

Integrated Planning Of Tourism Destinations In Pemuteran Village, Buleleng District

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Abstract

Pemuteran Village is known as a center for marine tourism which includes snorkeling and diving. The number of tourist attraction operators in this village had grown rapidly before the pandemic. In an effort to balance tourism activities in coastal and hilly areas in Pemuteran Village, planning is needed related to utilizing tourism potential in hilly areas. Planning for tourist attractions in Pemuteran Village is a guide for tourism development that prioritizes social, religious aspects and existing natural conditions. By utilizing a number of temple areas and natural landscape characteristics, tourism activities can be more optimal and contribute to the village in general.

Keywords: *Planning, Destinations, Pemuteran*

1. Introduction

Pemuteran has become a new main attraction that offers sea activities in the North Bali area. By introducing biorock as a tourism potential, many tourists visit this area to carry out snorkeling and diving activities. In particular, there are at least 4 tourist attractions in the Pemuteran area, namely the Underwater Temple Garden Spot, Pemuteran Green Turtle Conservation, Pemuteran Beach, Pemuteran Chair Hill [1]. History Pemuteran Village was originally part of Sumberkima Village which on August 16 1967 was designated Pemuteran because it was a place where cars turned around Pulaki Temple. The development of tourism in Pemuteran Village since 2013 has been more oriented towards coastal and marine areas with their nature, tending to leave behind the spiritual and religious potential that has been the identity of this village for a long time. The existence of the temple and a number of hilly characteristics of this area provide tourism potential that is worth developing. Hill tourism in Pemuteran Village is a tourism potential that is worthy of development [2]. Apart from strengthening coastal tourism activities that have been developing, this new offer also accommodates spiritual tourism activities carried out by many local Balinese and domestic residents who visit this area.

Tourism destination planning is an effort to strengthen the tourism brand in Pemuteran Village as well as equalize tourism activities in coastal and hilly areas. It is important to prepare planning products so that they can become a reference and technical consideration for identifying tourism potential, analyzing the feasibility of developing tourist attractions as well as providing direction for tourist attractions, facilities and community empowerment in developing tourist attractions in Pemuteran Village.

2. Method

Sectoral and spatial planning is a tool to accommodate tourists' needs and interests and not a planning goal. Changes in goals then occur as a result of various changes in thinking that develop continuously as follows:

1. Tourism as a journey. The movement of tourists from one region to another is the concern of tourism planners and the form of planning is more directed towards spatial planning. Leiper [3] represent this stream of thought. Based on a travel perspective, tourism planning focuses more on developing tourism destinations. Here sectoral and spatial development factors are more prominent as can be seen in tourism destination planning
2. Tourism as a basic need. The theory of basic needs and motivation then developed to be able to understand what tourists actually need when traveling. These theories come from, among others. Maslow's thinking [4] which was developed by Mill & Morrison [5]. This base pays great attention to tourist behavior, motivation and interests as a

basis for tourism planning and produces types of tourism products based on consumer demand, such as marine tourism, climbing tourism, cultural tourism, creative tourism, and so on.

3. Tourism as an industry. This view explains that tourism is everybody's business with the view that economic factors dominate the determination of tourism development goals. The aim of planning is to bring economic benefits by encouraging the number of tourist visits and investment. Planning places greater emphasis on the importance of the product side (supply-led), including in the form of improving the quality of the tourism industry through establishing business standardization and competency. This view encourages the creativity of managers to always create products to compete with other business actors in order to reach new consumers while retaining old ones.
4. Tourism as a tool for sustainable prosperity. This current of thought emerged because of the growing awareness of protecting the environment together. Tourism goals then not only bring in tourists, but bring in tourists who are beneficial to the life of the tourism destinations they visit. The planning umbrella shifts from pursuing growth to sustainable development or from pursuing quantity tourism to quality tourism. This approach is the choice that is considered the most appropriate to maintain the continuity of tourism destination life in terms of the physical, economic and socio-cultural environment. This concept focuses on development by taking into account the carrying capacity of the tourism destination environment.

The planning method used in this research refers to the concept offered by Eko Budiharjo [6]. There are 3 planning methods offered. In this research, a number of methods will be used for each planning product output that is prepared :

1. The goal achievement method (goals motivated) explains the thinking for thinking about long-term results. Monitoring and evaluation is carried out at the final stage after the plan has been carried out comprehensively. The problem is that with this method there is the possibility of inaccurate future predictions due to its uncertainty. This results in problems that arise before the end of the activity cannot be resolved immediately or problems are only discovered at the end which causes the goal not to be achieved.
2. The problem solving method (problems motivated) explains that the concept of short-term problem solving thinking is carried out incrementally and is sectoral in nature.
3. The multiple observation method (mixed scanning) is a solution to the shortcomings of the two methods previously explained. This method has continuous, ongoing and cross-sectoral monitoring and evaluation activities.

3. Result and Discussion

Suwena [7], explained that in developing tourism in Pemuteran Village, a number of strategies were implemented, namely the green tourism marketing strategy; Strategy for creating and developing green tourism products; Strategy for commitment and development of community-based tourism development in North Bali; Strategy to improve the quality of human resources through mastery of information technology and entrepreneurship; Synergistic and independent waste management strategies; Green tourism-based tourism infrastructure and facilities development strategy; Green tourism package packaging strategy in Buleleng Regency. Suggestions that can be given are the importance of commitment in developing tourism development in North Bali based on green tourism; the need for waste management; the need for identification and development of tourist attractions; the importance of improving the quality of highly competitive human resources; the importance of increasing community participation in planning, implementing and monitoring tourism development in their area.

Desi Ariati [2], stated that natural tourist objects and attractions in Pemuteran Village include beach conditions, marine potential, hilly areas and turtle projects, (2) socio-cultural tourism objects and attractions include local traditions, the Buleleng Bali Dive Festival and the existence of religious elements in the form of several sacred temples in Pemuteran Village, (3) special interest tourist objects and attractions including special interest tourism in coastal, sea and hill areas in the form of sun bathing, snorkeling, diving and hiking activities.

Pemuteran Tourism Village is located in a lowland area with an altitude of between 0-30 meters above sea level. The reason the author chose the location in the Pemuteran Tourism Village was because it was seen from its natural tourist attraction with a panoramic view of green hills and the beach which is a favorite place for tourists to do snorkeling activities. Pemuteran Tourism Village was selected as an inspirational tourist village in the 2021 Indonesian Tourism Village Award

event by the Minister of Tourism and Creative Economy, Sandiaga Uno. Based on data obtained from the Buleleng Regency Tourism Office, in 2021 data on tourist visits to tourist attractions in Pemuteran Village were very few or even none visited at all, both from domestic tourist visits and foreign tourist visits, this happened because of Covid-19, until 2022, the Pemuteran Bay Festival event will be held in an effort to revive sluggish tourism in Bali due to the pandemic. This special event certainly has a big influence on visits to other tourist attractions such as Pemuteran Marine Park, Bukit Batu Kursi, and has an impact on hotel occupancy in the Pemuteran Village area.

Pemuteran Village is a village located in Gerokgak District, Buleleng Regency, Bali. The Pemuteran Village area has an area of 30.33 hectares. Geographically, Pemuteran Village is located between west and east latitudes, with coordinates 67° N and 82° E according to the village map.

Pemuteran Village has also received an award from SKAL, a world underwater tourism organization, in 2003. Of course, the award received cannot be separated from the persistence of the people of Pemuteran Village, which was first pioneered by a tour guide named I Gusti Agung Prana. Based on the results of an interview with I Ketut Sutrawan as Chair of the Pemuteran Village Pokdarwis, namely that Pemuteran Village has beautiful natural resources with the sea and hills, but the people of Pemuteran Village do not yet know or are aware of the natural potential it has, moreover there are various tourism potentials that have been damaged. as a result of fishing activities carried out by fishermen in ways that are not eco-friendly such as bombing fish with potassium, dynamite, even poisoning fish so that coral reefs die, fish and other marine biota leave the location, hills and mountains are bare, rainfall is minimal and dry environment, lack of public awareness of the environment, and society in weak economic conditions.

The history of Pemuteran Village as a tourist village began with the arrival of I Gusti Agung Prana, a tourist guide who saw the good side of Pemuteran Village, that he saw that Pemuteran Village was very beautiful with the sea and mountains, but seeing the condition of Pemuteran Village at that time, he was touched. and aspires to devote himself to building Pemuteran Village into a village with tourist value. In 1992, I Gusti Agung Prana became the founder of the Pondok Sari Hotel which became a pioneer hotel in Pemuteran Village.

The population of Pemuteran Village according to age and gender in 2022 shows that the largest number of people in Pemuteran Village is in the 16-25 year age range with 927 men, and 965 women with a total of 1892 people. Looking at the geographical location and natural conditions of Pemuteran Village with the land being an agricultural area and a tourist area, the main livelihood of the people of Pemuteran Village is focused on two jobs, namely agriculture and tourism.

Judging from the data on the livelihoods of the people of Pemuteran Village, it shows that the majority of the people of Pemuteran Village work as farmers with most of the land being agricultural. Cultivated plants include mangoes, corn, grapes, chilies, mustard greens and cassava. In terms of community education in Pemuteran Village, it can be said that the level of community education is at the middle level. This can be seen from the existence of SMA Negeri 2 Gerokgak which is located in Pemuteran Village and SMP Negeri 2 Gerokgak in Sumberkima.

As a tourist destination, Pemuteran Village has various attractions that can attract tourists to visit. Various tourist attractions in Pemuteran Village are: Pemuteran Beach, Pengumbahan Waterfall, Tibudari Waterfall, Bukit Batu Kursi Pemuteran, and Taman Bidadari Pemuteran. Pemuteran Beach is a tourist attraction by offering natural tranquility, black sand, with a cluster of hills in the background, offering a panoramic view of the hills and coast. In the Pemuteran Beach area there is the Pemuteran Marine Park which is a tourist destination with the beauty of the seabed in the form of ornamental fish, coral reefs, statues, then there are also car and bicycle wrecks that have been overgrown with coral reefs. Pemuteran Marine Park was developed after the success of the biorock project. The distinctive characteristic of the Pemuteran Marine Park is that there are efforts to preserve coral reefs using the biorock method. Using the Biorock Method is one of the applications of smart tourism by utilizing technology and involving stakeholders. The application of this biorock structure is a form of community innovation in creating a diving route with a design inspired by Balinese temple gardens. The biorock structures are designed in the shape of turtles, ships and Balinese gods and goddesses.

In 2000, the people of Pemuteran Village began to realize the threat to their food security and income. This encourages them to take steps to maintain the sustainability of marine resources, such as making strict regulations regarding fishing that is not environmentally friendly. Apart from that, they also innovate with the aim of restoring coral reefs. The Karan Lestari

Foundation was first initiated by Mr. I Gusti Agung Prana with the aim of restoring coral reefs using the biorock method. Biorock technology was developed by Wolf Hibertz as a marine scientist and Thomas J. Goreau as a marine biologist (UNDP, 2013). This technology uses a low voltage electric current in a steel frame underwater to stimulate coral growth and life. This electrical current causes minerals dissolved in seawater to stick and settle on the steel structure, forming a layer of calcium carbonate similar to natural coral media. As a result, coral reefs grow rapidly on the Biorock structure (UNDP, 2013). The Pemuteran community collaborated with the Global Coral Reef Alliance to install a biorock coral nursery structure. In 2000, the structure was first installed with financial assistance from local hotels. Interested in this project, many local hotel owners then provided financial support for the implementation of workshops aimed at training communities in using the Biorock method to restore coral reefs. To date, more than 70 Biorock coral reefs already exist in Pemuteran (Suastika, 2023). Furthermore, the Taman Bidadari Pemuteran tourist attraction has an artificial garden that has been modified in such a way with a stretch of green grass filled with trees, flowers and combined with several facilities such as a swimming pool, picnic room, a stage, a place to relax and a campfire area.

The Pemuteran Beach tourist attraction, apart from the Pemuteran Marine Park, the Pemuteran Beach area also offers clear sea water, with beautiful coral reefs, so that tourists who visit can do activities such as sunbathing on the beach, snorkeling and diving, and even witness turtle conservation. which is located at the Reef Seen Divers Resort. The turtle breeding project in Pemuteran Village began in 1994, at that time a diving company owner from Australia, Chris Brown, visited Pemuteran Village and he bought a sea turtle from a fisherman who accidentally caught the turtle to save its life and carried out a project to merge the two turtles. to produce turtle eggs. Especially in Bali, up to 30,000 turtles are killed every year, that is, turtles are hunted for their meat, then the turtle shells are used as souvenir decorations, and a small portion are used for ceremonial purposes. The turtle breeding project is an effort to protect turtles that are almost extinct by educating people who find turtles to report them to Chris Brown and they will be tagged as turtles that cannot be caught or consumed. Then the tourist attraction of Bukit Batu Kursi, apart from offering views of green hills with expanses of grass, Bukit Batu Kursi consists of clusters of mountains located in Pemuteran Village. Bukit Batu Kursi attracts tourist attention which has religious, recreational and sporting value, where tourists can carry out trekking activities by passing along the path, namely the stairs along the main track.

The Balinese people consider the Batu Kursi Temple to have a special status, the people believe that visiting the Batu Kursi Temple can beg for or ask for a position or position. But of course, even though tourists can visit it freely, when they want to visit Batu Kursi Temple there are of course rules, namely you cannot be on your period, you must wear polite traditional clothing, and you cannot be in a state of contemplation or visitors who are grieving. At the Taman Bidadari Pemuteran tourist attraction, tourists who come to visit can have picnic activities with friends and family with food that has been prepared, apart from that tourists can enjoy the swimming pool that has been provided with a backdrop of gardens and hills, then there is a kids playground available for tourists who bring children, and there is an archery area, where tourists can practice their archery skills with the equipment provided.

Every year, the Pemuteran Beach area has a special event, namely the Pemuteran Bay Festival. Pemuteran Bay Festival is a special event held every year by Pemuteran Village. The Pemuteran Bay Festival is an annual event which aims to introduce cultural arts and environmental conservation. The Pemuteran Bay Festival was first held in 2014, where this festival celebrated the efforts of Pemuteran Village in conservation towards sustainability and preservation of natural resources. The Pemuteran Bay Festival also aims to promote Buleleng, Bali as the best destination for diving tourism activities, apart from that it is used to promote the richness and underwater beauty of Pemuteran and encourage sustainable tourism development in the region. This special event, namely the Pemuteran Bay Festival, has been included in the 100 calendar events in Indonesia or CoE Indonesia by presenting and presenting cultural celebrations and community spirit. The themes raised in this event have different themes, especially in the 2022 Pemuteran Bay Festival with the theme "Empowering Bayu Sabda Idep" which means "Empowering good actions, words and thoughts". The Pemuteran Bay Festival will be held for 3 days, namely from 18 November - 20 November 2023. Various interesting events will be held at the Pemuteran Bay Festival, namely: Traditional Fishing Contest, Food Bazar, Nature Fun Run, Cultural and Music Performances, Yoga Festival, Art Trash Workshop, Biorock Workshop and New Reef Restoration Structure, Kids Edutainment, Beach Clean Up, Reef Gardening, and Photo Hunt.

This tourism promotion event in North Bali was attended by various parties as a proud moment, namely the Regional Event Directorate of the Ministry of Tourism and Creative Economy, the Head of the Bali Provincial Maritime Affairs Office, the

Head of the Bali Province Tourism Office, the Chair of the Buleleng Regency DPRD, PHRI Buleleng, the Head of the Buleleng Regency Health Service, the Head of the Dukcapil Buleleng Regency, Head of Gerokgak Subdistrict, PHRI Korwil Gerokgak, Pokdarwis Pemuteran and several other invited guests. As an art-raising event and a magnet to attract visiting tourists, the Pemuteran Bay Festival also provides culinary exhibitions from MSMEs in Buleleng.

A. Awareness Stage

At this awareness stage, efforts are made to provide understanding regarding motivating people to get out of poverty. Awareness efforts are carried out in the form of socialization, deliberations, and coaching regarding the potential of Pemuteran Village towards smart tourism with the aim of increasing public awareness regarding the benefits and potential of smart tourism in Pemuteran Village. The form of empowerment that the Pemuteran Village community has attempted at the awareness stage is through village meetings or village sangkepan by discussing the development of Pemuteran village as a tourist village which was first initiated by Mr. Agung Prana as one of the entrepreneurs who saw that Pemuteran Village was attractive and beautiful. according to his version at the time. So that there is an open discussion attended by community leaders and community members to reach a consensus decision.

Then, as for the form of empowerment that has been attempted by the community at the awareness stage at the Pemuteran Beach tourist attraction, this can be observed through the implementation of village deliberation forums which aim to increase community awareness about the importance of preserving the natural environment, especially the underwater world of Pemuteran which is threatened with damage due to people who carry out fish bombing and catch fish that are not environmentally friendly, so that people implement the Marine and Coral Reef Conservation (Biorock) project, form the Karang Lestari Foundation, Pemuteran Sea Pecalang, Marine Gardeners, and create awig-awig.

B. Capacity Stage

At this capacity building stage, it becomes a process of increasing community capacity in managing resources and making appropriate decisions. Efforts made at this stage include training, network development, and active participation from the community. The form of empowerment that the Pemuteran Village community has attempted at the capacity building stage at the Pemuteran Beach tourist attraction is through active participation from the community, such as the formation of Pecalang Segara which consists of Dadia representatives, where the formation of Pecalang Segara aims to preserve the marine ecosystem by inviting the community to participating in restoring the condition of damaged coral reefs by carrying out outreach, apart from that, efforts to empower the community in this capacity building stage include a sustainable coral foundation which consistently provides assistance and training for the community in restoring coral reefs and preserving the environment, forming marine gardeners who dominated by young people who are tasked with maintaining the cleanliness of coral reef conservation areas.

The next form of community empowerment is carried out at the capacity building stage at the Taman Bidadari Pemuteran tourist attraction by facilitating employees who work by providing training related to tourist attraction management, marketing training for a tourist attraction via social media, occupational safety and health training. As well as community empowerment efforts carried out by the Pemuteran Children's Foundation which is sponsored by the owner of the Puri Ganesha Hotel by financing children who have economic problems to continue their education, as well as providing a learning space with facilities in the form of a library room, computer room and drum training room, so that children Children as the next generation can maintain customs and develop Pemuteran Village into a smart village while still paying attention to environmental sustainability.

C. Empowerment Stage

This empowerment stage is the final stage, namely the community of Pemuteran Village applies the knowledge and skills that have been obtained during the awareness stage and capacity building stage. The form of empowerment that the Pemuteran Village community has attempted at the empowerment stage is that the tourist attraction of Pemuteran Beach is seen from the community being independent in building businesses such as providing training services and diving and snorkeling equipment, tour guides and diving instructors. Then the tourist attraction of Bukit Batu Kursi is seen from the people who have built businesses opening food stalls, art galleries and souvenir shops. Then, the tourist attraction of Bidadari Park can be seen from the employee's patience in providing good service to tourists so that now Pemuteran Bidadari Park has become one of the tourist attractions that is often visited by tourists.

4. Conclusions

The planning product is expected to be more directed towards the formulation of destination development strategies consisting of regional strategies, tourist attraction development strategies, tourism facility development strategies, tourism support public facility development strategies, transportation network system development strategies, cross-sector coordination, tourism-related environments, strategies community empowerment and investment strategies. At the end of the research, an annual work program and map of zones and tourism activities that can be carried out in Pemuteran Village will be prepared.

The preparation of this master plan is a series of activities to strengthen Pemuteran Village as a coastal and religious tourism village. In its implementation, it is hoped that party support will be provided during this time in offering village tourism products so that tourism product offerings can be more consistent in the future.

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