

Tourismmemorfosis as a Model for Tourism Development in the Tulamben – Amed Tourist Area

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Abstract—The development of tourism in the Tulamben – Amed area has made this area advanced and developed from environmental, social and economic aspects. The offer of coastal and sea-based tourism activities has led to the growth of a number of tourism support facilities in this area. The rapid development of tourism has been anticipated by the government with the preparation of the Tulamben – Amed Area Tourism Development Plan. The identification process is not only from identification and excavation, but also from the process of planning and determining future policies. The data aspects that will be studied include the development of tourism activities, the development of tourism facilities, the involvement of tourism stakeholders, conflicts that occur and how to manage the obstacles faced each time a conflict occurs. This area has developed and made every element of tourism can run completely and well. The introduction stage occurs completely and all the time along with the increase in tourism potential and attraction. The reaction stage has also developed along with the introduction of new tourist attractions with the provision of tourist facilities and accommodation. The institutionalization stage is getting stronger with the formation of workers' associations, tourism entrepreneurs' associations and local community organizations that are getting better. The compromise stage is carried out by strengthening what the institution has done, compiling service standards and developing a coordination mechanism for diving tour operators in offering tour packages. This research proves that development will continue in tandem with the discovery and search for new tourism resources.

Keywords— Tulamben-Amed Area: Tourism Development: Tourismmemorfosis.

I. INTRODUCTION

The scope of tourism studies is not only about the economy [1] [2] [3] various sectors that are multisectoral are deep in it [4] [5] tourism is not in an empty area without any elements in it, but in a large system, whose components are interrelated with each other, with various aspects, including social, cultural, environmental, political, security, and so on. Nature as a resource in tourism is very large and important [6] [7] This can be seen from the clarification of the types of objects and attractions where nature tourism occupies the highest percentage [8].

The development of tourism occurs due to changes in tourist attractions and elements of its amenities in a certain period of time. Ritchie and Crouch [9] stated that natural and cultural attractions can provide the highest added value for the development of a tourism area.

The increasing number of visitors increases the need for tourism facilities, triggering the construction of hotels and homestays. The development of tourism facilities has also led to an increase in the conversion of land functions from agriculture to tourist accommodation. Agricultural land that has changed functions is mostly rice fields and salt fields. In addition, many local people have changed their profession from farmers or fishermen to tour guides, this has also triggered the shift in the function of several local facilities to tourism facilities. Considering the development of many tourism sectors, the amount and aspects of tourism development should be controlled.

A number of experts' views are related to the development and development of tourism in a tourism destination. Butler's [10] view has made a great contribution to the science of tourism. Anom [11] conducted research and found the concept

of tourism memorfosis as stages of tourism development. One of the concepts used is Turismemorfosis which defines the development of tourism based on 4 stages (introduction, reaction, institutionalization, compromise). Inspired by historians and archaeologists Raharjo and Munandar [12] who have conducted research on the history of Bali's tourism development and impact. Raharjo and Munandar [12] refer to Noronha (1976) who invented an organic model of the destination area life cycle. The organic model of the destination area life cycle Noronha [13] was built on the findings of Greenwood [14] as a general model of tourism development through 3 stages.

II. METHOD

Research in the Tulamben - Amed area has been carried out by researchers since 2018 with the preparation of the KSPN for the Tulamben - Amed area and its surroundings which was followed by related research in this area in 2021. This year's research is more focused on the Tulamben - Amed area as one of the locations of tourism activities that are developing on a national scale. In the future, research activities will be directed more towards the development of community participation and institutional development in area management.

Data analysis was carried out using qualitative descriptive analysis and analysis using the SAST (Strategic Assumption Sufacing and Testing) method. Qualitative descriptive analysis is used to verify and validate the development model and roadmap. Meanwhile, SAST analysis is used to obtain the basis of assumptions needed in preparing an action plan [15] [16].

The location of this research is located in the Tulamben – Amed National Tourism Strategic Area which is located in

Karangasem Regency, Bali Province. The choice of this location is not only because this area is a priority area for tourism development on a national scale, but also an area that has a unique tourism development in terms of tourist attractions.

III. RESULT

Administratively, the Tulamben-Amed area is located in the Kubu and Abang Districts in Karangasem Regency, Bali Province or about 100 km from Ngurah Rai International Airport with a distance of about 3 (three) hours by land with smooth road conditions. The name of the village of Tulamben is derived from the word *Batulambih* which means "many stones". This is because there are consequences of the eruption of Mount Agung that affect this village from time to time. Then the name of this village was changed to *Batulamben* and finally to the village of *Tulamben*.

The Tulamben-Amed tourism area covers 9 villages/sub-districts, namely *Baturinggih*, *Kubu*, *Dukuh*, *Tulamben*, *Culik*, *Datah*, *Labasari*, *Purwakerti* and *Bunutun*. Meanwhile, the tourist attractions found in the Tulamben-Amed tourism area are *Jemeluk* and *Tulamben Beach*.

The Tulamben-Amed tourism area is located in a tropical location with an average air temperature ranging from 23°C-32°C. The air humidity ranges from 65.5%-87.3% and the air pressure is between 1,009.9-1,014.3 millibars. During 2014, the number of rainy days in the Tulamben-Amed area was 11-110 days/year with quite high rainfall occurring from January to April. Meanwhile, in October, the weather is in the driest condition compared to other months.

Tourist attractions consist of tourist attractions located in the planning area in the form of natural, cultural and artificial attractions. The Tulamben-Amed region has different tourist attractions. A number of tourist attractions in this area are *Tulamben Beach*, *coral garden*, *kelebit rock*, *US Liberty shipwreck site*, *tree house*, *salt mining location*, *underwater garden gallery*, and a number of other dive sites.

The provision of electrical energy to meet the needs of the community in the Tulamben-Amed area was obtained from PT. State Electricity Company (PLN). The electric power transmission network that serves the Tulamben-Amed area comes from 2 (two) substations, namely the *Manggis Substation* located in *Manggis District* and the *Amlapura Substation* located in *Karangasem District* as well as the *High Voltage Overhead Line (SUTT)* network, which connects the *Manggis Substation – Amlapura Substation – PLTU Kubu*.

Although the development of communication technology is currently getting more rapid, communication through mail or package delivery, especially for office purposes, is still very necessary. Therefore, PT. Pos Indonesia provides an auxiliary post office. For *Kubu District*, the auxiliary post office which only amounts to one is located in *Kubu village*. People rely more on the use of mobile phones than landlines as a means of communication.

The area's clean water infrastructure is still very limited. PDAM only reaches part of the area. This causes many people to still have to look for water to springs that are relatively far from where they live.

Community organizations in the Tulamben-Amed area that are actively involved in the implementation of marine tourism activities, namely; *Tunas Mekar* tourism group, *POKMASWAS Jagra Segara Asri Abang*, *Tulamben Dive Guide Organization*, and *fishermen's groups*.

IV. DISCUSSION

A number of efforts to revitalize and develop the Tulamben-Amed Area, such as the revitalization of *Tourist Attractions* in an effort to improve product quality, sustainability and competitiveness, have been carried out and are expected to provide optimal results. The characteristics of the area that support the development of marine tourism have become a great basic capital for the development of tourism in this region.

The discovery stage has been carried out both by the community and by the private sector as investors by utilizing tourism potential to become tourist attractions or accommodation and other tourist facilities. At this stage, the existing stakeholders are very enthusiastic and confident that the utilization will be crowded with tourists visiting. This understanding is based on the view of stakeholders that the development of tourist visits and tourist shopping patterns is getting better from time to time.

The reaction stage is more on the use of a tour package and the offer of more complex tourism products by business actors. From the government's point of view, at this stage the government makes a number of adjustments to the type of activity, the intensity of activities and the limitations of locations that can be used. This reaction stage is mostly carried out by business actors and the community. The government itself has set efforts to achieve the vision of regional development in the future towards sustainable tourism.

The institutionalization stage is mostly carried out by community groups and business actors. Communities with the existence of existing community groups, such as *fishermen's groups*, *women's groups* and *youth groups*, form associations that regulate the order of business services. Meanwhile, the entrepreneur organizes himself in an organization to agree on service standards, the division of service capacity and the service time that will be provided to tourists. In this context, the institutionalization that has developed a lot is from the community and business actors.

The compromise stage is more of a compromise on the part of the government on what exists and happens in the region. The government accommodates the licensing process, activity restrictions and the intensity of tourist activities that occur. In its development, the compromise made by the government triggered the development and growth of tourist facilities and tourist attraction businesses, especially in the eastern part of the region. The compromises made do not only have a positive impact, but also have a negative impact such as the development of uncontrolled land use patterns, land use in areas with special categories that occur a lot and the details of the development of activities that are not in accordance with the typical character of the region.

V. CONCLUSION

The development cycle of tourism destinations provides an important framework for sustainable planning, management, and development, and ensures that destinations remain attractive and beneficial to local communities. In its future development, the study of tourism development must be discussed in more detail from each aspect of tourism and existing tourism stakeholders.

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