POLITEKNIK PARIWISATA BALI

Developing Coastal Tourism Attractions in Padangbai Village, Karangasem, Bali

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ABSTRACT

The objectives of this research, first was to know the existing condition of Bias Tugel and Blue Lagoon beaches in Padangbai Village and then to be able to determine the development priority based on the 6A components of tourism development: attraction, accessibility, amenities, ancillary, activities and available package. The data were collected through observations and interviews with key informants. The key informants consist of academicians, business leaders, community leaders, government representatives and media. The data analysis technique used in this research was qualitative descriptive which analysed by AHP (Analytic Hierarchy Process) method. The results indicated that Bias Tugel beach is a priority to develop. The determination of Bias Tugel beach as a priority tourist attractions has an average value of each criterion from the highest to the lowest value, such as a tourist attractions of 26.5%, tourist activity criteria of 22.9%, additional service criteria of 18.5%, accessibility criteria by 14.7%, the criteria for amenities by 9.9% and the criteria for the availability of tour packages by 7.6%. Nevertheless, there is accessibilities and amenities criteria need to be improved by the management based on tourism development 6A components.

Keywords: analytic hierarchy process, development priority, tourist attractions

1. INTRODUCTION

Tourism is one sector that can bring in foreign exchange for the country. Tourism has also been proven to be a solution in supporting the Indonesian economy. The tourism industry in various regions has also been proven to be able to provide a significant positive impact on economic development, such as: being able to create jobs, create new business opportunities, increase local income and so on (Hermawan, 2016 and Ghani, 2015). This is a driving force for each region in its efforts to develop the tourism sector with the potential that the region has.

Bali, as a mainstay tourism destination in Indonesia, is of course required to focus on planning the development of the tourism sector in the future, both in developing infrastructure and human resources (Eka Mahadewi et al, 2016). Bali, which is considered a leading tourism destination, certainly has quite large tourism potential with its own uniqueness, both in terms of nature, culture, crafts, culinary and recreation which can attract tourists to travel to Bali.

Bali, which is famous for its unique culture and natural beauty, makes tourists visit Bali. Apart from that, Bali is also famous for its diverse natural beauty and one of the districts in Bali visited by tourists to enjoy its natural beauty is Karangasem Regency. In accordance with Karangasem Regent Regulation number 27 of 2019, Karangasem Regency has 3 types of tourism, namely natural, cultural and artificial tourism. Regency

Karangasem has a variety of potential natural tourist attractions, surrounded by rows of hills and mountains, and surrounded by a charming coastline. There is tourism potential which has a charming coastline and is a favorite for tourists visiting the Karangasem Regency area, including Bias Tugel Beach and Blue Lagoon Beach which are located in Padangbai Village, Manggis District, Karangasem Regency. Judging from the tourism sector and Karangasem Regency RIPPARDA 2020-2035, Padangbai Village is included in the tourism destination development program with planned activities to develop tourist attractions which include Bias Tugel Beach and Blue Lagoon Beach as natural tourist attractions.

Based on Karangasem Regency Regent's Regulation Number 27 of 2019, Bias Tugel beach and Blue Lagoon beach have been designated as natural tourist attractions which have beautiful white sandy beaches with a fairly calm beach atmosphere and are one of the tourist destinations in Padangbai Village, Manggis District. , Karangasem Regency. By being designated as a natural tourist attraction in accordance with Karangasem Regency Regent's regulation Number 27 of 2019 and included in the 2020-2035 RIPPARDA regarding destination development programs through tourist attraction development activities, Bias Tugel Beach and Blue Lagoon Beach receive special attention regarding development and has quite diverse tourism potential which can attract tourists to come to this beach.

With the diverse potential that these beaches have, there is a need for special development to be able to develop Bias Tugel beach or Blue Lagoon beach. Basically, regional development is influenced by internal and external factors in the region. Each space does not have the same opportunity to develop depending on the potential it has (Sofhani (in Fahmi, 2010: 33). Apart from that, the government has set development goals, namely utilizing the potential that exists in each region, one of which is Padangbai Village which has tourist attractions such as Bias Tugel Beach and Blue Lagoon Beach.

With the diverse potential of natural tourist attractions in Padangbai Village and included in the 2020-2035 RIPPARDA regarding tourist attraction development activities, it is necessary to carry out research in the management and development of beach tourist attractions in Padangbai village, so that they can develop optimally and sustainably, and can help the economy of the surrounding community. So it is necessary to determine development priorities in developing the beach tourist attraction in Padangbai village, in this case the development will be carried out in stages and stakeholders can develop the tourist attraction of Bias Tugel beach or Blue Lagoon beach effectively and efficiently. Therefore, based on this background, the author wishes to research "Priorities for the Development of Beach Tourism Attractions in Padangbai Village, Karangasem Regency".

2. METHOD

The method used in this research is qualitative descriptive research which will be analyzed using the AHP (Analytic Hierarchy Process) method. Data collection was carried out using interviews, observation, literature study and documentation methods.

The technique for determining informants used was purposive sampling and quota sampling, where the selected informants met the criteria with certain considerations, namely the person who was considered to know best about the priorities for developing beach tourism attractions in Padangbai Village. The number of informants in this research was 10 people consisting of Academic, business, community, government and media (ABCGM) according to the pentahelix model.

The stages in pairwise comparisons in the Analytic Hierarchy Process method in this research were carried out by stakeholders who were informants in this research and used a questionnaire as an instrument in collecting data on weighting values from each informant. To be able to combine all opinions from all informants into a weighting value, the Geomean or average geomatric formula is used which is carried out automatically via Expert Choice V.11 software. Analytical hierarchy process is a decision support model developed by Thomas L. Saaty (2000). This decision support model will decompose complex multifactor problems into a hierarchy. The procedure for using the AHP method consists of several stages, namely Hierarchy Arrangement.

The first hierarchy contains goals, namely problems that are sought to be solved using the AHP model. The second hierarchy consists of the criteria used to determine the priority of beach tourism attractions in Padangbai village. The criteria used as a reference in this research is the concept of 6A tourism development components. The third hierarchy consists of sub-criteria, because each criterion has a different intensity in its assessment. The fourth hierarchy is an alternative in determining priorities for developing beach tourist attractions in Padangbai Village, including Bias Tugel Beach and Blue Lagoon Beach.
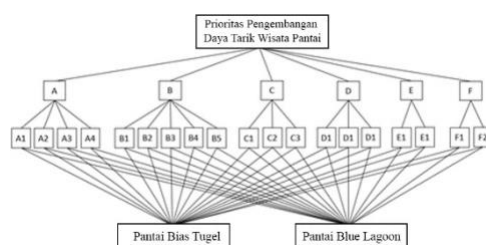

Figure 1: The herarchical structure
(Source: Primary Data)

3. RESULT AND DISCUSSION
3.1 Bias Tugel Beach

3.1.1 Attraction

Bias Tugel Beach or more commonly called White Sand Beach by foreign tourists, is one of the beaches that is currently popular among tourists. Bias Tugel Beach is one of the best in Padangbai Village, because it has a clean and soft white sand with very friendly waves in the morning. However, the location of this beach is quite hidden. As the name implies, Bias Tugel Beach is taken from the word Bias which means Sand and Tugel which means pieces, this beach is bordered by coral reefs that form like a bay. This beach is more beautiful because it is surrounded by green and shady trees, where on the right and left sides of the beach is flanked by black coral rocks.

The uniqueness of this beach is also seen with the water blow on the right side of the beach with the direction facing the open sea, with coral formations that are not just wave-breaking rocks that produce water blow, but also form small lagoons that can be used as natural pools for bathing. So that visitors who come to Bias Tugel beach are fascinated by its beauty and uniqueness. In addition, Bias Tugel beach also has a quite enchanting underwater panorama.

3.1.2 Accessibility

Bias Tugel Beach is located on the west side of Padangbai Village, Manggis District, Karangasem Regency. Although this beach is included in the Hidden Beach category, it is not

difficult to find Bias Tugel beach, because there is already information about Bias Tugel beach that can be accessed via google map, making it easier for visitors to find Bias Tugel beach. Bias Tugel Beach is about 1 km from Padangbai Harbor with a travel time of ± 10 minutes, or 45km from Denpasar city center with a travel time of ± 1 hour 15 minutes, and 55km from I Gusti Ngurah Rai International Airport with a travel time of ± 1 hour 30 minutes, with road conditions that are classified as very good.

To be able to reach Bias Tugel beach visitors can use public transportation or private vehicles to the parking lot that has been provided. And to be able to go down to Bias Tugel beach, visitors must walk and pass through tree branches before reaching Bias Tugel beach. Access down to Bias Tugel beach has road conditions in the form of soil mixed with rocks, and a little slippery during the rainy season, so the road is classified as poor.

3.1.3 Amenities

Bias Tugel beach already has several tourism facilities that are used to meet the needs of visitors during activities on this beach. This is evidenced by the existence of a parking lot that can accommodate motorized vehicles reaching ± 30 motorbikes and ± 5 for cars with paved parking conditions. There is no accommodation around Bias Tugel beach. The nearest accommodation such as guesthouses, homestays and villas are 1km from Bias Tugel beach.

In addition, there are several small stalls on the beach in simple conditions made of wood and bamboo, which sell a variety of food and drinks, such as western food and Asian food, and drinks such as soft drinks, mineral water and coconut water. There is a sundeck equipped with an umbrella, which is rented out by the stall owner. There are also toilets in relatively basic condition. Infrastructure such as clean water networks and electricity resources at Bias Tugel beach are not yet available. However, there is already a cell phone signal network with relatively good signal conditions.

3.1.4 Ancillary service

Until now, tourism activities on Bias Tugel beach are managed by Padangbai Village. In developing tourism, the manager has the responsibility of maintaining the security and safety of visitors on Bias Tugel Beach. This is evidenced by the existence of lifeguards to supervise visitor activities and parking guards to supervise and manage visitor vehicles. However, the manager admits that the organizational structure has not been formed clearly, and the application of the visitor management system has not been maximized. The development of the tourism sector at Bias Tugel beach is inseparable from the cooperation between the manager and the community, and is accompanied by the Karangasem Regency Tourism Office.

3.1.5 Activities

Bias Tugel Beach has natural beauty and underwater panorama is quite fascinating. visitors who come to Bias Tugel Beach can enjoy various tourist activities such as: snorkeling, diving, sunbathing, surfing, fishing, swimming, taking pictures to relax to enjoy the beauty and atmosphere of the beach.

3.1.6 Available packages

The tour packages available at Bias Tugel beach are open water dive and fish identification tour packages. Open water dive package is done for 3 days. While the fish identification package is carried out for 2 days. The tour packages available at Bias Tugel beach can be seen in Table 1 which consists of diving course tour packages and fish identification.

Tabel 1. Tour Package at Bias Tugel Beach

NO	Time	Activity	Included
Diving Course			
1	Day 1	Academic and pool session	- Digital certificate - Full set of equipment - Snacks on the boat
	Day 2 & 3	Open Water training dives	- Transportation from dive center to our boat - Lunch
Fish Identification			
2	Day 1	Academic and training dives	- Digital certificate - Full set of equipment - Snacks on the boat
		Fish ID dives	- Transportation from dive center to our boat
	Day 2	Lunch	

3.2 Blue Lagoon Beach

3.2.1 Attraction

Blue Lagoon Beach is one of the beaches located on the east side of Padangbai village, which offers a beautiful sunrise. Blue Lagoon beach has a relatively calm atmosphere like a private beach, where most tourists who visit Blue Lagoon beach are foreign tourists. Besides having the beauty of sunrise, Blue Lagoon beach is also famous for its underwater world, with a diversity of fish and coral reefs. Blue Lagoon beach has a very clear water quality with a bluish color, and has a soft sand texture and slightly hardened on the west side of the beach, with white sand and slightly mixed with black, which makes Blue lagoon beach has an exotic beauty.

3.2.2 Accessibility

Blue Lagoon Beach is located on the east side of Padangbai Village, Manggis District, Karangasem Regency. Blue Lagoon beach has access that is very easy to reach by visitors, and tourist information about Blue Lagoon beach is also available, which has been supported by a digital map on the Google maps application, so that visitors who will come to Blue Lagoon beach can access it.

Blue Lagoon Beach is about 6km from Manggis District with a travel time of ± 10 minutes, 45km from Denpasar city center with a travel time of ± 1 hour and 55km from I Gusti Ngurah Rai International Airport with a travel time of ± 1 hour 25 minutes with relatively good road conditions. To be able to reach Blue Lagoon Beach visitors can use public transportation or private vehicles to the parking lot. And to be able to go down to the beach, visitors must walk down the stairs, with road conditions that are classified as very good and make it easier for visitors to reach it.

3.2.3 Amenities

Blue Lagoon beach already has several tourism facilities that are used to meet the needs of visitors during activities at Blue Lagoon beach. This is evidenced by the existence of a parking lot that is not so wide, which can accommodate motorized vehicles reaching approximately 35 motorbikes and 6 four-wheeled vehicles, with parking conditions in the form of land. In addition, there is already accommodation in the form of villas near Blue Lagoon beach, and there are also other accommodations such as hotels, guesthouses and homestays along the road to Blue Lagoon beach, with a very adequate number.

On the beachfront of Blue Lagoon, there are 2 restaurants in relatively good condition. With a capacity of 20-25 people, the restaurants sell a variety of food and drinks, such as western food and Asian food, as well as drinks such as soft drinks, juice, mineral water and coconut water. There is also a sundeck (place to relax) and there are already available infrastructure such as clean water networks that come from PDAM water and electricity resources that come from PLN, with good distribution. There is also a cell phone signal network with very good signal conditions.

3.2.4 Ancillary service

Until now, tourism activities on Blue Lagoon beach are managed by Padangbai Village. In developing tourism, the manager has the responsibility of maintaining tourism on the Blue Lagoon beach. However, the manager has not implemented visitor management to the fullest, so that management related to visitor management is still not realized. A clear organizational structure has not yet been formed, so that managers do not have their respective duties and responsibilities. This beach also does not have a lifeguard who can supervise visitor activities.

3.2.5 Activities

Blue Lagoon Beach has a natural beauty and underwater panorama that is quite fascinating. visitors who come to Blue Lagoon Beach can enjoy the beauty of underwater natural attractions by snorkeling. In addition, visitors can also do various other activities such as sunbathing, swimming, fishing, taking pictures and relaxing to enjoy the beach atmosphere which is still relatively quiet.

3.2.6 Available packages

At Blue Lagoon beach, there is a tour package, namely the Snorkeling Trip Package. In this tour package, tourists will be given an explanation first before snorkeling. And after snorkeling tourists are given time for lunch as the end of the activity. Activities on the tour packages available at Blue Lagoon Beach can be seen in Table 2 below:

Tabel 2. Tour Package at Bias Tugel Beach

Snorkeling trip package			
NO	Time	Aktivities	Included
1	08.00 – 11.00	Briefing Snorkeling Lunch	- Full set of equipment - Traditional boat - Toilet

3.3 Prioritization of CoastalTourism Attraction Development

Based on the tourism development component consisting of 6 (six) A on the beach tourist attraction in Padangbai, including Bias Tugel Beach and Blue Lagoon Beach, this research was continued by determining the development priorities using the Analytic Hierarchy Process method. The method was chosen because the Analytic Hierarchy Process (AHP) method has the ability to solve multi-objective and multi-criteria problems, which are based on comparing the preferences of each element in the hierarchy, by giving subjective values about the relative importance of each criterion and sub-criteria, and determining which criteria and sub-criteria have the highest priority, in order to influence the outcome of the situation.

The stages of pairwise comparison in the Analytic Hierarchy Process method in this study were carried out by stakeholders who became informants in this study and used a questionnaire as an instrument in collecting weighting value data from each informant. To be able to unite all opinions from all informants into a weighting value, the Geomean formula or geomatric average is used which is done automatically through Expert Choice V.11 software.

The calculation results of the criteria, sub-criteria and alternatives for developing beach tourism attractions in Padangbai Village with Expert Choice V.11 software can be seen in Figure 2 below:

Figure 2: Weighting Results Between Criteria
(Source: Research results 2021)

Based on the research results as shown in Figure 2 which is a diagram of the results of the comparison of the average score that has been compared between criteria, where the eigenvector value of the research objectives is the priority development of beach tourism attractions in Padangbai village, a criterion is obtained, namely the attraction criteria as the main criteria with the highest eigenvector value of 0.265 or 26.5%. Then followed by activity criteria with an eigenvector value of 0.229 or 22.9%; ancillary service criteria of 0.185 or 18.5%; accessibility criteria of 0.147 or 14.7,%; amenity criteria of 0.99 or 9.9%; and available package criteria of 076 or 7.6%.

The consistency ratio value of the above calculation is 0.02 or less than 10%. Thus the weight value of the degree of importance of the pairwise comparison matrix between criteria is acceptable and declared consistent because it has met the requirements for the consistency ratio value which is smaller or equal to 0.1 (Saaty, 1993), so it does not need to be repeated. And if the consistency ratio value is greater than 10% or 0.1 then the weighting of the degree of importance in the pairwise comparison matrix must be repeated.

More detailed results regarding the priority development of beach tourism attractions in Padangbai Village can be seen in Figure 3 below:
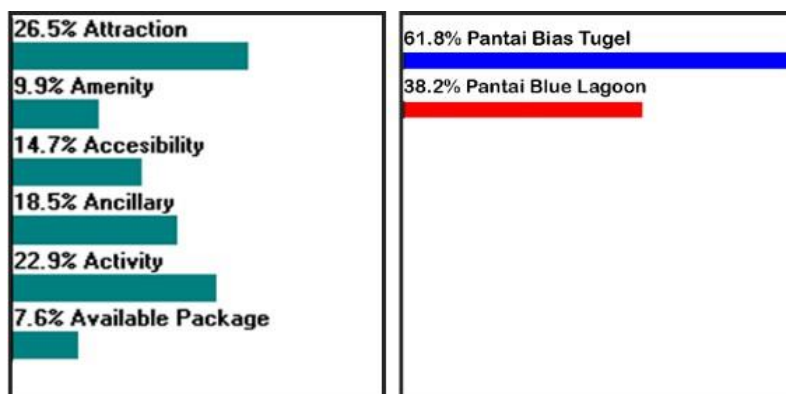
Figure 3: Dynamic Sensitivity Results
(Source: Research results 2021)

In the figure above, it can be seen that the selection of priority development of coastal tourist attractions with the highest value is at Bias Tugel beach with a value of 61.7%, and Blue Lagoon beach gets a value of 38.3%. Determination of Bias Tugel Beach as a priority for the development of coastal tourist attractions is influenced by attraction criteria of 26.5%, activity criteria of 22.9%, additional service criteria of 18.5%, accessibility criteria of 14.7%, amenity criteria of 9.9% and criteria for the availability of tour packages 7.6%. This value can show that the determination of Bias Tugel Beach as a priority beach has the greatest influence on the criteria of attractions, activities and additional services.

However, there are other criteria that are weaknesses, such as accessibility and amenity criteria whose development needs to be done. So that the development of accessibility can be done by improving the condition of the road to the beach and adding handrails to make it easier for visitors to pass the path to Bias Tugel Beach, considering that this beach has a fairly steep and slightly slippery road condition during the rainy season. But for now the manager has tried to keep warning visitors to be more careful, by providing warning signs, so that visitors remain aware of the road conditions that are still not good.

Meanwhile, amenity development needs to be done by providing clean water networks and trash bins in strategic places, considering that the conditions at Bias Tugel Beach are still not available with clean water networks, and minimal trash bins. This needs to be considered by the manager, so that visitors who come to Bias Tugel Beach are not confused about finding clean water to rinse. Managers also need to add trash bins in several places, such as in the parking area and along the road to Bias Tugel Beach. this needs to be done to maintain the beauty of the beauty of Bias Tugel Beach. As for the efforts that have been made by the manager, is to keep reminding visitors not to litter, by providing signs prohibiting littering.

By becoming a priority tourist attraction, Bias Tugel Beach has fewer weaknesses than the Blue Lagoon beach. So that this can provide ease of development and can streamline various limitations in the development of coastal tourist attractions in Padangbai Village. Determination of Bias Tugel Beach as a priority for the development of coastal tourism attractions in Padangbai Village can make the development more planned. So that Bias Tugel Beach becomes one of the leading beaches in Karangasem Regency and can be an example of a model for developing other coastal tourism attractions.

It can be seen that the development of Bias Tugel Beach tourist attraction as a development priority, supported by the existence of facilities / infrastructure contained in tourist attractions, the existence of various activities that can be done, as well as the existence of managers who have responsibility for the security, comfort and safety of

visitors, this is an advantage for Bias Tugel Beach. So it is not wrong if Bias Tugel Beach is a priority for coastal development in Padangbai Village, because Bias Tugel Beach already has the main criteria in determining development priorities.

4. CONCLUSION

Judging from the aspects of the 6A tourist attraction components, namely: attraction, accessibility, amenity, ancillary service, activity and available package, the existing condition of the coastal tourist attraction in Padangbai village, namely Bias Tugel beach and Blue Lagoon beach has attractions in the form of beaches with its own natural beauty, with access that is quite easy to reach. Road conditions on Blue Lagoon beach are classified as good, while Bias Tugel beach has a road that is still not good. To support tourist activities on both beaches, it has been supported by the existence of parking lots, restaurants or stalls, snorkeling equipment / equipment rentals, sundeck rentals and toilets with simple conditions. In addition, there are already tour packages, and managers who maintain and are responsible for tourism on the beach.

In order to determine the priority development of coastal attractions in Padangbai Village, the 6A tourism development component is needed as a criterion for consideration, and the sub criteria contained therein. Attraction criteria with 4 sub criteria (cleanliness, tourism activities, historical value and natural beauty); accessibility criteria with 3 sub criteria (ease of reaching the location, road conditions and availability of tourist information); amenity criteria with 5 sub criteria (public facilities, accommodation, catering service, availability of infrastructure and places of worship); ancillary service criteria with 3 sub criteria (visitor security and safety, visitor management and organizational structure); activity criteria with 2 sub criteria (tourist activities and viewing activities); and available package criteria with 2 sub criteria (tour packages to tourist attractions and tour packages at tourist attractions). The results of the Analytic Hierarchy Process (AHP) calculation showed that the priority of developing beach tourism attractions in Padangbai Village and Bias Tugel Beach with an overall degree of importance value of 0.617 or 61.7%.

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