

Strategy for Making Motor Touring Package in Timpag Village, Kerambitan, Tabanan

Budi Susanto
 Tourism Department
 Politeknik Negeri Bali
 Denpasar, Indonesia
 susanto@pnb.ac.id

Cokorda Istri Sri Widhari
 Tourism Department
 Politeknik Negeri Bali
 Denpasar, Indonesia
 widhari@pnb.ac.id

Abstract—The purpose of this study was to find a strategy to develop a touring motorbike tour package in the village of Timpag, Kerambitan sub-district, Tabanan district, considering that Timpag village has many attractions that can be offered to tourists in the form of natural objects and cultural objects. This research was conducted using qualitative descriptive methods. Data includes primary data and secondary data. Primary data is obtained by survey or direct observation of research locations and with structured interviews with the stage holders. Secondary data was obtained from library sources including printed and online scientific journals. Data is analyzed using SWOT analysis. Development strategies that can be carried out include: expanding cooperation with motorbike travel agents and motorists, creating varied tourism products, maintaining product and service quality, optimizing online bookings, increasing promotional activities, offering competitive tour package price.

Keywords—touring motor bike, alternative tourism, village Timpag, Tabanan

I. INTRODUCTION

Tourism is a human activity that is carried out consciously that gets service alternately between people in a country itself (abroad) including the occupation of other regions (certain regions, a country or continent) for a while in seeking satisfaction diverse and different from what he experienced where he lived [1].

Later it begins to be realized that mass tourism often ignores the preservation of the environment both socially and naturally. Increasing touring activities of motorized communities on holidays open opportunities for villages that have interesting tourist attractions to capture this segment of motorbike riders.

Timpag village has several tourism object which can attract tourists to come such as camping ground, damp, water tubing, trekking, holy spring and owl farming for hunting mice in rice field and these objects can be attractions for motorbike riders to come and enjoy.

Relating to the potentials of Timpag village, the problem of this research can be stated as what strategy can be guided to make motorbike touring packages in the village of Timpag, Kerambitan sub-district, Tabanan district.

II. LITERATURE REVIEW

A. Concept of Literature

Tourism as a journey from one place to another, is temporary, carried out individually or in groups, as an effort to find balance or harmony or happiness with the environment in the social, cultural, natural and scientific dimensions. Furthermore, Ismayanti [2] suggested that tourism is a temporary movement of people from one place to another.

B. Tourism Defenition

According to Tourism Law No. 10 of 2009 [3], a tourism destination area here in after referred to as a tourism destination is a geographical area that is in one or more administrative regions in which there is an attraction tourism, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. According to [4] the requirements for tourist destinations are Cultural Objects and Attractions; Tourism Facilities and Infrastructure; and Accessibility.

C. Tourism Development Strategy

The equations are an exception to the prescribed specifications of this template. According to Sugiyono [5], the strategy in principle is related to the problem: implementation policy, determining the objectives to be achieved, and determining ways or methods of using infrastructure. Strategy always relates to 3 things, namely goals, means, and methods.

D. Motor Touring

In the community or motorbike club, Motor Touring (touring) is a form of club activity that travels by riding a motorcycle to a particular destination to channel the hobby of motorbike driving of its members and enjoy the togetherness and unity of members and strengthen brotherhood among members [6].

III. RESEARCH OBJECTIVES AND BENEFITS

A. Research Objectives

The purpose of this study was to formulate a strategy for making Touring Motor tour packages in the village of Timpag, Kerambitan sub-district, Tabanan.

B. Benefits of Research

This research is expected to be useful for the community or motorbike club by providing useful descriptions and information for the choice of tourism activities. In addition, for tourist attraction managers, this research is expected to be used as a guide in making more accurate decisions, policies and strategies in developing tourist attractions. offered to tourists.

C. Research Method

a) *Place and Period of Reseach:* This research was conducted in th village of Timpag, located in Kerambitan sub-district, Tabanan district, Bali province from the month of Apri until June 2019.

b) *Type and Data Collection Method:* Primier and secondary data used in this research and the data collected by interview, focus of discussion and literature study.

c) *Identification of Variables:* Variables are an attribute or the nature or value of people, objects, organizations, or activities that have certain variations set by researchers to learn and draw lessons [5]. In this study using two variables, namely: bound variables (Dependent Variable)and Independent variables.

d) *Operational Definition:* The research variable according to Sugiyono [5] is that everything in the form of what is put forward by the researcher to be studied so that information is obtained about it, then conclusions are drawn. So operationally what is meant by the variables of the problems to be discussed from this study area. a). Strengths (S), b).Weaknesses (W), c). Opportunities (O) and d).Threat

e) *SWOT Analysis:* SWOT analysis is the identification of various factors systematically to formulate a company strategy. According to [7] SWOT stands for internal strengths and Weaknesses as well as the external opportunities and Threats faced in the business world. Analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats. According to [8] SWOT analysis (Strengths, Weakness, Opportunity, Threats) is a way to observe the external and internal marketing environment. Based on these two expert opinions, it can be concluded that SWOT analysis is an approach of strengths, weaknesses, weaknesses and opportunities to compare internal factors and weaknesses with external factors (opportunity and threats) to make decisions in determining a policy.

f) *Descriptive Qualitative Analysis:* The analysis technique that is used next is descriptive qualitative data analysis. Descriptive qualitative data analysis technique is a research method based on post positivism philosophy which is usually used to examine natural objective conditions in which researchers act as key instruments [5]. In this study, researchers will collect interview data and data obtained from such as land area, number of members, annual income, seed, feed, operational and selling prices.

IV. RESULT AND DISCUSSION

A. General Description of The Timpag Village

Timpag Village is within the scope of Kerambitan District, Tabanan Regency. The distance to the capital of the Regency is around 30 minutes or about 10 kilometers. The village of Timpag has an area of about 465 hectares, with boundaries, in the north which is bordered by the Village of Jegu, in the east it borders the Village of Kesiut, in the south it borders the Village Meliling, and in the West it borders Desa Gadungan.

B. Tourist Attractions in Timpag Village

Tourist attractions includeing: Tubing, trekking, cycling, seeing owl houses, bathing, camping, dams view.

C. Tourism Facilities

Tourist facilities in the village of Timpag include accommodation (homestay), places to eat and drink (restaurants and warungs) and walking facilities.

D. Accessibility

Accessibility to get to Timpag Village is very good and easy to reach. Located not far from the main road, Denpasar-Gilimanuk section.

E. Strategies for Making Touring Motor Tour Packages in Timpag Village

To develop a strategy for making tour packages for Touring Motor in Timpag village, we need to consider strengths, weaknesses, opportunities, and threats. Internal factors (strengths and weaknesses) and external factors (opportunities and threats) in making Touring Motor tour packages in Timpag Village are presented in the following table.

TABLE I. STRENGH, WEAKNESS, OPPORTUNITY AND THREAT

| Strengths | Weaknesses | Opportunities | Threats |
|---|--|--|---|
| The uniqueness and diversity of tourist | Potential has not been utilized optimally. | Development of new attractions. | The development of other tourist objects as competitors. |
| Good road conditions | Promotion has not been effective. | Opening of jobs. | Incompatibility of visitor behavior with prevailing customs |
| Friendly and open minded society | Data and information regarding potential is not sufficient | Potential income and profits | |
| Adequate tourism products | | The high desire to travel and recreation. | |
| | | Increasing the number of motorbike clubs that make touring | |

Based on internal factors (strengths and weaknesses) and external factors (opportunities and threats), in the following

table the analysis framework will be presented to develop strategies that can be developed. From the results of the SWOT analysis it produces 4 (four) possible alternative strategies, namely:

F. Tourist Attractions in Timpag Village

1) *Strengths and Opportunities strategies*: namely strategies that optimize strength (strengths) to take advantage of opportunities, i.e. offering motor touring packages as a superior product and worth selling, the variety of tourist attractions in the village of Timpag can be used as a variety of selected tour packages and maximum use of tourism objects and increasing domestic markets, especially the motorbike community.

2) *WO (Weaknesses and Opportunities) strategies*: namely strategies that minimize weaknesses (weaknesses) to take advantage of opportunities, i.e. develop market-oriented attractions, offer investment for tourism activities, optimizing promotion and marketing, make interesting tour packages.

3) *ST (Strategies and Threats)*: namely strategies that use strength to overcome threats, i.e. set prices for competitive/competitive tour packages, increase innovation in product packaging and understanding of tourists towards local customs.

4) *WT (Weaknesses and Threats) strategies*: namely strategies that minimize weaknesses and avoid threats, i.e. collaborating with related parties to build a safe and sustainable tourist attraction and providing guidance to entrepreneurs and the community.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

From the research conducted it can be concluded that the strategy of making Touring Motor tour packages in Timpag Village is as follows:

- 1) Offering Motor Touring tour packages as superior products and worth selling.
- 2) The variety of of tourist attractions in the village of Timpag can be used as a variety of selected tour packages.
- 3) Maximum use of tourism objects and increasing domestic markets, especially the motorbike community.
- 4) Developing market-oriented tourism objects.
- 5) Offering investment in tourism activities.
- 6) Optimizing promotion and marketing.
- 7) Make an attractive tour package.
- 8) Establish prices of competitive/competitive tour packages.
- 9) Increasing innovation in product packaging.
- 10) Understanding of tourists towards local customs.
- 11) Collaborating with related parties to build a safe and sustainable tourist attraction.
- 12) Providing guidance to to entrepreneurs and the community.

B. Recommendation

- 1) High commitment to develop existing tourist attractions in Timpag Village and accompanied by efforts to improve the quality of human resources.
- 2) Increasing cooperation in promotion and marketing.
- 3) Financial support to supplement and improve tourism facilities.
- 4) Support from stakeholders is also very necessary, for this reason coordination issues must be well established.

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