MANAGEMENT STRATEGY OF ECOTOURISM IN YEH BAKUNG BEACH AS A SUSTAINABLE ENVIRONMENTAL PRESERVATION EFFORTS

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ABSTRACT

Coastal ecosystems provide tourism potential for coastal areas and the economic potential of coastal communities. Coastal ecotourism not only presents natural tourism, but also includes cultural tourism and rural tourism as well as activities aimed at conserving the environment and preserving the life and well-being of coastal communities. One of the coastal ecosystems is the coastal area located in Yeh Bakung Traditional Village, West Selemadeg District, Tabanan Regency, Bali. An area that has the potential as a tourism must have a proper and precisely designed management system, so that the success of the target can be achieved. Therefore, this study aims to determine the potential of Yeh Bakung Beach as an ecotourism area, and determine its management strategy. The management strategy that is designed involves stakeholders and local community leaders, who know the condition of the area and have a plan in the area's arrangement. The method used in this study was the SWOT Method (Strength, Weakness, Opportunity, Threat) by determining the quadrant on the Internal-External Matrix (IE Matrix). Before developing an area management strategy, it is first necessary identify and inventory the potentials of the area contained at Yeh Bakung Beach. IFAS values obtained were 3.01 and EFAS 2.53. These values converge in IV quadrant in the IE Matrix, which shows the areas grow and build. Thus, a strategy can be formulated through a SWOT Matrix detailing strategies based on SO (Strength-Opportunity) Strategies, ST (Strength-Threat) Strategies, WO (Weakness-Opportunity) Strategies, and WT (Weakness-Threat) Strategies. The strategy of managing the ecotourism area of the Yeh Bakung Beach includes a policy strategy, a facility and tourist activity strategy, a human resource development strategy, and a marketing strategy.

Keywords: Ecotourism, Management Strategies, Coastal Areas, SWOT Analysis

I. INTRODUCTION

Coastal ecosystems provide tourism potential for coastal areas and the potential for increasing the economy of coastal communities. Tourism activities have now led to natural tourism (ecotourism), where people not only want to get entertainment but also as a self-reflection of the tiring activities in urban areas. According to Satria (2009), the shift in the concept of world tourism to special interest tourism, known as ecotourism, is a great opportunity for Indonesia. This happens due to the tendency of more tourists to visit natural and cultural-based objects of the local people.

According to Agusriadi, et al (2011), ecotourism can increase community participation in management, thus providing economic benefits to the local community. While viewed in terms of its management, ecotourism can be defined as the organization of responsible tourism activities in
natural places or areas that are based on natural principles and are economically sustainable to support environmental preservation efforts.

One of the coastal ecosystems is the coastal area located in Yeh Bakung Beach, West Selemadeg District, Tabanan Regency, Bali. The situation of the coast is still very natural and there are not many tourist activities. The beauty of the beach with its sparkling black sand and beach vegetation consisting of coconut trees become its own nuances and attractions. The tradition and religious activities are often carried out in areas around the coast, that can bring out the unique culture and characteristics of the people. The magnitude of the tourism potential in the area has not been matched by the strategy of coastal ecotourism management by the local government.

Yeh Bakung Beach extend outwards along the edge of the Indonesian Ocean to Yeh Leh Beach which is the border between Tabanan Regency and Jembrana Regency. Yeh Leh Beach is a resting place for motorists with long trips. Nowadays, Yeh Leh Beach has started to become a major tourist destination that no longer only makes it a temporary resting place. Yeh Bakung Beach has the potential for ecotourism that can be raised because it has characteristics that are mostly almost the same as Yeh Leh Beach. Thus, Yeh Bakung Beach which will be developed as an ecotourism area can be an alternative for tourist destinations in the border region.

Based on the above analysis, this study aims to determine the tourism potential on the coast of the Yeh Bakung Beach, Lalanglinggah Village, West Selemadeg District, Tabanan Regency, to be developed as a coastal tourism area. Then formulate a strategic concept of Yeh Bakung Beach coastal tourism management in the principle of ecotourism.

II. LITERATURE REVIEW

Coastal Ecosystems

Coastal ecosystems that are found along continental boundaries, are areas with high biological productivity and high accessibility. Coastal ecosystems provide a variety of goods and services. In general, ecosystem services are defined as the benefits derived from ecosystems. Ecosystem services are classified as (MEA 2005):

a. Providing services; benefits derived directly from ecosystems, such as food (harvested and cultivated), water supply and material resources, space for development and hydroelectric power.

b. Cultural services; benefits derived from cultural, recreational, spiritual and research activities in the ecosystem.

c. Regulatory services; processes that directly or indirectly affect the use of the environment such as climate, coastal erosion, water quality.

d. Supporting services; ecosystem processes and connections within and between ecosystems such as photosynthesis, nutrient cycling, sedimentation, and food web linkages.

Ecotourism

Dowling (1996, in Hill & Gale, 2009) states that ecotourism can be seen based on its association with 5 core elements, namely natural, ecologically sustainable, educative environment, beneficial to local communities, and creating tourist satisfaction. The Ecotourism Society (Eplerwood, 2005) mentions that there are eight principles, namely:

1. Prevent and mitigate the impact of tourist activities on nature and culture
2. Environmental conservation education.
3. Arrange for the area used for ecotourism and the management of the conservation area to receive direct income or income.
5. Community income.
6. Maintaining harmony with nature.
7. Carrying capacity of the environment.
8. Income opportunities in a large portion of the country.

Carrying Capacity of Tourism Areas

According to Cooper et al. (1993), the carrying capacity of tourist areas has broad and dynamic concepts. The carrying capacity of a tourist area is defined as the level of tourist presence that has an impact on the local community, the environment, and the well tolerated economy by the...
community and tourists themselves and provides a guarantee of sustainability in the future. The principle emphasizes more on the presence of tourists rather than the number of tourists, because the level of attendance is more appropriate to be used as an approach for a number of factors such as length of stay, characteristics of tourists, concentration of tourists in certain geographical locations and the degree of seasonal tourist visits.

Ecotourism Management Strategies

Ecotourism is a tourism that is managed with a conservation approach. Ecotourism is the management of nature and the culture of the community that guarantees sustainability and well-being, while conservation is an effort to maintain the sustainable use of natural resources for the present and the future. This is in accordance with the definition made by The International Union for Conservation of Nature (IUCN,1988), that conservation is a human effort to utilize the biosphere by trying to provide great and sustainable results for present and future generations.

Another approach is that ecotourism must be able to guarantee environmental sustainability. The purpose of ensuring sustainability as well as conservation goals, as follows:
1. Maintain the ongoing ecological processes that continue to support living systems.
2. Protect biodiversity.
3. Guarantee the sustainability and use of species and their ecosystems.

In the use of natural areas for ecotourism, using a conservation and utilization approach. Both approaches are implemented by emphasizing conservation rather than utilization. This approach should not be reversed.

III. RESEARCH METHOD

Identification and Research Location

The research, which was planned to be held for 6 months (January-June 2019), was carried out in Banjar Mekayu, Yeh Bakung Traditional Village, West Selemadeg District, Tabanan Regency, Bali. The territorial boundaries consist of; the north is bordered by Beja and Bangkiang Jaran, the east is bordered by Suraberata, the west is bordered to Selabih and Bukit Tumpeng, and the south is bordered by the Indonesian Ocean. The location of this study was determined based on purposive sampling, on the basis that this area was planned as a coastal ecotourism development area.

Population and Sample

The population in this study is the government in this case the management of Banjar Mekayu, Indigenous Leaders the West Selemadeg Subdistrict, ecosystem service users (tourists), and those who have expertise in the field of tourism (expert in tourism). The sample of the study was determined by census of all heads and staffs of the area manager and related agencies and coastal communities determined by simple random sampling with total of 30 people.

Data Sources

Grand Strategy (IFAS dan EFAS)

1. IFAS (Internal Factor Analysis Strategy) Matrix Analysis

In IFAS analysis, various internal factors that have been collected are given a weight (value) by the pairwise comparison method, so that the total weight is equal to 1 (one). Then given a rating (rating) between 1 to 4 on each factor of strength (S) and weakness (W) with details of rank 1 (very weak), 2 (not so weak), 3 (strong enough), 4 (very strong). This value refers to the condition of the area concerned. Then the weights by rank are multiplied to get the score. Add all the scores together to get a total score. If the value is:
   - < 1.5 = internally the object is strong
   - > 2.5 = strong internal potential

2. EFAS (External Factor Analysis Strategy) Matrix Analysis

In the EFAS analysis, various external factors that have been collected are given a weight (value) by the pairwise comparison method, so that the total weight is equal to 1 (one). Then given a rating (rating) between 1 to 4 on each of the factors of opportunity (O) and threat (T) with details of rank 1 (very unlikely), 2 (not so very likely), 3 (quite likely), 4 (very likely). Then
the weights by rank are multiplied to get the score. Add all the scores together to get a total score. If the value is:
- $< 1.5$ = externally the object is threatened
- $> 2.5$ = great potential for external potential

**Analysis**

SWOT Analysis (Strength, Weakness, Opportunity, Threat) Various strength factors (S), weaknesses (W), Opportunities (O), and threats (T) are listed respectively in the SWOT matrix. Then interpreted from 4 types of combinations, and then recorded in the strategy cell, which consists of:

- **SO** (Strengths-Opportunities)
- **WO** (Weaknesses-Opportunities)
- **ST** (Strengths-Threats)
- **WT** (Weaknesses-Threats)

**IV. RESEARCH RESULT**

**Identification and Inventory of Regional Potential**

Identification and inventory of regional potential is done through direct observation to the field, seeking information through the village government, traditional village apparatus (Perbekel), community leaders, business people, and communities in the coastal areas. Various information obtained from various sources confirm the objective conditions of the field when making observations. Based on the results of identification of the area potential, an analysis of internal and external strategies can be arranged as follows.

**Internal and External Strategy Analysis**

Based on identification data on the tourism potential of Yeh Bakung Beach, it is necessary to explore deeper about internal and external factors owned by the region, then analyze it as a process of effort in the formulation of strategies. The internal factors consist of strengths and weaknesses, while the external factors consist of opportunities and threats. These factors can be seen in Table 1 and Table 2.

<table>
<thead>
<tr>
<th>Table 1. Internal Factor Analysis Strategy</th>
<th>Internal Strategy Factors</th>
<th>Score</th>
<th>Rating</th>
<th>Score x Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. The potential of the Yeh Bakung Beach natural resources as an ecotourism destination</td>
<td>0.23</td>
<td>4</td>
<td>0.92</td>
<td></td>
</tr>
<tr>
<td>2. The strategic location of Yeh Bakung Beach</td>
<td>0.22</td>
<td>4</td>
<td>0.88</td>
<td></td>
</tr>
<tr>
<td>3. Social aspects of the community that support the development of ecotourism</td>
<td>0.21</td>
<td>3</td>
<td>0.63</td>
<td></td>
</tr>
<tr>
<td><strong>Weakness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Supporting facilities for ecotourism are still minimal</td>
<td>0.13</td>
<td>2</td>
<td>0.26</td>
<td></td>
</tr>
<tr>
<td>2. There has been no execution from the community to begin efforts to realize coastal ecotourism</td>
<td>0.11</td>
<td>2</td>
<td>0.22</td>
<td></td>
</tr>
<tr>
<td>3. Low marketing skills</td>
<td>0.10</td>
<td>1</td>
<td>0.10</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>1.00</td>
<td>3.01</td>
<td></td>
</tr>
</tbody>
</table>

By the table above, the value of IFAS is 3.01, which means that Yeh Bakung Beach has strong internal potential, although there are some weaknesses that will later become the reference for the solution efforts in the preparation of coastal tourism development strategies at Yeh Bakung Beach.
Table 2. External Factor Analysis Strategy

<table>
<thead>
<tr>
<th>External Strategy Factors</th>
<th>Score</th>
<th>Rating</th>
<th>Score x Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Become a major spiritual tourism destinations</td>
<td>0.22</td>
<td>3</td>
<td>0.66</td>
</tr>
<tr>
<td>2. Access to locations is easy</td>
<td>0.21</td>
<td>3</td>
<td>0.63</td>
</tr>
<tr>
<td>3. Creating new jobs</td>
<td>0.20</td>
<td>3</td>
<td>0.60</td>
</tr>
<tr>
<td><strong>Threats</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Competition with other attractions nearby</td>
<td>0.15</td>
<td>2</td>
<td>0.30</td>
</tr>
<tr>
<td>2. The negative impact of tourism activities</td>
<td>0.12</td>
<td>2</td>
<td>0.24</td>
</tr>
<tr>
<td>3. Conflicts of interest</td>
<td>0.10</td>
<td>1</td>
<td>0.10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1.00</td>
<td></td>
<td>2.53</td>
</tr>
</tbody>
</table>

By the table above, the EFAS value is 2.53, which means that the Yeh Bakung Beach has external potential that has enough (moderate) opportunity, because it is balanced by the presence of several threats which will later become the reference efforts in the solution in developing coastal tourism development strategies in Yeh Bakung Beach.

Figure 1 shows the Internal-External Matrix obtained based on IFAS and EFAS scores. The matrix shows the meeting of IFAS and EFAS values is in IV Quadrant which means Grow and Build. This matrix serves as a reference for designing ecotourism management strategies that can be packaged in the SWOT Matrix as follows.

**Management Strategy of Coastal Ecotourism Area at Yeh Bakung Beach**

Based on the information in the SWOT Matrix Table (Table 3), the existence of Strengths (S) and Opportunities (O) is a strong capital in developing strategies to realize coastal ecotourism, while Weaknesses (W) and Threats (T) anticipate the possibility the obstacles faced in realizing coastal ecotourism, so that efforts can be built in overcoming existing weaknesses and threats.

Table 3. SWOT Matrix
SO Strategy

SO strategies are developed based on potential strengths and opportunities. Thus there are several strategies that can be formulated, namely the development of local community-based ecotourism, looking at the social aspects of the community that strongly supports the development of coastal ecotourism at Yeh Bakung Beach. The potential of this community can be improved through assistance by government agencies by providing venture capital assistance and skills training related to ecotourism development.

ST Strategy

ST Strategies are developed based on the potential strength by considering the presence of threats. Thus there are strategies that can be formulated, namely strengthening community institutions in an effort to anticipate the various negative impacts of ecotourism activities. Involving all relevant parties, communities, government agencies, and the private sector in building synergy as an effort to develop ecotourism to avoid various conflicts of interest that would arise. In addition, it must be able to present ecotourism which is characterized by local specialties, so that it has an ecotourism identity that is an advantage in facing competition with other nearby tourist areas.

WO Strategy

WO strategies are developed based on potential opportunities by considering the presence of several weaknesses. Thus there is a strategy that can be formulated, namely improving existing facilities and infrastructure and improving the quality of human resources through various education and skills training so that the opening of new jobs can be balanced with the readiness of its human resources. One of the main skills training is expertise in marketing on a local, national and international scale.

WT Strategy

WT strategies are developed based on efforts to anticipate the existence of weaknesses and threats. Thus there are strategies that can be formulated, namely increasing environmental conservation activities and preparing spatial planning or ecotourism zoning with various relevant institutions and local communities, which can later lead to the realization of a tourist village. In addition to the four strategies above, one that is also important is regarding policy. Policies in this case are held by stakeholders who remain based on national and local laws and regulations, and refer to local, district, village regulations and awig-awig in tourist sites. The Tabanan Regency Government in this case the Tabanan Regency Tourism Office strongly supports the progress of tourism in the village. Related agencies also provide opportunities in the form of tourist area permits by submitting proposals from local community institutions which will then be observed and tested for eligibility.
V. CONCLUSIONS AND RECOMMENDATIONS

Conclusions
The tourism potential of the Yeh Bakung Beach includes the condition of the Yeh Bakung Beach which is very supportive of tourism, seen from the natural conditions of its beaches, vegetation, beach sand, waves. In addition, the high desire of the people to realize the tourism village, the existence of the location of Yeh Bakung Beach which is very strategic and has the opportunity to become a spiritual tourism destination, a rest area and a means of refreshing.

The strategy of managing the ecotourism area of the Yeh Bakung Coast consists of policy strategies, facilities and tourism activity strategies, human resource development strategies, and marketing strategies.

Recommendation
Government involvement as stakeholders in supporting efforts to realize coastal ecotourism in the Yeh Bakung Coastal Area. In addition, community awareness and community action must work together to realize coastal ecotourism to achieve the success of Ecotourism in the Yeh Bakung Coastal Area which will later develop as a Tourism Village in Lalonglinggah Village.

REFERENCES


