

**Section: Management and Economics****Beach Development Strategy as Tourism Destination in Tabanan Bali****Ni Luh Putu Suratini<sup>1</sup>, I Ketut Arnawa<sup>2</sup>, I Gusti Ngurah Alit Wiswasta<sup>3</sup>**<sup>1,2,3</sup>MP2WL Postgraduate Program Mahasaraswati University Denpasar**Corresponding Author: Ni Luh Putu Suratini****Received: 2019-01-04; Accepted 2019-01-28,****Abstract**

The purpose of the study is to: (1). Analyzing the attractiveness of Pasut Beach as one of the tourist destinations in Tabanan Regency. (2). Analyze the strategy of developing Pasut Beach as a tourist destination in Tabanan Regency. The research location was determined by purposive sampling Pasut Beach, located in Tibubiu Village, Kerambitan District, Tabanan on the basis of having a very suitable potential to be developed into a tourist destination. The sample of the study was taken by 49 people consisting of elements from the Government, community leaders and tourism actors. This study uses qualitative qualitative analysis method (giving more detailed reviews and interpretations of the data obtained and SWOT analysis. Furthermore, in the SWOT method the External Strategy Factor Matrix (EFAS) model and the Internal Strategy Factor Matrix Model (IFAS) are used, followed by IFE matrix and EFE matrix to determine the weight, rating and score and to determine the strategy and position of the quadrant I - E matrix, Beach Pas po is in the position in quadrant I, with the S-O strategy where the values of strength and opportunity are equally high ( use the power to get opportunities) by improving the quality of human resources, especially in the field of mastering technology, communication and information.

**Keywords:** Beach, Analysis, Strategy**I. Introduction:**

Since the world conference in the field of environment (Globe'90) in Vancouver Canada, stakeholders in the tourism sector have begun to pay attention to the importance of the development of sustainable tourism development. Data from Bali Tourism Statistics published by the Bali Regional Tourism Service for the past 5 years until the end of 2016 also indicate a significant shift in the number and country of origin of tourists visiting Bali.

Gunn (1988) defines tourism as an economic activity that must be viewed from two sides, namely the demand side and supply side. Furthermore, it was stated that the success in developing tourism in an area is very dependent on the ability of the planner to integrate the two sides equally into a tourism development plan. The demand side, for example, must be able to identify potential market segments for the region concerned and the factors that attract the relevant tourist destination

(Sumantra & Yuesti, 2018). For this reason, market research is needed by utilizing advanced multivariate statistical tools, so that for each identified market segment a suitable product and service strategy can be designed.

Almost the same opinion was expressed by Beeho and Prentice (1996) especially for tourism product development (tourism product development). In essence the dynamics on both sides of tourism in question are influenced by external and internal factors in each country or region of origin of tourists and in countries or regions that are the destination of the visit. These symptoms then have a significant impact on the performance of each country or tourist destination that hosts. To avoid the adverse impacts of the dynamics in question, each country or tourist destination area needs to take immediate steps to adjust to the strategic environmental changes faced, both at the national and regional levels, even to the functional level in the field of development planning. relevant tourist destination.

The effort to empower the community especially in relation to the development of tourism is to implement the concept of popular tourism in the community (Sumantra, Yuesti & Sudiana, 2015; Sumantra, Yuesti, Suryatmaja, & Sudiana, 2016). Development policy with community empowerment is basically to solve the problem of unemployment, inequality in income distribution and poverty (Yuesti & Sumantra, 2017; Yuesti, Julianti, Suryandari & Astuti, 2018). One form of popular tourism is rural tourism, which is encouraged by the government in order to diversify income in society (Winter, 1987) and maintain environmental sustainability (Mathieson and Wall, 1990; Suandra, 1991; Schneider, 1993; Food Crop Department of Bali, 1994).

In accordance with Bali Governor Regulation Number 55 of 2007 concerning Bali Province spatial planning and Bali Governor Regulation

Number 41 of 2010 concerning Standardization of Tourism Attraction Management. Tabanan is a world tourist destination that is recognized as having a unique natural and cultural beauty. Gradually, Tabanan Regency will develop tourism in this region in accordance with the tourism potential that is owned by both a source of diversity of tourist objects and attractions so as to increase tourist attraction in Tibubiu Village. One of the potentials of nature is Pasut Beach, which is located in the south of Tibubiu Village. The natural condition of Tibubiu Village which is still beautiful, the neatly arranged terraced rice fields attract the village. In addition to the beauty of rice terraces, natural and cultural resources that have the potential to be very interesting tourist attractions to visit. Pasut Beach Tourism has a calm and peaceful atmosphere so it is perfect for doing meditation or meditation activities, just looking for ideas or calming the mind. This condition is increasingly conducive because right on the west coast there is a temple named Soon Pura and the mouth of the Pasut River. At certain times at the mouth of the river Yeh Ho this is often used as a traditional canoe or boat race venue. Some activities that can be done on this beach are sunbathing, relaxing and swimming. To support the coastal tourism sector, the government of Tabanan Regency officially included this beach in tourist maps in Tabanan. The majority of people around the coast have livelihoods as farmers and fishermen. (Decree of the Regent of Tabanan, No.470 of 1998).

According to Law Number 10 of 2009, Bali is a world tourist destination which is recognized as having unique natural and cultural beauty. Tabanan, which is one of the regencies in Bali, will gradually develop tourism in this region in accordance with the tourism potential that is owned by a good source of diversity of tourist objects and attractions so as to increase tourist attraction in Tibubiu village. One of the potentials of nature is Pasut Beach, which is located in the south of the village of Tibubiu. Pasut Beach tourism object in Tibubiu Village has several facilities and services including the following: vehicle parking area, restaurant, bathroom / bathroom, rest / lodging, transportation and other

supporting facilities. the visit of tourists coming to the tidal beach is very volatile and in general is still relatively low, this is because the potential possessed by tidal beach is not well known and has not been managed professionally and lack of promotion (Profile of Desa Tibubiu, 2017).

Based on the background described, the problem can be formulated as follows:

- 1) What is the attraction of Pasut Beach as one of the tourist destinations in Tabanan Regency?
- 2) What is the strategy for developing Pasut Beach as one of the tourist destinations in Tabanan Regency?

## **ii. Literature Review:**

According to PP. number 50 of 2011: Tourism is all forms of tourism activities supported by various facilities and services provided by the community, businessmen and the Government. The development of tourism in an area depends on the potential and characteristics of the tourism itself so that the elements / components of tourism become factors that influence tourism development. Besides that there are also factors / things that become weaknesses so that it becomes an obstacle in tourism development. Based on the above meanings, it can be concluded that tourism is a temporary trip by tourists to a tourist destination with the aim of having fun, which at the tourist destination has been equipped with various facilities and services to support the needs of tourists.

Beaches are part of coastal areas where coastal areas are transitional areas between terrestrial ecosystems and marine ecosystems that are affected by changes on land and at sea. Development in coastal areas leads to commercial, cultural and entertainment functions, coastal, marine and small island resources have an important role in development (Stepantoro, 2000).

According to (Stepantoro, 2000) Guidelines for Spatial Planning for Reclamation Areas Beaches in

coastal areas there are coastal elements which are the natural potential of the coast that need to be developed and conserved, such as: sand, forests, water flora and fauna, mangroves, cliffs, contours, shade around the beach and panorama. The beach panorama itself is the natural potential of the beach in the form of scenery. Beaches have various forms or typologies.

Beach tourism development factors are things that influence the development of coastal tourism where there are potential things that become drivers in the development of coastal tourism or things that tend to have weaknesses so that it can hinder the development of coastal tourism. The factor of tourism development is also a complete component of coastal tourism, where the more complete components in tourism affect tourists to return to visit (Oktaviani and Suryana, 2006).

## **iii. Research Methods:**

**Time and place:** This research was conducted from 0 to November 2018, taking place in Pasut Beach, Tibubiu Village, Kerambitan District, Tabanan, Bali.

**Population and Samples:** The research population is competent decision makers and community leaders who know and understand the internal external factors for the development of Pasut Beach as a tourist destination. The number of samples taken was 49 (forty nine) respondents.

## **Data Collection Techniques:**

In collecting data used instruments or data collection tools such as:

- 1). Questionnaire: Data collection techniques with questionnaires were carried out by distributing questionnaires
- 2). Structured interviews: Retrieval of data by interviewing informants such as: Public Works Department of Bali Province, Bali Provincial Public Works Service, Tabanan Regency Public Works

Service, Culture and Tourism Service of Tabanan Regency, Kerambitan District Official, Head of Tibubiu Village, Tourism Entrepreneurs (owners of hotels, villas and tourist huts ), community leaders around the research location.

3). FGD (Focus Group Discussion): FGD is a process of collecting systematic data and information on a specific problem that is very specific through group discussions (Irwanto, 2006: 1-2)

4). Literature study, in this case examines theories, literature and related research results.

5). Documentation, obtained from various official documents from the central government in particular, the government of Bali Province, Tabanan Regency, Kerambitan District and Tibubiu Village which are included in the planning area of Pasut beach attractions and attractions.

6). Field observations / surveys are data obtained by looking directly at the field observing the potential on the tidal coast.

#### **Data analysis:**

Data that has been collected will be analyzed using:

1) Qualitative descriptive analysis: provides a review or interpretation of the data and information obtained to describe or analyze a study, so that it becomes more meaningful than merely presenting in numerical form. This analysis is used to determine internal and external factors that can become tourist attractions, which can be used to determine the development of tourist destinations. (Moleong Lexy, 2002)

2) SWOT Analysis: SWOT method stands for Strength and Weakness of the internal environment, and Opportunities and Threats from the external environment. The SWOT analysis method compares the Opportunities and Threats with internal factors Strength and Weakness. based on the understanding of the SWOT Analysis, it was concluded that the SWOT analysis is a strategic planning method used to evaluate the strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) in a project or a business speculation. (Rangkuti, Freddy, 2006).

#### **Iv. Results And Discussion:**

##### **External Matrix (EFAS) and Internal Analysis (IFAS):**

Analysis and diagnosis of the external and internal strategic environment is carried out by giving weighting to indicators of external and internal strategic environmental variables, followed by rating determination and the last calculated total score that determines changes in the external and internal environment providing opportunities or threats to the strategy of developing tidal beaches as tourist destinations . The IE matrix is based on two key dimensions; the total is given the weight and total IFAS value in the weighted IFAS value. The total value of EFAS given by weights of 1.0 to 1.99 is considered low, values of 2.0 to 2.99 on average / medium and 3.0 to 4.0 are high. Likewise, the IFAS value given with a weight of 1.0 to 1.99 indicates a weak internal position, values from 2.0 to 2.99 are considered average / moderate and values 3.0 to 4.0 are strong.

**Tabel Internal Factors Analysis Summary (IFAS) Pengembangan pantai pasut sebagai destinasi wisata di Tabanan Bali.**

No	Statement	number of answers				Total
		SS	S	TS	STS	Respondent
1	<b>Strengths</b> <b>Attractions:</b> Beach conditions are the main attraction, which are clean and natural, safety, surfing, traditional boat races, ATV motorbike lanes	14	19	9	7	49
2	<b>Infrastructure:</b> good road conditions towards tourism objects, the presence of sewers (culverts), available kiosks selling souvenirs, food stalls / restaurants, conditions of hotels / inns, health facilities (Puskesmas)	13	21	8	7	49
3	<b>Accessibility:</b> private vehicles, tourist buses, instructions for evacuation routes (tsunamis), places of worship, telecommunications, prospective market share	15	22	7	5	49
4	<b>Institution:</b> managed by traditional villages, community participation	11	25	7	6	49
5	<b>Hospitality:</b> business services, public acceptance of tourists, tourist security	14	23	6	6	49
1	<b>Weakness</b> <b>Attractions:</b> unavailability of supporting attractions, there are no counters at every attraction, no information on attraction schedules, no guard staff	13	22	8	7	49
2	<b>Infrastructure:</b> the road to the object is not yet hotmixed, there is no ATM, money changer, no refueling, toilets, limited parking, no development plans	11	27	6	5	49
3	<b>Accessibility:</b> no public telephone available, no traffic signs available, no public transportation, no road signs	14	23	6	6	49
4	<b>Institution:</b> there is no firm member management structure, there is no promotion, packaging attractiveness is still lacking, there is no management training, the government's role is not optimal	13	21	8	7	49
5	<b>Hospitality:</b> lack of counseling on tourism, the public does not understand the importance of tourism to improve the economy	11	27	6	5	49
	<b>Total</b>					

Information : SS = strongly agree; S = agree; TS = disagree; STS = strongly disagree

**IFE Matrix:**

Identification in the internal part of Pasut Beach Development as a tourist destination in Tabanan Bali produces an overview or internal factor that is

the strength and weakness of the development of the tidal beach as a tourist destination in Tabanan Bali. Based on the existing factors, the respondents will be weighted and rated. The results of weighting and rating of internal factors will be

formulated in the form of an IFE matrix. The IFE matrix can summarize and evaluate the main strengths and weaknesses of tidal beach development as a tourist destination in Tabanan

Bali. The IFE matrix development formulation of the tidal beach as a destination in the IFE Matrix Table for Tidal Beach Development as a Tourist Destination in Tabanan Bali

**IFE Matrix Table for Tidal Beach Development as a Tourist Destination in Bali Tabanan**

<b>Internal factors</b>	<b>weight</b>	<b>Rating</b>	<b>Total Score</b>
<b>Strengths</b>			
The beach conditions are the main attraction, namely clean and natural, comfort security, surfing, traditional boat races, the presence of motorcycle ATV lanes	0,159	4	0,636
Good road conditions towards tourism objects, the presence of sewers (culverts), available kiosks for selling souvenirs, food stalls / restaurants, conditions of hotels / inns, health facilities (Puskesmas)	0,177	4	0,708
Available private vehicles, tour buses, instructions for evacuation routes (tsunamis), places of worship, telecommunications, prospective market share	0,102	4	0,408
Traditional village management, community participation	0,066	4	0,264
Hospitality of business services, public acceptance of tourists, tourist security	0,164	3	0,492
<b>Weakness</b>			
There is no supporting attraction available, there are no counters at each attraction, there are no information on attraction schedules, there are no guard staff at each attraction location	0,062	1	0,062
The road to the object has not yet been hotmixed, there is no ATM, money canger, no refueling, toilet, limited parking, no development plans	0,098	1	0,098
There is no public telephone available, no traffic signs available, no public transportation, no road signs	0,062	1	0,062
There is no firm member management structure, there is no promotion, packaging attractiveness is still lacking, there is no management training, the role of the government is not optimal	0,077	3	0,231
Lack of counseling on tourism, the public does not understand the importance of tourism to improve the economy	0,033	2	0,066
<b>Total</b>	1,00		<b>3,027</b>

Source: Primary data processed

Hasil penelitian terhadap EFAS pengembangan pantai pasut sebagai destinasi wisata di Tabanan Bali.

**Tabel External Factors Analysis Summary (EFAS) pengembangan pantai pasut sebagai destinasi wisata di Kabupaten Tabanan**

No	Statement	number of answers				Total
		SS	S	TS	STS	Respondent
1	<b>Opportunities</b> <b>Attractions:</b> attractions, traditional, boat races, jogging tracks, improving the economy of the community, increasing groups of traditional arts and crafts	16	22	5	6	49
2	<b>Infrastructure:</b> infrastructure facilities, development of souvenir kiosks, tourism facilities and infrastructure businesses	9	29	6	5	49
3	<b>Accessibility:</b> tourism services businesses, tourist businesses, transportation and telecommunications businesses	9	29	5	6	49
4	<b>Institution:</b> the growth of productive groups supporting tourism, the preservation of nature and culture	15	23	6	5	49
5	<b>Hospitality:</b> as a tourist destination, comfort and safety of tourists will be guaranteed	17	19	8	5	49
1	<b>Threat</b> <b>Attractions:</b> the influences of foreign budaya, the decline in the sense of mutual cooperation in the community, increased operational costs	12	23	8	6	49
2	<b>Infrastructure:</b> the high volume of vehicles coming in and out of tourism objects, the damage to infrastructure is getting faster, the increasing competition in tourism facilities	15	20	7	7	49
3	<b>Accessibility:</b> increased competition for marine tourism in Tabanan and Bali, travel warnings from countries of origin of tourists	14	19	9	7	49
4	<b>Institutional:</b> exploration of environmental, natural and cultural sustainability orientation	13	21	8	7	49
5	<b>Hospitality:</b> security and public order, social instability of the community, and a decline in community tolerance	15	22	7	5	49
	Total					

Information : SS = strongly agree; S = agree; TS = disagree; STS = strongly disagree

**EFE Matrix:**

Identification of external factors in the development of the tidal coast as a tourist destination in Tabanan Regency, resulted in a number of strategic external factors in the form of opportunities and threats faced by the development

of the tidal coast as a tourist destination in Tabanan Regency. After that, each factor is given a weighting and rating by each respondent. EFE matrix formulation development of tidal beach as a tourist destination in Tabanan Regency, can be seen from the following table:

**EFE Matrix Table for the development of the tidal beach as a tourist destination in Tabanan Regency**

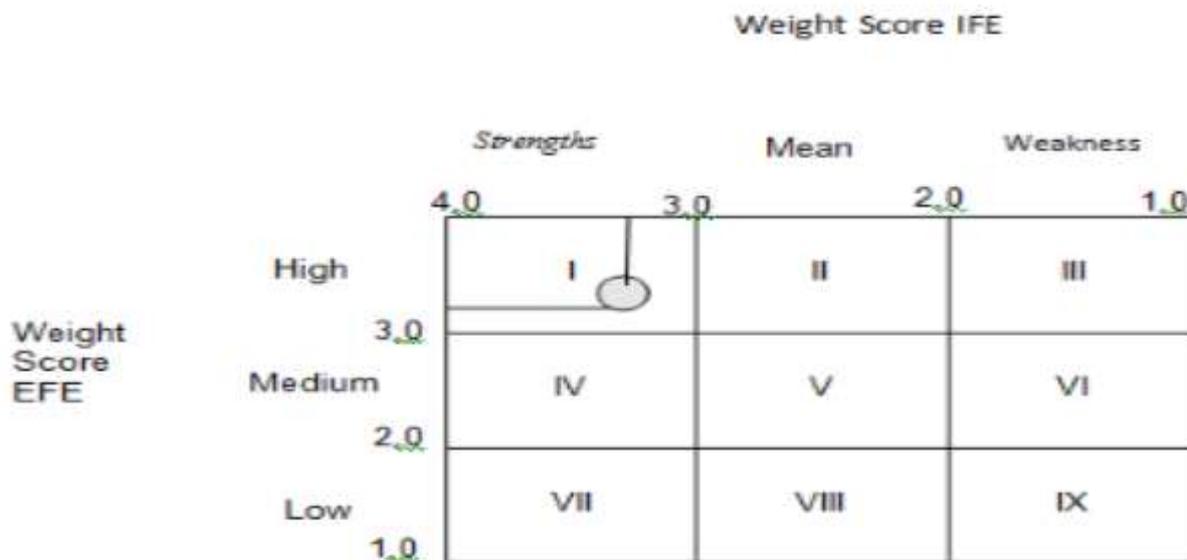
<b>Internal factors</b>	<b>weight</b>	<b>Rating</b>	<b>Total Score</b>
<i>Opportunities</i>			
Increased traditional attractions, boat races, jogging tracks, improving the economy of the community, increasing groups of traditional arts and crafts	0,241	4	0,964
Infrastructure facilities are getting better, developing souvenir kiosks, tourism facilities and infrastructure businesses	0,103	4	0,412
The existence of tourism services businesses, tourism businesses, transportation and telecommunications businesses	0,174	4	0,696
The growth of productive groups supporting tourism, the preservation of natural and cultural preservation	0,104	4	0,416
Hospitality as a tourist destination, comfort and safety of tourists will be guaranteed	0,071	3	0,213
<i>Threat</i>			
The influx of foreign culture, the decline in the sense of mutual cooperation in the community, increased operational costs	0,071	1	0,071
The high volume of vehicles that go in and out of tourism objects, the damage to infrastructure is increasingly rapid, the increasing competition for tourism facilities and the conversion of land	0,070	1	0,070
Increased competition for marine tourism in Tabanan and Bali, a travel warning from the country of origin of tourists	0,072	1	0,072
Exploration of environmental, natural and cultural sustainability orientation	0,048	1	0,048
Security and public order, social instability of the community, and a decrease in community tolerance	0,046	1	0,046
<b>Total</b>	<b>1,00</b>		<b>3,008</b>

Source: Primary data processed

**I-E matrix:**

The IE matrix serves to determine the position of the development of the tidal beach as a tourist destination in Tabanan Regency. By knowing the position of the development of the tidal beach as a tourist destination in Tabanan Regency, it will be easier to take or choose the strategy used in reference to internal strengths and external opportunities. according to the IFE matrix formulation owned by the development of the tidal beach as a tourist destination in Tabanan Regency, the total weighted value is 3.027 which indicates that the tidal coastal area has an average ability to

utilize strengths and minimize weaknesses. Whereas in the EFE matrix, the development of the tidal beach as a tourist destination in Tabanan Regency has a total average value of 3,008 where the development of the tidal coast as a tourist destination in Tabanan Regency has a strong ability to take advantage of existing opportunities and try to suppress or overcome the threats that come. If both weighted values are found, it will be in cell I of the IE matrix, namely the growth column through vertical integration. The following picture shows the position of the development of the tidal beach as a tourist destination in Tabanan Regency on the IE matrix.



### The position of the development of the tidal beach as a tourist destination in Tabanan Regency.

The results of the above strategies are expected to later become an input in the development of Pasut Beach as a tourist destination that is described in the Village Government and District Government activities plan, by also taking into account external and internal environmental factors such as socio-cultural, political, quality human resources and funding in accordance with what is expected by all stakeholders who have an interest and can improve the welfare of the community in Tibubiu Village in particular and the Regional Government in general.

#### **Iv. Conclusion:**

Based on the results of the research that has been obtained, it can be concluded several things as follows:

1. Pasut Beach has been established by the Government of Tabanan Regency on a map of the development of tourist destinations in Tabanan Regency that follows the tourist routes of Tanah Lot Beach, Yeh Gangga Beach, Puri Kerambitan, Kelating Beach, Pasut Beach, and Soka Beach (SK Tabanan Regent, No.470 in 1998). Potential of Pasut Beach which is a tourist attraction and suitable to be developed, namely:

- a. Fine black sand beaches with large waves have the potential for surfing, and at the mouth of the Yeh Ho river, traditionally during religious ceremonies traditional boat races are held.

- b. Along the road to Pasut Beach there is a stretch of rice fields with terraces that are still traditional and can be developed by walking and bicycle attractions (jogging tracks) along the tourist areas that cross the tidal coast.
- c. Around the tidal coast there are facilities to support tourism in the form of villas and tourist huts that can support the development process of the tidal beach as a tourist destination
- d. Tourism objects in the development area are still natural so it is very interesting to be visited by tourists
- e. Community acceptance of the development of the tidal beach as a tourist destination is very enthusiastic and security is very supportive.

2. The strategy for developing the coast of Pasut Beach as a tourist destination in accordance with internal and external environmental conditions and based on the tidal beach analysis of internal environment (IFAS) and external (EFAS) matrix in the position of cell I produced a general strategy (Grand Strategy) of growth and development (concentration via vertical integration), namely: a profitable strategy, this is intended to maintain, control support and current conditions and make small changes to the supporting factors of regional development. The implementation can be applied, namely by integrated efforts from the top level, namely from the Government of Tabanan Regency, Kerambitan District, Tibubiu Village and the

development area community itself and vice versa, to support the development of the tidal coast as a tourist destination by making a strong binding policy regulating regarding planning, implementation, monitoring and supervision of development efforts so that the negative impacts of development efforts can be anticipated, excessive exploration of existing resources can be avoided and sustainability of nature and culture can be preserved.

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