

Research article

Tourism Potential of the Coastal Area of Yeh Bakung Beach

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It is important to explore the tourism potential within a region and to develop a tourism management strategy. Yeh Bakung Beach has tourism appeal. Between the shore and the sea, the coast acts as a stabilizer, while also serving an aesthetic purpose. This is relevant for discussions on public preservation and welfare. People from outside Lalanglingah village use Yeh Bakung Beach not only as a tourist destination, but also as a location for Melasti (a Hinduism ceremony). This research was conducted in Yeh Bakung Beach, Lalanglingah village, in Tabanan district. The following criteria were considered: condition of the location for tourism, market potential, accessibility, environmental factors, public service, climate change, accommodation, facilities and infrastructure, availability of clean water, safety and convenience, relation to other tourist attractions, area carrying capacity, visitor adjustment, marketing, and market share. The findings showed that Yeh Bakung Beach has good potential to become an ecotourism destination.

Keywords: ADO-ODTWA, agrotourism, coastal area, ecotourismCorresponding Author: Komang
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Knowledge E

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Selection and Peer-review under the responsibility of the PGPR 2021 Conference Committee.

1. Introduction

The Ecotourism has strength in terms of environmental conservation efforts, which is related to a destination demands from the beauty and nature itself. Sustainability of indirect nature and environment preservation still can be maintained because they don't want the value of beauty disappears or depleted. The natural potential from upstream to downstream, from mountains to ocean has an own topography characteristic in each region. One of the values is the coastal which related to beach, especially tourism object that popular in Bali. One of coastal area that has ecotourism potential is a Yeh Bakung beach. The potential of this beach can become the basis realization of ecotourism in the coastal area of Lalanglingah village, West Selemadeg district, Tabanan regency.

The natural condition of Yeh Bakung has special characteristics of a wide coastline with gliestening black sand. The existence of coconut tree vegetation and other

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vegetation complements the natural beauty of the beach. Yeh Bakung as ecotourism in this case not only seen from the coast, but also from the topography of shoreline which is still very natural [1]. Because of direct contact with the natural vegetation of the beach itself, area of rice fields, and plantations, Yeh Bakung beach can make eco-agro tourism happen in single time. Another interesting thing about Yeh Bakung is including the tradition and religious ceremonies. It also makes this beach as a spiritual destination for other villagers outside Lalanglinggah. This condition can make a great opportunity to generate spiritual tourism attraction which has also become an object destination (tourists can enjoy traditional and religious activities).

The identification and inventory of Yeh Bakung’s potential area will bring out many advantages and it also gives public knowledge the function of the value itself, both ecologically and economically. To ensure the readiness of the development in the potential area, it is necessary to conduct an analysis which using terms Analysis of Object Operation Area and Natural Tourism Attractions (ADOT-ODTWA).

2. Method

The research was conducted in Yeh Bakung Traditional village area, Lalanglinggah, West Selemadeg district, Tabanan regency. The approach for this progress is using the data collection through an analysis which is consisting elemental parameters in the table below.

TABLE 1: Criteria for Feasibility Assessment of Object Operation Area and Natural Tourism Attractions (ADO-ODTWA).

Number	Criteria	Value
1.	Natural Tourism Object
2.	Market Potential
3.	Accessibility
4.	Socio-Economic
5.	Community Service
6.	Climatic Conditions
7.	Accommodation
8.	Supporting Facilities and Infrastructure
9.	Availability of Clean Water
10.	Safety and Comfort
11.	Relation with Other Tourism Objects
12.	Area Carrying Capacity
13.	Visitor Arrangement
14.	Market Share

The stage research and research of water diagrams can be seen in **Figure 1** and **Figure 2**.

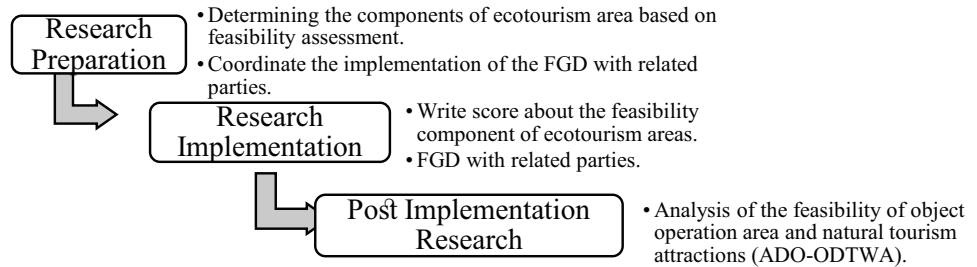


Figure 1: Research Step.

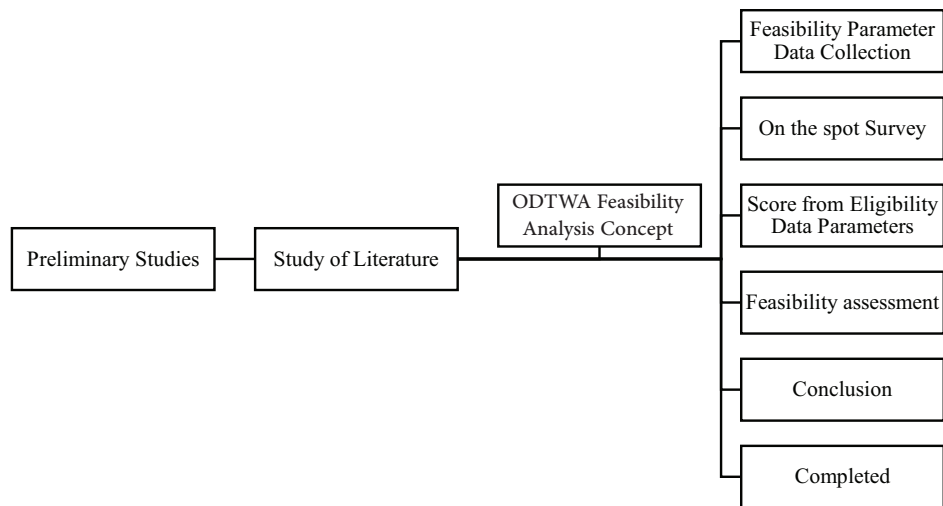


Figure 2: Flow Research Diagram.

Objects and tourist attractions that have been scored then will be analyzed through criteria in the guidelines for the Analysis of Object Operation Area and Natural Tourism Attractions (ADO-ODTWA) of the Director General of Forest Protection and Nature Conservation 2003. Each element will hold values that already determined by the process. The total value of each element can be calculated by the following formula:

Information:

S = Score or value of the criterion

N = Total value of the elements

B = The weight of the value

The obtained score, then will be compared with the total score of a criterion if each sub-criteria has a maximum value. The feasibility level of each criterion is known through a simple calculation of the feasibility percentage of a tourism object [2] with the formula:

Information:

S Total = Total score of the criterion

S Max = Maximum score on each criterion

The comparison results, then it will be obtained with a feasibility index in (%) percent. The feasibility index of an ecotourism area can be seen in **Table 2** below.

TABLE 2: Classification of development elements based on the weight value of each assessment.

No	Value of Eligibility Level	Classification	Assessment Element	Potential
1.	> 66,66 %	Good (A)	Eligible	
2.	33,33 – 66,66%	Moderate (B)	Fairly Eligible	
3.	< 33,33 %	Poor (C)	Less Eligible	

3. Results and Discussion

The ecotourism potential of Yeh Bakung beach can be seen through several elements of feasibility, including natural tourism objects, market potential, accessibility, socio-economic, community services, climatic conditions, accommodations, supporting facilities and infrastructure, availability of clean water, safety and comfort, relation with other tourism objects, area carrying capacity, visitor management, and market share. Ecotourism itself becomes a force in coastal conservation where the development of ecotourism needs a proper control. The control will be based on the carrying capacity of the coastal area to be developed, so it will remain natural without occurring damage due to over-exploitation. Then, it can overcome environmental problems [3].

The target and function of this assessment is mainly to determine the priority scale for the development of natural tourist attraction objects and to intensify the use and development of natural tourist attraction object. The assessment of these criteria is also oriented to the interests of area conservation, provides an understanding the study of area conservation, empowers/increases the role of the community, provides economic value and business continuity to third parties and the government, and provides recreational value (comfort, refreshment, health, etc.).

Based on the results of ADO-ODTWA analysis at Yeh Bakung, a feasibility index reached 71,22% which is classified as good grade (A). It also has the meaning that the assessment of potential elements is able to be developed. The assessment of the elements of each criterion can be seen in the following picture.

From 14 potential elements, there are 7 potential elements which have a fairly decent value, namely in the percentage range between 33,33-66,66%. It consists of market potential, socio-economic, community services, climatic conditions, accommodation, safety and comfort, and visitors arrangement; meanwhile the other elements have a

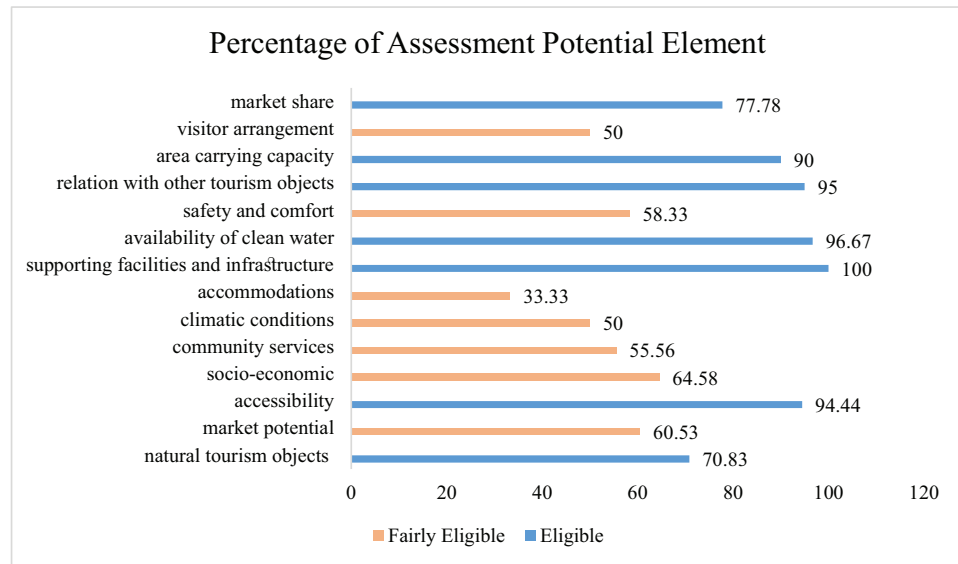


Figure 3: Percentage Assessment of Potential Elements.

decent value to develop, namely at percentage of > 66,66%, consists of natural tourism objects in a form of beaches, accessibility, supporting facilities and infrastructure, availability of clean water, relation with other tourism objects, area carrying capacity, and market share.

The potential assessment which is included in the fairly decent category shows that the object area has sufficient asset which can be developed into an ecotourism area. The market potential in Yeh Bakung is seen from the population density and the level of tourism needs. The condition of the socio-economic is seen from the spatial layout of the object area, the unemployment rate, the population lives hood, education, and community response. Community service is seen from its readiness in the process of achieving expectations of the realization of Yeh Bakung as an ecotourism. Then, the criteria for climatic conditions are very influential because the discharge of seawater is very dependent on the climate situation throughout the year. The availability of accommodation also has an influence on visitor satisfaction that can be seen from how much time visitors will stay in the area. Tourism itself consists of people’s activities who travel and stay outside the environment, usually for not more than one consecutive year for recreation, business, or other purposes [4]. Safety and comfort conditions are seen from the disturbance percentage in the area, and the last is about the arrangement of visitors. These visitors are not yet organized even though becomes a regulatory pattern in tourism activities.

If there is a potential assessment included in a feasible category, it indicates that the object area is very ready to be developed. Of course, the condition of natural

tourism objects clearly illustrated in **Figure 4**. It shows a strong appeal supported by the accessibility that related to the location. Yeh Bakung Beach is on the main route to Java Island so that in addition to being a tourist destination, also as a resting area as well as being able to enjoy its natural beauty. Facilities and infrastructure in the object area are also well available, although the village is included in the rural area but there are no difficulties in electricity, network, or clean water issues. The location of Yeh Bakung also closed to similar attraction such as Soka beach and Yeh Leh beach. In this village also has another resort called Tumpeng Hill. The existence of this tourist attraction embodies the concept of ecotourism in Tabanan regency, which is called 'Nyegara-Gunung.' The carrying capacity of the area also in very good shape, can be seen through the sensitivity of the soil to erosion, land slope, and various activities that can be carried out in the area. In the realization of Yeh Bakung beach ecotourism, market share becomes an aspect that can guarantee the success of ecotourism itself. From this aspect we can see the visitors' origin, then the data can be mapped and targeted.



Figure 4: Coastal Area of Yeh Bakung Beach.

According the principle, Yeh Bakung beach highlights the potential natural resources which are consisting ecosystem potential, agricultural cultivation potential, as well as the socio-cultural potential of the community. These three things are the main selling points in the development of ecotourism in the future. In other words, Yeh Bakung provides a complete feature of tourism objects. It has the beauty of coastal system, the expansion of production and agricultural cultivation sector, and the unique culture of the community that related to tradition.

The development of a good coastal ecotourism area is sustainable with penta helix model, which involves synergy between local governments, the private sector, academia, local communities, and the mass media [5]. The concept of ecotourism depends on the individual thinking on each nature and exploration of tourism activities [6]. Sometimes the development of tourism will change land use, due to various cultural and political intervenes from local government. This movement comes from the fact they want give strategic plans to improve the structure of ecotourism [7]. Therefore, in the development and management strategy, it is also necessary to take some following steps; (i) Identify opportunities and constraints that have occurred since it was declared as a tourist attraction, (ii) Set development goals and target by addressing issues that require attention in the short, medium, and long term, and (iii) Determine steps and actions to be taken to achieve the goals [8].

3.1. Ecosystem Potential

The coastal area's ecosystem is an integrated set of biological (living organisms) and non-biological (physical) components, which in addition to providing productive natural resource, either as food resources, as providers of mineral and energy mining, communication media and recreational areas or tourist. The coastal area is an area that influenced by some sea characteristics, such as tides, salinity, sea water intrusion into land areas, and sea breezes [9]. The potential ecosystem of Yeh Bakung has a wide coastline with beautiful views. This supported by glistening black sand and the presence of coconut tree vegetation, rice fields and plantations, which complement the natural beauty of the beach. The waves on this beach are included in the medium category. It is safe to use for bathing or swimming. There are many activities can be done at Yeh Bakung as a refreshing destination for visitors. The scenery is really fascinating, the visitors can take selfies or just enjoy for its natural beauty. The beach sand without many shells makes it comfortable to walk around. In addition, you can also do some activities such as beach volleyball, yoga, bathing or swimming, and surfing.

3.2. Agricultural Cultivation Potential

The potential for agricultural cultivation in the coastal area of Yeh Bakung consists of productive land areas with commodities of rice, coconut, corn, chili, peanuts, and others. The coastal ecosystem, which should be dry, actually shows that the surrounding agricultural land is still productive. The existence of this potential proves that relation

between communities and ecosystem cannot be separated. The existence of this agricultural land will protect the coastal area which will affect small chance of erosion. In addition, pollution also can be minimized because the agricultural has a protection from pollutants. This natural system makes Yeh Bakung coastal area really a complete package of eco-agro tourism.

3.3. Community Socio-Cultural Potential

The socio-cultural potential of the community in the Yeh Bakung itself contains the activities of traditional and religious ceremonies. The beach becomes a destination for the Melasti (Hinduism Ceremony) from other villagers outside Lalanglinggah village. It also gives attraction for the tourist who like to enjoy traditional and religious activities. These values are really hard to find in any country, even in Indonesia. Because it only found in Bali, the involvement of local communities in tourism business will be developed. In other words, this mechanism will reduce the poverty and improve the quality of life [10]. Therefore, Yeh Bakung deserves to be developed into an ecotourism area which indirectly "forced" to preserve the coastal ecosystem, preserve agriculture, and preserve culture.

4. Conclusion

The feasibility analysis of the potential area and natural tourist attractions on Yeh Bakung resulted in a percentage of 71,22%, which was classified as good (A) and included in the assessment of potential elements that were able to be developed. Yeh Bakung ecotourism highlights the potential of natural resources consisting of ecosystem potential, agricultural cultivation potential, as well as the socio-cultural potential of the community. The efforts to preserve the balance of the environment and ecosystem can realized from collaboration of these potentials. Yeh Bakung ecotourism also complements a tourism concept in Tabanan regency, namely "Nyegara-Gunung" which also has the meaning of sustainable conservation. This conservation must be comprehensively maintained and sustained.

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