

Green Tourism Model of Family Leisure and Recreation for Chinese Tour Package in Bali

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Abstract—The emergence of so-called “zero-dollar” Chinese tourism is beginning to reshape the market in Bali and local tourist groups, that dodgy operators and business practices are cutting locals out of a share of the profits from shopping, while also risking the safety of Chinese visitors. This tourism model is in stark contrast to the essence of green tourism models such as the preparation of tour packages for Chinese tourists by doing family leisure and recreation activity in one of tourist attractions in Bali like Pinggan village and Toya Bungkah hot spring in Kintamani, Bangli Regency. By applying descriptive qualitative research with SWOT analysis this study aims at finding out the best solution for the dodgy business practice of Chinese market. Data was collected through observation, questionnaires, interviews, and documentation. Respondents were tourists who came with their families taken by the Slovin technique totaling 100 people and using the purposive sampling method. The result of the analysis revealed that the Chinese tourists perceive positively the activity of family leisure and recreation. Based on the SWOT strategy, there are 4 programs as a recommendation for developing leisure activities for Chinese tourists, namely knowledge program of local community life, family adventure tours, health and recreation tours, hiking and trekking.

Keywords—zero-dollar tourism, green tourism, Chinese tourist, family leisure and recreation activity

I. INTRODUCTION

Tourism is one of the development sectors developed by the Indonesian government. This is because tourism has a very important role, Tourism is one of the government's mainstay sectors to obtain foreign exchange from non-oil and gas income [1-10]. Tourism donations for national development, in addition to contributing foreign exchange to the state, encourage the preservation and development of national culture, broaden the horizons of the archipelago, encourage regional development, encourage environmental preservation, broaden the horizons of the archipelago and foster a sense of love for the homeland [11-20].

The advantages of Bali's tourism potential can be seen from two sides, namely: first, as a tourist destination because there are several tourist attractions in Bali because of its exotic nature and unique culture. Second, as a gateway to national and even international tourism because of its popularity as the world famous tourist destination and it has

been nominated as the world's best tourist destination [21-30] Tourism also has a role strategic in national development, namely expanding business fields, expanding employment, increasing public and government incomes.

The development of the tourism sector in Indonesia, especially Bali is to receive visits of foreign tourists from several tourist generating countries both from countries in Asia Pacific, America, Africa and Europe. Chinese tourists have been recorded as the largest group of foreign tourists to visit Indonesia in 2017. From January to November of last year, 1.97 million flocked to the country. “The number grew 42.22 percent from the previous year. There is even a surplus of 98,405 from the targeted number,” said the Tourism Ministry's division 1 deputy of marketing development I Gde Pitana [31]. He added that 2,055,351 tourists from China visited Indonesia in 2017, followed by Australia and Indian with 1,188,499 and 485,314 travelers, respectively. Most Chinese tourists are fond of beaches and they celebrated the Chinese New Year a week ago by also having family dinners and going shopping [31].

The peak season for Chinese tourist visiting Bali is during Chinese New Year, known locally as Imlek. Based on the information collected in some travel agent handling Chinese market, it was said that more than 15,000 Chinese tourists are predicted to vacation in Bali during the Imlek in February this year. According to Bambang [31], three local travel agencies have received reservations for tourism packages from Chinese tourists following a business gathering event with travel agencies and media in Beijing. Gajah Wisata Bali Travel Agent had received bookings for at least 21,000 people. Meanwhile ProBali Pandu Wisata and Jetwing have recorded reservations for 5,000 and 4,000 people, respectively, for Imlek, which fell on February, 16 this year. The Chinese Consulate General in Bali will reportedly also invite 1,500 Chinese citizens to travel to Bali on February 15, 2019.

Some effort has been taken by the Indonesian Government under the Ministry of Tourism in order to tap into the Chinese market. For example, the ministry has conducted various promotions, including advertisements on local TV stations, advertorial banners on local digital media, familiarization trips inviting up to 30 local media publishers and gathering events involving hundreds of travel

agencies and media companies in Vian, Beijing and Guangzhou. China is currently the biggest contributor to tourism in Indonesia. Last year, the largest number of foreign visitors to the archipelago came from the country, with more than 1.43 million arriving between January and August. In one year, around 130 million Chinese citizens reportedly traveled outside the country.

However, the high number of visits by Chinese tourists is spiced up by bad news. The reason is, there is a suspicion that Bali has been sold cheaply in China. This was even expressed directly by a number of tourism leaders who had been dealing specifically with Chinese tourists. Cheap selling practices have been going on since the last 2-3 years. Allegedly there is a mafia game which is certainly very detrimental to Bali. Data for the past year, Bali is only "sold" around Rp 2 million. The sloping price includes plane tickets, meals and hotel stays for 5 days and 4 nights [16]. The practice of a low-cost trip or zero tour fee has been questioned as why the low price could come up. Plus, only one day Chinese tourists were invited to visit tourist attractions while in Bali. Even then it was chosen cheap, like Uluwatu. The rest, they were invited to enter the art shop owned by Chinese businessmen as well. These shops are called subsidizing Chinese tourists so they get cheap prices to come to Bali.

The model of zero-tourism is in contrast of green tourism model which emphasizes on the quality service assurance to provide guest satisfaction and beneficial to the host. One of the examples of the green tourism model is family leisure and recreation in Pinggan and Toya Bungkah, Kintamani. Pinggan and Toya Bungkah attractions are favorite objects to spend leisure time for various segments including tourist segments or visitors who come with family. Pinggan with the Balingkang temple as an acculturation of Balinese Hindu and Chinese Buda can be said as the main gate when tourists and visitors want to travel and recreation in the Kintamani area which is famous for the crater view of Mount and Lake Batur. Generally tourists after enjoying the cultural experience in Pinggan village will continue their journey to Toya Bungkah, an object of natural hot spring baths originating from Mount Batur against a panorama of Mount and Lake Batur. For visitors and tourists who come with family, there are also other activities such as fishing or just walking around the natural hot spring objects.

II. RESEARCH METHOD

This type of research is a research with a qualitative approach that is carried out with data collection techniques through direct observation, in-depth interviews, and questionnaires. Presentation of the results of data analysis can be done, both formally (in table form) and informally (in narrative form). Research informants were in the form of local community leaders and object managers and tourism actors in Pinggan village and Toya Bungkah, along with the village officials. Samples were taken by purposive sampling technique in the form of tourists who came with family, while the amount used a formula developed by Slovin 1990 in Hammond and Wellington [32].

III. FINDINGS AND DISCUSSION

A. General Description of Pinggan Village in Kintamani Tourism Area

Kintamani Tourism Area, which is a sub-district in the Level II District of Bangli, Bali Province, Indonesia. Geographically, Kintamani District is located in the Northeast of Denpasar City with a distance of approximately 67 km or the North Bangli city with a distance of approximately 27 km, and is located in the hills and mountains of Bali. The Kintamani area is one of the Special Tourist Attraction Areas which has been stipulated in the Regional Regulation of Bali Province Number 16 of 2009 concerning the Regional Spatial Plan (RTRW) of Bali Province along with several other areas located on Bali Island (Office of Tourism and Culture Bangli Regency, 2014). As one of the the Special Tourist Attraction Areas in Indonesia, the Kintamani area is restricted in its development because it is more directed towards cultural preservation. Penelokan for Balinese people is not the name of an unfamiliar location, as well as tourists both domestic and foreign tourists who have visited Penelokan attractions.

Pinggan Village is a village that is inherited from the Bali Aga period Kintamani Subdistrict, Bangli Regency. This village basically adheres to it the pattern of the village spatial layout is like a description of the spatial layout of the mountain villages of the Bali period Ancient, that is to have a village main road segment that runs in the middle of the village. Dish seems to be classified as a village that adheres to a village pattern that is in accordance with the character of the land location. As a Bali Aga located in the hilly area of Kintamani, this village also contains a long historical record that is closely related to the arrival of the merchants China finally settled in this region. Inside this beautiful panoramic village area there is a building complex an ancient temple called Pura Dalem Balingkang, a place of breeding for the descendants of the Empress China in the past, Kang Cing Wie. The direction of village orientation is not absolute in the direction east-west axis (kangin-kauh) and north-south (kaja-kelod), as orientation villages in plain Bali in general. This also provides initial evidence that the village this cold climate contains specific village pattern concepts. On the other hand, in some the village section also has several zones sacred to local residents. This too provide evidence of the existence of a particular concept or notion of spatial background in the local belief system which might be based on acculturation of Balinese-Chinese culture which was brought by the ancestors of the villagers hundreds of years ago.

B. Leisure and Recreation Activities for Family / Family Recreation in Penelokan Tourist Attractions and Toya Bungkah

From the results of interviews with object managers and distributing questionnaires to managers of accommodation and restaurant facilities, as well as managers of natural hot spring bathing objects, Toya Bungkah, it can be noted that the activities of family tourists who come to Penelokan and Toya Bungkah attractions are outdoor recreation or outdoor recreation. Relaxing Leisure Activities or relaxing activities with family can be seen in Table I.

TABLE I. RELAXING LEISURE ACTIVITIES IN PINGGAN AND TOYA BUNGKAH VILLAGES

No	Activities	Highlights
1	Enjoying Pinggan scenery	See the sunrise scenery with the background of Mt Batur and Balingkang temple with the history of acculturation of Balinese-Chinese culture
2	Enjoying culinary	Have a meal at the local restaurants
3	Shopping souvenir	See collections of the local artists
4	Visiting the geo park museum	See collections of Mt Batur geo park
5	Swimming in the hot spring pool	Soak heal therapy at the hot spring fountain and pool
6	Cycling	Do mountain cycling around the village
7	Fishing and playing kites	Go fishing and playing kites around the lake

Source: Processed Data 2019

Pinggan village is one of settlements located in Kintamani Subdistrict, Bangli Regency, as a natural tourist destination in Bali that is worth to visit. Being in the highlands makes Pinggan village has cool air. The average air temperature in the suburb village is around 16-18 degrees Celsius. In addition, the natural landscape is also amazing because it is surrounded by green hills. From this village one will see Mount Batur from a distance. Pinggan village is the best spot in Kintamani to watch the sunrise. A traveler who wants to watch the sunrise in the suburb village, can come at around 05:30 a.m. This is because the sunrise will begin to be seen in the suburban village starting at 6:00 a.m. Aside from sunrise, the amazing phenomenon that can be seen in the suburban village is fog. Because it is at an altitude, it makes Pinggan village look like it is on a cloud. The charm of the mist on Pinggan hill takes place at 4:00 a.m. to 6:00 p.m. Because of this sunrise and fog, Pinggan village is visited by many tourists and even photographers who want to capture the beauty. If tourists want to see sunrise and fog at the same time, they should not come during the rainy season. The best month to enjoy sunrise and fog in Pinggan village is around September-November. A view of the valley of Mount Batur can be seen in this village.

Having enjoyed the sunrise with panoramic view, the trip is continued to visit Pura or temple Dalem Balingkang. In the context of the name namely Pura Dalem Balingkang, Dalem comes from the name keraton or royal palace namely Kuta Dalem, while Balingkang comes from the Balinese word in which Ing Kang is associated with the marriage of king Jaya Pangus with the Chinese Princess Kang Cing Wie, combined to Bali-Ing-Kang now Balingkang. Raja Jaya Pangus Harkajalancana ruled in 1181-1269 AD (Saka 1103-1191). And it was one of the kingdoms which was difficult to subdue by King Sri Kresna Kepakisan which was placed by Gajah Mada from Majapahit, so Hindu influences from outside Bali or Majapahit were also difficult to enter to influence the local community. For this reason, residents around Pura Dalem Balingkang claim to be indigenous Balinese Aga or Bali Mula people.

This temple stands majestically on an area of 15 hectares, located on the west side of the settlement of Pekraman or customary community of Pinggan village. From the origin or history of the founding of the Dalem Balingkang temple,

several versions developed in the community, one of which is based on the Purana Pura Dalem Balingkang. Based on the Purana it is stated that in the 2009 Purana, it was mentioned, about the story of Sri Aji Jayapangus, which is located on Mount Panarajon or Panarajon kingdom. In his reign the King was accompanied by the Empress, Sri Parameswari Induja Ketana, a wise consort, of Balinese descent in Lake Batur. During his reign the King had a senopati named Mpu Nirjamna, had two advisers with the title Mpu Lim and Mpu Siwa Gandhu. Mpu Lim has a beautiful lady named Kang Cing We, the daughter of a Chinese Substitute who employs Jangir from Bali. This Princess was beautiful, thus arousing the king's desire to marry Kang Cing We. Knowing the wish of the King, the king's advisor, Mpu Siwa Gandhu, advising the king that the marriage was inappropriate because of the different Hindu beliefs with Buddhism, the advice was ignored and the king was angry so Mpu Siwa Gandu was dismissed as a royal adviser. Finally the wedding ceremony was held witnessed by Hindu and Buddhist clergy. I Subandar gave two pieces of kepeng money or Chinese coin to prepare his daughter to serve the king and so that later the king would grant the two pieces of kepeng money to the people to complete the ceremony facilities in the future.

Feeling the advice of Mpu Siwa Gandhu not to be heeded, then the Mpu was angry, then he did tapa semadi or meditation solemnly begging for a tornado to occur along with heavy rain for one month and seven days, because the specialness of the request was granted by the Gods, so hurricane was accompanied continuous heavy rain, so the king accompanied by the rest of his servants took refuge in the middle of the jungle of Jong Les village, starting with his yadnya or sacrifice ceremony and then penetrating the forest and succeeded in building a palace and holy place called Kuta Dalem, the royal sacred building called Balingkang. Here he succeeded in concentrating his mind and being able to rule and returning to his people. He was accompanied by two empresses who always side by side to his throne, on the right side of the empress with the title Sri Prameswari Induja Ketana and the left with the title Sri Mahadewi Sasangkaja Cihna or Kang Cing We.

Enjoying Culinary in Restaurants around Kintamani as tourist attractions have been equipped with restaurant accommodation facilities, so that visitors and tourists who come with their families easily find restaurants that provide a variety of culinary variants both national, continental and cuisine West, and of course the famous traditional culinary from Bangli itself, which is processed by Munjair fish. Photographs of the Penelokan Area in Kintamani with natural views of the lake and Mount Batur are photographed locations that have long been the object of choice for tourists and other needs such as business, marriage, and others. And for family recreational activities, taking pictures with family is certainly a very enjoyable activity so that it can be used as a memory for the family. When enjoying togetherness with family in hot water Toya Bungkah is certainly very good if immortalized and becomes a motivation to return to travel with family. After enjoy the meals, shopping souvenirs of local souvenirs in the Penelokan and Toya Bungkah areas are sold by many local traders and many souvenir shops built in these two objects.

Visiting the Geopark Museum Museum has now become a cultural tourism object and education for visitors and tourists who come to Kintamani, and in addition to enjoying the scenery with the family in the Penelokan area, tourists or visitors can also visit the museum with family. This geo park to add insight to the family. In Toya Bungkah village, tourists can swim and enjoy hot water. Swimming enjoying hot water with family is the main activity that becomes the goal and motivation to visit the hot water bath Toya Bungkah. Swimming and soaking in hot water have many benefits that are beneficial in terms of health and energy recovery and are good for restoring freshness of mind. Enjoying all the useful activities with your family will certainly be very beneficial for family ties. Some accommodation and restaurant entrepreneurs and also managers of hot springs Toya Bungkah provide bicycle rentals for family tourists who want to go around the village. In addition, there are also visitors with family who come with their own bicycles to get around the exotic nature of Kintamani. After taking a walk and soaking in hot water is also a choice of recreational activities with the family that can refresh the mind and relaxation. Playing kites where the play area is quite wide around the tourist attractions of the hot water bath Toya Bungkah and the intensity of the wind is enough fast if the air is bright, of course it is very pleasant if tourists can with family members playing kites, besides being good for physical endurance also training cooperation.

C. Characteristics of "Chinese Family" Travelers in Searching Attractions and Toya Bungkah

The following are the results of tabulating the characteristics of Chinese tourists from various cities who come to Penelokan and Toya Bungkah attractions with their families.

TABLE II. CHARACTERISTICS OF CHINESE TOURIST BY CITIES

No	Cities	Quantity
1	GuangZhou	10
2	HangZhou	4
3	Shanghai	15
4	Guilin	3
5	Beijing	61
7	LiJiang	2
8	Chengdu	5
Total		100

Source: Processed Data 2019

From the results of tabulation of Chinese tourist characteristics based on some cities in Table II, the tourists with family from Beijing has the highest number, which is about 61, because mostly the tourists already know these two objects very well. While tourists from LiJian who come with family are around 2.

In Table III, it is explained that tourists who come with their families and happen to stay overnight, choose Kintamani itself as a place to stay, and the rest are other locations outside Bangli Regency.

TABLE III. LOCATION OF STAY AND TRAVEL ORGANIZER

Characteristics	Frequency	Percentage	
Places to stay with family	Kintamani	80	80%
	Bangli	0	0%
	Other places	20	20%
	Total	100	100.00%
Arrangements	Own	35	35%
	Travel Agent	65	65%
	Total	100	100.00%

Source: Processed Data 2019

Visit Motivation:

- a. Vacation and Travel
- b. Leisure and Recreation / Recreation
- c. Hot Water Therapy
- d. Pray
- e. Museum Tourism
- f. Temple
- g. Weekend
- h. Lunch
- i. Buy souvenirs
- j. Fishing
- k. Take a hot bath

Which is considered to be the main attraction for tourists:

- a. Natural Landscape and Physical Environment
- b. Weather
- c. Natural Hot Water
- d. Mountain and Lake Batur
- e. Geopark Museum in Penelokan
- f. Daily life of the community
- g. Accommodation and Restaurants
- h. Local Community
- i. Food and Drink
- j. Local Souvenir

IV. CONCLUSION

The family tourist segment is one of the tourist segments which can be said to provide a significant contribution to the existence of two tourist attractions in Kintamani District, namely Pinggan village and Hot Springs Toya Bungkah. Tourists who come with their families generally are those who come with the aim of recreation during the holidays and choose activities in nature as well as to increase knowledge about the lives of local people in Pinggan Village and Toya Bungkah where these two objects are located. Improving service and security and comfort facilities for family tourists is a matter that needs to get the attention of object managers and village officials and of course product diversification.

Tourists who came generally did not stay overnight, but despite the increasing variety of leisure and recreation activities for families in accommodation and restaurant facilities, it was also very important to attract tourists to come back and decide to stay longer. Object managers further improve services to tourists who come with their families, especially those who come with children. More providing activity options so that tourists will come back again and further enhance cooperation with tour travel

bureaus both online and offline. Bali's domestic and local tourists also pay more attention because they generally use recreation with their families due to the short distance.

It is suggested that the tourism potential in Pinggan village and Toya Bungkah hot spring can be family leisure and recreation for Chinese tour package in Bali as a solution for zero tourism practice. The model of family leisure and recreation for Chinese tour package is regarded as the implementation of green tourism, since the tourism practice as an industry is beneficial for the local community. Additionally, the Chinese tourists can get the right information about Bali and they experience the beauty of nature and unique in culture as the basis of sustainable tourism development in Bali. The tour package will become a valuable advantage among Chinese tourists and can make them visit Bali for the second time and also pass the experience to other people, friends, relatives, family for word of mouth promotion. Finally, this green tourism tour package can create good image for Bali tourism which was happened negatively construct due to the dodgy practice of zero tourism.

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