

DEVELOP BUILDING SYSTEM ARRANGE THE MANAGEMENT OF TOURIST DESTINATION BASE ON THE CUSTOM COUNTRYSIDE (COASTAL TOURIST DESTINATION CASE OF PANDAWA COUNTRYSIDE KUTUH, SUBDISTRICT OF KUTA SOUTH)

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Abstract

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Innovation Toward Village and

Development of Tourist Destination newly become the alternative which important progressively and insist on to give the new atmosphere with the fresh and warm image and also avoid impression monoton. To realize the mentioned, hence research of system of management of tourist destination very urgent done owning special target of research, that is : (1) System analysis of environmental utility facility of Coastal Tourist Destination Pandawa Beach, (2) System analysis and prana of management of Coastal tourist Destination management of Pandawa Beach, (3) Analysing storey level of tourist satisfaction to coastal tourist destination of Pandawa Beach, (4) Analysing tourist expectation to Coastal tourist destination Pandawa Beach. This research is designed to develop build with the descriptive qualitative approach. Population in this research is management of Pandawa Beach, domestic tourist and tourist of foreign countries paying a visit to Coastal tourist destination of Pandawa Beach which its amount is boundless. Sample in this research is Coastal tourist destination management of Pandawa Beach, domestic tourist and foreign countries paying a visit to tourist destination Pandawa Beach of May until June 2018. Data collected in this research cover the data qualitative and quantitative. Data collecting done with the questionnaire allotted to Coastal tourist destination organizer of Pandawa Beach and tourist which is paying a visit to pay a visit to Coastal tourist destination of Pandawa Beach. Analyse the data use the descriptive analysis. Coastal tourist destination area of Pandawa Beach managed by BUMDA Kutuh, Badung domiciling as Holding Company for all unit of effort custom society owned and managed by countryside Kutuh, Badung. Coastal destination management of of Pandawa Beach executed by Unit of effort Coastal Fascination of Pandawa Beach. All unit manager of effort this come from local society of Countryside of Custom Kutuh, Badung.

Keyword : management of tourist destination, coastal tourist destination, Pandawa Beach

1. Introduction

Background

Development of Bali Tourism nowadays is progressively inflamed to maintain and even improve the achievement which have been reached for as best tourism destination in the world. Program range the tourism development planned, executed, and evaluated on an ongoing basis to able to respond of

dynamics of preferensi of tourist the world. The whole stakeholders of Bali tourism ever close the line and innovate to develop; build and develop the tourism eksisting. Potency is done, for the respond of challenge tourism growth of a world of have expanded as strong competitor.

Development the new tourist destination become the alternative which important progressively and insist on to give the new atmosphere with the fresh and warm image and also avoid the impression monoton. Is time has come done by a breakthrough innovate in new tourist destination development to be happened by the elementary change to tourism development from paradigm of materialistis materialism with the economic measuring rod is eye, going to paradigm of tourism development which sustainable cultural. Landskap is obliged to be made by ikon in new tourist destination development to realize the tourism which sustainable. However of development of tourism have continuation to still be blanketed by a number of problems which immediately need the solution and innovate.

And so do faced by the middle tourist coastal destination Pandawa. To increasing of visit tourists to destination of coastal Pandawa, not yet coupled with the correction arrange the management for the respon of expectation, desire, and this tourist requirement. Factual c factual conditions is happened by the because rate of tourism growth in this area is fast compared to quicker of Coastal settlement regulation. Destinasi tourism of Pandawa owning panorama fascinate to all direction, to date not yet able to actualised in an optimal fashion.

Coastal tourism destination organizer of Pandawa is Countryside of Custom of Kutuh. Through cooperation with the third party, some facility of tourism supporter have succeeded develop builded. Government of Regency Badung also big sharing in inflaming Coastal tourism destination development of Pandawa through facility development walke very.

Some problems anticipated still become the big challenge for coastal tourism destination of Pandawa, that is : (1) not yet arranged of system utilitas and facility environment, (2) not yet arranged of system and pranata of management pengelolaan, (3) not yet made available of typical product cindramata of pledge, and (4) not yet Coastal destinasi tourism of Pandawa marketed widely. Therefore as a consequence, focus of study as solution

to problems which is environmental system utilitas facility and also system and pranata of management. The other side that, focus study is also instructed to fascination of obyek and seviles. Factor promotion also become the study urgen, because having important role as communications media in order to socializing existence of obyek tourism.

Result of research done by Chen (2004) expressing that factor influencing choice to targets tourism is relating to requirement, motivate the, preferensi, life style individual targets in tourism, what is by Kotler (2003) conceived of by a consumer characteristic. Image Tourist can be formed by promotion. Therefore promotion of obyek tourism should be able to depict the condition eksisting, as opened by Gronroos (1990) that image is reality, so that program the development and repair image have to be relied on reality.

Result of research of Agung, *et al.* (2014 sd 2015) finding that attribute of ecotourism and promotion have an effect on to later image have estuary to decision making for the berkunjung. Factor of biggest attribute [of] its contribution a decision to visit.

Regarding of with the mentioned, hence this research is expected able to reply a number of important problems following :

- 1) How environmental system utilitas facility of coastal tourism destination of Pandawa
- 2) How system and pranata management of coastal tourism destination of Pandawa
- 3) How store level of tourist satisfaction to coastal tourism destination of Pandawa
- 4) How tourist expectation to Coastal destination tourism of Pandawa?

2. Research Target

- 1) System analysis of environmental utilitas facility of coastal tourist destination Pandawa
- 2) System analysis and pranata of management of coastal tourist destination Pandawa
- 3) Analysing storey level of tourist satisfaction to coastal tourist destination of Pandawa
- 4) Analysing expectation of tourist to against coastal tourist destination Pandawa

3. Research Urgency

Condition Faktual that happened in this time, fast namely the absence of relative sum up the tourist visit to Area of target of coastal tourist destination Pandawa to amount of tourist visit to natural Bali [of] trend increase. To respon of the mentioned needed by correction system arrange the management which in character insist on in order to respon of

dynamics preferensi tourist. This matter become important progressively to be handled, because factor of attribute and promotion tourist destination area, and also image tourist, altogether have jetty of system arrange the management of areas of target tourist. Faktual condition indicate that the Coastal tourist destination management of Pandawa done by Countryside of Custom of Kutuh. As of tourist destination which new relative, hence system arrange its management require to be develop; builded by komprehensif. Regarding with the mentioned, hence very urgen done a system research arrange The Management of Tourist Destination Base on the Countryside.

Besides that study to system promotion also own the high urgency to increase sum up the visit to coastal tourist destination of Pandawa. There is big opportunity through repair arrange the Coastal management tourist destinastion of Pandawa be able to improve the current of tourist visit by signifikan. Make-up of amount of visit tourist will improve the earnings of original earnings and society the income of original area Badung regency. Improvement the income of the original area will race the regional economic growth, because its ever greater earnings proportion which can be used for the development.

II. RESEARCH METHOD

1. Research Device

This Research represent the research survai, to be done in Coastal tourist destination of Pandawa. Activity survey will be done to Coastal stakeholders tourist destination of Pandawa, start from Coastal tourist destination organizer of Pandawa, society, governmental from countryside until regency, perpetrator tourism (transportation; travel agent, guide, merchant, organizer restoran, organizer of art shop dan tourist. From research survey will be done deskripsi fact of concerning system of environmental utilitas facility and system pranata of management, system of society involvement, system of donation and invesment, system of earnings distribution and also monitoring, expectation and tourist satisfaction.

2. Research of First-Year

Research of first-year include the following activities data-gathering, tabulation of data, data processing, and here in after relevant data analysis by system environmental utilitas

facility, system and pranata of management, mount the tourist satisfaction to Coastal tourist destination of Pandawa, and tourist expectation to Coastal tourist destination of Pandawa.

3. Obyek Research

Responden in this research is tourists domestic and foreign countries paying a visit to Coastal tourist destination Pandawa in May until June 2018. Despitefully research responden also cover the organizer restoran, transportation, travel agent, artshop, policy handle, guide, merchant, prajuru of custom countryside, and society determined by purposive quota.

4. Location and Research Time

Research Location reside in the Countryside of Custom Kutuh, Subdistrict of Kuta South area, Regency Badung. Research executed by April up to October 2018.

5. Method of Research Execution

Research with the tourist responden done with the direct interview use the questionnaire. Research by obyek is organizer restoran, transportation, travel agent, artshop, policy handle, guide, merchant, prajuru of custom countryside, and society done with the circumstantial interview.

Formulation of system of environmental utilitas facility and and system manajement done through twice FGD.

6. Analyse the Data

Data analysed by using descriptive method análisis qualitative.

2. Result and Discussion

1.General Description of Coastal Area Ecotourism of Pandawa, Bali

Coastal Area Ecotourism Pandawa, Bali initially made by non for the area of tourism, but more at religious activity ritual importance of dresta of countryside of melasti deity. Life of Society of Countryside Kutuh at away back very concerning and even is often pulled over by policy of life of vicinity society.

Strive to increase quality live and secede from the backwardness, hence start the year 1998 society of custom of Countryside of Custom Kutuh split the reef barrier to be ashore, till year 2011 done by launching of area tourism by the name of Coast Pandawa. Involuntary in the

reality reef amputation take place during 12 year and in the year to 13 launching, its supposing is outcast Pentameter Pandawa.

2. System of Pranata and Management Coastal Tourist Destination of Pandawa, Bali

Forest of during 12 year and in the year to 13 stand up Indraprasta as center of Empire Pandawa. Fascination tourism developed in Coastal area of Pandawa arranged in perareman of Countryside of Custom Kutuh, covering : (1) Fascination of reef and Idol Pandawa, (2) White Sands, (3) Tourism Irrigate and Terumbu Compose, (4) Spiritual tourism, (5) Cultural tourism, (6) Agriculture Grass Sea tourism. Coastal Area Ecotourism of Pandawa managed by Body of Effort Property of Custom Countryside (BUMDA) Kutuh dimiciling as Holding Company for all unit of effort custom society owned and managed by Countryside Kutuh. Coastal Management Ecotourism of Pandawa is operationally executed by Unit of Effort Coastal Fascination Tourism of Pandawa. All manager in Unit of Effort Coastal Tourist Destination of Pandawa, come from local society of Countryside of Custom Kutuh, Badung. Operational activity done by Unit of Effort Coastal Tourist Destination of Pandawa cover the : Commisioned Ranger as guide and Rescuer Team (SAR). Cooperation which have been done by Unit of Effort Coastal Tourist Destination of Pandawa cover the : cooperation by travel and guide, DPD HPI Bali, On Duty Tourism of Regency Badung which intensively conduct the Coastal promotion tourist destination of Pandawa beyond the sea. Cooperation have also been done with the Bank of Self-Supporting BNI Bank and Mandiri Bank of Bali, providing facility ATM in Coastal location of Pandawa and also plan the opening of space of Money Change. Cooperation by stakeholder tourism that is :

- 1). University Mahasaraswati Denpasar, in the field of research and society devotion for the development of Coastal Tourist Destination of Pandawa, covering : Research of Grants Postgraduate, Pre-Eminent Applied Research of College and also Society Devotion with the Regional Partner Program.
- 2). University of Udayana and STIKES Denpasar in the field of Tourism Education.

3. Potency And Tourism Activity

Experienced Potency of Coastal physical Pandawa have been proven to become the fascination for domestic tourist and also foreign countries. Coastal ecotourism of hilly Regional Pandawa have the territory of the hilly cliff and sea gegrass garden, sands representing unique

of area ecotourism. Others Maritime tourism, Spiritual tourism and also Edukasi Religion tourism, Custom and cultural tourism add the Coastal fascination tourism of Pandawa, Bali. Existence of Monkey Forest, Forest Yadnya, Monument of Padma Nature, Gate Walk in the form of road, street of link bank three Gate, Artistic Attraction and Culture, Sport Tourism, Golf View, Attraction of Paragliding and also culinary tourism add the Coastal fascination of Pandawa, Bali as very tourist destination enthused by all that tourist. Besides is cultural and artistic attraction of Pandawa KECAK FIRE DANCE always show every day among Coastal Lelangon of Pandawa start the clock 18 wita until 19 wita. Mean sum up the tourist visit to coastal tourist destination of Pandawa, Mean Bali 3.000 people/day, while at peak season can reach 23 thousand people/day.

4. System of Environmental Utilitas Facility

Coastal Tourist Destination of Pandawa, Bali own the facility of supporter of communications network, electric, clean water, facility park the wide vehicle and also adequate toilet.

Coastal Others Pandawa, Bali is easy to reached with the wide public road have paved and do not too far from Denpasar and also other tourist destination, like : Coast Kuta, Sanur, and other.

Coastal Environment of Pandawa, Bali have also owned the fasilitas tourist accommodate that is Pandawa Hill Hotel, with the facility of star Hotel 4, managed by BUMDA of Countryside Kutuh, Badung especially for the package tour of Countryside Kutuh.

To give the safety and balmy for tourist paying a visit to Coastal Tourist Area of Pandawa, hence management of BUMDA of Countryside of Custom Kutuh, Badung have prepared the inwrought service of health and security. This Service unit ready to give the first aid of accident and do the evacuation of if

furthermore necessary. Evacuation handling have been done cooperation by Hospital SURYA HUSADA NUSA DUA with the time go through only 10 minute from Coastal Tourist Area of Pandawa. This health Service Unit also as unit of guarantor of insurance of visitor health and also will defray the medication claim at home the pain.

5. Experienced Conservation and Culture

Experienced Conservation especially the continuation of Monkey Forest residing in area of Gunung Payung Cultural Park owning area is continuation of Monkey amounting to about 200 monkey tail residing in around forest area and in around Gate of Dhang Kahyangan Gunung Payung. And so do

the continuation of Forest Yadnya done especially to preserve the crop upakara of good to upakara dewa yadnya in Gate and also for the upakara of other yadnya.

Strive the experienced conservation is also done in Coastal area of Pandawa that is cultivation of coral reefs which have been done more than five year ago, so that now Coastal Tourist Destination of Pandawa own the garden area of under sea of coral reefs which enough exotic. Garden area of under sea coral reefs, now utilized for the activity of snorkeling and education of cultivation coral reefs.

Konsevasi irrigate the : source irrigate abundance but use policy require to irrigate the management garbage done by Coastal area organizer of Pandawa and Stakeholder (Lead the Countryside) making policy of garbage management in the form of PERDES, that is release the expense for the management of garbage in Coastal area of Pandawa and own the mechanism recycle the garbage arranged by Bank of Garbage of Countryside Kutuh, Badung. Cultural conservation is specially done to art dance, especially dance the Rangdunata representing typical dance of Countryside Kutuh, Badung. This dance is its diffraction show at opening ceremony of gathering in Coastal Area of Pandawa and when festival culture executed by a routine every year.

Others cultural conservation is also done to cultural and artistic attraction of Pandawa KECAK FIRE DANCE, which always show every day among Coastal Lelangon of Pandawa start the clock 18 wita until 19 wita.

6. Local Society Involvement

- a. Society Enableness of through officer recruitment in Coastal Area of Pandawa from local society Countryside Kutuh, Badung and training for the development of skill.
- b. Opportunity extension is effort for the society of local, especially to the effort Coastal typical crafting of Pandawa Countryside Kutuh, Badung, effort kuliner from Bless of Catering Pandawa providing restaurant in Coastal area of Pandawa, Artistic Attraction of Culture of Building of Circle of Lelangon Coastal Pandawa and in area of Mount Payung Cultural Park.

- c. Developer of tourist attraction in Coastal area of Pandawa done by through perareman of society of Countryside of Custom Kutuh, Badung cover : (1) Fascination of reef barrier and Idol Pandawa, (2) White Sands, (3) Irrigate tourism and coral reefs, (4) Spiritual tourism, (5) Cultural tourism, (6) Agriculture Grass the Seaweeds tourism.

7. Tourist Perception

Coastal Destination tourist attraction of interesting Pandawa, clean environment and also make everlasting and good service quality from Coastal Destination Tourist organizer of Pandawa give satisfaction to tourist paying a visit to Coastal attraction of Pandawa. Largely of tourist paying a visit to express will pay a visit to return to Coastal attraction of Pandawa and will recommended at others to pay a visit to Coastal tourist destination of Pandawa.

3. Discussion

Coastal Management Ecotourism Execution of Pandawa, Bali can be made " *best practice*" in management of area ecotourism. Local kolaboratif participation society of Countryside of Pekraman Kutuh, Badung by BUMDA (Agency Business of Effort Property of Custom Countryside) as Holding Company, representing especial factor determining in fulfilling requirement of contribution have continuation from area ecotourism. This matter in line with opinion Wall (1997 in Jiang 2008) namely sociocultural sustainability represent one of especial target of ecotourism, where activity of management ecotourism have to can entangle the society local in activity of planning and organizational activity ecotourism. Aspect development and society institute in management of activity ecotourism become the key issue in partisipative ecotourism. Management can depress the conflict potency which appear. Burhanudin (2012) expressing that there is its is society entangling in the plan, management and area monitoring can influence the stability of this area ecotourism. The results of this study in line with execution of management of area of ecotourism Tangkahan of National Park of Mount Leuser, North Sumatra which also represent the " *best practice*" in management of area ecotourism, because there are partisipative kolaborasi of society local in management of area ecotourism, though there are some insufficiency of like not yet been done by a cultural conservation, security facility and also health which not yet optimal (Three Rizkiana, *et. all*, 2016).

Drum, *et. all* (2002) also express its success is management ecotourism of caused by its is effective cooperation of organizer of Area Ekowisata by government is local area and also with the other institute. Step the cooperation which have been done by Unit of Effort Coastal DTW Pandawa cover the cooperation by : travel and guide, DPD HPI Bali, On Duty Tourism of Regency Badung which intensively conduct the Coastal promotion tourist destination of Pandawa beyond the sea.

Cooperation have also been done with the Bank of Self-Supporting BNI Bank and Mandiri Bank of Bali providing facility ATM in Coastal location of Pandawa and also plan the opening of space of Money Change. Cooperation by stakeholder is tourism that is : University Mahasaraswati, in the field of research and society devotion for the development of Coastal Tourist Destination of Pandawa, University of Udayana and STIKES Denpasar in the field of Tourism Education.

4. Conclusion and Recommendation

Conclusion

Partisipative collaboration of local society through Coastal Organizer of Pandawa as part of Unit of Effort BUMDA of Countryside Kutuh, Badung in Management of Area Tourist and also Fascination

Tourist, becoming value more Coastal area ecotourism of Pandawa compared to other area ecotourism. Others System of Utilitas and adequate Environment Facility and also the existence of cultural and experienced conservation, effort make the Coastal area tourism of Pandawa as going concern ecotourism representing to exist the good environment management, matching with recommended by UNCSD (United Nation Commision for Sustainable Development).

Recommendation

Pursuant to this study result expect BUMDA of to Countryside of Pekraman Kutuh, Badung as Coastal organizer tourist destination of Pandawa, Bali to increase its management strategy by taking care of and maintaining Coastal fascination tourism of Pandawa, looking after coastal environment of Pandawa so that remain to be clean and make everlasting, and also fulfill the tourist expectation by improving service quality to tourist paying a visit to Coastal tourist destination of Pandawa. Further will affect to Tourist Satisfaction which

progressively mount because feeling very gratifying experience of moment pay a visit to Coastal tourist destination of Pandawa, and also grow the Loyalitas Tourist, namely the absence of desire to pay a visit to return to Coastal tourist destination of Pandawa, recommending to family, friend, neighbour and also acquaintance to pay a visit to Coastal Pandawa, Bali.

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