

Product Innovation to Support Fishery Tourism Program at Kedonganan Beach, Bali

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Abstract

The objectives of this study are (1) to identify the tourism potential of Kedonganan Beach, (2) to identify tourism activities that can be carried out to support the development of fishery tourism on Kedonganan Beach, and (3) to develop innovations for the development of new fishery tourism products at Kedonganan Beach, Bali. This study uses a descriptive qualitative approach using a snowball sampling technique. The data were obtained through observation, interviews, document studies and focus group discussions. The results show that Kedonganan Beach has natural tourism, artificial tourism and social tourism potentials. For activities that can be developed such as fisherman thematic photo shoot, beach club, kid's playground, turtle conservation, gift shop, cooking class, educational tourism, museum, and pesca tourism. The conclusion is that the development of fishery tourism product innovation can be carried out at Kedonganan Beach with proper planning to make Kedonganan Beach a special tourist spot for the fishery region which has fishery tourism attractions and natural tourism activities.

Keywords

marine tourism; product innovation; community tourism

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1. INTRODUCTION

The development of tourism in Indonesia is very rapid, as can be seen from empirical data since 2013 tourism is included in the top 5 foreign exchange earners of the country. Government Regulation number 50 of 2011 concerning the Master Plan of Tourism Development for 2010 - 2025 states that one of the missions of national tourism development is the

development of tourism destinations that are safe, comfortable, attractive, easy to achieve, environmentally friendly, and increase national, regional and community income. The development of tourist destinations includes: Natural, Cultural, and Man-made Tourist Attractions. International tourists who come to Indonesia enjoy various tourism attractions where according to Middleton (2001: 124) the elements in a tourist attraction that broadly determine consumer choices and influence the motivation of potential buyers include nature, beaches, historic architecture, festivals, art, language and more.

UNWTO (2019: 147) said that the opportunities in the 21st century for the development of tourism products on the Maritime Silk Road related to maritime are Urban and port area upgrades, Cruise terminal development, Cruise line expansion, Cruise itinerary development, Visitor attraction development, visitor management and conservation, coastal and water-based tourism opportunities. The development of tourism products will have a positive impact on the economy, social and environment in the area. Meanwhile, negative impacts can be prevented through impact management.

Tourism is the mainstay of foreign exchange for Indonesia because of the many tourist areas it has to attract tourists to visit. In enjoying natural tourism activities in Indonesia, 43.81 percent of foreign tourists choose marine tourism, 17.07 percent of ecological tourism, and 17.74 percent of adventure tourism (PES 2016). The Indonesian government will develop the potential for marine tourism in Indonesia, this is because the area of Indonesian waters is 5.8km² or 75 percent of the total area of Indonesia. The vast area of this country's waters makes Indonesia the owner of the second longest coastline in the world (95,181km) after Canada.

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Tourism is the mainstay of foreign exchange for Indonesia because of the many tourist areas it has to attract tourists to visit. In enjoying natural tourism activities in Indonesia, 43.81 percent of foreign tourists choose to visit Bali as a province that is already well known for its tourism industry is still the prima donna for foreign tourists when visiting Indonesia with a percentage of 42.40 percent (PES 2016). Marine tourism is one of the natural attractions that is the prima donna of foreign tourists when visiting Bali. Marine tourism activities are spread in several places such as Tanjung Benoa which is famous for water sport activities such as jet sky, parasailing, banana boat, water skiing, glass bottom boat, fly fish, sea walker and so on, Tulamben which is famous for diving destinations where there are the USS Liberty dive site, Coral Japan which was recently discovered in Padang Bai, culinary tours of processed seafood in Jimbaran and Kedonganan, surfing tours and beaches scattered in various areas with their respective beauty and uniqueness. The potential spread in various areas can give tourists a choice of places to visit.

Kedonganan Beach is one of the tourist attractions in Badung Regency which is famous for its Fresh Fish Market and seafood processed culinary tours. Kedonganan Beach as a fishery area has the potential for fishery tourism because this area has fishery activity facilities from upstream to downstream. Fishery activities in the Kedonganan Beach area can be used as various fishery tourism attractions. Fishery tourism is an integrated management approach based on conservation with an emphasis on the development of fisheries and marine tourism (Ramadhan, 2016: 1). This concept has been introduced by the Bendesa Adat Kedonganan to residents and tourists since 2018 through the fishery tourism festival program. The festival, which has been running twice, presents activities such as eating fish for free together, fishing competitions, photography competitions with the theme Kedonganan Beach Area, and so on. The existence of the fishery tourism festival only boosts the number of tourists when the festival takes place, does not continue on other days.

Based on its potential, Kedonganan Beach can develop other tourism activities such as: Beach Club tours, Kedonganan fishing-style fishing tours in the form of Pesca Tourism (Piasecki, Wojciech et. all. 2016. Pescaturism – A European Review and Perspective), fisherman thematic photo tours, both for pre-wedding and family photos, hatchling conservation tours, Kedonganan

cooking class tours, educational tours at the fish market as well as the Outdoor and Indoor Museums which contain fishing gear from the past until now used by Kedonganan residents.

The potential found during preliminary research can be developed to increase the diversity of tourist attractions on Kedonganan Beach. The diversity of tourist attractions on Kedonganan Beach can overcome the research gap to increase the length of visit of tourists and attract new tourists to enjoy various new tourist attractions.

The general objective of this research is to develop a strategy for developing tourism activities at Kedonganan Beach in order to increase the variety of existing tourism products so that visiting tourists can travel longer. While the specific objectives of this research are:

- 1) To identify the tourism potential of Kedonganan Beach.
- 2) To identify tourism activities that can be carried out to support the development of fishery tourism on Kedonganan Beach
- 3) Develop innovations for the development of new Mina Wisata products at Kedonganan Beach.

In this study, the object of research is Product Innovation and Development as a Supporting Program for fishery tourism on Kedonganan Beach which is in the administrative area of Kedonganan Village.

2. RESEARCH METHOD

This study uses a descriptive qualitative approach. The selection of resource persons is carried out by snowball sampling where key informants in field research are not only detailed and detailed data from a special setting, but also help researchers find other key informants or open access to respondents to be studied (Burgees in Nurdiani, 2014: 3). In snowball sampling, the initial identification starts with a person or case that is included in the research criteria, in this case the researcher first determines the key information. Bendesa Adat Kedonganan Traditional Village is a key informant in this study who then based on direct or indirect linkages can provide information about other sources related to the research topic.

This study uses quantitative data and qualitative data, primary data and secondary data. The primary data in this study was obtained from the main sources through direct interviews with the Bendesa Adat Kedonganan Village, BPKP2K Management, Head of Kedonganan Traditional Village Market and Head of UPT PPI, Badung Regency Fisheries Service and direct observations on Kedonganan Beach. Secondary data in this research are in the form of books, journals, information on the internet, documents, documentation data and other literature that supports and relates to research. The primary data

collection technique in this study was carried out at the natural location of the study by observation, interviews, documentation studies, and focus group discussions. The data analysis technique used in this research is data reduction, data display, and conclusion drawing/verification.

3. RESULT AND DISCUSSION

3.1 Result

The Kedonganan Traditional Village has succeeded in managing the beach into a coastal and culinary tourist attraction by involving the community from initial planning with the aim of improving the community's economy, maintaining local cultural customs and sustainable management. As a community-based tourist attraction, Kedonganan Beach has come a long way. Since its initial development in 1995 to 2006, tourism in Kedonganan Beach has faced various environmental, socio-cultural, and economic problems. All problems stem from the absence of careful planning for its development. After the reorganization was carried out in 2006, the negative impacts of the existence of the 76 cafes began to be overcome, and the welfare of the people of the Kedonganan Traditional Village in general has greatly improved.

"The Kedonganan Traditional Village area has a lot of potential to be developed and become a source of income for Kedonganan residents. The Mangrove area which is located in the east of Kedonganan has not been touched at all to become a tourist attraction. The Kedonganan Beach area, which is divided into 4 zones, also still has the potential to be developed, so that tourists can have many choices for activities in Kedonganan. The empty building in Zone I can be converted into a Beach Club, with the target market being guests from Jimbaran Bay Beach Hotel and also the general public who just want to come to enjoy the sunset with international menus. He further conveyed, with the current change in fishing patterns, fishing equipment that was previously used can be preserved in the form of a museum, this can become a cultural heritage in Kedonganan with the history of fishing methods from ancient times to the present. Another potential that can be an attraction for tourists is during the Segara Kertih ceremony procession related to fisheries." (interview with Mr. Wayan Mertha as Bendesa Adat Kedonganan, 15 June 2019).

Business development in Zone I is the result of observations from residents who see many guests who come just to enjoy the sunset without eating at the cafe. Residents took the initiative to sell drinks and fruit. The initial formation of the fruit selling area was not neatly arranged and seemed shabby. Then by BPKP2K it was well organized and added a money changer facility. For the convenience of tourists, a security post will be added to the

south bordering Jimbaran and to the north bordering the Kelan Traditional Village (Deputy Chair I in charge of BPKP2K Development on June 21, 2019).

“The security system in Kedonganan is divided into 3 shifts in 24 hours. Training for security personnel is provided by the Police once a year every July. Personally, every security member also has a Garda Pratama Certificate. Problems that often arise in Kedonganan include non-paying guests, missing guests from the group, street vendors who do not obey the rules. So far, these issues have been handled by the BPKP2K Security team. To support the performance of the security team, CCTV is needed for better surveillance.” (interview with Mr. I Wayan Sada as Head of BPKP2K Security on 26 June 2019).

3.2 Discussion

Kedonganan as a fishery Area, which is an area that has facilities for fishing activities from upstream to downstream, Kedonganan Beach has another potential Mina Wisata. Table 1 below describes the potential possessed by the Kedonganan beach which is divided into 4 zones.

Kedonganan Beach in Zone I is one of the places of choice for couples to do pre-wedding photo shoots. No one has taken a photoshoot using a fisherman theme, only wearing wedding clothes and being photographed on the beach. In zone 2, turtles naturally come to Kedonganan Beach to lay their eggs from June to September every month. The hatchling breeding process can be seen by tourists directly. In zone 3 there are various fishing equipment such as traditional boat lines on the beach and other fishing equipment which is one of the tourist attractions. There is also a fish market, apart from being a place for shopping for fresh fish, it can also be packaged as an educational tour.

Based on the potential that exists on Kedonganan Beach, various new activities can be done at Kedonganan Beach as can be seen in table 2. Activities that can be developed in zone 1 are: Kedonganan fisherman-style fishing tour; fisherman thematic photo tours both for pre-wedding, family photos or commercial photos; beach club tourism by utilizing existing empty buildings according to the concept of developing a beach club by involving fishermen and traditional villages as business owners; children’s playground or kid playground, a place for children to play which is specifically designed to train motoric, cognitive, social and emotional abilities but still has an element of fun (Baskara in Arief and Ihsan 2020: 8).

There are some activities that can be developed in zone 2: hatchling conservation tourism, gift shop in the form of various processed fish or seafood foods, and cooking class tours for Kedonganan specialties such as *Tipat Be*, Kodonganan red seasoning.

In zone 3, it can be built among others: outdoor museum and indoor museum which contain fishing gear from the past until present used by Kedonganan residents according to the times. Besides that, it can also developed educational tours program at the Fish Market.

The diversity of tourist attractions on Kedonganan Beach can overcome the research gap to increase the length of visit of tourists. The sustainability of tourism destinations can be done through product innovation as a prerequisite. Figure 1 below shows a flow chart of the product development process for tourism at Kedonganan beach.

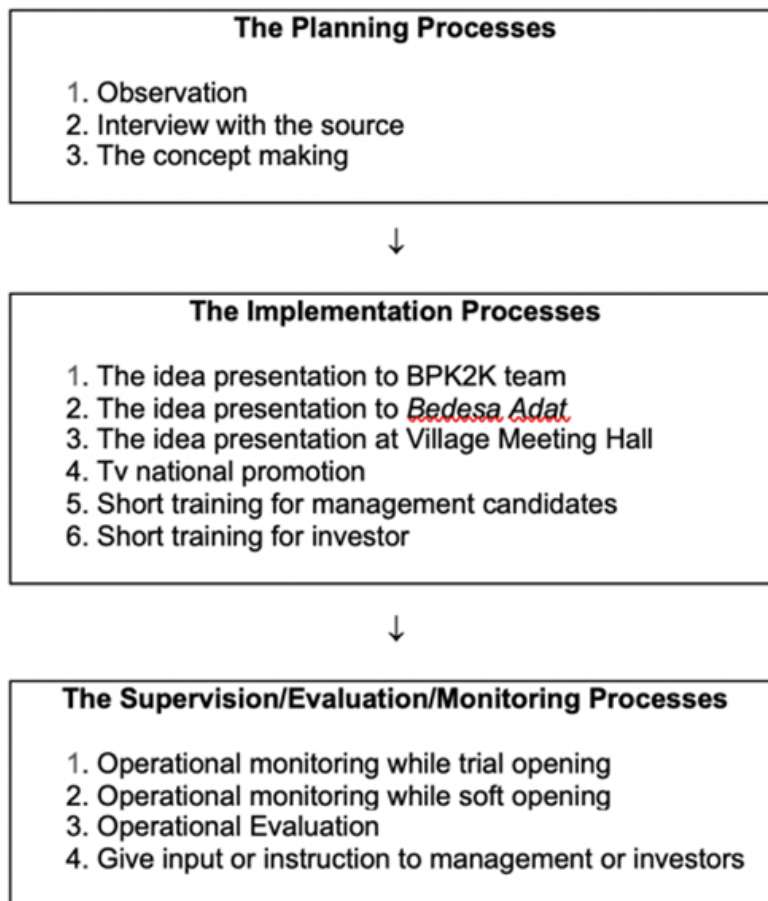


Figure 1. The Development Process

Table 1. The Potential Tourism in Kedonganan Beach

No	Zone	Potentials Tourism
1	Zone I	<p>Natures Tourism The <i>pre-wedding</i> photo session in the beach Tourists could purchase on fishing package tour that the community or society provides.</p> <p>Artificial Tourism The tourists could enjoy the beverages and the sunset at the same time. The tourist’s children playing on the beach</p>
2	Zone II	<p>Natures Tourism The turtle season in the June until September.</p> <p>Artificial Tourism Processed food from seafood</p> <p>Social Tourism The cooking class that provided by hotel, beginning with purchasing fish on the Kedonganan Fish Market.</p>
3	Zone III	<p>Natures Tourism The view of organized <i>jukung or</i> boat, complete with the fishing equipment in the beach</p> <p>Social Tourism The tourist attracts with fishing delivery process and fish auction</p>

Data Source: Interview Result, FGD, and Observation.

Table 2. The List of Activities That Could Developed in the Kedonganan Beach

No	Zone	Tourism Activities
1	Zone I	<p>Natural Tourism Beach The tourist could do thematic photograph on the fisherman <i>Pesca Tourism</i></p> <p>Artificial Tourism Beach Club The place where tourist could enjoy the food, beverage and sunset in the coast.</p> <p><i>Kids Playground</i> The place where tourist’s children could enjoy their time in the beach with various games.</p>

No	Zone	Tourism Activities	
2	Zone II	Natural Tourism	
		Beach	The conservation of hatchling tourism
		Artificial Tourism	
		Souvenir Shop	The place where the tourist could purchase souvenirs such as processed food or seafood
		Social Tourism	
		<i>Cooking Class</i>	The cooking class tourism of authentic menu from Kedonganan.
3	Zone III	Natural Tourism	
		Beach	The outdoor museum of equipment of the fisherman.
		Cultural Tourism	
		Indoor Museum	The indoor museum of equipment of the fisherman.
		Social Tourism	
		Education Tourism	The education tourism of fisherman activities.

Data Source: Interview Result, FGD, and Observation.

4. CONCLUSION

The results of research and discussion of product innovations that can be developed at Kedonganan Beach as a supporter of the fishery tourism program are as follows: Kedonganan Beach is a Minapolitan area where activities from upstream to downstream occur in this area which can be developed into a fishery tourism area. Kedonganan Beach has many potential new attractions, specifically in the form of fishery tourism products, which can be a new source of income for fishermen and Kedonganan residents. The manager of the Kedonganan Beach area in this case BPKP2K has the desire to add attractions, but is constrained by planning, financing and implementation. Product development innovations that have occurred in Kedonganan Beach have not been directed to carry the fishery tourism concept, only based on obtaining additional sources of income. Development of fishery tourism product innovation can be done on Kedonganan Beach with proper planning to make Kedonganan Beach a special tourist spot for the Minapolitan Area which has fishery tourism attractions.

Referring to the findings in this study, the authors can propose the following suggestions: Kedonganan Traditional Village is expected to strengthen its positioning as a Tourist Destination Area which specifically

becomes a fishery Area with fishery tourism attractions along Kedonganan Beach. BPKP2K as the manager of the Kedonganan Beach area in order to be able to carry out one of its functions, namely the development of business entities, by making plans to add attractions in the fishery tourism corridor so that the Kedonganan Beach area can become a better Minapolitan area. The addition of various kinds of attractions can overcome the short time (length of visit) visiting tourists and the increasing number of tourist visits at Kedonganan Beach and increase income for the area and residents of Kedonganan. In addition to business development, area cleanliness, regional security and promotion of the area must still be carried out to support the existence of the Kedonganan DTW. Entrepreneurs who currently have businesses in the Kedonganan Beach area should always pay attention to the existing facilities in good and clean condition so that tourists are comfortable in making their visits. Kedonganan residents to support the Kedonganan Traditional Village program to develop attractions by participating in maintaining the natural potential of Kedonganan, maintaining cleanliness, maintaining order and security so that the situation is always conducive. For the Bali Tourism Polytechnic to be able to provides assistances in the form of necessary training for Kedonganan residents to be ready to run Mina Wisata attractions. For academics to be able to carry out further research on fishery tourism, especially aspects that the author has not examined so that they can support the management of Kedonganan Beach in the future.

The theoretical and practical implications of this research can be explained through the following explanations: The knowledge gained by the author during the lecture can be applied directly in the Kedonganan Tourism Destination Area. This research on fishery tourism can be used by the Bali Tourism Polytechnic or other academics to make this research a reference for further research in the field of fishery tourism. This research can be used as a reference by the Kedonganan Traditional Village in developing attractions to become a Mina Wisata area. Besides Kedonganan, other regions can also apply the concept of Mina Wisata based on references from this research, both areas that are fishery areas, or only coastal areas.

Some of the results of this study have been well implicated in Kedonganan Beach with the existence of The Bangsal Beach Club in Zone I which can provide income for the residents of the Kedonganan Traditional Village, especially families of fishermen groups and the availability of new jobs. Innovation can still be done at this beach club considering that the physical development is not yet one hundred percent and there are no additional facilities that can increase income.

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