

## Building Adat Village-Based Tourism Destination Government System (Case of Pandawa Beach Tourism Destination, Kutuh Village, Kuta Selatan Sub-District)

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### Abstract:

The development of Tourist Destination is newly become the alternative which is important progressively and insit on to the new atmosphere and warm image and also avoid impression monotonous. To realize the mentioned, hence the research of the system of management of tourist destinations is very urgently done by owning special target of research, that is: (1) System of analysis of environmental utility facility of Coastal Tourist Destination Pandawa Beach, (2) System analysis and pranata of management of Coastal tourist Destination management of Pandawa Beach, (3) analyzing storey at Pandawa Beach, (4) Analyzing tourist expectation to Coastal tourist destination Pandawa Beach.

This research is designed to develop. Population in this research is management of Pandawa Beach, a domestic tourist and tourist of foreign countries paying a visit to the Coastal touris destination of Pandawa Beach which its amount is boundless. Sample in Pandawa Beach tourist destination management, domestic tourist and foreign countries paying a visit to tourist destination Pandawa Beach of May until June 2018. Data colected in this research cover the qualitative and quantitative data. Data collecting is done with the questionnaire allotted to Coastal tourist destination organizer of Pandawa Beach and tourist which is paying a visit to pay visit to the Coastal tourist destination of Pandawa Beach. Analyze the data using the descriptive analysis.

Coastal tourist destination área of Pandawa Beach is managed by BUMDA Kutuh, Badung dimiciling as Holding Company for all units of an effortless custom society owned and managed by the countryside of Kutuh, Badung. Pandawa Beach's coastal destination management is run by the Coastal Fascination of Pandawa Beach Unit of effort. All units of the local society of Kutuh Countryside of Custom, Badung.

**Keywords:** Governance system based on traditional village, tourist destination, BUMDA Kutuh

## I. Introduction:

### A. Background:

The development of Bali tourism is now increasingly inflated to maintain and even improve the achievements that have been achieved as the best tourism destinations in the world. Various tourism development programs are planned, implemented and evaluated continuously to be able to respond to the dynamics of the world's tourist preferences. All Bali tourism stakeholders are constantly aligning and innovating to build and expand an existing tourism potential. This is done, to respond to the challenges of world tourism development that has developed as strong competitors.

Developing destinations travel new becomes an increasingly important and urgent alternative to provide a new atmosphere with a warm and fresh image and avoid monotony. It's time for innovation breakthroughs in the development of new tourist destinations so that there are fundamental changes to tourism development from the materialistic paradigm with merely economic benchmarks, towards a sustainable tourism development paradigm. Cultural landscape must be made an icon in the development of new tourist destinations to realize sustainable tourism. But the development of sustainable tourism is still shrouded in a number of problems that immediately require solutions and innovation.

This was also the case with the Pandawa Beach destination. Amid increasing tourist visits to tourist destinations Pandawa Beach, has not been accompanied by improvements in governance to respond to expectations, desires and needs of tourists. This factual condition occurs because the rate of tourism growth in this area is faster than the rate of regulation. D Tourism Pandawa Beach tourism which has an enchanting panorama in all directions, until now has not been able to be actualized optimally.

Pandawa Beach tourist destination manager is Kutuh Traditional Village. In collaboration with third parties, several tourism support facilities have been successfully built. The Badung Regency Government

Also played a major role in developing the Pandawa Beach tourism destination through the construction of excellent road facilities, clean water facilities, electricity facilities and street lighting, as well as various other supporting incentive policies. But all that turned out to be not enough to conjure Pandawa Beach as a tourist destination that is exclusive and satisfying to all stakeholders. There are still many physical and non-physical aspects who need in order to portray the Turkish Pandavas as a world class tourist destination and it deserves to be visited by tourists.

Some of the alleged problems are still a big challenge for tourist destinations Turkish Pandavas, namely (1) B yet been well-organized system utilities and Environmental facilities,

(2) B forgetting tatanyater management system and institutions,

(3) B forgetting typical cindramata flagship product availability, and

(4) Have not been marketed Pandawa Beach tourism destinations widely. Therefore, the study review is as the solution to the problem that arises is the utility system and environmental facilities as well as the management management system and institutions. In addition, the focus of the study is also directed towards attracting objects and services. Promotion factor has also become urgent study, because it has an important role as a medium of communication in order to socialize objects travel stingray.

The results of research conducted by Chen (2004) state that the factors that influence choice of tourist goals are related to the needs, motivations, preferences, lifestyle and individual goals in the tour, which Kotler (2003) referred to as consumer characteristics. Image tourists can be formed because of promotions. Therefore, promotion object must travel pari could describe the existing condition, as stated by Grönroos (1990) that the image is a reality, so that program development and improvement of the image must be based on reality.

Agung's research results, et al. (2014 to 2015) found that the ecotourism and promotion attributes influenced the image which then led to the decision to visit. Factors attribute the greatest contribution to making decisions to visit. In this regard, this research is expected to be able to answer the following important issues:

1. How is the utility system and environmental facilities of Pandawa Beach tourist destinations?
2. How is the management system and management of Pandawa Beach tourist destinations?
3. What is the level of tourist satisfaction with Pandawa Beach tourist destinations?
4. How do tourists expect the Pandawa Beach tourist destination
5. Pandawa Beach tourist destination?

#### **B. Research Objectives:**

- 1) Analyzing the utility and facilities of Pandawa Beach tourist destination environment.
- 2) Analyze the stem and management institutions managing Pandawa Beach tourist destinations.
- 3) Analyze the level of tourist satisfaction with Pandawa Beach tourist destinations.
- 4) Analyzing the expectations of tourists t erhadap Pandavas Beach tourist destinations

#### **C. Research Urgency:**

Factual conditions that occur at this time , namely the relative rate of the number of tourist visits to the Pandawa Beach Tourism Destination to the number of tourist visits to Bali experiencing a rising trend . To respond to this it is necessary to improve the governance system which is urgent in order to respond to the dynamics of tourist preferences. This is becoming increasingly important to deal with due to attribute and promotion factors tourist destinations, as well as tourist images, all originate in the tourist destination governance system. The time condition a i shows that the management of Pandawa Beach tourist destinations is carried out by Desa Adat Kutuh. As a relatively new tourist destination, the governance system needs to be built comprehensively. With regard to this matter, it is very urgent to do research on the Traditional Village-

Based Tourism Destination Management System. In addition, the study of the promotion system also has a high urgency to increase the number of visits to Pandawa Beach tourist destinations.

There are great opportunities through improved governance isata destinasiw Pandavas Beach will be able to improve the flow of tourist traffic wansignificantly. The increase in the number of tourist visits wan will increase people's income and revenue (PAD) the districts of Ba dung. The increase in revenue will spur economic growth in the region, because of its greater proportion of income that can be used for development. In addition, the sustainability of the tourist destination more awake, for the community to feel ownership and assume the tourist destination is very important for the life of his family.

#### **D. Renstra and Research Roadmap of Denpasar Unmas:**

Unmas Research Strategic Plan Denpasar 2016 to 2020, has four excellent research fields with 17 excellent research topics at the institutional level. The leading fields include (1) innovation for quality education, (2) science and technology, (3) agrocomplex, and (4) social and humanities. Each of these fields has featured some k cap research. Seven research topics include the following.

- 1) Sustainable Cultural Tourism , which is a research on the development of sustainable cultural tourism models with characteristics that provide benefits to tourists, the host and integrity of natural ecosystems and the socio-cultural system of society.
- 2) Eco-edu-preneurship , which is research in the field of entrepreneurship education to develop a research-based entrepreneurship concept that is related to the creative industry in the field of green and blue economy.
- 3) Eco-ethno-technology : that is research to develop local technologies that are environmentally sound into technologies that can be accepted by the wider community and future generations

- 4) Eco-ethno-justice, research in exploring, developing, adapting to managing social life, including providing justice not only to humans, but also other living beings and their environment.
- 5) Eco-ethno-medicine and eco-ethno-farmacology: research on adaptation, and the development of medicines and treatments based on values, concepts and techniques of treatment and traditional medicines that are ecologically sound.
- 6) Eco-agro-tourism: research related to the development, and / or engineering of agricultural areas (especially subak) as the core of sustainable cultural tourism in Bali.
- 7) Sustainable learning: research that primarily leads to the implementation of caring, attitudes, skills, and understanding of various concepts that support sustainable living on the surface of the earth.

This study refers to the superior field of institutional research, namely **Social and Humanities** with the excellent topic of **Sustainable Cultural Tourism**, by researching the development of sustainable cultural tourism models with characteristics that benefit tourists, hosts and the integrity of natural ecosystems and socio-cultural systems of society. K cap featured research is very urgent today given the allegedly tourism development has reached the alarming phase. It is time to make changes in the approach to tourism development by prioritizing the function of environmental balance. The research that has been done is related to the flagship topic of the **Sustainable Cultural Tourism** research, namely

- a. Kintamani ecotourism management system as a Cultural Heritage, in 2011.
- b. The marketing strategy of ecotourism object Kintamani, 2014 till 2015
- c. Subak tourist destination management system as a world cultural heritage, 2016

Related to the excellent research topic of **Sustainable Cultural Tourism**, this research is expected to be able to contribute in the form of management systems of traditional village-based tourist destinations. The role of traditional villages as the leading fortress of preserving

cultural landscapes, deserves to be used as managers of sustainable tourism destinations, because traditional villages have proven to be a pillar of unifying citizens in building and preserving local cultural wisdom. It is explicitly known and internalized that local culture is the core of Bali tourism. Thus, making traditional villages as a basis for managing tourist destinations is tactical and pragmatic.

The head of the researchers who paid great attention to the development of tourism as evidenced by the track record in tourism research is expected to be able to realize the outcome of the research as promised. Likewise, the members of the researchers, who are Doctorates in Cultural Studies, have a great interest in examining the existing aspects and are ready to collaborate with other research members to achieve the research outputs.

## II. Literature Review:

### A. Travel Estinasi D Management System for Sustainable Tourism:

According to the WTO on the 21st agenda for the travel and tourism industry states: Sustainable tourism development meets the needs of tourists and tourist destinations. Protecting and developing opportunities in the future. Seen as something that directs to management, all resources with the ways in which economic, social and ecological needs can be met with cultural integrity, essential ecological processes, biological diversity and systems that support life are maintained. Strategic issues d natural Sustainable Tourism is as follows:

- (1) Increase responsibility corporate stakeholders,
- (2) Produce suitable forms of tourism,
- (3) " Sustaining" Social Resources and Culture,
- (4) " Sustaining" the Natural Environment,
- (5) The need for an effective plan for Tourist Destination Planning,
- (6) The role of "Carrying Capabilities " and indicators in Sustainable Tourism ,
- (7) Avoiding conflict,

- (8) Increasing Community Involvement, and  
(9) Directions for the future

Memberikan filsafat tourism policy basis for development dan menentukan direction p developing the tourism to their destinations for the future. A destination can be said to carry out tourism development if tourism activities are already in place. In the implementation of development, planning is a factor that needs to be carried out and considered. According to Inskip (1991: 29), there are several approaches that are taken into consideration in conducting tourism planning, among them:

- (1) Continuous Incremental, and Flexible Approach , where planning is seen as a process that will continue to be based on needs monitor existing feedback,  
(2) System Approach , where tourism is viewed as a system relationship and needs to be planned as with system analysis techniques ,  
(3) Comprehensive Approach , in connection with the above systems approach, where all aspects of tourism development include institutional elements and environment as well as the economic implications of economics , as a holistic approach,  
(4) Integrated Approach , related to system approach and overall where tourism is planned and developed as a system and overall where is tourism planned and developed as integrated system in the whole plans and total forms of development in the area,  
(5) Environmental and sustainable development approach , tourism planned, developed, and managed in a way where natural and cultural resources do not experience quality degradation and expected to remain can be sustainable so that the carrying capacity analysis the environment needs to be applied to this approach,  
(6) Community Approach , the approach didukung and put forward also by Peter Murphy (1991) emphasizes on the importance of maximizing engagement local communities in planning and tourism decision making process, to be able to increase what you want and possibility, it is necessary

to maximize community participation in development and management implemented in tourism and its benefits to socio-economics,

(7) Implementable Approach , policy tourism development, plans, and recommendations formulated into realistic and applicable, with the technique used is technique implementation including development, action program or strategy, specifically in identifying and adopting,

(8) Application of systematic planning approach, this approach was applied to d nature based tourism planning logic of activity.

### **B. Driving and Attractive Factors for Travelers:**

Tourist visits to a tourist destination are influenced by driving and pulling factors, which can generally be explained by consumer behavior, because tourists are actually consumers of tourist destinations. According to Hawkins, et al (1988), consumer behavior is a decision-making process that requires individual activities to evaluate, obtain and use goods and services. Furthermore Hawkins, et al (1988) suggested that consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and determine products, services, experiences or ideas to satisfy needs. Factors that influence consumer buying behavior are : (1) internal factors and (2) external factors. Internal factors include perception, motivation, attitude, emotions, memory and personality, while external factors include culture, social class, family, group references, marketing activities, services, facilities and promotion.

According to Engel, et al (1995), consumer behavior is an action that is directly involved to obtain, consume and spend products and services, including the process that precedes and follows the action. the process of purchasing decisions is influenced by environmental factors and individual differences. The steps taken by consumers in making purchasing decisions start from awareness of needs, then information seeking, evaluation of alternatives ahead of purchase, purchase, consumption, results in the form of satisfaction or dissatisfaction.

Tjiptono (1997) states that product attributes are elements that are considered important by consumers and used as a basis for purchasing decisions. Product attributes include brand, packaging, guarantee, service, and so on. There are several types of product attribute classification. Gartner (1993) in his research on Korean tourists stated that tourists visit Korea because it is motivated by tangibles attribute (shopping) and intangibles attribute (local culture). Further explained that the product attributes are divided into tangibles attribute (shopping) and intangibles attribute.

Law (1995) states that there are two factors that contribute to tourist attraction, namely primary and secondary factors. The primary factor contains the tourist climate, environment, cultural traditions, traditional architects and natural sources. Secondary factors contain tangible and intangible items that are directly developed by tourists such as hotels, catering, supporting activities and attractions.

### **C. Importance of Promotion of Tourist Destinations:**

Although it is well known, but the promotion of tourist destinations is very important to be carried out in a sustainable manner. Promotion is a kind of communication that gives penjelasan convincing to potential consumers of goods and services (Simamora, 2004). Furthermore Payne (1993) states that promotion is a tool that can be used by service organizations to communicate with the target market. Communication is the process of sharing the ideas, information or feelings of the audience, the purpose of promotion is to inform, persuade and remind the existence of a product to consumers.

Stanton (1990) states that there are four factors that influence promotion, namely (1) the amount of money available for promotion, (2) the state of the market, (3) the state of the product, whether for the end consumer or as an industrial material, and (4) the level of achievement product life cycle. Furthermore Simamora (2004) argues that the factors that influence promotion are (1) marketers, whether using

push or pull strategy, (2) target markets, namely who are potential customers and where they are located, (3) products, namely product positions in the life cycle products, and (4) environmental situations such as competition, economy and politics.

The promotion of tourist destinations should be oriented towards responding to tourist behavior. According to Kotler (2003), consumer behavior in buying goods or services is influenced by marketing stimuli and characteristics of buyers. Furthermore it was stated that the characteristics of the buyer include factors (1) culture, (2) social, (3) personal, and (4) psychological. Cultural factors have a broad and profound influence on purchasing behavior, such as values, family behavior, preferences, religion, nationality, taste and geographical area.

Promotional activities must be able to provide a positive image to tourists, because the image of tourists will direct their actions forward. Sutisna (2003) defines image as a mental picture or concept of something, while Bennet (1995) suggests that image is the consumer's perception of the product, institution, brand, company or person that is appropriate or not in accordance with reality. Crompton (1979) in Ahmed (1996) argues that image is a number of beliefs, ideas, impressions and expectations that tourists have toward tourist destinations. Kotler (2003) defines image as a number of beliefs, images, and impressions that someone has on an object.

Gronroos (1990) states that image is a reality, therefore the image development and improvement program must be based on reality. Simamora (2002) states that there are two approaches to measuring consumer image, namely: (1) an unstructured approach, which reflects the image in the minds of consumers according to themselves, and (2) a structured approach, namely the researcher explains a clear dimension, then the respondent responds dimensions asked.

Gronroos (1990) explains that there are four roles of an image for an organization. First, the image tells of expectations along with external marketing campaigns, such as advertising, face-to-face sales and

word of mouth communication. Second, the image as a filter that influences perceptions of company activities, third image is a function of consumer experience and expectations, and fourth, the image has an important influence on management that has an internal impact. Positive internal images will tell clear values and strengthen positive attitudes towards the organization.

Related to the importance of image for tourists, then Andreu, et al. (2000) states that image is a person's trust and perception of a tourist destination that is influenced by the growth of a tourist area or physical source. Image is subjective so that the image received by tourists is not the same as the reality. According to Moutinho (1987), there are three components that influence the shape of the image, namely: (1) the level of knowledge of tourist destinations, (2) trust and attitude towards the product, and (3) desired expectations and products.

#### **D. The Role of Traditional Villages:**

Bali's basic development capital is culture and development carried out in Bali is "cultural-minded development". In order for Balinese culture to become a basic capital for tourism development, culture it must be sustainable and dynamic, where cultural preservation is directly related to the preservation of traditional villages. If the traditional village which is the main pillar of Balinese culture has been destroyed, then Balinese culture as a whole will be threatened (Pitana, 1994) .

According to Artini and Anggreni (2006), Seminyak Traditional Village plays a significant role in managing tourism in its territory . This can be seen from the effectiveness of regulations or policies issued by Adat Village in regulating organizations / institutions in the region such as beach traders, security / order, traders and so on. With the management of existing organizations / institutions and institutions by Desa Adat, conflict can be minimized. This is acceptable because it is a traditional village that knows more about the situation and condition of its own territory. Thus, it is proven that bottom-up development provides better results

for the community itself compared to top-down development.

Dharmayuda (2001) stated that Adat Village had been arranged from the start to become a religious village. This can be proven from the historical reality in which the Adat Village was formed based on the philosophical concepts and values of Hinduism. A new village is an autonomous village (sima swatantra) if it has fulfilled four conditions, namely (1) parimandala (village environment), (2) karaman (villagers), (3) datu (administrator, village leader), and (4) tuah (protection from Hyang Widi). The element "tuah" is then realized in "Kayangan Desa" which is a place of "karaman" and "datu" asking for blessing and protection.

In Article 5 of the Bali Provincial Regulation No. Year 3 200 3 are expressed on duty villages Pakraman, so Pakraman has the task, namely (1) make awig awig, (2) m engatur village manners, (3) m engatur management of assets of the village, (4) b ogether together The government implements development in all fields, especially in the fields of religion, culture and society , (5) embeds and develops Balinese cultural values in order to enrich, preserve and develop national culture in general and regional culture in particular, based on "paras-paros, sagilik-saguluk, salulung-sabayantaka "(musyawarah-mufakat), and (6) Nurturing village manners.

Article 103 of Law No. 6 of 2014 on Village A village that has dat k AUTHORITY:

- 1) Engatur P's and the implementation of government based on the original order;
- 2) P engatur late and maintenance of customary or indigenous territories;
- 3) P elestari an Indigenous Village socio-cultural values;
- 4) P enyelesaian customary dispute based on customary law applicable in the Village People in the region are in harmony with the principles of human rights by giving priority to completion by consensus;

- 5) Penyelenggaraan trial court Desa Adat peace in accordance with the provisions of laws and regulations;
- 6) P Maintenance of public order and tranquility Village People by customary law in the Village People; and
- 7) Developing life of customary law in accordance with the social and cultural conditions Village People.

### **E. Research Roadmap:**

Agung, et al. (2011) has conducted research on the Kintamani Ecotourism management system as a Cultural Heritage in collaboration with the Ministry of Tourism and Creative Economy. Some of the findings of the study are about (1) the attitude of the community towards the existence of Kintamaniecotourism of 77% in the agreed category,

(2) Community support for Kintamani ecotourism by 91% in the high category, and (3) tourist perceptions of the existence of ecotourism in Kintamani the majority (91%) are positive. Other findings concerns the expectations conveyed YOUTH everal s rating to maintain and improve the quality of ecotourism Kintamani, namely:

- 1) Street vendors must be disciplined and conditioned wisely so that they do not interfere with the comfort and tranquility of tourists enjoying tourism products.
- 2) The existence of flora and fauna needs to be preserved so that biodiversity is maintained.
- 3) It is necessary to add tour packages in the form of riding tours, tracking and cycling, hiking, fishing, hanging kites, and dance performances.
- 4) Local tour guides need to be prepared that comprehensively understand the existence of Kintamani ecotourism .
- 5) The existence of Kintamani ecotourism needs to be widely promoted through a web site.

Based on the problems and potential combined with the perceptions, attitudes, knowledge, community support as well as perceptions and expectations wis memp erhatikan atawan with local knowledge of Tri Hita Karana, the Ecotourism management system Kintamani recommended adhering

to the Traditional Village Institution Based Management System .

Agung's research results, et al. (2014 s / d 2015) on Marketing Strategy places Ecotourism Kintamani, Bangli found that (1) most of the travel states eco-tourism attraction Kintamani very interesting, (2) promotion of the objects of ecotourism Kintamani need to be encouraged by publicity, advertising, and word of mouth, (3) individual characteristics of tourists are very suitable to encourage visits to Kintamani Ecotourism objects, and (4) tourist image of Kintamani ecotourism is good enough, except for safety, cleanliness, souvenir merchant service, and traffic quality still needs to be improved.

Based on the results of research that has been carried out, then in 2018 until 2020 Agung, et al . plans to conduct research on Building a Traditional Village-Based Tourism Destination Management System (Case Study in Pandawa Beach Tourism Destinations, Kutuh Traditional Village, South Kuta District, Badung Regency).

### **III. Research Methods:**

#### **A. Research Design:**

This study is a survey, which will be conducted in Turkish isata w destinations Pandavas. Survey activities will be carried out on stakeholders of Pandawa Beach tourism destinations , ranging from managers of Pandawa Beach tourist destinations , communities, government from village to district, tourism actors (travel agents, tour guides, acung traders, restaurant managers, art shop managers) and tourists . From the survey research, the facts will be carried out regarding the utility system and environmental facilities , management management systems and institutions, community involvement systems, donation and investment systems, income distribution systems and monitoring , expectations and satisfaction of tourists .

#### **B. Scope of Research:**

P enelitian year I includes activities p Collecting the data, tabulation of data, data processing, and

further analysis of the data associated with the stem utilization, environmental facilities, the stem and institution management, the satisfaction level of tourists to tourist destinations Beach Pandawas, and the expectations of tourists to Pandawa Beach tourist destination.

### **C. Research Object:**

Respondents in this study were foreign tourists visiting the tourist destinations of Pandawa Beach from May to June 2018. In addition, the study respondents also included restaurant managers, travel agents, artshops, policy holders, tour guides, acung traders, prajuru adat villages, and the community determined purposively.

### **D. Location and Time of Research:**

The research location is in Kutuh Traditional Village, South Kuta District, Badung Regency. The study was conducted from April to October 2018.

### **E. Research Methods:**

Research with tourist respondents is done by direct interviews using a list of questions that have been prepared in advance. Research with the object of management, restaurant, travel agency, artshop, policy holder, tour guide, acung trader, prajuru traditional village, and community were conducted by in-depth interviews. The formulation of system utilities and environmental facilities and management systems management do Melalui FGD.

**E. Data Analysis.** Data were analyzed using qualitative descriptive analysis method

## **IV. Research Results and Discussion:**

### **A. Overview of the Pandawa Beach Ecotourism Area, Bali**

The Pandawa Beach Ecotourism Area, Bali was originally made not for tourist areas, but more on the interests of religious ritual activities of the village of Melasti Dewa. The life of the community of Kutuh Village in ancient times was very alarming and even often marginalized by the policies of the life of the surrounding community.

Efforts to improve the quality of life and escape from marginalization, so starting in 1998 the indigenous people of the Kutuh Indigenous Village split the cliff to go to the beach, until 2011 a tourism area was launched with the name Pandawa Beach. Unintentionally the cliff cutting lasted for 12 years and in the 13th year it was launched, like the Panca Pandawa exiled to the forest for 12 years and in the 13th year Indr Aprasta stood as the center of the P kingdom of Andawa. Tourist attraction developed in the Pandawa Beach area which is regulated in the Kutuh Traditional Village planning, includes: (1) Tourism Coral Reef, (4) Spiritual Tourism, (5) Cultural Tourism, (6) Seaweed Farming Tourism.

Based on the Badung Regent Decree, Number 43 of 2014 dated August 4, 2014 concerning the Determination of Pandawa Beach to become a Tourist Attraction (DTW) of Badung Regency which contains: Travel Attractions Pandawa Beach has been included in the category of Superior Tourist Attraction in Badung Regency.

### **B. Institution and Management System for Management of DTW Pandawa Beach, Bali**

#### **1. Institutional and Human Resources**

Based on the initiative of Kutuh Village and suspended in the Kutuh Village Perdes

Number 08 of 2014 dated December 2, 2014 and also stipulated in the Provisions of Customary Law in the form of Kutuh Indigenous Village Number 01 Year 2014 and the Decision of Kutuh Customary Bendesa Number: 12 / KEP-DAK / XII / 2014 concerning the Establishment of the Establishment of Bhaga Utsaha Manunggal Desa Adat (BUMDA) Kutuh Traditional Village. The main function of BUMDA is to integrate all business units owned by the Kutuh indigenous people so that they can run in synergy with each other and also have the duty to develop the existing potential so that it can become a new business unit. Thus the BUMDA Kutuh is domiciled as a Holding Company for all indigenous business units owned and managed by Kutuh Village. Operational management of Pandawa Beach

Ecotourism is carried out by the Pandawa Beach Tourist Attraction Business Unit. All of the administrators in the DTW P Antai Pandawa Business Unit come from the local community of Kutuh Traditional Village, Badung. Operational activities carried out by the Pandawa Beach DTW Business Unit include: Ranger in charge as a guide and rescue team (SAR).

The collaboration that has been carried out by the DTW Beach Pandawa Business Unit includes: collaboration with travel and guide, Bali HPI DPD, ASIPA East Java, Badung Regency Tourism Office which is aggressively promoting DTW Pandawa Beach abroad and HISS (Travel from Japan).

Cooperation has also been carried out with Bank BNI and Bank Mandiri Bali which provides ATM facilities at Pandawa Beach locations and plans to open Money Change rooms. In addition, cooperation with Bank Mandiri was carried out to be able to conduct Non-Cash transactions from tourists to local traders by providing 50 Non-Cash payment instruments.

2. Cooperation with tourism stakeholders, namely:

- a. Mahasaraswati University, in the field of research and community service for the development of DTW Pandawa Beach, including: Postgraduate Research Grants, Higher Education Applied Applied Research (PTUPT) and Community Service with the Partner Village Program, is a collaboration between Mahasaraswati University Denpasar and Kemenristek DIKTI namely: Research Grants and Community service.
- b. Udayana University and STIKES Denpasar, Gajahmada University (UGM) Yogyakarta, Semarang PGRI University in the field of Educational Tourism.

### **C. Potential and Tourism Activities**

The physical potential of Pandawa Beach has proven to be an attraction for domestic and foreign tourists, namely:

- a. Ecotourism Pandawa Beach has a hilly area with cliffs and along-a lang park , sand beach which is a unique ecotourism area.
- b. Marine Tourism, Spiritual Tourism and Religious, Customary and Cultural Education Tour also add to the dance power of Pandawa Beach, Bali.
- c. The existence of the Monkey Forest, the Yad Forest, Padma Buana Monument, Pura Walk in the form of a cliff road connecting three Pura,
- d. Art Things and B udaya ,
- e. Sport Tourism, Golf View, Paragliding Tourist Attractions
- f. W isata Culinary adds to the appeal of the Pandavas Beach, Bali as DTW very dimi nati tourists.
- g. A Pandawa art and culture traction KECAK FIRE DANCE is always staged every day in the auction of Pandawa Beach starting at 18 AM until 19 PM.
- h. Developing tourist attraction in the Pandawa Beach area is carried out through the procession of the Kutuh

Indigenous Village community, Badung including:

- (1) The attraction of the Cliff and the Pandawa Statue,
- (2) White Sand Beach,
- (3) Water and Coral Reef Tourism,
- (4) Spiritual Tourism,
- (5) Cultural Tourism,
- (6) Seaweed Farming Tourism.

The average number of tourist visits to DTW Pandawa Beach, Bali reached 3. 727 people / day.

### **D. Environmental Utilities and Facilities System:**

Travel destinations Pandavas Beach, Bali has a network of support facilities Komu n IKASI, electricity, water cleaner, vehicle parking facilities yan g broad and toilet. Environmental facilities that still need to be improved are standard toilets, WIFI

networks and Shady Plants for the comfort of tourists and resting places such as Gazebo and Wantilan.

Besides Pandawa Beach, Bali is easily accessible with wide paved roads and not too far from Denpasar or other tourist attractions, such as: Kuta Beach, Sanur, and others.

Pandawa Beach environment, Bali also has tourism accommodation facilities : namely **Pandawa Hill Hotel** with 4 star **hotel** facilities that have been collaborated with BUMDA Kutuh Village, Badung especially for Kutuh Village tour packages.

Besides that there are also 16 units of Villa available in Pandawa Beach and Home Stay as many as 20 units, all of which are managed by the local community of Kutuh Traditional Village, Badung.

To provide a sense of security and comfort for tourists visiting the Pandawa Beach Tourism Area, the management of BUMDA Kutuh Traditional Village, Badung has prepared integrated health and safety services. This service unit is ready to provide first aid in accidents and evacuate if needed. Evacuation of further handling has been carried out in collaboration with SURYA HUSADA NUSA DUA Hospital with a travel time of only 10 minutes from Pandawa Beach Tourism Area. The health service unit is also a guarantor unit for visitor health insurance and will finance treatment claims at the hospital.

#### **E. Nature and Culture Conservation:**

Nature conservation is carried out primarily by preservation of the Monkey Forest in the Gunung Payung Cultural Park area which has a Kera preservation area, which amounts to around 200 monkeys and birds in the vicinity of the forest area and around Gunung Payung Temple Dhang Kahyangan. Likewise p elestarian Forest Yadnya in doing mainly to preserve the plants upakara good for upakara Dewa Y adnya in Pura want anything to upakara yadnya other .

Nature conservation efforts are also carried out in the Pandawa Beach area, namely the planting of coral reefs which have been carried out more than five

years ago, so that now the Pandawa Beach area has a fairly exotic underwater coral reef park area. This underwater coral reef park area is now used for snorkeling and education on coral reef planting.

Water conservation: abundant water sources but need water use policy. Waste management is carried out by Pandawa Beach area managers and the Stakeholders make a policy of waste management in the form of PERDES, which is to pay for waste management in Pandawa Beach and has a recycling mechanism regulated by the Kutuh Village Waste Bank, Badung.

Cultural conservation is especially carried out on dance, especially **Rangdunata** dance which is a typical dance of Kutuh Village, Badung. This dance bias a it was staged at the opening ceremony gathering in Coastal Region Pandavas and the culture pestival time held regularly every year.

Besides that, cultural conservation is also carried out on Pandawa art and cultural attractions, **Kecak Fire Dance**, which is always performed every day among the Pandawa Beach Auctions starting at 18 AM until 19 PM.

#### **F. Local Community Involvement:**

- a. Community empowerment through the recruitment of employees in the Pandawa Beach Area from the local community of Kutuh Village, Badung and training for skills development.
- b. Expansion kesempatan an effort to ma syarakat local dike 1 ola BUMDA Village People Kutuh, namely :
  - 1) Pandawa Beach Tourist Attractions Business Unit,
  - 2) U nit business goods and services mainly for enterprises handicrafts Beach Village Kutuh Pandavas, Badung,
  - 3) U nit Yadnya Devices business,
  - 4) U nit effort Paragliding,
  - 5) U nit Travel Transportation business,
  - 6) U nit venture Arts and Culture,
  - 7) Culinary business unit from Restu Catering Pandawa which provides restaurants in Pandawa Beach area,

- 8) Unit attraction Arts Circle building Lelangon Turkish Pandavas and kawa san Mount Umbrella Cultural Park ,
- 9) Educational Tourism Services business unit, which serves various visits such as: comparative Study activities, Comparative Study, Field Orientation, Field Work Lectures, Field Work Practices, Tour Studies conducted by students, students, government agencies, and other interested third parties. Educational tour material includes learning about BUMDA / BUMDESA, governance and Village APBDes, Customary Law, Management of Tourism Areas, building Village Partnerships.
- 10) Village Credit Institution (LPD) business unit ,
- 11) The Integrated Health and Safety Services business unit is provided to provide a sense of security and comfort for visitors to the Pandawa Beach tourist area.

**c.** The business unit of the local community of Kutuh village in Pandawa Beach tourism area, includes:

- Food / Snack traders number 16 business units with a population of 80 local workforce.
- Canoe rental services, tires, tents, leisure chairs totaling 6 business units with a population of 12 local workers.
- Souvenir shops and souvenirs totaling 8 business units with a population of 48 local workers.

### **G. Budget Plan, Annual Work Plan for Pandawa Beach Tourism Destinations, Bali:**

Financial planning in ecotourism management is very important, because with financial planning managers can find income, then analyze the cash flow to determine the price of admission, know the number of sales and ultimately determine the distribution of income and financing priorities (Drum et al . 2004).

The source of funding for Pandawa Beach Destination management, Bali comes from domestic adult ticket funds based on the Badung Regency Government Regulation No. 6 of 2016 visited a tourist attraction in the amount of Rp. 8,000 .- / visitors , while children Rp. 4,000, - / visitors, plus parking fee of Rp. 5,000, - / vehicle. W isatawan adult

foreigners charged Rp. 15,000, - / visitors, children Rp. 10,000, - / visitors. In addition there is a physical building assistance in the form of: Gite entrance to attractions, Candibentar, Paving vehicle parking area, Open Stage, WIFI 10 Mb from the local government. Badung, WIFI from Fiber Star and assistance from the Gazebo Park of the Republic of Indonesia Ministry of Tourism. Loan funds sourced from the Kutuh Traditional Village, Badung were originally sourced from the Village Credit Institution (LPD) of Rp. 1 billion. In addition there are funds sourced from the community of Kutuh Traditional Village, Badung, namely: Tanah Desa Adat.

Furthermore, from the incoming entrance ticket funds that all go to the Badung Regional Government's cash, then distributed by 75% as operational funds for Pandawa Beach Tourism Destination management, Bali.

### **H. Tourist Perception:**

Travel Destinations Turkish Pandavas interesting with beautiful natural scenery , view beach environment it is clean and sustainable, attractive tourist attraction and quality of service are good from the manager of Turkish Travel Destinations Pandavas , giving satisfaction to the tourists visiting the Pandavas Beach attractions. Based on the administrative guidelines of tourists visiting the Pandawa Beach tourist destination, Bali in general had no significant complaints, but there was a minor accident from the Cano operation that was immediately handled by the Integrated Health and Safety Services Unit of Pandawa Beach Travel Destination Managers, Bali.

Based on the results of the percentage analysis of public facilities needs that are very important to increase, namely increasing the quality of internet access by showing the level of need reaches 82.50 % considering that there is no internet facility for tourists, where the internet has become a necessity in the current era. P Increased water quality shows the level of the purposes of 75 % for clean water is a basic necessity for every individual who move in the area, as well as k ebutuhan security facilities such as

security stations, tourist police, fire and warning signs about safety 62.50 % because it is important for tourists to get a sense of security wherever they are, because a tourist place or a public area is very vulnerable to various negative influences whether it is the threat of terror, various crime or even the influence of nature itself so that warning signs, firefighters and various security facilities are very important to be made for the benefit of sustainable tourism activities, especially in the Pandawa Beach Tourism Area .

Wisatawan who've been to Pandawa Beach attractions states will come back to the Pandawas Beach attractions and would recommend to others to visit tourist destinations Pandawas Beach.

### **Discussion:**

Implementation of Pandawa Beach ecotourism management, Bali can be used as "best practice" in the management of ecotourism areas. The collaborative participation of the local community in the village of Pekraman Kutuh, Badung with BUMDA Kutuh (Baga Usaha Manunggal Desa Adat Kutuh ) as a holding company, is the main determining factor in meeting the needs of sustainable contributions from ecotourism. This is in line with the opinion of Wall (1997 in Jiang 2008) that sociocultural sustainability is one of the main objectives of ecotourism, where ecotourism management activities must be able to involve local communities in planning and developing ecotourism activities. Organizational aspects and community institutions in managing ecotourism activities are key issues in ecotourism. Participatory management can suppress potential conflicts that arise. Burhanudin (2012) states that the involvement of the community in the planning, management and monitoring of the area can affect the stability of ecotourism.

These findings coincide with the implementation of area management ecotourism Gunung Leuser National Park, North Sumatra is also a " best practice " in the management of ecotourism because of the presence of collaborative participation of local communities in the management of ecotourism area,

although there are some shortcomings such as has not been done conservation b udaya , security and health facilities that are not optimal ( Tri Rizkiana, et al . 2016).

Judging from the economic aspects of the development of Pandawa Beach tourism area on the income of the local people of Kutuh Village, Badung turned out to produce a Multiflier Effect based on the Keynesian Income Multiflier of 1.3 which means that any increase in one rupiah spent by tourists visiting Pandaw Beach has a direct impact on local economy is 1.3 rupiah (Oka, et. al, 2018).

Rated R atio Income multiflier I was of 2.0 means that any expenditure by tourists who visit to DTW Pandawas Coast of the rupiah, has an impact on revenue enhancement business owners and local labor valued at 2.0 rupiah. Rated R atio Income multiflier II is of 2.3 means that any expenditure by tourists who visit to DTW Pandawas Coast of the rupiah, impacting business owners increase revenue, local labor income and consumption expenditure of labor in local economic turnover of 2.3 rupiah. A tourist area is said to derive economic impact high if the value of Keynesian Multiflie r greater than or equal to one , so it can be said that Metro Beach Tourism Pandawas provide economic impact that high on the economy of local communities Indigenous Village Kutuh , because the value of Keynesian multiflier greater than one ( META, 2001).

The results of this study are supported by Darmayasa's research, et. al (2018) which produced findings that 73.97% of the local people of Kutuh Traditional Village, Badung stated that the development of Pandawa Beach tourism had provided high economic benefits to the local community of Kutuh Traditional Village, Badung and the intention of the community to want to help the development of DTW Pandawa Beach namely : intention to recommend, intention to devote thoughts, intention to pay attention to the development of Pandawa Beach tourism objects and the spirit to develop Pandawa Beach tourism objects.

In addition to aspects of economic impact, the development of Pandawa Beach tourism areas is also viewed from the aspect of Physical Carrying Capacity. Based on the results of Wilyantari's study (2018) the Physical Carrying Capacity (PCC) of Pandawa Beach Tourism Object Area is 20,618 visitors / day, which is the maximum number of visitors who physically visit Pandawa Beach attractions every day while still obtaining a good level of satisfaction (B).

The value of B is determined based on the study of Douglass (1975) which calculates the area needed by a tourist to still obtain satisfaction (Fandeli & Muhammad, 2009) in (Lucyanti, 2013) . Value B digun a right to the calculation of the value of physical carrying capacity is to kind of tourist activity on a picnic that is equal to 65 m<sup>2</sup>. This PCC value still ignores biophysical factors in the field where consideration of environmental conditions in the Pandawa Beach Tourism Area is still not used in calculating tourism carrying capacity.

The PCC value of the Pandawa Beach Tourism Object if it is associated with the current number of actual visitors, which is an average of 3,727 visitors / day, is still very far below the calculated physical carrying capacity of 20,618 visitors / day. The average value of visitors who come is the average daily value that data visits regularly every day within a year. This assumption does not take into consideration the peak time (peak-season ) as well as visitor lonely days ( off-season) .

Judging from the Capability of Real (Real Carrying Capacity / RCC) Region Attractions

Pandawa Beach shows the maximum number of visitors who can visit the Pandawa Beach Tourism Area by considering environmental biophysical factors. Biophysical conditions that are sufficient to limit the number of visitors are erodibility correction factors in the Pandawa Beach Tourism Area. Based on the erodibility index value shows the sensitivity of the soil in the Pandawa Beach Tourism Object Area is at a moderate level

which means that the erodibilitas factor is not significantly related.

The value of the real carrying capacity of the Pant ai Pandawa Tourism Object Area is 18,864 visitors / day , so that the estimated number of visits per month that can be received is 565,927 visitors / month or 6,885,444 per year. This value is still above the actual value of the current number of visitors, namely during the period of 5 years (2013-2017) the average visit per month is 113,365 visitors / month or 1,360,378 visitors / year , so that the number of visitors can still be optimized ( Wilyantari . 2018 )

Drum, et al. (2002) also stated the success of ecotourism management because of the effective collaboration of Ecotourism Zone managers with local government agencies and other institutions. The collaborative steps taken by the Pandawa Beach DTW Business Unit include: collaboration with travel and guides, Bali HPI DPD, Badung Regency Tourism Office, which is aggressively promoting DTW Pandawa Beach abroad.

Collaboration has also been carried out with Bank BNI and Bank Mandiri Bali which provides ATM facilities at Pandawa Beach locations and plans to open Money Change spaces.

Collaboration with tourism stakeholders, namely: Mahasaraswati University, in the field of research and community service for the development of the Pandawa Beach DTW, Udayana University and STIKES Denpasar in the field of Educational Tourism .

## **VI. Conclusions and Recommendations:**

### **A. Conclusion:**

Collaborative community participatory lok al through the business as part of the Pandavas Beach Business Unit BU MDA Kutuh village, Badung in P anagemen Region W isata and Tourist Attractions, become more value ecotourism Pandavas Coastal compared den gan other ecotourism. In addition, an adequate Environmental Utilities and Facilities System and the existence of natural and cultural

conservation efforts make the Pandawa Beach ecotourism area a sustainable ecotourism which is a form of good environmental management, in accordance with those recommended by UNCSO (United Nations Commission for Sustainable Development).

### **Breakfast. Recommendation:**

Based on the results of this study, expect the BUMDA of Pekraman Kutuh Village, Badung as the manager of Pandawa Beach tourism, Bali to improve its management strategy by maintaining and maintaining the tourist attraction of Pandawa Beach, maintaining the Pandawa beach environment to remain clean and sustainable, as well as meeting the expectations of tourists especially availability WIFI 10 Mb from Local Government. Badung, WIFI from Fiber Star and improve the quality of service to tourists visiting the Pandawa Beach object. All of these things will have an impact on satisfaction Travelers who increasingly because of a very satisfying experience when visiting Pandawa Beach attractions, and growing Tourist Loyalty, namely the desire to visit the Pandawa Beach tourist attraction again, recommending to families, friends, neighbors and acquaintances to visit Pandawa Beach, Bali.

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