

SWOT Analysis for Cultural Sustainable Tourism at Denpasar City

Case Study: SWOT Analysis in Puri Agung Jro Kuta

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Abstract—Puri Agung Jro Kuta is one cultural tourist destination in Denpasar, Bali which is not yet explored. Denpasar as a capital city of Bali is very famous with Sanur Beach, but only a few tourists know about Puri Agung Jro Kuta as a cultural tourist destination. The aim of this research is to identify the strengths, weaknesses, opportunities, and threats of Puri Agung Jro Kuta as a cultural tourist destination in Denpasar. Furthermore, this research will be used for tourism planning by listing the advantages and challenges in the process. In attempt to diagnose the strengths, weaknesses, opportunities, and threats of Puri Agung Jro Kuta, in the current status and potential, this research conducted a SWOT analysis on this tourism sector. This research used qualitative method to heighten the result of the research. The data collection procedure was by semi-structure interview and observation. In addition, to enrich the result, this research was also supported by the literature review both printed or online which in line with the grand theme of the research. SWOT analysis for Puri Agung Jro Kuta identified eleven strengths, six opportunities, seven weaknesses, and five threats.

Keywords—Tourism, Sustainable Tourism, Culture, Cultural Tourism, SWOT Analysis

I. INTRODUCTION

Refer to Indonesian representative of Tourism Ministry of Indonesia, Mr. Hari Untoro Dradjat, Indonesia has three main product of tourism. They are nature tourism, culture tourism, and MICE tourism. He also said that, the target of Indonesian government is to received 20 millions of tourists (Bali Inspirasi.Com, March 2016). It is become a challenges in establishing a sustainable tourism. How we preserve the nature but at the same time we have 20 millions of tourists will be the big challenge for the tourism industry. Beside preserving the nature, establishing a sustainable tourism tool also can improve the economic and social growth of the people around (Deepanshu, Nitin Gupta.2013). In the context of economic, political and social changes whose shaking the world, cultural tourism has an important role in communicating the core values of intercultural dialogue, protection, and promotion of cultural diversity and preservation of cultural heritage, both tangible and intangible assets constitute the important part of the cultural identity (Nataša Urošević.2012).

Bali is a small island part of Indonesia, an archipelagic country in Southeast Asia. It has a blend of Balinese Hindu/Buddhist religion and Balinese custom, which make a rich and diverse cultures. Bali divided into eight regencies and one city, they are Badung Regency, Bangli Regency, Buleleng Regency, Gianyar Regency, Jembrana Regency, Karangasem Regency, Klungkung Regency, Tabanan Regency, and Denpasar City (Wikipedia Bali.2016).

The cultural tourism in Bali arise since 1936, where Walter Spies, Rudolf Bonnet (Dutch Painter who came to Bali in 1929), and Tjokorda Gde Agung Sukawati (the brother of Tjokorda Gde Raka Sukawati, King of Puri Saren Ubud) establish an organization Pita Maha. located at Gianyar Regency. At that time, Pita Maha took an important part at Balinese art development (The Jakarta Post.1999). Furthermore, this organization promotes Bali by attending some exhibition local and overseas exhibitions. By this promotion, Bali is become popular as a culture tourism destination (Official Website of Gianyar.2013).

The beginning of Puri as a cultural tourist destination is after the Indonesia's independence. The first Puri who become a tourist destination is Puri Saren Ubud. Many people came for visiting or stay on purpose to be on holiday or to be acquainted with the local community. Rudolf Bonnet is one who suggest to Puri Saren Ubud for receive the guests who are able to pay (Official Website of Gianyar.2013). Up to now, Puri Saren Ubud is a popular tourist destination in Ubud, Gianyar.

According to the Wikitravel, Denpasar has various destination to visit by. Such as Alun- Alun Puputan (Puputan Square), Bali Museum, Lapangan Puputan Margarana (Puputan Park), Puri Agung Satria (Palace of Satria and The Royal Temples), Pura Agung Jagatnata (Jaganata Temple), Pura Maospait (Maospait Temple), Sidik jari Museum, Taman Wedhi Budaya Culture Centre, and Taman Budaya (Bali Art Centre) (Denpasar Wikitravel.2016).

Puri Agung Satria is the only Puri which mention by the wikitravel as a tourist destination in Denpasar. Puri Agung Jro Kuta not yet mention at the wikitravel although Puri Agung Jro Kuta is planed as a city tour destination by the Denpasar Government (TribunNews.2015). It is indicate that Puri Agung Jro Kuta not very famous yet for tourist.

It established around 1820M by Dewa Gede Jambe Badung. He once crowned with Kyai Agung Gede Jro Kuta Kahuningan (Official Website of Denpasar.2016). Puri Agung Jro Kuta's family are direct descendants of Puri Klungkung, namely Dewa Agung Kusamba who is the King of Klungkung.

The layout of the Puri Agung Jro Kuta is still arranged as in the days until now, it is divided into three (3) parts and separated by 4 gates as a symbol of power which is called Nyatur Singa – Catur loka phalal;

- First Part (Ancak Saji and Tengah)
It's called "Jaba Ancak Saji" is a common area and has multiple functions (all related to the ceremony) or and gathered before entering the next "part" court yard. There are 3 building; Bale Kulkul, Bale Gong, dan Bale Tegeh.
- Second Part (Jaba Tandeg and Saren Agung)
Jaba Tandeg is an empty space as a place for visitors gathered before meeting with King and Srangki or Semanggen, where the King & the family live
- Third Part (Puarekan Suci and Merajan)
There are few buildings before the holiest part of the palace "Merajan Agung"; Puarekan Suci (Holy Kitchen), Gedong Suci, Bale Peneteg and Bale Kembar. Merajan Agung or Royal Family Temple, a place for King and his family to warship the ancestors and God.

Puri Agung Jro Kuta is a responsible for Uluwatu Temple, which located at Pecatu Village in Badung regency. Where Uluwatu Temple is more famous than Puri Agung Jro Kuta itself.

The Traditional weaving is still maintained and practice as the hereditary tradition and it's still needed by the local community for ceremonies purposes. Still using traditional weaving tools made of wood of which is almost tents years old. Beside the culture, the building also is an heritage though there are some restoration (Official Website of Denpasar.2016).

As a tourist destination, Puri Agung Jro Kuta already try to develop their products. It can be seen from the Puri Agung Jro Kuta's management has a booklet for tourist and some tourist group are already buy package tour in Puri Agung Jro Kuta. But, they do not have neither certain documentation and administration of the number of tourist who visited and how actually they manage the destination.

This research focused on Puri Agung Jro Kuta which located at Denpasar City- a capital city of Bali and. Denpasar City is a potential destination for cultural tourism. It has cultura; sites, religioys temples, and stunning cultural attractions, especially in Hindu Culture.

Based on the background above, I will explore the strengths and the opportunities of Puri Agung Jro Kuta as a tourist destination against the weaknesses and the threat to make Puri Agung Jro Kuta become one of cultural sustainable tourism destination in Denpasar. The aim of the research is to find the

strengths, weaknesses, opportunity, and threat of Puri Agung Jro Kuta for further it can be use as a strategic planning to develop Puri Agung Jro Kuta.

II. LITERATURE REVIEW

A. Sustainable Tourism

To make Puri Agung Jro Kuta become a cultural sustainable destination, there are several concept of sustainable tourism could be adopt. The system of sustainable tourism for the participation should consist in "quilibrium of the force of triangle", which are three groups of entities. They are tourist companies, tourists, and inhabitants of the tourist destination (Bramwell,B.2011). The other aim to apply the concept is with it the tourist development will find a balance between the positive and negative impacts on the destination (Yazdi,S.K.2016. It also describes on World Commission on Economic Development (WCED), sustainable development is "development that meets the needs of the present without compromising the ability of future generation to meet their own needs" (WCED.1987). It is important to apply the concept for Puri Agung Jro Kuta since Puri Agung Jro Kuta is a patrimony.

B. Push and Pull Factors in Tourism

As a tourist destination, Puri Agung Jro Kuta has its own push and pull factors to attract the tourist. Where the push factors is Push factors tend to motivate and create a desire to travel (Crompton, 1979). Therefore, push factors seem to be an internal force which represents the benefits by the tourists for going on a holiday or engaging in alternative activities (Zoltan & Masiero, 2012). While pull factors is are in contrast with push factors. Pull factors relate to attractions or attributes of the destination itself (Kim at al., 2003; Zoltan & Masiero, 2012). The push and pull factors of Puri Agung Jro Kuta will present at following chapters.

C. What is Puri in Balinese term?

Actually, Puri in Bali is a Balinese royal residence, especially those who are still a close family of the kings of Bali. Puri in Bali led by a descendant of the king, who is generally appointed by the royal family. The royal family can be identified through the existing tittles in their names, such as Ida I Dewa Agung, I Gusti Ngurah Agung, Cokorda, Anak Agung Ngurah, Ratu Agung, and Ratu Bagus, those tittles are for man. And for the female, I Dewa Agung Istri, Cokorda Istri, and Anak Agung Istri.

Beside Gianyar, Denpasar city is a part of Bali who fit as culture destination. Based on the tourism development policy's in Denpasar, cultural sustainable tourism is being focus in order to promote the tourism in Denpasar (Wikipedia.2016).

III. RESEARCH METHOD

Puri Agung Jro Kuta is located at Denpasar City, the capital city of Bali. Puri Agung Jro Kuta located in the western of Denpasar, it is approximately 1km from the city centre, on Sutomo street no.38. Puri Agung Jro Kuta is comprised of a ancient and beautiful palace and lanscape for those who cherish and pay homage to Hindu religion.

The key informans were ten participants. There were the member of the royal family of Puri Agung Jro Kuta, stake holder from travel agents, and the local community.

Semi- structured interviews were applied in the data gathering and SWOT analysis will help in identifying the potential advantages and the problems of Puri Agung Jro Kuta.

IV. RESULT AND DISCUSSION

A. Potential Advantages of Cultural Sustainable at Puri Agung Jero Kuta

The author devided the potential of cultural sustainable tourism at Puri Agung Jro Kuta into six aspects. This six aspects taken as an input of the semi- structured interviews with the key informans. The five aspects are:

- a. *Attractions:* Puri Agung Jro Kuta has a number of unique building, such as ancak saji, semanggon, ranggu, sareng kangen, paeban, pemerajaan agung, dan pewaregan daren raja. Beside of the building uniqueness, nice landscape and fresh atmosphere also can attract the tourists to visit (TribunNews.2015).
- b. *Activities:* events and festivals were included in activities where the activities is a motivation in tourism (Csapo, J.2012). By the activities, tourists allow to have more experiences of a destination and gain the respect for cultural differences (Maneenetr,2014). The tourists become more understand to local culture, if they allow to participate the activities. Puri Agung Jero Kuta has several activities to offer. Several activities which offered by Puri Agung Jro Kuta are Balinese traditional dances, art and cultural activities, and dinner at the palace.
- c. *Accomodation:* Accomodation is one of the important element of tourism, which is related to the attraction of a destination and it can enhances the image of the destination (Middleton.1994). Nowadays, Puri Agung Jro Kuta surrounded by small to medium scale hotels. One of the royal family of Puri Agung Jro Kuta also own a small scale hotel to facilitate the tourists.
- d. *Accessibility:* A good destination should be accesible to large population, altogether via road, train or air, because an accessible destination could help tourist to travel with their relatives (WTO.2007). Puri Agung Jro Kuta is very accessible, since it located in the city centre of Denpasar City. It approximately 14km from the international airport of Ngurah Rai. Taxi and other public transportation are available.
- e. *Safety and Security:* One of the five global force that will drive the tourism industry to the new millenium is safety and security (Chiang, L. C.2000). Puri Agung Jro Kuta supported by local security system of Banjar (it is a kind of local community equal to village), it's called Pecalang.
- f. *Human Resources:* Human resource is an important element at a tourist destination. Puri Agung Jro Kuta is supporting by local community although, the local community not able to speak foreign language well.

B. SWOT Analysis: for Puri Agung Jro Kuta

SWOT analysis of Puri Agung Jro Kuta is utilizing to figure out the weaknesses those should be upgraded and the opportunities which can support the cultural sustainable at Puri Agung Jro Kuta. On the tabel below will shown the SWOT Analysis harmonized with the sustainable tourism concept.

TABLE I. SWOT ANALYSIS OF CULTURAL SUSTAINABLE TOURISM AT PURI AGUNG JRO KUTA

Strenghts	Weaknesses
-It is a patrimony building	-Lack of tourism staff with foreign language skills
-Has unique arsitectures	-Lack of marketing and promotion
-Diversity of shape and function of the building	-Lack of proper public transportation
-The royal family still live there	-No viaitor management
-Some daily living culture held	-Lack of public services (e.g toilet)
-Oftentimes held cultural famous ceremony	-No internet connection covering
-Splendid cultural landscape	-Lack of collaboration with stakeholders
-Involving the local community	
-High security	
-Valuable tourist site	
-Balinese dance performance and dinner at palace by request programme	
Opportunities	Threats
-Capital city of Bali	-Natural disaster
-Accessible	-Rain
-Near from the airport	-Traffic jam
-Local community have positive attitude towards tourism development	-Lack of maintaining of the infrastructure to facilitate tourist
-Cultural tourism become a trend	-Lack of tourist for cultural tourism
-Supporting by Denpasar government	

V. CONCLUSION

Cultural sustainable tourism at Puri Agung Jro Kuta has the potential to be expended. The Balinese dances and dinner at the palace programmes which a part of the strenghts elements are valuable programmes for cultural tourism. SWOT analysis for Puri Agung Jro Kuta identified eleven strenghts, six opportunities, seven weaknesses, and five threats. The weaknesses elements should improve d in major of human resources and marketing and promotion. There are several opportunities to be used to improve the destination, such as good location, government support, local community support, and diversity of cultural ceremonies.

To develop Puri Agung Jro Kuta as a cultural sustainable tourism, it is necessary to focusing on several elements. The elements defined as improve the marketing of Puri Agung Jro Kuta, improve the language skill of the staff, build up the public services around Puri Jro Kuta, and make a collaboration with steakholders.

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