

# Acceleration of Competitiveness Bali Tourism

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**Abstract**— The purpose of this research is to explain and describe how Bali tourist heritage improve its competitiveness so that it can align with other international destinations and how to maintain the achievement of Bali as a leading destination in Indonesia. This research uses qualitative approach of phenomenology that is by way of in-depth interviews to informants who are considered understand about the phenomenon of tourism in Bali. Interviewing is possible to be directed to government, academic, tourism and spiritual practitioners in Bali. The results showed that to accelerate and enhance the competitiveness of Bali tourism required the development of environment, culture, economy, which is based on a strong religion.

**Keywords**— Competitive advantage, Heritage tourist Bali.

## I. INTRODUCTION

Balinese culture has been known to the international level so that some say that Bali is a unique tourism area. The admiration of foreign tourists to Bali so they gave the title: The Island of God; The Island of Paradise; The Island of Thousand Temples. With the development of foreign tourist visits in Bali, various supporting facilities such as restaurants, art shops, art markets, entertainment and leisure facilities are growing rapidly on the other hand social and cultural life of society is increasingly eroded along with the rapid pace of tourism development such as fishermen, abandoned by society because it is considered less promising life welfare (Kuhn, Lesley, 2007).

Main research results (2008) states that Bali has been at a point of stagnation when viewed from the indicator level of foreign tourist arrivals to Bali that tend to decline, for example, hotel practitioners in Bali have been selling the price of the room rather than saving the quality of tourism destinations in the future. However, according to BPS (2016) data stated that December 2016 tourists to Bali as many as 442,800 people, who came through Ngurah Rai Airport 437,946 people and through the sea port of 4,854 people. The amount increased by 19.47 percent compared to the same month of the previous year (December 2015) or also increased by 7.16 percent compared to November 2016. Of the ten countries supplying the most tourists to Bali, eight countries of which experienced a significant increase and two countries experienced a decline that comprised of Malaysia slumping 5.6 South Korean tourists also slumped 0.93 percent from 152,866 people to only 151,440 people.

Timothy and Nyaupane (2009a) stated that the growth of heritage tourism is expected to have better prospects than other types of tourism. Pedersen (2002) in the United Nations Educational, Scientific, and Cultural Organization (UNESCO) categorizes heritage tourism in two areas: cultural heritage and natural heritage. Timothy (2011) revealed that heritage tourism is very useful to attract more tourists coming to a destination also classified into the natural and cultural heritage. Harish (2014) also argues that the destination image has made India more familiar and accepted as a tourist destination. In the process of globalization, the increasing interest of a destination and destination branding is a key factor that has contributed to

improving competitiveness (Cai 2002, Gartner, 1986, Konecnik and Gartner, 2007, Murphy et al., 2007). A destination will compete through image / image that is embedded in the minds of tourists (Baloglu and McCleary, 1999).

The reason for the Bali Destination selected in this study is based on several considerations, namely: Bali is one of the provinces in Indonesia which became the famous tourist destination, with great intention of visiting either from domestic or international tourists. Some of the foreign tourists who visit Bali is the story of its predecessors who are familiar with Bali, then forwarded by his successor who wondered if it is true the situation pleases tourists. This image process is an advantage for destinations in Bali and is an opportunity to keep it in a better direction and never monotonous or boring. To enhance the sense of awareness of Bali's cultural heritage. Stakeholders in Bali must have an obligation to be able to maintain and preserve the existence of the cultural heritage and forward it to future generations.

Based on the explanation on the background that has been described above, then some of the research gaps include: Not yet obtained a detailed description of the competitiveness of tourist destinations in heritage tourism. Although Bali is internationally renowned, yet no results have been found on how power is performed competitiveness of tourism in Bali can be parallel with tourist destinations that have been ranked top of the world.

## II. LITERATURE REVIEW

*The role of Hospitality Tourism in Bali tourism development.*

Hospitality has the meaning of hospitality, courtesy, intimacy, mutual respect. If associated with tourism industry, can be likened that hospitality is spirit, soul, spirit of tourism. In the absence of hospitality in tourism, all the products offered in tourism itself such as inanimate objects that have no value for sale (S. Pendit, 2007). Katan (2009) states that the hospitality of Indonesians is one of the strong reasons for foreign tourists to visit this country. This is an ammunition to raise the tourism sector of Indonesia. Throughout the year 2009, Indonesia is often plagued by problems of security instability, politics and natural banana that makes foreigners reluctant to visit. Call it the Bali Bombing shirt and other bombings that occurred in Jakarta. The results of a survey of The Smiling

Report in 2009 which states Indonesia is the country's most inexpensive smile, at least give a glimmer of hope for the Indonesian nation.

Tourism itself is an industry that sells most aspects of intangible, for example a sense of comfort, safe, quiet for tourists, for the sake of achieving the satisfaction of tourists. Things to consider in creating satisfaction for tourists actually include many things, ranging from tourists are berkikri about Bali, decided to take a vacation in Bali, welcome on arrival in Bali, while staying and doing tourism activities, until the time the tourists go home each. Basically, all the tourist areas in the world are able to offer products of high quality, but the nature of the product is very easy to imitate by competitors. As Singapore has a Merlion pioneer, where Bali is able to make Merlion statues much better. One a very difficult thing to imitate by a competitor is a service product that includes hospitality, attitude, behavior, time density, reliability, responsive, real, reliable and assurance and empathy.

#### *Tourism competitiveness*

Minister of National Education Regulation no. 41 of 2007 on the standard process standard, defining competitiveness is the ability to show better results, faster or more meaningful. Ability in question is (1) ability to strengthen its market share, (2) ability to connect with the environment, (3) ability to improve performance without stopping, (4) ability to establish favorable position. According to Porter (1995) can be defined as the ability of a company's business in the industry to face the various environments encountered. Competitiveness is determined by the competitive advantage of a company and relies heavily on the level of relative resources it has or we call competitive advantage. Furthermore, Porter explains the importance of competitiveness for the following three things: (1) encouraging productivity and increasing self-sufficiency; (2) enhancing economic capacity both in the context of regional economics and quantity of economic actors so that economic growth increases; (3) more market create efficiency.

Companies that do not have competitiveness will be left out by the market. Because not having competitiveness means not having excellence, and no superior means there is no reason for a company to remain survive in the competitive market for the long term. Competitiveness is related to how an organization's effectiveness in the competitive market, compared to other organizations offering similar or similar products or services. Companies that are able to produce good quality products or services are effective companies in the sense of being able to compete.

Porter (1995) says: "competition is at the core of the success or failure of firms. Competition is the core of a company's success or failure. There are two sides to the competition, the side of success because it encourages companies to be more dynamic and compete in producing products and provide the best service for the market, so competition is considered as a motivating opportunity, while the other side is a failure because it will weaken the companies which is static, fear of competition and unable to produce quality products, so that competition is a threat to the company.

According Muhardi (2007) Competitiveness of operations is a function of operations that are not only oriented into the (internal) but also out (external), ie respond to the target market with proactive business. Dimensions of competitiveness of a company as stated by Muhardi (2007) by quoting Ward et al. (1998) is comprised of cost, quality, delivery time, and flexibility. These four dimensions are further explained by Muhardi (2007) complete with the following indicators:

- a. Cost is the dimension of operational competitiveness which includes four indicators namely production cost, labor productivity, use of production capacity and inventory. Competitiveness elements consisting of costs are absolute capital owned by a company that includes its production financing, productivity of its workforce, the utilization of the company's production capacity and the availability of production reserves (inventories) which at any time can be used by the company to support the smoothness of the company.
- b The flexibility is a dimension of the competitiveness of operations which includes various indicators such as the product produced, the speed adjusts to the environmental interests.

#### *Heritage Tourism and Creative Tourism*

As One Part of Culture Tourism Culture Tourism or cultural tourism has a very complex understanding. The International Scientific Committee on Culture Tourism (1997 in Csapo 2001) defines cultural tourism that "culture tourism may be life-changing, reflecting all the social customs, religious traditions, or intellectual Ideas of their culture heritage. "Another definition is given by the UN international organization which defines it in its broadest sense and narrow meaning. In the broadest sense the United Nation World Travel Organization (in Csapo 2001) defines cultural tourism as being "In the strict sense of the United Nations says that" in the narrow sense of the United Nations, "the movement of the people, move-ment of persons of essentially cultural motivations such as tours, performing arts and cultural tours, travel to festivals and other cultural events, visit to sites and monuments."From this definition can be interpreted that cultural tourism is a tourism in which mengand-ung cultural values in the form of social customs, religious traditions, and various ideas about cultural heritage in a region. Cultural tourism can also be defined as a tourism essentially containing cultural values such as tours, art and cultural performances, festival trips, and visiting historical places. Janos Csapo (2001) classifies culture tourism in several ways, including heritage tourism, cultural thematic routes, cultural tourism, tourism and tourism, religious tourism and pilgrimage routes, and creative culture. Each of these tours has its own characteristics and characteristics. Based on United Nations Education, Scientific and Cultural Organization (UNESCO) explained heritage tourism is: "thanks to a global, integrated approach in which nature meets culture, the past meets the present, the monument-tal and movable heritage meets the intangible, the protec- tion of cultural heritage, as an expression of living culture, contributes to the development of societies and the build-ing of peace. By virtue of its multifarious origins and the various influences that have shaped it

throughout history, cultural heritage takes different tangible and intangible forms, all of which are invaluable for cultural diversity as the wellspring of wealth and creativity "(Unesco in Csapo 2001)

Heritage tourism presented by UNESCO has a sense that heritage tourism has undergone a modern era of change. However, heritage tourism and Cultural tourism are related to each other. Both attachments are based on place, culture and source that has historical value. The value of history is the main attraction that is considered to have a value that must continue to be preserved while creative tourism includes a variety of components of art based on ideas and thoughts that are then poured in the form of performing arts, crafts, films, paintings, and other cultural arts has cultural value and is manifested in the form of goods and audio visual. As described by European Affairs in *The Impact of Culture on Creativity* that culture creativity has three components namely artistic skill, lateral thinking and conducive environment which then produce creativity based on culture (ec.europa.eu 2009).

### III. RESEARCH METHOD

#### *Research Design*

The qualitative research design of this phenomenology was chosen to understand the experience of the stakeholders in managing tourism in Bali. Qualitative research is a study full of people, place, and communication descriptions that are not easily done using statistical data (Bogdan & Biklen, 2003). Qualitative research aims to examine the phenomenon with all its problems and related to the understanding of events based on subjective views. One of the studies of phenomenology focuses on wholeness in analyzing the phenomena of all perspectives to articulate the essence of informant experience (Maoustakas, 1994). To know the essence of this research should be conducted phenomenological research with the process as conducted by Creswell (2007) as follows:

- a. Identify actual and interesting phenomena;
- b. Researchers put forward the physiological basis of phenomenology;
- c. Researchers put aside personal experience;
- d. Data were collected from individuals who had experience with the phenomenon
- e. Informants are given at least two critical questions: What has been experienced in the phenomenon?

What context or situation usually affects the experience of the phenomenon?

- f. Perform analysis steps

Qualitative research with phenomenology approach, in this study, is based on the phenomenon of the development of tourism competitiveness in Bali. The phenomenological perspective as a knife analysis can be used with case studies of existing phenomena in the field (Fatchan, 2009). The phenomenological approach focuses on understanding the essence of experience (Cresswell, 2007: 78). The phenomenology perspective is concerned with understanding the meaning of the mind set and self (individual), as well as the "in-the-motive" and "motive of the motive" in performing its actions and the underlying conditions of understanding (Fatchan, 2009: 129).

#### *Data Collection Techniques*

The data obtained in this study is behavior data, which can be grouped into qualitative data types. The data obtained consist of 1. Verbal data (words) and non-verbal (behavioral) research subjects. Data of subject words and behavior describe the experience and meaning of community behavior from research subjects. 2. Photographic Data. Photographic data help provide a description of the behavioral situation of the research subjects. 3. Statistical data. Statistical data are additional data that can be utilized for testing ideas, providing an overview of the subject and the research problem.

Data collection techniques used to collect verbal data is by interactive techniques through in-depth interview method. Interviews were conducted with tourism stakeholders in Bali. Interviews were conducted directly with informants in an informal and repeated manner. The longer the question becomes more focused so that the information obtained will be more detailed. The duration of the interview is not limited by time, but of course by considering the ethics and conditions of the informant. Interview instruments are made flowing and growing. Data collection techniques for non-verbal data using observation techniques, and non-interactive techniques are documentation. Observation technique used is conventional observation technique. Daymon and Holloway (2002) argue that conventional observational techniques make researchers enter real-time location or background informants, but are not fully integrated with their subjective routines and realities and the participation of researchers is minimized. Tools used in observation are not online or indirect.

#### *Data Reduction in Phenomenological Approach*

There are three kinds of data reduction in the phenomenology approach. In the process of collecting data to reveal the understanding of the meaning (interpretation) of the actor's actions is done on the basis of "pure" awareness of himself. Fatchan (2009) said that operationally, the concept is divided into three forms of reduction, namely: Phenomenological reduction is done when researchers screen all experiences in the form of consciousness or temporary bracketing (Collin, 1997 in Fatchan, 2009). In the process of observation, the researcher must find out "what is behind the visible phenomenon" and trace "what is experienced in the realm of consciousness" means the researcher seeks to get the "essence" phenomenon or actual phenomenon. Therefore, the researcher should be an "insider" that is acceptable in the life of the community in the area under study.

### IV. EMPIRIC RESULT

The results of the study are described 4 main points, namely: An important statement from the results of interviews with informants. After the information data collected, then selected the statements that are considered important to be a research theme. After the next theme was formed the proposition of how to develop the competitiveness of Bali. The following meanings taken from important statements are presented in Table I.

TABLE 1. Meaning of Research

NO INF	MEAN	NO INF	MEAN
3.7	Tourism Development	3.3	Increased revenue
3.2	Cultural Promotion	3.8	Creative Economy
3.2	Selling Food		Souvenir Selling
3.2	Selling Food	3.2	Tourism Services
3.2	Structuring the Environment	3.9	Sell
3.3	Beautify the Environment	3.3	Religious tourism development
3.8	Keep the environment clean	3.10	Involvement of Tourism Activities
3.2	Environmental Security	3.8	Organize
1.3	Planting mangrove trees	3.7	Organize
1.4	Physical Building	3.2	Organize
3.11	Care and maintenance		Organize
1.7	Support	3.4	Organize
3.4	Socialization of planning	3.7	Organize
	Socialization of planning	3.6	Discussion
3.15	Proposed Activity (Proposal)	3.6	Discussion
	Proposed Activity (Proposal)	3.14	Socialization of Modern Management
3.12	Evaluation		Socialization of Modern Management
3.6	Awareness of Tasks and Obligations		Socialization of Modern Management
3.8	Community Involvement in Spontaneous Participation Activities		Socialization of Modern Management
	Community Involvement in Spontaneous Participation Activities		Socialization of Modern Management
	Organized Participation		Socialization of Modern Management
3.2	Enliven the Activity		Socialization of Modern Management
3.3	Cultural Preservation	3.4	Socialization of Tourism Development Program
3.5	Cultural Development	3.4	Thought Contribution
3.11	History of the Nation	3.1	Organize
3.3	Charity	3.2	Organize
		3.6	Management of Facilities and Infrastructure
		1.7	Development and maintenance

Resource: Research result 2017

Description Meaning Important Information Bali Community Participation Becomes A Theme

1. Tourism Development, an activity undertaken by the people of Bali with the government, they developed a program to maintain the competitiveness of tourism in Bali through culture. Communities are involved in the development of tourist areas through cultural preservation. Tourism development as a meaning goes into the theme of ECONOMY
2. Promotion Culture, is an effort to introduce tourist areas of Bali to other foreign tourists and tourists archipelago. They promote culture through artistic performances, cremation. The role of the community to promote culture is a consequence of the acceleration of Bali's competitiveness. Cultural promotion as a meaning goes into the theme of ECONOMY.
3. Creative Economy, is a creative effort to be able to find something new. Creativity comes through new ideas that have not yet been done or not done by others. Young community members in the area of the tourist area see the opportunity, they create creative products that are different from the products that are already there. Attempts to discover new things are the result of the implementation of government programs Thus the meaning of creative economy goes into the theme of ECONOMY.
4. Selling Souvenirs, is an entrepreneurial activity undertaken by the community in the tourist area. Thus, selling souvenirs is the participation of the people of Bali. The meaning of selling souvenirs was entered on the theme of ECONOMY.
5. Tourism involvement, is a form of community participation in Bali, reflected by public awareness to worship People feel happy and active. The involvement of tourism activities a meaning of entry into the theme of ECONOMY.
6. Tourism Services, products offered on tourist destinations not only in the form of goods, but there are also services. Business services conducted by the people of Bali is to become a guide for the beach visitors in Bali. Community efforts to become a guide included into economic activities. Thus the meaning of tourism services is included in the theme of ECONOMY.
7. Environmental Arrangement, is the participation done by the people in the coastal area in Bali. The form of environmental arrangement is the arrangement of parking motorcycles and four-wheeled vehicles owned by visitors. Structuring a good environment is needed to make the tourist area a comfortable place to visit. Society in this case contribute in managing the environment, especially parking. Community participation (participation) in the form of parking arrangement is a daily activity. Structuring the environment as a meaning to enter the theme ENVIRONMENTAL DEVELOPMENT.
8. Beautify the Environment, is one form of participation made by the people of Bali, beauty and hygiene and the environment is enhanced by the community. The meaning of beautifying the environment is included in the theme of ENVIRONMENTAL DEVELOPMENT.
9. Maintaining Environmental Safety and Cleaning, is a form of Balinese community participation. The form of such participation is to maintain the safety and cleanliness of the

beach which is a natural wealth that has historical value, and high benefits. Maintain the safety and cleanliness of the environment as a meaning of entry in the theme of ENVIRONMENTAL DEVELOPMENT.

10. Maintain and maintain, is an activity to build tourism facilities and infrastructure. This activity is a form of community participation in Bali. The meaning of keeping and caring as a meaning goes into the theme of ENVIRONMENT DEVELOPMENT.
11. Organize, the involvement of the Balinese community in organizational activities is visible from their activities as their house of worshipers. The existence of mosque officials and tombs remain coordinated with the relevant agencies. Organize as a form of community participation. Organize as a meaning to enter in SOCIAL theme.
12. Proposed Activity (Proposal), support and community contribution in the form of activity proposals to develop its territory through thought contributions and awareness of duties and obligations as members of the community is a form of Balinese community participation. Proposal activity (proposal) as a meaning entered in the SOCIAL THEME.
13. Socialization of Modern Management, tourist area as a superior product of a region should be managed professionally in order to increase competitive advantage. The Balinese community supports organizational activities that implement modern management, ie organizations that have clarity of organizational structure, clarity of job description and clarity of size and timing of completion.

Management based on modern management is professionally supported fully by the community. A meeting of the house of worship and housekeeper House history is always discussed the importance of clarity work and completion time so that community participation can be organized. Socialization of modern management as a means of entry into the SOCIAL THEME.

14. Cultural preservation, tourism destination Ngaben closely related to the culture of Bali, keeping the historical relics to preserve the culture is the responsibility of all elements of society. Forms of support undertaken by the community to preserve and develop cultural potential are included in the CULTURE THEM
15. History of the Nation, the real contribution of Balinese society is evident from the proposals of their proposed activities and the proposed activities related to the development of cultural sites that have historical value in Bali. The community proposes that cultural sites that have historical value can become filled in the history of the nation. The history of the nation as a meaning goes into the CULTURE THEM.
16. Charity, is a form of Balinese society participation. Charity can be in the form of giving some of the property that is owned for the maintenance of a house of worship. Beramal can also be in the form of sacrifice of time, such as discussing, or contributing power for the cleanliness of tourist areas, charity as one form of meaning entry on the theme RELIGI.

TABLE 2. Meanings of Important Information and Itsmes in Tables and Diagram Models

NO INF	MEAN	THEMA
3.7	Tourism Development	Economic
3.2	Cultural Promotion	
3.2	Selling; Selling Food	
3.3	Increased revenue; Religious tourism development	
3.8	Creative Economy; Souvenir Selling	
3.2	Tourism Services	
3.10	Involvement of Tourism Activities	
3.6	Management of Facilities and Infrastructure	Environmental Development
1.7	Development and maintenance	
3.2	Structuring the Environment	
3.3	Beautify the Environment	
3.8	Maintaining Environmental Security and Cleaning	
1.3	Planting mangrove trees	
1.4	Physical Building	
3.11	Care and maintenance	

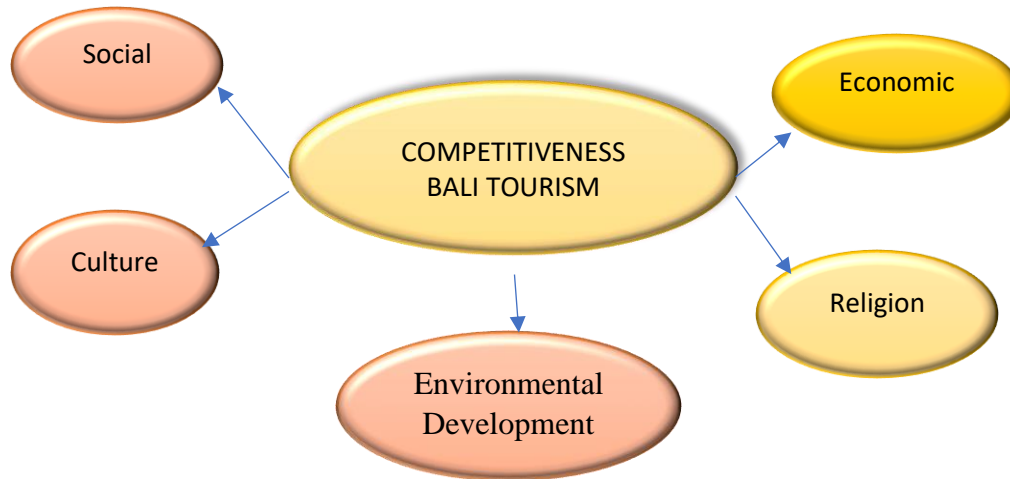
Resource: research result 2020.

1.7	Support	Social
3.4	Socialization of planning	
3.15	Proposed Activity (Proposal)	
	Proposed Activity (Proposal)	
3.12	Evaluation	
3.6	Awareness of Tasks and Obligations	
3.8	Community Involvement in Spontaneous Participation Activities	
	Community Involvement in Spontaneous Participation Activities	
	Organized Participation	
3.2	Enliven the Activity	
3.8	Organize	
3.6	Discussion	
3.14	Socialization of Modern Management	
3.4	Socialization of Tourism Development Program	

3.4	Thought Contribution	Culture
3.3	Cultural Preservation	
3.5	Cultural Development	
3.11	History of the Nation	
3.3	Charity	Religion

Resource: research result 2020.

Research Model



Based on the results of research that has produced the theme of social, cultural, economic, religious and environmental development, the proposition in this research is: To accelerate the competitiveness of Bali then the community and the government must develop environment, culture, social, economists based on religious factors

V. CONCLUSION

To accelerate and enhance the competitiveness of tourism in Bali, Bali's society and government must maintain Bali's achievements as a well-known destination on the international level. The results showed that to accelerate and enhance the competitiveness of Bali tourism required the development of environment, culture, economy, which is based on a strong religion.

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