

# Marketing Strategy of Marine Tourism in The Village of Serangan Denpasar

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**Abstract**—The development of Marine tourism is based on the Community Based Tourism (CBT) concept and the local wisdom of Tri Hita Karana could provide maximum benefits to ecology, socio-cultural continuity and economic improvement. Marine tourism utilizes coastal areas with all its potential biological resources, non- biological resources, artificial resources, and natural environment. This study aims to examine the strategy of marketing the Marine tourism in Serangan Village with 7P (product, price, promotion, place, people, physical evidence, and process). The data used are primary data which is collected through observation, interviews, questionnaires, with a purposive sampling method that involves stakeholders in Serangan Village. Data obtained were analyzed with qualitative descriptive method. The results of the study showed from internal factors there are sixteen strengths and six weaknesses, and from external factors there are eleven opportunities and six threats. The recommended strategy is by optimizing the potencies and infrastructure, producing more creative and diverse tour package, improving the quality of product and service, managing the security, cooperating with stakeholders in all aspects, creating unique souvenirs of Serangan Village, introducing the importance of seven charm and the website of Marine tourism in Serangan Village.

**Keywords**—component, Marine tourism, coastal area, marketing strategy

## I. INTRODUCTION

Geographically, the location of Serangan Village is very strategic, which is close to the airport and close to some tourism areas such as Kuta, Sanur, Denpasar City and Tanjung Bena. Its area is 112 Ha, surrounded by sea and 60% is coastal area. It is stated In Law No. 1 of 2014 [1] that small Island is an island with an area equal to or smaller than 2,000 km<sup>2</sup> (two thousand kilo meters square) with its ecosystem. The reclamation of Serangan Island caused its area four times bigger to 476 Ha and made the village connects with Bali Island. As a coastal area Serangan has the potential of coastal natural resources, artificial resources, and culture. Natural resources include beaches with white sand, calm sea water, mangrove forests, fish, coral reefs and other Marine biota. A number of potentials include: a) White sand beaches that are very potential to be developed into Marine tourism attractions in the form of tourism businesses in the form of leasing long chairs, beach umbrellas and traditional massage, b) seaweed, c) clear blue sea which adorns the coast of Serangan Island, d) coral garden, e) mangrove forest [2].

The development of tourism is focused on its potential of Marine attraction that has uniqueness, beauty, and value in the form of natural diversity, and man-made products which become the target or destination of tourist visits. The development of Marine tourism is carried out in the context of improving the economy and advancing the quality of life, independence, and welfare of the community. This can be achieved when combining the utilization of all existing potentials, based on local values, involving local communities, maintaining environmental sustainability, customs and culture. Tourism management with a sustainable concept can encourage economic, social and environmental benefits for the country, surrounding area, investment in the tourism industry and society. Furthermore [3] stated that tourism development requires a lot of effort, contributions from all stakeholders with various approaches and improvements to become success.

Sustainable tourism consists of three pillars, namely the social, economic and environmental pillars. The three are interdependent with one another, but the focus is on the economic pillar. Coastal areas have been considered as valued recreational locations for hundred of years. [4] identified some benefits of growth of coastal and Marine tourism, which usually involves large groups of tourists that are looking for 'sea, sun and sand' (3S) destinations. Tourism in coastal areas have developed in accordance with alternative tourism which consist of three pillars, namely the social, economic and environmental pillars. The three are interdependent with one another, but the focus is on the economic pillar. Economic development must be able to bring positive impacts on the environment and people's lives. [5] said that large or small scale tourism can become beautiful and economically successful if it has intrinsic superiority. Appropriate management of resources is a need of economic, social and which will maintain cultural integrity, biodiversity and ecological processes [6]. WTO [7] provides a more balanced definition between local residents and tourists and wise use of natural resources, and can meet the needs of business-oriented producers with nature and conservation. This is reinforced by Butcher [8] in Ernawati (2018) arguing that CBT can use the surrounding natural environment as an appeal. This global approach is widely used as a foundation for the development of tourism throughout the world; However, Weaver [9], Buckley [10], and Utting [11] argue that stakeholders face major challenges in applying this model.

Although coastal tourism has traditional characteristic but it has fastest growth among modern tourism activities [12-13]. Empowerment of the sea and coastal areas provides

opportunities for economic, social, cultural and environmental development could be carried out in synergy with tourism development. Dimas Tegar [14] stated that maritime tourism has a great chance of developing maritime economy through increasing the role of the tourism industry, maintaining the environment and increasing the utilization of coastal areas for the community with the concept of The Blue Economy. Wang Fang and Zhu [15] with the concept of "green thinking"; which emphasizes the development of creative Marine tourism products through the use of low carbon coastal tourism.

The problems of this study are what are the strengths, weaknesses, opportunities and threats of Serangan Village? And what is the marketing strategy for Marine tourism in Serangan Village?

**II. RESEARCH METHODOLOGY**

Data was collected through observation, interviews, questionnaires, with purposive sampling method [16] which involve stakeholders in Serangan Village. Data collected directly from the source through interviews, questionnaires, observations and FGD (Focus Group Discussion), and were analyzed by qualitative descriptive method. Ancillaries.

**III. RESULTS AND DISCUSSION**

The results of the SWOT analysis which is grouped into internal and external factors as shown in table 1 and table 2. The analyzed internal factors in the marketing strategy are described below:

- Aspects of marine products consist of four: seafood culinary (strength), Availability of marine attractions, (strength), Beauty of the sea and coast, (strength), Availability of natural conservation as educational tourism (strength)
- Price aspect: Price of competing marine tourism packages (strength)
- There are four aspects of place obtained: Adequate transportation and roads, (strength), Good means of communication (signals), (strength), Having good and easily accessible road access (strength), Guaranteed tourist location security (power).
- Promotion aspects which include: Promotion of the use of online advertising, brochures and print media. (weakness), Travel agent provides marine tourism information clearly (weakness), Being one of the marine tourism icons in Denpasar (weakness), Availability of information about marine tourism products (weakness), Having a tourist catalog that focuses on marine tourism (weakness).
- Aspects of people consist of: Instructors of marine tourism who are competent in their field (strength), Quality of Human Resources (HR) supporting marine tourism, (weakness), Awareness of cleanliness of the marine environment (weakness).
- Process aspect: Strategic location (accessibility) (strength).

- Physical Evidence Aspects: Facilities of marine tourism (Amenities) (strength), Availability of Infrastructure (Ancillaries) (strength), Adequate maritime tourist spot area (weakness), Beach cleanliness and environment (weakness), No typical souvenir of Serangan Village (weakness).

TABLE I. IFAS

No	Internal factors	Total	Rating	Weight	Score
1	Seafood culinary	136	4.53	0.05	0.24
2	Transportation and road infrastructure	132	4.40	0.05	0.23
3	Security at tourist sites	130	4.33	0.05	0.22
4	Communication facilities	128	4.27	0.05	0.22
5	Marine attractions	126	4.20	0.05	0.21
6	Underwater bio diversity	126	4.20	0.05	0.21
7	Natural conservation	125	4.17	0.05	0.21
8	Accessibility	124	4.13	0.05	0.20
9	Road access	123	4.10	0.05	0.20
10	Ancillaries	123	4.10	0.05	0.20
11	Competent instructors in their field	119	3.97	0.05	0.19
12	Tourism facilities (amenities)	118	3.93	0.05	0.18
13	Promotion (online advertising, brochures and print).	117	3.90	0.05	0.18
14	Prices of marine tourism packages	116	3.87	0.05	0.18
15	Travel agents which provide information about Marine tourism	116	3.87	0.05	0.18
16	Become one of the marine tourism icons in Denpasar	115	3.83	0.05	0.17
17	Marine tourism area	103	3.83	0.05	0.14
18	Quality of supporting human resources	98	3.27	0.05	0.13
19	Has a tourist catalog that focuses on Marine tourism	92	3.07	0.05	0.11
20	Awareness of cleanliness of the marine environment	91	3.07	0.05	0.11
21	No typical souvenirs of Serangan village	84	2.80	0.05	0.09
22	Availability of information about marine tourism	81	2.70	0.05	0.09
		2523	84.10	1.00	3.89

In Table II it can be seen that there are nine opportunities, namely the presence of online news media and social networking sites, interests and trends in choosing marine tourism destinations, modern people's lifestyles, tourist purchasing power, fame of Bali as the world destination, the influence of technology usage, the active role of local government, influence of development on the environment, positive impact on coastal preservation. While the threat is: support of the local community, knowledge of tourists to destination, competition among the marine tourism market is quite high and social, political and religious conditions.

Some opportunities that owned by the village have been used by local communities by opening culinary businesses, tourism businesses and trading businesses. The

development of coastal tourism can stimulate the number of business people, namely as many as 405 local entrepreneurs, in accordance with what is stated by Marsh, Neto, Tosun, [17-19] the increasing tourism will increase the employment of 356 people or 26.84% of the workforce. Culinary tourism is developing very rapidly. Peak visits usually happen on workdays from Monday - Friday at 11.00 - 13.00 and late afternoon from 16.00 - 09.00 p.m. which is dominated by young people and families. Visitors who come on holidays, Saturday and Sunday are usually from 09:00-11:00 a.m.

TABLE II. EFAS

No	External Factors	Total	Rating	Weight
1	The existence of online news media and social networking sites	134	4.47	0.09
2	Interest and trend in choosing a marine tourism destination	129	4.30	0.09
3	Modern people's lifestyle	125	4.17	0.08
4	The purchasing power of tourists	123	4.10	0.08
5	The fame of Bali as a world destination	121	4.03	0.08
6	Effects of technology usage	119	3.97	0.08
7	The active role of local government	119	3.97	0.08
8	Effects of development on the environment	118	3.93	0.08
9	Positive impact on coastal preservation	117	3.90	0.08
10	Support of local communities	99	3.30	0.07
11	Knowledge of tourists about destination	97	3.23	0.07
12	Competition among marine tourism is quite high	96	3.20	0.06
13	Social, political and religious conditions	88	2.93	0.06
		1485	49.50	1.00

Based on the results of the analysis, it was found that IFAS score is 3.89 and EFAS is 3.86, then it was in field 1 which supports aggressive strategies as shown in figure 1 below.

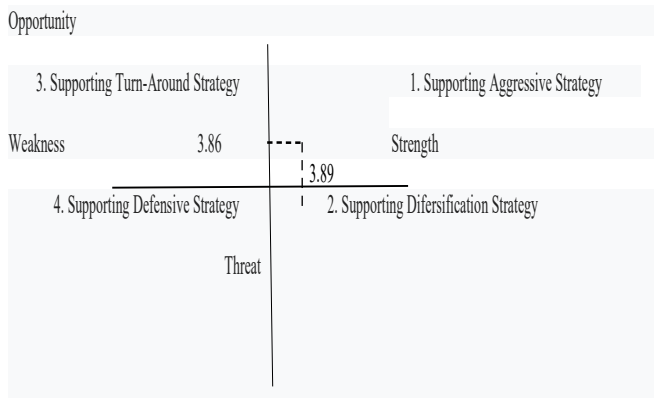


Fig. 1. IFAS and EFAS.

Marketing Strategy of marine tourism in Serangan Village can be seen in Table III.

TABLE III. MARKETING STRATEGY OF MARINE TOURISM IN SERANGAN VILLAGE

SWOT Analysis Matrix	Strength (S)	Weakness (W)
	1 Seafood culinary 2 Transportation and road infrastructure 3 Security at tourist sites 4 Communication facilities 5 Availability of marine tourism attractions 6 Potential underwater beauty with biodiversity. 7 Availability of natural conservation as educational tourism 8 Strategic location (accessibility) 9 Have road access to Serangan Village 10 Availability of infrastructure (Acilarries) 11 Instructors who are competent in their field 12 Maritime tourism facilities (amenities) are adequate (Amenities) 13 Promotion of the use of online advertising, brochures and print media. 14 Prices of marine tourism packages 15 Travel agents provide information 16 Being one of the marine tourism icons in Denpasar	1 Area of marine tourism spots 2 Quality of Human Resources (HR) supporting marine tourism 3 Has a tourist catalog that focuses on marine tourism 4 Awareness of the cleanliness of the marine environment 5 There are no typical souvenirs of Serangan 6 Availability of information about marine tourism products
<b>Opportunities (O)</b> a Tourist purchasing power b The existence of online news media and social networking sites c Effect of domestic and international political conditions d Local government policies and support for developing the tourism sector e Effect of technology usage f Support of local communities in the tourism industry g Lifestyle of modern society who prefers to consume news from online media h Effect of development on the environment	<b>S-O strategy</b> 1 Optimizing the potential of marine tourism to attract visitors (2,6,8,10 - a, g) 2 Maximizing the use of existing infrastructure (3,4,9 -f) 3 Prepare creative tour packages that are more diverse according to the needs of tourists (1,2,3,4,5,6 - a, d, e, f, g) 4 Making cooperation between the government and the community to maintain security in the around tourist sites (7,9,10,12 - c, d, f) 5 Making marine tourism areas in other places a reference for improving quality and building networks with other tourism objects.	<b>W-O strategy</b> 1 Collaborating and coordinating with BTID manager, Tanjung Bena marine tourism manager in the utilization of marine tourism sports areas (1 -c, f, i) 2 Make typical souvenirs of Serangan (5 - a, f, h, j) 3 The regional government with all its devices needs to make a breakthrough to require the community to do cleanliness and always socialize the charms (4 - d, f, h, j)

<p>i Competition of the marine tourism market is quite high / Competitiveness among competitors j Positive impact on coastal and sea preservation k Interests and trends in recent tourist arrivals tend to choose marine tourism destinations</p>	<p>6 Establish a special security organization structure in tourist areas so that security is more controlled 7 Collaboration with travel agents must be increased for the common good (6,7 - a, f, h, I, k) 8 Improve marketing communication in the form of promotions that are both online and offline. (2,4,5,6,7 - b, e, g, i)</p>	<p>4 The web needs to be made. Especially for marine tourism in Serangan the supervision must be under the Village-Owned Enterprises (BUMDES) (3 - a, b, e, g, k)</p>
<p><b>Threat (T)</b> a Determination of Bali as one of the gates of Indonesian tourism b Cooperation between the government and managers c Tourist knowledge of destination d The role of the Travel Bureau in increasing the visits of tourists e Social, political and religious conditions that are vulnerable to conflict. f The active role of the regional government</p>	<p><b>S-T strategy</b> 1 The government needs to be more proactive in motivating the Serangan community to be moved to maintain and utilize the existing marine tourism potential (1,2,6,8,9 - b, f) 2 Developing mutually beneficial cooperation between the tourism industry, government, academics and local communities to develop all existing potential (2,6,8,10 - a, b, d, f) 3 Cooperate with stakeholders in conducting promotions</p>	<p><b>W-T strategy</b> 1 Maintain service quality so that tourists feel comfortable and satisfied with the services received (8 - b, f) 2 Develop local HR skills and expertise through certification training</p>

- S-O strategy: Optimizing the potential and utilization of infrastructure, Developing creative tour packages that are more deserve, imitating other maritime tourism that have been developed to improve quality, Creating a structure of special security organizations in tourist areas so that security is more controlled, Collaboration with travel agents must be increased for mutual interest, Increasing marketing communication in the form of online promotions.
- S-T strategy: Developing mutually beneficial partnerships in promotion.
- W-O strategy: Cooperating and coordinating with BTID managers and managers of Tanjung Bena marine tourism in the utilization of marine tourism sports areas, making typical souvenirs, making break through to socialize seven charm, made special website for marine tourism in Serangan Village.
- W-T strategy: Maintaining the quality of services so that tourists feel comfortable and satisfied, develop local HR skills and expertise through certification training.

**IV. CONCLUSION AND RECOMMENDATION**

The conclusions that can be taken are as follows: 1) total strengths are [16] which essentially includes strategic location, road access, tourist attractions, beauty, turtle conservation, facilities, prices, 2) weaknesses include: community support, tourist knowledge, competition and the social, political, and religious conditions of the community's readiness to develop local tourism such as understanding of tourism, comfort, cleanliness, beauty, utilization of coastal potential is its weakness. 3) Opportunities: information technology development, community lifestyles and community trends choose marine tourism, purchasing power, impact on environmental development and the government's active role 4) competition for marine tourism destinations, economic, political conditions, environmental pollution is a weakness. 5) The recommended strategy is by optimizing the potencies and infrastructure, producing more creative and diverse tour package, improving the quality of product and service, managing the security, cooperating with stakeholders in all aspects, creating unique souvenirs of Serangan Village, introducing the importance of seven charm and the website of marine tourism in Serangan Village.

The recommendation is to develop a model for developing coastal areas from the tourism income such as returning a small amount of money to local institutions (adat) for development of local values so that it is exist and sustainable.

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