



Management of Community-Based Melasti Beach Tourism Destinations



Nyoman Gede Mas Wiartha ^a
I Ketut Suda ^b
Ida Bagus Dharmika ^c

Article history:

Submitted: 18 September 2022

Revised: 09 October 2022

Accepted: 27 November 2022

Keywords:

community;
culture;
Melasti beach;
tourism;
tourism development;

Abstract

Communities in a tourism destination have the potential for a variety of activities that can be created into attractive tourism products. Tourism destinations encourage the emergence of new trends towards community-based tourism development. Planning and developing tourism destinations so as to have opportunities for the community to get hopes, wishes from the development of existing tourism destinations in Ungasan Village, Badung Regency. Based on this phenomenon, there are three main problems in this study. First, why can Melasti Beach become a tourist destination in Ungasan Village, Badung Regency? How is the management of the community-based Melasti Beach tourist destination carried out with the relevant government in Badung Regency, Bali? These problems are studied with several theories, namely imperative functionalism theory, management theory. Management of community-based Melasti Beach Tourism Destinations in Ungasan Village, Badung Regency because Melasti Beach has beautiful beach tourism attractions, complete facilities and infrastructure, and there are institutions that regulate the course of tourism activities. Second, community-based management of Melasti Beach in collaboration with the government of Badung Regency by establishing a Melasti Beach Area Business Management Unit (PUKPM) as a business unit of BUPDA to motivate the economic activities of the Ungasan Village community in the tourism sector, realizing community welfare especially in Ungasan Badung Village, Bali.

International research journal of management, IT and social sciences © 2022.

This is an open access article under the CC BY-NC-ND license

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Corresponding author:

Nyoman Gede Mas Wiartha,
Universitas Hindu Indonesia, Denpasar, Indonesia.
Email address: maswiartha@gmail.com

^a Universitas Hindu Indonesia, Denpasar, Indonesia

^b Universitas Hindu Indonesia, Denpasar, Indonesia

^c Universitas Hindu Indonesia, Denpasar, Indonesia

1 Introduction

Tourism on the island of Bali is a priority sector that has an important role in the economic activities of its people, sustainable tourism development on the island of Bali is very urgent, because industrial business is very effective in increasing income in each district. Increased development in the tourism sector provides welfare for the community, economic progress, science and technology make tourism a lifestyle for people, especially on the island of Bali. Through factor analysis [Suradnya \(2006\)](#), identified 8 factors that influence the interest of foreign tourists to choose Bali as a tourist destination, namely 1 Price, 2 Culture, 3 Beach, 4 Convenience, 5 Relaxation, 6 image, 7 natural beauty, and 8 local people. Identifying these factors, the government is trying to shift the management of tourism from the government and private tourism to the community, to diversify sources of income in tourism. The tourism sector is the leading sector for various economic activities, the business sector in tourism remains a mainstay sector of the economy in the Province of Bali, from the business field in the category of Providing Accommodation and Food and Drink is the highest contributor to the economic growth of the Province of Bali Optimizing the role of destination management for the community in each Regencies on the island of Bali expect to bring in maximum revenue. The development of creative products and innovation in the field of tourism demands the involvement of the community around tourism objects. Optimizing the role of village communities in the development of tourist villages, for example cottage tours, agro-tourism, maritime tourism, and the development of other tourism characteristics in an area ([Tosun, 2006](#); [Valentin & Spangenberg, 2000](#)).

From the beginning, the Badung Bali Regency Government has planned a new type of tourism by developing a culture-based tourism concept. Cultural tourism plays a very important role for tourists which is not only related to literature and art, but also in general the way of life from everyday life which is cultivated from one generation to the next. The new tourist destination industry in a tourism area recognizes the role of culture as a pull factor promoting Balinese cultural characteristics, especially in Badung Regency, Bali as a priority tourist destination. It is possible that the abundant natural and cultural resources owned by Badung Regency are important and important factors for tourists to make their trips more attractive. Utilizing the resources that are owned based on the capabilities of the elements that exist in the community so that as a product of the creative economy it becomes a series of tourism activities that are integrated and patterned based on certain themes according to the characteristics of the village. The basic concept of developing a tourist village as an alternative product that can provide impetus for sustainable rural development and has management principles based on several things including, 1 utilizing local community facilities and infrastructure, 2 benefiting the local community, 3 small scale to facilitate reciprocal relationships with the community local community, 4 involves the local community, 5 implements rural tourism product development ([Suansri 2003](#)).

2 Research Methods

This article was written using the research method which is an overview that contains procedures and methods that will be used to obtain data and information in interpretive qualitative research because it is in the form of descriptive data in the form of words, statements of expression, including actions that can be observed during the study process. This data collection technique is used by researchers to be able to collect data or information based on supporting facts in the field for research purposes and the techniques carried out are largely determined by the research methodology chosen by the researchers themselves. The collected data were analyzed using a qualitative descriptive approach, namely by summarizing, choosing the main points, focusing on the important points, then looking for patterns that make it easier to code certain aspects. This research data continues to be analyzed to present it systematically, then processed based on interpretation in accordance with the theoretical framework that underlies these thoughts ([Guldenmund, 2000](#); [Richards, 2018](#)).

3 Discussions

The Melasti Beach tourism destination is managed by the community on a community basis in Ungasan Village, Badung Regency, Bali

The progress of a new tourist destination can stimulate the community to grow the economic level for the Ungasan Village community, starting from there the community builds communication at the village level with the local

government involving community leaders, tourism experts, about what if the area is developed into a Melasti Beach tourist destination. The potential of a village lies not only in natural resources and small and medium enterprises, but is explored through skills, as seen from the socio-cultural potential of the community, and traditional arts and village rituals, namely Melasti to the beach. The creativity of the community does not rule out the possibility that the Ungasan Village community will become a center of attraction for local and even foreign tourists, and it is possible that cultural concepts will emerge in the future. The Ungasan Village community can realize their desire to live a decent life by managing their skills, active and creative participation plays a very important role in their life. Cooper (2008), explains that a tourist attraction includes 4 (four) components that a tourist destination must have including attraction, accessibility, amenity, and ancillary. The availability of these components has Melasti Beach and is a reference for one of the tourism objects to be an option for the community and tourists in their holiday activities in Ungasan Village, especially on Melasti Beach. Tourists' need for a new environment that is healthy and natural makes tourists willing to do anything to meet their needs while traveling at the Melasti Beach tourist destination. This tourist attraction is what Melasti Beach is able to offer so that visitors make tourism objects their main priority in the context of traveling. The status of a tourist destination on Melasti Beach provides an opportunity to develop tourist attractions and attractions on Melasti Beach, especially to fulfill the basic aspects that visitors want. Community participation in the planning concept is involved in important meetings to listen to input and suggestions so that the Ungasan Village community is created which is creative and can bring benefits to the village and the Ungasan Village community based on references and phenomena of tourism development around Melasti Beach (Damarnegara et al., 2021; Suteja et al., 2021).

Tourist activities at Melasti Beach involve the Ungasan Village community with various activities to create a sustainable change carried out by the Ungasan Village community, in the tourism business the Village seeks a breakthrough to make adjustments or engineering resources (cultural attractions, namely the Kecak dance) to fulfill expectations tourists visit a tourist destination, especially to Melasti Beach and in the form of several facilities including beach clubs, cafes, bars, restaurants in the east (Ritzer, 2004). Facilities and infrastructure at Melasti Beach were built by the Ungasan Village community where tourism facilities and infrastructure are the main or basic facilities that allow tourism to live and develop in order to provide services to tourists visiting a tourism destination, especially Melasti Beach. Tourist facilities in the form of accommodation are also provided by the beach manager of Melasti Beach. There are many choices of accommodation facilities around the beach, such as villas, hotels and homestays. The participation of the village community is the main role in the sustainability of the community's standard of living, especially in the Ungasan Village community in the tourism sector. Talcot Parson's structural functionalism formulates additional postulates on the action system, namely personality, which also influences the systematic interrelation between needs and decision-making abilities of actors who determine roles in the social system. This is a starting point, according to the strategy for constructing a functional theory of social organization. In the concept of community development, it acts as a subject and goal and occupies a very important position in its survival. The development of the tourism industry and the active role of the community will benefit individuals from a community in Ungasan Village. Community participation in development provides a positive impact, namely alleviating poverty, social position and self-confidence, a tendency to motivate people to prosper their lives (Higgins-Desbiolles, 2018; Boniface, 1998).

Management of community-based Melasti Beach in collaboration with the relevant government

Management policies related to the development of the Melasti Beach Destination are institutional strengthening which focuses on institutional empowerment by participating in the concept of developing a tourism area on Melasti Beach. Hasibuan & Hasibuan (2016), explains that everything is done to regulate and manage various sources to achieve the desired goals effectively and efficiently. This includes the first management of Melasti Beach, secondly planning (Planning) on Melasti Beach, organizing (Organizing) tourist destinations on Melasti Beach, actuating tourist destinations on Melasti Beach, monitoring (Controlling) tourist destinations on Melasti Beach. The target of managing a tourist destination area for the Ungasan Village community specifically, in the areas of projects, processes, routine activities is the responsibility of an Ungasan Traditional Bendesa.

The authority of Bendesa Adat in leading and deciding matters relating to the management of tourism at Melasti Beach. Bendesa Adat leadership is a person's ability to influence in planning a destination concept that develops for other people or directs certain parties to achieve the goals of a group, organization on Melasti Beach. The success of the community-based program implemented by the chief of the Ungasan customary village as an implementation of efforts to run the group is reflected through productivity tests and community empowerment tests. Parson's social

analysis explains that margin is defined as action, individual and group power is limited by the distance of special circumstances. Society's interest in recognizing social circumstances that make individuals have the same choice with the integration of action. The entire population in Badung Regency is Hindu, so that all of their life activities, including the social system and diversity procedures, are based on the reference concept of AGIL (Adaptation, Goal Attainment, Integration, and Latency). The importance of an approach in the process of developing the Melasti Beach tourist destination in development efforts remains oriented to the interests of the local community, the environment and the proper placement/division of zoning and arrangement. The landscape of Melasti Beach which is based on conditions, natural potential on Melasti beach and the social, cultural and economic characteristics of the people in Ungasan Village (Siriwattana et al., 2022; Boutros & Muhammad, 2022).

The Manager of the Melasti Beach Area is in accordance with the pararem of the Ungasan Traditional Village, the legal entity here is the Utsaha Manager of the Melasti Beach Area (PUKPM) as a business unit of the Baga Utsaha Padruwen Traditional Village (BUPDA) this is influenced by policies issued by the Head of the Traditional Village and the Regency government Badung towards infrastructure, objects, facilities and tourist attractions that are getting better. The appearance of a development in an area on Melasti Beach has attracted foreign investors who invest in Melasti Beach by building beach bars and star hotels around Melasti Beach (Ko & Stewart, 2002; Lee, 2013).

4 Conclusion

Melasti Beach tourist destinations Tourist attraction has 4 four main components namely attraction, accessibility, amenities, and ancillary, this makes the Melasti Beach area able to spur the community in growing and developing the economic level for the people of Ungasan Village. The potential of Ungasan Village lies not only in natural resources and small and medium enterprises, but through skills, as seen from the socio-cultural potential of the community, and traditional arts and village rituals, namely Melasti to the beach. The creativity of the community does not rule out the possibility that the Ungasan Village community will become a center of attraction for local and even foreign tourists, and it is possible that cultural concepts will emerge in the future. The Ungasan Village community can realize their desire to live a decent life by managing their skills, active and creative participation plays a very important role in their life. The manager of the Melasti Beach Area is based on the Pararem of the Ungasan Traditional Village, the legal unit is the Management of the Melast Utsaha Beach Area (PUKPM) as the main unit of the Baga Utsaha Padruwen Traditional Village (BUPDA). This is influenced by the policies of Bendesa Adat and the Badung Regency Government regarding the improvement of infrastructure, objects, facilities in an area on Melasti Beach.

Suggestion

The community is expected to work continuously in efforts to increase tourism development in Ungasan Village, especially in efforts to manage land owned not only to sell land but to find investors as land contractors in the construction of a supporting facility for the sustainability of tourism such as building restaurants and hotels.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

Acknowledgments

We are grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

References

- Boniface, P. (1998). Tourism culture. *Annals of tourism research*, 25(3), 748-750. [https://doi.org/10.1016/S0160-7383\(98\)00029-2](https://doi.org/10.1016/S0160-7383(98)00029-2)
- Boutros, L. L., & Muhammad, H. A. (2022). The effect of sustainable tourism marketing on brand building: An exploratory study for the Iraqi Airways company. *International Journal of Health Sciences*, 6(S6), 11288–11301. <https://doi.org/10.53730/ijhs.v6nS6.13118>
- Cooper, C. (2008). *Tourism: Principles and practice*. Pearson education.
- Damarnegara, S., Winarta, B., Lasminto, U., Al Kindhi, B., & Sarwono, B. (2021). Numerical investigation of tsunami impact in newly developed tourism coast, case study: Melasti Beach. *Physics and Chemistry of the Earth, Parts A/B/C*, 122, 103001. <https://doi.org/10.1016/j.pce.2021.103001>
- Guldenmund, F. W. (2000). The nature of safety culture: a review of theory and research. *Safety science*, 34(1-3), 215-257. [https://doi.org/10.1016/S0925-7535\(00\)00014-X](https://doi.org/10.1016/S0925-7535(00)00014-X)
- Hasibuan, M. S., & Hasibuan, H. M. S. (2016). *Manajemen sumber daya manusia*. Bumi Aksara.
- Higgins-Desbiolles, F. (2018). Sustainable tourism: Sustaining tourism or something more?. *Tourism management perspectives*, 25, 157-160. <https://doi.org/10.1016/j.tmp.2017.11.017>
- Ko, D. W., & Stewart, W. P. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism management*, 23(5), 521-530. [https://doi.org/10.1016/S0261-5177\(02\)00006-7](https://doi.org/10.1016/S0261-5177(02)00006-7)
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism management*, 34, 37-46. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12-21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Siriwattana, S., Aeknarajindawat, N., & Aeknarajindawut, N. (2022). Foundation economic development for network development community tourism by linking local products and cultural capital Tak Province. *International Journal of Health Sciences*, 6(S4), 232–244. <https://doi.org/10.53730/ijhs.v6nS4.5462>
- Suansri, P. (2003). *Community based tourism handbook* (pp. 11-14). Bangkok: Responsible Ecological Social Tour-REST.
- Suradnya, I. M. (2006). Analisis faktor-faktor daya tarik wisata Bali dan implikasinya terhadap perencanaan pariwisata daerah Bali. *SOCA: Jurnal Sosial Ekonomi Pertanian*.
- Suteja, Y., Atmadipoera, A. S., Riani, E., Nurjaya, I. W., Nugroho, D., & Purwiyanto, A. I. S. (2021). Stranded marine debris on the touristic beaches in the south of Bali Island, Indonesia: The spatiotemporal abundance and characteristic. *Marine Pollution Bulletin*, 173, 113026. <https://doi.org/10.1016/j.marpolbul.2021.113026>
- Tosun, C. (2006). Expected nature of community participation in tourism development. *Tourism management*, 27(3), 493-504. <https://doi.org/10.1016/j.tourman.2004.12.004>
- Valentin, A., & Spangenberg, J. H. (2000). A guide to community sustainability indicators. *Environmental impact assessment review*, 20(3), 381-392. [https://doi.org/10.1016/S0195-9255\(00\)00049-4](https://doi.org/10.1016/S0195-9255(00)00049-4)