



Developing Kampoeng Kepiting Ecotourism Tuban using 4A Components

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Abstract

Purpose: The purpose of this research is to examine the position of Kampoeng Kepiting Ecotourism Tuban, Bali, Indonesia, through analysis of tourism area life cycle and to design a model for development and innovation of Kampoeng Kepiting Tuban Bali based on the study of attractions, amenities, accessibility, and ancillary component (4As).

Research methods: The primary data of this study are collected through involved observation and interviews. The secondary data for this study are from literature study and documentation.

Findings: Kampoeng Kepiting Ecotourism Tuban Bali was in stagnation phase. Efforts of development are needed so that the destination does not reach the decline phase. Development model consists of main elements, concentration elements and supporting elements.

Implications: The three elements are combined and form a development model of Kampoeng Kepiting Ecotourism Tuban Bali to overcome the stagnation phase so as not to reach the decline phase.

Keywords: ecotourism, tourism product component, development model, 4As

INTRODUCTION

Tourism is an interesting field and is currently being discussed by many parties. The law on tourism defines tourism as various things related to tourism activities and is supported by various facilities and services provided by related parties such as the community, businessmen, and government. One of the forms of tourism is ecotourism.

The first definition of ecotourism was introduced by The Ecotourism Society organization in 1993 which states that ecotourism is a form of travel to natural areas carried out with the aim of conserving the environment and preserving the life and welfare of local residents (Ardhana, 2018). Wood in Susanto & Kiswanto (2020) states ecotourism is defined as a form of business or economic sector of nature tourism which is formulated as part of sustainable development. Ecotourism is a travel activity that packaged professionally, trained, contains of education element, as an business sector, cultural heritage consideration, participation and welfare of local community as well as efforts to conserve natural resources and environment (Nugroho, 2018).

Suvena & Widyatmaja in Setyanto & Pangestuti (2019) stated the needs and services of tourist destinations must be supported by four main components with the term of 4As namely attractions, amenities, accessibility, and ancillary service. Attraction is constitute of the beauty and uniqueness of nature,

culture and activities of the local community, heritage of historical buildings, as well as artificial attractions such as games and entertainment facilities. Accessibility are the availability of facilities that make simplicity for visitors to reach a tourist destination, in this case the availability of transportation facilities to tourist destinations and the distance of affordable tourist destinations is important. Amenity is the availability of supporting facilities for visitors needs during tourism activities, such as the availability of food, beverage, accommodation, and souvenir sellers. Ancillary are additional supporting facilities such as currency exchange facilities, ATMs, and security posts.

Rutana in Umam, et al (2015) stated that the utilization of mangrove ecosystems for the concept of ecotourism is in line with the shift in tourist interest from old tourism to new tourism. Tourists who only come to do tours without any element of education and conservation to tourists who come to do tours in which there are elements of education and conservation. Serious efforts are needed to manage and find ecotourism destinations that are specific, natural, rich in biodiversity and can preserve the environment.

One of the attractions in Badung Regency that has the potential to be developed into a tourism object with the concept of ecotourism is Kampoeng Kepiting Tuban Bali which is part of the TAHURA Ngurah Rai Forest Park, located in Ngurah Rai Mangrove area, Tuban Village, Kuta district. Kampoeng Kepiting Ecotourism was initially initiated and managed by the Wanasari Fisherman Group with 96 members. The potential and components possessed by Kampoeng Kepiting Ecotourism can be managed, developed and optimized as ecotourism activities seen from the great opportunities that exist to win a competition with similar tourism. there is a need for an academic study of the tourism potential by examining the components of the 4A tourism products owned by Kampoeng Kepiting Ecotourism Tuban Bali to minimize the gap between management targets with the real achievements.

Based on the problems above, the researchers are interested in studying further about how the development of ecotourism in Kampoeng Kepiting Tuban Bali through 4A tourism product components (attraction, accessibility, amenity, ancillary).

RESEARCH METHODS

This research uses qualitative research with a descriptive approach. Qualitative research are research that intends to understand the phenomenon of what is experienced by the research subject holistically, and by means of description in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2019).

The data source used is the primary data source obtained from involved observation and interviews with Kampoeng Kepiting management using purposive sample technique which is an approach to finding key informan who can provide an information as stated by Sugiyono (2017), purposive sampling technique is taking the subject based on certain considerations. In this case, the researcher determines the informan who is considered to be able to provide information so that it can be developed and find out the problem that will be examine by researcher. In this research, Secondary data obtained from literature and documentation studies such as essay, thesis, article, journal, and online website that related with the research conducted (Sugiyono, 2013).

Data analysis consists of three streams of activities that occur simultaneously, which is data reduction, data presentation, and conclusion drawing/verification (Miles & A. Huberman, 1994).

FINDINGS

Pitana in Pranata et al., (2018) explained that tourism area life cycle is a model used to predict the direction of tourism development trends and understand the evolution and products of tourism.

The degradation of tourist visits in 2019 requires Ecotourism managers to find solutions to bring visitors back. It is stated in the results of the researcher's interview with the informant that there are efforts to solve problems related to this phenomenon. The Ecotourism of Kampoeng Kepiting Tuban Bali conducts Sales Calls to vendors or travel agents who already have previous or new ties of cooperation by promoting new products to increase visits in order to achieve the set targets.

According to Tourism Area Life Cycle theory that created by Butler (1980), Kampoeng Kepiting Ecotourism Tuban Bali occurring a stagnation phase with the characteristics that industry has begun to work hard to fulfil the capacity of its facilities, especially by expecting repeater guests or convention/business tours.

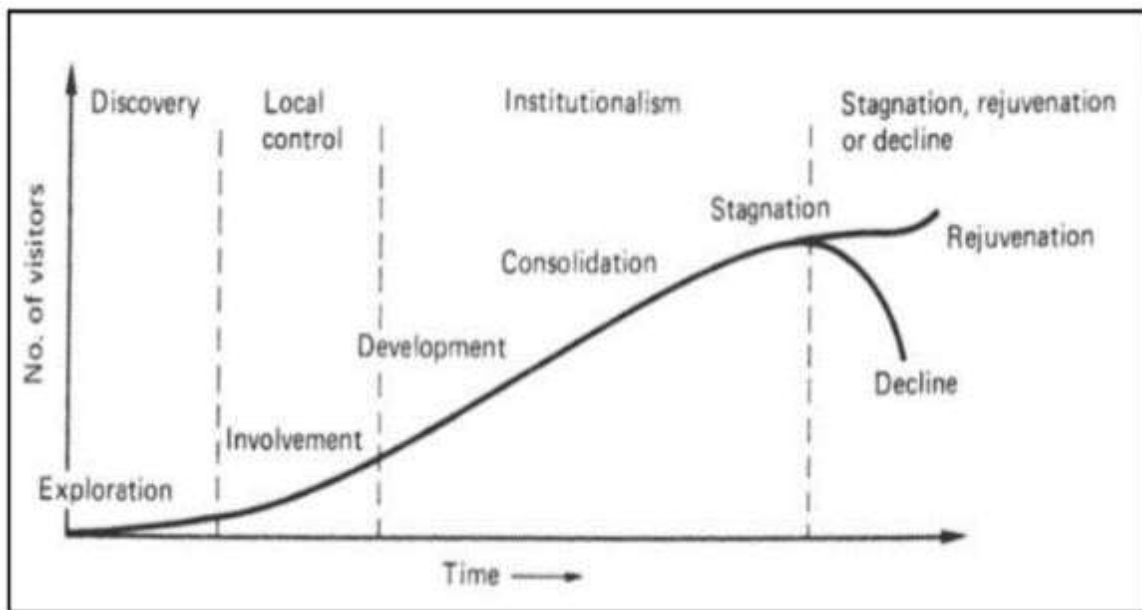


Figure 1. Tourism area life cycle phase
[Source: Butler, 1980]

Development efforts are urgently needed in order to get around the phenomenon of stagnation phase that happened in Kampoeng Kepiting Ecotourism Tuban Bali so as not to reach the decline phase. but in development efforts, concepts and principles are needed that will form the basis of development model.

The concepts and principles of Kampoeng Kepiting Ecotourism Tuban are promoting conservation and education for tourists, community-based ecotourism management, with ecotourism expected to help the economy of the surrounding community, and preserving local cultural arts. This is in accordance with the local regulation on cultural tourism, i.e. Bali Local Regulation number 2 year 2012 on Balinese Cultural Tourism (Peraturan Daerah Bali nomor 2 tahun 2012 tentang

Kepariwisata Budaya Bali) (Mudana et al., 2021). These concepts and principles are not much different from the ecotourism development concept from WWF-Indonesia, namely ecotourism sustainability from economic, social, and environmental aspects, development of local community institutions and partnerships, community-based tourism, and the principles of education and nature tourism.

Based on the two ecotourism development concepts above, the researcher combine concepts and principles into one so that it can be used as new concepts and principles for the basis of Kampoeng Kepiting Ecotourism Tuban Bali development.

According to Cooper in Andrianto & Sugiana (2016), a tourist attraction must be supported by four main elements known as 4As namely attraction, accessibility, amenity, and ancillary. After designing the concepts and principles that will be used as development basis, The 4As tourism product components are the aspects that will be focused on development.



Figure 2. Crab cultivation visitors

From the Attraction component, it is necessary to innovate the development of attractions that further highlight the uniqueness to match the characteristics of tourist attractions in the Constitution no. 10 of 2009 about Tourism (Undang-undang no. 10 tahun 2009) that Tourist Attractions are everything that has uniqueness, beauty, and value in the form of a diversity of

natural, cultural, and man-made wealth that is the target or purpose of tourist visits.

Suggestions for innovation that can be given to the aspect of accessibility are the addition of information on the location of the Kampoeng Kepiting Ecotourism Tuban Bali in the area of Dewa Ruci statue to Nusa Dua and Ngurah Rai Airport area. In addition to adding location information, a virtual series of paid access with the concept of virtual reality is an alternative that can be offered to potential visitors in order to provide an experience of visiting Kampoeng Kepiting Ecotourism Tuban Bali and can be used to introduce, remind, and also attract potential tourists.

The addition of amenity aspect aims to complement the development of new attractions recommendation, these facilities include the construction of a resting point for tourists who do cannoing activities in mangrove forest area, yoga spots, a souvenir shop that sells handicrafts made by local people based on the product from mangroves, mangrove SPA, and libraries that provide additional information about the Kampoeng Kepiting Ecotourism Tuban Bali both from nurseries, planting, mangrove maintenance, mangrove crab cultivation, culinary, and others.

On ancillary aspect, the establishment of ATMs and clinics in the ecotourism area is very necessary in order to make it easier for tourists to reach these services. HR training by The Patra Bali Hotel should be re-implemented periodically in order to continue to improve skills and knowledge of fisherman members, especially in guest service in order to create tourist satisfaction when visiting.



Figure 3. The icon of Kampoeng Kepiting Ecotourism Tuban Bali

Lindmark, Sturesson & Roos in Rahu (2021) defines that the Pentahelix strategy is a strategy in the world of tourism that involves elements of community and non-profit institutions to realize an innovation supported by existing tourism resources and potential.

Sustainable tourism development is closely related to stakeholder involvement. Strengthening the role of stakeholders in tourism development has a long-term impact in economic, ecological and socio-cultural aspects (Alonso & Nyanjom, 2017). Miočić (2016) also stated the relationship and coordination of

various Stakeholder roles in a destination to form quality tourism products and an easily recognizable destination image, achieve long-term excellence and competitiveness, and develop sustainable tourist destinations. Stakeholders consisting of government, business, community, academia, and media.

In designing the model for the development of Kampoeng Kepiting Ecotourism Tuban Bali development model, the concept of stakeholders becomes a supporting element.

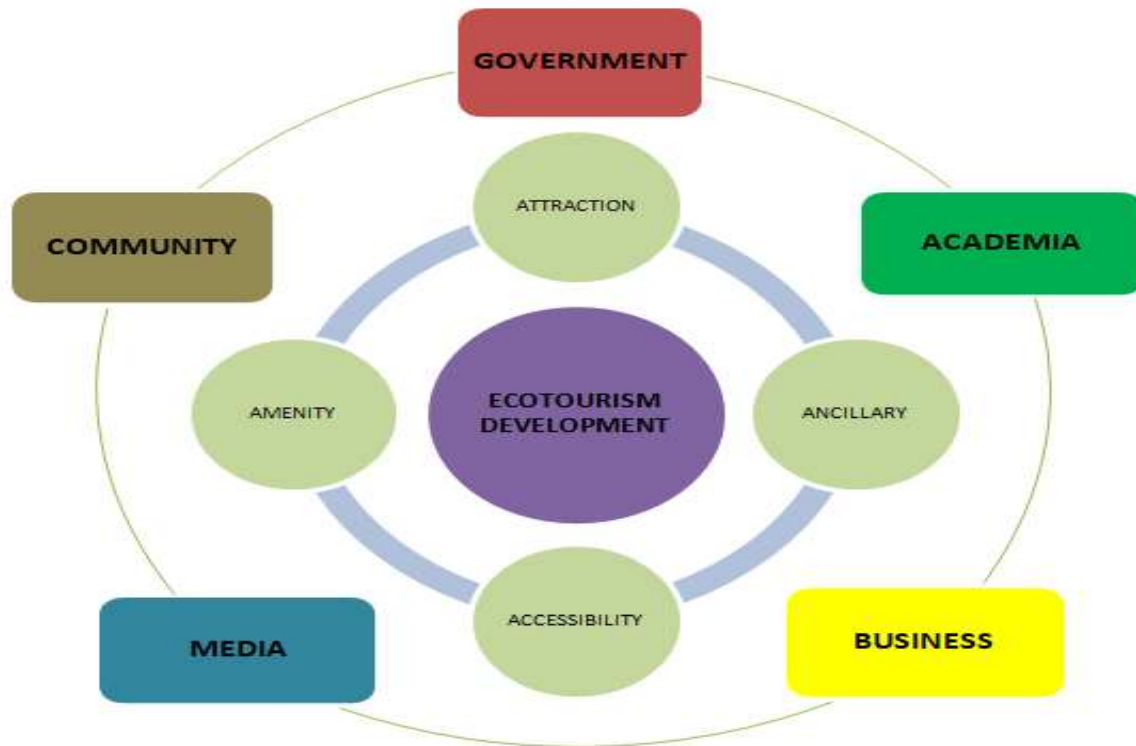


Figure 4. Kampoeng Kepiting Ecotourism Tuban Bali development model

Based on design of Kampoeng Kepiting Ecotourism Tuban Bali development model, it can be determined that the 3 main elements contained in the model to deal with the stagnation phase. The main element in model that designed by researcher is based on a combination of Kampoeng Kepiting concepts and principles with WWF-Indonesia ecotourism development concepts and principles. The second element is 4A tourism product components consisting of attraction, accessibility, amenities, and ancillary as the element of concentration or it can be said as focused element on development efforts. The third element is supporting elements of the sustainability development, it consist of government, business, community, academia and media. These elements will synergize in forming quality tourism products.

Synchronization between development concepts which are the main elements with supporting elements in development efforts that are focused on concentration element as a solution in realizing sustainable ecotourism development.

The synergy of all aspects of main elements in development concept with components of supporting elements is expected to strengthen development

efforts that are focused on ecotourism development models so it become a solving problems solutions in Kampoeng Kepiting Ecotourism Tuban Bali.

Researchers hope with the establishment of an ecotourism development model can be implemented not only in Kampoeng Kepiting Ecotourism Tuban Bali, but can be implemented in all regions that have tourist destinations in Indonesia as a policy in an effort to develop an ecotourism when it reaches the Stagnation phase.

The development model explains about making the combination of principles and concepts of ecotourism development as the basis and vision of the objectives of a management and development, the 4As tourism product component becomes focused aspect in an innovation development, and fully supported by the synergy of Stakeholders in achieving development efforts.

CONCLUSION

Based on the results of the study, the conclusion that can be drawn by the researcher is Ecotourism of Kampoeng Kepiting Tuban Bali reaches stagnation phase with the characteristics of Ecotourism management starting to work harder to fulfill the capacity of the facilities, especially by expecting repeater guests or convention/business tours to overcome related with management targets that have not been achieved. When the stagnation phase is occurred, a development effort is needed so Kampoeng Kepiting Ecotourism does not reach the decline phase, that formed in an ecotourism development model.

The design of ecotourism development model is a combination based on the concepts and principles of ecotourism development, 4As tourism product component, and the supporting role of stakeholders. The Kampoeng Kepiting Ecotourism Tuban Bali development model consists of 3 elements, namely the main element, the concentration element, and the supporting element which can later be recommended and applied to resolve a gap.

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