function can also be carried out by parties outside the company, especially prospective tour package buyers. This master function is used to manage data related to products, policies and users. Product data management includes data on products sold, agents that provide product services and currency rates related to the type of currency that is possible as a means of payment with their respective exchange rates against the Rupiah. Data management related to tour package/product price policies related to country of origin (Country), number of people (Pax) and arrival time (Season Period) of prospective buyers. User management, including the replacement of keywords (passwords) for each user in the company and management of user data in the company in general. The quotation function is used to create certain tour packages and display tour packages that have been made before and at the same time display them, using the total price in a particular currency, other than in Rupiah. In addition to these two main functions, the system is also equipped with an entry (Login) and exit (Logout/Exit) function for each user if they want to operate the system and then end it.
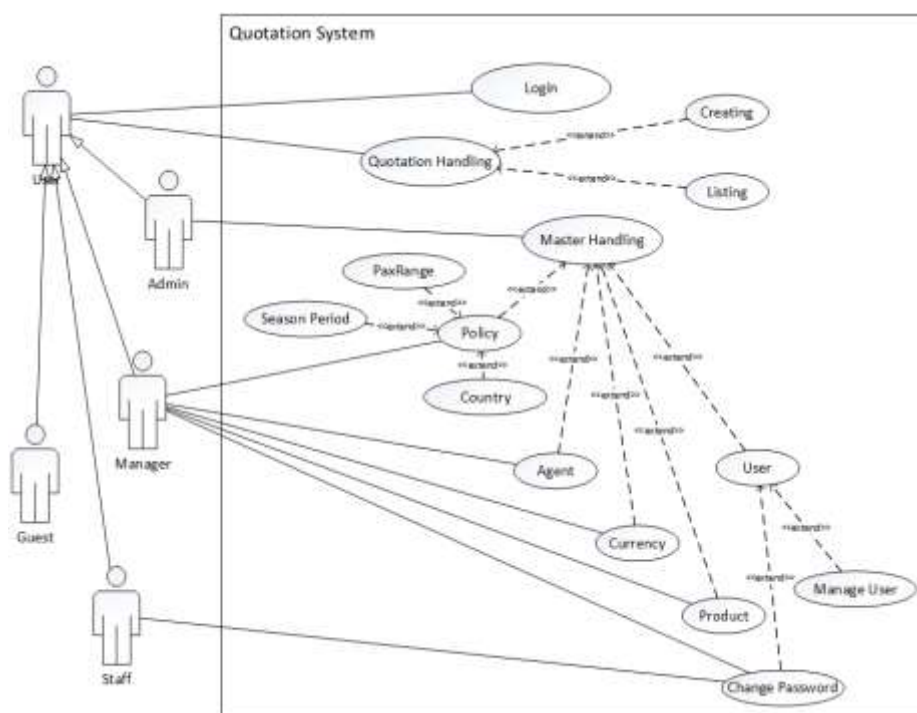
Figure 1
The Use Case Diagram of Tour Package
Price Determination System

In Figure 1 it appears that the system will be operated by a user (user) with 4 (four) categories. The difference in this category is carried out according to things that can be done and the abilities possessed by each category. The four categories of users are Admin, Manager, Staff and Guest. Admin is a super user, who can do all the services provided by the system, namely managing data and quotation services. The manager is a user like admin, except that he cannot manage the user, which is related to adding/removing users to this system. Staff is a normal user in the company, which usually provides services to determine tour packages for prospective buyers who are directly related to the company. His main job is to arrange tour packages, both those desired by prospective buyers, and those offered specifically later by the company. Guest is a general user who is a prospective buyer of tour packages. This user can do the same thing as the staff, except changing the password, because it is not an employee of the company.

The system requires the user to enter the code and password, except for guests, just fill in the Guest code. If valid, the system will display various menus that can be selected. The available menu options are tailored to the user category as described above. There are 2 (two) main menus according to the functions that can be performed by this system, in addition to the Logout/Exit menu to end the operation of this system by the user. Both menus are the Master and Quotation menus which are equipped with their own submenu. The Master menu for managing supporting data on price of tour packages such as product prices, agents that provide product services, currency exchange rates, pricing policies and system users. Through the submenu each user can manipulate the data. The Quotation menu is used to make tour packages or display various tour packages that have been made before. The preparation of this tour package is complemented by detailed prices of each product and the total price that can be displayed in various currencies.

Referring to the description of the results of the analysis and the results of class identification, a class diagram can then be made. The diagram presented in Figure 2 is a diagram that shows the class that the system has and the interactions or relationships that occur between them. Class diagrams from this system are used as a basis for developing programs from the system. Each class in this class diagram will be translated into a class of programs and interfaces which are components or

architectures of the program, and entities that are translated into data tables, as a place to hold data processed in the system.

This system has 10 (ten) tables that will be used to accommodate various types of data, according to the name of the data table. Not all data tables are related to the others, because they are limited to data collection used in pricing, or as temporary storage of data. The Agent table is used as a container for the service provider's data agent for a product, therefore this table deals with the Product table that holds the products offered by the company. Product tables also relate to QuotationList tables as a placeholder for tourism package data that is compiled/selected by system users. This table will be linked to the GuestInfo table which is a table that holds data on guests who make or make a tour package. This guest data will also be linked to the Country table which lists countries that are taken into account in pricing tour packages. Other tables are stand-alone tables, as a container for supporting system data, such as User tables that are used to accommodate system user data from companies with various categories (Admin, Manager and Staff) as explained previously, Currency that holds currency data and exchange value, SeasonPeriod that accommodates the periods of high/peak seasons, PaxRange that accommodate the range of people in pricing, GuestQuotation is a temporary table to record the collection of products selected in the preparation of tour packages.
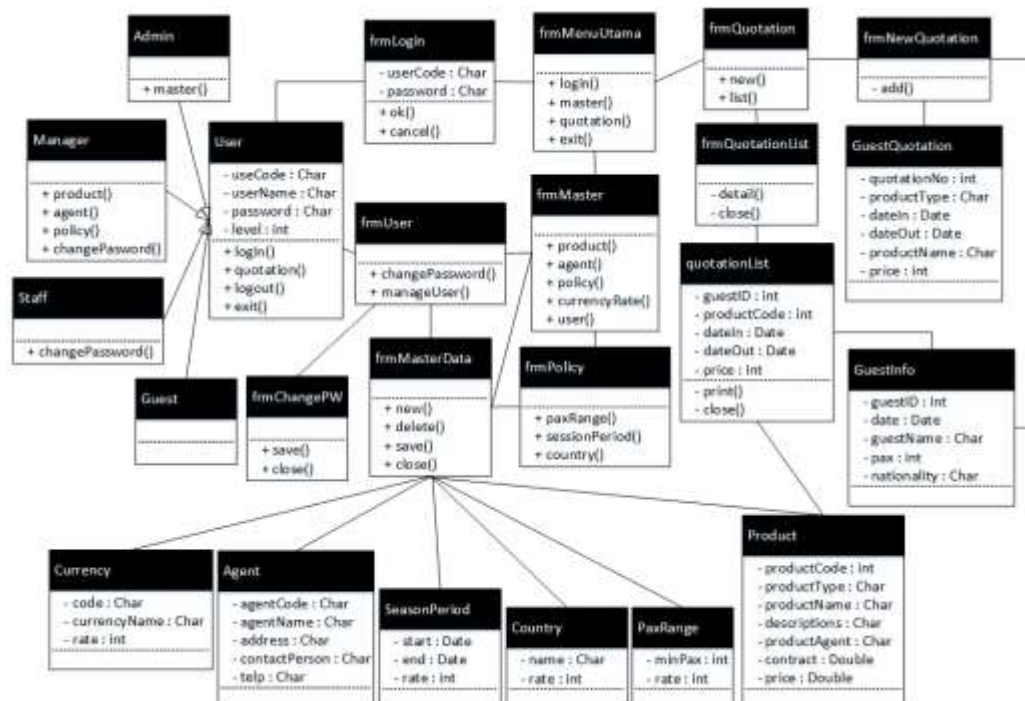
Figure 2
Class of Tour Package Price Determination System

Class, besides being implemented as a data collection table, will be a component of a system builder as well as an interaction medium and system activator. The frmMenuUtama class is the main driver and controller of all program components. This class provides various menus that can be accessed by system users, according to their categories. The frmLogin class acts as the user's entrance into the system. The user is required to fill in the userCode and password, and will be verified and validated to determine whether the user is allowed to operate the system or not. frmMaster is a system component that acts as a controller of system data management, by providing a variety of related menus, which are also connected to other classes, namely frmPolicy, which specifically handles corporate policy data management and frmMasterData which handles data manipulation in general. frmQuotation is a class that acts as a management of tour packages, namely creating new tour packages handled by the frmNewQuotation class, and displaying tour packages handled by the frmQuotationList class. In its operations, this program component will relate to existing data tables.

In preparing a tour package, the system user starts by writing the identity of the buyer's name, the number of people accompanying him and his country of origin. Furthermore, the user only has to choose the type and name of the product available to be added to the tour package that he composes. Every choice of product type and name, the user must determine when the product service will be enjoyed. Every time a product type and name is selected, the system will display the unit price of the product.

Tour packages that have been completed will be saved as tour packages that have been made. All system users are allowed to see tour packages that have been made. The system will display this tour package in a list of guest quotations that can be selected to display product details in the tour package. To display the details, the user must choose one of the existing tour packages, and determine the currency used to set the price of the tour package. The system will then display the details of the tour package as shown in Figure 3. If needed, details of this tour package can be printed to the printer.

GUEST QUOTATION

Guest ID   : 1
D a t e   : 23-05-2018
Guest Name   : Agus
P a x   : 2
Nationality   : Australia

No	Type	Date In	Date Out	Product Name	Price
1	Hotel	23-05-201	24-05-201	Edamame Hotel - Luxurary room	1,035,000
2	Meal	23-05-201	23-05-201	Dinner - Sea food	207,000
				Total Price/Pax (IDR)	1,242,000
				Total Price in USD	108

Figure 3
Sample Tour Package Details

The price of the tour package set by this system is the price of a tour package that is prepared based on the product chosen by prospective buyers. The product chosen is the product available in the travel bureau database, that is, the product that is actually offered to prospective buyers. This product can change at any time. Each product has a standard price set by the travel bureau, which at any time can also be changed. The price of this product, when pricing the tour package, will be adjusted to the prevailing pricing policy rules. Pricing policies related to country of origin, number of pax and date of tour services can also be changed.

CONCLUSION

This research produces a system that can be used to arrange tour packages according to the wishes of the user/prospective buyer. Tour packages are arranged on a variety of products offered at certain unit prices. In preparing tour packages, this unit price is then adjusted to the company's policies in pricing tour packages. Price adjustments are made based on the percentage value associated with the product service time/date that is adjusted to the high/peak season, the origin of the prospective buyer and the number of people involved in the tour package service. Company policies related to pricing can be managed and changed as needed.

ACKNOWLEDGMENTS

implementation of this research, especially to Drs. Ec. I Ketut Suandi, M.Pd.Ak, I Made Ariana, SE., M.Sc., Ak, and I Ketut Suwintana, S.Kom, MT., who have provided a lot of input and direction for this study.

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ANTECEDENTS OF CUSTOMER SATISFACTION IN FOOD SERVICE BUSINESS (A REVIEW)

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ABSTRACT

This study presents literature review relating to antecedents of customer satisfaction in food service business. The review is based on literatures about customer satisfaction in food service related business that have been published in peer reviewed journals in the period from 2012 to 2016. A total of 17 articles were reviewed. Through a systematic review process, the result of this study shows there are three major antecedents of customer satisfaction in food service related business, namely quality of service, food attributes, and atmospheric factors.

Keywords: antecedents of customer satisfaction; food service business, journal.

INTRODUCTION

Food is an important element of tourism. The role of food service cannot be separated from tourism industry. Tourism and food production are seen as potentially significant sources of economic development in rural areas (Hall, *et al*, 2003). Spending on food is a major item in the tourist budget which in total may constitute a pillar of many national and sub-national economies with estimates that food and beverages account for as much as a third of overall expenditure (Henderson, 2009).

Food has become important attraction for international visitors to visit a destination. As Ardabili, *et al* (2011) stated that one of the main implicit factors that tourists consider in choosing the destination is food. In line with that, Wijaya, *et al*, (2013) noted that visitors are increasingly travelling to destinations in search of culinary experiences.

Given the fact that food is important aspect of tourism, it is important for food service provider to maintain satisfaction of its customers. Customer satisfaction leads to advantage consequences for food service industry. In the restaurant business, customer satisfaction can be linked directly to restaurant sales (Hwang & Zhao, 2010). Restaurateurs are striving hard to satisfy customers in order to retain them and build market share (Noone, 2008). Many researchers discovered that in food service business, satisfied customer lead to positive behavioral intention (Liu, *et al*, 2009; Qin,

& Prybutok, 2009; Ryu, *et al*, 2012; Liang & Zhang, 2012), revisit intention (Han, *et al* 2009; and Law, *et al* 2004), and word of mouth (Babin, *et al* 2005).

Satisfaction can be described as the fulfillment obtained by a customer after consuming a product or service (Oliver, 1997). Satisfaction is the feeling that occurs in a customer upon completing a purchase, in the phase following the acquisition of a service (Senic & Marinkovic, 2013). Customer satisfaction is essential component for successful business, especially in service business. As Sabir, *et al* (2014) noted that customer satisfaction plays a pivotal role in success of every business organization whether it is meant for a product or a service. Rimmington & Yuksel (1998) stated that the concept of customer satisfaction is essential to the effective delivery of service. Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness (Law, *et al*, 2004). Many researchers agreed that customer satisfaction is essential for successful and survival of a business (Pizam & Ellis, 1999; Gilbert, *et al* 2004; Gupta, Mclaughlin, & Gomez, 2007).

Figure 1
Customers are Enjoying Food at Restaurant.

Food service business must provide satisfaction to its customer for the purpose of advantages. In the restaurant business, customer satisfaction can be linked directly to restaurant sales Hwang & Zhao (2010). Restaurateurs are striving hard to satisfy

customers in order to retain them and build market share (Noone, 2008; Zhang, et al, 2013).

As suggested previously, customer satisfaction lead to advantage consequences for food service business providers, this paper aim to explore literatures to provide information regarding antecedents of customer satisfaction in food service business.

RESEARCH METHODOLOGY

This study is a literature review focusing on relevant studies on antecedents of customer satisfaction in food service business that published during the period of 2012 through 2016. To accomplish the aim of this study, author searched for literatures on customer satisfaction from on line literatures database by typing relevant search terms such as "guest", "customer", "consumer" "satisfaction", "restaurant", "food service" in the search tool. A total of 17 relevant articles were downloaded and reviewed.

RESULT AND DISCUSSION

Quality of Service

Research shows there are many antecedents to customer satisfaction in food service business. One of the major antecedents to customer satisfaction is the quality of service given by a food service provider to its customers. Gorondutse & Hilman (2014) conducted a research to explore the most common constructs for quality in the food and beverages industry that influence customer satisfaction. They found that attributes of service quality (tangibility, reliability, responsiveness, assurance & empathy) have positive and significant influences on customer satisfaction. In line with previous research, Mason, Jones, Benefield & Walton (2016) investigated factors that may enhance quick-service restaurant consumer dining satisfaction and behavior intentions. They found that restaurants that offer higher Service quality (speedy service, accuracy of order received, professionalism of staff, etc.), are more likely to have satisfied consumers. Other researchers conducted survey research to explore International tourists' satisfaction with Ghanaian upscale restaurant services and revisit intentions were Adam, Adongo & Dayour (2015). They concluded that attributes of service quality in the Ghanaian upscale restaurant have impact on visitor's satisfaction.

Table 1.
Summarize of Service Attributes

No	Author(s)	Service Attributes
1	Mason, Jones, Benefield & Walton (2016)	Service quality (speedy service, accuracy of order received, professionalism of staff)
2	Min (2016)	Kindness of staff
3	Mathe-Soulek, Slevitch & Dallinger (2015)	Accuracy, Ease of understanding, Speed, High friendliness
4	Adam, Adongo & Dayour (2015)	Service quality: Tangible aspects, reliability, assurance, responsiveness & empathy
5	Min & Lee (2014)	Service factor (skill of handling complaints, level of English communication by staff, and kindness of servers)
6	Swimberghe & Wooldridge (2014)	Service quality
7	Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic (2014)	Quality of interaction
8	Gorondutse & Hilman (2014)	Attributes of service quality (tangibility, reliability, responsiveness, assurance & empathy)
9	Mathe-Soulek, Scott-Halsell & Roseman (2014)	Customer orientation
10	Ma, Qu & Eliwa (2014)	Staff service quality
11	Han & Ryu (2013)	Service encounter performance
12	Gazzoli, Hancer & Kim (2013)	Employee-level customer orientation
13	Choi & Sheel (2012)	Sitting service & human service
14	Liang & Zhang (2012)	Interaction orientation

In 2012, Choi & Sheel examined the relationship between the services offered to waiting customers and customer satisfaction in family restaurants. They confirmed that the most critical factor that affected customer satisfaction was sitting service. That is, providing spaces and chairs for waiting customers significantly enhance their satisfaction. In addition, the human service was also proven to affect customer

satisfaction. Han & Ryu (2012) explored what factors driving customers' word-of-mouth intentions in full-service restaurants. They found that the effect of service encounter performance on customer satisfaction is positive and significant. Another researcher that examined the relationships between interaction orientation and customer satisfaction were Liang & Zhang (2012). The analytical results of their research demonstrated that interaction orientation significantly influenced customer satisfaction. Min (2016) found out that kindness of staff were the top three significant factors to customer satisfaction with ethnic Korean restaurant.

Mathe-Soulek, Slevitch & Dallinger (2015) applied mixed-method research to address drawbacks of importance–performance method and develop a novel approach that identifies satisfaction drivers for unit-level quick service restaurant (QSR). They found that the service attributes such as of ease of understanding the order taker, cleanliness, and speed provide a surprise and delight that will enhance customers' satisfaction. Finally, high friendliness will increase satisfaction. Moreover, Min & Lee (2014) conducted a study to explore the connection between Australian residents' satisfaction with Korean cuisine. The study findings reveal that the service factors such as skill of handling complaints, level of English communication by staff, and kindness of servers had relationship to Australian residents' satisfaction with Korean cuisine. Swimberghe & Wooldridge (2014) conducted a study specifically in Quick Service Restaurant to examine the relationship between service quality, and customer loyalty. Results of the study showed that service quality directly influence customer satisfaction. Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic (2014) in their attempt to identify the antecedents of satisfaction and revisit attentions of full-service restaurants found that atmosphere and quality of interaction have surfaced as significant antecedents of satisfaction. Mathe-Soulek, Scott-Halsell & Roseman (2014) shows that customer orientation will be positively related to customer satisfaction. Ma, Qu & Eliwa (2014) examined the structural relationships among staff service quality, customer satisfaction, and loyalty in the context of fine-dining restaurants with a special focus on gender's moderating effects. The results showed that staff service quality contributed to the customers' satisfaction. Gazzoli, Hancer & Kim (2013) were motivated by a desire to understand why employee-customer orientation influences customers' perceptions of the service encounter. The result of the survey research shows that employee level customer orientation was significantly related to customer's perception of Internal Quality, which in turn positively affects customer service.

Food Attributes

Food attributes plays important role as antecedent of customer satisfaction in food service business. This literature review has shown that many researches indicated that food attributes have positive influence on customer satisfaction. As Bufquin, DiPietro & Partlow (2016) investigated the effects of specific service quality dimensions from the DinEX model on customers' satisfaction and behavioral intentions. They found that food healthfulness and food quality have an influence on customers' satisfaction. Min (2016) conducted a study to identify the selection attributes and satisfaction of ethnic restaurants in a multi-ethnic society. The study indicated that freshness of food, followed by taste of food, kindness of staff were the top three significant factors to customer satisfaction with ethnic Korean restaurant. In addition, Mason, Jones, Benefield & Walton (2016) investigated factors that may enhance quick-service restaurant consumer dining satisfaction and behavior intentions. Result analysis shows that: firstly, restaurant that provides higher quality food (flavor, freshness, etc.), they tend to be more highly satisfied with their dining experience.

Table 2.
Summarize of Food Attributes

No	Author(s)	Food Attributes
1	Bufquin, DiPietro & Partlow (2016)	Food healthfulness and food quality
2	Min (2016)	Freshness of food, taste of food
3	Kim, Park, Kim & Ryu (2013)	Perceived healthiness
4	Min & Lee (2014)	Food factor (taste of food, amount of food, and freshness of food).
5	Swimberghe & Wooldridge (2014)	Food quality
6	Ma, Qu & Eliwa (2014)	Food quality
7	Mathe-Soulek, Slevitch & Dallinger (2015)	Taste, temperature
8	Mason, Jones, Benefield & Walton (2016)	Food quality (flavor, freshness)

Other researchers, Mason, Jones, Benefield & Walton (2016) investigated factors that may enhance quick-service restaurant consumer dining satisfaction and behavior intentions. Result analysis shows that the restaurant that provides higher quality food (flavor, freshness, etc.) they tend to be more highly satisfied with their dining experience. Mathe-Soulek, Slevitch & Dallinger (2015) applied mixed-method research to address drawbacks of importance–performance method and develop a novel approach that identifies satisfaction drivers for unit-level quick service restaurant (QSR). They found that taste, temperature, and accuracy are factors that a QSR drive-thru must be proficient at as a minimum threshold for consumer satisfaction. Kim, Park, Kim, & Ryu (2013) examined the inter-relationships among perceived restaurant food healthiness, value, satisfaction, and re-patronage intentions in mid-to-upscale restaurants in South Korea. Their finding indicated that perceived healthiness and value have a significant direct influence on diner's satisfaction. Moreover, Min & Lee (2014) conducted a study to explore the connection between Australian residents' satisfaction with Korean cuisine. The study found that selection attributes (facility, menu, service & food) of Korean Restaurant. The study findings reveal that four factors were derived as selection attributes of Korean restaurants: the facility factor (atmosphere, interior design, scale and size, and room lighting), the menu factor (diversity of menu, and uniqueness or originality of menu), the service factor (skill of handling complaints, level of English communication by staff, and kindness of servers), and food factor (taste of food, amount of food, and freshness of food). However, the menu factor has the most positive influence on customer satisfaction. Swimberghe & Wooldridge (2014) conducted a study specifically in Quick Service Restaurant to examine the relationship between the three dimensions of relationship quality (food quality, service quality, and environment quality) and customer loyalty. Results of the study showed that food quality, service quality, and environment quality directly influence customer satisfaction. Ma, Qu & Eliwa (2014) examined the structural relationships among food quality, staff service quality, image, customer satisfaction, and loyalty in the context of fine-dining restaurants with a special focus on gender's moderating effects. The results showed that food quality and staff service quality both contributed to the customers' satisfaction.

Atmospheric Factors

Atmospheric factors have important role in enhancing customer satisfaction in food service business. Researchers such as Raab, Zemke, Hertzman & Singh (2013) in their study to gain knowledge of the impact of the noise environment on restaurant customers' overall satisfaction levels concluded that noise level factors such as effects of noise and appropriateness of noise levels, influenced overall satisfaction. Other researchers that investigated factors that may enhance quick-service restaurant consumer dining satisfaction were Mason, Jones, Benefield & Walton (2016). The results of their study shows that the restaurants that provide desirable Physical Surroundings (attractive décor, suitable music, appropriate lighting, etc.) can also improve their consumers' levels of Dining Satisfaction. Moreover, Min & Lee (2014) conducted a study to explore the connection between Australian residents' satisfaction with Korean cuisine. The study revealed that the facility factor (atmosphere, interior design, scale and size, and room lighting) have relationship to Australian residents' satisfaction with Korean cuisine. Swimberghe & Wooldridge (2014) conducted a study specifically in Quick Service Restaurant to examine the relationship between environment quality) and customer loyalty. Results of the study showed that environment quality directly influence customer satisfaction. Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic (2014) in their attempt to identify the antecedents of satisfaction and revisit attentions of full-service restaurants found that atmosphere and quality of interaction have surfaced as significant antecedents of satisfaction. Mathe-Soulek, Slevitch & Dallinger (2015) applied mixed-method research to address drawbacks of importance–performance method and develop a novel approach that identifies satisfaction drivers for unit-level quick service restaurant (QSR). They found that the factor of cleanliness will enhance customer's satisfaction.

Table 3.
Summarize of Atmospheric Factors

No.	Author(s)	Atmospheric Attributes
1	Raab, Zemke, Hertzman & Singh (2013)	Noise level factors such as effects of noise and appropriateness of noise levels
2	Min & Lee (2014)	Facility factor (atmosphere, interior design, scale and size, and room lighting)

3	Swimberghe & Wooldridge (2014)	Environment quality
4	Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic (2014)	Atmosphere
5	Mathe-Soulek, Slevitch & Dallinger (2015)	Cleanliness
6	Mason, Jones, Benefield & Walton (2016)	Physical surroundings (attractive décor, suitable music, appropriate lighting)

CONCLUSION

This study has reviewed the literature on consumer satisfaction in the food service business. The results of systematic review of literatures shows there are three major factors of antecedents of customer satisfaction in the food service business, namely quality of services, Food attributes and atmospheric factors.

Recommendation: food service business marketing practitioners can develop a marketing strategy according to the results of this study.

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SHARIA TOURISM DEVELOPMENT STRATEGY
IN NATURAL RECREATION SITES OF BATU CITY, EAST JAVA

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ABSTRACT

Batu city has abundance natural recreation sites, in which many of them have been visited by tourists. With the recent development of sharia-based tourism industry, there are opportunities for Batu to develop sharia based tourism in Batu, especially in natural recreation sites. The purpose of this research is to identify the implementation of sharia value in natural recreatin sites and Sharia Tourism development strategy in the area of Natural Tourism Batu City. Data were obtained from questionnaires given to 84 respondents consisting of visitors, tourism employees, tour manager, and policymaker then being analyzed for the implementation of sharia tourism and strategy on the development of natural tourism. SWOT strategy was used to determine every aspect of tourism development (weight 0.00 to 1.00). The results of the analysis with SWOT quadrant shows that implementation most of it has been applied. While sharia development strategy in nature tourism of Batu city is at the quadrant I which is Aggressive strategy. The Alternative strategy that used is SO strategy (Strengths-Opportunities) which includes: (1) mproving the quality of service that will lead to the system of sharia tourism; (2) utilizing all resources as a attraction of sharia tourism; (3) involving all the stakeholders in cooperation planning and management of natural tourism principled sharia; and (4) improving foreign language skills to all employees and management of tourism.

Keywords: Batu city, sharia tourism development strategy, natural recreation, SWOT.

INTRODUCTION

Sharia tourism is a tourism activity that emphasizes the material and methods of handling halal based on sharia (Hasan, 2017). The sharia principles applied in tourism originate from two sources namely Al-Qur'an (Muslim holy books) and As-Sunnah (Islamic teachings conveyed by the Prophet Muhammad) (Mohsin, *et. al.,* 2016; El-Gohary, 2016). Majelis Ulama Indonesia (MUI) has also issued a fatwa on the implementation of tourism based on sharia principles no: 108/DSN-MUI/IX/2016 (Hasan, 2017). The fatwa contains

about the implementation of sharia-compliant tours including, among others, tourists, travel agencies, tourism entrepreneurs, hotels, tour guides and therapists.

Sharia tourism development aims to attract more foreign tourists from Muslim-populated countries such as Malaysia, Brunei Darussalam, Middle Eastern countries and other Islamic countries. In addition, it's also to attract foreign investors to invest business in the new tourism sector in Indonesia and becoming the best sharia tourist destination in ASEAN (Firdausi, *et. al.,* 2017).

Batu City is located in east Java province is one of the tourist destinations because of the potential for a very beautiful nature and climate-owned because it is located in the foot of mountains and slopes (BPS Kota Batu, 2017). Based on its geographical aspects, Batu city benefited from the natural beauty of the surrounding area, the types of natural tourism that can be enjoyed in the form of waterfalls, adventure tours, natural hot spring tours, and ecotourism (Purnomowati and Ismini, 2014), in which many of them has been visited by tourist. This is evidenced by visits from year to year that are increasing, namely in 2015 as many as 2.249.201 visits, and in 2016 increased by 2.878.199 visits, in 2017 increased by 4. 188.910 visits (BPS Kota Batu 2016, BPS Kota Batu 2017, BPS Kota Batu 2018).

With the recent development of sharia-based tourism industry, there are opportunities for Batu to develop sharia based tourism in Batu, especially in natural recreation sites. So, the purpose of this research is to identify the implementation of sharia value in natural recreatin sites and Sharia Tourism development strategy in the area of Natural Tourism Batu City.

METHODS

This research was carried out in the natural tourism area and the Batu City Tourism Office. Among these natural attractions are Coban Putri (waterfall tour), Coban Rais (ecotourism), Cangar Hot Water Bath (natural hot spring tour) and Banyak mountain paragliding (adventure tourism). The location of natural tourism is in the area of Batu City (Picture 1).

Table 1.
Natural Attractions of Batu City

Criteria	Wisata			
	Coban Putri	Coban Rais	Banyak Mountain Paradigling	Cangar Hot Water Bath
Type	Waterfall	Ecotourism	Adventure	Natural hot spring
Location	Tlekung Village, Junrejo District, Batu	Oro-Oro Ombo Village, Batu	Songgokerto Village, Batu	Sumber brantas Village, Bumiaji District, Batu
Atraction	Waterfall, tracking/hiking, camping, outbound, tour of pickking oranges	Waterfall, hicking/tracking, camping, playing ATV, outbound, archery and airgun	Paradigling	Natural hot spring

Sources: Culture and Tourism Office.

Figure 1.
Map of Batu Municipality (BPS Batu, 2017)

This research was conducted in August 2018. The method used is field observation to observe directly the object under study use note, camera and recorder. Then the questionnaire was distributed to find out the implementation of sharia tourism in the area of natural tourism which includes 1) legal aspects of policy; (2) social aspects; (3) economic aspects; (4) environmental aspects; and (5) ecological aspects. Data were obtained from questionnaires given to 84 respondents consisting of visitors and tourism employees then being analyzed for the implementation of sharia tourism. The questionnaire results were processed using a Likert scale using the scores that have been determined as follows (Hakim, 2014):

Score 1 = Very Unavailable
Score 2 = Not Available
Score 3 = Neutral/Don't know
Score 4 = Available
Score 5 = Very Available

Furthermore, the scores obtained from each statement will be calculated using the following formula:

$$\mathbf{Ai} = \frac{(a.5)+(b.4)+(c.3)+(d.2)+(e.5)}{a+b+c+d+e}$$

Information:

Ai : Public perception for i-statement
a : Number of respondents giving answers 5
b : Number of respondents giving answers 4
c : Number of respondents giving answers 3
d : Number of respondents giving answers 2
e : Number of respondents giving answers 1

The results of the scores of each answer are then summed and averaged, then grouped so that the final results are known with the assessment index as follows:

1 <x ≤ 1.8 : Very Unavailable
1.9 <x ≤ 2.5 : Not Available
2.6 <x 4 3.4 : Neutral/ Don't Know
3.5 <x 2 4.2 : Available
4.3 <x ≤ 5 : Very Available

While the tourism development strategy used EFAS (External Factor Analysis Strategy) and IFAS (Internal Factor Analysis Strategy) strategies by conducting interviews with tourism managers and tourism policy stakeholders.

The results of the study were analyzed descriptively. While the data to find out the strategy of developing sharia tourism in the natural tourist area of Batu city was analyzed using SWOT analysis which included aspects of strengths, weaknesses, opportunities, and threats. The four aspects are related to each other. Every aspect of the swot is carried out according to the weight of 0.00 to 1.00, if each factor (internal/external) is added, it will get weights 1. after the weight also ranks to determine the level of importance in all aspects (1 = not important; 2 = rather important; 3 = important; 4 = very important). Then, the weight is multiplied by the rating. The number of internal/external factors is then added to create a SWOT quadrant in determining the development strategy (Parmawat et. al., 2018).

RESULT AND DISCUSSION

Implementation of Islamic Values in the Batu Nature Tourism Area

The implementation of sharia referred to in this article is everything that has indirectly been applied to a sharia tourism system in the area of Batu Nature Tourism. This implementation is viewed from five aspects, namely legal, economy, social, environmental and ecological legal aspects. On legal and policy aspects, natural tourism in Batu city has fulfilled environmental permits as a government effort in controlling and controlling the environment.

Tabel 2.
Respondents perceptions of the implementation of
sharia value in natural recreation site

Aspect	indikator	Skor			
		CP*	CR*	BM P*	NH SC*
Legal and Policy	• Enviromental permit	4,33	3,86	4,10	4,14
	• Regulations for tourism managers and employees	4,10	4,24	4,33	3,95
	• Regulations for all tourist	4,14	4,14	4,33	4,43
	• Penalties for rule violators	3,19	3,57	3,76	3,95
Economy	• Prices of food and drinks are too expensive than regular prices	2,76	3,57	3,62	3,19
	• Liquor seles	2,05	2,62	2,62	2,48
	• Halal certified of restaurants	2,67	3,14	3,14	2,90

Category	Item	CP	CR	BMP	NHSC
	• Packaging food and drinks are labeled MUI	3,76	3,71	3,48	3,48
Social	• Hospitality and courtesy of tour managers and employees	4,33	4,43	4,33	4,43
	• tourist managers and employees dress decently than female employees wear a veil	4,43	4,29	3,81	3,67
	• Muslim tourists use dress decently	3,95	4,38	4,24	4,29
	• There are worship facilities (mosques/prayer rooms and other prayer tools	4,05	4,67	4,19	4,29
	• Separate prayer places between men and women	3,62	3,71	3,38	3,38
	• Adzan reverberates every prayer time	2,76	3,33	2.33	2,86
	• Separate toilets between men and women	3,24	3,86	4,10	4,29
	• There is immorality	2,38	2,57	2,81	2,86
Enviromenal	• Beautiful and comfortable environmental conditions	4,67	4,62	4,81	4,57
	• Clean environment maintained	4,38	4,48	4,57	4,05
	• Scheduled clean environment activities	4,05	3,86	4,14	4,10
	• Availability of trash bins	4,52	4,62	4,52	4,62
	• There is a toilet	4,57	4,76	4,67	4,67
	• There is a place of wudlu	3,71	4,48	4,48	4,43
	• Availability of clean water	4,62	4,67	4,48	4,62
	• A separate tourism attractions between men and women	2,10	2,43	2,00	2,81
Ecological	• Hunting of wild animals (birds, squirrels, monkeys, etc.)	2,57	2,81	2,57	2,67
	• Waste in processed	2,90	3,00	3,14	2,86
	• Nature conservation activities	3,33	3,38	3,33	3,48
	• Information about environmental preservation	3,14	3,43	3,62	3,48
	• Information about flora or fauna that live in natural tourism areas	2,29	3,48	2,38	3,48

*CP = Coban Putri; CR = Coban Rais; BMP = Banyak Mountain Paradigling; NHSC = Natural Hot Spring Cangar

Fourth tourist sites also include rules for managers, employees as well as tourists in order to create a good travel management system. Likewise, sanctions provided by

rule violators are also applied. Other efforts in enforcing discipline in tourist areas can be in the form of warnings and direct prosecution by reporting to the authorities. Nonetheless, no natural tourism area in Batu City has received a sharia tourism certificate. In the economic aspect, there are no food stalls in tourist locations labeled sharia restaurants, but the food sold is mostly halal food in terms of ingredients, processing and how to get it. While most of packaged foods have received MUI halal certificates which are proven halal. Based on price, some locations sell food that is too expensive than the usual price. How to sell like this is used by sellers to get more profits but cannot give a good impression to visitors.

Hospitality, politeness, courtesy and neat clothing by all employees are a social aspect that has been implemented in sharia values. According to Pratama (2013), tourism managers must be able to provide satisfying services to consumers to feel interested and happy to visit again. As well as fast service and friendly appearance, these are very possible for consumers to be interested in returning and informing others. Clothes that are polite and cover the nakedness in Islamic sharia is highly recommended because it can avoid views that can lead to the passions of the opposite sex (Q.S. An-Nur 31; Al-Ahzab verses 33 and 59). Polite clothes will also give a good impression, the authority to the original nature of man. According to Satriana and Faridah (2018) that in the world of sharia tourism,polite employee clothing is a condition that can create a Muslim-friendly atmosphere.

Mosque, ablution place, toilet and prayer tools are available at tourist location. But most of tourist locations don't separate men and women. All natural location don't reverberate summon of prayer when the prayer time arrives. As well as tourist attractions are not separate, except in a natural hot spring some separate place between men and women. Even so, no one committed immoral acts.

In the environmental aspect, the natural tourist area in Batu City always strives to create beautiful and comfortable environmental conditions, as well as maintained environmental cleanliness. Efforts are being made that is by conducting a clean environment and providing regularly scheduled garbage dump in some places. Environmental cleanliness is closely related to physical and spiritual health because if the environment is clean and beautiful, the realization of a healthy and comfortable life will be

realized.If this is created in a sharia tourism environment, it can increase the values of worship such as increasing gratitude and positive thinking. Maintaining natural sustainability is an important and fundamental thing in building or developing goals in an environment. A beautiful environment will create harmony in the ecosystem. Nature is intended for common interests, can be used well and with a good attitude (Q. Luqman verse 20; Al-Qasash verse 77; Al-A'raf 56; Al-Syuara 'verse 183; Ar-Rum verse 41).

Finally, the aspects of sharia ecology that have been implemented in the area of natural tourism are nature conservation activities and prohibiting the hunting of wild animals. There is still no processing of waste and waste in tourist locations. The garbage is only collected at the polling station and sent directly to the final landfill. In some tours there are also environmental preservation slogans and some information on the names of fauna living in tourist areas. This effort is made to provide knowledge to the public about the importance of the importance of preserving the environment.

Sharia Tourism Development Strategy

Based on the results of the weight assessment and IFAS rating in the natural tourist area of Batu city (table 1), it can be seen that the total weight multiplied by the rating on the internal factor is 1.61. While the total weight multiplied by the internal weakness factor is 1.56. So, the total internal factors of strength and weakness are 3.18. While the results of the weight assessment and EFAS rating can be seen that the total weight multiplied by the rating on the opportunity external factors is 1.92. While the total weight multiplied by the rating on external factors is 1.08. So, the total external factors opportunities and threats are 3.10.

Table 1.
The results of IFAS weighting and rating in the Batu Nature Tourism Area

Internal factors	Weight	Rating	Weight x Rating
Strength**:**			
• Religious environment	0,06	3,20	0,18
• Hospitality around the tourist community	0,07	3,60	0,24
• The desire of managers natural tourism to participate in developing Islamic tourism	0,06	3,00	0,18

• Food and drink packaging sold labeled MUI	0,06	3,20	0,19
• Positive perception of natural tourism managers in developing sharia tourism	0,05	2,60	0,14
• Openness of natural tourism managers in accepting local and foreign tourists	0,07	3,40	0,23
• Tourism managers and employees wear polite clothes and veil for women	0,06	3,00	0,18
Total	0,49		1,61
Weakness:			
• Security procedures are less structured	0,07	3,60	0,07
• Tourism management has not implemented a sharia tourism system	0,04	2,00	0,04
• The skills of a foreign language tour guide are not enough	0,05	2,80	0,05
• Lack of skills of people around the tourist areas to speak foreign languages	0,05	2,40	0,05
• Tourists are less politedressed	0,06	3,00	0,06
• Low quality of environmental hygiene	0,07	3,60	0,07
• Lack of environmental conservation programs	0,07	4,00	0,07
• Some facilities in the tourist area are not separated between men and women (toilets, prayer rooms etc.)	0,05	2,60	0,05
• Restaurants/canteens/stalls around the tour have not been MUI certified	0,05	2,80	0,05
Total	0,51		1,56
Total IFAS	1		3,18

Table 2.
Results of the assessment and rating EFAS weight in Batu Nature Tourism Area

External factors	Weight	Rating	Weight x Rating
Opportunity :			
• Government policy in supporting the development of sharia tourism	0,06	2,80	0,18

in the natural tourist area of Batu City			
• Location and access to natural tourist area is strategic	0,08	3,60	0,30
• Potential for tourist visiting from abroad	0,07	3,20	0,23
• Potential tourists from domestic tourist	0,09	4,00	0,37
• The role of print media, social media and media from local and national television	0,08	3,80	0,31
• Collaboration between government, investors and the public	0,07	3,20	0,23
• There is no immoral action in natural tourism areas	0,08	3,60	0,30
Total	0,55		1,92
Threat:			
• Competition with other regions in developing sharia tourism in natural tourism areas	0,05	2,20	0,11
• Environmental pollution	0,08	3,40	0,26
• Changing the behavior and mindset of the people	0,03	1,40	0,05
• The presence of migrants	0,06	2,60	0,15
• The expansion of tourist areas	0,06	2,20	0,13
• Damage to environmental ecosystems	0,06	2,40	0,14
• Visitor interest decreases	0,06	2,80	0,18
Total	0,42		1,08
Total EFAS	1		3,10

The next stage is the analysis SWOT quadrant which aims to determine the position of development of sharia tourism in the Batu City nature tourism Area. Calculation of parameters comes from the difference between internal factors and external factors, so the calculation is:

- Determination of X coordinates

  $$\text{Total strength score} - \text{total weakness score} = 1{,}61 - 1{,}56 = 0{,}05$$

- Determination of Y coordinates

  $$\text{Total odds} - \text{total score threat} = 1{,}92 - 1{,}08 = 0{,}84$$

Figure 2.
Result of SWOT quadrant

Based on the results of the SWOT quadrant analysis in image 2, it can be seen that the position of developing sharia tourism in the natural tourist area of Batu is in quadrant I. This position is very beneficial in the development of sharia tourism in natural tourism areas. So, in this case the relevant parties can use the internal forces contained in Batu's natural tourist areas to take advantage of existing external opportunities. The strategy that must be implemented in developing sharia tourism in natural tourism areas is to support aggressive strategies to achieve maximum progress.

After describing the factors of strengths, weaknesses, opportunities and threats, then develop strategic factors related to efforts to develop sharia tourism in the region using the SWOT quadrant properties. In the SWOT quadrant, the strategies that can be chosen include Structural-Opportunities, W-O (Weaknesses-Opportunities) strategies, S-T strategies (Strengths-Threats) and W-T strategies (Weaknesses-Threats). But based on the results of the SWOT analysis are in quadrant I (figure 2), so the alternative strategy used is the SO (Strengths-Opportunities) strategy.

Strategies that must be prepared in order to take advantage of the strengths and opportunities that exist in developing sharia tourism in the natural tourist area of Batu City,then it is necessary to do the strategy factor as follows:

1. Improve service quality

   Improving the quality of services are more directed towards the sharia tourism system. Important points in the planning of halal tourism marketing, including:

providing all information to tourists related to tourism offered; a good impression of tourists is a capital to tell to tourists who will visit; limit use of natural tourism to keep coastal conservation clean and beautiful; support all restaurants to get standard halal certification that must be done; and the presence of prayer rooms and location directives using Arabic and English (Chookaew, *et. al.*, 2015).

2. Increasing sharia tourist attraction.

   Utilizing all existing resources as sharia tourist attractions.Various types of natural tourism include: adventurous tours, hot spring tours, ecotourism, and waterfalls with beautiful, beautiful landscapes and strategic locations. Sharia tourist attraction can also be added attributes for sharia tourism development, given: Worship Facilities (Mosques or mosques in each destination, adzan reverberates every prayer time, qibla instructions, Qur'an available at the hotel,supply adequate water for self purification); Halal Products (halal food and beverages, special areas for women in hotels or destinations, swimming pool and sports area separate between men and women); Islamic morals (rules for sharia principles for halal tourism staff, awareness of wearing clothes that are in accordance with Islamic rules, prohibition of prostitution activities, adult TV censorship); and no alcohol and gambling activities (Pratiwi, 2016).

3. Increasing the role of stakeholders

   Involving all stakeholders in cooperation in planning and managing sharia tourism in natural tourism areas, this is to improve the local economy and increase human resources so as to avoid threats to tourism resources. Cooperation can be done with the surrounding community and the private sector. Stakeholders from the community around tourism have a very important role, not only as beneficiaries of development, but also as the driving force for the success of tourism development in their respective regions (Rokani, 2018; Muzha, 2013).

4. Enhancing foreign language skills.

   Improving foreign language skills to all employees and travel managers to create sharia tourism that can be internationally competitive. The global language is English. The role of English is important for the tourism industry as a means of communicating, negotiating, and making transactions between tourists and tourism employees. As an

example in Thailand, the tourism industry is one of the fastest growing businesses so it plays an important role in the Thai economy (Prachanant, 2012).

CONCLUSION

Based on the results of the analysis that has been done, the implementation of sharia values in thenatural tourist area of Batu City has been most of them already exist after being reviewed based on five aspects which include: policy, economic, social, environmental and ecological law. While the strategy of developing sharia tourism in the natural tourist area of Batu City uses EFAS-IFAS and SWOT quadrant is obtained in quadrant I, which is an aggressive strategy. In this case, the alternative strategy used is the SO (Strengths-Opportunities) strategy. The strategy used is: (1) Improving the quality of services that lead to a system of sharia tourism; (2) Utilizing all existing resources as sharia tourist attractions; (3) Involving all stakeholders in cooperation in planning and managing sharia tourism in natural tourism areas; (4) Improving speaking skills to all employees and tour managers.

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IMPROVING DESTINATION MANAGEMENT
THROUGH SUSTAINABLE TOURISM DEVELOPMENT MODEL:
A CASE STUDY OF TAMAN SIMALEM RESORT

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ABSTRACT

As a priority destination, Lake Toba area should immediately clean up so as not to lag behind compared to other destinations. One important indicator of the good governance of tourism in this priority destination is when the destination has run the management and development of tourism/destination with the principles of Sustainable Tourism Development (STD). According to Global Sustainable Tourism Council (GSTC) the principles that must be met, among others are; (1) demonstrating effective sustainable management, (2) maximizing social and economic benefit to the local community and minimizing negative impacts; (3) maximizing benefit to cultural heritage and minimizing negative impacts; and (4) maximize benefit to the environment and minimizing negative impacts in accordance with Permenpar No .14/2016. Given the importance of STD implementation in the Lake Toba area, this research tries to assess and influence one of the important destinations in Lake Toba area, namely Taman Simalem Resort (TSR) located right on the edge of Lake Toba, Merek Sub District, Karo District. It is expected that by encouraging TSR in applying STD, TSR can become a local champion and become model of STD application in Toba Lake Area.

Keywords**:** sustainable tourism, tourism development, STD criteria, resort.

INTRODUCTION

The introduction includes: background, the outline of a research problem or question, and research purposes. Writing portions of the preface this without using the subtitle/section later. Source reference comes from primary sources (journal) issue 5 of last year. Source of reference that is listed at the beginning of the sentence are written using the system name (years), whereas when noted in the end of the sentence using the system (name, year).

Upon completion in 2015 the Millennium Development Goals (MDGs) development concept has been continued with a new concept called Sustainable Development Goals (SDGs) and is valid from early 2016 to 2030 (Nam 2016; Wysokińska 2017). Along with the declaration of SDGs, as one of the countries that adopt SDGs, the Indonesian government also provides a proactive response. In the same year as the launching of SDGs, where the government through the Ministry of Tourism RI launched the SDGS program in the tourism sector known as the

Sustainable Tourism Development (STD) program. In 2017, to begin assessing the performance of sustainable tourism development the Ministry of Tourism has also implemented the Indonesia Sustainable Tourism Award – ISTA (Kemenpar 2016).

In the previous year, Kemenpar RI has been holding 20 districts/cities that states are ready to carry out the development of tourism destinations with the principle of sustainable tourism development, among others; (1) Kabupaten Lombok Barat, (2) Kabupaten Wakatobi, (3) Kabupaten Berau, (4) Kabupaten Raja Ampat, (5) Kabupaten Kepulauan Morotai, (6) Kabupaten Palangkaraya, (7) Kabupaten Hulu Sungai Selatan, (8) Kota Pontianak, (9) Kabupaten Biak Numfor, (10) Kota Ternate, (11) Kota Sleman, (12) Kabupaten Magelang, (13) Kabupaten Pangandaran, (14) Kabupaten Probolinggo, (15) Kabupaten Pesisir Selatan, (16) Kota Sabang, (17) Kota Bintan, (18) Kota Medan, (19) Kabupaten Belitung, and (20) Kota Palembang (Dewipule 2015).

In addition to the determination of 20 pilot project destinations for STD implementation, Kemenpar RI also set 10 national priority tourism destinations, consisting of: (1) Lake Toba, (2) Tanjung Kelayang, (3) Kepulauan Seribu, (4) Tanjung Lesung, (5) Borobudur, (6) Bromo-Tengger-Semeru, (7) Mandalika, (8) Wakatobi, (9) Pulau Morotai, and (10) Labuan Bajo (Ibo 2015; Kominfo 2016). As one of the priority destinations, Lake Toba area certainly must be cleaned up immediately so as not to lag behind compared to other destinations. The important indicator of the good governance of tourism in the priority destination is that the destination has run the management and development of tourism/destination with the principles of Sustainable Tourism Development (STD). The STD Principles that must be met refers to the Global Sustainable Tourism Council (GSTC). These principles are then adopted to bePermenpar No.14/2016 (GSTC 2017; Kemenpar 2016).

In relation to the above mentioned things, this paper will further report the results of exploring applied research. How the application of STD can be improved in quality with mentoring activities, where research has been done on one of the important destinations in Lake Toba area of Simalem Resort Park (TSR) located right on the edge of Lake Toba, Kecamatan Merek, Kabupaten Karo.

Sustainable development became one of the important keywords underlying the framework of development around the world today, departing from the realization that the earth is not merely belonging to the current generation. The concept of original sustainability development is a concept developed by environmentalists who surfaced

in the 1970s (Liu, 2003). Explicitly the idea of sustainable development first became the concern of the Union for the Conservation of Natura and Natural Resources (IUCN, 1980) in the document World Conservation Strategy. In 1987, sustainable development was conceptualized as a merger of two schools of thought namely; theory of development and sustainable environmental management. Where the merger of the two concepts was first echoed in the Brundtland Report entitled 'Our Common Future'. Furthermore, sustainable development is described as 'development that meets the needs of today's generations without compromising the ability of future generations to meet their needs'. The same document also stipulates that development activities may be said to be sustainable development activities (in a region, country or world) if, the total amount of resources, labor, reproducible capital goods, natural resources, consumable resources is not decreases over time (WECD, 1987).

Sustainable development has a very diverse definition, Steer & Wade-Gery (1993) reveals at least more than 70 definitions of sustainable development. Inevitably, in its development, people from various fields then use the term sustainable development in different contexts and approaches (Heinen, 1994). Nevertheless, as revealed Lele (1991), the philosophy of sustainable development can generally be explored by looking at the term 'development' and 'sustainability'. Sustainable development is defined as a concept that introduces structural transformation to society so that development activities (physically and socially) do not threaten the desired growth, through social unrest, environmental pollution or depletion of resources. If we examine further, the same thing also expressed by Fennell (2014), Tribe (2011), and Paunović and Jovanović (2017).

Over time, sustainable development came into being in the so-called Millennium Development Goals (MDGs) agreed at the UN Millennium Summit in New York in 2000, attended by 189 countries and signed by 147 heads of government and valid until 2015 (Hulme, 2009). The 8 general objectives of the MDGs include; (1) eliminating poverty, (2) realizing basic education for all people, (3) promoting gender equality, (4) empowering women, (5) reducing child mortality, (6) improving maternal health, fighting against HIV/AIDS, (7) ensuring environmental sustainability, and (8) developing a global partnership for development (Wysokinska 2017).

Then in September 2015, officially at the United Nations Sustainable Development Summit meeting in New York, attended by more than 190 countries, a

new chapter for sustainable development with a concept called Sustainable Development Goals (SDGs) to continue the MDGs up to 2030. In general, 17 objectives of SDGs can be grouped into four pillars, namely (1) human development, (2) economic development, (3) environmental development, and (4) governance. There are also 5 foundations of SDGs namely; (1) human, (2) planet, (3) prosperity, (4) peace, and (5) partnership (Wysokińska, 2017).

It was also stated that there are 17 objectives of SDGs, among others related to issues of poverty, hunger, health and welfare, education, gender equality and women's empowerment, water and sanitation management, energy, economic growth, infrastructure, intra- and inter-state gaps, production and consumption, climate change, marine conservation, terrestrial ecosystems, justice for all people and partnerships in which relevant indicators are needed (Hák, Janoušková, and Moldan 2016).

One of the most active sectors to internalize the concept of sustainable development is the tourism sector, known as the concept of sustainable tourism development (STD). This sustainable tourism has become a popular discourse of the 1980s, although it is still patchy, has not been integrated and assumptions that still tend to be wrong (Liu 2003). Similar to sustainable development, sustainable tourism development also has a diverse definition according to experts, as suggested by Butler (1999), Lane (1994), Hunter (1995) and others.

The UNWTO defines sustainable tourism development as an activity to meet the diverse needs of tourists at this time and the needs of the relevant tourist destination areas, while still protecting and enhancing opportunities and resources for the future. It is considered to lead to the management of all resources in such a way that economic, social and aesthetic needs can be met while maintaining cultural integrity, important ecological processes, biodiversity and life support systems (UNEP & UNWTO, 2005).

In Indonesia this concept began to be introduced since early 2016. Along with the declaration of SDGs, the government of Indonesia through the Tourism Ministry of Indonesia made a pilot project of tourism development with the concept of sustainable tourism development. Tourism Ministry of Indonesia has partnered with 20 districts/municipalities committed to implementing sustainable tourism practices. Even to support the program Tourism Ministry of Indonesia has issued Permenpar

No.14/2016 on Guidelines for Sustainable Tourism Development Destination (Kemenpar 2016).

Based on The Global Sustainaible Tourism Council (GSTC) there are 4 pillars to find tourist places, hotels or tour operators who have or have not implemented the development yet. The four pillars elsewhere; (a) demonstrate management of sustainable destinations, (b) maximize economic benefits for host communities and minimize negative impacts, (c) maximize benefits for communities, visitors, and cultures; minimize negative impacts and (d) maximize benefits for the environment and minimize negative impacts. Steps to establish ISO code of conduct and code of ISEAL alliance standards, international bodies providing assistance for development and development of standards for sectors (GSTC 2017).

By the Government of Indonesia, through the Ministry of Tourism, the four pillars, along with the criteria for sustainable tourism development of GSTC is then adopted into the standard of management of sustainable tourism destinations and set forth in Permenpar No.14/2016. The scope of sustainable tourism destinations set forth in Permenpar No.14/2016, among others, includes; (a) management of sustainable tourism destinations, (b) economic utilization for local communities, (c) cultural preservation for communities and visitors and (d) environmental preservation (Kemenpar 2016).

A similar approach in assessing sustainable tourism development is also underway (Bassi and Sheng 2012), OECD (2014), and Seaford & Jeffrey (2015). Castellani & Sala (2010) using sustainable performance index for tourism policy development, Blancas, González, Lozano-Oyola, & Pérez (2010) using a system of sustainable tourism indicators. Ritchie & Crouch (2003) suggests that a sustainable destination has 4 pillars, ie; (a) *ecological sustainability*, (b) *economic sustainability*, (c) *sociocultural sustainability* and (d) *political sustainability*. While Hardy, Beeton, & Pearson (2002) formulate conceptual entanglements and operational contexts of sustainable tourism incorporation consisting of 5 aspects, namely; (a) economic vision, (b) conservation vision, (c) community vision, (d) academic response, and (e) industry response.

Rizkianto & Topowijono (2018), Nurhidayati (2007), Afriza, Kartika, & Riyanti (2018) put forward the concept of CBT (Community Based Tourism) applied to achieve sustainable tourism management.Law, DeLacy, & McGrath (2017), assess the application of sustainable tourism development using green economy indicator

framework, while Kristjánsdóttir, Ólafsdóttir, & Ragnarsdóttir (2018) trying to examine*Integrated sustainability indicators for tourism (ISIT)*. Akama & Kieti (2007) discuss issues surrounding sustainable tourism as a tool for socio-economic development in Kenya. Tosun (2001) presents a challenge analysis of sustainable tourism development in developing countries.

Several other researchers have also analyzed how STD implementation strategies, among others; Nowacki, Kowalczyk-Anioł, Królikowska, Pstrocka-Rak, & Awedyk (2018), Singh (2018) and Amerta, Sara, and Bagiada (2018). The study of criteria in recent studies, among others, is put forward by; Torres-Delgado & López Palomeque (2017), Ottenbacher, Schwebler, Metzler, & Harrington (2018), Peng & Tzeng (2017), Kumar et al., (2017), Dos Santos, Méxas, & Meiriño (2017) and others.

RESEARCH METHODOLOGY

This study examines how the application of sustainable tourism development with national indicators that have been established by Tourism Ministry of Indonesia. The research was conducted in 6 months in 2017, which in the early stages performed; (1) introduction of the STD concept to TSR management and owners, and (2) developing agreements with management and owners for STD implementation; (3) implementing baseline assessment and FGD; (4) providing mentoring process; (4) conducting final assessment and FGD. In the mentoring process intervention action was done to provide strengthening on the aspect or indicators that are still weak based on the baseline assessment. Strengthening actions are conducted in the form, socialization, meetings, discussions, FGDs with TSR management and key stakeholders, improvement of administrative documents, the making of SOPs, improvement of behavior and others.

The variables observed among others are divided into 4 parts, namely; (1) management of sustainable tourism destinations, (2) economic utilization for local communities, (3) cultural preservation for the community and visitors, and (4) environmental preservation (GSTC 2017; Kemenpar 2016).

Measurements are made by assessing the dimensions of the variables used, with ordinal scales; score 4 if fully fulfilled (green), score 3 partially fulfilled (blue), score 2 less fulfilled (yellow) and score 1 unfulfilled or category red (*Dergibson & Siagian, 2006) and* Kemenpar (2016).

The scoring process was conducted in an FGD forum involving 24 people, among others; management of TSR (1 person), owner of TSR (1 person), Tourism Office of Karo Regency (1 person), Tourism Office of North Sumatera Province (1 person), ASITA Sumut (1 person), PHRI (1 person) (1 person), village apparatus (3 persons) around TSR (people), community leaders (2 persons), TSR (2 persons) representatives, college representatives in this case from Tourism Academy (2 persons), (2 persons), organic farmers (2 persons), police (1 person), representatives of local artists (2 persons), *Balai Lingkungan Hidup* (1 person). In addition to FGD researchers also conducted direct validation in the field to see the real conditions that occur.

RESULT AND DISCUSSION

Baseline Assessment

The baseline assumption phase is carried out by conducting field visits to the TSR located in the District of Brand, Karo District. In this baseline assessment the indicators used in the application of sustainable tourism development are filled in FGD forums by involving key stakeholders (as noted in the methodology). The baseline assessment results are presented as follows:

Table 1.
Results of the Implementation Baseline Assessment

Criteria	Excellent (Green)	Good (Blue)	Adequate (Yellow)	Poor (Red)	Total
SECTION A: Demonstrate effective sustainable management	0	18	19	6	43
	0.00%	41.86%	44.19%	13.95%	100%
SECTION B: Maximize economic benefits to the host community and minimize negative impacts	0	9	12	0	21
	0.00%	42.86%	57.14%	0.00%	100%
SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	0	9	3	1	13
	0.00%	69.23%	23.08%	7.69%	100%
SECTION D: Maximize benefits to the environment and minimize negative impacts	0	13	14	1	28
	0.00%	46.43%	50.00%	3.57%	100%
Sum	0	49	48	8	105
Sum %	0.00%	46.67%	45.71%	7.62%	100.00%

Source: FGD Results Data Processed

Based on Table 1, it is known that of the 4 STD implementation variables, there are no variables that are categorized as green and most are in blue, yellow and red categories with relatively balanced blue and yellow proportions and fewer red categories. This indicates basically the application of STD in the TSR is relatively good but still in the blue (good) and yellow areas (enough) and requires intervention to shift to green and blue categories.

From Table 1 it is also known that section A (demonstrate effective sustainable management) has 18 items (41.86%) with well-implemented (blue) criteria, 19 items (44.19%) with sufficient criteria (yellow) and 6 items (13.95%) with less criteria (red). It is understandable that in general in terms of management aspects, TSR is actually good enough in implementing sustainable management. Some things that need to be improved include how the TSR can develop multi-year development plans involving public participation, TSR also has not proceeded to obtain sustainability standards, report on the development of safety and security related events, customer satisfaction reports, weaknesses of administrative documentation and etc.

In section B there are 0 items in green category, 19 items (41,86%) in blue category, 19 items (44,19%) in yellow category and 6 item (13,95%) are in red category. The three indicators that have the highest score include on how TSR has provided support to local entrepreneurs and encourages fair trade, provides employment and career opportunities for local communities and has monitored the economic impacts of local communities but has not been well documented. Some of the indicators that are considered to be weak (having the lowest score) are related to access of local communities to enter the very limited area of TSR, awareness about tourism and knowledge about the local people's low tourism and support for local people who are deemed to be lacking well documented.

In section C there are 0 items in the green category, 9 items (69.23%) in the blue category, 3 items (23.08%) in the yellow category and 1 item (7.69%) are in the red category. Field findings and FGDs found that TSR has interpreted the sites in the TSR region well, in the spot activities have been made announcements, sign, site interpretation in several languages namely English, Indonesia, Karo (with script Karo). Visitor behavior has also been well observed in various activities both indoor and outdoor, as well as protection of local attractions by periodically displaying local art in cooperation with local communities. However, several things that still need to be improved on how TSR can work together with the Karo District Tourism Officework

together to protect the cultural heritage, better visitor management so that it is not only visited at particular times of day and takes into account intellectual property rights (artists and local craftsmen).

While in section D there are 0 items in special category, 13 items (46,43%) in good category, 14 item (50%) in enough category and 1 item (3,57%) in less category. In this aspect D there has been no indicator that entered in the green category. Some relatively well-done items include protection against sensitive environments, environmentally friendly transport and environmental risk control. Important things to note and have a relatively low score, among others; how TSR considers more about energy conservation, water management, and water security.

Table 2.
Results of Final Assessment of STD Application

Criteria	Excellent (Green)	Good (Blue)	Adequate (Yellow)	Poor (Red)	Total
SECTION A: Demonstrate effective sustainable management	23	17	3	0	43
	53.49%	39.53%	6.98%	0.00%	100%
SECTION B: Maximize economic benefits to the host community and minimize negative impacts	9	12	0	0	21
	42.86%	57.14%	0.00%	0.00%	100%
SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	8	3	2	0	13
	61.54%	23.08%	15.38%	0.00%	100%
SECTION D: Maximize benefits to the environment and minimize negative impacts	6	22	0	0	28
	21.43%	78.57%	0.00%	0.00%	100%
Sum	46	54	5	0	105
Sum %	43.81%	51.43%	4.76%	0.00%	100.00%

Source: FGD Results Data Processed

Final Assessment

Based on Table 2 it is known that from 4 STD implementation variables, there is a significant change in the final assessment result compared to the baseline assessment result. In the final assessment, most items have been included in the green category, especially in section A and section C, while for section B and section D the majority of the blue criteria, this change means that there has been a significant improvement after the mentoring treatment on TSR governance.

Based on the above table it is known that for section A has 23 items (53.49%) with criteria implemented with green criteria, 17 items (39.53%) with blue criteria, 3 items in yellow category and no items are in red category. This is quite an increase compared with baseline condition where in category A there are 18 items (41,86%) with well implemented criteria (blue), 19 items (44,19%) with yellow criteria and 6 item (13,95 %) with red criteria.

For section A based on baseline results, the highest scores are: (1) crisis and emergency management, (2) destination management organization, and (3) safety and security. The lowest scores include: (1) visitor satisfaction, (2) tourism seasonality management, and (3) asset and attraction inventoryation. In the final assessment the results are; items with the highest value among others; (1) aspects of promotion, (2) crisis and emergency management, and (3) destination management organization. The lowest score is: (1) property acquisitions, (2) asset & attraction inventarisation, and (3) tourism seasonality management.

In section B there are 9 items (42,86%) in excellent category, 12 items (57,14%) in good category, 0 item in adequate and poor category. It means that there is a significant improvement in the implementation of STD governance compared to baseline conditions, where there are 0 items in excellent category, 19 items (41,86%) in good category, 19 items (44,19%) in adeaquate category and 6 items (13, 95%) are in the poor category. While at the baseline the highest score among others on the indicator; (1) supporting local entrepreneurs and fair trade, (2) local career opportunities and (3) economic monitoring, in the final assessment the orders become; (1) supporting local entrepreneurs and fair trade, (2) local career opportunities, and (3) economic monitoring. The lowest score among others; (1) local access, (2) tourism awareness and education and (3) support for community, then in the final transform to (1) local access, (2) tourism awareness and education and (3) support for community.

For section C in the final assessment there were 8 items (61.54%) which were very well impregnated (green), 3 items (23.08%) were good executed, 2 items (15.38%) were in adequate category and 0 items in poor category. This achievement also indicates an increase in the application of STD in section C. Previously there were only 0 items in the excellent category, 9 items (69.23%) in good category, 3 items (23.08%) in adequate category and 1 item (7.69 %) are in poor category. If at the baseline the highest score among others on the indicators; (1) site interpretation, (2) visitor behavior and (3) attraction protection, at baseline transform to: (1) site

interpretation, (2) visitor behavior and (3) cultural heritage protection. The lowest baseline scores include; (1) cultural heritage protection, (2) visitor management and (3) intellectual property, then in final assessment become (1) attraction protection, (2) visitor management and (3) intellectual property.

While in section D there are 6 items (21,43%) are in excellent, 22 item (78,57%) in good category, and each 0 item for good and adequate category. This condition improved significantly compared with the baseline result, where there were 0 items in the excellent category, 13 items (46.43%) in good category, 14 items (50%) in adequate category and 1 item (3.57%) were in poor category. For section D based on the baseline result, the highest score among others on indicators; (1) protection of sensitive environments, (2) low-impact transportation, and (3) environtmental risk. In the final assessment the highest score occurs on (1) solid waste reduction items, (2) wastewater and (3) protection of sensitive environments. The lowest baseline scores include; (1) energy conservation, (2) water management and (4) water security, then change into: (1) light and noise pollution, (2) low-impact transportation and (3) water management in the final asessment.

Treatment Activities

After the implementation of the baseline assessment activity, TSR is further informed about the importance of the application of sustainable tourism development. To induce TSR management with STD application the researcher performs a number of treatment stages, prior to final assessment, namely:

a) Implementing the socialization of tourism destination implementation with STD concept based on GSTC and Permenpar No.14/2016 criteria.

b) Conducting mentoring and strengthening for each aspect related to the implementation of STD. Assistance activities are conducted on each relevant work unit.

c) Implementing the improvement of STD implementation in accordance with GSTC criteria with a duration of 3 months, by performing periodic evaluations per 2 weeks.

d) Conducting a final assessment.Include TSR on Indonesia Sustainable Tourism Award (ISTA) activities organized by Kemenpar RI in 2017. In this case the result is very encouraging because TSR can get recognition of ISTA Award as the 2nd best destination in environmental management and preservation (Alex 2017).

CONCLUSION AND SUGGESTION

Some important findings that can be concluded in this study are as follows: (1) The process of assistance and treatment of tourism destinations TSR has managed to improve the quality of governance of tourism destinations with the concept of STD. If the baseline is still minimal achievement implementation in the green and blue categories but in the final assessment there is improvement so that the majority of indicators of the assessed variables into the category of green and blue as expected. (2) TSR basically has a good awareness and commitment in applying the concept of sustainable tourism development. STD-oriented activities in many ways have actually been implemented for a long time. Owners and management in a sustainable manner have tried to make good planning, empower the economy of the local community, preserve the culture and preserve the environment, but it must be admitted there are still many weaknesses and still need improvement continuously, along with the development of STD concept which for some key stakeholders is still considered as a novelty. The weakest of all observed aspects is the availability of reports and administrative documents that record the progress of improvement over time and need to optimize and increase synergies with local governments in particular and other stakeholders in general.

The implementation of sustainable tourism development is a journey and a long struggle and for better implementation requires synergy of all parties (key stakeholders). As a leading tourist destination in the area of Lake Toba, the existence of TSR with excellence in applying STD should continue to get support from all parties and TSR can be used as a local champion in the area of Lake Toba as a destination that implements the development of tourism development.

Further research needs to be done to see the implementation of STD on a wider spectrum especially for Lake Toba area which is currently being hit by various negative issues such as environmental pollution, forest fire, transportation security, economic empowerment of local communities and others.

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SUSTAINABLE TOURISM CONCEPT IN REDESIGNING ZONE-ARRANGEMENT OF BANYUWEDANG HOT SPRINGS ARCHITECTURE

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ABSTRACT

Architecture and tourism are two things that have mutual connection to each other in terms of spatial arrangement and sustainable resources management. Architectural form in tourism accommodation support concerns on many sustainable aspects in community's social-economy, environment, and culture. Banyuwedang Hot Spring as tourist attraction has many potential, such as hot spring sources, mangrove forest, and a temple with its own architectural form called "Pura Mas Beji Banyuwedang" and "Pura Dang Kahyangan Banyuwedang". The management system of this tourist attraction is self-management by some group of local people. The issue that emerge on site was zone setting and activities that looks unorganized and not fit-based on function embedded to it, and also didn't concerned about activities impact on mangrove forest. On average, 50% of main and support facilities not properly-used. On Average of tourist visit is 60 person a day and the system of waste management was not well-organized and well-made. The purpose of this research is to rearrange architectural zonation arrangement of Banyuwedang Hot Spring using sustainable tourism concept (economy, social, and environment). Using naturalistic qualitative research method by searching for problems that has sensual empiric, native's viewpoints, researcher's viewpoint base logic, and trancendental charasteristic. Zone arrangement that resulting from this research are recreative and conservative zone that have mutally connected to each other in terms hot spring tourism spatial. Those zone arrangements formed based on (1) potentials owned as a toursm object; (2) Economic aspects such as operational cost and local people income; (3) social aspects from the creation of social space between visitors; (4) environmental aspects, by the mangrove forest and hot spring sustainability preservation; and (5) cultural aspect, by the preservation of religious ritual and ritual attraction as one hot spring space.

Keywords**:** hot spring architecture, redesign, sustainable tourism, zone arrangement.

INTRODUCTION

Sustainability perspective in using ressources as tourism potentials must be a holistic embeded planning. It means that in terms of tourist attraction planning, we need some paradigm in terms of social, economy, and environment that need to be concerned and considered in defending the sustainability of tourism support potentials. The involvement of all tourism stakeholders such as government, private sector, and local people must be equally arrange and must support each other in creating a sustainability (between tourism and social-economy and environment)

(Pradapa, 2004). In line with that, sustainable tourism concept in Sustainability Tourism Charter (1995) mentioned that development emphasized on allignment concept and integrated between ecological aspect, worth in terms of economy, and social through resources arrangement and resources utilization on sustain terms.

Tourist attraction is often used by community, and therefore becomes public asset. It is encompasses river, water spring, open space and park, roads and other rural capitals. The development of tourism potentially reduces public access to the common public resources. The intensive uses of resources by tourist led to the scarcity of natural resources, such as land and water (Normelani *et al.*, 2016). In the developing countries with rich natural resources, the diversity of flora, fauna, and landscapes is the ultimate natural resources for tourism development. In some part, cultural resources have been promoted as a tourist attraction. Since every part has its own culture background, the cultural aspect of community often diverse in developing countries. This is become the advantages among developing countries with its huge cultural resources to be cultural tourism destination (McKercher and Cros, 2012).

Development in phisycal context in tourism facility architecture need to use sustainable architectural concept. Sustainable architecture concept is an architecture that attempt to minimize negative impact on built environment with efficiency and moderation in using material, energy, and development space, and also ecosystem in extensively (Ragheb, El-Shimy and Ragheb, 2016). Sustainable architecture is not just seeing through physical aspect of building to environment but also as a whole (holistic) considering local people involvement in supporting sustainable development. In sustainable architecture concept, besides environmental aspects and cultural aspects which become parameter there are also local people involvement as a very important aspectthat needs to be consider. Just like what Sidiq & Resnawaty (2017) said, ressources and local community uniqueness (tradition and culture) are the main leading elements of tourism main actitivity and become ecology system that interconnected. According to Dewi, Fandeli, & Baiquni (2013), main potency in local people-based tourism are human, nature, and culture. That 3 elements contained in tourism village concept that according to Nuryanti (1999) was a form of integration between attraction, accommodation, and facilities that served in organizational structure of local people life in form of procedures and traditions that applied. Those things can be met on Banyuwedang Hot Spring Tourist

Attraction, that is the people of Pejarakan Village as the organization which lead it, hot spring sources and mangrove forest as natural potency and religious rituals in form of Mas Beji Banyuwedang Temple and Dang Kahyangan Banyuwedang Temple.

The characteristic of Banyuwedang Hot Spring is the hot water sources which located on the edge of mangrove forest. This potency used by local people (Pejarakan Village) for healing ritual of any kinds of skin diseases. In line with the development of nature tourism concept, then Banyuwedang Hot Spring was made as one of tourist attraction by Buleleng District Government on year 1982. As a tourism destination, it needs to accommodate supporting facilities which buildon that area in form of public bathing pool for secular activities, private bathing chambers, accommodation such as food stall/food court, toilet and others supporting facilities. From year 1984 until now, management of it has been taken over by Pejarakan Village because didn't show increasing number of tourist visit.

In management of tourist attraction it needs to consider sustainable aspect potencies (nature and cultural) which will become attractiveness. Sustainability in this context was a attempt in preserving natural ecosystem and cultural order either physically or metaphysically for the next generation. Nature and culture potencies are vital sources that needs to be conserved, but brings good impact (economy and welfare) to local people. That Concept became the eyeglasses in seeing management phenomenon of Banyuwedang Hot Spring, which contains some things that can give sustainability disadvantageous to local nature and culture.

Banyuwedang Hot Spring as tourism destination has hot springs (kelebutan) as sorces of tourism bathing activities and Mas Beji Banyuwedang Temple and Dang Kahyangan Banyuwedang Temple as Hindu's Religious Architecture. Beside all that, in this region also has mangrove forest which can be considered as plus mark in terms of tourism attractiveness. Accordings to grand tour, we found that existing zone arrangement consist of 3 zones, that has following conditions : zone 1 : Not-well functioned facilities which should be function as private bathing chambers, public bathing chambers, food stall/food court, toilet, and changing room; zone 2: There weren't any supporting facilities such as managerial office and adequate parking area; zone 3: zone arrangement looks unclear/unfinished in terms of groupings such as private and public bathing chambers inside the temple zone, food stall zone spreaded and bathing chambers for healing located near the springs

(kelebutan); and zone 4: waste disposal management looks not well-organized, it can be meet on soap waste and grey water didn't filtered before streamed to natural environment, there were still garbage scaterred, even between mangrove roots. Those images showed that sustainability concept still weak in terms of full-governancy by people of Pejarakan Village.

Besides all that, local people which represented by Banyuwedang Hot Spring tourist attraction manager delivering the plan for tourist attraction development through arrangement and adding some support and services facilities. Parking area arrangement which today looks not well organized, visitor parked their vehicles on any space available, adding gazebo facilities, bridge construction or jetty for tour around mangrove forest and adding souvenir shop buildings. Local people desire in thi tourist attraction arrangement needs a direction and planning that lead to the sustainability of it's potencies.

In arrangement of this Banyuwedang Hot Spring, we need a sustainable way of approach. This approach considering "recreational" aspect and "conservational" aspect integrated in Banyuwedang Hot Spring Tourism Destination. Recreational aspects are the availability bathing tourism facilities and other facilities that support it. Conservation aspects are the preservation natural environment, ritual activities, and local people involvement in managing the object. Environmental conservation related to hot spring and mangrove forest which are the potencies of these tourist attraction, Ritual activities are the existence of ritual activities and temple architecture (Dang Kahyangan Banyuwedang Temple and Mas Beji Banyuwedang Temple) as tourism attractiveness, and the involvement of local people by the existence of traditional village (Pejarakan Village) in managing the area.

This research purpose is to redesign zone arrangement of Banyuwedang Hot Spring Tourist Attraction through sustainability tourism approach by combination between "recreational" and "conservational" concept. The redesign of the zoning system is based on the following issues: (1) recreational facilities such as open pool, private pool, public showers, playground, visitors lockers, toilets and locker rooms, and zoning kiosks still spread and unstructured; (2) the irregularity of the zoning arrangement creates an unclear circulation between the circulation of visitors and the community performing prayers; (3) there are many facilities that have been physically damaged and unfit for use as well as lack of other supporting facilities in increasing the number of tourist visits to Banyuwedang Hot Springs.

In this redesign design is divided into two major zonation namely recreation and conservation zones. Recreational zone are bathing facilities and supporting facilities, and conservational zone are hot spring, mangrove forest, and ritual activities. Early zone arrangement redesigned through sustainability approaches, so it can produce an integrated zone arrangement concept between conservation and tourism attraction. Method that used is qualitative naturalistic which focus on empirical studies about tourism activities phenomenon, preserving environment and culture around it. The results will become a consideration in rearrangement of the tourist attraction through holistic approach.

RESEARCH METHODOLOGY

Research method that used is qualitative naturalistic through sustainable tourism approaches by approach on economical aspect (equity in people income through direct involvement in managing the tourist attraction), social aspect (preserving social space extension between visitors and local people) and environment (mangrove forest and hot spring) and also culture (Pura Mas Beji's and Pura Dang Kahyangan Banyuwedang's architecture). That aspects need to be put as foundation in redesigning sustainability zone arrangement in Banyuwedang Hot Spring Tourist Attraction. Step by step of this research are: (1) survey related to early phenomenon which are activity system, available facilities and utility system through direct involvement as visitors; (2) zone arrangement identification related to the object; (3) doing an unstructurized interview with visitors and the tourist attraction manager; (4) discussing an empiric studies with sustainable tourism concepts and local approaches; and (5) draw a conclusion in form of redesigning zone arrangement of Banyuwedang Hot Spring.

RESULT AND DISCUSSION

General Image of Banyuwedang Hot Spring Tourist Attraction

Banyuwedang Hot Spring Tourist Attraction was one of natural tourism destination in Buleleng District with its main potency such as hot spring and mangrove forest. Total amounts of tourist visit to the object still on minimum level that is more or less 70 to 100 person a day. It happens because of facilities and promotion management still not fully supported recreational activities in the object. Operational time of this tourist attraction opened at 08:00 am until 18:00 pm on

Monday until Friday, but in Sunday opened at 08:00am to 20:00pm. Total amounts of tourist to the tourist attraction can be seen on the following Figure 1 below:
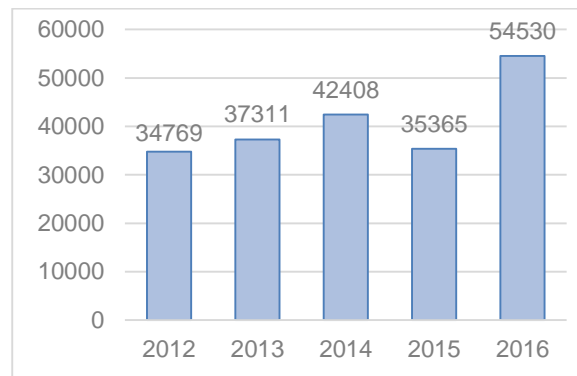
Figure 1.
Total Amount Graphic of Tourist visit to Banyuwedang Hot Spring
(Banyuwedang Hot Spring Management, 2018)

Activities that did by tourist in the object are recreation and spiritual. Recreation by do bathing in hot spring that available on open pool and pool chambers. Spiritual activity that held here is a healing type, and also in this object there are healing pool especially used by visitors that got skin disseases. This hot spring came from kelebutan (spring) which located on north side of the site and brackish water.

Banyuwedang hot spring got 2 function, recreation and spiritual. Recreational function can be seen from hot spring that can be used for bathing and spiritual function (skin disseases cure). Those potencies already functioned from long ago before the object became tourism destination. With majority of users was the local people. Now, the object has been developed for public hot spring bathing.

Potencies that already on the object are natural potency and spiritual potency. Natural potency (1) Hot Spring (kelebutan) that keep on flowing with large amount of water discharge formed a hot spring bathing pool, this spring is functioned for flowing the water to the open bathing pool or bathing chambers; (2) View of Bali's northern beach and an overlay of mangrove forest increasing the beautifulness of this tourist attraction, visitors can enjoy the view while bathing; and (3) Air that still fresh and natural that created by green elements of mangrove forest and also this place located far away from people settlement which crowded.

Besides natural potency that become the attractiveness value of this object, there are also spiritual potential that marked by the existence of 2 great temple (Mas Beji Banyuwedang Temple dan Dang Kahyangan Banyuwedang Temple). Spiritual tourism that did by visitors is healing ritual on healing-pool bathing chambers and Pura Mas Beji Banyuwedang. Before visitors doing the healing ritual, they have to pray for permission to used the hot spring in honour for *niskala* elements around the objects, and then continue to do bathing in the pool that available. Healing pool positioned different from normal pool that only used for recreational purpose which located near hot spring (*kelebutan*).

Cultural potencies also increasing the attractiveness of the object. On ceremonial day, Hindu, Muslim, and Catholic doing their courteous in this object. The value of religion tolerance between people also can be seen as one of cultural attractiveness.

The Image of Banyuwedang Hot Spring existing can be seen on the following Figure 2.

Figure 2.
Banyuwedang Hot Spring Existing
(source: survey result, 2018).

Redesigning Zone Arrangement of Banyuwedang Hot Spring Tourist Attraction

(1) Recreation Zone

In this zone arrangement there are area for tourism attraction activities in form of opened hot spring bathing facilities, chambers or bathing for healing purposes. Open-Bathing zone in form of hot spring bathing used in public located on middle area of the others attraction facilities and close to hot spring sources. The zone arrangement concept are (1) public pool or opened located on the middle and become the core orientation of bathing chambers; (2) Bathing chambers located in the south side of the bathing pool with orientation to building masses in the north or to the opened bathing pool; (3) While healing pool located not far from hot spring sources. These zone arrangement done based on distance consideration between opened bathing pool, bathing chambers, or healing chambers that closed enough to the hot spring sources. This means that hot spring water distribution doesn't need more power sources to flowing the hot water from it sources. Beside that, the creation public spaces as social space from visitors who do recreation on the object. Bathing chambers zone also located on the area that easy to monitor from all negative things.

Other Recreational zone which is "tour around mangrove" is a trip through mangrove forest via wooden jetty. That jetty has been planned to stop near edge area of mangrove forest, so that not destroying the mangrove trees to much. Visitors can go around mangrove forest which located on the north of the site while enjoying fresh air that comes from the forest and also beautifulness of northern buleleng district open seas. End of the trip is returning to the hot spring bathing area.

Zone arrangement of this recreation supporting facilities also planned with approaches to environmental conservation. That facilities are deposit box area and changing room, shower room, and toilet. The most considered things on that facility are waste disposal management; toilet; and also plastic garbage disposal system. Waste in form of soap and detergent will flow through filtration process before it flowed to open nature. This system filtered the rest of bad molecule from soap or detergent and that liquid waste, so it detached from the molecul and flowed to open nature.

Other zone arrangement that support the recreational activities in the Banyuwedang Hot Spring Tourist Attraction are (1) Management Office; (2) restaurant; (3) Souvenir Shop; (4) Parking area, and (5) Medical Clinic. Facilities that located in southern zone of the site and located in eastern side of Pura Dang Kahyangan Banyuwedang zone. In the beginning, this zone is an empty land and functioned as parking area for visitors, but according to more strcuturized zone concept, then some facilities which located on the same zone as bathing pool zone has been moved to supporting zone. Beside that also for adding comfortness and safetiness of all visitors then function such as medical clinic and SPA need to be added.

Block Plan of Redesigning Zone Banyuwedang Hot Springs can be seen on the following Figure 3 below:

Figure 3.
Block Plan of Redesigning Zone Banyuwedang Hot Springs

(source: analysis result, 2018)

According to description above and discussed with sustainability concept (economic, social, environment). Economic sustainability seen from open-bathing pool zone and closed (chambers) which located as closed to hot spring sources. Efficiencies in energy-draw power sources or hot water distribution from it's sources to all pool are minimizing energy needs concept. Besides that also, bathing pool zonation placement near the hot spring sources, keeps water quality so it's temperature will not easily drop. Zone arrangement related to building masses that oriented to the centre (open-bathing pool) produce activities pattern settings that creates social spaces between visitors. People that came from all regions of Bali and outside Bali can know each other well through that. The management of waste disposal system from activities in bathing pool, shower room, and bathroom are using filtration system that flowed away all liquid waste (detergent and soap) from all activities to open nature. That filtration concept can help to preserved nature around the object (mangrove forest) from liquid waste pollution by bathing pool, shower room, and bathroom. Sustainability environmental concept also described from zonation arrangement of supporting facilities such as: (1) management office; (2) restaurant; (3) souvenir shop; (4) parking area; and (5) medical clinic which the zonation located far away from hot spring sources to keep a good nature environmental quality.

(2) Conservative Zone

There is other potencies in Banyuwedang Hot Spring Bathing which is the existence of Pura Mas Beji Banyuwedang and Pura Dang Kahyangan Banyuwedang architecture. Pura Mas Beji got interconnection with the Banyuwedang hot spring sources, because the temple existence was a form of respect to the spring in Hindu-Balinese religion context in general and especially for banyuwedang people. According to Wijaya (2015) stated that Balinese people perceive that springs are a source of life and need to be managed sustainable it by spasial system. The spasial system are Balinese people do ritual activities at the source of the spring as an effort to respect the water source in an niskala (ritual) by establishing a temple (holy place) around the place. The people who do healing activities through hot spring media, must first do praying at Pura Mas Beji Banyuwedang. The existence of those

temples certainly have social activities setting that do prayers (*pamedek*). There are two main activities in Banyuwedang hot spring as tourist attraction which are recreation and ritual. These things means that 2 activities and rituals spaces (recreation & ritual) have been well preserved in terms of their existence related to preserving sustainability of those two in one tourist attraction region.

Zone arrangement of those temple arranged with preservation of its existence but blend in spatial on one tourist attraction. Distance between Pura Mas Beji Banyuwedang arranged with border line of a park with 1 metre width from the temple outer wall border. Kinds of plant which will be used such as mini yellow bamboo or red shoot flower. This borderline concept separating 2 zones not absolutely but separation made through harmonization in those two zones. Because of the existence of Pura Mas Beji was a part of this object. Same concept also applied in Pura Dang Kahyangan Banyuwedang. But, the borderline width is 2 metre because of these temple complex much bigger than Pura Mas Beji Banyuwedang. So, conservation of those two temples still preserved in one tourism region with it's secularity. Transition Zone between Recreative Zone (Secular Zone) and Conservative Zone (Sacral Zone) can be seen on the following Figure 4.

Figure 4.
Transition Zone between Recreative Zone (Secular Zone)
and Conservative Zone (Sacral Zone)
(source: analysis result, 2018).

Figure 4 illustrates the boundary between recreation zones and conservative zones is space in the form of a planter box. The transition space maintains the continuity between the two zones (recreational and conservative). In the context of architecture, the transition space becomes the middle boundary that divides the two opposing spaces to create harmony. Besides that, the existence of transition space (planter box) as an acoustic (silencer) of recreational activities conducted by visitors. Therefore, visitors who do secular activities in the recreation zone can enjoy the potential of freshness of mangrove forest and also the potential in the form of a temple architecture that is still maintained its existence. While people who do praying can quietly perform ritual activities without disturbed by recreation activities. So the sustainability of the temple architecture as a cultural potential in Banyuwedang Hot Springs still maintained its existence as the spirit of place.

Other conservative zone is the mangrove forest. In redesigning the zone arrangement of the object, mangrove forest existence preserved. Zonation of bathing chambers, food stall, and bathing shower for healing resetting by consideration that activities on that zone have negative impact on mangrove forest sustainability. There are plastic garbages from food from food wrappig and detergent in western zone of Pura Mas as activities result on those spaces. Bathing chambers and healing shower rearranged to be one area with open bathing pool, and the existence of food stalls relocated to southern of the toursim object with quite far distance from conservative sone (mangrove forest and spring).

Arrangement concepts on top were sustainability concept in environemntal and cultural context. The sustainability of mangrove forest ecosystem preserved through space and activities governance that doesn't cause environmental pollution. Those pollution came from plastic garbages from activitis in food stall, bathroom, and bathing pool. Because of it, spaces and activity setting on those spaces moved to zone that not directly or indirectly touch vital conservation zone (mangrove forest and hot spring sources). Sustainability in cultural context which is the existence of religious ritual on both temple in this Bayuwedang Hot Spring Tourist Attraction keep on going through zones that accommodate ritual activities at a time also become local cultural attraction in supporting tourism potencies.   The intended result is a summary of the results of the analysis of the data, not the research results in the form of raw data.The results of the analysis of the data from the statistical data

processing software, presented by re-typing in the table which is adapted to needs, not by means of cut output results analysis.

CONCLUSION

Redesigning zone arrangement of Banyuwedang Hot Spring based on sustainability concept through "recreative and conservative" spaces zone arrangement. It consist of: recreative zone arrangement based on activities character as spaces for bathing and it's supporting spaces. Conservative zone as potency that gives value on bathing place there are hot spring sources, mangrove forest, and Pura Mas Beji and Pura Dang Kahyangan Banyuwedang Temple.Those two zones existence preserved in one unity of sustainable tourism region. The separation of those two zone through consideration on economic sustainability concep, social sustainability, environmental sustainability, and cultural sustainability. Minimizing power use with the placement setting of bathing pool near hot sprng sources, social interaction spaces through centered mass pattern on public activities in one spaces, preserving mangrove forest and hot spring sources from pollution of plastic garbages and liquid waste with space zonation not located on those vital area. Do not reducing ritual activities existence and supportive ritual with those spaces arrangement in one unity of toursim spaces. The results of this study are expected to be a consideration or guide lines in the construction and structuring of facilities at the Banyuwedang Hot Spring Tourist Attraction by focusing on sustainable development. Consider the potential of the natural environment and local cultural wisdom (ritual aspects and temple architecture) as a very important potential in sustainable development in Banyuwedang Hot Spring Tourist Attraction.

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COMMUNITY BASED AGRO-TOURISM DEVELOPMENT STRATEGY FOR SUMBER ARUM VILLAGE, SONGGON, BANYUWANGI

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ABSTRACT

The development of agro-tourism cannot be separated from the communities around the agro-tourism area, considering that local communities play a major role in the success of an agro-tourism. Community involvement and participation are the main criteria in the development of sustainable agro-tourism. Therefore, agro-tourism should be developed through the concept of community empowerment. The development of agro-tourism models is needed to improve the welfare of the surrounding community while at the same time directly increasing the region's original income through the tourism multiplier effect. The purpose of this study was to identify superior commodities and prospective tourist attractions that support the development of agro-tourism oriented to the potential of Sumber Arum village. Besides, this study also aims to develop agro-tourism development strategies based on community-based tourism that can be applied in the development of agro-tourism in Sumber Arum village. This research used a case study approach with Sumber Arum village as the object of research. Analysis of determining superior commodities and tourist attractions used exponential comparison (MPE) method. The arrangement of development strategies is based on community-based tourism using analysis of IFE, EFE, IE, SWOT, and AHP. The results showed that water lettuce, celery, and ferns were superior commodities for the development of agro-tourism. Priority development strategies that could be recommended to the Sumber Arum village to develop agro-tourism based on community based tourism are (1) utilizing the potential of agricultural land into agro-tourism zoning, (2) providing training about basic tourism to agro-tourism society, (3) collaborating with tourism industry stakeholders to introduce agro-tourism destinations, (4) creating community-based agro-tourism brands, and (5) increasing community involvement for renewal of agro-tourism products.

Keywords: agro-tourism, community based tourism, development strategy, Sumber Arum Village.

INTRODUCTION

The development and management of tourism in an area must be able to reflect the role of local communities who are involved in the tourism development and management process so that there will be a synergy and the ability to create suitable program with the aspirations and desires of the community. Management of tourist destinations also requires the participation of all elements of society to develop these tourism objects and improve the welfare of the community around tourist destinations.

And then, environmental conditions have to be managed because it has influence of community participation (Parwati, *et. al,* 2018).

Agro-tourism is a diversification of tourism products that combine agricultural activities (agro) and recreation in an agricultural environment (Sznajder, *et al*, 2009). Beeton (2006) in Aref and Gill (2009) stated that agro-tourism is one of the terms used to describe tourism in rural (rural tourism), besides farm tourism, soft tourism and ecotourism. Agro-tourism is an activity that tries to develop natural resources in an area that has the potential in agriculture to become a tourist area.

Agro-tourism is part of a tourist attraction that utilizes agricultural business as a tourist attraction. The aim is to expand knowledge, recreational experience and business relations in agriculture. Through the development of agro-tourism which emphasizes local culture in utilizing land, farmers' income can increase along with efforts to conserve land resources, and maintain local culture and technology (indigenous knowledge) which are generally in accordance with their natural environmental conditions. Agro-tourism also provides opportunities for tourists to take part on rural recreation activities to expand knowledge, recreational experience and business relations in the field of agro.

The development of agro-tourism cannot be separated from the communities around the agro-tourism area, considering that local communities play a major role in the success of an agro-tourism. Community involvement and participation are the main criteria in the development of sustainable agro-tourism. Therefore, agro-tourism should be developed through the concept of community empowerment.

Sumber arum Village is one of the villages in the Banyuwangi located at the hillside of Raung Mountain. The area consists of residents' villages, agricultural land, plantations and forests. Sumber Arum village has beautiful scenery and there are several tourist attractions around the village. The development of agro-tourism models is needed to improve the welfare of the surrounding community while at the same time directly increasing the region's original income through the tourism multiplier effect. The development done must be community-based in order to maintain sustainable development of agro-tourism. The purposes of this research are to identify superior commodities and prospective tourist attractions that support the development of agro-tourism which is oriented to the potential of Sumber Arum village, and to develop agro-tourism development strategies based on community-based tourism that can be applied in the development of Sumber Arum village agro-tourism.

RESEARCH METHODOLOGY

This study seeks to develop a development strategy based on David's (2012) strategy development framework. This research is included in descriptive, qualitative and quantitative research. Types and sources of data used are primary and secondary data. Primary data is data obtained directly from the informant meanwhile secondary data is data obtained through interviewing other parties who are interested and related on this study. The informants on this research consist of practitioners, local government, academics, and general public.

In this study, superior commodities and main attractions are mapped and identified using exponential comparison method (MPE). MPE method is one of the decision methods that quantify the opinion of a person or more in a certain scale (Marimin, 2004). Descriptive analysis is done by identifying factors that influence the development of agro-tourism in Sumber Arum village. The results of descriptive analysis are used as a basis for analyzing external and internal factors that will be presented in the IFE and EFE matrix. The results of the analysis are used for IE analysis to determine the position of destinations in the tourism industry in Banyuwangi. SWOT analysis uses the power to overcome weaknesses and to take advantage of every opportunity while removing all threats to obtain various alternative development strategies (Chan, 2011). The results of the SWOT analysis provide several alternative strategies adopted based on logic to achieve goals (Ikhsan, 2011). This collection of strategies was chosen to be a number of relevant strategies that were suitable with the results of the IE analysis. The relevant strategy is then used as the basis for determining priority strategies using AHP.

RESULTS AND DISCUSSION

Determination of Leading Commodities

Leading commodities are potential commodities that are considered to be competitive with similar products in other regions because besides having comparative advantages they also have high business efficiency (Ely, 2014). Sumber Arum village has considerable potential, either the potential that has been utilized or those that have not been maximally used. The potential that includes natural resources and even human resources that must be continuously explored and developed to welcome tourism which is increasingly growing in Banyuwangi Regency. Sumber Arum Village

has various kinds of agricultural commodities. The agricultural commodities of Sumber Arum Village and the entire Songgon District are vegetable which are distributed throughout the Java-Bali region. This proves that Sumber Arum has considerable agro potential. Agricultural commodities in Sumber Arum Village include celery, chili, tomatoes, mustard vegetables, cabbage, beans and watercress.

Table 1.
Leading Agricultural Commodities in Sumber Arum Village

No.	Strategy Factors	Weight	Commodity						
			Lettuce	Edible fern	Celery	Mustard green	chili	Tomato	Sring-bean
1.	Market potential and growth	0,125	0,625	0,5	0,375	0,375	0,375	0,375	0,25
2.	Potential natural and environmental resources	0,125	0,5	0,5	0,5	0,25	0,375	0,25	0,25
3.	Ability of human resources	0,125	0,5	0,375	0,375	0,375	0,375	0,375	0,375
4.	Competition level with other tours	0,236	0,944	0,708	0,708	0,472	0,472	0,472	0,472
5.	Infrastructure availability	0,194	0,776	0,388	0,582	0,582	0,388	0,388	0,582
6.	Consumer's tastes and the tendency	0,194	0,776	0,776	0,776	0,582	0,582	0,582	0,582
	Total		4,121	3,247	3,316	2,636	2,567	2,442	2,511
	Rating		1	3	2	4	5	7	6

From the MPE analysis (Table 1), it is known that the superior agricultural commodity in Sumber Arum Village is watercress with the highest total of 4.121. The second leading commodity is celery with a total of 3,316. The third commodity is fern with a total of 3,247. The fourth commodity is vegetable mustard with a total of 2,636. The fifth commodity is large chilly with a total of 2,567. The sixth commodity is beans with a total of 2,511. The seventh commodity is tomatoes with a total of 2,442. The agricultural commodities are mostly located in Sumberasih Hamlet.

The Arrangement of Community Based Tourism Development Strategies
(1) Evaluation of the Internal Environment

The results of the IFE analysis (Table 2) indicate that the main strength factor of Sumber Arum agro-tourism lies on the fact that it has large plantations with a score

of 0.322. It shows that the role of a land in the development of agro-tourism is very necessary. Besides human resources, land is also factors that need to be considered. Businesses in the plantation sector do not solely need land but it requires a large area or land and fertile soil conditions. Sumber Arum itself is one of the villages in Banyuwangi Regency which is suitable to be utilized as plantation area or agro tourism. The village has cool air, large area and very fertile soil conditions. Some of these potential factors are keys that must be utilized and maximized to develop agro-tourism which based on Community Based Tourism- in Sumber Arum Village.

Table 2.
Results of Internal Factor Evaluation of Sumber Arum Village Agro Tourism

No.	Strength	Weight	Rating	Score
1.	Diverse commodities	0.076	4	0.305
2.	Having large area	0.081	4	0.322
3.	Very cool air temperature	0.074	4	0.295
4.	Abundant clean water	0.077	4	0.309
5.	Beautiful landscape views	0.080	4	0.319
6.	Public participation rate	0.068	4	0.270
	Total	0.456		1.820
No.	Weakness	Weight	Rating	Score
1.	Bad Signal telephone	0.095	2	0.191
2.	Inadequate public transportation	0.088	2	0.175
3.	Inadequate accessibility	0.085	2	0.171
4.	Inadequate accommodation	0.087	2	0.174
5.	Inadequate Tourism facilities	0.090	2	0.181
6.	Having no collaboration with stakeholders	0.099	2	0.198
	Total	0.544		1.090
	Total Score	1.000		2.908

The main weakness of Sumber Arum agro-tourism is there is no collaboration with stakeholders which is indicates by score 0.198. Sumber Arum Agro-tourism is still not operated by any party. So there is no collaboration with stakeholders both from the government and the private sector. Sumber Arum is a private land owned by farmers.

The result of internal factor evaluation was 2.908. This score indicated that the ability of agro-tourism internal factors in Sumber Arum Village which is based on Community Based Tourism was in above average position. The number of strength

factor reached 1,820, while the weakness factor reached 1,090. The total of each score if accumulated shows that the agro-tourism based Community Based Tourism position in Sumber Arum Village has more dominant strength factor than the weakness factor.

(2) External Environmental Evaluation

The results of the EFE Factor analysis (Table 3) state that the main opportunity factor is to become an agro-tourism destination in Banyuwangi Regency that is reflected by total score 0.101. The condition of these external factors is the driving force for the manager to be more active in maintaining and developing agro-tourism based on Community Based Tourism in Sumber Arum Village. So, it will be better and having more tourists in the future. Agro-tourism can be maximally developed by not only maximizing the main opportunity, but also utilizing and maximizing other opportunities.

The main threat factor possed by agro-tourism based on Community Based Tourism in Sumber Arum Village is the existence of a tourist area that does not last long with score 0.135. The emerging of a new tourist attraction, mostly, reduces the visit to the old tourist attraction if the old one does not add any innovations. Case studies of tourism objects in Banyuwangi Regency show that some tourist attractions gain fame only at certain times. This was caused by lack of innovation from the management which resulted boredom on the visitors.

Table 3.
Results (EFE) External Factor Evaluation of Agro Tourism
of Sumber Arum Village

No.	Opportunity	Weight	Rating	Score
1.	Increase commodity market share	0.085	4	0.340
2.	Availability of employment opportunities for surrounding community	0.083	4	0.330
3.	Being an agro-tourism destination in Banyuwangi Regency	0.101	4	0.405
4.	Collaboration with stakeholders	0.099	4	0.395
5.	Increasing tourist visits in Banyuwangi Regency	0.088	4	0.350
Total		0.456		1.820
No.	Threat	Weight	Rating	Score

1.	Competition with other attractions	0.088	4	0.350
2.	Natural disasters (floods)	0.090	4	0.360
3.	Soil and Water Pollution due to Waste	0.120	2	0.240
4.	The short existence of tourist areas	0.135	2	0.270
5.	Raung Mountain eruption	0.113	2	0.225
Total		0.546		1.445
Total Score				3.265

The results of the analysis result total score of 3.265. The total score for the opportunity factor reached 1,820, while the total score of the threat was 1,445. It shows that the ability of external factors in agro-tourism which is based on Community Based Tourism in Sumber Arum Village is in a high position, and that agro-tourism in Banyuwangi has more dominant opportunity factor than the threat factor.

(3) Analysis of Destination Position

The results of the IE analysis (Figure 1) place Sumber Arum village in cell II, namely (Growth and Build). The strategy that can be carried out in the development of agro-tourism is by implementing an intensive strategy and integration strategy, merger and strategic alliance can also be done. An intensive strategy can be carried out by market penetration, market development, and product development.

Total value Weighted IFE

	Strong 3.0 – 4.0	Average 2.0 – 2.99	Weak 1.0 – 1.99
High 3.0– 4.0	I	II	III
Total weighted EFE value Medium 2.0 – 2.99	IV	V	VI

Low 1.0– 1.99	VII	VIII	IX

Figure 1.
Matrik IE Sumber Arum Agro-tourism

(4) Strategy Formulation

Alternative formulations of agro-tourism strategies in Sumber Arum village were obtained using SWOT analysis. According to David (2012) alternative strategies are divided into four, namely S-O strategy (strength-opportunities), W-O (weaknesses-opportunities) strategy, S-T (strength-threats) strategy, W-T (weaknesses-threats) strategy. From the formulation of the strategy in the SWOT matrix, 13 alternative strategies are produced in accordance with internal and external factors to develop agro-tourism in Sumber Arum village, which can be seen in Figure 2.

Internal / Eksternal	Strengths	Weaknesses
	1. Diverse commodities 2. Has a large area 3. Very cool air temperature 4. Abundant clean water 5. Beautiful view 6. High level of community participation	1. Bad telephone signal 2. Inadequate public transportation 3. Inadequate accessibility 4. Inadequate accommodation 5. Inadequate Tourism facilities 6. No collaboration with stakeholder
Opportunites	SO Stategies	WO Strategies
1. Increase commodity market share 2. Availability of employment opportunities for the surrounding community 3. Become an agro-tourism destination in Banyuwangi Regency 4. Collaborate with stakeholders 5. Increased tourist visits in Banyuwangi Regency	1. Utilizing the potential of agricultural land into agro-tourism zones (S1, S2, S5, S6, O2, O3, O5) 2. Developing agro-tourism product trading systems (S1, S2, O1, O4) 3. Providing basic tourism training to agro-tourism communities (S3, S4, S6, O2, O4)	1. Synchronization of stakeholder work programs to support the development of agro-tourism (W1, W3, W6, O4, O5) 2. Establish cooperation with the community for agro-tourism zoning (W2, W4, W5, O1, O2, O5) 3. Cooperating with tourism industry players to introduce agro-tourism destinations (W6, O4, O5)

Threats	ST Strategies	WT Strategies
1. Competition with other tourism objects 2. Natural disasters (floods) 3. Soil and Water Pollution due to Waste 4. The existence of tourist areas which does not last long 5. Raung mountain eruption	1. Building disaster evacuation routes (S6, T2, T5) 2. Increasing community involvement for renewal of agro-tourism products (S1, S2, S6, T1, T4) 3. Application of green farming principles in the development of agro-tourism (S2, S3, S4, S5, S6, T2, T3) 4. Creating community-based agro-tourism brands (S1, S2, S3, S4, S5, S6, T1, T4)	1. Utilizing residents' residential areas as home stays (W4, W5, T1, T4) 2. Adding disaster management facilities (W3, W5, T2, T5) 3. Agro-tourism area utilization with the concept of back to nature (W1, W3, T3)

Figure 2.
Results of Evaluation of Development Strategies

(5) Priority Strategy Determination

SWOT analysis produced 13 strategies for developing agro-tourism in Sumber Arum village. Then, it is formulated into the five most suitable alternatives strategies based on analysis of the position of staff and an assessment of each alternative strategy to obtain priority strategies. Selection of priority strategies that are rated most suitable using Analytical Hierarchy Process (AHP). AHP resolves the problem in an organized frame of mind, so that it can be expressed to make effective decisions on the issue. The analytical hierarchy process in this study is divided into four hierarchies, the first level is the focus or target that is the development strategy that is suitable for Sumber Arum agro-tourism area, the second level is the criteria or factors that influence the destination, those are tourist destination, tourist product, promotion, control group and attitude and participation of local residents which is an operational management strategy for ecotourism. The third level namely sub criteria or objectives, those are improving the quality of tourist attractions, maintaining environmental sustainability, and expanding marketing. The fourth level is an alternative marketing strategy resulting from SWOT matrix analysis. AHP results are presented in Figure 3.

Model Name: STRATEGI PENGEMBANGAN AGROWISATA

Synthesis: Summary

Synthesis with respect to:

Goal: STRATEGI PENGEMBANGAN

Overall Inconsistency = .08

SO1	.289	
SO2	.227	
WO3	.185	
ST2	.146	
ST4	.153	

Figure 3.
Results of AHP Analysis using Expert Choice application

The choices strategies sorted by priority are:

(6) Utilizing the Potential of Agricultural Land into Agro-tourism Zoning

Sumber Arum Village has wide-spread agricultural land in each hamlet. There is one hamlet, Sumberasih or Sempol Hamlet, which has 2 Ha of agricultural land to be used as hydroponics. The land is owned by individual citizens. Planting systems through hydroponics are developed by residents with the aim of innovating. The potential of agricultural land using the hydroponic system can be utilized as an agro-tourism zoning. Distributions of zoning are in the form of fruit plant zoning, vegetable zoning, and flower zoning. Agricultural land is given the boundary divider to be planted various types of plants. Each zone has plants ranging from seedlings to ready to harvest. This can provide agricultural education to tourists. So that in one region there are various types of hydroponic plants with each zone that can attract tourist visits. Through this concept tourists can enjoy various types of plants in one area. In addition to plant zoning, agro-tourism can also add a mutualism symbiotic cycle with residents' livestock. Special zones are given for livestock such as cattle, goat, and chickens around the agro-tourism area. The results of animal waste are used as compost for the maintenance of plants. Crop yields that are not suitable for sale can also be used as animal feed.

(7) Providing Basic Tourism Training to Agro-tourism Actors

Building an agro-tourism area which involves the role of community or tourism based on Community Based Tourism, the tourism area managers must really prepare good human resources in welcoming various types of tourists ranging from local tourists to foreign tourists. The character of each tourist is very different; therefore to create tourist's interest in the services and products we have is not easy. Business operators in the tourism sector must really prepare human resources who are competent in it. Attention and support from the government is needed in the development of a tourist area because with the role of government, especially the tourism side can provide direction in building and developing good and appropriate tourism areas. Basic tourism training for agro-tourists can be done by providing an understanding of *Sapta Pesona* which includes security, order, cleanliness, coolness, beauty, friendliness and also memories. Standard greeting and grooming training, basic foreign language skills, service spirit also needs to be done.

(8) Cooperating with Tourism Industry Players to Introduce Agro-Tourism Destinations

In carrying out the process of developing agro-tourism areas, there needs support from various parties concerned, namely the Village Head, Banyuwangi Culture and Tourism Office, academics, and also the Agriculture Service. The purpose of collaboration with the Village Head is to invite the community to start tourism awareness. Banyuwangi Culture and Tourism Agency has a role to assist in terms of adding or improving road access and facilities, Banyuwangi Culture and Tourism Office (Dispar) can also help to promote the agro-tourism area. Academic parties play a role in contributing ideas to develop sustainable agro-tourism areas. Banyuwangi Agriculture Service assists in the marketing of agro-tourism products and provides training ranging from the nursery process to how to harvest to the community around the agro-tourism area in Sumber Arum Village.

(9) Creating a Community-Based Agro-Tourism Brand

The most prominent community activities in Sumber Arum agro-tourism are farming. The livelihoods of the majority of the people are farmers. This can be used as a branding strategy for the introduction of community-based agro-tourism. We Need to create a unique tagline as a characteristic of agro-tourism in promotional activities. The tagline that can be used is 3C (Love the Creator, Love Nature, Love local wisdom).

Agro-tourism promotion activities are carried out by utilizing social media. Content in the promotion can include agricultural products and farming activities. Promotions can be made by making creative community videos as agro-tourism actors and then upload them to social media such as Instagram, Facebook, websites, and so on. Besides making videos, promotions can be made by creating billboards with unique and interesting designs.

(10) Increasing Community Involvement for Renewal of Agro-Tourism Products

The concept of developing Sumber Arum agro-tourism is to use plant zoning system. This requires updating the type of plant to be planted. There needs to be cooperation between the management and the surrounding community. To avoid boredom of tourists, we need to do innovation in renewal of agro-tourism products. We also need to tell the community about the types of plants that will be planted in a certain period in each zoning. Plant nurseries need to be done by farmers before the harvest, so that after harvest, farmers can directly plant other types of plants without any vacancies in each agro-tourism zoning. Community participation can be done in the first few processes, namely the planning stage. In the planning stage of community agro tourism development, community can give ideas toward the development that will be carried out. The second stage is the implementation. At this stage, the community is directly involved in the operation of agro-tourism activities Because people is agro-tourism actors. Operational activities are in the form of plant nurseries, maintenance and harvesting. The third stage is management in the form of processing the harvest into the hands of tourists who visit. Processing is carried out by the community around agro-tourism. The fourth stage is the evaluation of the results of the development of agro-tourism by involving the community through proposals and opinions to obtain sustainable development. So that, community participation is needed in all stages.

CONCLUSION

Sumber Arum Village has various commodities from various types of seasonal food crops. Some of the existing commodities include celery, fern, chili, tomatoes, mustard greens, cabbage, beans, and lettuce. The order of superior commodities obtained based on MPE analysis is watercress, celery, fern, mustard greens, large chili, beans, and tomatoes. The tourist attraction of Sumber Arum Agro-tourism is that

it has a cold temperature, a panoramic view of a beautiful area, has extensive agro-tourism land, and has diverse agricultural commodities.

There are 5 alternative development priority on agro-tourism strategy development which is based on community-based tourism. The first priority is to utilize the potential of agricultural land into agro-tourism zoning. The second priority is to provide training in tourism base to the agro-tourism community. The third priority is to collaborate with tourism industry players to introduce agro-tourism destinations. The fourth priority is to create a community-based agro-tourism brand. The fifth priority is to increase community involvement for renewal of agro-tourism products.

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KUTA BEACH AREA, BALI: A STUDY ON TOURISM ZONING AND CARRYING CAPACITY

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ABSTRACT

Kuta Village is located at Badung regency of Bali province. Its white-sandy beach, good wave and beautiful sunset have attracted tourists to come to Kuta repeatedly. This area is a tourist destination and has become a mainstay tourist attraction of the island of Bali since the early 1970s. Changes in business areas is dynamic and unpredictable. The aim of this study is to explore the form of zoning and carrying capacity of tourism business in Kuta beach area based on current situation and level of the tourism business from the perspective of zoning quality and carrying capacity. The population of this study are tourists and beach vendors in Kuta beach area. The number of population is not known with certainty so to determine the representation of the sample members, determined based on the technique of non-probability sampling that is a purposive sampling technique. Types of data used are quantitative and qualitative data. Data analysed with descriptive statistic and descriptive qualitative approach. The results of this research are 20 business zones and three carrying capacity forms that are relevant to sustainable tourism paradigm consisting of physical carrying capacity, economic carrying capacity and social carrying capacity.

Keywords: zoning, carrying capacity, tourism business, Kuta Beach area.

INTRODUCTION

Badung Regency is one of nine regencies/cities in the Province of Bali, Indonesia, located in the southern part of Bali island, and has an area of 418.52 km2 or 7.43% of the total area of Bali island. Administratively, Badung Regency is divided into six subdistricts, which extend from the north to the south, namely Petang District, Abiansemal District, Mengwi District, North Kuta District, Kuta District, and South Kuta District. Besides that, in this region there are also 16 kelurahan, 46 villages, and 538 satuan lingkungan (BPS Province of Bali, 2016).

Tourism is designated as the 2018 leading development sector of Indonesia along with agriculture and fisheries (https://tagarnusantara.com). This is in line with the commitment of President Joko Widodo to build villages through tourism. The policy was determined because tourism development aims to increase economic growth, people's welfare and eradicate poverty. Tourism also has a multipurpose economic impact that is significant for the growth of cross-scale value-added links, especially

micro, small and medium enterprises (MSMEs) to help create jobs and increase people's incomes. The leading tourist attraction is based on the uniqueness of local cultural resources, the uniqueness of natural resources and a combination of both, the uniqueness of the creative activities of the community and based on the distinctiveness of natural resources, culture and creativity of the community.

Regarding the zones and tourist attractions, Badung Regency has many attractive tourist attractions and most of them are natural attractions in the form of coastal areas. Tourism objects that have been set by the Regional Government of Badung Regency as tourist attractions can be detailed as follows: 61 percent of natural tourism in the form of beaches, 19 percent of cultural tourism, 11 percent of natural tourism in the form of waterfalls, agro tourism, community based tourism and outer temples, respectively 3 percent artificial tourism, a combination of natural and artificial tourism and a blend of natural and animal tourism (*Badung dalam Angka* 2017). Kuta Beach is one of the tourist attractions in Kuta area. This area is a tourist destination and has been a mainstay tourist attraction of the island of Bali since the early 1970s. This area is full of tourism facilities such as hotels, restaurants, spas, villas, malls, and so on. This area is very popular with tourists so investors are competing to build tourism facilities that have implications for congestion and regional density.

António Guterres, Secretary General of the United Nations stated, "Every day, more than 3 million tourists cross the international border. Every year, nearly 1.2 billion people travel abroad. Tourism has become an economic pillar, a passport to prosperity, and a transformative power to increase the welfare of millions of people. The world can and must use the power of tourism when we try to implement the 2030 Agenda for sustainable development. "(UNWTO, Annual Report 2017).

With regard to sustainable economic growth, UNWTO also reports that sustainable tourism is one of the pillars of creating the right environment for resilient and sustainable economic growth in all parts of the world, supported by investments in infrastructure and facilities, excellent connectivity and innovative business models which provides quality products in line with market trends.

Sustainable tourism can also ensure equitable distribution of income and benefits from tourism, create decent work, reduce poverty, provide opportunities for women and young people, respect and support the interests of local communities and indigenous peoples and encourage inclusive access to tourism experiences for all.

Development of tourism facilities is expected to have a positive impact on

improving the economy, opening up more jobs and being able to prosper the community. In addition, it is hoped that the development can provide benefits for the preservation of nature, culture and the environment.

But in reality, on the other hand, with the development of tourism many negative impacts are felt such as depletion of natural resources, socio-cultural problems, and the environment. Regarding the development of tourism, Rahmafitria (2017) states that development must consider the capacity of natural resources and the quality of human resources in the local community.

The development of uncontrolled tourism facilities can cause environmental damage, so there is a need to limit the number of visitors and the construction of supporting facilities. Determination of carrying capacity aims to minimize the negative impacts that can occur in tourist areas such as environmental damage due to density of development and visitors, besides the carrying capacity needs to be considered so that there is no excess capacity in tourist areas that can cause discomfort to communities around the area and tourists. This means that the need for carrying capacity should not exceed the threshold in the development and development of tourism.

Changes in the business area in Kuta area are dynamic and impossible to predict. Business activities through the management of assets of the customary village of Kuta provide opportunities for the community to participate in improving their welfare. This condition is consistent with the findings of Bunten (2010), Ali Selcuk Can (2014) and Tonsun (2001) that tourism planning responsibilities must be developed for the benefit of local communities. The results of previous studies from Astawa et al. (2018) showed that the business management model was arranged in 5 tourism business zones in Kuta's customary village including Kuta Beach, 4.5 km, Kuta Art Market, community participation, participation of non-indigenous residents (krama tamiu) and LPD (micro financial Institution). Zones are areas that have specific environmental functions and characteristics. The tourism business zone in the Kuta beach area is the division of the area into several zones in accordance with the functions and characteristics of the business or directed to the development of other functions to balance business activities, comfort of business people and friendly to the environment, economy and social. The findings of Astawa and Suardani (2017) state that tourists complain about congestion and the density of existing business activities. However, tourists continue to provide recommendations to friends, business partners

and family and state that they will return to Kuta area in the hope that the government will overcome the problem. Furthermore, recommendations from the results of research by Astawa and Suardani (2017) are: (1) the government must provide guidance and inspection of tourism facilities that do not have licenses, (2) foster stakeholders in the tourism industry, especially hotels and restaurants to implement better (solid or liquid) waste management systems, and (3) further research directed on the relevance of tourist visits to the economy, socio-culture and infrastructure in Kuta beach area.

The problems to be examined in this study are: (1) how is the form of zoning and carrying capacity of the tourism business in the coastal area of Kuta, Bali based on the current situation?, and (2) What is the condition of the tourism business in each zoning and carrying capacity of the tourism business in the coastal area of Kuta, Bali viewed from the perspective of tourism activities, products purchased, and the impression of tourists?

Based on the subject matter that has been formulated, the purpose of this study is to (1) know the form of zoning and carrying capacity of the tourism business in the coastal area of Kuta, Bali based on the current situation, and (2) know the condition of the tourism business in each zoning and carrying capacity of the tourism business in the Kuta beach area, Bali, viewed from a tourism perspective, purchased products, and tourist impressions.

RESEARCH METHODOLOGY

This study uses a qualitative descriptive approach with a design format describing, summarizing various conditions, various situations, or various phenomena of social reality that exist in society that are the object of research and try to attract reality to the surface as a characteristic, character, character, model, sign, or an overview of certain conditions, situations or phenomena (Burhan Bungin, 2015). In this study the results of the study are presented descriptively which are presented in the form of table format techniques.

This study uses a type of case study, in which research is carried out in depth and detail regarding the zoning and carrying capacity of the tourism business in Kuta beach area and its impact on improving service quality management of Kuta beach, and the welfare of business people in Kuta beach area. The population of this study is tourists and business people in informal sector in the coastal area of Kuta. Data and

facts are collected from the field related to zoning and carrying capacity of tourism business through information from informants. Determination of informants is done by purposive sampling technique, which is the selection of informants who directly master the information that occurs in the process related to research (Burhan Bungin, 2015). The informants chosen in this study came from tourists and business people in Kuta beach area and local community leaders. The type of data used is qualitative data and quantitative data. The data analysis used in this study is descriptive statistical analysis and descriptive qualitative.

RESULT AND DISCUSSION

The development of tourism objects plays a significant role as an attracting factor for tourist visits. Muljadi (2012) states that the terms of developing tourist attraction according to the existence of tourist objects, associated with Kuta beach area can be described as (1) something to see, (2) something to do, (3) something to buy, and (4) something to buy. As something to see, the main attraction of Kuta is beautiful beach. The landscape with a stretch of sea and white sand for 4.5 km from north to south. On the beach is planted with trees that can cool the atmosphere. Seeing the sunset on Kuta beach is mandatory if you visit Bali. Sunset in a very exotic Kuta, watching the sun set on the beach as if the sun had sunk into the sea slowly. Starting from the perfectly round sun, slowly entering into the sea a quarter of a part, half a part and so on until the sun completely disappears into the ocean. Kuta Beach is very supportive of the atmosphere because this beach facing the west has a view of the open sea where the sun will sink. Can see various events, traditional ceremonies and religions, the aircraft will land because indeed Ngurah Rai Airport on the seafront is directly adjacent to Kuta beach.

Subject of something to do is an activity carried out during a visit on the beach of Kuta. Kuta beach has good waves for surfing. Other activities can be done such as sunbathing, swimming, playing sand for children, jogging, playing beach balls, playing kites, photography objects with a backdrop of panoramic beach and sea. Something to buy is an activity of tourists to do shopping activities along Kuta beach area. Availability of surfboard rental services and also providing coach services that are ready to teach surfing. The trainer or instructor is ready to teach how to surf, understand the waves, simulate on the beach before entering the sea. Massage services are available with therapists from mothers with mats and coconut oil.

Available hair braid services, available services to make temporary tattoos, available public facilities on the beach such as parking lots, public bathrooms, beach umbrellas, renting a variety of beach activities such as surfboards, mats, drinks and food stalls, many choices of restaurants, food is very diverse ranging from typical Balinese to international flavors available, from rice packs to fancy restaurants there.

Zoning and Carrying Capacity of Tourism Business in the Coastal Area of Kuta Based on Current Situation

The stretch of Kuta beach around 4.5 Km from north to south is now conditioned to be a place for business activities as well as functioned as a place for religious activities, recreation and coastal attractions. There are 1,168 business people managed by Kuta Beach Tourism Management, placed in 20 tourism business zones. The participation of residents, both customary and non-indigenous residents in this business activity consists of 46% indigenous people and 54% of non-indigenous people, 44% male and 56% female. The existence of business people in Kuta beach area can be seen in Table 1.

Tabel 1.
Tourism Zoning in Kuta Beach Area, Bali

No	Zona	Location	Beach Vendors (person)			%
			Male	Female	Total	
1	Perbatasan	In front of The Stone hotel	10	2	12	1.0
2	Kama Sutra	In front of Citadines Kuta Beach	4	1	5	0.4
3	Anggrek	In front of Bali Anggrek hotel	65	76	141	12.1
4	Istana Rama	In front of Istana Rama Hotel	6	8	14	1.2
5	Haris	In front of Beach Walk	19	4	23	2.0
6	Sahid	In front of Sheraton Bali Kuta Resort	74	77	151	12.9
7	Sea View	In front of Kuta Seaview	52	83	135	11.6
8	Mc. Donald	In front of Mc. Donald	4	3	7	0.6
9	Mercure	In front of Mercure hotel	41	43	84	7.2
10	Hard Rock	In front of Hard Rock hotel	74	100	174	14.9
11	Inna	In front of Grand Inna Kuta hotel	77	88	165	14.1
12	Pura Santen	Around the area of *Pura Santen* Kuta	8	10	18	1.5
13	Pura Segara	In front of *Pura Segara* Kuta	26	48	74	6.3

14	Bali Garden	In front of Bali Garden Beach Resort	8	7	15	1.3
15	Kartika	In front of Discovery Kartika Plaza hotel	26	26	52	4.5
16	Santika	In front The Anvaya Beach Resort Bali	4	4	8	0.7
17	Bintang Bali	In front of Bintang Bali Resort	14	43	57	4.9
18	Bali Hai	In front of Holiday Inn Resort	3	0	3	0.3
19	Holiday Inn	In front of Holiday Inn Resort	2	4	6	0.5
20	Patra Jasa	In front of Patra Jasa hotel	4	20	24	2.1
	Total		518	650	1.168	100

Source: Secondary data processed, year 2018

The distribution of beach vendor in each zone in Kuta beach area shows that the most percentage is in the Hard Rock zone, which is 14.9%, then 14.1% is in the Inna zone and 12.9% is in the Sahid zone. The existence of business actors is seen from the types of goods and services provided in each zone as in Table 2.

Tabel 2.
Number and Types of Tourism Businesses in Kuta Beach Area, Bali

| No | Jenis Usaha | Beach Vendors (person) | | | % | Citizen Status | |
		Male	Female	Total		Customary	New Resident Settle in Kuta Area
1	Fruit	9	15	24	2.1	9	15
2	Picture	3	1	4	0.3	2	2
3	Wristwatch	20	1	21	1.8	1	20
4	Eyeglasses	13	1	14	1.2	1	13
5	Sarong	4	108	112	9.6	46	66
6	Young Coconut	2	4	6	0.5	6	0
7	Shell	7	2	9	0.8	2	7
8	Financial Services	0	3	3	0.3	0	3
9	Kite	6	0	6	0.5	0	6
10	Food	22	20	42	3.6	29	13
11	Massage	7	154	161	13.8	102	59
12	Manicure/Pedicure/Plaited hair	4	147	151	12.9	50	101
13	Drinks	92	45	137	11.7	86	51
14	Statue	23	78	101	8.6	7	94
15	Umbrella	32	4	36	3.1	31	5
16	Silver	19	0	19	1.6	9	10
17	Cigarettes	13	0	13	1.1	0	13

18	Slippers	0	2	2	0.2	1	1
19	Blowpipe gun	13	6	19	1.6	8	11
20	Surfing	137	53	190	16.3	132	58
21	Temporary Tattoo	74	5	79	6.8	5	74
22	Mat	18	1	19	1.6	7	12
	Jumlah	518	650	1,168	100	534	634

Source: Secondary data processed, year 2018.

The percentage of the types of businesses that are mostly in the coastal area of Kuta are surfing services at 16.3%, massage at 13.8% and Manicure, Pedicure and Plaited hair at 12.9%. Based on an interviewed conducted with beach vendors, the average income of business people is Rp. 5,100,000 per month. This fact shows that the tourism business in each business zone is able to improve the welfare of the community and is able to bring happiness in business and most people in the coastal area of Kuta, say they are satisfied with the income they get from work in each business zone.

In connection with the employment opportunities along Kuta beach, 10% of beach vendors say that it is better to involve indigenous kutanese or at least prioritize local residents to sell on the beach. This goal is to ensure more intensive supervision. Eleven percent (11%) of service providers said that it was very necessary to do an agreement on the distribution of working areas so that business activities in Kuta beach area could be done professionally and also avoid unfair competition with fellow beach vendors.

The Condition of the Tourism Business in Each Zoning In Kuta Beach Area (from the Perspective of Tourism Activities, Purchased Products, and Tourist Impressions)

The tourism business conditions in this discussion are activities carried out by tourists on Kuta beach, their perceptions of products and services purchased or enjoyed and the impression of tourists on the physical condition of Kuta beach. Swimming is 10%, surfing is 11%, walking around is 16%, seing sunset is 19%, doing photography is 13%, shopping is 12%, sitting is 17% and running is 2%. The activity with the aim of enjoying sunset is the purpose of the visit to Kuta beach which is the most dominant and sitting in the second place. Tourists enjoy the sunset while drinking beer while joking. Besides enjoying the sunset and sitting, walking around the beach is also the purpose of a visit to Kuta beach.

Viewed from the perspective of products and services purchased, the percentage of food & drink is 25%, umbrella is 5%, surfing is 14%, massage is 13%, manicure & pedicure is 7%, temporary tattoo is 2%, silver is 1%, plaited hair is 6%, eyeglasses are 7%, long chair is 5%, statue is 1%, sarong is 8%, mat is 4% and other (bracelet) is 2%. Food & drink is the most purchased product on the beach, then surf board rental services and massage services.

The tourists' perceptions of Kuta beach conditions, Bali are as follows: by 5% said Very crowded, 19% said Crowded, 21% said quite crowded, 21% said clean, 5% said dirty, 2% said noisy, 26% said convenient, and 2% said there were too many beach vendors on the beach.

Regarding questions related to retribution to enter Kuta beach area with the aim of improving service quality, all informants said they did not agree, with reasons such as the following statement:

a. "Thinking or alternative way of raising money can affect the business of many locals" (Caolan Stowe, British)

b. "It should be available for everyone to come easily with no money. I don't like commercial " (Manveva, Italian).

c. "It should be free for everyone. The beach is for everyone to enjoy the sand, ocean etc. " (Loeken, Norway).

The statement from tourists shows that the beach is for everyone and should be available to everyone at no cost. If entrance fee is applied, it will affect business in Kuta beach area.

The suggestions given by tourists regarding the future arrangement of Kuta beach can be categorized according to the concept of Attraction, Amenity, Accessibility, Ancillary services (Spillane, 1994; Cooper, 2000) as follows:

Tourists visiting Kuta beach tend to enjoy sunset, sitting and walking around which can be done at cheap, comfortable prices and not disturbed by vendors and other service providers. The cleanliness of the beach including the cleanliness of the sand is the hope of tourists who have not been well fulfilled. Supporting facilities that can meet the needs and desires of tourists during a visit are in the form of additional availability of toilets, trash bins, non-smoking areas, first aid for fish bites, danger of jelly fish attacks and minor injuries handlers. There is a need to manage the completeness of the beer menu by providing BBQ to help absorb alcohol consumption. In addition, the availability of organizations related to beach cleanliness is also needed

in the form of garbage collection organizations that work in accordance with office hours.

The activities of this organization can also be in the form of a community that functions to collect garbage on the beach, for example with slogans, if you help you get free drinks. It also requires enforcement of rules that beach vendors are not allowed to disturb tourists with repeated questions about whether they want to buy food, massage, sarong, tattoo and other products or services if they are not desired. For example, tourists who want to buy something will give a thumbs up and vice versa with a stop or dislike sign. Regarding the regulation of business people, examples of tourist expressions are as follows: "Less annoying beach vendors. Keeping the beach clean. No overcrowded selling of drinks. Maybe just a few shops, where you can buy your drinks and nobody is asking you every two seconds if you want to buy something".

CONCLUSION

There are 1,168 beach vendors managed by Kuta Beach Tourism Management, placed in 20 tourism business zones involving 46% of indigenous citizens and 54% of non-indigenous (outsiders) with a ratio of 44% male and 56% female. The highest percentage of beach vendors is in the Hard Rock zone, which is 14.9%, then 14.1% is in the Inna zone and 12.9% is in the Sahid zone. The percentage of the types of businesses that are the most in Kuta beach area surfing services by 16.3%, a massage of 13.8% and manicure, pedicure and plaited hair at 12.9%. The average income of beach vendors is Rp. 5,100,000 per month. This fact shows that the tourism business in each business zone is able to improve the welfare of the community and is able to bring prosperity in business and most people in the coastal area of Kuta, they are satisfied with the income they get from work in each business zone.

The activity with the aim of enjoying sunset is the purpose of the visit to Kuta beach which is the most dominant and with the purpose of sitting in second place. Tourists enjoy the sunset while drinking beer and while joking. Besides enjoying the sunset and sitting, walking around on the beach is also the purpose of a visit to Kuta beach. Viewed from the perspective of the products and services purchased, Food & Drink is the most purchased product on the beach, then surf board rental services and massage services. Most tourists' perceptions of the condition of Kuta beach say crowded but still convenient. Regarding questions related to retribution to enter the

Kuta beach area with the aim of improving service quality, all informants said they did not agree.

The management of 20 forms of business zones and 3 forms of carrying capacity shows that it turns out to be relevant to the paradigm of sustainable tourism which consists of physical carrying capacity, economic carrying capacity and social carrying capacity.

SUGGESTION

The recommendation of further research is related to coastal management that is in favor of improving the welfare of coastal communities.

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THE DESIGN CHARACTERISTICS OF INDONESIAN AND GERMAN HOTEL WEBSITES: A CROSS-CULTURAL COMPARISON

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ABSTRACT

The purpose of this paper is to evaluate the hotels website design of two culturally discrete countries. Indonesian hotels website represents the eastern countries that have high-context culture, while Germany hotel websites represent low-context culture. This study evaluates the website of both countries to seek differences in terms of design elements. This study used samples from 30 five-star hotels in Indonesia and 30 five-star hotels in Germany. Content analysis was used to evaluate the website design, the Mann-Whitney U test was performed to compare the differences between Indonesia and German hotel website design. The results of this study found that there is a significant difference in hotel website design between Indonesia and the German in terms of website presentation and navigation. The results proved that that hotel website from the high-context culture has lower quality than the hotel websites which have a low-context culture. Future research can be conduct by adding more samples to provide better statistical results as well as to add more hotel categories based on the classification.

Keywords: Hall's cultural dimension, hotel industry, Indonesia, Germany, website design.

INTRODUCTION

Based on the latest global digital report, more than 84% of internet users are browsing for products or services before they buy it (Kemp, 2019). While travel category including accommodation, is the highest e-commerce spending with total $750.7 Billion around the globe (Kemp, 2019). With the exponential growth of internet utilisation, hotel industry also needs to acquire the advantage of the internet. The thorough analysis of how the hotel can utilize the internet is utterly essential. Nowadays, the internet generates a more significant portion for hotel reservation than traditional channels. According to Brains (2016) 57% of hotel bookings were created from the internet where 65.4% of the bookings were made by corporate hotel websites Consequently, building a good website is crucial for hotel companies to attain potential customers. In terms of the site, one of the most critical characteristics is design (Tarafdar and Zhang, 2005).

To deliver the hotel's global sales potential in its website, it is important to make careful consideration of how cultural content is presented on the website (Luna, Peracchio and de Juan, 2002). Many website designs and content across firms may be justified by cultural factors (Usunier, Roulin and Ivens, 2009). Such cultural factors includes the communications context (Baack and Singh, 2007; Usunier and Roulin, 2010), power distance (Burgmann, Kitchen and Williams, 2006; Usunier, Roulin and Ivens, 2009), individualism-collectivism (Baack and Singh,

2007; Usunier, Roulin and Ivens, 2009), masculinity-femininity (Baack and Singh, 2007), and foreign language (Luna, Peracchio and de Juan, 2002; Usunier and Roulin, 2010). In some cultures (e.g. Scandinavians and German) communication occurs through an explicit statement in text and speech, while in other cultures (East and Southeast Asia countries) messages include other communicative cues. These different communication cultures are expected to be implied in the ways websites presented online (Würtz, 2005). This research focuses on how communication context as the element of national culture, will have an impact on hotel websites.

Most research on the impact of culture on company websites has been carried out in the context of the industry generally both in business-to-business (B2B) or business-to-consumer (B2C) firms. However, studies examining the influence of culture on the website that made specifically to the specific industry are remaining scarce. In the hotel industry context, studies investigating corporate cultures in association with hotel management studies are prompting concern for future (Chen, R X Y. Cheung, C. Law, 2012). There are no exact best rules on how to present a website online; the way the company present its website will be according to the targeted audiences of the company (Sharp, 2001). The way the company manage visual representation, website design influences user preferences through the use of space, text, layout, sounds, and other interactive features (Visinescu *et al.*, 2015). It is expected that there will be differences in terms of website design between two countries in the research samples, based on the cultural difference in the communication. Using two countries as the basis of comparison for the national cultures, this research examines the influence of national cultures on website design characteristics in the hotel industry. As Germany and Indonesia represent two different cultures, this study will explore and compare the design characteristics of German and Indonesian hotel websites.

Indonesia has significant potential in terms of internet, internet penetration reaches 56% of the population or more than 150 million active internet user, this number has risen by 13% (17.3 million) from 2018 to 2019 (DataReportal, 2019b; Kemp, 2019). In terms of culture, Indonesia is considered to have high communication context dimensions (Hall, 1976; Hofstede, 2001). In terms of the hotel industry, the hotel occupancy rate during 2018 is 55.33% on average from 33 provinces in Indonesia (Kementerian Pariwisata Republik Indonesia, 2018).

In comparison, Germany is considered to have low communication context cultures (Hall, 1976; Hofstede, 2001). From the recent data for internet development, Germany is among the highest internet user countries in Europe with 96% penetration and it continues to grow (+5.8%) (DataReportal, 2019a). In the hotel industry in Germany, the occupancy rate is around 53.7% in 2018 (Eurostat, 2018). Using two discretise cultural dimensions of Indonesia and Germany; this

research is expected to be able to exemplify the impact of national cultures on corporate hotel websites.

Website design

Having an internationally accessible website enables firms to communicate with a more substantial range of potential customers. Consequently, firms can build the company image and create a website comprising information to educate and inform audiences globally (Robbins and Stylianou, 2003). The design features of the website cover the presentation and a navigational component of the website (Wong and Law, 2005; Cyr, 2013). The design features of websites include presentation, navigation, security, and speed (Robbins and Stylianou, 2003; Cyr, 2013). The presentation features measure visual appearance, general attractiveness as well as the interactivity of websites (Abdullah, Jayaraman and Kamal, 2016). The features include the presence of animation, frames, graphics, sounds, and video (Evans and King, 1999; Robbins and Stylianou, 2003; Bilgihan and Bujisic, 2015). Navigation features will make visitors to have easier access to information (Fang and Holsapple, 2007; Bilgihan and Bujisic, 2015). Navigation features include hyperlinks to other sites (Fang and Holsapple, 2007), search engine, and site map (Merwe and Bekker, 2003; Robbins and Stylianou, 2003; Leung, Law and Lee, 2016). The security issue relates to the secure access used by the website. In the hotel website context, secure access associated with secure online booking and secure online payment guaranteed by the websites (Robbins and Stylianou, 2003; Cyr, 2013). Lastly, the speed feature relates to the waiting time for the visitors to access each web page. However, since the speed parameter depends on other factors such as bandwidth, weather, etc., the speed factor is omitted from this research.

Cultural dimensions

There is strong logic to assume that national cultures influence the design of company websites. When firms are in a home country, they usually also have homogeneous employees in terms of nationality and cultures. Employees talk in the same language will transmit similar cultural codes and some unique communication patterns (Usunier, Roulin and Ivens, 2009). Therefore, in the process of development and updating of hotel website by employees, website design is likely to be influenced by cultural norms; in this research is the communication style of one country. It is likely that website design will be influenced not only by customer preferences but also employee's backgrounds.

A considerable amount of literature has been published on cultural dimensions. Hofstede (Hofstede's cultural dimensions) and Hall's cultural dimensions are widely known to analyse the

differences between cultures among nations. This study used Hall's (1976) cultural dimension, the communications context. Hall (1976) introduced the concept of high and low context communication. He posted that a high context language is embedded in the communication or message of one person. In a low-context culture, delivery of the message is more precise, explicit, informative, and direct (Hall, 1976, p. 91).

On the contrary, the information contained in high-context cultures is less informative, less coded, implicit, and indirect. Instead, more information is derived from the context of the message. Most of the low-context countries are in Europe, especially the Scandinavians, Swiss, and German, while the high-context culture is mostly from East Asia, Arabs, and Latin America (Burgmann, Kitchen and Williams, 2006).

Communication context is also expressed in company websites. Moreover, it leads to differences in corporate website design (Cho and Cheon, 2005). Since low-context cultures involve more explicit, context-free information, it is easier to code the message into digital communication media (in this context, is the hotel website) than information from high-context cultures (Usunier & Roulin, 2010). More precisely, websites from low-context cultures are easier to find on the internet, use graphics and colour more effectively, have more user-friendly navigation site, and provide more corporate and product information. Websites from low-context culture are more transparent, have more precise content, and more consistent in terms of the design aspect of the websites (Würtz, 2005).

Several studies have shown that communication context is reflected on the corporate website (Cho and Cheon, 2005; Usunier, Roulin and Ivens, 2009; Usunier and Roulin, 2010). High-context communication has a negative influence on both informative and interactive aspects of the website (Usunier and Roulin, 2010). There were also negative impacts of high-context communication on the availability and quality of website design in terms of accessibility, interface, and navigation (Usunier, Roulin and Ivens, 2009). There are differences in terms of communication styles used by corporate websites between East and West countries (Cho and Cheon, 2005). Those studies examined websites from different countries with different product categories (cross-industry study). Based on Hall (1976) theory, Indonesia is closer to the high-context language communication country's group since it is in South East Asia, while Germany is closer to the low-context language communication country's group. From the differences between national cultures of Germany and Indonesia, it is predicted that there will be significant differences between how the countries present the design of their hotel websites. From previous research, it can be concluded that lower-context countries (as represented by Germany) will be more user-

friendly and thus will have better design aspect. Therefore, the main hypothesis is made to be tested in this study:

H1. There is a significant difference between Indonesian and German hotel website design.

Mix results are proven in terms of the influence of culture on corporate websites. Corporate websites from low-context countries are more likely to utilize interactivity functions than the high-context countries (Singh and Matsuo, 2004; Cho and Cheon, 2005). J.-C. Usunier & Roulin (2010) also proves that high context communication styles have a negative influence on the interactive aspects of websites. Other research suggests that high-context countries have a great emphasis placed on interactive features such as images and animation (Ahmed, Mouratidis and Preston, 2009). As website interactivity is perceived as website design presentation aspects, it is also expected that there will be significant differences between the presentation aspect in Indonesian and German hotel websites. Countries from low-context culture are expected to make better use of presentation features in their hotel websites. Although the result later may differ, the sub-hypothesis is made in this research:

H$_a$. There is a significant difference between Indonesian and German hotel website presentation design.

Websites from western countries tend to present better navigational features to help customers rather than websites from Asia countries (Cyr, 2013). There were also negative impacts of high-context communication on the availability and quality of website design in terms of accessibility, interface, and navigation (Usunier, Roulin and Ivens, 2009). The same results are also expected in the hotel website samples between Germany and Indonesia. Germany hotel website may have better navigation aspect than Indonesia's. It is expected that there will be significant differences between Indonesian and German hotel websites. Hence sub-hypothesis is derived in this research:

H$_b$. There is a significant difference between Indonesian and German hotel website navigation design.

Users from western countries tend to take more risk in shopping online. This website security is not the main factor to be considered since the advantage is more significant than the risk (Cyr, 2013). The websites from western countries may adopt the user's behaviour by not

putting security factor as the main consideration in designing a website. This result may be different from the website in the Asia region.

H_c. There is a significant difference between Indonesian and German hotel website security design.

METHODS

This research examines how hotel website design from low-context culture country differs with the one with high-context culture. As can be seen from Figure 1, this research analyses how hotels from two countries present their website design. Germany represents a country with low-context culture, while Indonesia represents a country with high-context culture. Content analysis is used to examine how hotels put and maintain the design aspect of their websites.
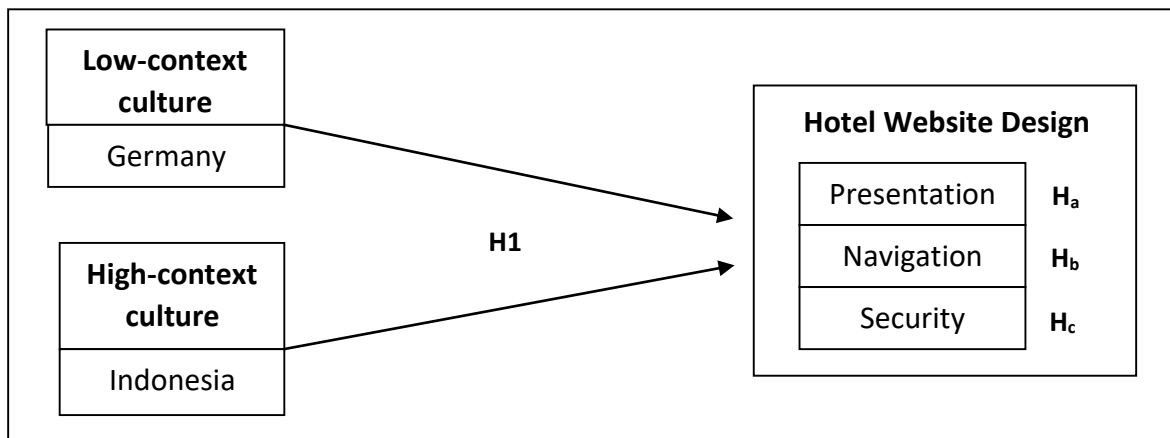

Figure 1. Conceptual Framework

Data Sampling

The samples for this study are 30 five stars hotel in Germany and 30 five-star hotel in Indonesia from both chain and non-chain hotels. The period to take the website measurement was in March 2016. Purposive sampling technique is used to choose samples in this research. Purposive sampling is a random selection of sampling units within a segment of the population that has the most information on the characteristic of research interest (Guarte and Barrios, 2006). Purposive sampling technique is a non-probability sampling that is most effective in the type of research that needs a specific cultural domain with experts in it (Tongco, 2007).

In this research, several criteria layers were applied to select samples. The first criterion is that the samples should be at least having a five-star rating, higher hotel class is allowed. The second criteria are that the samples need to come from the local hotels. Local hotels were

selected because it is likely that local hotel brands adopt more cultural traits rather than international chain hotels which may have more standardise websites. The third criterion is that the samples need to have an accessible website during the sampling period. Some websites were not accessible or under construction so they cannot be included as the research samples. The fourth criterion is that all the hotel website sub-pages need to be accessible. As several sub-pages of hotel websites are not accessible or only has blank pages, these kinds of websites were not included in the samples.

Data Analysis

Content analysis is a technique for making inferences by objectively and systematically identifying specified characteristics of the research object. Content analysis includes several steps: (1) selecting the topic, (2) deciding the samples, (3) defining units to be counted, (4) creating coding forms, (5) collecting data, (6) analysing data, (7) reporting results (Lai and W., 2015). In this study, content analysis is used to evaluate the score of hotel website design. The website coding instruments are based on corporate website literature and hotel website literature.

Table 1. Hotel Website Information Design Attributes

Dimension	Attribute	Score range
Presentation	Animation	0/1
	Frames	0/1
	Graphics	0/1
	Sounds	0/1
	Video	0/1
Navigation	Hyperlinks	0/1
	Search engine	0/1
	Site map	0/1
Security	Secured online reservation (https)	0/1
	Secured payment	0/1

Sources: Adapted from Cyr (2013); Merwe & Bekker (2003); Robbin & Stylianou (2003); Cho & Cheon (2005); Evans & King (1999); Fang & Holsapple (2007); Bilgihan & Bujisic (2015); Leung, Law, & Lee, (2016).

The derived coding instrument attributes are presented in Table 1. This research used a nominal scale to evaluate the design of the hotel website (Baloglu and Pekcan, 2006).

The website evaluator assesses the website design quality by opening each page of hotel samples, then examines whether the website attributes are presented on the website. If the attribute is on the website, the score is one (1) and if the attribute is not presented on the website the score is zero (0).

Firstly, the open question attributes (qualitative data) will be coded and categorised (Phelan *et al.,* 2011). In open coding, individual data points are compared to one another and clustered with a similar group. Secondly, this section will calculate all the quantitative data used in this study. The calculation for the design quality will be by merely summing up the total score of each of the attributes of every design quality dimensions. This will show that the higher the scores, the better the design quality adopted by the websites (Xi *et al.*, 2007). After the average score for each dimension for each country is calculated, the next quantitative calculation is to test the normality assumption of the data series. All data will be examined for the normality of their distribution. Since this study has a small number of samples, the Shapiro-Wilk test is utilised to assess the probability that a sample of observations comes from a normal distribution (Lewis and Traill, 1998).

Table 2. The Shapiro-Wilk Test Results

Country	Dimension	Statistic	Distribution frequency	Significance
Germany	Presentation	0.715	30	0.000
	Navigation	0.868	30	0.000
	Security	0.656	30	0.000
Indonesia	Presentation	0.657	30	0.000
	Navigation	0.831	30	0.001
	Security	0.594	30	0.000

Source: authors.

Table 2 provides the results of the normality test. It was found that no dimensions were distributed normally. Given concerns that as the normality assumption was not entirely fulfilled by all variables, non-parametric statistical techniques were applied to run the variables simultaneously to test the hypotheses. Non-parametric techniques are more robust in their assumptions than their parametric equivalent (Fink and Laupase, 2002). The next step is Mann-Whitney U test statistics, will explore the differences between those dimensions between German and Indonesian hotel websites. Mann-Whitney U test is one of the measurements that can be used to compare two independent samples, in which the concept of matched pairs does not arise,

and the samples are not normally distributed (Lewis and Traill, 1998). To arrive at a U-value, this test calculates the sum of ranks (or median value) in both populations, instead of using the mean ranks. Thus the U-value will show whether there is a significant difference between population (Jedamus, Taylor and Frame, 1976).

DISCUSSION

The number of the hotel which presents each category of the presentation attribute is based on the observation with score zero (0) was given to the hotel websites who did not have specific attributes, while score one (1) is given to the website which presents the attributes in the hotel websites. With 30 hotel samples for each country, most hotel websites have animation, frames, and graphics on its hotel website. A study by Ahmed, Mouratidis, & Preston (2009) who stated that high-context countries had emphasized more the images and animation on the websites, is not proved in this study. However, for the presence of sounds and video on the hotel website, the German hotel website has scored higher than Indonesia's. From the findings, we can conclude that sounds, and the video was not prioritize yet by Indonesia's hotel website since only five hotels have sounds effect, and six hotels have a video on the website.

Table 3. Website presentation score

Measurements	Country	Frequency		Percentage (%)	
		Not Available (0)	Available (1)	Not Available (0)	Available (1)
Animation	Germany	0	30	0,0%	100,0%
	Indonesia	1	29	3,3%	96,7%
Frames	Germany	0	30	0,0%	100,0%
	Indonesia	0	30	0,0%	100,0%
Graphics	Germany	0	30	0,0%	100,0%
	Indonesia	1	29	3,3%	96,7%
Sounds	Germany	18	12	60,0%	40,0%
	Indonesia	5	25	16,7%	83,3%
Video	Germany	19	11	63,3%	36,7%
	Indonesia	24	6	80,0%	20,0%

Source: authors.

Table 4. Mann-Whitney U test of German and Indonesian hotel websites

Categories	Country	Mean Rank	Sum of rank	Mann-Whitney U value	P Value
Presentation	Germany	34.15	1024.50	340.500	0.066**
	Indonesia	26.97	805.50		
Navigation	Germany	34.03	1021.00	344.000	0.095**
	Indonesia	26.97	809.00		
Security	Germany	35.75	1072.50	417.000	0.542
	Indonesia	31.60	948.00		

*Significant with 5% confidence level, **Significant with 10% confidence level, one-tailed
Source: authors.

From Table 4, the mean rank of all category (presentation, navigation, and security) of hotel website design aspect showed that German hotel website has better design quality than Indonesia's. In detail, there are significant differences in terms of hotel design aspect between German and Indonesia websites in the presentation (P-value 0.066) and navigation (P-value 0.095) categories. It can be concluded that the primary hypothesis (**H1**.) there is a significant difference between Indonesian and German hotel website design is accepted.

This research used different website design aspect than the previous research on the impact of culture on the corporate website. This research tailored the design aspect of the website like the previous research mostly in the hotel industry. Although this research tested different design aspect, the conclusion drawn with the research related to the reflection of the culture in the corporate website has similar research findings. Since Indonesia hotel website was found to have lower design quality (lower mean rank and the lower sum of rank), this finding was aligned with Usunier and Roulin (2010) stated that there is a negative impact of high context communication in the interactivity aspect of the website. This study is also aligned with Cho and Cheon (2005); Singh and Matsuo (2004) who concluded that websites from low-context cultures have better utilisation of the website's interactive functions. It can be concluded that Indonesia who has high context communication, has a hotel website that is not as interactive (has an excellent presentation) as a hotel website of low context country (Germany). The first sub-hypothesis (**Ha**) that stated that there is a significant difference between Indonesian and German hotel website presentation design is accepted.

From Table 4 giving the P-value 0.095, which is there is a significant difference between the two countries. The findings were also similar to the results from Usunier et al. (2009) who

concluded that high context communication countries have a negative impact on the accessibility, interface, and navigation of the websites. These findings were also aligned with Cyr (2013) who stated that Western countries who have low-context cultures have better navigational features than the Eastern's. Indonesia's hotel website also has significant differences as well as lower quality of navigation, interface (included in navigation aspect), and accessibility of the hotel websites. The second sub-hypothesis (H_b) that stated that there is a significant difference between Indonesian and German hotel website navigation design is accepted

Meanwhile, the *P* value of the security aspect is not significant (0.542). This result is not similar with Cyr (2013) who stated that Western countries who have low-context cultures tend to ignore the risk, thus, to have lower security aspect on their website design- more than the Eastern's. Therefore, the third sub-hypothesis (H_c), there is a significant difference between Indonesian and German hotel website security design is rejected

Table 5. Website navigation and security scores

Measurements	Germany				Indonesia			
	Frequency		Percentage (%)		Frequency		Percentage (%)	
	Not Available (0)	Available (1)	Not Available (0)	Available (1)	Not Available (0)	Available (1)	Not Available (0)	Available (1)
Navigation								
Hyperlinks	5	25	16,7%	83,3%	12	18	40,0%	60,0%
Search Engine	25	5	83,3%	16,7%	26	4	86,7%	13,3%
Site Map	17	13	56,7%	43,3%	21	9	70,0%	30,0%
Security								
Secured Online Reservation	2	28	6,7%	93,3%	1	29	3,3%	96,7%
Secured Payment	10	20	33,3%	66,7%	8	22	26,7%	73,3%

Source: authors.

From Table 5 the results of navigation and security features on Indonesia and German hotel websites. The results for the navigation features both for Germany and Indonesia were varied. For the hyperlinks available, some hotels provided hyperlinks while the rest did not provide hyperlinks in Indonesia hotel websites. As for search engine, similar results were found in the presence of search engine and site map on the website. Both countries mostly did not have a

search engine or search feature but provided search map on the website. The security factor for both Indonesia and German hotel website was similar in details. Both countries hotels have secured online reservation (the hotel address was in https:// format), but the payment pages were lack of secured trustee party (e.g. verified by Geotrust - a digital certificate provider).

CONCLUSION

This research has reached similar results to previous investigations regarding differences between website characteristics of low-context (western country) and high-context countries (eastern country), as represented by Germany and Indonesia. There were significant differences in the presentation, navigation, and speed aspects of hotel websites. Indonesia hotel websites also have lower design aspect quality than German websites. Indonesia hotel website has lower quality in two aspects of website design attributes that were tested in this research (presentation and navigation,). It may be concluded that the hotel website from high-context cultures has lower quality than countries from low-context cultures. From this study, it can be concluded that Indonesia hotel manager can learn a lot from the German hotel website in order to improve the website design quality. The adding of sounds and video to the website will add interest. Providing the website with useful navigational features also will make it easier for potential customers to acquire a better understanding of the website. Navigational features will also help customers to find what they want faster, for example by merely searching the search feature on the hotel website.

For further studies, the approach could be improved by providing more than one website evaluator thus later performing the reliability and validity test to reduce the bias from the website evaluation results. Subsequent research might add more countries to be represented as western countries and eastern countries to make a more general conclusion regarding the differences in website design between west and east hotels. The future researcher may also add more samples to provide better statistical results as well as to add more hotel categories based on the class of hotel.

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TRADITIONAL LIFE OF BAYUNG GEDE COMMUNITY AND ITS DEVELOPMENT AS CULTURAL ATTRACTION

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ABSTRACT

Bayung Gede is one of the Bali Aga villages that still firmly maintain the traditions and values of traditional Balinese life. This pattern of traditional life appears in religious ritual, social and agricultural activities carried out by the community. Ritual activities in the village can be seen in the ceremony of menek bayan, a wedding ceremony which uses cows as payment, the ceremony of ari-ari in which the placenta is hung, ngaben or cremation ceremony and the traditional ceremony in the temple. Social activities conducted by the community can be seen in the activities of joy (marriage, teeth filing, three month ceremonies), and grief (death, sickness, and cremation), mutual cooperation in the temple and cleaning the tools, the use of organic fertilizers, the use of plants for consumption. These cultural activities can be utilized and presented as cultural tourism attractions, thereby generating economic benefits for the local community.

Keywords: traditional life, village community, cultural attraction, Bayung Gede.

INTRODUCTION

Generally, the villages in Bali province can be classified into two types, namely, desa bali mula/bali aga and desa bali majapahit. desa bali majapahit is a village that has undergone acculturation with the kingdom of Majapahit. The acculturation occurred when Bali kingdom was colonialized by Majapahit kingdom (Pageh, 2018). While desa bali mula is said to have never been under Majapahit rule, which made it have different traditional customs from desa bali majapahit. There are some major characteristics of the communities of desa bali aga, such as (1) they do not have the caste system or all of the villagers have the same social status; (2) the customary leadership system is based on the order of marriages (ulu apad) rather than on election; (3) the person who leads the religious and traditional customary ceremony is jero kabayan (rather than pedanda (priest) as commonly practiced in Balinese Hindu communities, (4) the members of the traditional customary community who die in desa bali aga are not cremated, but are buried; and (5) the ceremonial processions of *dewa yadnya, pitra yadnya, rsi yadnya, manusa yadnya* and *bhuta yadnya* are conducted in

the local language (*sesontengan*), rather than using particular mantas (Suastika, 2010). In addition to these major characteristics, the sociocultural life of the community of *desa bali mula* still maintains many of the traditions and customs of Balinese community as shown in the agricultural, animal husbandry, art, cultural, economic, social, political, religious, food production, architectural activities, and other activities. It is this traditional life that becomes tourist attraction that motivates them to visit and understand Balinese community traditional life.

Bayung Gede is one of *desa bali mula/bali aga* that up to the present time still maintains Balinese community traditional values. The traditional life of the community of Bayung Gede stands out in the residence spatial pattern, the placenta burial rite in which the placenta is hung, the traditional houses and bamboo forest. In its spatial pattern Bayung Gede village uses the concept of *tri mandala* (three spaces), namely*, utama mandala* (the main/holy space), *madya mandala* (the central/profane space) and *nista mandala* (low level space). The community of Bayung Gede customary village have also used the concept of *ulu-teben* (top-bottom) in building a residence or what is called binary opposition by Levis Strauss (Levis Strauss, 1967), in which top stands for holiness/main and bottom for dirty/common elements. However, the people in the village of Bayung Gede do not regard the mount or the sunrise but the center of the village as *ulu* or *utama mandala.* In the *manusa yadnya* ceremony, the uniqueness of the community of Bayung Gede is apparent in the placenta burial rite in which the placenta is hung. The placenta burial is done by hanging the placenta in the *bukak* tree, which is believed by the local villagers capable of taking care of and protecting their babies from magic, thus being protected from various diseases and disturbances that one cannot see with one's eyes. But actually the case is in other villages placenta that is born together with a baby is buried in the house yard in front of the kitchen (*umah paon*), hence can be easily kept and protected (Sedana Arta, 2011). Surprisingly, the burial of placenta using the hanging system does not produce a bad smell or other conditions such as being searched by a dog, being infested by flies and sought after by animals in the forest.

In the community residential area of Bayung Gede customary village one can still see customary houses for holding ceremonial activities using bamboos as their walls and roofs. The house that is made of Bamboo is used as kitchen and bathroom and plays to hood Manusa Yadnya ceremonies such as tooth filing, marriage and funeral ceremonies. This traditional house beside having functions is also believed by

Bayung Gede villagers to have the power to protect the owners from black magic (Suastika, 2010). This is a reason why the customary house is used as a place to hold various *manusa yadnya* ceremonial activities and it is a taboo to make it place for living. In addition to materials for building houses, bamboos are also use as the basic materials for building Bale Agung temple which is the largest shrine in Bayung Gede Customary village. To maintain the availability of Bamboo material and to keep the land from erosion Bayung Gede villagers also conserve a Bamboo forest. The bamboo forest in Bayung Gede village is a customary forest that can be only use for customary ceremonies in the temples the process of feeling the bamboos has to be done by selecting the bamboos and taking account of good days for doing the activity (Suastika, 2010). The life of Bayung Gede village community is unique and interesting to be investigated, because of the cultural potential which has and appeal if used properly by the community and will be able to give economic benefits to the local people.

METHODS

The study used qualitative research method, because it required some information from the field from the bottom. The informants in this study were tourism awareness groups, custom leaders, community figures and the members of the community of Bayung Gede village determine using purposed sampling technique, the size and types of the sample were develop using snowball sampling technique until saturation of the data was reached in which the information/data collected have been complete (Miles and Haberman, 1992). The study use the principle that researchers are the main instruments (Human instrument). During the data collection process the researchers in their capacity as research instrument use some techniques of collecting the data such as : (1) document study, (2) interview guide, (3) observation format, (4) and camera for documenting the situation. Based on the principle of human instrument, the types of data collected in this study were words, actions, situation and event, and documents that could be observed.

The technique of data processing and analysis used in this study was the qualitative technique, that is, by following the steps of data collection, data selection, data presentation and conclusion drawing based on logical relationship. The researchers would come up with meanings from every data, so that it was not only descriptive but it touched the transcendent dimension. As a consequence, the

researcher tried to think divergently, creatively and critically so that the subjectivity in interpreting all the data could be eliminated (Sukadi, 2006). The process of a qualitative data analysis can be shown as follows.
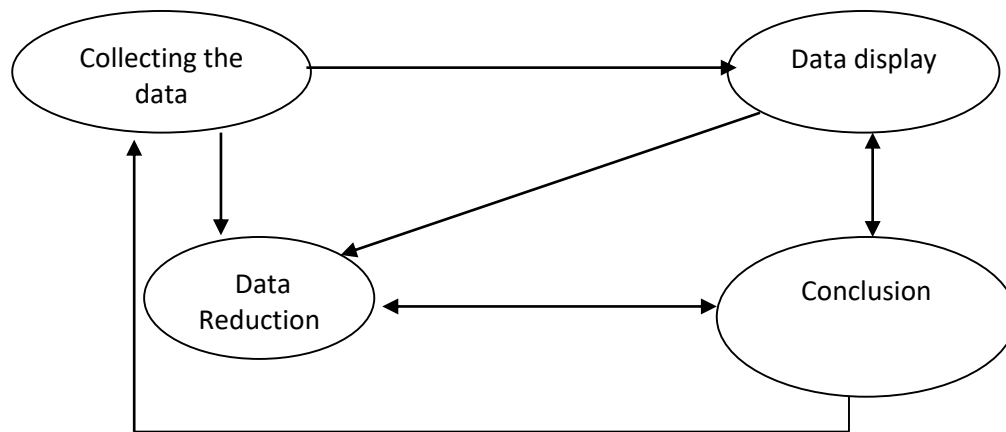

Diagram
Qualitative Data Analysis Process
(Sources: Miles dan Huberman, 1992).

DISCUSSION
Traditional Life of Bayung Gede Community

A traditional community is a community that has a sociocultural life that is still strong with customs and traditions which have been inherited by their ancestors. A custom is a regulation that prevails in a community in which there are elements that regulate human behaviors in a community but have not become legal. According to KBBI (1998.5) "*adat istiadat merupakan tata kelakuan yang kekal dan turun menurun dari generasi ke generasi lain sebagai warisan sehingga kuat integrasinya dengan pola-pola perilaku masyarakat*" (customs and traditions are a permanent behavioral system which is passed from generation to generation as heritance that becomes the guidance for living used by all the members of the community and their thinking and behavioral patterns). It is this custom that becomes the guidance for living that is used by all the members of the community and their thinking and behavioral custom pattern. Thus, the life of traditional community is characterized with the strength the custom which has been bequeathed from generation to generation and its life is not influenced much by external habits in their social community life. This condition occurs because there is a belief of all the people in the community that the custom is a regulation

desired by God, so that breaking the custom means opposing the rule determined by God. Similarly, Bayung Gede village community members believe that their custom is the norm that regulates the community, especially in relation to the regulation of spacial patterns, houses, the procession in marriage ceremony, *menek bayan* ceremony, placenta burial ceremony in which the placenta is hung and the conservation of the bamboo forest as the customary forest.

The spatial pattern of Bayung Gede customary village still shows the mapping of traditional space in the kingdom era, in which the center of the kingdom is in the middle of the city, then in the second layer there are the houses of *punggawa* (court officials) of the kingdom together with their soldiers, the next layer is for houses of the community and the last or the most outer layer is the area for agriculture and animal husbandry. The concept which is used as the basis by the community of Bayung Gede village is called *tri angga* (three body parts: head, body and legs). In the concept of *tri angga* spatial pattern there is the concept of value system in the largest space of the universe down to the smallest element in human and architecture. *Tri angga* in the residential area can be interpreted as the regulating of space for comfort, harmony and harmony between human and the environment both at the house scale and house complex (village). The direction of the value system vertically and horizontally is called *tri mandala* (Wikipedia, 2013). *Tri mandala* can be interpreted as the division of space in to three parts, namely *utama mandala, madya mandala* and *nista mandala*. The center of Bayung Gede village forms the *utama mandala* in which the is a splendid Bale Agung temple which is believed to be the place of God Brahma or the God of Fire, *balai banjar* and the office of the head of the village. Then in *madya mandala* there are the houses of the community members and a school which surround the *utama mandala* area in the *nista mandala* area there are a cemetery and agricultural area that surrounds the *madya mandala* area.

The Bayung Gede village community have the concept of *ulu-teben* (top-bottom) and sacred-profane in designing the village spatial pattern. However, the basis that is used in determining *ulu-teben* (top-bottom) by the Bayung Gede village community is the center point as *ulu* (main) and the external part as *teben* (profane), rather than a mount or sunrise direction as practiced by Balinese community in general. This is based by the belief of the Bayung Gede community when making *tandingan caru* (*buta yadnya ceremony*) in which the center is the place where is put a*yam brumbun* (a cock with 4 colors) that has all the points of the compass and makes

it as the core of north, south, west and east. Based on the belief, then *utama mandala* is situated in the center of Bayung Gede village area, *madya mandala* surrounds' the *utama mandala* and *nista mandala* surrounds the *madya mandala*, the third layer in the war period this model of architecture was at the same time the model for security and protection from the enemy's attack, because although the attack can hit the *nista mandala* and *madya mandala* first before it reaches the main building, the defense is difficult to be penetrated (Suastika, 2010). The type of architecture found in famous tourist spots in Bangli Regency is Penglipuran Village, as stated by Patricia Dorn (2012) that the form of buildings in Penglipuran Village is inherited from Bayung Gede Village, so it has similarities. In the area of the people yards they actualize the concept of *tree angga* as the most sacred or *utama angga* part in a direction that is opposed to the road (*sanggah* or *pelatan Merajan* [shrines), the center part or *madya angga* as *tegak umah* or the place were mass buildings are erected, while the *nista angga* part (the dirtiest area) in the form of *teba* (the place where household waste and other waste are dumped) that is situated in the direction that is the nearest to the road.

Obedience to the tradition and custom of the community of Bayung Gede customary village is also apparent in the procession of placenta burial in which the placenta is hung. In Balinese community in general, the procession of placenta ceremony is done in the yard and the placenta is buried in front of *bale daja* because it is believed that the placenta is the brother or sister of the baby born and must be buried near its brother or sister so that it can give strength and heath to baby. The aim of the ceremony is to make the baby safe, healthy, physically and spiritually. To bury the placenta (*mendem ari-ari kendil*) a small pot with its cover or a coconut whose water is emptied is needed. Birth ceremony is conducted or led by the oldest member of the family or the one who is mostly respected. While the burial process is done by the baby's father. In the placenta burial process, the father of the baby should be clean physically and spiritually, concentrate and focus on the process. If this requirement is not met it is believed that it has an implication on the baby. There is a belief in Balinese community in general that the placenta burial process that is done not in accordance with the requirement of the procession will cause the baby to become a disabled. For example the baby cannot speak (dumb), its character is beyond expectation, its behavior is in opposition to its parent's, it is susceptible to diseases, and even can cause death to the baby.

The placenta ceremony of the newly born baby in Bayung Gede village is conducted not by burying it in the yard but by carrying it to a certain place called s*etra ari-ari* (placenta cemetery). *Setra ari-ari* is a place to hang placenta in a *bukak* tree*.* According to the people in Bayung Gede village, a *bukak* tree has a fruit shaped like a vagina which is the symbol of mother and contains resin that can neutralize a bad smell. Before it is hung the placenta is put into a coconut shell and is tied with a bamboo rope. As Putri (2016), the Balinese community at first Bayung Gede has the belief or myth of the origin of the people who say that their ancestors came from wood tued which was turned on with tirta kamandalu by white bojog son Betara Bayu. Because their origin is from wood, then when a new baby is born from the mother's womb, it must be returned to its origin, which is to wood. This belief is then realized in the ritual of hanging the placenta in the middle of the placenta by hanging the placenta of the baby or sibling of the baby called the Chess Sanak in the bukak tree (Cerbera manghas). The procession starts with finding a big coconut that is then cut into two equal parts, then the placenta is put into the coconut shell and is filled with spices as things to warm the placenta, *ngad* (a bamboo knife) for sharpening the baby's mind, *sepit* (chopstick) to unite positive and negative energies, then the two parts of the coconut shell are united again. To prevent of a leakage the two parts of the coconut shall are filled/polished with lime and are tied with a bamboo rope called *salang tabu.* Then, the father of the baby carries the coconut shell to *setra ari-ari* with his right hand and he also brings with him a *blakas* (machete) to cut the leaves of the *bukak* tree that will be used to wrap the coconut shell to be hung. After placing the coconut shell in a *bukak* tree, the activity is continued with the search for ferns to be brought home that will be placed in front of the door to the house as the sign that there is a mother who has given a birth to a baby in the house. Historically, the community of Bayung Gede village is the descendents of *tued kayu* (a trunk of a tree) that was made alive with *tirta kamandalu (*holy water) from the island of Java by the reincarnation of *Bhatara Bayu* (the wind god). The community of Bayu Gede village believe that their origin was a tree that got the blessing from Bhatara Bayu to reincarnate as human. Thus, because their origin was a tree, hen when the newly born baby is born from his or her mother's womb, its placenta has to be returned to the original place, that is, a tree. Philosophically, the *bukak* tree is believed to be the mother of the brother or sister of the baby who will bring him or her up magically together with the baby (Sedana Arta, 2011)*.*

Presenting the Traditional Life of Bayung Gede Community as a Tourism Activity and Attraction

Tourism activity is an activity of traveling, both individually and collectively in a group from a place one lives to a particular place desired to acquire experiences that are beyond the daily activities in a temporary time (Widiastini, 2008). Based on the concept of the tourism activity it is seen that there are some components that make the process happen, namely the traveler, the place where he or she lives, the travel, and the place of tourist destination. Related to these, the process of presenting a tour package can be promoted and becomes a necessity amidst the increasingly more sophisticated information technology. There are many tourist objects that are actually viable for places of tourism activity, however, are not known and have not become tourist places of destination, because they are presented well by the management. The presentation of the traditional life of Bayung Gede village is aimed at formulating the community sociocultural activities so that they can be more easily understood, more structured, clearer in their steps and cost, the presence of more standardized guarantee from the management, easier to understand and more attractive to be visited (Restra Kabupaten Bangli [' Bangli Regency Strategic Planning'], 2012). In addition, the presentation of these sociocultural activities is meant for enhancing the community awareness of their obligation in maintaining the tradition and custom that have be bequeathed by their ancestors.

Empirically, there are some tourism potential in Bayung Gede village, namely (1) traditional house tourist object, (2) bamboo forest tourist object, (3) placenta burial tourist object, (4) orange agricultual tourist object, (5) cow breeding tourist object, (6) village tour tourist object, (7) religious tourist object (Puseh temple and Bale Agung), (8) agricultural natural tourist object, and (9) tourist attraction of baris and barong dances. Systematically, the potential of Bayung Gede village tourism that can be presented in the form of traditional Balinese life tourism village can be shown in Figure 1.
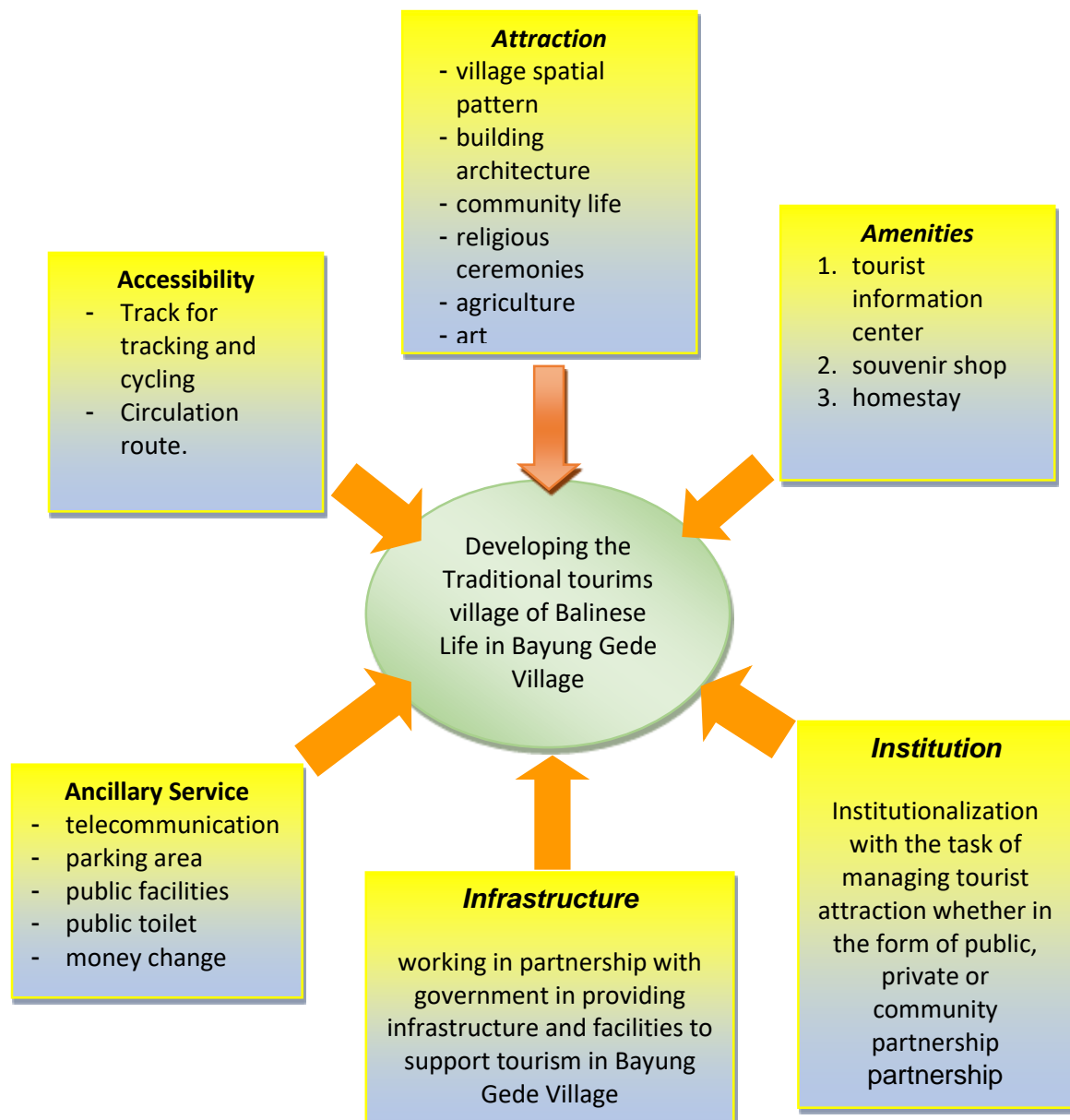
Figure 1
Potential of Bayung Gede Village tourism.

Having possessed the main potential as an old village that up to the present time still maintains its traditional life, then the model of tourism development that can be used based on the characteristic of Bayung Gede village is the traditional tourism village. The types of activity that can be transformed into competitive advantage is cultural tour that is based on local wisdom that gives a unique experience to tourists during the village tour and interaction with the local people. In an effort to realize a village potential-based tourism village (the human resources, natural resources and cultural resources that the community of Bayung Gede village has), the tourism development can be realized by (1) developing tourism activity based on the concept of village tourism; (2) developing the type of tourism that presents the uniqueness of the village spatial pattern along with the traditional architecture of the buildings, religious ceremonial activity, the behavior of the people, and other cultural activities; (3) developing cooperation with people who support the development of tourism village in Bayung Gede village, including people from other surrounding villages; (4) developing arts to add to the variety of tourist attraction; (5) maintaining the original spatial pattern and architecture; (6) maintaining the uniqueness that the village has; (7) developing art activities in the village; (8) maintaining the preservation of the environment; (9) increasing the people's understanding of the importance of

sociocultural endurance; (10) forming an institution for managing the tourism village by involving all the elements in it; (11) improving the quality of human resources and increasing the number of people involved in managing the tourism village; (12) completing the village public facilities, tourism facilities and tourism supporting services; (13) developing the infrastructure that supports the development of the tourism village; (14) developing the community awareness about the preservation and protection of the village cultural assets; and (15) doing sustainable promotions (Widiastini, 2008; Suatika, 2017).

The aspects of the development and planning of the tourism village of traditional Balinese life in the village of Bayung Gede are selected by adopting 4A's. Namely, (1) attraction, for the development planning that consists of (a) the village spatial pattern along with its building architecture; (b) the community life pattern; (c) religious ceremonies; (d) performing art; (e) agriculture, (2) accessibility, for its development planning there is a need to develop tracks for walkers and cyclists and circulation nodes,, (3) amenities, for their planning there is a need to prepare (a) tourist information center, (b) souvenier shops; and (c) homestay that is located outside of the core zone in order not to disturb the best attraction, that is, the traditional life, and (4) ancillary service and institution, for planning their development there is a need to prepare (a) telecommunication facilities; (b) parking lot; (c) public facilities; (d) public toilet; (e) money changer; and (f) the institutionalization that has the task to manage tourism attraction, whether in the form of public, private or community partnership. The development of Bayung Gede traditional tourism village can be presented in the following picture.

Picture
The development of Bayung Gede Traditional Tourism Village.

Than the model of the route of tour that can be produced as the product of tourism can be seen in Figure 2.
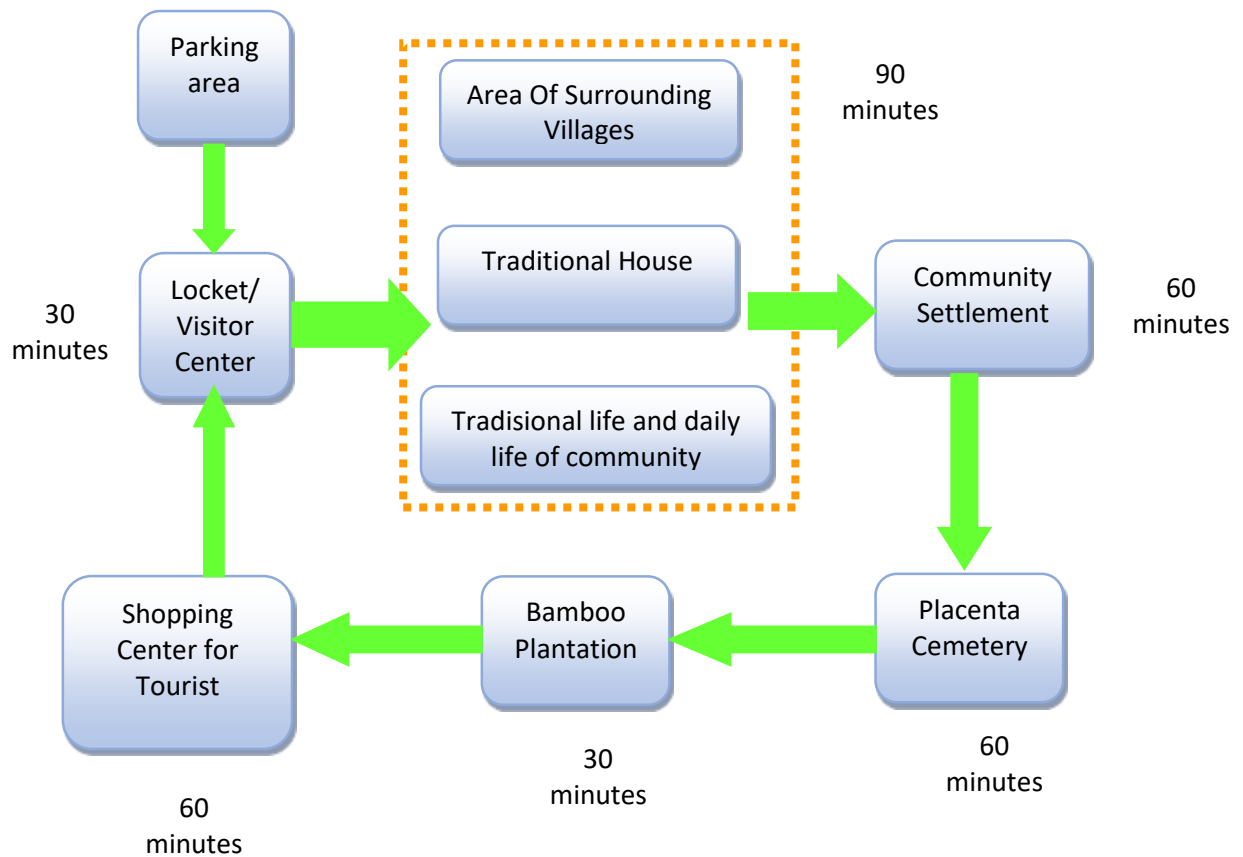
Figure 2
Model of Tour Route.

Tourists who visit Bayung Gede village can enjoy the uniqueness of the culture through the route : (1) the tourist prepares for his or her tour in the counter or visitor center; (2) He or she continues to a place where they can see traditional houses and people's houses; (3) then, he or she will go on walking to *setra ari-ari* (placenta cemetery) as the only place for burying placentas together where they are hung; (4) then, the tourist continues his or her walk to the bamboo forest that is the customary forest of Bayung Gede village; and (5) as souveniers the tourist can buy some that are produced and sold by the people of Bayung Gede village before he or she ends his or her tour.

CONCLUSION

The community of Bayung Gede village have their sociocultural life that is still strong with custom and tradition that have been passed from their ancestors to them. This traditional life is seen in the management of the spatial pattern in Bayung Gede village with the concept of *tri angga. Tri angga* is a value system in the largest space of the universe down to the smallest elements in human and architecture. The traditional life is also apparent in the procession of placenta burial in which the placenta is hung. The baby's placenta is placed in a coconut shell and then it is tied with a bamboo rope, then it is hung in a *bukak* tree. The traditional life of the community of Bayung Gede village can be presented as a type of tourism of traditional Balinese life with the custom and tradition as the core in the development of a tourism village. Thus, the development of the tourism village in the village of Bayung Gede can strengthen the custom and tradition of the local community. The traditional life that is still maintained by the community of Bayung Gede village can give economic benefits for the community if it is presented as a tourist attraction. The culture that becomes the tourist attraction is the spatial pattern along with the building architecture, the pattern of the community life, religious ceremonies, performing art and agriculture.

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