

Potential of Denpasar City “Zero Point” for Denpasar City Tour Package Development

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Abstract— *This study aims to explore the tourism potential of Denpasar City, especially historical tourism by using the “Zero Point” of Denpasar City. The research method is descriptive qualitative by conducting interviews at Denpasar City Tourism Office and observations directly to the site. The results of the research “Zero Point” of Denpasar City is a spot that can lift the impression of unique and different from the existing tour packages Denpasar Heritage City Tour as the starting point of departure and can be developed into a new tour package namely Denpasar Historical Track presented with the method “storytelling” which using the story of Denpasar City. By involving the stakeholders related to “Zero Point” of Denpasar City can be appointed by developing the existing Tour Package by using the point “0” branding as the starting point for departing Denpasar Heritage City Tour or making a knot of the New Tour Package which criticizes the beginning of the formation of Denpasar City in addition It also needs to be trained to interpret the product so that it is exciting and more to buy and visit.*

Keywords— **Potential, “Zero Point”, Tour Package, Denpasar City**

I. INTRODUCTION

Bali has a lot of potency to be developed as one of world heritage destination. It has the heritage places (temples, historic monument, the castle, etc), cultural and artistic (art, music, dance), heritage landscapes (the traditional architecture of Bali), heritage of flora and fauna (white starling/ *jalak bali*), etc. Bali has own specificity, it has a lot of tangibles heritages (temples, monuments, castle) and also a lot of intangibles heritages (in the form of culture: art, music, dance, rituals and ceremony) that are still in the function nowadays in daily life of the communities (as a living heritage) even it is has ont been determined as a world culture heritage yet.(Wiarti, 2015:37). Denpasar as a capital city of Bali Province also has a lot of potency of heritage destination, even they really concern and develop heritage site in their city become a regural tour package called “Denpasar Heritage City Tour”

Since 1980, the existence of a city had been said to be one of the pivotal tourism objects (Law, 1996:1). City, further, is considered as a core of complex process in respect with culture, lifestyle, and the nest of life as well as a journey (Page, 1995:1). Today, some cities have been

shown to turn into unique destinations. They begin to manage themselves to gain an authentic identity as a tourist-friendly zone. People come to cities for several reasons, such as running a business, visiting colleagues, attending special events, or doing other activities. Sometimes, they come with many purposes, as well. The city has its authentic attractiveness as tourism object differing from any other tourism objects that exist. In cities, the existence of society plays an essential role as it is said as a determinant factor, to govern an aspect of the attractiveness of the cities (Law, 1996:4). Specifically, Denpasar as mentioned before is known as one of the cities with numerous such potentials of cultural heritage; which transforms it as a heritage tourism object (Mardikaet.al., 2010; Vickers, 2012 [1989]). One of the potentials is “0(Zero) Point” of Denpasar. Normally, every city must have a landmark of “Zero Point”, usually in the form of monuments which are aimed to mark a point of distance. “Zero Point” is established with a purpose of distance marker from downtown to other areas around. Monuments or other typical buildings commonly symbolise it. Moreover, the monuments are not only functioned as distance marker, but also tourism object (Detik.com).

In 2015, Mayor of Denpasar officially announced “Zero Point” in Denpasar that had been built in Dutch colonial era, and, furthermore, was revitalised by firming the building and furnishing the writing of “Zero Point” with cuprum. The point is located in front of PuputanBadung statue, I Gusti Ngurah Made Agung Park, Denpasar. This area is also protected by the chain, which was formerly functioned as skateboarding spot. Also, there are some benches set around the spot for all the visitors to have some rests, while taking some pictures as a personal photograph assortment when visiting Denpasar. The “Zero Point” in Denpasar, located at the northern side of PuputanBadungPark, embodies a history of the heroic fight from Balinese people in the historical incident of PuputanBadung, I Gusti Ngurah Made Agung(<https://denpasarikota.go.id/index.php/baca-berita/11106/>).

Per data of Bali Government Tourist Office, in 2016, the number of visits in Denpasar was shown relatively smaller than that of in other areas, in spite of the high

number of foreign tourists staying overnight at around Denpasar, such as Sanur and Ubud. Considering a significant trend of increase in the number of visits to Bali, it is openly potential to persuasively attract the tourists for having a visit to Denpasar (Putra, 2017:39). Due to its potential, therefore, it is of necessity to conduct in-depth research to observe possible potential the "Zero Point" of Denpasar could make in Tour Package of Denpasar Heritage City Tour along with its development strategy to promote the attractiveness of Denpasar.

Tourism potential refers to any attractive things that can be found in tourism objects, which drives people to visit them (Mariotti as cited in Yoeti, 1983:160). Meanwhile, according to Sukardi, it signifies any aspects in certain areas that are intended to expand and run the tourism sector in there. Further, tourism potential is classified into three, to include: natural, cultural, and human possibilities. The destination where tourists will spend their time on vacation is solely dependent on how full and natural the attractiveness they could see, which, in nature, activates their sense of satisfaction. A potential appraisal upon a specific object is based on its value, physical aspect, infrastructure forwardness, accessibility, environment, reputation, and safety (Nongluck *et al.*, 2013). In this study, the tourism potential includes historical and physical aspects of any objects, access, security, and a series of activities people can do in the tourism objects.

Strategy for tourism expansion constitutes a series of plans or paces to probe and expand the potentials that exist in the tourism objects, which could be performed by means of physical and non-physical ways, including polishing up or adding extra values with a sole purpose of uplifting social welfare of local society residing at around the tourism destination. Yoeti (2005) claims that the strategy for tourism expansion could be performed through environmental and resource analyses.

In performing the strategy of expansion, the administrators of the tourism objects are suggested that they be visible to determine targets and purposes, an effort of achieving a synergic interplay between expectations and determinant components for the sake of purposes' embodiment. According to Yoeti (1996:303) there are three determinant factors to succeed tourism expansion, including attractiveness, accessibility, and amenities; or, in details, the tourism objects are to embody authenticity, provide tourists with supporting facilities to stay overnight for long, and accommodate shopping centre for souvenirs, restaurants, as well as such other vital public facilities as lavatory, ATM (An Automated Teller Machine), and adequate access.

According to Krippendof (1971:46), tourism commercialization constitutes a system of coordination that should be performed as manifestation of policy for a number of corporations which runs in the tourism sector, both private and state, at the level of local, regional, national, and

even international, to actualize tourists' satisfaction and to gain expected profit. In this current study, the tourism commercialisation refers to which promoted as Tour Package of Denpasar Heritage City Tour.

This current study was said as descriptive-qualitative research. Taking place in Denpasar, Bali, data were collected for about three months, in total, starting from March-May 2018. The data taken were named as primary and secondary data. Specifically, the primary data referred to any data that could be attained directly from the key informant, which in the study was Government Tourism Officer of Denpasar, Bali, and also from direct observation at the targeted location. Meanwhile, the secondary data were in the form of a general display of the focused area which was gained from the Government Tourism Officer of Denpasar. Holistically, both the primary and secondary data were going to be edited and tabulated for the sake of analysis. The data analysis itself, furthermore, was conducted using a qualitative-descriptive method by decoding the data under the existing theories.

II. THE MAIN CONTENT

Denpasar Heritage City Tour was established in 2008 by Denpasar Mayor I. B. Rai Dharmawijaya Mantra along with Gajah Mada Town Festival event which was a trailblazer of Denpasar Festival.

To follow up the idea proposed by the Mayor, Head of Government Tourism Officer of Denpasar, Putu Budiasa, held a coordination meeting with some boards and institutions in the tourism sector, such as HPI, ASITA, and the administrators of the tourism objects in respect to preparing all aspects for supporting Denpasar Heritage City Tour. After the coordination meeting, a tour package of Denpasar City Tour was released, covering some routes, to name Sanur, Monument to the Struggle of Balinese People, *Matahari* shopping Center, JroKuta Castle, Maospait Shrine, Gajah Mada Heritage Area, Jagannatha Shrine, Bali Museum, Art Center, and Kertalangu Cultural Village. For this tour, the tourists were provided with a free shuttle bus passing across the abovementioned routes. Nonetheless, after serious evaluation, in 2012, the free shuttle service was terminated.

In 2015, the re-evaluation was conducted in order to expand the city tour. As a consequence, the Government of Denpasar officially released Decree of Denpasar Mayor No. 188.45/417/HK/2015 about the official stipulation to support the success of Denpasar Heritage City Tour, which covered some routes as follow: I Gusti Made Ngurah Agung Square and around; CaturMuka (Four-faced) Sculpture; Jagannatha Shrine; Bali Museum; some routes covering Sugianyar Street, Pulau Buton Street, Sumatera Street, Hasanudin Street, Gunung Batur Street, Gunung Merapi Street, Setiabudi Street, Sutomo Street, Gajah Mada

Street, and Veteran Street; JroKuta Great Castle; Maospait Shrine; Badung Market; and Inna Bali Hotel.

In 2017, there was held ornamental buggy festival for free on Saturday and Sunday, with a start and finish point on Tourist Information Center Office (TIC) at Surapati Street. The event was attended by as many as 52 people in October 2017; 1,663 in November 2017; 9,153 in December 2017; 702 in January 2018; and 824 in February 2018.

The "Zero Point" of Denpasar, located at around I Gusti Made Ngurah Agung Square was named as the beginning of a historical story of Denpasar. In its history, Denpasar was known as a park, but unlike other parks in common, today. The park was the most favourite spot to King of Badung at that time, Kyai Jambe Satrya. Moreover, Kyai Jambe Satrya liked to invite other Balinese Kings to play cockfighting in the park. The name "Denpasar" alone was derived from two words, "Den" meaning north, and "Pasar" meaning market. The name was given to the park as it was located at the northern side of a market. Currently, the park has been a house of Bali Governor, commonly named as Jaya Sabha. Administratively, Denpasar was officially inaugurated as a city in 1788. Denpasar was established by I Gusti Ngurah Made Pemecutan from Puri (Kingdom) Pemecutan. The establishment of Denpasar, formerly known as Badung, began under heyday of the two victorious kingdoms, Pemecutan and Jambe Ksatrya Kingdoms. Both were governed by those who were born from the same descent, belonging to the lineage of Kyai Jambe Satrya.

Further, the territorial division between the two had been quite clear; northern area of TukadBadung was governed by the former, while the eastern was by the latter. Therefore, the park Kyai Jambe Ksatrya had created is now called as Denpasar. When Puputan Badung War was happening, Denpasar Kingdom was destroyed along with the invasion of the Dutch colony. As a consequence, Puri Denpasar building, currently known as PuriSatrya, was only functioned as Resident Assistant Office of South Bali and Badung Controller Office. In 1929, Puri Satrya in Denpasar was renovated by Cokorda Alit Ngurah, positioning as Badung Regent at the time.

The Tour Package of Denpasar Heritage City Tour had been stipulated on Decree of Denpasar Mayor No. 188.45/417/HK/2015. It had been, once, revitalised as Denpasar Heritage Track in an article of Putra, *et al.* (2017), entitled 'Denpasar Heritage Track': Revitalization on a Tour Package of "Denpasar City Tour," and it resulted in two types of the tour package. The first type was named Denpasar Heritage Track (DHT), started and finished at Bali Hotel. The tour was launched from visiting Monument of PuputanBadung (Badung War) in downtown, Bali Museum, JroKuta Great Castle, Maospait Shrine, and was ended back in Bali Hotel. The second was called as Sanur Heritage Track (SHT), started and finished at Grand Bali Beach Hotel. The tour was begun from Belanjong Shrine, Intaran

Market, Bajra Sandhi, Le Mayeur Museum, and was going back to Grand Bali Beach Hotel. Those were strongly supposed to uplift the number of tourist visits in Denpasar.

Another article, written by Putra, *et al.* (2016:6-12), declared that by means of historical and cultural potentials in Denpasar, there were 4 types of tour package offered, comprising Melali Tour to Puri (Kingdom), Beautiful Cultural Tour Package of Denpasar City Tour, Tour Package of Heritage City Tour, and historical Tour Package of Denpasar City Tour. There were also defined some spots to visit, to name Puputan Square, Bali Museum, Bird Marker, PuriSatrya, Kumbasari Market, PuriPemecutan, Jagatnatha Shrine, Art Centre, Bajra Shandi, and Kertalangu Village.

Alluding to the exploration of two articles as mentioned earlier, none of those said "Zero Point" to be offered in brochures officially issued by Government Tourism Office of Denpasar. In the packages, only PuputanBadung and I Gusti Made Ngurah Agung Squares were mentioned. Should it be referred to Roger Brooks' perspective (2014), an expert on tourism commercialization, in his presentation on Wisconsin Governor's Conference on Tourism in Greenbay, there were 15 uncontested rules of success in the tourism sector, to cover: 1) well-planned strategy, 2) good front-liner, 3) the existence of local society, 4) transformation from negative to positive things, 5) uniqueness, 6) telling story, 7) four-time rules, 8) marketing vs product, 9) offering experiences, 10) Branding, 11) excellent photograph, 12) covering sale, 13) interaction with community, 14) website's effectiveness and 15) advertising frequency. The "Zero Point" of Denpasar could be an exciting and unique branding since it demonstrated that Denpasar today has begun to develop from the spot the tourists were standing on, and it is still counting to establish, now. According to Brooks (2004) all the tourists and visitors could differentiate our products from those of competitors, so as a consequence, we were required to be more of creativity for our identity. Thus, being unique could be a way of attracting the tourists to have a try and stay over for a longer time.

In formulating a tour package, Putra (2018), in his workshop under the theme of "*Pengembangan Destinasi Wisata Budaya dan Travel Pattern di Bali dengan Metode Framing*" ("Expanding Destination of Cultural Tour and Travel Pattern in Bali by means of Framing Method"), claimed that creative and innovative arrangement should interrelate any who looked separate and interconnect any who looked to outspread; by then, it would be much easier to present or set in a package. In nature, the essence of framing covered homogeneity, heterogeneity, distinction, and time.

All this time, Denpasar Heritage City Tour had been starting to promote and offer the "Zero Tour" in its

tour package, by starting its tour from the "Zero Point" spot. It manifested an initiative and pioneering step for an introduction to the "Zero Point". In addition to expanding the existing package, a new package was also officially released, named as Denpasar City Historical Track, to cover the "Zero Point", House of Bali Governor, Bali Museum, PuriPemecutan, Badung Market, PuriSatrya, and Inna Bali Hotel, with 5-hour duration or Half-day Tour. Besides, it could be combined with the facility of ornamental buggy that had been existing all this time. All the locations visited were said as historical spots of the initial establishment of Denpasar.

In serving the tour package, the products were made based on 'history' and presented through storytelling, not only exposing the tourists to panoramic view, to get the tourists much more appealed. The narration was supposed to keep the tourists to stay over for a longer time, which, in other words, aimed at gaining additional income. It was said that the tourists would feel much more comfortable to remember any exciting and touching stories as they were easily spreadable to people.

One of many reasons why tourists came to a specific destination was that their colleagues or friends had told them. One of the concepts of storytelling that could be adopted in the tour package was the establishment of Denpasar, the beginning of the colonial era, the incident of PuputanBadung (Badung War), the development based on the existing landmarks, and the current ambience of Balinese life

To sum up, the "Zero Point" needed promotion to the public to reach the essence of uniqueness and distinction, and also to gain an essential value to creating a story in the existing or newly-made tour packages of Denpasar Historical Track. To bring it into reality, there is a vital factor that needed to be well-thought-out, which was a strong synergy among governments, businesspeople, associations, and communities. Also, it was also necessary that the creative industry and media be engaged in generating enticing photographs and videos and sharing them in brochures, website and social media.

III. CONCLUSION

Alluding to the abovementioned discussion, it can be concluded that: 1) Denpasar had so many historical tourism potentials that were expandable in the tour package; 2) the "Zero Point" of Denpasar signified a uniqueness and difference in the existing tour package of Denpasar Heritage City Tour, manifesting the starting point of the tour and potentially expandable for new tour package issuing, called Denpasar Historical Track, which was presented by means of storytelling with the theme of the initial establishment of Denpasar. Therefore, the writer suggests that: 1) the branding name the "Zero Point" be mentioned in the existing tour package for the sake of uniqueness and

interestingness; 2) the "Zero Point" of Denpasar be included to arrange a new tour package; 3) interpreting ability be developed for the products to create an amusing story, which later on, be delivered by means of storytelling method, in effort of attracting tourists more than that of before; and 4) certain and related parties be involved at promoting the potentials for the embodiment of cultural tour in Denpasar to gain a high increase of tourist visits, one of which is promoting the potential of the "Zero Point" of Denpasar.

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