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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.
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The manuscript should contain the following:

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

(3) **Research 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.

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## DEVELOPING OF SALES ACCOUNTING MODEL HOTEL SUPPLIER ON GROWTH OF BUSINESS REVENUE

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### ABSTRACT

The growth of Hotel's business market share in Bali province is 10% for the last 5 years, when viewed from demand side. This condition as an indication of hotel business in Bali is still moving to grow-flower, so it needs a variety of efforts to boost sales turnover of the business. The supply side of Bali's business ventures is faced with business risk and natural risk or business tipping point, as indicated by trade, hotel and restaurant sector at -8.75%. This research is important to make efforts to realize the strategic plan of Bali State of Polytechnic that is Sustainability Green Tourism. The purpose of this research is to study the development of accounting model of hotel supplier's sales and business growth, and to analyze the impact of development of accounting model of hotel supplier's sales to the growth of business result. Data collection used survey method, in-depth interview and documentation. Data were analyzed descriptive statistics and Geometric index. The research findings show that the sales accounting model uses the time system block. The business risks faced by hotel suppliers are the change of human resource recruitment and replacement, so that the supplier relations of the hotel become disrupted. The growth rate of sales turnover tends to decrease due to natural and business risks.

*Keywords: Keywords: sales accounting model, hotel supplier, revenue growth.*

### INTRODUCTION

Hotel market share growth in Bali is around 10% over the past 5 years when viewed from the demand side. This condition indicates that the hotel business in Bali is still struggling to grow, so it needs various efforts to boost the sales turnover of the business and managing financial (Baker, 2004; Baker, 2013). It's impact to increasing business risk and social psychology (Blair, 2013). From the supply side, most companies in Bali face business risk (natural risk) and natural risk or experience business critical points, such as the Trade, Hotel and Restaurant sector experiencing a pressure of -8.75%). This is also reflected in the weighted Net Balances of business

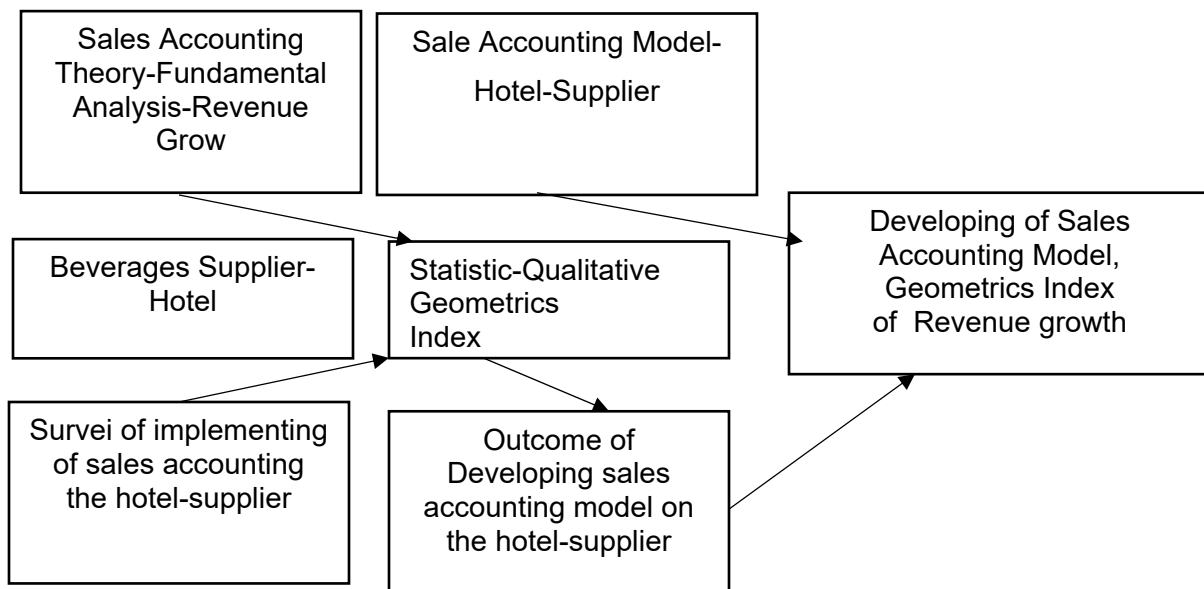
activities which contracted by -32.37%, lower than the positive third quarter of 2017 at 24.59%. It brings to impact for quality of life and opportunities value (Constanta, et.al, 2007). Seeing the problems, symptoms and phenomena of business related to the trade sector of hotels and restaurants as seen from the supply side that has been under pressure. It's deemed necessary to conduct empirical studies. In addition, this research is important to support in realizing of Strategic Planning based on Green Tourism.

Morey's findings (2010), business management problems are caused by two things, namely "accounting errors" and "accounting fraud" (fraudulent calculations) ". Business management as a result of calculation fraud exceeds 30% as stated by the Association of Certified Fraud Examiners (ACFE). The same thing was confirmed by the results of the accounting survey that most business professionals about 84% were concerned that there might be a "double dip" (double calculation). More than a quarter of the 27% of those surveyed were very concerned that there might be multiple calculations and more than half (58%) were somewhat worried. This problem arises from the fact that local inflation has a direct impact on the exchange rate used in the translation process. Although economists generally assume an inverse relationship between a country's internal inflation rate and its external currency value, the evidence shows that such relationships are rare, at least in the short term. Therefore, the magnitude of the adjustments made to eliminate the phenomenon of double-calculation will vary depending on the level of the negative correlation between the exchange rate and the difference in inflation. The results of research by Coyne (2010), Pickerd (2011) stated that accounting calculations for the allocation of input resources are determined by enterprise decisions.

The purpose of this research is to study the development of the sales accounting model of hotel suppliers against the growth of business revenue, so that it can be known from the internal side of the company in facing business risks. The second objective is to analyze the impact of developing the hotel supplier sales accounting model on the growth of business results and the value of business trends.

**RESEARCH METHODS**

The approach used in this study is a deductive approach. The method in proving the results of empirical studies is carried out surveys, interviews and documentation. The data collected is secondary and primary data. Accounting experts like Pickers, at.al (2011) mentions the importance of conducting accounting research to analyze of primary data. Research used a descriptive qualitative, quantitative analysis-Geometric Index. The results of the study are expected to be able to answer the impact objectives of developing a sales accounting model for hotel supplier companies on the growth of business results and the trend value of hotel supplier businesses, as shown in Figure 1



Linked of Theory, Method, and Outcome Research

**RESULT AND DISCUSSION**

The results of this study were obtained through the identification and analysis of the application of hotel supplier sales accounting models, analysis of operational costs related to sales to buyers/customers, order intensity level to maintain Supplier-Buyer relationships, information systems of supplier-buyer transaction services and development of business results. The hotel is one of the customers of Supplier CV Blessindo who makes purchasing orders with procedures shown by the model in Figure 2 Accounting model for sale of Hotel Supplier.

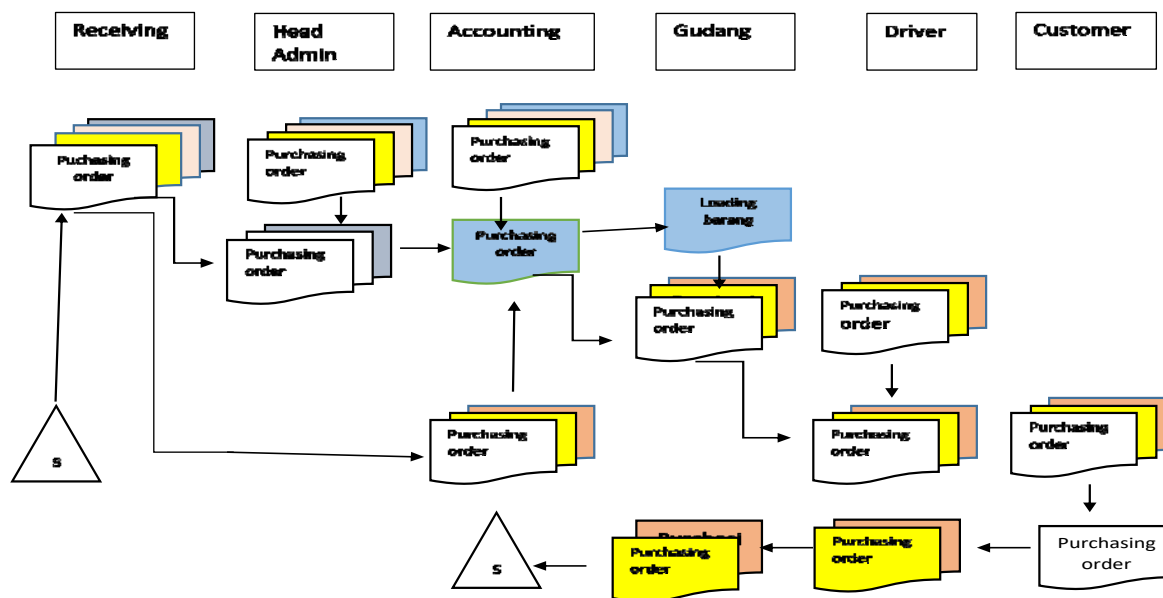


Figure 2 Accounting model for sale of Hotel Supplier.

An assessment of the level of intensity of ordering beverages (beverages) is sought to maintain networking with hotel customers. Hotel suppliers from these suppliers number around 200 businesses spread across Bali Province. The intensity of the order is formed by a time block system. If there is a late payment in accordance with the agreement contract agreed upon between the supplier and the hotel, then the goods will be blocked, until the payment term is agreed. If the agreement on the sale of goods from suppliers to hotels is carried out in terms of time based on the agreement of the buyer, then proof of hotel purchases or orders will be stored by the supplier in the accounting section. The length of time the evidence is stored depends on the time contract agreed upon between the supplier and the customer. Business decisions, especially about product sales to hotels without regard to the period of turnaround, can affect the company's capital structure (Huang & Song, 2006). The flow of payments made by suppliers to hotels and other customers can be described in Figure 2.



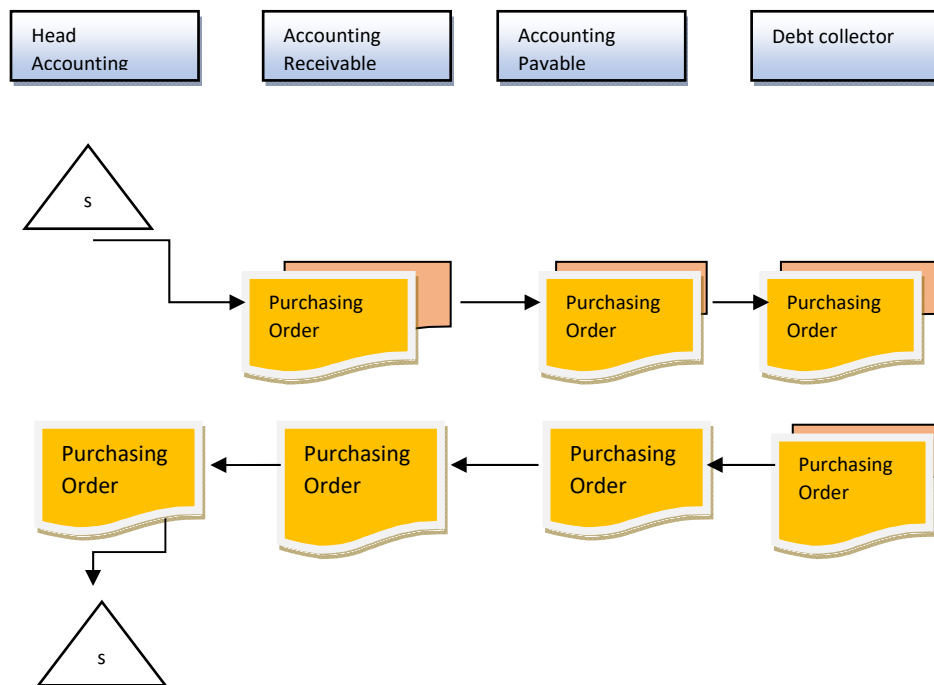


Figure 2. Transaction Flow from Supplier-Hotel

**Service Information System Transaction Supplier-Hotel (Buyer)**

Transaction service information system supplier-buyer plays an important role to maintain the existence of the company. Information systems for hotel supplier services transactions are carried out through various hospitality industry exhibition events in Bali, such as exhibition, product exhibitions, grand promotion products organized by BTDC / ITDC (Bali Tourism Board Corporation / Indonesia Tourism Development Corporation). These events are routinely held every year in March. This year's event was held March 2 to 11 2018 in Nusa Dua Bali. The participants amounted to 100 companies, of which one of the participants was CV. Blessindo as a single supplier. According as Leavitt (1980); Howson & Dale (1991); Jonas, et.al (2015) that daily activities of firm to distributing continues product that give value customer. So, It can indirect to decreasing a community poor.

**Sales Revenue**

The development of sales revenue of single suppliers every year has undergone increasingly good changes. The sales results of this single supplier's business from each customer show differences based on the age details of the accounts. The details

of the age of the receivable are related to the time block system set by the company. The time block system is closely related to the terminology system. Sales results based on Age of Accounts Receivable can be shown in the case study of 12 single customer suppliers indicating that sales with a Block System of 1-30 days and 31-60 days showed higher results obtained using the 1-30 day block system. This shows that the calculation in terms of shorter time investment capital turnover gives a greater value of business. If this is considered by supplier companies, the development of their business will be even better with the assumption that business management is applied more transparency and more accountability. Even though the results of the sale of a single supplier are better at the block system at 1-30 days, the supplier company also uses the 61-90hr block system. Sometimes that sale of goods has occurred but payments are difficult to be billed by the supplier beyond the time limit set by the company. In the event of such a case, the sale of goods occurs but the receipt of accounts receivable cannot be collected until the time limit is established, then the sale is considered "Loss of Receivables". This receivable loss can pose a business risk. Jong's findings (2008); Guo & Hodges (2015); Haddad & Lotfaliei (2019) that there is an indirect impact because firm-specific factors also influence the roles of firm-specific determinants of leverage. If the firm have zero-leverage so that it pay substantially higher dividends, are more profitable and taxes expense paying a higher.

### **Quantitative Analysis - Geometric Indexes**

Based on the sales results of a single supplier, quantitative analysis can be carried out using geometric index calculations as shows in Table 1.

Table 1.

Geometry Index of Block 1-30days Receivables and 31-60days

Description	Block 1-30days	Block 31-60days
Total	32.870.050	34.116.058
Average/days	1.095.668	568.601
Total Average	1.664.269	1.664.269
Deviation	568.601	1.095.668
Geometric Indexes	0,518953546	1,92695475

Sources: Data accounted

Geometry index is a comparison calculation (ratio) of sales value based on the block of time set by the company between 1-30 days with 31-60 days. The geometric index ratio shows the development of sales results with the time block system can be described in Figure 4.

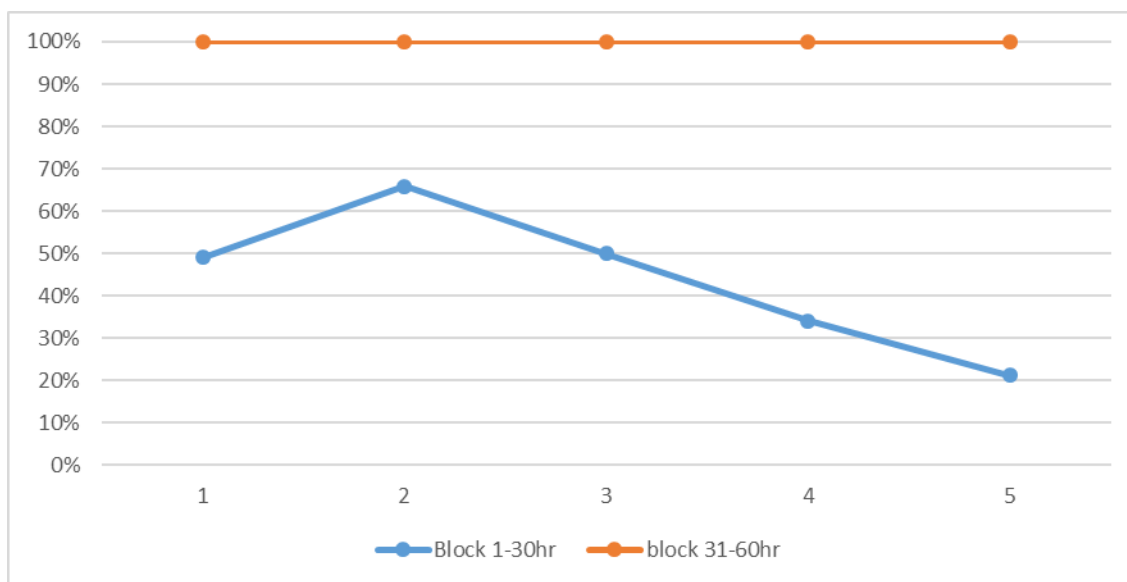


Figure 04.

Growing of Sales Revenue Accounted By The Time Block System.

Figure 03 shows the progress of the sale of a single supplier with the calculation of the block geometry index 1-30 days and block 31-60 days. Block System with range of 1-30 days listed on geometrics index showed changes, while block 31-60 days showed horizontal development. When it came to business risk analysis, the 1-30 days block geometry index is more risky than block 31-60 days. The higher the risk in the business, the higher the results that will be obtained by the company. This finding is supported by the findings of a financial expert who stated that 30 days of capital turnover is too short and very risky and can affect the capital structure and composition of current assets.

**CONCLUSION**

Transaction service information system supplier-buyer plays an important role to maintain the existence of the company. The information system for hotel supplier

service transactions is carried out through various hospitality industry exhibition events in Bali, the development of sales results of Single suppliers every year is undergoing increasingly good changes. The accounting model for hotel supplier sales begins with the purchase order made by the buyer to the supplier. Then the supplier will receive proof of purchase orders made by the administration and recorded in the order book. The sales results of this single supplier's business from each customer show differences based on the age details of the accounts. Geometry index is a comparison calculation (ratio) of sales value based on the block of time set by the company between 1-30h with 31-60 days.

### **ACKNOWLEDGEMENT**

Thanks to the leadership of the institution, the research team that has provided resource support, so that this research can be completed. The limited time and mind caused this research to be still not perfect. The results of this research can be recommended for further studies on business risk and investment assessments to measure the growth of the tourism industry.

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## THE VISITOR SEGMENTATION OF JATILUWIH BALI

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### ABSTRACT

Jatiluwih is listed as World Cultural Heritage by UNESCO on June 29, 2012. To increase the contribution of Jatiluwih as tourism attraction to local people, the research is needed to describe visitor profile, visitor purpose, and visitor's expectation after visiting Jatiluwih Tourism Attraction. These findings can be considered for local communities to conduct small businesses such as the recreational services, culinary, agribusiness, and business-related tourism services. This research is quantitative descriptive method which sample is chosen based on purposive sampling technique, tourists who visit at time total 107 respondents. The results show more female visitors than men, age groups between 21 to 30 years old, students or college students and dominant are educated undergraduate degree. Tourists who visit Jatiluwih dominant are domestic, followed by number of Australia, UK, and other countries. Tourists are motivated by the natural beauty of Jatiluwih, they are dominant repeaters, gather information from various sources of information, most of them spend time between one to two hours, they buy entry ticket directly at the counter, the amount of money spent between 50 thousand to 100 thousand rupiah, and the spending power of tourists between 500 thousand to one million rupiah per day.

*Keywords: world cultural heritage, visitor, purpose, expectation.*

### INTRODUCTION

Tourism attraction of Jatiluwih is located in Penebel County, Tabanan Regency, Bali Indonesia. It's well known of *Subak* (irrigation system) which is not only to water the rice paddy, but the *Subak* is crowned as World Heritage where it's considered as tourist attraction from the view, likes terracing farm. Jatiluwih village is a perfect place for tourist who would like to refresh or escape themselves from their routines because of lush farming that neatly leveled and gives panoramic view. Jatiluwih located on the valley of Batukaru Mountain, which attract foreign and domestic tourist (Susanto, 2011).

The expectation of Jatiluwih chosen as World Cultural Heritage by UNESCO will increase its contribution to the community. To increase its contribution to local community, therefore: research of visitor profile, the purpose of visit, and expectation of visitors offer visiting Jatiluwih Tourist Attraction (JTA) are needed. The findings can be

used for local community to open a small business, such as: recreational service, culinary, agribusiness, and others related to tourism (Busby & Rendle, 2000; Embacher, 2009; Keane, 1992).

Based on the introduction, the main problem of this paper is who the visitor and how they visited Jatiluwih Tourism Attraction (JTA) with sub problems as follows: (1) the profile of respondent maybe based on demography, geography, and psychograph variables. (2) Is there correlation between variable of demography with tourist's visit motivation? (3) Is there correlation between variable of psychograph with tourist's motivation?

## **RESEARCH METHODS**

Previous research conducted by Widari (2015) on Jatiluwih criticized (1) how the social and cultural development of Jatiluwih Tourism Village after the establishment of subak as a World Cultural Heritage from the Tri Hita Karana aspect, (2) how community participation in the development of Jatiluwih Tourism Village after the determination of subak as a World Cultural Heritage from the aspect of Tri Hita Karana, and (3) how tourists perceive the development of Jatiluwih Tourism Village after the establishment of subak as a World Cultural Heritage from the aspect of Tri Hita Karana. In this study focus on the visitors of Jatiluwih that they have been divided into segment, is called market segment. Market segment is a group of consumers that has the need of the same product and service (Bagyono, 2003; Angipora, 2007). Also, market segment is big group that is identified in a market, where the identification process is generally done based on variable of geographic, demographic, psychographic, and consumer behavior. Market segment is also a part of market in general. For each company, market in general is a person and or an organization that need their product and has the ability to purchase them. Market segment consist of potential customers that fit into the same criteria. Those criteria could be demographic, psychographic, and consumer behavior factor (Kotler, 2005; Carlson, 2008).

Research instrument in this study use questionnaire method. The given questionnaires questions asked by researchers to get answers related to visitor profile of JTA. This research is quantitative descriptive research. The sample chosen based on purposive sampling technique specified carefully by researcher based on certain

criteria. Criteria of respondents were determined by the purposive technique, foreign and domestic tourists who are in the area of Jatiluwih. The number of samples determined at least as many as 107 respondents. Chi-square analysis is used to know the significance or presence of relation between demography, geography and psychograph variable, with consumer behavior variable that is expected by the tourists who stay with descriptive analysis of chi-square statistic with confidence level 95 %, 5% error rate and degrees of freedom (df) from 1 to 30 (Utama & Mahadewi, 2014).

## RESULT AND DISCUSSION

The research on market segmentation of JTA was conducted at the beginning of September until the end of October 2017. The data was collected by field survey involving 10 field staff. Respondent's characteristic is seen from demography which consists of age, gender, marital status, occupation, income, family and education of respondent who visited JTA. The results of the analysis that has been done with the help of computer program produce the overall picture of the tourists based on the demography will be described as follows: Profile of respondents (Table 1) seen from gender, more women than men in comparison (69.2%: 30.8%). This proportion can illustrate that the type of business that can be provided at JTA is more related to the preference of female visitors compared of male visitors.

**Table 1 Respondent Profile**

Variable	Indicator	Frequency	Percent
Gender	Man	33	30.8
	Woman	74	69.2
Aging group	15-20 year	27	25.2
	21-30 year	57	53.3
	31-40 year	10	9.3
	41-50 year	12	11.2
	Older than 50 year	1	0.9
Occupation	Entrepreneur	7	6.5
	Other	5	4.7
	Staff	22	20.6
	Student	73	68.2
Education level	Graduate	58	54.2
	High school	49	45.8
Country	Indonesia	29	27.1
	Australia	14	13.1
	UK	13	12.1



Variable	Indicator	Frequency	Percent
	Netherlands	8	7.5
	Germany	7	6.5
	USA	6	5.6
	South Korea	6	5.6
	Portugal	5	4.7
	Philipine	3	2.8
	Brazil	3	2.8
	Swtzerland	2	1.9
	Singapore	2	1.9
	Japan	2	1.9
	Timor Leste	1	0.9
	Norway	1	0.9
	Malaysia	1	0.9
	Italy	1	0.9
	France	1	0.9
	China	1	0.9
Belgium	1	0.9	
Purpose visit	Interested in the product	5	4.7
	Its nature of beauty	78	72.9
	To know the production process	24	22.4
Have Visited Before	No	14	13.1
	Yes	93	86.9
Information Resources	Brochure/Advertisement	2	1.9
	Guidebook	42	39.3
	Information from others	56	52.3
	Social media	7	6.5
Transportation Type	Personal vehicles (bike/car)	10	9.3
	Personal vehicles (bike)	45	42.1
	Personal vehicles (car)	3	2.8
	Rented car (with driver)	49	45.8
Duration of Visit	1-2 hours	98	91.6
	30 minutes	8	7.5
	More than 2 hours	1	0.9
Tickets	Bought in the locket	64	59.8
	Through Internet	2	1.9
	Tour package	41	38.3
Spent Money	Below than IDR. 50,000	8	7.5
	More than IDR. 200,000	4	3.7
	IDR. 100,000 - 200,000	46	43
	IDR. 50,000 - 100,000	49	45.8
Expenses	Below than IDR. 500,000/day/pax	39	36.4
	IDR. 1,000,000 - 2 000,000 /day	23	21.5
	IDR. 2,000,000 - 3,000,000 /day	2	1.9
	IDR. 500,000 - IDR. 1 000,000/day	43	40.2

Variable	Indicator	Frequency	Percent
Total Respondents		107	100

Profile of respondents from the age group of visitors visit JTA dominant age group from 21 years up to 30 years is 53.3%. The second group of 15 to 20 years is 25.2%. The third age group 41 to 50 year age group is 12%. The fourth age group 31 to 40 year age group, and the lowest group is the age group over 50 years. This proportion can illustrate that the type of business can be provided at JTA is more related to visitor preference in the age group (21-30 years), and age group (15-20 years). Profile of respondent from occupation shows that visitors who visit JTA is dominant student or equal to 68.2%. Visitors who work as employees in various fields, ranks second which is 20.6%. While visitors who work as entrepreneurs are only 6.5% and other occupation is 4.7%. This profile illustrates that business opportunity or potential business that can be opened is a type of business more related to student's preferences. In addition to the segment of students, the employee segment is also quite important to be utilized as the target market of potential business products.

Profile of respondents from respondent's level of education who visit JTA dominant is educated (including active students) bachelor degree, 54.2%. While the high school level is 45.8%. This profile indicates that the visitor segment of the student is higher than the high school visitor segment; this may indicate that a high-educated visitor is a potential target market for products may be produced by local entrepreneurs in JTA. Characteristics of respondents based on geography shows that domestic tourists are 27.1% at most, then Australia is 13.1%, England is 12.1%. This profile indicates that the domestic visitor segment is higher than the foreign visitor segment, this also indicate that domestic visitor is a potential target market for the products produced by local entrepreneurs in JTA. The results of observations researchers noted that agribusiness products in the form of brown rice, fruits, and vegetables are in accordance with the target of domestic market.

Several shops or stalls that already exist or may be opened soon by local residents can customize the product so that in accordance with the target market of foreign visitors, especially related to culinary for foreign tourists such as the tastes of Australian, British, and Dutch tourists. Characteristics of respondents based on

psychograph from the purpose of visit to JTA can be explained that tourist visit is dominant because of the natural beauty answered by 72.9%, then to know the production process of agribusiness products by 22.4%, and the intended to buy agribusiness products are only 4.7%. If viewed from this profile, it looks a little contrary to the purpose of this study, which aims to see business opportunities that can be done by the local community, whereas the arrival of tourists mostly just to see the beauty of the JTA scenery. When respondents were asked about their visits, whether they have been to JTA before, most respondents said they have visited by 86.9%, and only 13.1% on their first time visit. This profile can illustrate that JTA has tremendous appeal so it can affect the visitors to come back. When compared with the purpose of respondents coming to JTA is dominantly influenced by its natural beauty, therefore the natural beauty JTA must be maintained. Local business enterprises should not interfere with the JTA as it does not make tourism accommodation or tourism supporters on a large scale that can potentially destroy the beauty of Jatiluwih Scenic and Tour.

Characteristics of respondents based on consumer behavior from the source of information about JTA can be explained that, the dominant tourists get information from various sources of information, answered by 52.3%, and second from the travel guide book by 39.3%, from travel package brochure only 1.9%, and from social media are still low at only 6.5%. This profile illustrates that the market segmentation of JTA is more dominantly known through WoM (Word of Mouth) and from tourist guide books. Profile of respondents from the type of transportation used by respondents to visit JTA is dominant by a rental car with a driver by 45.8%, then using a motorcycle by 42.1%. The rest are respondents who use motorcycles and rental cars driven by respondents themselves. This segment can illustrate that the parties who need to be cooperated with the Jatiluwih Tour Organizer is the car rental businesses, as they are the biggest market segment for JTA.

Profile of respondents from the duration tourists spent in JTA mostly one to two hours by 91.6%. Those who spent more than two hours were only 0.9%, and the rest just a stopover no more than 30 minutes by 7.5%. Profile of respondents from the way they purchased entrance ticket to JTA mostly through the entrance locket directly, answered by 59.8%. Those who purchase tickets were included in their Bali tour

package is 38.3%. This condition can illustrate that JTA promises through the distribution channel of travel agency is still quite important because 38.3% of respondents visit JTA already included in tour package sold by the travel agents. Profile of respondents from the amount of money spent during visit JTA is dominant between 50 thousand to 100 thousand Rupiah by 45.8%. Second is they shop between 100 thousand to 200 thousand Rupiah by 43%. This profile shows that local entrepreneurs can package their products for between 50 thousand and 20 thousand Rupiah only. Profile of respondents from the amount of money spent each day, the dominant respondents shop between 500 thousand to one million Rupiah by 40.2%, and the second less than 500 thousand Rupiah by 36.4%, the third between one million up to 2 million of 21.5%, and shopping between two million to 3 million Rupiah only amounted to 1.9%. This profile indicates that the visitor market segment of JTA has purchasing power between one and two million rupiah.

#### **The correlation between demographic variables with the motivation of visits to JTA.**

The Age Group and the Purpose of Visit to JTA: The age of tourists describes the level of maturity of a person who also affects the loyalty of a person to a product (Utama, 2014; Karabati, *et al*, 2009). Based on respondents' age to the benefits that they are looking for, answered by 107 respondents which shown in Table 2. The correlation between demographic variables with consumer behavior variables associated with the purpose of a visit to JTA.

**Table 2 The Correlation between Age Group and the Purpose of Visit to JTA**

		Purpose visit			Total
		Interested in the product	Its nature of beauty	To know the production process	
Age	15-20 year	2	20	5	27
	21-30 year	0	43	14	57
	31-40 year	0	9	1	10
	41-50 year	2	6	4	12
	Older than 50 year	1	0	0	1
Total Respondents		5	78	24	107
Chi-Square Tests (Pearson Chi-Square), Asymp. Sig. (2-sided)= .000					

Table 2 shows that most of the intention of visit to JTA because of its natural beauty of 57 people, followed by respondents who want to know the production process of agribusiness products by 27 people, then want to purchase agribusiness products by total of five people. When grouped their choice based on the age of 107 respondents, aged 15 to 20 years tend to choose natural beauty factor as their main consideration of visit, whereas respondents with age group between 21 to 30 years also tend to choose natural beauty factor. Based on chi-square tests (Pearson Chi-Square) shows the correlation between the variables of the tourist age group toward the purpose of visit to JTA has significant affect, as evidenced by the chi-square test is at a significant level of  $0.000 < 0.05$  which means that the purpose of visit JTA is influenced by their age group.

Tourist Occupation and motivation of visits to JTA: Their occupation reflects their socioeconomic status and their family, performing the type of work a person can be described how their social status in society, which also influence the selection type of products and services (Utama, 2014). The results showed that visitors who are students, either highschool students or bachelor, also employees who visit JTA is motivated by its natural beauty factor.

**Table 3 The Correlation between Tourist Occupation and Purpose of Visit to JTA**

		Purpose of visit			Total
		Interested in the product	Its nature of beauty	To know the production process	
Occupation	Entrepreneur	2	2	3	7
	Other	0	4	1	5
	Staff	2	16	4	22
	Student	1	56	16	73
Total Respondents		5	78	24	107
Chi-Square Tests (Pearson Chi-Square). Asymp. Sig. (2-sided)= .020					

The relationship between the variables of tourists occupation to the purpose of visit JTA Chi-Square Tests (Pearson Chi-Square) has a significant affect, as evidenced by the chi-square test is at a significant level of  $0.020 < 0.05$  which means that the motivation to visit JTA is influenced by their type of occupation. Tourist Education and Purpose of Visit to JTA: Respondents' education reveals the level of education being taken can illustrate how the level of education plays role in determining the choice of products and services desired (Fandeli, 2011; Junaedi & Utama, 2016). The results of

the study showed that the students who graduated from bachelor degree education are more dominant visit JTA motivated by the factor of its natural beauty compared to those with high school education (Table 4).

**Table 4 The Correlation between Tourist Education and Purpose of Visit to JTA**

		Purpose visit			Total
		Interested in the product	Its nature of beauty	To know the production process	
Education	Graduate	4	48	6	58
	Highschool	1	30	18	49
Total Respondents		5	78	24	107
Chi-Square Tests (Pearson Chi-Square), Asymp. Sig. (2-sided)= .004					

The correlation between the variable of education level on the motivation to visit JTA Chi-Square Tests (Pearson Chi-Square) has significant effect, proved by the chi-square test is at the level of 0.004 <0.05 meaning that the motivation to visit JTA is influenced by their education level.

### Correlation between Variable of Psychograph and Consumer Behavior

Each tourist is having different motivation of traveling; some want to spend their holiday, meeting, business, or other reasons (Utama, 2017). Correlation between Age and the Amount of Money Spent at JTA: The correlation between age group to the amount of money spent at JTA (Table 5) shows that respondent's age group 21 to 30 years spend more at JTA compared to the other groups.

**Table 5 Correlation between Age and the Amount of Money Spent at JTA**

		Money Spent				Total
		Below than IDR. 50,000	More than IDR. 200,000	IDR. 100,000 - 200,000	IDR. 50,000 - 100,000	
Age	15-20 year	1	1	9	16	27
	21-30 year	5	2	22	28	57
	31-40 year	1	1	6	2	10
	41-50 year	1	0	8	3	12
	> 50 year	0	0	1	0	1
Total Respondents		8	4	46	49	107
Chi-Square Tests (Pearson Chi-Square), Asymp. Sig. (2-sided)= .577						

The correlation between variable of age group Chi-Square Tests (Pearson Chi-Square) does not effect to the amount of money spent during their visit to JTA, it proved

through *chi-square test* has significant level  $0.577 > 0.05$ , means the amount of spent during visit to Jatiluwih does not affected by the age differences.

## **CONCLUSION**

The correlation between the age group to the motivation of visiting JJTA has significant effect; it means that visit motivation is effected by the group age. The correlation between variable of occupation to the visit motivation to visit JTA has significant effect, it means visit motivation is affected by their occupation. The correlation between visitor education levels to the visit motivation has significant effect; means motivation to visit is affected by the level of education. Correlation between variable of visiting experience to visit motivation to JTA does not have significant effect, means motivation to visit JTA is not affected by their visit experiences.

Correlation between variable of vehicles selection used for transportation to visit Jatiluwih does not have significant effect due to visit experiences, means that vehicles selection does not affected by their visit experiences. Correlation between variable of tourist's experience visit does not affect to the length of visit, means that the length of stay does not affected by visit experiences. Correlation between variable of visit experiences to JTA is affecting the amount of money spent during visit, means that the amount of money spent is affected by tourist experiences.

The correlation between the variable of geography and motivation of visit to JTA: The correlation between variable of tourist's origin country affect their motivation of visit to JTA, means that motivation of visit is affected by the origin country of tourist. The correlation between the variable of psychograph and consumer behavior at JTA: The amount of money spent during visit to Jatiluwih is not affected by gender, the age differences, tourist's origin country, and their occupation. The amount of money spent during visit is only affected by their education level.

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## **OVER-TOURISM: THE UNTOLD STORY OF THE RISE OF SUNNY BEACH BULGARIA**

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### **ABSTRACT**

Coastal tourism destinations around the globe are chasing and face an increase in arrivals. The prevailing paradigm in tourism development is focused on “the more, the better” concept. International bodies, national and local governments, and stakeholders are working toward future growth in numbers with little to no attention to the impact of mass tourism on the destination’s image, tourist satisfaction, and related socio-environmental matters. This paper employing a case study approach to investigate the phenomenon of over-tourism in the most popular and famous coastal resort in Bulgaria - Sunny Beach, and how current pro-growth policies affect the destination development and the destination image. This research is using qualitative methods, namely analysis of documents, analysis of relevant literature, and on-the-spot observations. Results of the research exposing that the Bulgarian government and the tourism stakeholders are ignoring the existence of over-tourism and the consequential impacts. A revision of present strategies, policies, and practices are necessary for assessing the tourism components as time and duration of stay, expenditures, the purpose of visit and destinations carrying capacity. In conclusion, such knowledge may ultimately contribute to addressing over-tourism issues and implications in Bulgarian coastal resort of Sunny Beach, while constructing a more economically, socially and environmentally sustainable destination.

*Keywords: coastal tourism, over-tourism, development policies, Sunny Beach, Bulgaria.*

### **INTRODUCTION**

Globally, international tourist arrivals grew by seven percent to reach 1.4 billion in 2018 compared to 2017, expecting the number of tourists to reach 1.8 billion in 2030 (World Tourism Organization, 2019). In Europe alone, the growth of tourists (overnight visitors) in 2018 is eight percent or an increase of 55 million tourists more, compared to 2017. The issue of over-tourism, caused by social media influence, DMOs, governmental, and stakeholders’ policies, is a challenge that many coastal destinations around the world are facing (S raphin, Zaman, Olver, Bourliataux-Lajoinie, & Dosquet,

2019). Coastal areas share the most significant part of this growth, being the leading tourism destinations, and coastal tourism is the most considerable in terms of importance as an income generator. “Over-tourism” is a relatively new term, that describes a situation where residents and visitors feel that there are too many tourists, as a result of which the quality of their life and the quality of experience gained by tourists deteriorates sharply, the destination loses its authenticity (World Tourism Organization, 2019). Therefore, there is a sound correlation between the number of visitors, the type and time frame of their visit, and the carrying capacity of a destination. Two factors are of utmost importance in recognising over-tourism - tourism density (tourists/km<sup>2</sup>) and tourism intensity (tourists/locals), as shown in Figure 1 (Capocchi, Vallone, Amaduzzi, & Pierotti, 2019). At the same time, governments and tourism boards around the world have firm confidence that the higher the number of arrivals, the better for the destination and the country’s development. Given the pro-growth paradigm, the question is to what extent the government and stakeholders will continue to look at increasing arrivals?



Figure 1. The ratio of international arrivals/residents (2017)  
Source: TRAN Committee

Rising the visitor’s numbers is a global trend, and Bulgaria also records an increase in arrivals in 2018, with a 6.7 % growth from 2017 and reaching 12.3 million in

2018 (National Statistical Institute of Bulgaria, 2018) . A substantial part of the increase is shared by coastal tourism, being the leading contributor to the GDP. Similar to many EU coastal destinations, seaside resorts in Bulgaria are not resistant to over-tourism, especially Sunny Beach, which recently struggle to manage the growing number of arrivals. Overall, tourism is Bulgaria's leading export earner, with international tourism direct contribution of nearly EUR 1 billion, or 3.4% of the country's GDP, reaching a total contribution of 12.5 % of the GDP in 2018 (Figure 2). The benefits of tourism to the Bulgarian economy are evident, particularly in terms of tourist expenditures. Whereas the adverse effects of the rapid growth of visitors, when visitor arrivals are seasonal and concentrated in one destination, are ignored. The negative impacts of tourism policies, focusing on the growth of visitors only, such as congestions, pollution, privatisation of public spaces, destruction of green zones, historical sites, and the natural environment are soundly evident in Sunny Beach (Agyeiwaah, 2019). In 2017 57.6% of total nights spent by tourists were in the Bulgarian coastal regions, while the area is occupying 5.2% of the country's territory and 8.85% of the population (NSI, 2018). The population density in Bulgaria's coastal municipalities is estimated to be 223 people/km<sup>2</sup> on average (within 10 km of the coastline), but during the peak of the season in particular areas increase over 320% (NSI, 2011). Such a colossal disproportion of visitor/inhabitant ratio, induced by the government tourism strategies, is the main contributing factor for the over-tourism in Sunny Beach. Indeed, the development and marketing policies of Bulgaria and Sunny Beach as the most prominent coastal resort over the past two decades as an attractive place for a holiday has been beneficial if the increasing number of visitors is the primary assessment instrument (Vurnek, Brozinčević, Čulinović, & Novosel, 2018).

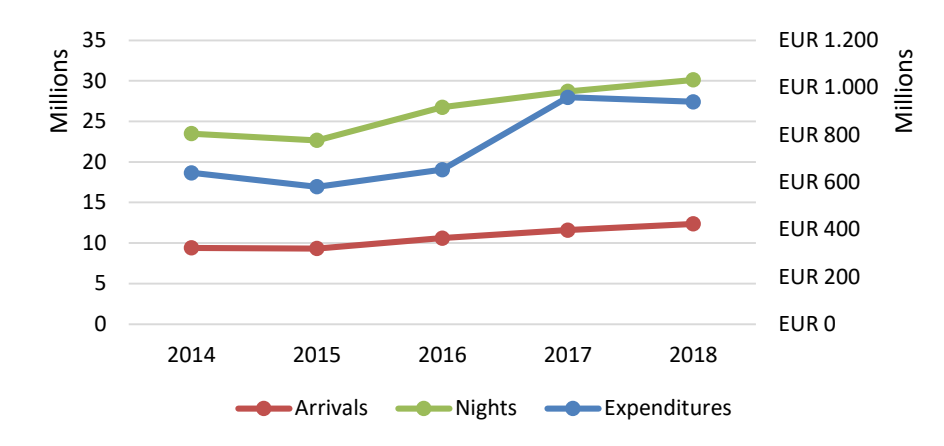


Figure 2. International tourist arrivals, nights spent and expenditures in Bulgaria  
 Source: Authors, data from the National Statistical Institute of Bulgaria, 2018

The study focuses on Sunny Beach development as a coastal tourist destination. The goal of the study is to analyse and to derive the main contextual factors contributing to the image of the destination as well as to propose principles and policies for the successful and sustainable development of the destination. The study examines the current national and international tourism destination development policies, their implementation, and their effect on the destination. The main research questions are:

1. What is over-tourism?
2. How the current tourism development policies contribute to the arising over-tourism in Sunny Beach?

## RESEARCH METHODS

To answer the above-stated research questions, the authors chose to employ a qualitative case study approach (Harrison, Birks, Franklin, & Mills, 2017; Merriam & Tisdell, 2016; Tetnowski, 2015). Case studies are an adequate and appropriate in-depth investigation method, when complicated phenomena, as over-tourism, is under study. Authors performed the data gathering through a comprehensive analysis of related tourism development policies and practices adopted on a national and international level. The technique was finding, selecting, understanding and synthesising information from the documents. The documents that were analysed were mainly researchers' papers, online articles, organisational and institutional reports and books.

## RESULT AND DISCUSSION

Geographically, Bulgaria occupies the Balkan Peninsula, South-East Europe, with an area of 110,842 km<sup>2</sup>. The Bulgarian Black Sea coast is located in the east part of Bulgaria, on the west of the Black Sea coast, and has a length of about 378 km and a width of 30 to 50 km. A characteristic feature of the Bulgarian Black Sea coast is the presence of 78 beaches, occupying 34% of the Bulgarian coast, or 14 out of 262 municipalities (Figure 3).

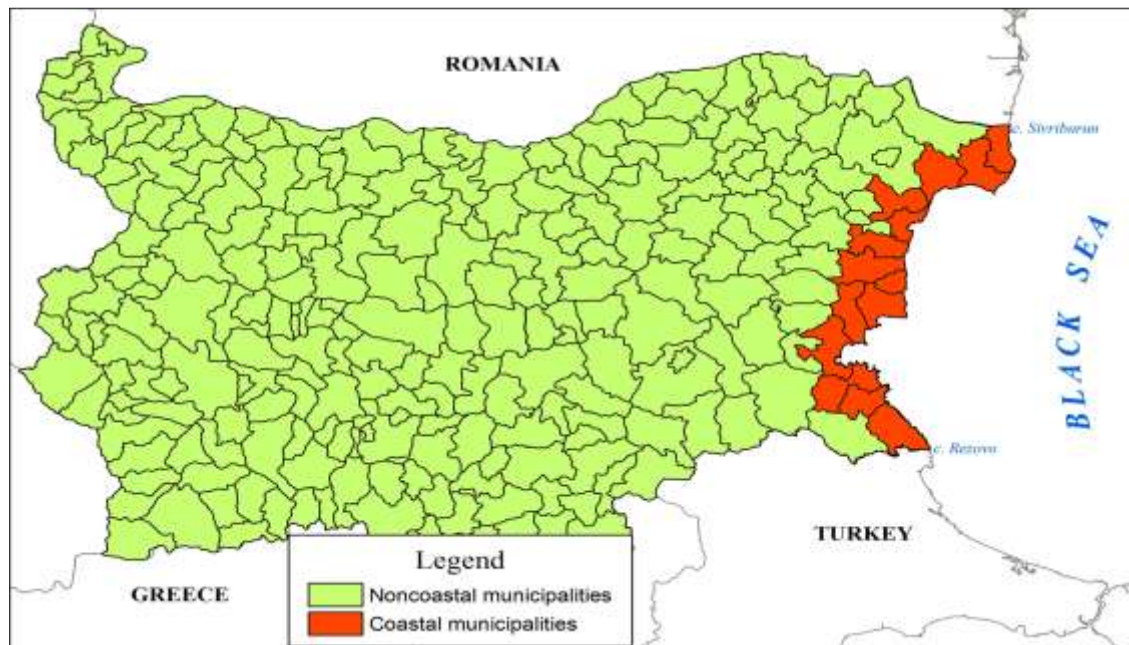


Figure 3. Coastal map of Bulgaria  
Source: Authors

On an international level, Bulgaria emerged as a tourism destination at the beginning of the 60s. The biggest coastal resort in Bulgaria - Sunny Beach is located roughly 35 km north of the city of Burgas in Municipality of Nessebar, Burgas Province (Figure 4). The resort has approximately eight kilometres long and 30-60 m wide beach line with fine yellow-gold sand, an average of 250 sunny days per year, and a calm and warm seawater. The planning of the Sunny Beach began in 1958 with Decree №120/30.06.1958 of the Council of Ministers.



Figure 4. Geographical Location of Sunny Beach  
*Source: Authors*

The initial idea of Sunny Beach is to be a resort for family tourism, where visitors can enjoy the sea and relax in vast green zones, build in unity and harmony with the hotels, and at the time was promoted and recognised by visitors as such. By the end of the 90s, the buildings (including hotels, restaurants, clubs, and bars) are occupying only 20% of the territory of the resort, and the rest were walkways, parks and green zones. Nowadays, building density already has a range of over 80%, and the former green zones are a pale memory. In recent years, marketing strategies of Sunny Beach are targeting at young foreign tourists (predominantly from EU-member state countries) looking for entertainment, predominantly drugs, sex, and alcohol (Anastassova, 2011; Tutenges, 2015). Planned as a resort with for up to 30 000 tourists, now Sunny Beach has more than 160 000 beds, according to the official data (National Statistical Institute of Bulgaria, 2018). Numerous publications in Bulgarian mass media (TV, newspapers, and magazines), as well as authors' observations, claim that, in fact, the beds are more than 300 000, and the former green resort is popular among Bulgarians as a “concrete jungle.” The “boom” in the development began in 1998 after the deregulation of urban and territorial planning, privatisation and not the least the ease of travelling, generated by the rise of low-cost carriers (Simancas Cruz & Peñarrubia Zaragoza, 2019).



Although the signs of over-tourism in Sunny Beach are evident, especially during peak times, this does not create a sense of concern in the government and tourism business (Kotler, Bowen, & Makens, 2009). The adverse effects caused by over-tourism, soundly visible in the resort, are related to drugs and alcohol abuse, prostitution, clogged infrastructure, and destruction of natural landmarks such as dunes (Hesse & Tutenges, 2011; Tutenges, Jaeger, & Hesse, 2012). The over-development of Sunny Beach is evident from the NSI's data. The number of accommodations in coastal municipalities from 2010 to 2017 increased from 322 to 640, beds number increased by 28 %, arrivals increased by 86%, reaching 841,608 in 2017, and the overnight stays reached 5.3 mln (67% increase). Despite these positive numbers, the average length of stay plunged from 7,07 days in 2010 to 6,52 days in 2017. It must be noted, however, that the foreign tourist expenditure rose by 133% for the same period. Another fact, which is continuously ignored by the authorities and DMO's is the main characteristic of tourism in Sunny Beach – the apparent seasonality, when 94% of international arrivals are in June – September (Seraphin, Gowreesunkar, Zaman, & Lorey, 2019). The biggest and most famous Bulgarian Black sea resorts are recording the highest growth in arrivals – Sunny Beach, Golden Sands and Albena, which represent 76 % from the hotels, 84 % from beds, and 88 % from all spending on the Bulgarian Black coast (National Statistical Institute of Bulgaria, 2018). There is a significant imbalance between these three municipalities and the lasting 11, which indicates that particular coastal areas, one of which is Sunny Beach, are massively overcrowded. However, the chaotic urban development of the Bulgarian Black Sea resorts was exposed in 2011 as well as put in question the reliability of the NSI's data. An example of the considerable discrepancy in the tourist accommodation numbers is the Municipality of Nessebar, part of which is Sunny Beach. Various data indicate that the summer population of the Municipality of Nessebar is between 350,000 and 650,000 people at its peak, while the municipality has a population of 29,333 people (NSI, 2011). These numbers are in severe contradiction with the NSI report of 63,151 bed-places in Sunny Beach (National Statistical Institute of Bulgaria, 2018). Drawing from the European Parliament study (Peeters et al., 2018), Sunny beach is already suffering from over-tourism with all of its

negative impacts, namely destination's image, environmental, and social (Ivanov, 2017; Stanchev, 2018).

The tourism development policies, adopted by the Bulgarian government, tourist boards and stakeholders play the primary role in the over-tourism in Sunny Beach. Moreover, the National Strategy for Sustainable Development of Tourism in the Republic of Bulgaria 2014-2030 (both the initial release in 2014 and the updated version from 2017) is still favouring the growth, based on numbers and not considering the impact of over-tourism on Sunny Beach's destination image (MoT, 2017). On the international, national, governmental, and local level, the success of tourism is continuing to be evaluated in numbers. A "successful" year in tourism is generally considered to be one in which numbers have increased substantially. As a result of such one-sided policies, Bulgaria is ranked 45th out of 136 countries in terms of tourism competitiveness, 37th for tourism services price competitiveness, and 6th for tourism accommodation prices in the annual Travel and Tourism Competitiveness Report (Calderwood & Soshkin, 2019). Despite the optimistic perspective that might appear from these relatively high positions, these rankings confirm the global image and perception of Bulgaria as a cheap tourist destination. At the same time, the report is revealing the complete failure of the Government strategies in creating a firm tourism brand as well as the effectiveness of the branding and marketing policies to attract new tourism segments, being ranked 103rd and 93rd, respectively. The assumption that tourism is a top-priority sector in Bulgarian economy as stated in the National Strategy for Sustainable Development of Tourism in the Republic of Bulgaria (MoT, 2017) is proved wrong by the WEF report ranking the country an unenviable 93rd place in terms of tourism prioritisation (Calderwood & Soshkin, 2019).

Social media and ICT robustly and substantially impacting tourists behaviour. From smartphones to smart homes, digital technology is playing a significant role in people's lives and transforming progressively into the way people perceive a given destination. Visitors and residents express how they feel in social media such as Instagram, Facebook, and TripAdvisor, which in return significantly impact and influence on how people travel and where they "decide" to go (Muler Gonzalez, Coromina, & Galí, 2018). ICT, reduced travel time and costs, and peer-to-peer online accommodation



services are also major contributing factors. As a result, Sunny Beach, located in highly “instagrammable” and picturesque spot on Bulgarian Black sea coastline, is attracting predominantly party-loving youngsters, seeking wild parties, inexpensive drugs, drinks, and sex. Bar crawls trips, strip clubs and even drug prices (although drugs possession and consumption are illegal according to the Bulgarian law) are widely and freely discussed on social media and online and used as a promotion tool targeting young (18 – 30 years) Europeans (Pigram, 2019; Walpole, 2016). Traditionally, DMOs are responsible for promoting the destinations, but to comply with modern requirements and the spirit of Industry 4.0 (and the Internet of Things within it), DMO’s are contributing in the creation of what is sensed by their social media audiences as a trendy destination that must be visited (Seraphin et al., 2019).

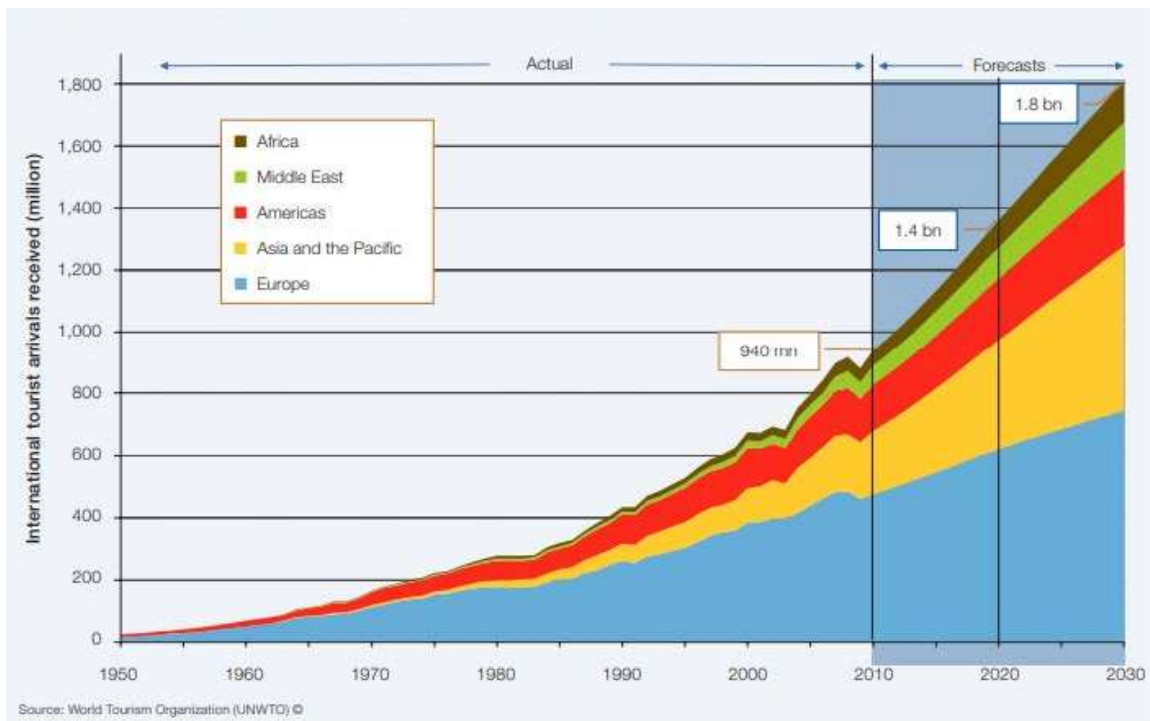


Figure 5. International tourist arrivals trends and forecasts 2030  
Source: UNWTO, *Tourism highlights 2018*

The leading principle of government policies and DMOs strategies is toward increasing the number of arrivals and, as a sequence, raising the tourism contribution to the country’s GDP and employment. Thus, the general paradigm is that the growth of the number of arrivals is all that matters. Following its suggestion in growing arrivals number, the UNWTO’s estimation shows an astonishing increase of arrivals, reaching

1,8 bn tourists by the year 2030 (Figure 5). When examining the impacts of over-tourism, the destination's carrying capacity becomes the primary assessment tool in revealing the correlation between environment and tourism (Koh & Fakfare, 2019; Seraphin, Sheeran, & Pilato, 2018).

The term “tourism carrying capacity” (TCC), despite its subjectivity and lack of unified definition, is revealing the following link between the visitors and the destination (Sati, 2018; Sharma, 2016). TCC refers to the stage, where numbers of visitors exceed the destination's capacity (Figure 6) which, in return, generate negative impressions and feedback from visitors, and simultaneously may cause irreversible damages to the environment, and denial from the local population, exposed to the crowds (Ansofino, 2019; Milano, 2017).





Figure 6. Sunny Beach in the 1960s (up) and 2017 (down)  
 Source: [www.lostbulgaria.com](http://www.lostbulgaria.com) and [www.novinite.com](http://www.novinite.com)

As per the initial development plan, the carrying capacity of Sunny Beach is determined to be 30,000 beds. Currently, the resort capacity is extending to over 300,000 beds (although the official data from NSI states, that the beds are a bit over 160,000), which gives a beach availability of 0.4m<sup>2</sup> per visitor, while the Bulgarian Territorial Management Regulation requires at least 8m<sup>2</sup> per person.

The subjective nature of TCC and the lack of sound definition makes the assessment extremely challenging. TCC of each destination vary massively, and the effects are primarily psychological, yet interrelated to the environmental, social, economic, and political aspects of tourism. The characteristics of the destination and type of tourists are in strong interaction when determining visitors' effect and impact on the destination and whether the destination is struggling to cope with visitors or not (Muler Gonzalez et al., 2018). Proper evaluation tools to determine when a destination is suffering from over-tourism are still under discussion among scholars and institutions on an international level (Llausàs, Vila-Subirós, Pueyo-Ros, & Fraguell, 2019).

It is a positive step that the EU parliament recently recognises and consider over-tourism as an imminent threat to the future of the tourism industry, that need immediate measures. However, Bulgarian government and tourism businesses and stakeholders

demonstrate staggering ignorance to see beyond the increase of arrivals' number, which resulted in the current over-crowded and over-urbanised state in Sunny Beach. Being developed as a family resort, nowadays, the marketing and the promotion of Sunny Beach is entirely toward as a party destination, where rules and local laws are widely ignored, except with some sporadic actions, against the noise pollution, and tax and labour law violations. Given measures have little to no effect, and according to Bulgarian on-line media are seeking primarily political dividends, rather than improving the situation and the perceived image of Sunny Beach.

## **CONCLUSION**

Aiming at the future development and sustainability of Sunny Beach as a popular coastal resort can not be possible without examining and addressing the impact of over-tourism and the consequences for the destination. The initial impression is that Sunny Beach is experiencing over-tourism with all of the latter's impacts - environmental, social, economic, and political. The complexity and multidimensionality of these impacts, as they represent the unity of various aspects of the tourism components, make it difficult for recognition and assessment.

At present, the national tourism development policies, strategies, and measures implemented in the development of Sunny Beach are still focused on increasing the visitors, thus ignoring and even denying that over-tourism is already manifesting itself. Despite some government efforts, performed recently, their efficiency still seems weak, fragmented, and there is no particular proof of a comprehensive plan to address the problems. Furthermore, it seems that all parties involved in Sunny Beach's development and marketing – DMOs, tourism business, stakeholders, and policymakers, are not considering the over-tourism as an issue, which hampers the understanding and preventing the over-tourism. Therefore, over-tourism problems are likely to continue to occur within such a mindset, impacting, and leading to future degradation and diminishing the image of Sunny Beach as a quality leisure destination. There is a need for re-evaluating the current "pro-growth" paradigm where success is not entirely measured in arrivals, but on seeking enhancement of the offered tourism products and services. Regardless of the still relatively low number of destinations affected by over-

tourism, the impact of over-tourism is potentially critical to the extent, where a destination could suffer the loss of its uniqueness and attractiveness. An alternative to “pro-growth” paradigm is optimisation - a destination marketing and development, aiming at sustaining - or even decreasing - arrivals’ numbers and increasing return through offering alternatives, such as unique activities, specific to the destination and neighbouring areas. Despite some indications that shorter length of stay can lead to higher expenditure per day, policies supporting more extended stay might affect distribution positively across the destination - tourists visiting adjacent areas, attractions, and places of interest, thus resulting in a longer length of stay. Not the least, government, DMOs, policymakers, and stakeholders should guarantee that offered products and services are sustainable in terms of energy use, waste management, and other adverse environmental effects and assuring protection against activities leading to rising a negative social, financial and environmental impacts.

In order for a destination to thrive and to develop the tourism sustainably, government, tourism planning authorities, entrepreneurs, investors, legislators, and community groups need to understand to what extent the destination can accommodate future anticipated tourism growth and the resulting challenges and opportunities that the destination may encounter. Government and decision-makers with the involvement of all stakeholders must create long-term plans, taking into account the needs of both visitors and residents at the centre of investment and destination development plans. Some of the measures, that might be considered involve: regulating and limiting the number of tourists’ arrivals; using digital technologies to prevent the congestions in real time; extending the season and shifting the promotion’s focus and target; promoting less-visited attractions in the vicinity of Sunny Beach and developing new attractions.

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## **STRUCTURAL MODELS FOR SUSTAINABLE TOURISM DEVELOPMENT IN MEDAN CITY**

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### **ABSTRACT**

Medan City is currently designated as one of the 20 national tourism destinations that implement Sustainable Tourism Development (STD) in Indonesia. The commitment to implement STD nationally is marked by the signing of the text of the Memorandum of Understanding (MoU) of 20 Regional Heads who are committed to implementing STD together with the Indonesian Ministry of Tourism. Furthermore, under the supervision of the Republic of Indonesia Ministry of Tourism, 20 existing Regencies / Cities made various improvements in each region so that they were finally eligible for STD certification from the STD international certification body. Medan City itself, through the Medan City Tourism Office, related to the implementation of the STD, has established a number of leading tourism destinations. It is hoped that in the future, Medan City will have tourist destinations that have received STD certification. This research was conducted to formulate a model of implementing sustainable tourism development in Medan with a total sample of 220 people spread over 11 leading tourist destinations in the city of Medan, samples were taken with a purposive random sampling technique. The research variables used include; sustainable management, socio-cultural benefits, economic benefits for the surrounding community, environmental benefits and the application of sustainable tourism. Data analysis was carried out with a structural model of the Structural Equation Model (SEM) with the help of Amos 22 software. The results showed that the management aspects, economic aspects, socio-cultural aspects of environmental aspects, and the impact of tourism directly and indirectly have a positive effect on the implementation of sustainable tourism in the city of Medan.

*Keywords: sustainable management, sustainable tourism, sustainable tourism development*

### **INTRODUCTION**

The idea of sustainable tourism development is an idea that has developed since the release of the Brundtland Report. Related to the report, in the context of sustainable tourism, tourism is related to how to manage the desires of the present generation by

not ignoring the interests of the next generation (WECD, 1987). Since then, the concept of sustainable tourism has become the main discourse for various groups, tourism destination owners and industry managers, environmentalists, communities, developers, politicians and academics (Macnaghten & Urry, 1998).

Furthermore, in his report Hall & Dickson (2011) mentioned a key factor in organizing ideas and policies for sustainable tourism development based on the United Nations Environment Program (UNEP) and the World Tourism Organization (UNWTO). This policy has 3 pillars that are balanced, namely; a) economic, b) socio-cultural and 3) environmental sustainability. On the other hand, related to efforts to balance the 3 pillars, Cater (1995) argues that the language of "balance" can be misleading because economic growth through tourism will often conflict with environmental protection, with difficult "exchanges" needing to be made between economic, social dimensions and the environment. Liu (2003) also mentioned that it is still patchy, not integrated and assumptions that are still likely to be wrong.

Similar to sustainable development, sustainable tourism development also has various definitions according to experts, as stated by Pérez et al. (2017), Hall (2019), Law et al. (2017), Nunkoo & Seetanah (2019) Bramwell & Lane, (2011) and others. UNWTO defines sustainable tourism as an activity to meet the various needs of tourists at the moment and the needs of the related tourist destination, while still protecting and increasing various opportunities and resources for the future. This is considered to lead to the management of existing resources in such a way that various economic, social, aesthetic and environmental preservation needs can be met by continuing to promote cultural integrity, important ecological processes, preservation of biodiversity and strengthening life support systems (UNEP & UNWTO, 2005).

In Indonesia, the STD concept was introduced in early 2016. Along with the launching of SDGs, the Indonesian government through the Ministry of Tourism created a pilot project for tourism development with the concept of sustainable tourism development. Kemempar RI cooperates with 20 regencies / cities that are committed to implementing sustainable tourism implementation (Sitepu, 2017). Even to support the program the Ministry of Tourism and Republic of Indonesia has issued Permenpar No.14 / 2016 on Sustainable Destinations Guidelines (Sitepu, 2019). According Sitepu

(2019) STD is defined as measures for the development of tourism in an area that is oriented towards efforts to preserve resources that are also needed for the future. Sustainable tourism development emphasizes not only the economic aspects, but also still considers ecological, socio-cultural and governance aspects.

Criteria and Indicators of Sustainable Tourism Development Based on the Global Sustainability Tourism Council (GSTC) there are 4 pillars to assess whether a tourism destination, hotel or tour operator has carried out sustainable tourism development or not. The four pillars of sustainable destinations include; a) demonstrate sustainable destination management, b) maximize economic benefits to the host community and minimize negative impacts, c) maximize communities, visitors, and culture benefits and d) maximize the environment benefits. The criteria development process has been designed to comply with the ISO code of ethics and the ISEAL alliance standard code, an international body that provides guidance for the development and management of sustainability standards for all sectors (GSTC, 2017).

By the Indonesian government, through the Ministry of Tourism, the four pillars, along with the criteria for sustainable tourism development, the GSTC was later adopted as a standard for managing tourism destinations that are managed sustainably and set forth in Permenpar No.14 / 2016. The scope of sustainable tourism destinations as outlined in Permenpar No.14 / 2016, among others, includes; a) management of sustainable tourism destinations, b) economic empowerment for local communities, c) preservation of local cultures for the community and visitors and d) environmental preservation.

A similar approach in assessing sustainable tourism development was also carried out by UNEP (2012), OECD, (2014) and WTTC (2018). Castellani & Sala (2010) use a sustainable performance index for tourism policy development, Blancas et al. (2010) use a system of indicators of sustainable tourism. Ritchie & Crouch (2003) in his book *The Competitive Destination* argued that a sustainable destination has 4 pillars, namely; a) ecological sustainability, b) economic sustainability, c) sociocultural sustainability and d) political sustainability. While Hardy et al. (2002) compiled a conceptual overview and operational context of sustainable tourism development consisting of 5 aspects, namely;

a) economic vision, b) conservation vision, c) community vision, d) academic response and e) industry response.

In Indonesia, the concept of sustainable tourism development began in 2015. Through the Indonesian Ministry of Tourism, 20 districts / cities have been launched as a pilot project for sustainable tourism development (Dewipule, 2015). The program was later expanded with the establishment of 10 National Tourism Strategic Areas (KSPN), also known as 10 new Bali (Tempo, (2016); Pemerintah-RI (2016). Furthermore, out of the 10 destinations, 4 destinations are set as priorities, namely; 1) Lake Toba, 2) Borobudur, 3) Mandalika and 4) Labuan Bajo (Prodjo, 2017). Various strategies for developing national tourism can be seen by reflecting the success of the increasing number of domestic and foreign tourists visiting Indonesia.

The inclusion of the Province of North Sumatra and Medan in particular in the national policy of implementing sustainable tourism development has responded to the Medan City government with various programs, ranging from the socialization of sustainable tourism development, including it in the Medan City Tourism Office program and coordinating activities with each tourism destination manager in Medan City Medan (Bangun, 2018; Rmd, 2016; Sitepu, 2017).

Related to the dynamics of tourist visits, as the capital of North Sumatra Province which is included in the National KSPN, Medan City continues to improve to make Medan City as the gateway to North Sumatra tourism, by applying the concept of sustainable tourism development. Through the Medan City Tourism Office a number of existing tourist destinations, including; Maimun Palace, Tjong Afie Mansion, China City Site, Maria Annai Valengkani Church, Al Mashun Grand Mosque, Merdeka Walk, Bintang Garden, Crocodile Park, North Sumatra Museum, Hairos Water Park, Siombak Lake and others have been introduced to sustainable tourism development.

This paper will further outline how aspects of management, economic, socio-cultural and environmental impacts will have a positive impact on regional tourism and will in turn create sustainable tourism development.

## RESEARCH METHODS

The location of the research activities carried out in the city of Medan with the taking of respondents carried out in the community around 11 existing tourism destinations with a sample of 220 respondents. The sample is determined by the purposive random sampling method. The requirements for selecting respondents are adjusted to the following criteria: a) At least 17 years old at the time of the survey, or already married; b) Has lived around the tourist destination for at least 10 years when the survey was conducted; and c) Willing to participate as respondents. The form of the questionnaire is closed in which the respondent is given alternative choices of answers to each question. All variables will be measured using a Likert scale to make measurements related to a person's perception, attitudes, or opinions about social phenomena. In this study the Likert scale uses a 5-level scale that allows respondents to provide answers to the research questionnaire.

The object under study is spread in a number of tourist destinations, including; community around tourist destinations; 1) Maimun Palace, 2) Tjong Afie Mansion, 3) Chinese City Sites, 4) Maria Annai Valengkani Church, 5) Al Mahsum Grand Mosque, 6) Merdeka Walk, 7) Medan Zoo, 8) Taman Buaya, 9) Sumatra Museum North, 10) Hairos Water Park, and 11) Lake Siombak, where the number is not known.

The variables used in this study refer to a number of previous studies, among others by; Sitepu (2019), Kristjánsdóttir, et al. (2018), Delgado & López (2018), Sitepu (2017), Law et al. (2017), (Pérez et al., 2017) Liu, (2010), Castellani & Sala (2010), dan indikator yang dikembangkan oleh GSTC, (2017), (Graham & Twining-Ward, 2005), WTTC (2018).

**Table 1. Variable and Indicator Base on Theory**

No	Variable	Indicators
1	Management aspect; GSTC (2017), Sitepu (2019)	A1: Sustainable destination strategy
		A2: Destination management organization
		A3: Monitoring
		A4: Tourism seasonality management
		A5: Climate change adaptation
		A6: Asset and attraction inventaritation
		A7: Planning and reagulation
		A8: Access for all
		A9 Property acquisition

No	Variable	Indicators
		A10 Visitor satisfaction
		A11 Sustainability standards
		A12 Safety and security
		A13 Crisis and emergency management
		A14 Promotion
2	Economic Benefit; GSTC (2017), Sitepu (2019)	B1 Economic monitoring
		B2 Economic monitoring
		B3 Public participation
		B4 Local community opinion
		B5 Local access
		B6 Tourism awareness and education
		B7 Preventing exploitation
		B8 Support for community
		B9 Supporting local entrepreneurs and fair trade
3	Social and cultural Benefit; GSTC (2017), Sitepu (2019)	C1 Attraction protection
		C2 Visitor management
		C3 Visitor behavior
		C4 Cultural heritage protection
		C5 Site interpretation
		C6 Intellectual property
4	Environment Benefit; GSTC (2017), Sitepu (2019)	D1 Environment Risk
		D2 Protection of sensitive environments
		D3 Wildlife protection
		D4 Greenhouse gas emissions
		D5 Energy conservation
		D6 Water Management
		D7 Water security
		D8 Water quality
		D9 Wastewater
		D10 Solid waste reduction
		D11 Light and noise pollution
		D12 Low-impact transportation
5	Tourism Impact; GSTC (2017), Sitepu (2019), Delgado & López (2018), Kristjánssdóttir, et al. (2018), Law et al. (2017)	E1 Tourism activities bring better economic changes
		E2 Tourism activities change to better environment
		E3 Tourism activities make the government more concerned
		E4 Tourism activities make people care the environment
		E5 Tourism activities make the community more friendly
		E6 Tourism activities encourage accelerated development
		E7 Tourism Activities provides job opportunities

No	Variable	Indicators
6	Sustainable Tourism Development GSTC (2017), Sitepu (2019), Delgado & López (2018), Kristjánsdóttir, et al. (2018)	F1 The government is committed to running sustainable tourism
		F2 The community is aware of the importance of sustainable tourism
		F3 Local companies are also starting to get involved in tourism
		F4 There are regional long-term plans that involve stakeholders
		F5 Various problems are addressed and anticipated
		F6 Seen a lot of environmentally friendly tourism events
		F7 The number of tourist visits continues to increase

In this study there are 6 variables used, the independent variables are: E = the impact of tourism, STD = sustainable tourism development. While the dependent variables are: A = management aspects, B = economic benefits, C = socio-cultural benefits and D = environmental benefits and E = tourism impact. In the form of an equation, the model used in this study can be stated as follows:

$$E = \rho_E A + \rho_E B + \rho_E C + \rho_E D + \varepsilon_1 \dots \dots \dots (1)$$

$$STD = \rho_{STD} A + \rho_{STD} B + \rho_{STD} C + \rho_{STD} D + \varepsilon_2 \dots \dots \dots (2)$$

$$STD = \rho_{STD} A + \rho_{STD} B + \rho_{STD} C + \rho_{STD} D + \rho_{STD} E + \varepsilon_3 \dots \dots \dots (3)$$

Where as:

STD = sustainable tourism development

A = management aspect

B = economic benefit

C = social and cultural benefit

D = environment benefit

E = tourism impact

Furthermore, the research model used is to use the Structural Equation Model (SEM) with AMOS 22 software. Testing the model is done through stages; validity test,

reliability test, normality test, data transformation to the method of successive interval, outlier test, goodness of fit test and hypothesis test.

## RESULT AND DISCUSSION

From a total of 220 questionnaires to be distributed to respondents, the amount received by researchers was 220 questionnaires and no questionnaires were damaged. So that a proper questionnaire was analyzed for 220 questionnaires, the respond rate was 100%. Based on the results of filling respondents from returned questionnaires, it can be obtained an overview of the characteristics of respondents based on gender, age and last education. Based on gender, from 220 respondents 54.55% male and 45.45% female. Based on the age group the majority of respondents aged 40 years and over that is equal to 40.45%. The respondents aged 21-30 years 20.91% and those aged 31-40 years amounted to 38.64%. Furthermore, it is seen from the level of education of the majority of respondents by 50% with a diploma / graduated education background, senior high school 38.64% and master degree of 10.45%.

**Table 2. Characteristics of Respondents**

No	Characteristic	Total	%	
1	Gender	Male	120	54,55%
		Female	100	45,45%
	Total	220	100,00%	
2	Age	21-30	46	20,91%
		31-40	85	38,64%
		> 41	89	40,45%
	Total	220	100,00%	
3	Education	Senior High Scholl	85	38,64%
		Diploma / S1	110	50,00%
		S2	23	10,45%
		S3	2	0,91%
	Total	220	100,00%	

Variable A, the variable aspect of management, in this study was measured using 13 questions based on 13 indicators. The results of data analysis calculations, the overall average of 4.340. The highest average values are in Mgt2 with 4.445 values while the lowest average values are in Mgt10 and Mgt11 each with a value of 4.291.



Variable B is a variable related to the economic impact on the surrounding community, in this study measured using 7 questions based on 7 indicators. The results obtained that the overall average value of 4.258. The highest average value of economic impact indicators is found in Eko5 and Eko7 with a value of 4.305. While the lowest value is in Eko4 with a value of 4.195.

Variable C, related to socio-cultural impacts, was measured using 6 questions based on 6 indicators. Based on the results of the analysis, the average value of all items was 4,077. The highest value of the 6 indicators is found in Bud1 with a value of 4.136 while the lowest value occurs at Bud2 with a value of 4.036. Whereas variable D, the environmental impact of tourism activities, in this study was measured using 12 questions based on 12 indicators. Based on the results of data analysis, the overall average value of items amounted to 4.297, where the environmental impact items that had the highest average value were Lin1 with a value of 4.345 while the lowest value was Lin4 with a value of 4.186.

Furthermore for the F variable, the variable aspect of the impact on the application of STD in this study was measured using 7 questions based on 7 indicators. Based on the results of data analysis, it is found that the overall average is 4,154. The question item that has the highest average is Std7 with a value of 4.280 while the lowest value is a Std5 with a value of 4.059.

### **Validity and Reliability**

Validity Test is done by convergent validity test, which is to test whether the construct (indicator) has a high proportion of variance or not. Indicators can meet the criteria if the value of C.R. > 1.96, while the value of the loading factor or standardized loading estimate > 0.5. Overall validity test results using the Confirmatory Factor Analysis method can be seen in Figure 1.

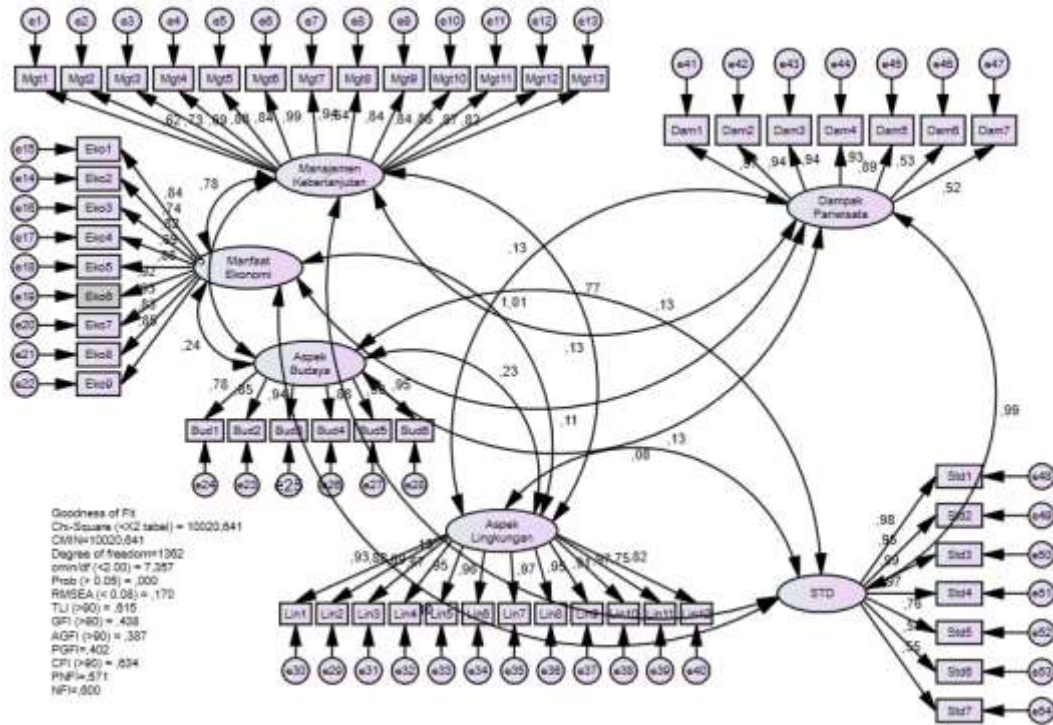


Figure 1. Output Confirmatory Factor Analysis

The reliability test is done by construct reliability test, which is testing the reliability and consistency of the data. This test meets the criteria if Construct Reliability > 0.7. Construct Reliability values between 0.6 to 0.7 can still be accepted provided that the construct validity (indicator) in the model is good. Ghozali (2013) explains that the indicator of the variable is called reliable if the value of AVE  $\geq 0.05$  and CR  $\geq 0.07$ . The reliability test results showed that all variable constructs passed the reliability test.

### Structural Model Analysis

After analyzing the validity and reliability of the indicators forming latent variables, the next analysis is the full Structural Equation Modeling (SEM) analysis. Analysis of the results of data processing at the full SEM model stage is done by conducting the model feasibility test as well as the significance test of causality. A path diagram for a full analysis of invalid and reliable indicator models has been aborted and presented in Figure 2.

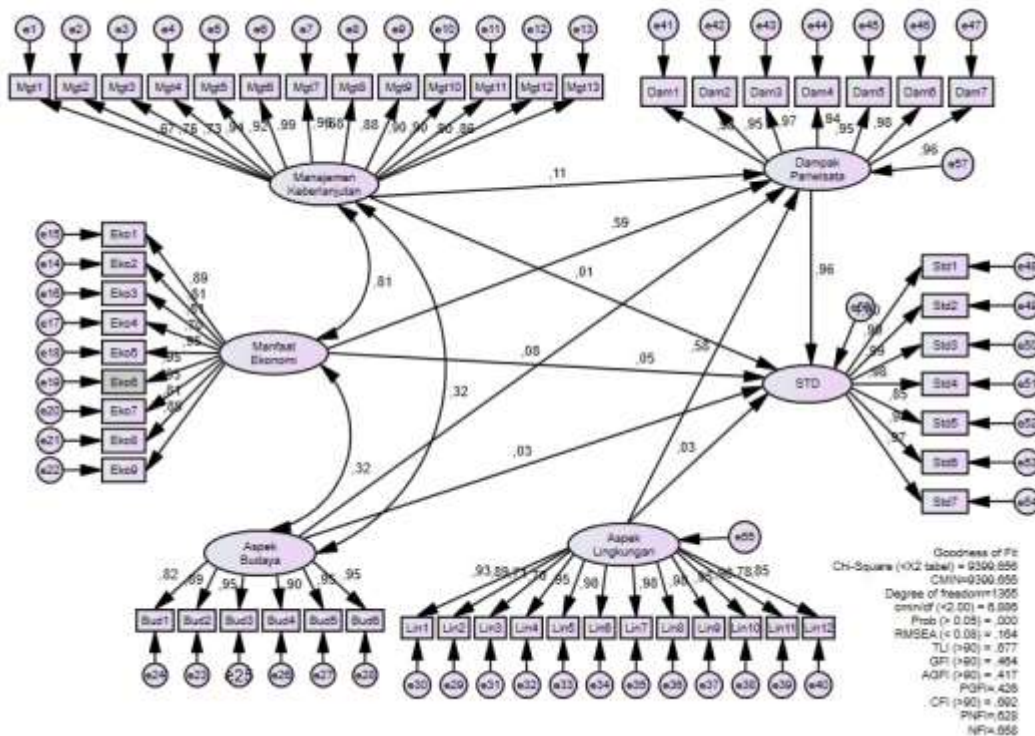


Figure 2. Output Structural Equation Model - Full Model

Based on Figure 2 it can be seen that the value of the feasibility test of the model has not shown a fit model. So it is necessary to modify the model based on modification indices according to AMOS recommendations. Modification indices by seeing the value of variances regression weights. After modifying it by adding an arrow in accordance with AMOS recommendations, the results presented in Figure 3, are models that can be said to be better in Goodness of Fit values.

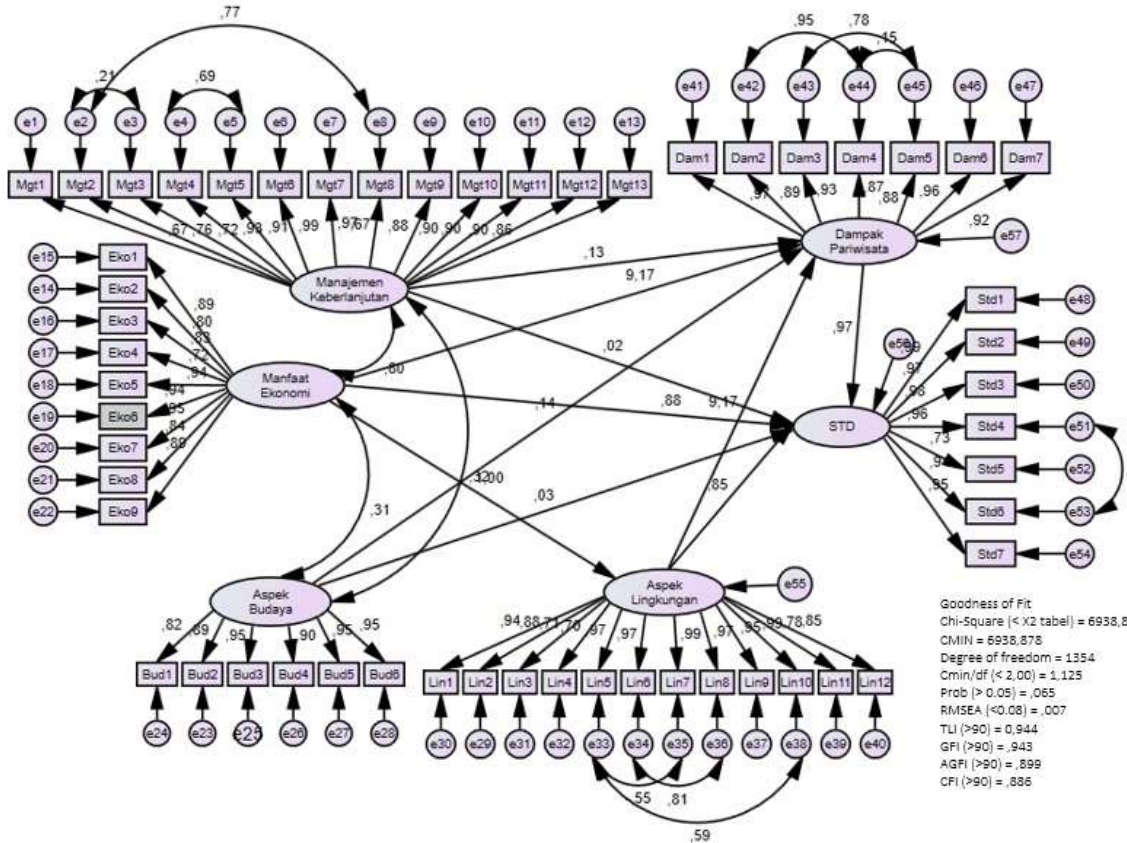


Figure 3. Output SEM Full Model with Modifications

Based on observations in the figure on the full model analysis chart it can be shown that the model meets the Goodnes of Fit criteria. Chi-square test results on the full model modification obtained a chi-square value of 6938,978 above the chi-square table for 1,354 degrees of freedom at a 5% significance level of 1,440,717. These results indicate that the overall model meets the model fit criteria. Probability value of 0.650 which is above 0.05 and other criteria that mostly meet well such as RMSEA 0.07 <0.08 then TLI value = 0.944, GFI value = 0.943, AGFI value = 0.899 and CFI = 0.886 . These results indicate that the overall model meets the model fit criteria.

Table 3. Goodness of Fit Test

Goodness of Fit Criteria	Acceptance Limits Goodness of Fit	Result	Conclusion
Chi square (Cmin)	Smaller is better	6938,878	Fit
Degree of freedom	Must be (+)	1354	Fit
Probability	> 0,05	0,065	Fit
Cmin/df	<2.0 or <5.0	1,125	Fit
RMSEA	0,05≤RMSEA≤0,08	0,007	Fit

Tucker Lewis Index (TLI)	$0,80 \leq TLI \leq 1$	0,944	Fit
Composite Fit Index (CFI)	$0,80 \leq CFI \leq 1$	0,886	Marginal
Normed Fit Index (NFI)	$0,80 \leq NFI \leq 1$	0,854	Marginal
Goodness of Fit Index (GFI)	$0,80 \leq GFI \leq 1$	0,943	Fit

Furthermore, to facilitate the evaluation of the hypothesis test used a causality table between variables as presented in Table 4 below:

**Table 4. Summary of Causality Between Variables**

	Estimate	S.E.	C.R.	P
Impact (E) <--- Management (A)	,202	,174	2,161	,046
Impact (E) <--- Economy (B)	1,129	2,338	2,902	,036
Impact (E) <--- Culture (C)	,168	,087	1,936	,040
Impact (E) <--- Environment (D)	1,558	1,674	3,904	,032
STD (F) <--- Management (A)	,026	,035	2,750	,043
STD (F) <--- Economy (B)	1,102	1,919	3,574	,006
STD (F) <--- Culture (C)	,041	,018	2,216	,027
STD (F) <--- Environment (D)	1,012	1,816	,557	,577
STD (F) <--- Impact (E)	1,002	,049	2,626	***

Then the variable evaluation can be arranged as follows:

- 1) The direct effect of the impact of sustainable management (A) on the impact of tourism (E). Hypothesis 1 of this study states that the aspect of sustainable management has a positive effect on the impact of tourism. Based on the results of data analysis it is known that the value of C.R. the causal relationship between sustainable management and the impact of tourism is 16,103 and the P value is 0.046. Both of these values indicate the value of C.R. > 1.96 and the P value below 0.05. Thus, based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means that in this study sustainable management has a positive effect on the impact of tourism.
- 2) The direct effect of the economic impact on the surrounding community (B) on the impact of tourism (E). Hypothesis 2 in this study states that the economic aspect has a positive effect on the impact of tourism. Based on the results of data analysis it is known that the value of C.R. the causality of the economic impact on the impact of tourism is 2.902 and the P value is 0.036. Both of these values indicate the value

of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means in this study the economic impact has a positive effect on the impact of tourism.

- 3) Direct influence of socio-cultural impacts (C) on the impacts of tourism (E). Hypothesis 3 of this study states that socio-cultural impacts have a positive effect on the impact of tourism. Based on the results of data processing presented in the table it is known that the value of C.R. the causality of social cultural impacts on the impact of tourism is 1.936 and the P value is 0.04. Both of these values indicate the value of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means that in this study the socio-cultural impact has a positive effect on the impact of tourism.
- 4) 5) Direct influence of environmental impact (D) on the impact of tourism (E). Hypothesis 4 in this study states that the environmental impact has a positive effect on the impact of tourism. Based on the results of data processing presented in the table it is known that the value of C.R. on the causality relationship the environmental impact on the impact of tourism is 3.904 and the P value is 0.032. Both of these values indicate the value of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means that in this study the environmental impact has a positive effect on the impact of tourism.
- 5) The direct effect of management's impact (A) on sustainable tourism development (F). Hypothesis 5 of this study states that the impact of sustainable management has a positive effect on the application of STD. Based on the results of data processing presented in the table it is known that the value of C.R. the causal relationship between management's impact on STD is 2.750 and the P value is 0.043. Both of these values indicate the value of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means that in this study the impact of management has a positive effect on the application of STD.

- 6) The direct effect of the impact of the economy (B) on the STD (F). Hypothesis 6 in this study states that the economic impact has a positive effect on the application of STD. Based on the results of data processing presented in the table it is known that the value of C.R. the causality of the economic impact on STD is 3.574 and the P value is 0.006. Both of these values indicate the value of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means that in this study the economic impact has a positive effect on the application of STD
- 7) Direct influence of social cultural impact (C) on STD (F). Hypothesis 7 of this study states that the socio-cultural impact has a positive effect on the application of STD. Based on the results of data processing presented in the table it is known that the value of C.R. the causality of socio-cultural impacts on STD is 2.216 and the P value is 0.027. Both of these values indicate the value of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and hypothesis 1 is accepted, which means that in this study the socio-cultural impact has a positive effect on the application of STD.
- 8) Direct influence of environmental impact (D) on STD (F), Hypothesis 8 in this study states that the environmental impact has a positive effect on the application of STD. Based on the results of data processing presented in the table it is known that the value of C.R. the causal relationship between the environmental impact of STD is 0.557 and the P value is 0.577. Both of these values indicate the value of C.R.  $< 1.96$  and the P value above 0.05. Based on the description it can be explained that the null hypothesis is accepted and hypothesis 1 is rejected, which means that in this study the environmental impact does not have a positive effect on the application of STD.
- 9) Direct effect of tourism Impact (E) on STD (F). Hypothesis 9 in this study is the impact of positive tourism on the application of STD. Based on the results of data processing presented in the table it is known that the value of C.R. on the causality relationship the impact of tourism on the STD is 2.626 and the P value is 0.001 (\*\*\*). Both of these values indicate the value of C.R.  $> 1.96$  and the P value below 0.05. Based on the description it can be explained that the null hypothesis is rejected and



hypothesis 1 is accepted, which means in this study the impact of tourism has a positive effect on the application of STD.

Further analysis can be done by observing the total, direct and indirect relationship between variables used in this study. Direct, indirect and total relationships are shown in Tables 9, 10 and 11.

**Table 5. Standardized Total Effects**

	F3 (culture)	F2 (economy)	F1 (mgt)	F4 (environment)	F5 (tourism Impact)	F6 (STD)
F4 (Envi)	,000	,999	,000	,000	,000	,000
F5 (Impact)	,138	,010	,133	9,172	,000	,000
F6 (STD)	,166	,039	,146	9,758	,971	,000

**Table 6. Standardized Direct Effects**

	F3 (culture)	F2 (economy)	F1 (mgt)	F4 (environment)	F5 (tourism impact)	F6 (STD)
F4 (Envi)	,000	,999	,000	,000	,000	,000
F5 (Impact)	,138	,169	,133	,172	,000	,000
F6 (STD)	,032	,880	,017	,853	,971	,000

**Table 7. Standardized Indirect Effects**

	F3 (culture)	F2 (economy)	F1 (mgt)	F4 (environment)	F5 (tourism impact)	F6 (STD)
F4 (Envi)	,000	,000	,000	,000	,000	,000
F5 (Impact)	,000	,159	,000	,000	,000	,000
F6 (STD)	,134	,841	,129	,906	,000	,0

Based on the results of data analysis stated. It can be argued that this research has succeeded in proving that the management variable has a positive effect on the impact of tourism. Based on these results it can be explained that the better the sustainability management applied from tourism destinations, the better the effect on tourism impacts. This result confirms previous opinions that link management with the impact of tourism.



Research also proves that the economic impact variable has a positive effect on the impact of tourism. Based on these results it can be explained that the better the economic impacts applied from tourism destinations, the better the effect on tourism impacts. Likewise with other variables; cultural aspects and environmental aspects used in this study. On the other hand the impact of tourism is also proven to be an intervening variable of the four exogenous variables, among others; sustainable management, economic benefits for the surrounding community, socio-cultural benefits and environmental benefits in influencing sustainable tourism development.

## CONCLUSION

- 1) Management aspects, economic aspects, social cultural aspects and environmental aspects directly have a positive effect on the impact of tourism.
- 2) Management aspects, economic aspects, social cultural aspects and environmental aspects directly have a positive effect on sustainable tourism.
- 3) Management aspects, economic aspects, social cultural aspects and environmental aspects indirectly through the economic impact variables have a positive effect on sustainable tourism.

The recommended recommendations related to this research are, given that the variables of management, economic, cultural and environmental aspects affect the impact of tourism activities, the Medan City government is expected to be able to improve tourism governance by considering these four aspects. The Medan City Government is also expected to be able to approach and strengthen existing destinations through the concept of sustainable tourism development.

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## **VISUAL ANTHROPOLOGICAL STUDY OF PHOTOGRAPHIC WORKS OF GUNUNG PADANG SITE AS A TOURIST ATTRACTION IN KARYAMUKTI VILLAGE, CIANJUR, WEST JAVA**

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### **ABSTRACT**

The results of the Ancient Catastrophic Team's research on the Gunung Padang Site in Karyamukti Village, Cianjur, West Java, in 2011 showed that the site was older than the Giza Pyramid in Egypt. The jumble of stones in the hilly area of the site is authentic evidence of the archeology of the Megalithic era. Prehistoric relics in this region are important because of the unique cultural values that are part of the principles of local tourism development in Indonesia. The potential of historical and cultural tourism is also inseparable from the participation of the local community. Therefore, knowledge about the cultural values of an area needs to be effectively disseminated through information media. This study aims to help preserve prehistoric relics through photography as a medium of visual communication. The combination method is used to analyze the attractiveness of the Gunung Padang Site as a potential tourist destination. Quantitatively, survey data show that 61 percent of people are interested in visiting the Gunung Padang Site because they want to know the background of prehistoric stones and take pictures with the natural scenery. Whereas qualitatively, the attraction of visual objects is described using a visual anthropology approach which is studying a culture through photography and the relationships associated with it. This study uses the principle of composition of the rule of thirds to present prehistoric stones on the Gunung Padang Site as images that carries a cultural message. The results of the analysis show that the photographic works that are focused on visualizing five stone structures as gates or entrances, streets and stairs, walls, spaces, and wells as a source of life can convey messages about the work of humans in building a place of worship to ancestral spirits as a civilization in the past. This study can be a reference in the field of visual communication design science about the Gunung Padang Site and is expected to help encourage public awareness to respect cultural heritage, as well as develop the tourism potential of the region.

*Keywords: Gunung Padang, photographic works, tourist attraction, visual anthropology.*

### **INTRODUCTION**

Historically, the territory of Indonesia is home to Austronesian Megalithic sites. Therefore many prehistoric sites are found. Among these, the Gunung Padang Site in

Karyamukti Village, Cianjur Regency, West Java is recorded as the largest Megalithic site in the Nusantara region (Yondri, 2014). The rest of the terraced buildings in the hilly area is of concern to researchers from abroad, especially after the international Beta Analytic laboratory in Miami released the findings of the Ancient Catastrophic Team from the Indonesian government in 2011 which stated that the subsurface sample of Gunung Padang Site was 14,500-25,000 BC(Akbar, 2014).

This fact has led to further research on the relics of Megalithic culture that the rest of the arrangement of the stone blocks as a place of worship to the spirits of ancestors who became human civilization in prehistoric times. The terrace of the Gunung Padang Site is divided into five terraces and is located on a hill that extends to the southeastern northwest at an altitude of 885 meters above sea level. The volcanic stones that make up the rest of the building are generally in the form of rectangular blocks and originate from columnar joint (Yondri, 2012).

As authentic archaeological evidence, the rest of the buildings on the Gunung Padang Site can be considered as traces of the journey of life and human works at that time. Therefore anthropologically this region has the potential of a global-scale tourism region because it has a unique cultural value based on local wisdom. The tourist attraction at the Gunung Padang Site needs to be developed through ongoing research, reconstruction of the remains of prehistoric buildings, dissemination of information through visual communication media, as well as the participation of local communities. Community involvement is needed in supporting tourism, especially to meet the needs and social interaction of tourists when they visit. As mentioned in Sari's research (2017, p.142) when someone moves to a place to a destination outside their workplace and normal residence, then a good form of tourism work is to be able to provide facilities that can meet their needs.

Meanwhile, to encourage tourists to visit tourist sites, media are also needed to promote their attractiveness. Efforts to present tourist attractions have also been regulated in the Law of the Republic of Indonesia No. 10 of 2009, which states that tourist attractions can be explained as everything that has a unique, beautiful, and diverse value of natural, cultural, and man-made diversity, which is the target or destination of tourist visits (Hermawan, 2017) Therefore the potential of the tourist

attraction of the Gunung Padang Site needs to be communicated in communicative ways.

Destination needs for tourists can not be separated from the role of photography. This is because the basic motivation of tourists to travel to a place is to get panoramas, landscapes, buildings, and other photo objects, as manifestations of the places they hope to find through the presentation of visual representations, whether from advertisements, brochures, or books. (Garrod, 2008, p. 347). Thus, the existence of photos of attractions has the ability to signify itself as an original miniature of the real thing.

Information about the Gunung Padang Site is generally widely discussed in archeology, and is limited to visualizing its visual appearance. Research that discusses the visual is the writing of (Ramadina, 2013) which describes the Sundanese Wiwitan symbols of trust contained in the site construction. This research concludes that the ability of the people at that time to build a large Megalithic construction shows the mindset and aesthetic value of high culture.

Based on the results of a visual study of the Gunung Padang Site, this study was inspired to continue the discussion which emphasizes more on efforts to build visual perception through images, especially through photography.

In conveying messages, images also have significant advantages that conveyed words. According to the Dewan (2015, p. 2), images have a tendency to be easy to remember and easier to process in the mind than words. This is because images have two codes, namely visual and verbal, so that one of them becomes easier to remember.

The study of visual anthropology in the context of photography through the media conducted by Murdock and Pink (2005, p. 149) states that the publication of photos through the media can produce a better analysis of information about how the images are created to promote specific meanings on the page.

Thurnherr (2012, p. 32) said in his writing "Visual anthropology as a discipline of words", that in the field of anthropology, there are certain questions that are difficult to verbally examine, because they cannot be raised with oral questions or because it

cannot be understood and explained in words, so it requires stimulation in the form of photographs. Some data is not easily communicated, so visual aids are needed

In this case, the results of photographs as images can be considered as a visual aid that is able to present data that is difficult to tell. In addition, according to Weber (2008 Hartel & Thomson, 2011), the visual strength of images in photographic works has ten advantages, namely:

“Images can be used to capture the ineffable, the hard-to-put-into-words; Images can make us pay attention to things in a new way; Images are likely to be memorable; Images can be used to communicate more holistically, incorporating multiple layers, and evoking stories or questions; Images can enhance empathetic understanding and generalizability; Through metaphor and symbol, artistic images can carry theory elegantly and eloquently; Images encourage embodied knowledge; Images can be more accessible than most forms of academic discourse; Images can facilitate reflexivity in research design; Images provoke action for social justice”.

This is in line with the view of John Collier, Jr. and Malcolm Collier (1986, p. 5) in a book entitled *Visual Anthropology: Photography as a Research Method* that photographic works can be used to encourage further research that has not yet been explored by anthropologists. This is because visually the critical eye from the camera can capture and collect visual information more accurately to support weak observation.

Research from Christopher Pinney (1992, 2011 in Soukup, 2014, p. 538) concerning the relationship between photography and anthropology concluded that photography provided a foundation for anthropology as a science. The fact of the power of photography lies in the possibility that someone can capture reality relatively easily and quickly

Based on these previous studies, this study also aims to discuss the visualization of the rest of the Gunung Padang Site building through the rule of thirds photographic composition, especially in presenting the arrangement of stones from the rest of the terrace building as a way of conveying cultural messages through visual signs in the image. Anthropological visual approach is used because photography can also be a way to preserve prehistoric relics, as well as visual communication media to present the tourist attraction of the site.



In the context of photographs about prehistoric sites, this study also refers to the view of the potential that can build visual perception through images. According to Pauwels (2008, p. 79) seeing images become increasingly significant activities, because images and visual representations of all types contribute to various processes, be they for production, reproduction, or transforming goals.

## RESEARCH METHODS

The combination method is used in this study to collect and analyze quantitative and qualitative data. For quantitative data needs, a preliminary survey was conducted through the public on Facebook social media to find out their views on the attractiveness of visual objects on the Gunung Padang Site as a tourist destination.

Based on the researchers' observations and interviews with Nanang as the site's coordinator, in February 2019, information was obtained that the tourist attraction for the public and researchers generally refers to prehistoric stone objects, and natural landscapes which are often used as selfies. The results of this quantitative data can be a reference in producing photography that carry cultural messages. Based on this quantitative data, the results of photographs are elaborated qualitatively using the visual anthropology approach.

Morphy and Banks (1999, pp. 1–2) said, currently the scope of visual anthropology is broader, not only for film ethnography, but also for analysis of photography, as well as other electronic media representations, because the discussion includes representations of one culture and people's lives. Visual anthropology as a research method is able to explain many things that can be observed and documented to reach an understanding as part of visual studies. Visual study means describing the visual meaning in the effort to disseminate anthropological knowledge itself.

Elkins (2003, p. 83) wrote James Herbert's thoughts on visual studies that could expand the area of professional art studies, making it possible to include research on artifacts from all periods of history and culture. Visual studies also provide ideas for interpreting visual images because each visual image is basically very connected to human attention and memory.

As said by Hand (2017 in Russmann & Svensson, 2017, pp. 1–2), visual images are often understood as supporting written or oral texts to communicate messages more quickly. Visual images can also create certain meanings through sign elements, so images often have multiple meanings.

Therefore, photographic works that present visual signs have the visual strength to carry cultural messages that are read through images. Pankee (2016, p. 4136) says that, "Photography is used as a way to see an unseen world, to document social issues and to raise public awareness and inspire action".

The creativity of photographs is included in the field of development of visual communication design science. Nowadays, the appeal of design is defined as the power to visualize information, communicate by presenting visual effects and design expressions (L. Zhang, 2017, p. 257).

The analysis of the application of photographic principles in this study refers to the composition of the rule of thirds. This composition divides the drawing room into three parts, vertically and horizontally by making imaginary lines where the points of the intersecting lines become the best focus of visual objects. Framing space from these points, then divided according to the type of composition, namely: symmetrical composition, asymmetrical composition, central composition, diagonal composition, vertical composition, and horizontal composition (Yuliadewi, 2000, p. 53). Framing compositions can also be grouped into left framing, right framing, middle framing, and full framing.

The composition of visual objects designed in the photo will be the language of the image. Toth (2011, p. 194) said, the basic idea that acting by the language of images is a creative act that has its own unique language. Language drawing can be read as a style of senior work with concepts that are tied together: ideas, elaboration and techniques.

In addition, the ability to compose visual objects through cameras also has another advantage, which is to inspire cultural criticism. Especially if the cultural object is an important national asset to be preserved, not just a tourist attraction. The combined capacity of the camera to build proximity and distance, identification and alienation, disjunction between the present, past and future has the advantage of

opening opportunities for criticism of culture (Otto et al., 2018, p. 315). This opportunity can encourage people to care more about the cultural heritage itself.

The samples of stone objects used as photographic works are focused on the arrangement of stones from the remaining terraces of buildings that are scattered on the five terraces in the hilly area. The choice of visual objects to the shape of the stone structure is based on the study of literature that it is evidence of past human work to fulfill their daily needs (Akbar, 2014), which is also evidence of civilization and technology in prehistoric times.

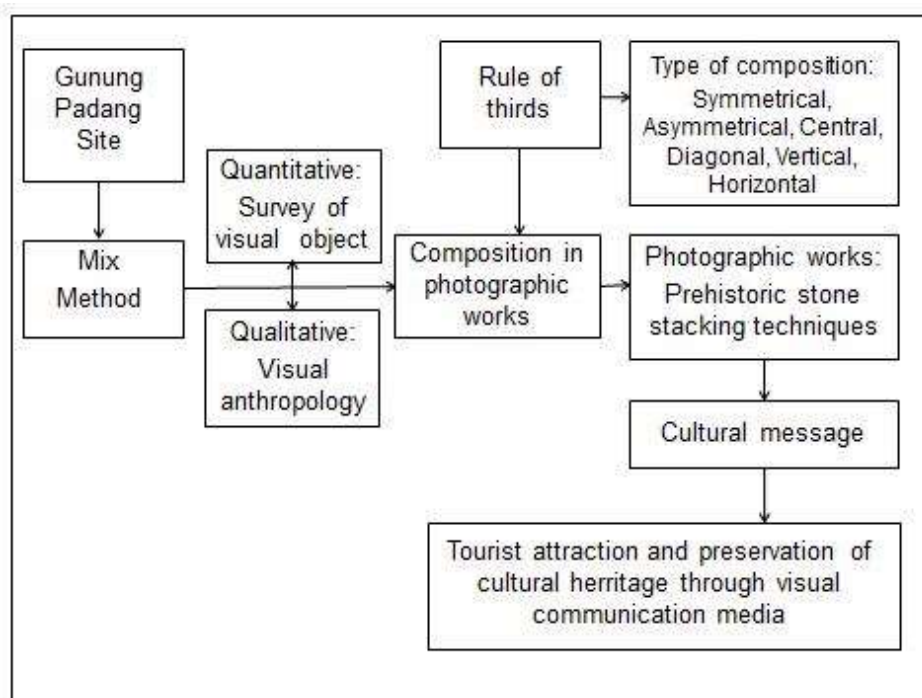


Figure 1  
Analysis Method.

Photographs as a medium for conveying cultural messages are part of cultural studies. Through photographs, there is a process of delivering messages to the reader, which in this case is tourists who are invited to understand the symbols about the Gunung Padang Site as a tourist destination. According to Setiawan (2013, p. 168) understanding of cultural messages can be interpreted as practices and institutions of cultural texts through the understanding of symbols as part of the process of reading moments and imaginations of visual objects, which are then interpreted.

## RESULTS AND DISCUSSION

This study conducted a survey through social media Facebook to determine respondents' views about the attractiveness of the Gunung Padang Site, especially for tourism needs. The study of photo aesthetics needed as a tourist destination shows that attractiveness is represented through full-color images, typical characteristics of the destination, and uniqueness which means projecting images in excitement and pleasure (Mackay and Fesenmaier, 1997 in X. Zhang, Wu, & Yan, 2018, p. 352).

In this study, respondents are major because those who provide answers to survey questions are those who already know about the Gunung Padang Site. Based on 166 responses of registered respondents, the results of this quantitative data show that 42 (25%) of respondents chose to want to know the story of prehistoric stones, 16 (10%) of respondents chose only to enjoy the natural scenery and photograph photos, 102 (61% ) respondents chose to want to know the history of Megalithic stones while enjoying the natural scenery, while 6 (4%) respondents considered the Gunung Padang Site to be unattractive.

The percentage of respondents' data underlies the photographic work in this study to visualize prehistoric stones as a tourist attraction through the form of stone terraces of buildings.

**Table 1**  
**The Attraction of the Gunung Padang Site As Tourist Destination**

	The story of prehistoric stones	Natural landscape site	The story of prehistoric stones and the natural landscape site	Not attractive
The attraction of the Gunung Padang Site as a tourist destination	42	16	102	6

Sources: Research Document

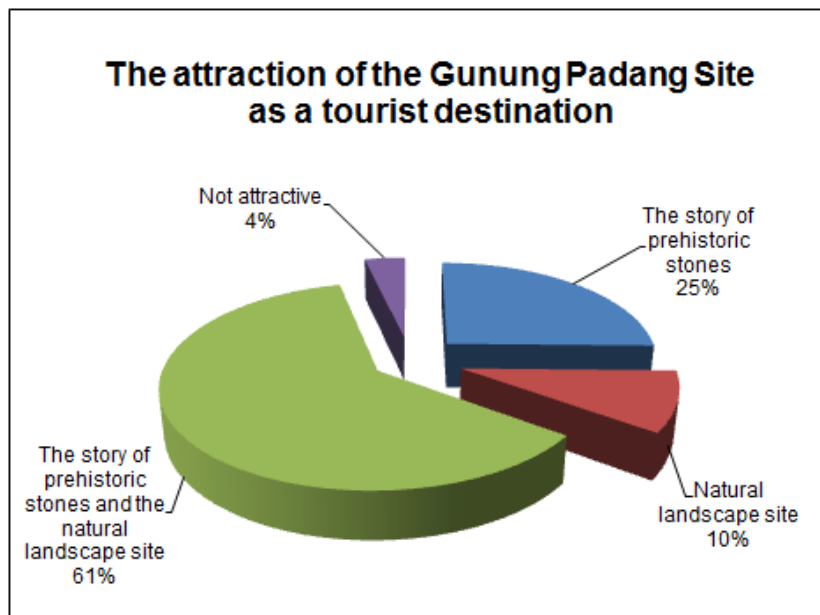


Figure 2  
Chart of the Attraction of the Gunung Padang Site as a Tourist Destination

The choice of photographic works on this stone structure has an interesting history. Based on the results of research from Bronto & Langi, (2016, p. 49) it is said that Gunung Padang and its surroundings are the ancient volcano of Karyamukti. The area of Gunung Padang and its surroundings is located at the intersection of Cimandiri's active fault with Gede Cikondang. As a result of endogenous and exogenous processes, the stones columns collapsed scattered, then by humans in the past was arranged for a place of worship.

The jumble of stones that make up various arrangements on the five terraces of the Gunung Padang Site in Akbar's research (2014, pp. 115–138) is divided into 32 stone building techniques. Some researchers consider the arrangement of stones as the work of humans called structures, while some other researchers call them buildings. However, until now the rest of the terrace of the building from the columnar joint still leaves a research question, whether it is natural formations or entirely human-made pyramid buildings (Bronto & Langi, 2016).

The mystery about the relics of the building where the worship was part of the authenticity of the tourist attraction. Authenticity is at the core of cultural heritage and an important part of the lives of local people that has an impact on people's lives.

Authenticity is also an important element in cultural tourism and can be a major source of tourist attractions (Voda, et al, 2018). The existence of a jumble of stones with form and arrangement techniques in the Gunung Padang area is a fact of the authenticity of the cultural values possessed by this site.

Based on literature studies and researchers' observations in the field, this study focuses on the work of photography about the five stone stacking techniques that make up a building. Starting from the entrance or gate, the road to enter the building and stairs to climb, the walls of the building, the space as a place for people to do their activities, and wells as a source of livelihood. The following explanation:

#### 1. Visualization of the Stone Structure Forming the Gate and Entrance

The gate or entrance in the terrace area of Gunung Padang is signed by two large stone blocks that are stuck to the ground. Its position is side by side, but there is a distance that can be traversed by humans. This vertical stone insertion produces visualization like an archway without top.

To present the gate-forming stone arrangement technique, the researchers used two compositions, namely symmetrical-central-horizontal composition, and symmetrical-central-vertical composition so that visualization of the two stones stuck as the rest of the gate can be seen. The vertical stone blocks are not only the entrance, but also as a barrier to the area. The first photograph presents a form of gate that can be perceived as the main entrance. While the second photograph presents the gate as a door to enter the terrace area.

The stone arrangement technique as a gate in the area of this site is a feature that is reminiscent of the architectural art of temples during the transition from Hinduism to Islam in Java. The gate is also a signifier before entering the holy area. The architectural style of the temple can be seen from its three parts, namely the foot as the foundation of the stairs, the body part as a doorway hole, and the roof-shaped structure equipped with mustaka (Wardani, L. K; Sitindjak, R. H. I; Sari, 2015, p. 3). Visualization of the remaining shape of the gate on this site also leaves the runway part, but the gate has no roof. The shape of this gate is an attraction that can build imagination when people cross the distance between them.

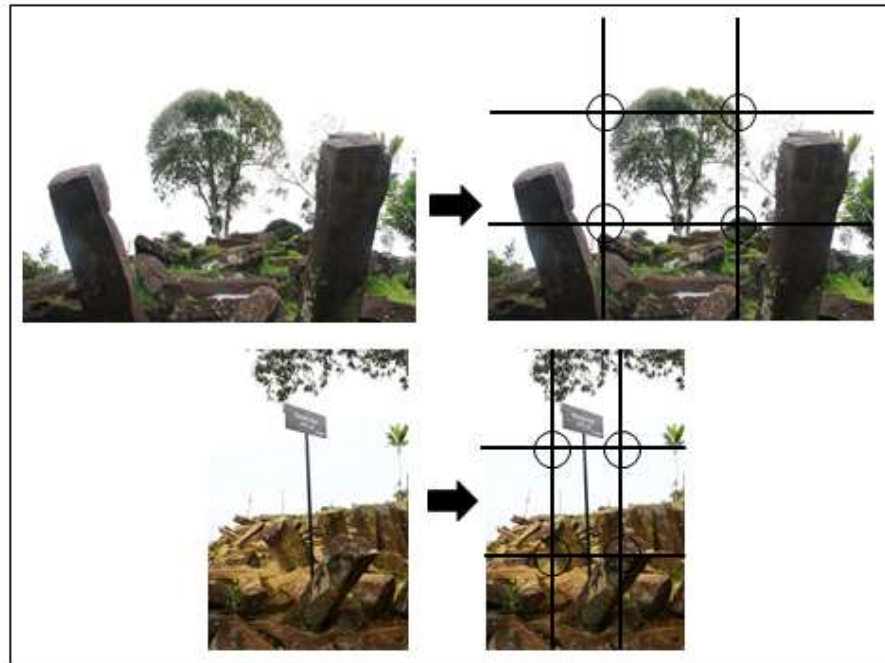


Figure 3

Visualization of the Stone Structure Forming the Gate and Entrance

## 2. Visualization of the Stone Structure Forming the Road and Stair

To present the stone arrangement technique as a road and staircase, the researcher visualized the photographic work in two compositions, namely asymmetric-horizontal composition and symmetrical-central-vertical composition. The first composition is to build a visual perception of horizontal road construction to enter the building, and the second composition is to build a visual perception of the construction of a climbing road that has been reconstructed.

The composition of stones as forming the stairs is arranged in a horizontal position and longitudinal. In the middle consists of several stone fragments that are placed in a longitudinal position, resulting in a flat plane. In addition, there is also a side of the stone that is mounted as a flat plane but not the same width and length. On the outermost side remain longer stone size, making the stone fragments not scattered. There are also long stones that lie flat in a horizontal position, especially for ground surfaces that are not too steep, whose function is as a stepping step. There are horizontal horizontal stones which are arranged in a tight way to produce a flatter plane.



Other horizontal longitudinal positions are placed on the edge as the stepping step boundaries (Akbar, 2014).

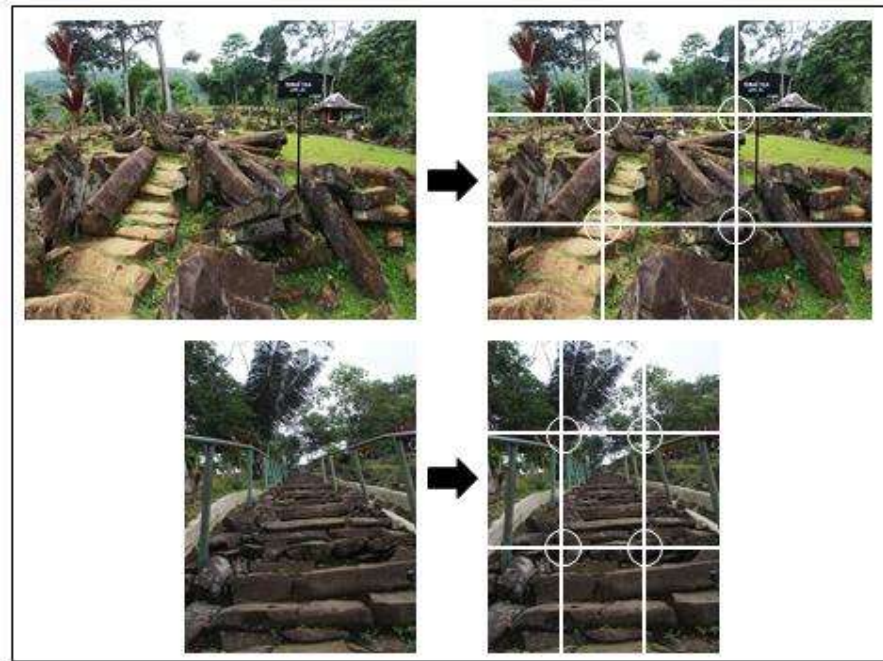


Figure 4  
Visualization of the Stone Structure Forming the Road and Stair

In Yondri's research (2013, p. 172), it was also explained that the construction of stairs as a road to a building that was designed with a slope that was high enough, so that it was made more winding with the laying pattern of the longitudinal and transverse stone, where the transverse position became the lock of the stone blocks longitudinal. The pattern of the arrangement of the stones was studied quite effectively to prevent the occurrence of skidding because the stairway was often traversed by many pilgrims.

Laying stones as roads and stairs brings a message about the work of humans and simple technology in the past that do not use tools but rely on human strength to lift and lay stones to meet their needs to perform rituals to ancestral spirits.

### 3. Visualization of the Stone Structure Forming the Wall

Gunung Padang hilly areas including steep. To build a terrace structure of the building needed a field of walls that can hold the sides of the hill. This is to prevent landslides. In Akbar's record (Akbar, 2014) the construction of a retaining wall is done by



arranging stones which are stuck to the ground on the side of a hill. If there is an intermediate or cavity between the embedded stones, it is filled with smaller stones. The function of the stone stacking and sticking technique can produce a field of wall that supports the hillside. Based on the Independent Research Integrated Team, the construction of this stone stacking technique can also reduce earthquakes.

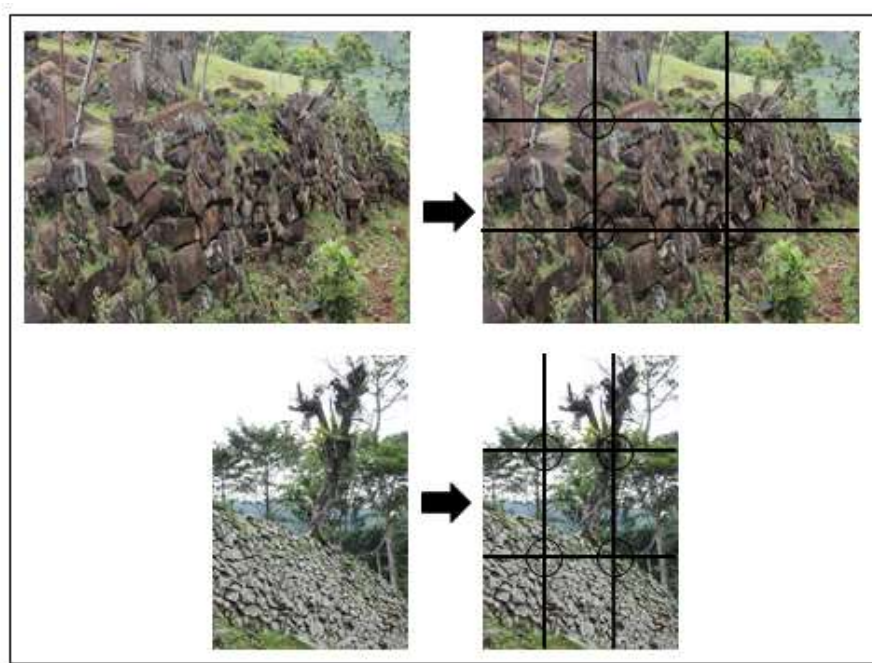


Figure 5  
Visualization of the Stone Structure Forming the Wall

Research conducted by Yondri (2013, p. 168) also mentions that laying punden terraces on a hilltop surrounded by slopes that are quite steep and prone to disaster. The legacy of the remaining composition of the stone blocks forming the wall is a material for study and technological knowledge about human wisdom in prehistoric times to face the challenges of natural disasters, as is also experienced by humans today.

Visualization of the composition of the stone forming the wall as a photographic work in this study was presented in two compositions, namely asymmetric-horizontal and asymmetrical-vertical composition. This photographic work can build perceptions

about human work that requires hard work, patience, and great energy to produce a sturdy hillside wall and be able to withstand the challenges of nature.

#### 4. Visualization of the Stone Structure Forming the Space

The composition of the stone forming a space visualized by a series of stone blocks that stand vertically lined up. To present the appeal of the arrangement of the embedded and lined stone blocks, the researchers produced a photographic work with two compositions, namely asymmetrical-horizontal and asymmetrical-vertical compositions.

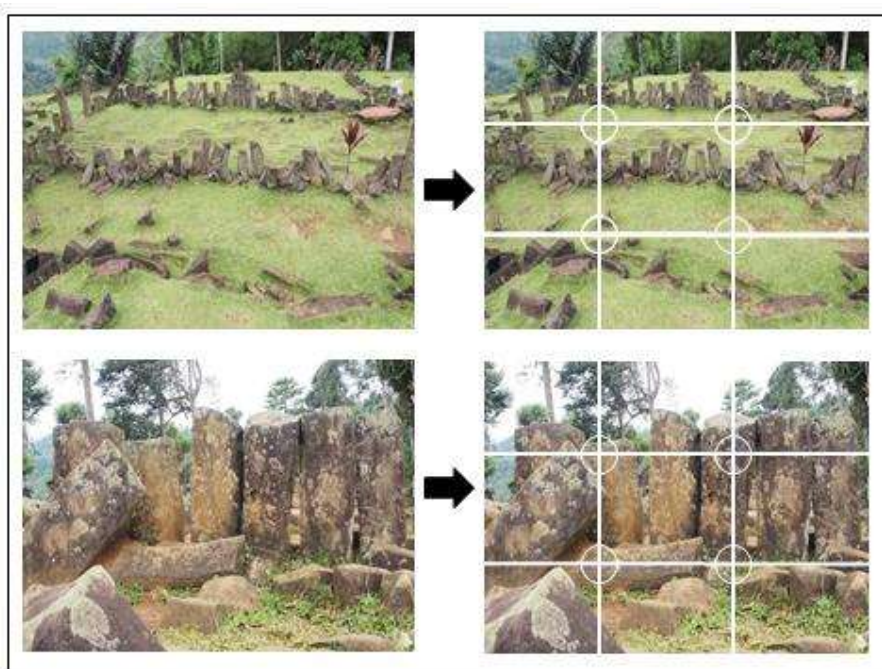


Figure 6  
Visualization of the Stone Forming the Space

The meaning of space in a building is a place to gather. The existence of the remaining buildings that make up the space is also found on every terrace of Gunung Padang. Some form large spaces, there are small spaces. The visualization of the arrangement of the stones forming the space is intended to build perceptions about the space where people gather and hold meetings in the past.

As written by Akbar (2014, pp. 133–134), this technique of plugging a stone block vertically in line functions as a barrier and to produce a rectangular shape. Stone boundary spaces are lined up tightly and there is a distance. For the distance between

the two stone blocks wider, this can be intended as the entrance to a space that is the center of orientation.

In addition, the results of Yondri's study (2013, p. 167) also showed that the depth of the stone blocks that were stuck into the ground reached 45 cm from the ground surface. In other words, the effort to plunge a stone block into the ground is strongly suspected to require large amounts of energy, while the average stone weight reaches hundreds of kilograms. This visualization can build perceptions about the methods used by humans in the past to plant stones to the ground in vertical form. The process can only be done in mutual cooperation, starting from the excavation of the soil, positioning the stone until it stands erect to form a dividing wall space.

##### 5. Visualization of the Stone Structure Forming the Well As A Source of Human Life

Water is the source of human life. Water can be obtained from rivers or land. But as a source of daily life, humans generally dig the ground to look for springs. At the Gunung Padang Site, there is also a stone structure that forms a well, named "Kahuripan Well" or the well of life. The source of water from this well is never dry, and the water is clear. Local people believe this spring has health benefits.

To present the technique of the formation of the well-forming stone, the researcher uses the central and vertical composition in order to develop perceptions about the shape of the wall and the depth of the well.

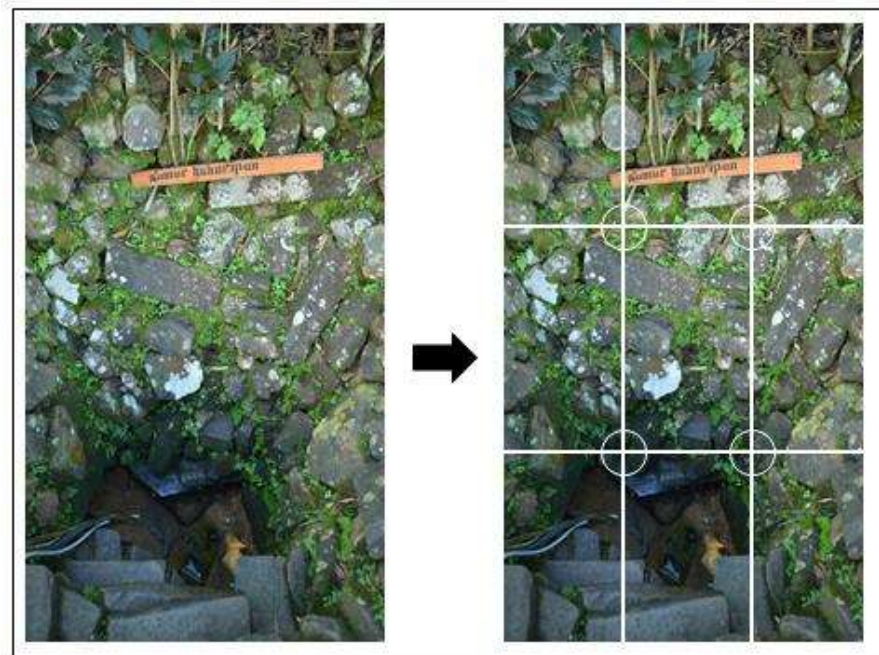


Figure 7  
Visualization of the Stone Structure Forming the Well As A Source of Human Life

According to Susana (2003, p. 2003), groundwater is widely used for various purposes because it is not much contaminated by the surrounding environment. Contamination usually occurs due to poor collection techniques and the presence of cracks in the soil. Therefore, the source of the spring at the Gunung Padang Site is walls arranged with stones horizontally and tightly to prevent contamination.

This stone arrangement technique is in the form of stacking one stone on another stone. A pile of stones formed like a rectangular hole covered with stone at the edge of the wall. At the bottom of the walls it forms a narrow and smaller than the top (Akbar, 2014). With this stacking technique, the walls function to keep the soil from entering inside. This stone arrangement technique is to make it easier for humans to take water into the well.

Thus the discussion and visualization of the photographic work of the five visualizations of stone structures found on the Gunung Padang Site as a relic of the terrace of the building where ancestor spirits worship can be used as a tourist attraction.

Visualizations of prehistoric stones are placed as destination images for tourists. Destination images are defined by Cai's (2002, in Herle, 2018, p. 16) as

"perceptions about a place reflected by existing associations in the mind of the consumer".

Other than that, photographs as images can be enjoyed as part of historical literature. As said by Wright (1998, p. 210), the function of images in general in the span of history, is able to form an integral part of human culture.

This study can be part of the anthropological vision that is practiced through photographs with cultural messages. Jarema's (2013, p. 9) research on this matter also concluded that the visual field of culture is one of the most important features of humans and it is related to the process of building a certain worldview. Scientific discourse in issues of visibility develops and undergoes a paradigm shift, especially in the way of seeing things, or differences in perception that requires recognition among other social sciences.

These images also can build a visual perception of human civilization in prehistoric times. The cultural message that can be conveyed through the visualization above is the presentation of the work of humans who already have the technology to compose stone as a high civilization of the past, even though they are not yet familiar with sophisticated equipment like today.

## **CONCLUSION**

This study concludes that the relics of prehistoric stones at the Gunung Padang Site, Karyamukti Village, Cianjur, West Java, need serious attention from the government. This site is a cultural heritage of high value about human civilization in the past. This site is also a potential for world tourism with a unique cultural heritage based on local wisdom. Revitalization efforts towards prehistoric sites and involving local community participation in their development must be a priority because this is included in the principles of managing national tourism. Authentic archeological evidence from the Megalithic era as a visual study of anthropology in the form of photographic works was designed using the rule of thirds composition which refers to six types of compositions. The photographic works are presented to build the visual perception of society, while at the same time conveying messages about the progress of human civilization in the past through stone composition techniques.

The photographic works in this study presented five main stone arrangement techniques that form a terraced building. The five stone structures are visualized based on the type of composition in photography to build a visual perception of the place of worship to ancestral spirits in prehistoric times. The five stone structures consist of: visualization of stone structures forming gates or entrances, visualization of stone structures forming road and stairs, visualization of stone structures forming walls, visualization of stone structures forming spaces, and visualization of stone structures forming wells as sources of human life. This study can be a visual reference in documenting prehistoric sites as a form of participation in preserving cultural heritage through visual communication media. The results of this study are also expected to arouse public awareness to participate in developing the tourism potential of the Gunung Padang Site at the world level.

## **ACKNOWLEDGEMENT**

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## **PACKAGING LOCAL WISDOM-BASED RIVER TOUR (A Case Study of The Badung River, Denpasar, Bali)**

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### **ABSTRACT**

This research is to create a strategy in developing a local wisdom-based river tour in Badung river, Denpasar, Bali. It uses mix method. Data collection is done using interview techniques, observations, and documentation studies. The data analysis used in this research is internal factor analysis using IFAS, external factor analysis using EFAS, and SWOT analysis. The results showed that the growth strategy can be designed by maintaining the local culture and wisdom. It is further developed by planning a package river tour which has been tailored to the needs and desires of tourists. The government of Denpasar has implemented smart city program by triggering package tour. In fact, the government of Denpasar is not yet optimaliced in developing it. The potency has not been able to attract tourists to visit the Badung River as a new tourist attraction. Therefore, an effort is needed to develop a river package tour to preserve the local wisdom so that it remains sustainable.

*Keywords: local wisdom, river tour, package tours.*

### **INTRODUCTION**

The rapid development of information and communication technology has affected the business and social life of the community, including the tourism industry (Widjaja, *et al*, 2016). The utilization of information and communication technology in the tourism industry is known as smart tourism. This term has been adopted by tourism industry actors in the hopes of boosting tourists' numbers.

Bali as a mainstay tourism destination in Indonesia is certainly required to focus on planning the development of tourism sector in the future, both in the development of infrastructure and human resources. In addition to tourism development in tourism area, the Provincial Government of Bali seeks to develop tourism by making the river as a tourist attraction. The river in Bali itself has a variety of tourism potentials that can be

developed. One of these rivers is Badung River (Tukad Badung as *tukad* means river in English and *sungai* in Indonesian) in Denpasar City.

In 2010 Denpasar city/municipality uses the Heart of Bali as its brand. It tries to put its position as the heart or center of the island of Bali. To develop tourism, Denpasar has a vision to develop the city as a sustainable cultural city based on Tri Hita Karana, i.e. a Balinese local wisdom stating the inter-harmony among human, God the Creator, and nature/environment. To generate tourism in Denpasar, an effort has been done by arranging Badung river as one of the tourism potentials for a tourist destination. In line with this, the Government of Denpasar believes that the development of branding of Denpasar the Heart of Bali can have a positive impact, both in terms of economic, environmental and social culture. In addition, it will also affect the preservation of traditional culture such as historical places, monuments, arts, and customs in accordance with the United Nation Tourism World Organization program (2017) where tourism development should concern on sustainability (Widhiarini, 2018).

The efforts undertaken by the government in the arrangement of the Badung river as a tourist attraction has not received optimal results up to now. Based on the results of the interviews, there is no information spreading about the existing tourist destinations, causing confusion for tourists in the access due to a limited space and time. Consequently, tourists who visit to Badung river is still very low. It is suspected because of the lack of diversity package tours. According to Putra, *et al*, (2017), the more cultural heritage that can be identified and prepared to visit, the more attractive the package tour in the eyes of tourists. Travellers generally need information from a tour guide or information contained in a map or travel guide book. However, tourist guide information began to metamorphosis into an easy-to-access application in this millennial era. It is closely associated with smart tourism that allows travellers to use digital media to explore tourist destinations. Minister of Tourism, Arief Yahya says digital is an important aspect in the promotion of every tourist destination. Therefore, it takes an effort to plan the River Tour program through the development of local wisdom-based package tours on Badung river. The urgency of this research is as follows: (1) The absence of community-based tourism development, (2) The fact that it is necessary to develop an interest to preserve local wisdom so that it remains sustainable and

sustainable. Based on the background, the purpose of this research is to create a strategy for development of tourism packages based on local wisdom through a tour in Badung river.

Tour according to Indonesia Law Number 10 Year 2009 about Tourism (Undang-undang Kepariwisataaan) explained is a travel activity made by a person or group of people by visiting a particular place for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction visited in a temporal period. Package tour is a planning about tourist activities which has been compiled and sold at a set price. The idea was supported by the research of Suwantoro (in Fiatiano, 2009) where it is said that the benefits of the package tour is to make the travel comfortable, safe, and can be sold, hence packaged into a package tour where the price includes the cost of travel, hotel, or other facilities that provide comfort for the buyer.

Local wisdom can be understood as local ideas that are wise, full of wisdom, good value, embedded, and followed by members of the community (Qodariah and Armiyati, 2013). Local wisdom is a value that is considered good and true so that it can endure a long time and even institaried (Kasanah, 2013). The value of local wisdom is closely related to people's lives, where these values are usually inherited hereditary and have become part of a lifestyle affecting all aspects of society's life (Kebayantini, *et al*, 2017). The functions of local wisdom include: (1) conservation and preservation of natural resources, (2) human resource development, (3) cultural and scientific development, (4) admonition, belief, literature and abdication, (5) social significance for example communal integration ceremony/relatives, (6) meaningful ethics and moral, (7) political meaning (Sartini in Qodariah and Armiyati, 2013).

## **RESEARCH METHOD**

This research uses a mix method with qualitative and quantitative approaches. The data source consists of primary and secondary data. Primary data is collected through data collection techniques such as: (1) participatory observation to seventeen tourist destinations in Klungkung Regency, (2) in-depth interviews with informant consisting of Tourism Office of Denpasar, community and traveller, (3) the distribution of

polls to the stake holders and respondents concerned with giving weights and reviewing internal factors (strengths and weaknesses) and external factors (opportunities and threats). Secondary data is collected through documentation studies of documents, photographs, videos, literature, documents, visitation data, scientific research journals, previous research and from Internet sites that have relevance to this research. Furthermore, data was analyzed with qualitative descriptive analysis techniques using IFAS (Internal Strategic Factors Analysis Summary), EFAS analysis (external Strategic Factors Analysis Summary), and SWOT analysis (Strength-Weakness-Opportunity-Threat) to determine the priority strategy that can be used in the development of tourism packages based on local wisdom in Badung River, Denpasar.

## RESULTS AND DISCUSSION

### Tourism Development Strategy in Badung River

According to Purnaya, *et al* (2018), Badung river is very strategic to be developed as a tourist destination. They also convey that the Badung river has been done setup and the result is very good because of the support from the central and local governments. Based on the results of observation, seven tourism potentials in the Badung river that can become a tourist attraction in developing local wisdom-based package tours through the River Tour cover Denpasar City Park, Puri Pemecutan, Badung market, Kumbasari park, Taman Pancing, Pura Luhur Tanah Kilap, Narmada temple, Badung river estuary.

In determining the strategy and concept of tourism development in Badung river, it firstly conducted analysis of internal and external factors. Based on the analysis results of internal and external factors, strengths, weaknesses, opportunities and threats can be described to further plan the River Tour using a digital package tour.

**Table 1. IFAS-Weighted, Rating, and Scoring**

Internal Factor		Weight	Rating	Score
No.	Strength (S)			
1	The area of Badung river Denpasar offers all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism	0.25	4	1.00
2	Badung river divides the city of Denpasar	0.25	4	1.00

	which is the central government in Bali			
No.	Weakness (W)			
1	Government's effort to make the Badung river as a tourist attraction has not been maximally running	0.25	2	0.50
2	Lack of parking area at tourist destination	0.25	2	0.50
Total		1.00		3.00

(Source: Purnaya, *et al*, 2019).

**Table 2. Weighted, Rating, and EFAS scores**

External factors		Weight	Rating	Score
No.	Opportunity (O)			
1	The Go-Jek app that has been used by many people and tourists.	0.20	4	0.80
2	The growing interest in tourists to city tour.	0.20	4	0.80
3	The involvement of local communities in the use of Go-Jek app whether to be a driver or driver.	0.15	3	0.45
No.	Threat (T)			
1	Development of globalization that resulted in local culture and wisdom began to be abandoned.	0.15	2	0.30
2	Rapid development of travel agency.	0.15	2	0.30
3	The perception of tourists stating that rivers in Indonesia are polluted.	0.15	2	0.30
Total		1.00		2.95

(Source: Purnaya, *et al*, 2019).

Based on the results of the IFAS and EFAS analysis, from the point position based on the total score of internal factors and external factors, gained the priority of the strategy as in the following SWOT Matrix.

**Table 3. The SWOT Matrix**

Quadrant	Point Position	Matrix Broad	Ranking	Priority Strategy
1	2.00; 2.05	4.10	1	Growth
2	2.00; 0.90	1.80	3	Combination
3	1.00; 2.05	2.05	2	Stability
4	1.05; 0.90	0.945	4	Shrink

(Source: Processed data, 2019).

Based on the results of the SWOT analysis, it can be seen in the SWOT matrix, the most widespread matrix lies in the quadrant I, namely the opportunity and strength. The priority strategy that can be done is to increase the strength to reach opportunities in the position of Growth. Wulandari, *et al* (2016) stated that the Stable Growth Strategy is a stable growth strategy where development is carried out gradually with targets adjusted to the current conditions and more focused on the strength factors gradually developing in order to achieve opportunities. Based on the conditions in the field, Stable Growth Strategy is applied generally with the development priorities by designing the River Tour by developing local wisdom-based package tours as follows:

1. Developing Badung river area in Denpasar as a tourist destination by offering all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism by utilizing the Go-Jek app. This is already used by many people and tourists through the River Tour package tour in the form of Go-Tour feature.
2. Developing Badung river area in Denpasar as a tourist destination by offering all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism by utilizing the interest of tourists to the city tour through a variety of festival activities held in Badung river.
3. Developing Badung river area in Denpasar as a tourist destination by offering all forms of tourism such as nature tourism, historical tourism, spiritual tourism and handicraft tourism by utilizing local community involvement through The use of Go-Jek app both by a driver and a local guide for tourists when visiting Badung River.
4. Developing Badung river as an icon of tourism in Denpasar by utilizing Go-Jek application in the efforts of digital tourism development
5. Developing Badung river to become an icon of tourism in Denpasar by utilizing the interest of tourists to city tour through the design of a package tour River Tour that offers tourist attraction existing in the Badung river.
6. Developing Badung river as an icon of tourism in Denpasar by utilizing local community involvement as a provider of transportation services so that the need

for parking area in the region is not required whereas access to tourist attraction is easy.

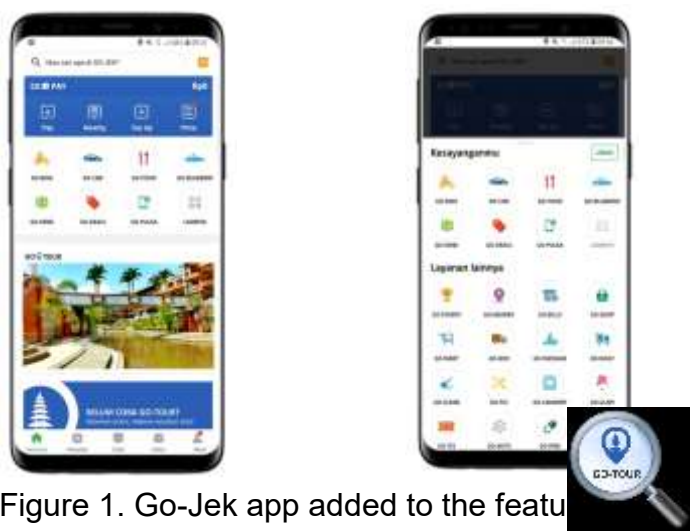


Figure 1. Go-Jek app added to the featur

### Badung River: Developing River Package Tour Based on Local Wisdom

The development strategy in question is to design a river package tour in Badung river. Foreign and domestic tourists are more dominant in Denpasar area such as Sanur and Badung Regency, which is located ± 5 km from Badung river tourist destination. Package tour selection is done with various considerations, such as attraction, location, duration of time, and accessibility that make River Tour becomes fun activity. As a first step, compiled a digital package tour can be taken in the half or full day tour. This tour can be taken place either in the morning or evening.

Badung River package tour starts through tourists departing by using the Go-Jek app, to Denpasar City Park, Puri Pemecutan, Pasar Badung, Kumbasari Park, Taman Pancing, Pura Luhur Tanah Kilap and the Estuary Badung Dam or the route can be random.



Figure 2. Badung River Package tour.



Image captions (from the top left in accordance with the arrows, from start to finish): hotels in Denpasar/Badung area, Denpasar City Park, Puri Pemecutan, Pasar Badung, Kumbasari Park, Taman Pancing, Pura Luhur Tanah Kilap Temple Narmada, Estuary Badung River. Estimated price from Denpasar area is Rp 250.000/person, Badung area is Rp. 250.000/person (Source: Documentation, 2019).

Tourists can choose to use two-wheeled vehicles as well as four wheels according to the needs of tourists. The tourists will be served by the local community. They are already a member of the Go-Jek and they will explain about the tourist attraction directly. Participation and community role is indispensable in the tourism development of Badung river, so it will give positive impact on both the economy, social culture and the environment. Tour functions and assignments are the spearhead of a tourist "liaison" with tourist attraction. A tour guide should be able to drive tourists and be able to play a more strategic role for the tourism speed itself (Brahmanto, 2015). This is emphasized in Brahmanto (2015), which explains that in the Code of Conduct, tour guide is a sales marketer of tourism products and contributes to the appeal of the tourist attraction of the perpetrators of destruction. Surely the community involved must have good competence in providing services to the tourists themselves.

Each tourist attraction visited has their own tour program which can be seen in the Go-Tour feature as follows.

#### A. Denpasar City Park

At night in Denpasar City Park, tourists can enjoy the uniqueness of a colorful fountain. Tourists can also do activities in the form of watching a movie about the culture of Bali in Denpasar Garden Theatre. This park is served by various kinds of beautiful decorative lamps. In the morning, tourists can enjoy the morning atmosphere with sports activities, river walk, and leisure activities with family.

## B. Puri Pemecutan

Puri Pemecutan is a castle located in Denpasar City, close to Badung river flow. Tourists can enjoy the uniqueness of traditional Balinese architectural buildings, and can even enjoy the Heritage City Tour area by utilizing ornamental gig. Besides touring around the Heritage city tour area, tourists can also enjoy the artistic activities of the residents in the area.

## C. Pasar Badung

Pasar Badung (Badung Market) is located in the center of the hustle and bustle of Denpasar city precisely on Jalan Gajah Mada that selling a variety of handicraft items, goods souvenirs typical of Bali and various basic necessities. Pasar Badung is also a culinary center of Denpasar City which offers a variety of traditional food such as Nasi Tekor, Nasi Ayam Betutu, Nasi Pedas, Nasi Tempong, Nasi Jinggo, Ayam Bakar Taliwang, Fish Soup, Babi Guling, and other traditional culinary.

## D. Kumbasari Park

Kumbasari Park is inaugurated by the Mayor of Denpasar in 2018. Tourists can enjoy and travel around the river using river transportation such as boats or can ride through the sleek inflatable boat. The route starts from Denpasar City Park to Kumbasari Park. Tourists can also enjoy the charm of colorful fountains even added with a variety of colorful lights in the Badung river.

## E. Taman Pancing

Glogor Carik's Fishing Park is located at Jalan Taman Pancing, Pamogan, South Denpasar. The view in this place is as interesting as other attracted places in Denpasar. The uniqueness of this place is the presence of fishing place to eliminate the saturation of the work routine. This park is also planted with various types of plants that give green effect on Badung river area.

#### F. Pura Luhur Tanah Kilap Narmada

Pura (Temple) Luhur Tanah Kilap Narmada is located on the border of Badung Regency with Denpasar City, precisely located in the area of Pemogan Village at the estuary of Badung river, standing majestically with all the Parayangan of all Prabhawanya, Ida Bhatari Niang Cakti. Along the estuary of Badung river, there are three temples that each bear soil shine namely: (1) Pura Griya Tanah Kilap, (2) Pura Griya Anyar Tanah Kilap, (3) Pura Luhur Narmada-Tanah Kilap, adjacent to the shrine of Buddhists, Dwipayana Temple. Tourists can enjoy the ceremony activities of Pura coincides with Purnaming Kasa and on certain day/Rahina such as Saraswati and Buda Cemeng Klau (Rambut Sedana ceremony). In addition to the unique ceremonial activities tourists can enjoy the architecture of the temple with all Prabhawa applying traditional Balinese architectural concept.

#### G. Badung River Estuary Dam

The tourist can enjoy the water park or an artificial amusement park that has a water fountain with green concept, and has culinary facilities that support the activities in it. This artificial water recreation park is made to resemble the forest by planting many trees that will make the air in the waterpark area feels cool, beautiful, comfortable to do activities. In terms of building or design is classical with elements of local culture, accentuate the style of traditional Balinese architecture. Tourism activities are developed such as water sport activities. In this area, tourists can also enjoy Denpasar Festival activities in the form of product exhibitions, culinary, cultural festivities, art and traditional dance. This festival is also a manifestation of cooperation between society and the government for harmony toward the development of the city.

### **CONCLUSION AND SUGGESTION**

Based on the results and discussion, six tourism potentials have been identified in Badung river. This can be developed as a tourist attraction with local wisdom-based package tours through the River Tour in Badung river. Through local community empowerment and Go-Jek partnership, it is expected to bring positive impact on the local community in terms of environmental, economic and socio-cultural. Human

resources will be developed in the form of training, while the digital package tour will be developed by grouping the tourist types based on the needs and desires of the tourists. In regard with the development of digital tourism packages strategy, it is expected that local people can cooperate and establish good communication with the government of Denpasar in the hope that local wisdom-based travel packages can run effectively.

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## THE PRACTICE OF EDUCATION TOURISM: A CASE OF BERUGA' ALAM INSTITUTE

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### ABSTRACT

Education tourism refers to a travel program to a location with the primary goal is to engage in learning activities directly associated with a tourist destination. The current study explores the practice of edutourism as implemented by Beruga' Alam Institute which involved college students of English language education. This case study employed participant observations, in-depth interviews, and documentation to gain a deep understanding regarding the case under study. 13 participants consisting of 7 students of English language education, a program coordinator, 2 tour guides and the head of the institute took part in the interviews. Collected data were analyzed interactively to conclude the study. The findings of this study revealed that the concept of educational tourism practiced in Beruga' Alam Institute reflected its five fundamental vision namely: a) well behaved; b) being insightful; c) being skillful; d) being self-reliant and; e) contribution. The promoted model of edutourism in Beruga' Alam begins with meditation, followed by exploration, reflection and ended with a publication. These stages feature every edutour program. The edutour programs offered to college students include nature exploration, art and culture exploration, Kings and Saints (graveyards) visits, charity and social life exploration, staying with the locals, local figures visits and other programs. Students were also offered short courses like photography writing, cooking class, and public speaking during the tours. Finally, based on the participants' reflection on their edutour experiences, all of them express positive views on the programs and were willing to participate in the future education tourism programs.

*Keywords: Beruga' Alam, Education Tourism, Exploration and Reflection; Meditation*

### INTRODUCTION

Of all the regions in the archipelago, the province of West Nusa Tenggara (henceforth NTB) has quite rich and diverse tourist attractions. This is evidenced by the existence of natural tourist destinations, culture-history, and special interests. The province which consists of two islands (Lombok and Sumbawa) is like a hidden paradise that has not been exposed. Nature tourism, for instance, with the main attraction in the form of

Mountains (i.e Rinjani and Tambora) beaches, waterfalls, tropical rain forests, rice fields, and gardens are of great attraction for visitors, especially those who are looking for opportunities to interact with nature.

To develop the NTB tourism potency, a myriad of efforts has been made by the provincial authority, for instance, by involving private tour operators and local community as the hosts. This is found quite successful as indicated by the increasing trend of visitors each year. Such a measure deserves our appreciation by jointly presenting a sense of security and comfort to the visitors and by collectively carrying out nature conservation and historic sites. Even so, there is one thing that needs to be targeted by all tourism stakeholders to advance tourism of NTB, especially on the island of Lombok, namely education tourism or Edutourism. Edutourism is necessary to promote as it has the potency to positively impact the attitude of visitors, tour operators and transform the local community perception on tourism. The present study examined an instance of an education tourism program by a non-formal educational institution in East Lombok district, Beruga 'Alam Institute.

### **Education Tourism**

Educational Tourism is meeting and melting pot of two different fields: Education and Tourism. Education is defined as “*a conscious and objective effort for developing human resource to be a better person*” (Malihah and Setiyorini, 2014) while tourism comprises the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes (UNWTO, 2018). Education Tourism as suggested by Maga and Nicolau (2018) is “*all learning activities undertaken outside of home geographical environment within a duration of between 24 hours and 12 consecutive months*”. For this study, this definition will be adopted. These activities include excursions, summer camps, courses (under 12 months), one-year master program, gap year tour, (Maga and Nicolau, 2018) and the like. Simply put, Education Tourism deals with any learning activity done out of school or campus under cultural, nature (eco), historical, and language theme for at least 24 hours and lasts less than 12 months. The current study explored the implementation of Education Tourism as organized by Beruga' Alam Institute.

## Related Studies

A wide range of studies have been conducted on Education Tourism. A study by Rahayu and Utami (2018) focused on describing the potential of Trawas Mojokerto as an Education Tourism destination. Studies with similar purposes were carried out by Anak (2016); Winarto (2016) and Priyanto, Syarifuddin, Martina (2018). Wijayanti et al (2018) investigated the management model education tourism at Smart Park Yogyakarta. Of these studies, none of which examined the potential outcomes of education tourism to the participants. Another recent study (Wijayanti, 2018) investigated whether education tourism is effective to understand the historical offered by managers through collectibles. The findings of this study revealed that education tourism was very effective and was successful in bridge bridges between educational institutions and Vredeburg Fort Museum to get practical training for learners. This implies that when education tourism is integrated with school or campus subjects, we could expect that learning outcomes could be achieved in a more relaxing and encouraging manner. This study investigated the philosophical background of Education Tourism implemented by Beruga' Alam Institute and how participants respond to activities they involved in.

Based on the discussion above, this study focused on investigating the following

1. What is the proposed model of Education Tourism as organized by Beruga' Alam - Institute?
  - a. What are the philosophical backgrounds of such a model of education tourism?
  - b. What are the learning activities which students involve in?
2. How do participants respond to the proposed education tourism activities?

## RESEARCH METHODS

The present study aimed at discovering several aspects related to tourism education. It further sought to gain a deep understanding of the practice of edutourism as practiced by Beruga' Alam Institute, a non-formal educational institution in East Lombok West Nusa Tenggara. Hence, a qualitative case study was employed to do the investigation. Data were collected through participant observations, in-depth interviews, and documentation as a method to collect data from 13 participants (7 college students, 1 program

coordinator, 2 tour guide, and head of the Insitute. A purposive sampling technique was selected to choose the sample of this study. Furthermore, collected data were analyzed using descriptive qualitative analysis. Before analyzing the data, we first began with data transcription and translation into English. It was due to the interviews were conducted in Bahasa and the local language to gain further information from the information. The translated transcripts were then analyzed inductively by employing the method as suggested by Miles and Huberman (1994)..

## DISCUSSION

### The Philoshopy Underpinning the Beruga' Alam Education Tourism

Beruga' Alam Institute has been a place not only to gain knowledge but it has its wisdom in shaping one's personality to be able to contribute to other communities. The scope of Beruga' Alam Institute movement encompasses human relation to nature but also man to man and man to God. The director of this institute believes that through heart purifying one can serve Allah the Almighty better. The focus of the Beruga' Alam Institute educational programs is to educate and train the broader community in need of education. The educational programs mainly targetted youngsters either those school students, school leavers or college students. These programs were delivered through diverse modes such as school visits, community engagement or educational tourism. All of which were directed to meet the golden vision of Beruga' Alam institute which is depicted by the following pyramid.

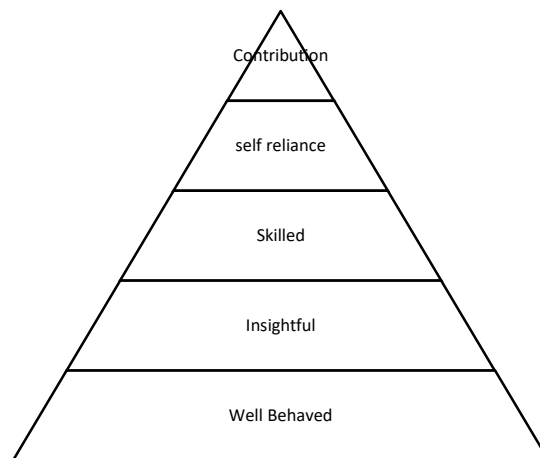


Figure 1. Five principles of Beruga' Alam



## Education Tourism model

The education tourism concept introduced in Beruga' Alam Institute is called "**WIKAN**". The term **WIKAN** stands for "*Wisata*" (tourism) and "*Pendidikan*" (education). This has a similar meaning to edutourism. WIKAN is simply a combination of learning and travel activities involving many parties such as schools, universities, communities, and government According the to initiator as well as the head of Beruga' Alam, the choice of using this term is philosophically based as the word "WIKAN" is derived from Sasak polite word which means "being aware and understand". With the introduction of the term Wikan, tour participants and other stakeholders are focused on one point, namely making the tour as an educational vehicle and raising awareness.

To realize the vision of Beruga' Alam Insitute, a model of educational tourism was applied. This model consists of cyclical activities as illustrated in the following discussion. In the initial stages, the orientation of Beruga 'Nature is to build a new soul followed by building a body. The founder of Beruga' Alam believes that it is important to strengthen the inner side of humans to strengthen their outer parts. Based on these principles, Beruga Alam always begins every education tourism program with awareness-raising activities.

*"Many of us are trapped in choices that are essentially meaningless which indicates the loss of direction in life. Hence, we need to recognize what matters in our life. I believe that through meditation we could identify our true intentions in life"* (Excerpt from the script)

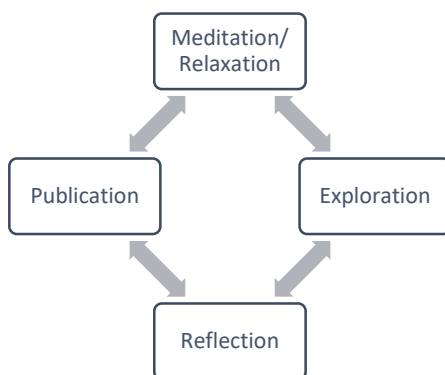


Figure 2. Model of promoted Education Tourism by Beruga' Alam

Awakening one's awareness will appear in the aspect of their intention or motivation. It is believed that Intention is a determinant of one's actions. For this reason, the first thing that will be touched in Beruga' Alam is the hearts of everyone involved in its every program. It was done to make them aware of their true intent to participate in the edutourism program.

The concept of Beruga' Alam edutourism begins with meditation and relaxation activities. Meditation is defined as the activity of focusing the heart on the one who has created nature. Meditation becomes a medium to help identify choices that should be a priority for one's life. Meditation can bring someone to a single zone, which is the zone of calm or the God spot. With meditation, the one could see their true intent in life that she/he has to focus on. Furthermore, meditation also allows the practitioner to do self-healing or to be relaxed. Self-healing is an activity aiming at identifying and resolving a variety of personal problems disturbing one's life. The core teaching of Beruga' Alam meditation system is to believe that the main source of our problem comes from our selves. Hence, through practicing meditation, we could go further to another phase, which is self-healing or relaxation.

After completing the meditation and relaxation stage, it is usually continued with advanced learning activities in the form of exploration. Exploration was intended to gain deeper insights about anything which interests the edutourism participants. Exploration was carried out through discussions, observations, experiencing, and interactions with nature and people (through interviews). Exploring activities could take a day or even a month depending on how deep insights the participants want to gain.

Following the exploration, each participant was assigned to critically reflect on what they have explored. This is done through relaxed talks and diary writing or filling in a form. Reflection allows them to knit their understanding of the object being explored. It also enables them to hear different perspectives from other participants. Reflection can be done on-site or indoor and is guided by the program coordinator and head of the institute.

Upon the completion of reflection activities, each participant was encouraged to go on the step, namely publication. To publish means to communicate what they have learned from their exploration to the public. They can choose whether to publish through social media in the form of photos and texts or through youtube and blogs. At the end of the

whole program, they were asked to write comments or feedbacks to Beruga' Alam about their experiences. Normally, this feedbacks were used to improve and vary the edutourism program.

### **Education Tourism Activities in Beruga' Alam**

The following presents a few examples of learning activities (exploration) in which the participants interact and learn. These include nature exploration, art, culture exploration. Nature Exploration allows the participants to explore mountains, rice fields, gardens, beaches, waterfalls, and the like. The exploration was filled with discussion, observation, photography and video taking. These activities were intended to enable participants to interact positively with nature and gain positive energy from it. It is expected that doing this would make the participants understand and realize their crucial roles in the balance of nature and human life. Other models of exploration were Art and Cultural Exploration.

As reported by the founder of Beruga 'Alam, loving the diversity of arts and culture possessed by the Indonesian people is our responsibility as all Indonesian citizens. This diversity is a wealth of the Indonesian people that must be preserved so as not to be stolen or imitated by other nations. To foster a love for the arts and culture of the nation, efforts must be made to introduce them through both formal and informal approaches. By introducing them through learning activities (exploration) the love for art and culture will likely grow. Besides, the founder of Beruga 'Alam also stressed that anyone has the responsibility to preserve the nation's culture without being limited by age, social status, or educational background.

From the tour guides and education coordinator Beruga Alam, it was revealed that in preserving the arts and culture in West Nusa Tenggara, especially in Lombok, is to involve students or the general public to visit villages where there are arts and culture which is still thick in wisdom. In addition to building good relations (*silaturahmi*) with local village customary stakeholders, participants can also gain a deep understanding of local arts and culture. The participants were given space to directly discuss with the leaders in the village.

In addition to conducting interviews or discussions with figures and actors of art and culture in the village, the tour participants are also directed to document the arts and

cultural activities. Taking pictures/videos must be done after getting permission from the relevant parties. The publication activities aim at introducing the arts and culture in Lombok to the wider community.

## **Participants' Critical Reflection**

### **General impressions**

The participants were also interviewed regarding their responses to the activities they involved in. One of the participants reported that she felt very interested in taking part in all the activities organized by Beruga' Alam. She felt excited and did not want to miss any of the program. Besides, from interviews with the participants, it was revealed that education tourism activities for instance traveling and camping allows them to be more aware of the importance of nature conservation. One of them asserts that going deep into nature enables her to get connected more closely to nature. She felt the rise of a sense of care to nature. Another student expressed her motivation to join the education tourism activities of Beruga Alam. She reported that the concept of tourism offered in Beruga' Alam particularly the ' The Travelling, Learning, and Sharing' really suits her hobby who loves traveling and exploration.

The concept of Travelling, Learning, and Sharing (TLS) which participants involved in was perceived encouraging by all participants of Beruga' Alam Education Tourism. One of the students found herself very encouraged by every single touring and learning activity she attended because she thought that she could not experience out of campus learning activities from the university as many as those she had in Beruga' Alam. To her, the major differences between learning in Beruga' Alam and that of her university is that exposure to the learning sites. In Beruga' Alam she could directly observe objects and learned directly from experts in the villages. Furthermore, she insisted that she would feel disappointed in missing any of the education tourism programs offered by Beruga' Alam.

### **Benefits of participating in the Education Tourism Program**

All of the participants expressed that they had very rewarding learning experiences and every single activity give impacts on their academic and personal lives. One of the students affirmed that through the programs she became more self-reliant, gain

invaluable insights and experiences as well as being more self-confident. Adding to that, another student felt that her communication skills and ability to interact and adapt to different settings experienced an increase. She also believed that she became more aware of what was happening in her surroundings.

Other benefits of participating in every program run by Beruga' Alam include the growth of a sense of brotherhood and social solidarity. As one student reported that interacting with people in villages especially the local figure opens up her mindset and changes her perception of the beauty and peace of living in a village. She also learned that from participating in the socializing activities, her sense of respect to cultural diversity and local wisdom arose.

This study also uncover important lessons that the participants learned from the activities. These include: patience, seeing opportunity, and time management. One of the participants opined that she became more patient when dealing with problems in her life after joining several education tourism programs in Beruga' Alam. She also learns to use and manage her time effectively. Besides, she found that being exposed to other communities allows her to uncover business opportunities to take during or after completing her study

## **CONCLUSION**

In this paper, we have discussed the philosophical background underpinning the model of education tourism as practiced by Beruga' Alam Institute of East Lombok. The philosophy comprises of pyramid model in which well behaved principle is placed at the bottom followed by other principles such as being insightful, being skillful, and being self-reliant. At the top of the pyramid is the principal contribution. This study revealed that the model of education tourism implemented by Beruga' Alam Institute starts with meditation activities, followed by exploration and participants' reflection. By the end of every education tourism activity, each participant was encouraged to publish the experiences, in any form for instance video, album or texts on social media such as Facebook, youtube or weblogs. Also, students gained positive experiences and lessons learned from joining the education tourism they participated in. All of which affect their personality.

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## **EXPLORING LOCAL COMMUNITY PERCEPTION TO THE ECOTOURISM DEVELOPMENT ATTRACTION AT TUMPA MOUNT FOREST PARK, MANADO, INDONESIA**

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### **ABSTRACT**

Tourism development is inseparable from the role of local communities, government and the private sector. But in practice sometimes only the government and the private sector dominate the development of tourism. Local people who are part and even the owner of a natural and social-cultural tourism attraction are not involved in planning the development of a tourist area, and tend to be marginalized. This study aims to explore the perception of local communities towards the development of the Tumpa Mount People's Forest Park as an Ecotourism Attraction. Descriptive qualitative research methods are used to describe or use the details obtained from respondent's explanation supported by data that are quantitative. Respondents sampling technique is purposive. The results show that the community support the establishment of this area is to become ecotourism attraction.

*Keywords: local community, ecotourism development attraction*

### **INTRODUCTION**

The concept of pro-poor-tourism shows - tourism development must provide benefits for increasing the income of local residents. Tourism must at least be able to open full or part-time employment opportunities, provide benefits to people's lives in the form of supporting facilities and infrastructure, as well as opportunities for the community in the decision-making process to improve life by ensuring better access to tourists and tourism operators, ( Hermantoro, 2010). This means that the local community is empowered in a tourist attraction. Community empowerment can be in the form of; (1) enable setting where strengthen conditions at the local level to be good, so that local people can be creative, (2) empowering local communities where the local people must be improved in their knowledge and skills so as to be able to utilize settings properly and (3) socio-political support, support is needed in the form of social, political,



networking etc., (Pitana, in Permanasari, 2010). The last few years alternative forms of tourism that are suitable and can protect the ecological, social-cultural environment and the improvement of people's welfare are ecotourism.

Ecotourism is responsible travel to natural areas which conserves the environment and improves the welfare of local people, (Ties in Lindberg & Hawkins 1993). Ecotourism must empower local residents then develop small business, improve infrastructure, security, communication, health and more, and make sure that tourism does not lead to environmental degradation, teach local population to respect native culture, improve conditions, prevent and encourage community participation in planning and decision making process, (Ashley, et. al 2001). Meanwhile Ecotourism is a form of tourism that preserves the ecological environment, preserves social culture, is not consumptive, orientation towards local residents in the form of supervision and provides economic benefits, (Goodwin, 1996; Fennell, 1999; EAA, 2000). The development of a tourist area is a strategy used to advance, improve, and improve the condition of tourism of an object and tourist attraction so that tourists can visit and be able to provide benefits to the community around the object and attraction of tourism and for the government, (Paturusi, 2008).

Mount Tumpa is the name of the mountain located in the northern part of Manado City ± 15 Km from Manado City Center and very close to the Bunaken National Park. Defined as a Community Forest Park based on the Decree of the Minister of Forestry of the Republic of Indonesia Number SK.434 / Menhut-II / 2013 dated July 17, 2013. In accordance with the vision of the city of Manado as an ecotourism model city, in 2012 in the Regional Tourism Development Master Plan (RIPPDA) of this region designated as a forest and mountain ecotourism product. In planning the development of ecotourism should need to do an assessment of the potential of nature whether it is feasible or not ecotourism products developed (Towoliu, et.al, 2018). However, considering that some of these areas are part of the Bunaken national marine park, and the area is also designated as a forest park, then in fact that the Mount Tumpa area is still a natural area that can be used as an ecotourism area.

In the development of ecotourism, local people are an inseparable part of a tourist attraction. They need to get understanding and attention and also be invited to be involved in these activities. The purpose of this study was to determine the perception of the community around the area of the development of Tumpa Mount as an ecotourism attraction.

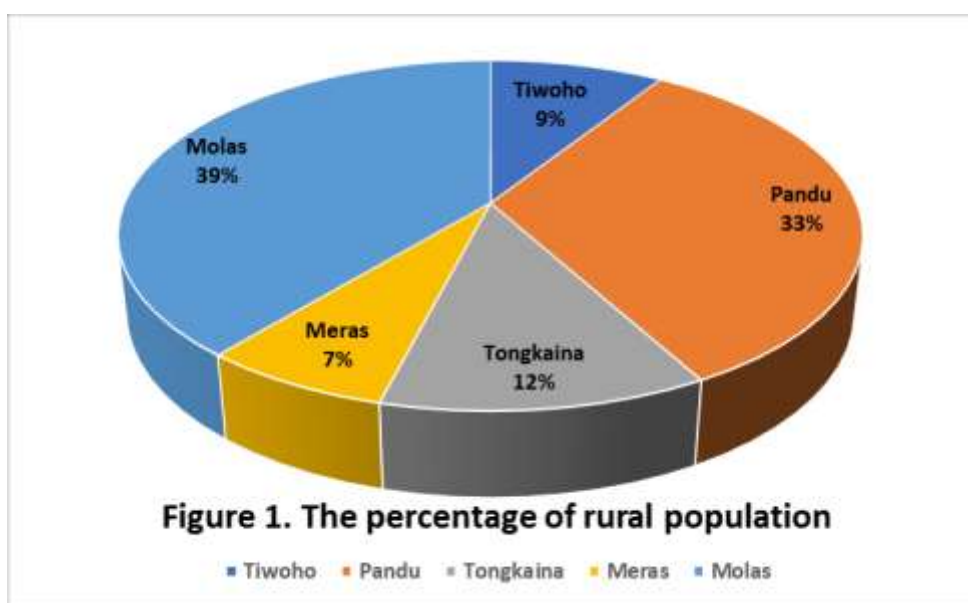
## RESEARCH METHOD

In this study using two forms of data, namely primary data and secondary data. For primary data collected through surveys to communities located around the area by using a purposive sampling method (Basuki, 2006). The main data collection locations are in five villages that are directly adjacent to the Mount Tumpa Forest Park (TAHURA/Taman Hutan Raya Gunung Tumpa) such as; Molas, Meras, Tongkaina, Pandu and Tiwoho villages and other surrounding communities who are considered to have interactions with the Mount Tumpa region. The number of respondents taken amounted to 59 people with the consideration of (1) that the characteristics of community life are dominated by farmers and fishermen meaning that their livelihoods are homogeneous, (2) community life in the TAHURA region is considered to affect the development of tourism in the region, (3) the magnitude of the sample needed is only for information considerations (Antara, 2009). The survey was made in the form of a list of questions totaling 19 questions using a Likert Scale with alternative answers, namely strongly agree, agree, do not know, disagree and strongly disagree. The results of the answers are made in the form of a percentage. Whereas for secondary data taken what is needed is the number of residents in each village and type of community livelihood. This data was obtained from the *Unit Pelaksana Teknis Taman Hutan Raya (UPT TAHURA)* Gunung Tumpa, North Sulawesi Province. (Technical Implementation Unit-Mount Tumpa Forest Park)

## RESULT AND DISCUSSION

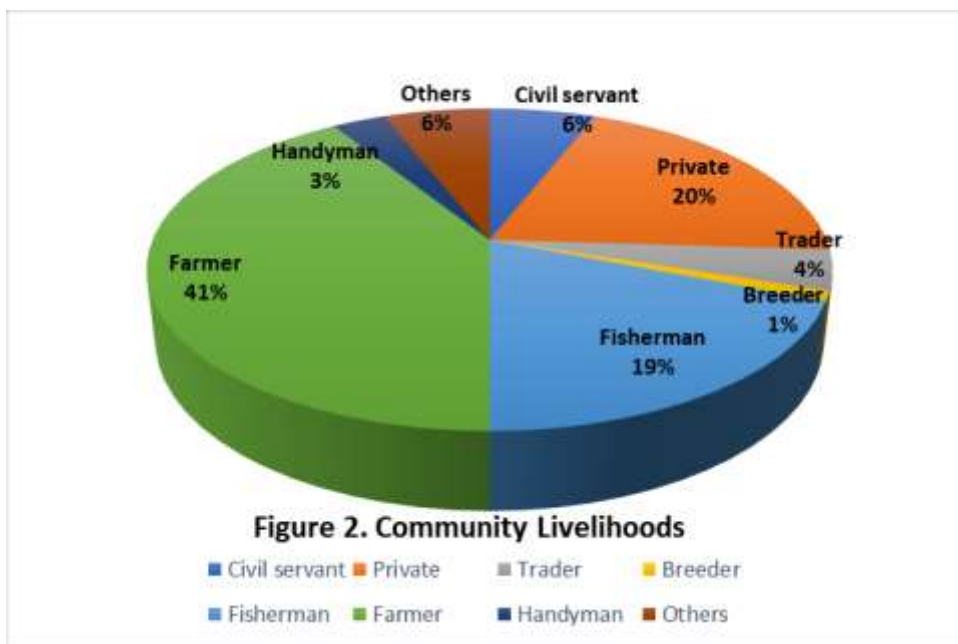
Based on research results; secondary data obtained from the UPT Tahura shows demographic data as shown in Figure I,

Data on the number of people living in the Tumpa Mount area based on village are Molas (39%), Meras (7%), Tongkaina (12%) Pandu (33%) and Tiwoho ((9%). These five residential areas are flat the people live from managing the natural resources in the area, so from the attitudes and behaviors of the people have the same tendency in daily activities, this trend can be seen from the pattern of community livelihoods as shown in Figure 2 below. the percentage of jobs are farmers (41%), fishermen (19%), private employees (20%), civil servants (6%), trading (4%), handyman (3%) breeder (1%) and others (6%) ) The livelihoods of the people around the area are dominated by farmers and fishermen.



Source: UPT Tahura (Taman Hutan Raya)

Homogeneous livelihood patterns such as farmers and fishermen greatly affect the level of community decisions in making decisions in determining their attitudes and perceptions. This means that the development of ecotourism-shaped tourism in the region, will greatly touch and directly affect the work life occupied by the community at this time. Following are the results of questionnaire data collection on 59 respondents, namely the community living in the Tumpa Mount Forest Park area.



Source: UPT Tahura (Taman Hutan Raya)

In Table 1 shows the profile of respondents. The percentages of respondents who were in the villages were: Molas (55.9%), Meras (13.6%), Pandu (15.3%) Tongkaina (6.8%) and others (8.5%). The data is considered to be represented from each village area when compared to the data in Figure 1.

	Category	Frequensi	Percent
<b>Village</b>	Molas	33	55.9
	Meras	8	13.6
	Pandu	9	15.3
	Tongkaina	4	6.8
	Lainnya	5	8.5
<b>Gender</b>	Male	30	50.8
	Female	29	49.2
<b>Age</b>	<20 Years	0	0.0
	21 s/d 30 Years	14	23.7
	31 s/d 40 Years	26	44.1
	41 s/d 50 Years	15	25.4
	> 51 Years	4	6.8

<b>Education</b>	Primary School	4	6.8
	Junior High School	16	27.1
	Secondary High School	30	50.8
	High Education	9	15.3

Source: data process

The gender of the respondents shows the same division of men (50.8%) and women (49.2). Furthermore, age seems to be dominated by productive age at work, namely age 21 to 30 years (23.7%), 31 to 40 years (44.1%), 41 to 50 years (25.4%) and > 51 years (6.8%). This means that in terms of maturity and work productivity, the average adult has the ability to make decisions; this is also supported by elements of education that are considered adequate. For the education category of respondents seen as having sufficient educational background, namely: Secondary High School (50.8%), Junior High School (27.1%) Higher Education (15.3%) and Primary School (6.8%). This means that the average respondent has taken a good formal education, at least having sufficient thinking skills in providing input for the development of tourism around the region.

<b>No</b>	<b>Uraian</b>	<b>PERCENTAGE (%)</b>				
		<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SDA</b>
1	The area was developed as a tourist area	81.4	15.3	1.7	1.7	0.0
2	Interested in being involved in tourism development planning	45.8	44.1	8.5	1.7	0.0
3	Involved in supervising the ecotourism project location	49.2	40.7	8.5	1.7	0.0
4	Asking the opinions from community and religion leaders in the development of tourist areas	55.9	30.5	13.6	0.0	0.0
5	Local people work on projects like guides restaurant and lodging employees, parking attendants etc.)	40.7	39.0	8.5	11.9	0.0
6	Local people as managers of accommodation services, restaurants, attractions and transportation	47.5	33.9	8.5	10.2	0.0
7	Local people become marketing and promotion personnel by working with a tour operator	33.9	44.1	11.9	10.2	0.0
8	Local people as a provider of basic necessities ecotourism projects such as foodstuffs (vegetables, fruits,meat, flowers, fish, rice etc.)	45.8	42.4	5.1	6.8	0.0
9	Local people as providers of building materials such as palm fiber, bamboo, wood, matting and carving	25.4	45.8	11.9	16.9	0.0
10	Local community as a provider of handicrafts, souvenirs,such as: typical food, carvings, woven paintings	39.0	39.0	5.1	16.9	0.0
11	Local communities as project management service business managers ecotourism such as tent rentals, diving equipment, workshops etc.	20.3	55.9	10.2	13.6	0.0

12	Willingness to maintain the natural environment and all animals that exist in the Tumpa Mountain region	91.5	8.5	0.0	0.0	0.0
13	Will not cut wood or hunt animals in Tumpa Mount area	74.6	20.3	5.1	0.0	0.0
14	Willing to remind and even reprimand relatives neighbors not to do damage (logging / hunting) in the Tumpa Mount area	61.0	32.2	3.4	1.7	1.7
15	Willing to other communities to plant back on the mountain is already broken.	52.5	45.8	1.7	0.0	0.0
16	Do not expand the plantation area to its limit specified as the object area.	20.3	55.9	6.8	15.3	1.7
17	The pattern of farming is inherited from parents and happy to keep the habit.	32.2	61.0	5.1	1.7	0.0
18	Life together (mutual cooperation) between communities already for a long time and happy to be maintained.	66.1	32.2	1.7	0.0	0.0
19	Good habits from parents / ancestors in everyday life it needs to be maintained	59.3	39.0	1.7	0.0	0.0

Source: data process

In Table 2, the following shows the percentage of answers from each respondent available. From the question of community perception if the region is developed as a tourist area; respondents seen 81.4% expressed strongly agree, 15.3% stated agreed, 1.7% said they did not know, while the remaining 1.7% said they did not agree. For statements of community willingness to be involved in tourism development plans; 45 respondents, 8% expressed strongly agree, 44.1%, agreed and 8.5% said they did not know while 1.7% respondents said they did not agree. Statement from the community in monitoring the ecotourism project location; 49.2% of respondents stated strongly agree, 40.7% stated agreed and 8.5% stated they did not know. While the other 1.7% respondents stated that they did not agree. To solicit opinions from community leaders and religious leaders in developing tourist areas; 55.9% of respondents stated strongly agree, 30.5% stated agreed and 13.6% said they did not know.

There were no respondents who said they disagreed with this question. Local people are involved in working on projects such as being guides, security, restaurant employees / parking attendants, etc. Respondents' responses; 40.7% stated strongly agree, 39.0% stated agreed and 8.5% said they did not know. Whereas 11, 9 stated they did not agree. Local community as manager of accommodation / accommodation services, restaurants / kiosks, tourist attractions and transportation within the project area; 47.5% of respondents stated strongly agree, 33.9% stated agreed and 8.5% stated they did not know. While 10.2% said they did not agree. Local people become

marketing and promotion personnel in collaboration with tour operators; 33.9% of respondents stated strongly agree, 44.1% stated agreed and 11.9% stated they did not know. While 10.2% said they did not agree. Then the local community as a supplier / supplier of basic ecotourism projects such as food suppliers (vegetables, fruits, drinks, meat, flowers, fish, rice, etc.); 45.8% of respondents stated strongly agree, 42.4% stated agreed, and 5.1% said they did not know. While 6.8% respondents said they did not agree. Furthermore, the local community as a provider of building materials such as palm fiber, bamboo, wood and woven and carving; respondents 25.4% stated strongly agree, 45.8% stated agreed and 11.9% stated they did not know. While 16.9% of respondents said they did not agree. Local people as providers of handicrafts / souvenirs (ole-ole) such as special food, carvings, wicker, etc .; 39.0% respondents stated the same, that is, they strongly agreed and agreed, then 5.1% of respondents said they did not know. While 16.9% of respondents said they did not agree. Furthermore, the local community as a business manager supporting the ecotourism project services such as tent rentals, diving equipment, workshops, etc .; respondents 20.3% expressed strongly agree, 55.9% agreed and 10.2% said they did not know. While the other 13.6% respondents said they did not agree.

Then for the statement of the community's willingness to maintain the natural environment and all animals in the Tumpa Mount People's Forest Park area; 91.5% of respondents stated strongly agree and 8.5% agreed. There is no statement that is neutral (do not know) or reject by stating disagree or strongly disagree. For statement of not going to cut wood and hunt animals / wild animals in the TAHURA region; 74.6% of respondents stated strongly agree, 20.3% stated agreed and 5.1% said they did not know. There were no respondents who refused by hunting down statements of disagreement or strongly disagreeing with the statement. Willing to remind and even urge relatives and even neighbors to not destroy (cut and hunt) plants and animals around the TAHURA region; 61.0% of respondents stated strongly agree, 32.2% stated agreed and 3.4% said they did not know. While the remaining 1.7% of respondents stated disagree, and 1.7% stated strongly disagree. For the reforestation (reforestation) of mountain parts that have been damaged; 52.5% of respondents stated strongly agree, 45.8% stated agreed and 1.7% said they did not know. There were no

respondents who refused to be involved in reforestation activities in damaged / deforested mountain areas. Furthermore, the willingness of the community not to expand the plantation area to the limit determined as the location of the Community Forest Park area; 20.3% of respondents stated strongly agree, 55.9% stated agreed and 6.8% stated they did not know. While 15.3% of respondents stated disagree and 1.7% stated strongly disagree. For farming (gardening) patterns are the legacy of parents and are still happy to maintain the habit; 32.2% of respondents stated strongly agree, 61.0% stated agreed and 5.1% said they did not know. While the other 1.7% respondents disagreed. For the life of togetherness such as mutual cooperation between people who have long been preserved and still maintained / maintained; 66.1% of respondents stated strongly agree, 32.2% stated agreed and another 1.7% said they did not know. There are no respondents who reject the statement. Furthermore, the good habits of parents / ancestors need to be maintained and maintained; 59.3% of respondents stated strongly agree, 39.0% stated agreed and another 1.7% said they did not know. There was no respondent who rejected this statement.

Through the 19 questions raised by respondents, it shows a positive statement that supports the development of Community Forest Parks as an ecotourism area. This can be seen from the total overall percentage of 86.2 which states a very strong relationship (Riduwan, 2009). This means that the development of Tumpa Mount Forest Park is fully supported by the people who live in the area's location.

Indeed, sometimes it is not all community supports ecotourism development in their area. But it is more due to the ignorance of the public about ecotourism, benefits and impact on the lives of local communities, (Hayombe, et.al, 2012; UKM, & Ehsan, 2012; Rodríguez & Moreno, 2015). Society needs to be given an understanding of ecotourism. There are some specific indicators in the research to get answers doubt even harder to refuse or disagree. For the people who answered a neutral or undecided, it is still easier to be approached and explained. It means that it doesn't take long to convince them. But what about people who expressly reject without rational reasons for the development of ecotourism.



From the 19 indicators, there are 7 indicators that show there are some people who disagree, although the majority are still dominated by positive answers (agree). For example the statement "Local people work on projects such as tour guides, accommodation service providers and promotion workers". The statement shows that there are local people who "disagree". It is very rational answer from the people who disagree considering the possibility of people do not have knowledge and skills in the field. For statement: the local community as a provider of basic necessities such as vegetables, fruits, meat, fish and also the needs of ecotourism projects such as fibers, bamboo, carving, wood and souvenirs there are some local people said did not agree. They should be given an understanding, because there is the possibility of people do not understand their role in these activities.

Community ignorance of certain parts of the development of ecotourism projects must be given a clear understanding, and not allowed, (Chengcai, et.al,2012). The community is an integral part in the development of ecotourism. When they understand and engage in ecotourism project certainly they will fully support the ecotourism project, (Jalani, 2012). In addition, it is also necessary to anticipate the emergence of apathy from the local community. This attitude can arise when participation began to decline, (Holladay, & Ormsby, 2011). To prevent people who are involved in the management of ecotourism is always necessary to have assistance.

The Mount Tumpa area positively has the potential of ecotourism attractions where tourist support for the area as an alternative tourism is very strong. This area is close to the provincial capital of North Sulawesi (Manado) as well as Bunaken National Park area. Thus, with the support of tourists and local community, this becomes a strong opportunity for the Manado city government to organize the region.

## **CONCLUSION**

The issue of marginalization of local communities in a tourist area, shows that tourism does not provide a broad role for the welfare of the community. The results of this study indicate that when local communities are given the opportunity from the start of planning to project involvement, the implementation of ecotourism can show success,

it is proven that the community fully supports the development of the Tumpa Mount Manado Forest Park (TAHURA) as an ecotourism attraction. In the future it will be easier to develop the ecotourism model.

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## **BUSINESS DEVELOPMENT MODEL IN THE MICRO, SMALL AND MEDIUM ENTERPRISES AT TOURISM VILLAGE**

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### **ABSTRACT**

The Micro, Small and Medium Enterprises (MSMEs) have an important role in economic development. It is reasonable if the empowerment of MSMEs gets special attention by the government, including MSMEs in tourism villages. The tourist village of Loram Kulon MSME which is one of the objects of this research is growing and diverse in both number and type. The diversity of MSMEs has resulted in village governments having difficulties in implementing MSME development programs that are in harmony with the characteristics of tourism villages. This study aims to formulate a business development strategy model for MSMEs in resource-based and local wisdom-based tourism villages. Except in the village of Loram Kulon, research has been carried out with the object of the Jambearum tourism village in Kendal Regency. The study used 7-10 samples of MSMEs taken randomly. Respondents are owners / managers of MSMEs. Data was collected through interviews with the help of questionnaires. Processed using descriptive statistics and analyzed quantitatively and qualitatively. From these two studies can be formulated a model of village tourism MSME development. The results show that the development model based on the SWOT analysis is the right model for formulating the tourism village MSME development strategy. This is because the SWOT analysis considers the internal and external conditions of MSMEs and provides four alternative strategies namely SO, ST, WO, WT which can be selected according to the general objectives of MSMEs in the tourism village.

**Key words:** *SWOT, MSMEs, resources, tourism villages, strategy models*

### **INTRODUCTION**

The Loram Kulon Village, located in Jati Subdistrict, Kudus Regency, is a center for micro, small and medium enterprises (MSMEs). Various home industries are here including the Paper plate industry which has become a service partner for the Semarang State Polytechnic in the IbM program. Loram Kulon is a tourist village established by the Decree (SK) of the Regent of Kudus Number: 430/193/2017 concerning Determination of Loram Kulon Village, Jati District, as a Tourism Village of

Kudus Regency, Central Java (Arbainah, et all, 2018:15). Tourism Village is the development of an area (village) by utilizing elements that exist in rural communities that function as attributes of tourism products, becoming a series of integrated and theme tourism activities (Putra, 2006). The concept of tourism villages is to utilize / empower the potential of the community and the natural potential of the village (region). Another understanding of tourist villages is a place that has certain characteristics and values that can be a special attraction for tourists with special interest in rural life. This shows that the main attraction of a tourist village is the unique life of the villagers who cannot be found in cities. (Nusastiawan, 2012).

Most of the residents of Loram Kulon village prefer to be self-employed rather than being factory workers. This condition is very helpful for the government to open jobs for the holy community. Loram Kulon has an area of 199.08 ha and there are not less than 35 home industries which have an average workforce of 3 to 10 people. H. Sufyan, Head of Loram Kulon Village, feels happy and proud of the many MSMEs in his village because of the creative community and indirectly helping the government in reducing unemployment. (<http://www.umk.ac.id/index.php/pojok-muria-readmore/249> memotret-desagudang-umkm).

Based on the initial survey, it is known at a glance that MSMEs in the village of Witasa Loram Kulon have various advantages in the fields of production and marketing. However, on the other hand the village government has difficulties in determining which products are the superior products of the village to implement MSME development programs that support tourism villages. Such conditions are generally also experienced by other tourist villages. Therefore, research needs to be done with the aim of helping village tourism governments in (1) formulate a model for developing MSMEs in tourism villages that are in accordance with local resources and wisdom. (2) provide alternative strategy formulations that are in accordance with the internal and external conditions of the tourism village MSMEs. The results of this study are expected to be an accurate foothold in determining the steps of MSME business development in tourism villages in general.

## **RESEARCH METHODS**

The object of this research is MSMEs in the tourist village of Loram Kulon, Kudus Regency. Based on preliminary data it is known that in the village of Loram Kulon there are various types of MSMEs with more than 35 MSMEs. In this study

random samples were taken of MSMEs. The data needed in this study are primary data and secondary data. Primary data was collected using the interview method with the help of a questionnaire with respondents (MSME managers / owners and village officials). This is used to gather information from MSMEs related to the problems being studied (internal and external conditions of the company). Secondary data in the form of documents from the village that contain a description of the area as a tourist village, the results of previous studies on tourism village MSMEs as well as from scientific journals obtained in hard copy or downloaded from the internet. All data is processed qualitatively to produce a formulation of tourism village MSME development models and presents alternative development strategies according to the research objectives. The model referred to in this article is a series of steps or procedures that can be applied to the foothold of developing rural tourism MSMEs and alternative strategies that are expected to be able to produce results according to objectives. Tourism Village is the development of an area (village) by utilizing elements in the village community that function as tourist product attributes, becoming a series of integrated and theme tourism activities.

## **RESULT AND DISCUSSION**

"MSMEs are usually hereditary businesses that are not based on the ability to manage a business, are not ready to face internal and external problems which are strengths, weaknesses, opportunities and threats. Symptoms of internal factors are easily recognized, external factors are even difficult to control (Sugiarti, 2015: 2). Based on a study of secondary data the development of the number of micro and small industries from 2013-2015 in Central Java, it is known that the number of micro industries has always increased, while small industries have decreased in 2014 and increased again in 2015. In full, can be seen in Table1

**Table 1. Number of Micro and Small Companies by Province In 2013-2015**

Provinsi	2013		2014		2015	
	Jumlah Perusahaan menurut provinsi (Unit)		Jumlah Perusahaan menurut provinsi (Unit)		Jumlah Perusahaan menurut provinsi (Unit)	
	Mikro	Kecil	Mikro	Kecil	Mikro	Kecil
BENGKULU	10 595	1 111	11 310	738	11 663	618
LAMPUNG	90 051	11 568	94 739	8 971	76 728	3 777
KEP. BANGKA BELITUNG	9 723	1 692	7 752	515	5 914	237
KEP. RIAU	13 706	2 515	14 638	761	7 231	237
DKI JAKARTA	20 738	19 172	15 110	22 748	28 378	6 616
JAWA BARAT	382 899	106 861	437 985	60 078	421 881	58 359
JAWA TENGAH	650 115	160 148	766 782	65 690	934 814	95 560
DI YOGYAKARTA	67 454	13 306	73 266	7 313	52 907	4 758

Source: Central Bureau of Statistics (BPS): Update March 3, 2016. (downloaded July 4, 2016)

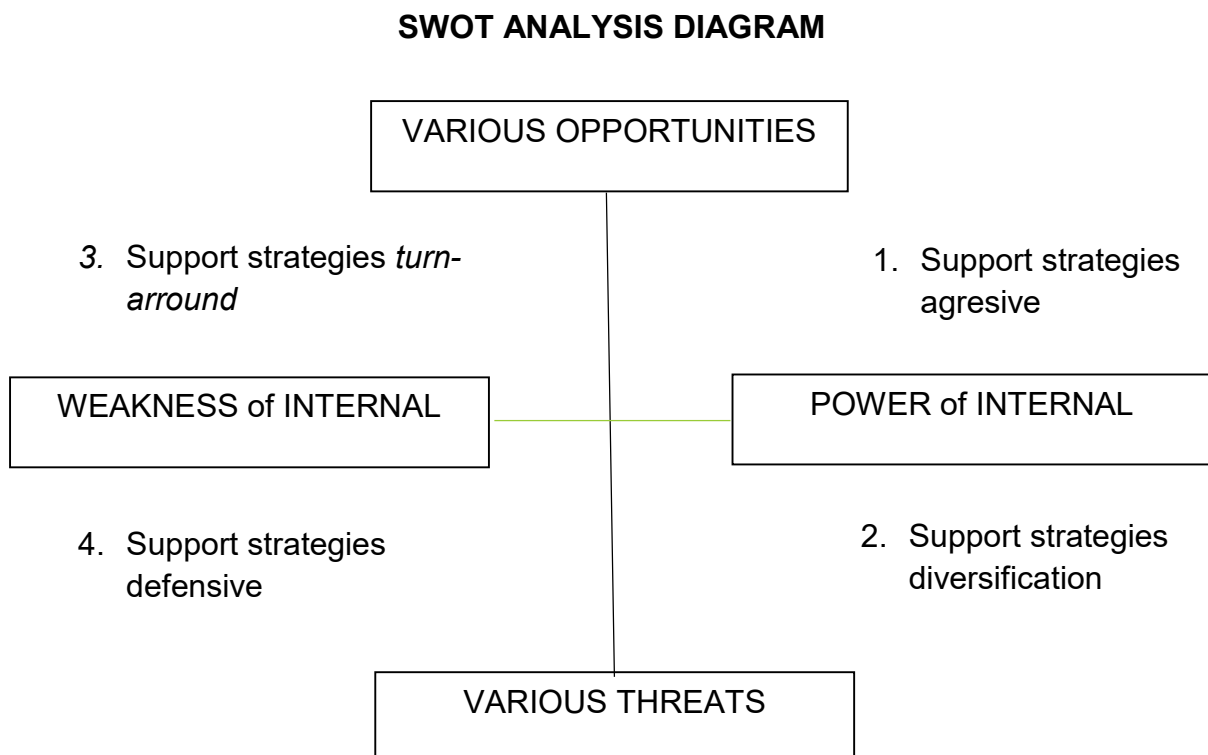
The data contained information that competition in the micro industry was getting tougher because of the continued emergence of competitors, while small industries were also tight because there were indications that some were unable to survive in business battles. These two things require special attention to the need to develop MSMEs, including MSMEs in tourist villages, which are expected to support the pace of the economy. The problems in the tourism village can be solved by conducting assessment of citizen potentials as well as entrepreneurial development, with the following steps: 1. Assessment potential 2. Mapping (mapping) potential 3. Strengthening of tourism conscious group Commitment 4. Training and mentoring entrepreneurship for SMES 5. Tourism Destination Management training and mentoring ( Putri, 2015: 19)

Based on the analysis of qualitative data from interviews and similar research studies in the tourist village of Jambearum, then the development of MSMEs in the tourist village of Loram Kulon requires the formulation of a model for MSME development that must be able to produce detailed information about:

1. characteristic of tourist villages that will be developed
2. the condition of the internal resources of MSMEs so that there can be known strengths and weaknesses of the tourism village MSMEs.

3. External conditions of MSMEs, especially technological and business developments and similar industrial developments
4. Offering a development strategy that can be chosen as the most appropriate strategy for the development of tourism village MSMEs.

A company can develop a strategy to develop its business by looking at the internal and external conditions objectively so that the company can anticipate the changes that will occur. Companies are said to have "Distinctive Competence" if the company has a power that is not easily imitated by competing companies (Rangkuti, 2005). Furthermore, Freddy Rangkuti stated that company performance can be determined by a combination of internal and external factors. Both of these factors must be considered in the SWOT analysis. SWOT analysis compares between external opportunities (opportunities) and threats (threats) with internal factors strengths (strengths) and weaknesses (weaknesses). Results Comparison between internal and external factors can describe the business position (performance) of the company as shown in the following diagram:



**Figure 1. SWOT Analysis Diagram**



Based on the analysis study that has been carried out, the business development model in tourism village MSMEs capable of accommodating the information requirements is a model based on SWOT analysis with data and information on resources owned and local wisdom of tourism villages. The Development Model as shown in figure 2.

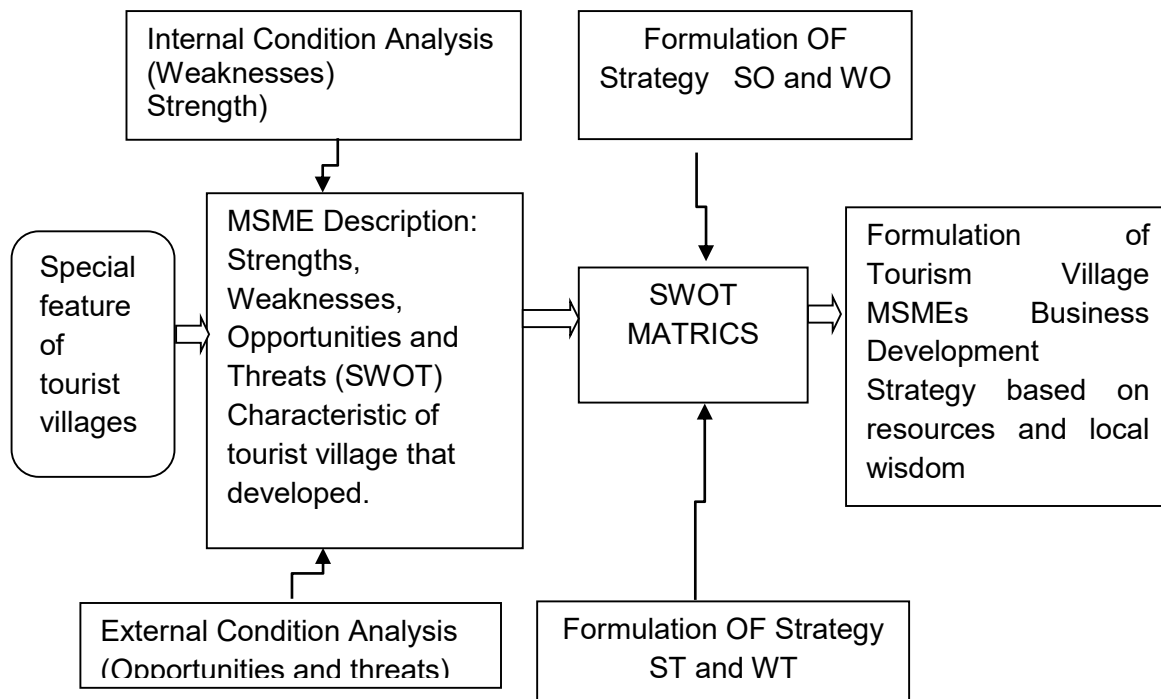


Figure 2. Development Model of Tourism Village MSMEs Based on SWOT Analysis  
Source: (Arbainah, et al, 2018)

The results of this study indicate that the model of MSME development in suitable tourism villages is a model of resource development and local wisdom based on SWOT analysis. The model illustrates the steps in developing the MSME business strategy. The model begins with mapping the internal conditions and external conditions of MSMEs as well as special conditions / uniqueness / tourism village policies. The model also provides an opportunity to conduct a SWOT analysis until the SWOT Matrix is composed. The SWOT Matrix is an important matching tool that helps management develop four strategies namely SO-WO-ST and WT (David, 2016:171). The results of SWOT analysis can be the basis in drafting strategic formulations, strategic themes, and strategic mapping. (Rangkuti, 2012:60). From the SWOT matrix, MSME managers in the tourist villages have the freedom to choose the strategy formula that will be implemented.



THREATS (T)	ST STRATEGY	WT STRATEGY
1. Increasing competition in similar industries (batik, sticky tape, snacks and milk products) 2. The emergence of tourist villages / tourist villages that are increasingly widespread. 3. Environmental facilities for tourist access are inadequate.	1. Create unique and impressive tourism service products for customers (Create Customer Delight). 2. Always make product updates according to consumer tastes	1. Add marketing distribution channels eg by offering to organizations or work groups. 2. Improve ways more efficient and effective 3. Establish cooperation with the government to improve environmental facilities to facilitate tourist access.

Source: Arbainah, 2014

## CONCLUSION

The development of MSMEs in particular the types of micro-businesses is very rapid in Central Java. Including micro, small and medium enterprises in tourist villages. Tourism village MSMEs generally need special development because, except as a business unit, they also have a tourism cargo, so they need a special business development model. The results of this study indicate that the model of MSME development in suitable tourism villages is a model of resource development and local wisdom based on SWOT analysis. The model illustrates the steps in developing the MSME business strategy. The model begins with mapping the internal conditions and external conditions of MSMEs as well as special conditions / uniqueness / tourism village policies. The model also provides an opportunity to conduct a SWOT analysis until the SWOT Matrix is composed. From the SWOT matrix, MSME managers in the tourist villages have the freedom to choose the strategy formula that will be implemented.

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