

# **Building a Governance System for Tourist Destination Based on Desa Adat (Study on Pandawa Beach Tourist Destination in the Village of Kutuh, South Kuta, Bali)**

Anak Agung Putu Agung<sup>1,\*</sup>, I Made Tamba<sup>2</sup>, Ida Bagus Brata<sup>1,2</sup>

<sup>1</sup> *Professor Post Graduate Departement, Mahasaraswati Denpasar University, Bali, Indonesia.*

<sup>2</sup> *Associate Professor Agriculture Faculty, Mahasaraswati Denpasar University, Bali, Indonesia*

\* *Corresponding author. Email: putuagung56@unmas.ac.id*

## **ABSTRACT**

Development of Tourist Destination newly become the alternative which important progressively and insit on to give the new atmosphere with the fress and warm image and also avoid impression monoton. To realize the mentioned, hence research of system of management of tourist destination very urgen done owning special target of research, that is : (1) System analysis of environmental utilitas facility of Coastal Tourist Destination Pandawa Beach, (2) System analysis and pranata of management of Coastal tourist Destination management of Pandawa Beach, (3) Analysing storey level of tourist satisfaction to coastal touris destination of Pandawa Beach, (4) Analysing tourist expectation to Coastal tourist destination Pandawa Beach, (5) Analysing incentive policy system, donation system, local community involvement system and investment management system in the management of Bali's Pandawa beach tourist destination.

This research is designed to develop build with the descriptive kualitatif approach. Population in this research is management of Pandawa Beach, domestic tourist and tourist of foreign countries paying a visit to Coastal touris destination of Pandawa Beach which its amount is boundless. Sample in this research is Coastal tourist destination management of Pandawa Beach, domestic tourist and foreign countries paying a visit to tourist destination Pandawa Beach of May until July 2019. Data colected in this research cover the data kualitatif and quantitatif. Data collecting done with the questionnaire all to Coastal tourist destination organizer of Pandawa Beach, tourist which is paying a visit to pay a visit to Coastal tourist destination of Pandawa Beach and the local community unit of traditional village of Kutuh, in the tourist área of Pandawa Beach, Bali. Analyse the data use the descriptive analysis.

Coastal tourist destination área of Pandawa Beach managed by BUMDA Kutuh, Badung dimiciling as Holding Company for all unit of effort custom society owned and managed by countryside Kutuh, Badung. Coastal destination management of of Pandawa Beach executed by Unit of effort Coastal Fascination of Pandawa Beach. All unit manager of effort this come from local society of Countryside of Custom Kutuh, Badung. Unit of Coastal área Pandawa Beach cover the Food Beverage, Shop of souvenir, Service of Cano, Tire, Tent, Easy going Bench, Villa/Home stay, Service of tourist tranportation and also Unit of Effort Good and service most laboured by local society of Countryside of Custom Kutuh. Other System utilitas and adequate Environment facility and also existence of cultural and experience conservation effort make the coastal área Ecotourism Pandawa Beach representing to exist the good environment management matching with recomended by UNCSD (United Nation Commision for Sustainable Development).

Originality/value of this research is to produce model of ecotourism management based on Desa Adat.

Coastal tourist destination área of Pandawa Beach managed by BUMDA Kutuh, Badung dimiciling as Holding Company for all unit of effort custom society owned and managed by Desa Adat Kutuh, Badung. Coastal destination management of of Pandawa Beach executed by Unit of effort Coastal Fascination of Pandawa Beach. All unit manager of effort this come from local society of Countryside of Custom Kutuh, Badung.

**Keywords:** *management of tourist destination, Coastal tourist destination, Pandawa Beach*

## 1. INTRODUCTION

Development of Bali Tourism nowadays is progressively inflamed to maintain and even improve the achievement which have been reached for as best tourism destination in the world. Program range the tourism development planned, executed, and evaluated on an ongoing basis to able to respond of dynamics of preference of tourist the world. The whole stakeholders of Bali tourism ever close the line and innovate to develop; build and develop the tourism existing. Potency is done, for the respond of challenge tourism growth of a world of have expanded as strong competitor.

Development the new tourist destination become the alternative which important progressively and insist on to give the new atmosphere with the fresh and warm image and also avoid the impression monotone. Is time has come done by a breakthrough innovate in new tourist destination development to be happened by the elementary change to tourism development from paradigm of materialistic materialism with the economic measuring rod is eye, going to paradigm of tourism development which sustainable cultural. Landscape is obliged to be made by ikon in new tourist destination development to realize the tourism which sustainable. However, of development of tourism have continuation to still be blanketed by a number of problems which immediately need the solution and innovate.

And so do faced by the middle tourist coastal destination Pandawa. To increasing of visit tourists to destination of coastal Pandawa, not yet coupled with the correction arrange the management for the response of expectation, desire, and this tourist requirement. Factual conditions are happened by the because rate of tourism growth in this area is fast compared to quicker of Coastal settlement regulation. Tourism destination of Pandawa owning panorama fascinate to all direction, to date not yet able to actualised in an optimal fashion.

Through cooperation with the third party, some facility of tourism supporter has succeeded built. Government of Regency Badung also big sharing in inflaming Coastal tourism destination development of Pandawa through facility development walke very.

Some problems anticipated still become the big challenge for coastal tourism destination of Pandawa, that is: (1) not yet arranged of system utilities and facility environment, (2) not yet arranged of system and pranata of management, (3) not yet made available of typical product cindramata of pledge, and (4) not yet Coastal tourism destination of Pandawa marketed widely. Therefore, as a consequence, focus of study as solution to problems which is environmental system utilities facility and also system and pranata of management. The other side that, focus study is also instructed to fascination of object and services. Factor promotion also become the study urgen, because having important role as communications media in order to socializing existence of tourism object. Result of research done by [1] expressing that factor influencing choice to targets tourism is relating to requirement, motivate the, preference, life style individual targets in tourism. Result of

research [2] finding that attribute of ecotourism and promotion have an effect on to later image have estuary to decision making for the visit.

Regarding of with the mentioned, hence this research is expected able to reply a number of important problems following:

- 1) How environmental system utilities facility of coastal tourism destination of Pandawa?
- 2) How system and pranata management of coastal tourism destination of Pandawa?
- 3) How store level of tourist satisfaction to coastal tourism destination of Pandawa?
- 4) How tourist expectation to Coastal destination tourism of Pandawa?
- 5). How incentive policy system, donation system, local community involvement system and investment management system in the management of Bali's Pandawa beach tourist destination?

## 2. RESEARCH METHOD

### 2.1. Research Device

This Research represent the research survai, to be done in Coastal tourist destination of Pandawa. Activity survey will be done to Coastal stakeholders tourist destination of Pandawa, start from Coastal tourist destination organizer of Pandawa, society, governmental from countryside until regency, perpetrator tourism transportation; travel agent, guide, merchant, organizer restoran, organizer of art shop dan tourist. From research survey will be done deskripsi fact of concerning system of environmental utilitas facility and system pranata of management, system of society involvement, system of donation and invesment, system of earnings distribution and also monitoring, expectation and tourist satisfaction, incentive policy system, donation system, local community involvement system and investment management system in the management of Bali's Pandawa beach tourist destination.

### 2.2. Object of Research

Responden in this research is tourisst domestic and foreign countries paying a visit to Coastal tourist destination Pandawa in May until July 2019. Despitefully research responden also cover the organizer restoran, transportation, travel agent, artshop, policy handle, merchant, prajuru Desa Adat and society determined by purposive quota.

### 2.3. Location and Research Time

Research Location reside in the Desa Adat Kutuh, Kuta South Area, Regency Badung. Research executed by April until August 2019.

## **2.4. Method of Research Execution**

Research with the tourist respondent done with the direct interview use the questionnaire. Research by object is organizer restaurant, transportation, travel agent, artshop, policy handle, guide, merchant, personal Desa Adat and society done with the circumstantial interview. Formulation of system of environmental utilitas facility, system management, incentive policy system, donation system, local community involvement system and investment management system in the management of Bali's Pandawa beach tourist destination. done through twice FGD.

## **2.5. Data Analysis**

Data analysis using descriptive qualitative method.

## **3. RESULTS AND DISCUSSION**

### **3.1. Results**

#### **3.1.1. System of Pranata and Management Coastal Tourist Destination of Pandawa, Bali**

Fascination tourism developed in Coastal area of Pandawa arranged in perareman of Countryside of Custom Kutuh, covering : ( 1) Fascination of reef and Idol Pandawa, ( 2) White Sands, (3) Tourism Irrigate and Terumbu Compose, ( 4) Spiritual tourism, ( 5) Cultural tourism, ( 6) Agriculture Grass Sea tourism. Coastal Area Ecotourism of Pandawa managed by Body of Effort Property of Desa Adat (BUMDA) Kutuh dimiciling as Holding Company for all unit of effort custom society owned and managed by Desa Adat Kutuh. Coastal Management Ecotourism of Pandawa is operationally executed by Unit of Effort Coastal Fascination Tourism of Pandawa. All manager in Unit of Effort Coastal Tourist Destination of Pandawa, come from local society of Desa Adat Kutuh, Badung. Operational activity done by Unit of Effort Coastal Tourist Destination of Pandawa cover the : Commisioned Ranger as guide and Rescuer Team ( SAR). Cooperation which have been done by Unit of Effort **Coastal** Tourist Destination of Pandawa cover the : cooperation by travel and guide, DPD HPI Bali, On Duty Tourism of Regency Badung which intensively conduct the Coastal promotion tourist destination of Pandawa beyond the sea. Cooperation have also been done with the Bank of Self-Supporting BNI Bank and Mandiri Bank of Bali, providing facility ATM in Coastal location of Pandawa and also plan the opening of space of Money Change.

#### **3.1.2. Potency and Tourism Activity**

Experienced Potency of Coastal physical Pandawa have been proven to become the fascination for domestic tourist and also foreign countries. Coastal ecotourism of hilly Regional Pandawa have the territory of the hilly cliff and sea gegrass garden, sands representing unique of area ecotourism. Others Maritime tourism, Spiritual tourism and also Edukasi Religion tourism, Custom and cultural tourism add the Coastal fascination tourism of Pandawa, Bali. Existence of Monkey Forest, Forest Yadnya, Monument of Padma Nature, Gate Walk in the form of road, street of link bank three Gate, Artistic Attraction and Culture, Sport Tourism, Golf View, Attraction of Paragliding and also culinary tourism add the Coastal fascination of Pandawa, Bali as very tourist destination enthused by all that tourist. Besides is cultural and artistic attraction of Pandawa KECAK FIRE DANCE always show every day among Coastal Lelangon of Pandawa start the clock 18 pm until 19 pm. Mean sum up the tourist visit to coastal tourist destination of Pandawa, mean 3.000 people/day, while at peak season can reach 23 thousand people/day.

#### **3.1.3. System of Environmental Utilities Facility**

Coastal Tourist Destination of Pandawa, Bali own the facility of supporter of communications network, electrics, clean water, facility park the wide vehicle and also adequate toilet. Coastal Others Pandawa, Bali is easy to reached with the wide public road have paved and do not too far from Denpasar and also other tourist destination, like : Coast Kuta, Sanur. To give the safety and balmy for tourist paying a visit to Coastal Tourist Area of Pandawa, hence management of BUMDA Desa Adat Kutuh, Badung have prepared the inwrought service of health and security. This Service unit ready to give the first aid of accident and do the evacuation of if furthermore necessary. Evacuation handling have been done cooperation by Hospital SURYA HUSADA NUSA DUA with the time go through only 10 minute from Coastal Tourist Area of Pandawa. This health Service Unit also as unit of guarantor of insurance of visitor health and also will defray the medication claim at home the pain.

#### **3.1.4. Experienced Conservation and Culture**

Experienced Conservation especially the continuation of Monkey Forest residing in area of Gunung Payung Cultural Park owning area is continuation of Monkey amounting to about 200 monkey tail residing in around forest area and in around Gate of Dhang Kahyangan Gunung Payung. And so do the continuation of Forest Yadnya done especially to preserve the crop to upakara dewa yadnya in Gate and also for the upakara of other yadnya. Konsevasi irrigate the : source irrigate abundance but use policy require to irrigate

the management garbage done by Coastal area organizer of Pandawa and Stakeholder (Lead the Countryside) making policy of garbage management in form of PERDES, that is release the expense for the management of garbage in Coastal area of Pandawa and own the mechanism recycle the garbage arranged by Bank of Garbage of Desa Adat Kutuh, Badung.

Cultural conservation is specially done to art dance, especially dance the Rangdunata representing typical dance of Desa Adat Kutuh, Badung. This dance is its diffraction show at opening ceremony of gathering in Coastal Area of Pandawa and festival culture executed by a routine every year. Others cultural conservation is also done to cultural and artistic attraction of *Pandawa KECAK FIRE DANCE*, which always show every day among Coastal Lelargon of Pandawa start the clock 18 pm until 19 pm.

### *3.1.5. Local Society Involvement*

- a. Society Enableness of through officer recruitment in Coastal Area of Pandawa from local society Desa Adat Kutuh, Badung and training for the development of skill.
- b. Opportunity extension is effort for the society of local, especially to the effort Coastal typical crafting of Pandawa Desa Adat Kutuh, Badung, effort kuliner from Bless of Catering Pandawa providing restaurant in Coastal area of Pandawa, Artistic Attraction of Culture of Building of Circle of Lelargon Coastal Pandawa and in area of Mount Payung Cultural Park.
- c. Developer of tourist tourist fascination in Coastal area of Pandawa done by through perareman of society of Desa Adat Kutuh, Badung cover : ( 1) Fascination of reef barrier and Idol Pandawa, ( 2) White Sands, ( 3) Irrigate tourism and coral reefs, (4) Spiritual tourism, (5) Cultural tourism, ( 6) Agriculture Grass the Seaweeds tourism.

### *3.1.6. Tourist Perception*

Coastal Destination tourist attraction of interesting Pandawa, clean environment and also make everlasting and good service quality from Coastal Destination Tourist organizer of Pandawa give satisfaction to tourist paying a visit to Coastal attraction of Pandawa. Largely of tourist paying a visit to express will pay a visit to return to Coastal attraction of Pandawa and will recommended at others to pay a visit to Coastal tourist destination of Pandawa.

### *3.1.7. Government incentive policy of Badung Regency in Coastal Destination Pandawa Beach*

Source of Coastal Destination management financing of Pandawa, Bali stem from ticket fund step into the tourist destination pursuant to government PERDA regency of Badung No. 6 Year 2016, where domestic tourist paying to tourist destination equal to Rp. 8.000,- /visitor, while children Rp. 4.000,-/visitor, added by expence park Rp.

5.000,-/Car. Imposed by adult foreign tourist Rp. 15.000,-/visitor and children Rp. 10.000,-/visitor. Here in after from incoming ticket fund of visitor wich enterly step into the local government cash Badung, is later then distributed by equal to 75% as operational fund for the management of coastal tourist destination Pandawa, Bali while fund 25% stepping into Local Government cash Badung. Incentive policy which still require to be improve especially in development of supporter facility like : garden, shade tree and acceleration development of public facility like walke go to tourist destination, room chamber take a bath the adequate toilet, so that created by Coastal Pandawa. Important others to be done by construction of character and skill in Coastal management of Pandawa beach so that in managing Coastal of enforceable in more professional. Incentif which is passed by Coastal organizer Pandawa Beach so that continuation can arranged with system in BUMDA Desa Adat Kutuh, Badung in order that continue each month adapted for UMK Badung Regency.

### *3.1.8. Donation Sistem in Coastal Tourist Destination of Pandawa Desa Adat Kutuh, Badung.*

Donation of Coastal Tourist Pandawa there area aid of physical building in form of : Gite Entrance to Pandawa tourist destination, Candibentar, Paving area, Park of vehicle, Open Stage, WIFI 10 MB from Local Government Badung, WIFI from Fiber Star and also aid of Garden of Gazebo and Garden Lamp equal to Rp. 1,4 miliar from Kementrian Pariwisata Republik Indonesia. Loan fund steaming from Desa Adat Kutuh, Badung initially from Lembaga Perkreditan Desa (LPD) equal to Rp. 1 billion. Donation from PT Angkasa Pura for the making of Toilet and donation from Business Unit in Coastal Pandawa using special block at certain area from Coastal Area of Pandawa. Others there is fund steaming from self-supporting Desa Adat Kutuh, Badung that is : Customary Land. Donation sistem from tourist paying a visit to Coastal Tourist Pandawa conducted with structure pattern relate at perarem of Custom Countryside specified by BUMDA Kutuh Badung. Others there is donation come from merchant of Coastal Pandawa in the form of montly fee, fee for clean water exploiting, electric donation for exploiting of service PLN. Each every policy of donation exploiting in whatever from always relate the order specified by BUMDA Desa Adat Kutuh, Badung led by Director which is taken hold by Bendesa Adat as Custom Chief.

### *3.1.9. The System of Local Community involvement in the Adat Kutuh Village, Badung in the Management of DTW Pantai Pandawa.*

Empowerment of the local community of Desa Adat Kutuh, Badung in the management of Pandawa Beach tourism object is done by giving priority to *Ngarep* manners to do business as wepp as providing opportunities to build

business groups. Indigenous village and the manager of the Pandawa Beach tourism utilize the local workforce of the Kutuh, Badung. Indigenous Village and the Manager of the Pandawa Beach tourism utilize the local workforce of the Kutuh Badung indigenous Village to become employees of BUMDA management as well as recruitment of employees of the Pandawa Beach tourism with training for skills development. Expansion of business opportunities especially for local community business unit Adat village Kutuh, Badung in Pandawa Beach tourist area include : 16 units of Food and Snack trader with 80 workers absorbed, 6 units Cano Tire rental service and benches with a number of workers 12, souvenir shops 8 units with 48 local workers, 20 units Villa and Homestay facilities are all managed by the local community of Desa Adat Kutuh, Badung, Tourist Transportation services 1 unit and business units of Goods and Services 1 unit as a wholesaler.

### 3.1.10. Investment Management System In Managing Pandawa Beach Tourist Destinations

Involvement of local communities in customary villages as an investor in various business in Pandawa beach reached 99% while outsiders parties as supplier of goods. The local community business units of Desa Adat Kutuh, Badung in the Pandawa Beach tourist includes : food and beverage stalls as many as 16 units, souvenirs shop as many as 8 unit, rental service Canoeing, materials lace benches relaxing as many as 6 unit, villa and homestay as many as 20 unit, tourist transportation services as many as 1 unit and business units of goods and services as many 1 unit as a wholesaler. As shown in table I, the average monthly total income obtained by business units above 2019 is **Rp. 674.800.000,-** These results give the meaning that the Pandawa Beach tourism contributes greatly to the local community of Desa Adat Kutuh, Badung who invests by opening a business unit in the Pandawa Beach area. The result of this study are supported by the result of research by [3] that are the economics impact from Coastal tourism area Pandawa to Local society earning of Desa Adat Kutuh, Badung in the reality yield the Multifiler Effect of pursuant to Keynesian Income Multiflier equal 1.3. Keynesian multiflier is equal to 1.0 so that can be said that Coastal Tourism Pandawa give the high economics impact to local society economics of Desa Adat Kutuh, Badung because value of Keynesian Multiflier are the bigger then 1.0 [4]. Highest income was obtained by accommodation business unit in the form of Villa, Resort and Home Stay with the proportion of 56.05% with the largest proportion come from Homestay business as many as 18 units with a proportion of 34.41%. These results indicate more and more tourist, especially foreign tourist visiting to tourist resort Pandawa Beach using homestays to stay. The next highest income was obtained from the canoe, tire, tent and leisure bench rental business unit with a proportion of 16.27% from total revenue of all business unit. This condition is caused by the tourist visiting the Pandawa Beach tourism enjoying more

water games such as touring to the coastal sea using cano, children who swim using tires and the family's relaxing place under the tent with a relaxing bench.

**Table 1.** Average Income of Local Community business units in the Tourist Area of Pandawa Beach in year 2019.

Business Units	Total Business Units	Average Income/Month		Total Income (Rp)
		Net Income (Rp)	Proportion (%)	
Food and Beverage	16	Rp. 4.500.000,-	10,67%	Rp. 72.000.000,-
Souvenir Shop	8	Rp.5.600.000,-	6,64%	Rp. 44.800.000,-
Cano Tire Rental and Benches	6	Rp. 18.300.000,-	16,27%	Rp.109.800.000,-
Villa	1	Rp. 80.000.000,-	11,86%	Rp. 80.000.000,-
Home Stay	18	Rp. 12.900.000,-	34,41%	Rp. 232.200.000,-
Resort	1	Rp. 66.000.000,-	9,78%	Rp. 66.000.000,-
Transportation Service	1	Rp. 27.000.000,-	4,00%	Rp. 27.000.000,-
Goods and Services Unit	1	Rp. 43.000.000,-	6,37%	Rp. 43.000.000,-
<b>Total</b>	<b>52</b>	<b>Rp.459.800.000,-</b>	<b>100%</b>	<b>Rp. 674.800.000,-</b>

Source : Research result

### 3.2. Discussion

Coastal Management Ecotourism Execution of Pandawa, Bali can be made " best practice" in management of area ecotourism. Local kolaboratif participation society of Countryside Desa Pekraman Kutuh, Badung by BUMDA as Holding Company, representing especial factor determining in fulfilling requirement of contribution have continuation from area ecotourism. This matter in line with opinion [5] namely sociocultural sustainability represent one of especial target of ecotourism, where activity of management ecotourism have to can entangle the society local in activity of planning and organizational activity ecotourism, so that management can depress the conflict potency which appear. [6] expressing that there is its society entangling in the plan, management and area monitoring can influence the stability of this area ecotourism. The results of this study in line with execution of management of area of ecotourism Tangkahan of National Park of Mount Leuser, North Sumatra which also represent the " best practice" in management of area ecotourism, because there are partisipative kolaborasi of society local in management of area ecotourism, though there are some insufficiency of like not yet been done by a cultural conservation, security facility and also health which not yet optimal [7].

#### 4. CONCLUSION

Participative collaboration of local society through Coastal Organizer of Pandawa as part of Unit of Effort BUMDA Desa Adat Kutuh, Badung in Management of Area Tourist and also Fascination Tourist, becoming value more Coastal area ecotourism of Pandawa compared to other area ecotourism. Business Unit in coastal area of Pandawa Beach cover the : Food and Beverage, Souvenir Shop, Service of rent Cano, Tire, Tent, Villa/Homestay, Service of tourist transportation and also unit of Goods and service most labored by Local society of Desa Adat Kutuh, Badung. Others System of Utilitas and adequate Environment Facility and also the existence of cultural and experienced conservation, effort make the Coastal area tourism of Pandawa as going concern ecotourism representing to exist the good environment management, matching with recommended by UNCSD ( United Nation Commission for Sustainable Development).

#### REFERENCES

- [1]. C. Chen, D. Chhabra and K. Tatsugawa, "Resident Perception of The Effect of Tourism: A Case Study of The Crystal Basin Recreation Area, California", *e-Review of Tourism Research*, vol. 37, no. 3, pp. 256-266, 2004. [Accessed 25 February 2019].
- [2]. Putu Agung, M. Tamba and I. Suryawathy, "The Influence of Tourism Attributes and Promotion on the Consumer Image and Decision to Revisit Kintamani Ecotourism, Bangli Regency", *Management and Organizational Studies*, vol. 2, no. 3, 2015. Available: 10.5430/mos.v2n3p72.
- [3]. Gede, A. Agung and K. Sumantra, "Economics Analysis of the Development of Pandawa Beach Tourism Area on Community Income in Kutuh Village, Badung", *Scientific Research Journal*, vol. 6, no. 8, 2018. [Accessed 25 February 2019].
- [4]. *Planning for Marine Ecotourism in the EU Atlantic Area. Bristol (ID) University VOF the West of England*. 2001.
- [5]. J. Jiang, "Evaluation of The Potential of Ecotourism to Contribute to Local Sustainable Development : A Case Study of Tengtou Village, China", Master Thesis of Philosophy in Development Studies, Massey University New Zealand, 2008.
- [6]. M. Burhanudin, R. Rizki Fitri and B. Santosa, "Weak Zone Estimation on LUSI Embankment by Using VLF-EM Imaging", in *SPG/SEG 2016 International Geophysical Conference*, Beijing, 2016.
- [7]. T. Yusnikusumah and E. Sulistyawati, "Evaluasi Pengelolaan Ekowisata di Kawasan Ekowisata Tangkahan Taman Nasional Gunung Leuser Sumatera Utara", *Jurnal Perencanaan Wilayah dan Kota*, vol. 27, no. 3, pp. 173-189, 2016. Available: 10.5614/jrcp.2016.27.3.1.