Analysis of Tourism Strategic Area Development for Bali

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Abstract Master Plan of National Tourism Development (Rencana Induk Pengembangan Pariwisata Nasional - RiParNas: 2010-2025) determined by the President of the Republic of Indonesia on 2nd December 2011. National Tourism Strategic Area (Kawasan Strategis Pariwisata Nasional - KSPN) spread over 88 KSPN in 34 provinces throughout the territory of the Republic of Indonesia. Bali as the biggest foreign exchange contributor of the tourism sector has 11 KSPN spread in 9 districts and town in the province of Bali, namely: Buleleng district (area of Bali Utara-Singaraja, and Pulau Menjangan-Pemuteran); Jembrana (National Park of Bali Barat); Tabanan (Bedugul); Denpasar and Badung (Sanur-Kuta-Nusa Dua); Gianyar (Ubud); Bangli (Kintamani-Danau Batur); Klungkung (Nusa Penida); Karangasem (Besakih-Gunung Agung, Tulamben-Amed, and Labuhan Amuk). Development of Bali during this time indicated that there are still some gaps of development outcomes. The research objectives for the first year (2016) are: to identify, analyse and earlier understanding about Critical Factors (CFs) on developing tourism strategic area for Bali Provincial in supporting equitable economic developments. The data was collected using the method of observation and semi-structured interviews, while the Content Analysis Techniques (CAT) and Cognitive Mapping Solutions (CMS) are used as a method of qualitative-verification analysis. Thus, CFs can be identified into six categories called SLEEP'S, namely: Social-cultural, Legal-regulatory, Environment, Economic, Politic, and Safety. Therefore, the research can be conducted within three stages, in order to produce specific and maximum outputs.

Keywords: critical factors, cognitive mapping, content analysis, equitable economic development, tourism strategic area.

I. INTRODUCTION

Indonesia as a developing country, the government expects all components of the nation trying to constantly improve the economy in order to compete and excel from neighboring countries (Asia), even other countries in the world. The President of the Republic of Indonesia issued the Presidential Regulation number 32 of 2011 in May 20, 2011 regarding to the Master Plan of Acceleration and Expansion of Indonesian Economic Development (MP3EI:2011-2025). Indonesia's economic development is based on a regional spatial concept approach. The Indonesian economy is developed based on the potential and excellence of each region in thirty four (34) provinces which are grouped into the six of National Economic Corridors: Sumatra, Java, Kalimantan, Sulawesi, Bali-Nusa Tenggara, and Papua-Maluku.

The MP3EI programme follows some characteristics of each Indonesian Economic Corridors and focuses on eight main activities: 1) Agricultural; 2; Mining; 3) Energy; 4) Industry; 5) Maritime; 6) Tourism; 7) Telematics; and 8) Development of Strategic Area. The spatial concept for Indonesia's economic development can be more implemented operationally on the way of comprehensive and integrated regional planning for Indonesia. Furthermore, the President established the Master Plan of National Tourism Development (RIPParNas: 2010-2025) on 2 December 2011 through Presidential Regulation number 50 of 2011. The eleven KSPN of Bali are spreading throughout the Regency and City [1].

Literature review, field observation, and expert interviews have identified critical factors (Critical Factors - CFs) into six (6) categories, called SLEEP'S, namely: Social-cultural, Legal-regulatory, Environment, Economic, Politic, and Safety. Thus, the elements of the government through the policy system, legislators through regulation, and the social community through their daily activities can

contribute jointly and harmoniously to support the Economic Development of Bali Province based on the Development of Strategic Tourism Area.

II. RESEARCH METHODS

Collecting data used a combination of several methods: literature review, field observation, brain storming and or semi-structured interviews (Saunders, et al., 2007 and 2009). Meanwhile, analysising data applied a qualitative-verification method [2] that combines Content Analysis Techniques (CAT) [3], [4] and Cognitive Mapping Solutions (CMS) [5], [6]. This method results a concept and identification of critical factors (Critical Factors-CFs) [7] on the Development of Strategic Tourism Area for Bali Province to improve the Equalization of Economic Development.

III. RESULT AND DISCUSSION

A. General Overview of the Result

Academic research generally includes two important activities: Library Review and Field Investigation. The literature review is a key for making decisions relates to evaluate and organise references in order to develop problem-solving ideas [8]. Meanwhile, field investigation is an appropriate essential activity procedure for collecting and analysing data to make solution as problem solving [9]. Furthermore, it is possible to analyse and find results through both sources and to carry out systematic research procedures. In the result section discusses some stages of analysis from two sources: critical factor-CFs analysis affecting the development of the Tourism Strategic Area (KSP) in Bali Province.

B. Literature Review

Republic of Indonesia issued Presidential Regulation Number 32 on 20 May 2011 entitled the Master Plan for Economic Development Acceleration and Expansion of Indonesia (MP3EI: 2011-2025). This regulation figures out the Indonesia's economic development with a regional spatial concept approach.

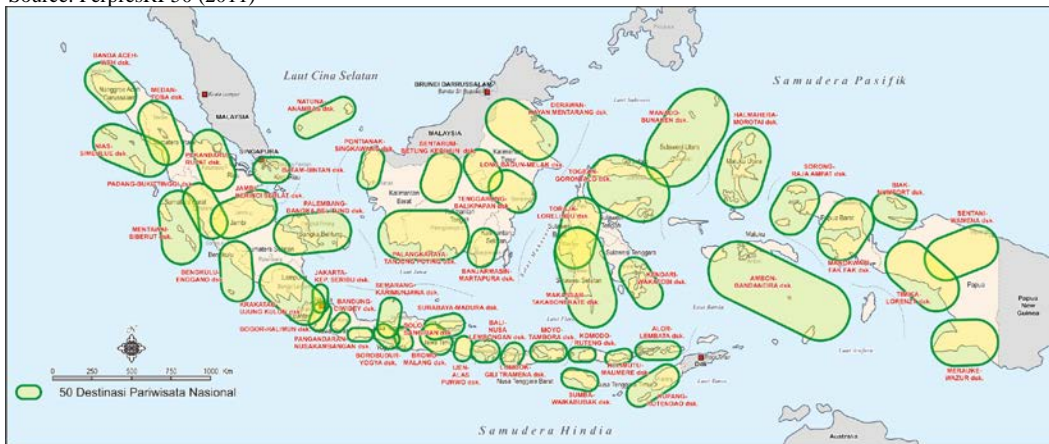Fig. 1. Economic Corridor of Indonesia
Source: PerpresRI-50 (2011)

Fig. 2. National Tourisim Destinations (50-DPN)
Source: Rencana Induk Pembangunan Pariwisata Nasional (RIPParNas, 2010-2025)

The economic development is developed as potentiality and excellence of each region in 34 provinces which are grouped into six Corridors of National Economic. These corridors are as main areas of acceleration of economic development for Indonesia. Those areas consist of: 1) Economic Corridor of Sumatra; 2; Economic Corridor of Java; 3.) Economic Corridor of Kalimantan; 4) Economic Corridor of Sulawesi; 5) Economic Corridor of Bali-Nusa Tenggara; and 6) Papua- Economic Corridor of Maluku (Figure 1).

The MP3EI programme is approached to the characteristics of each from the six Indonesian Economic Corridors and is focused on eight main activities: 1) Agriculture; 2) Mining; 3) Energy; 4) Industry; 5) Maritime; 6) Tourism; 7) Telematics; and 8) Strategic Area Development Meanwhile, Figure 2 shows fifty National Tourism Destinations (DPN), including the DPN of Bali-Nusa Lembongan.

The approach of spatial concept for Indonesia's economic development can be more operationally implemented through comprehensive and integrated regional planning of Indonesia. Furthermore, the President of Republic of Indonesia issued Presidential Regulation No. 50 of 2011 that determines the Master Plan of National Tourism Development (RIPParNas: 2010 – 2025) on 2 December 2011.
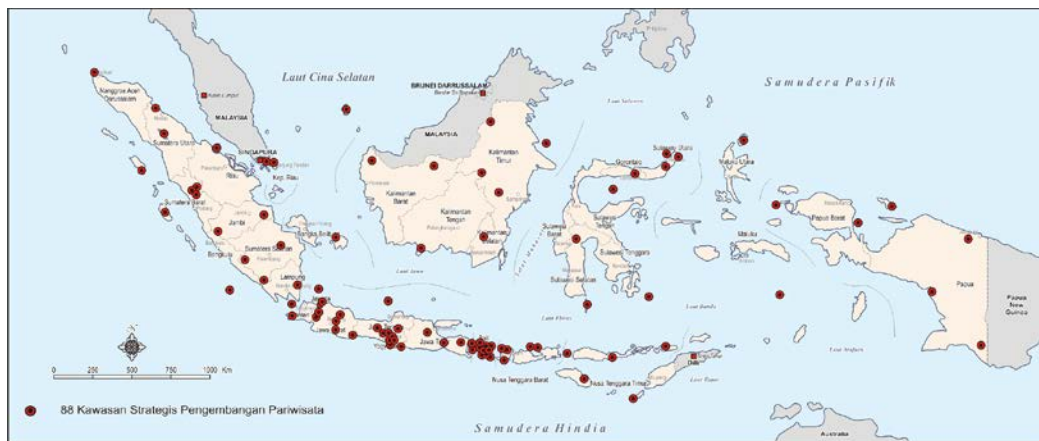

Fig. 3. National Tourism Strategic Areas (KSPN)
Source: Rencana Induk Pembangunan Pariwisata Nasional (RIPParNas, 2010-2025)

Province of Bali is the largest contributor of foreign exchange for Indonesia from tourism sector. This province has eleven National Tourism Strategic Areas (KSPN). The 8 KSPN (Figure 3) locate in thirty four provinces; whereas eleven of 88 KSPN spread over all of regencies and cities in Bali Province [1], as showed in Figure 4. These eleven include 1) North Bali (Singaraja) and surrounding areas (Buleleng Regency); 2) Menjangan-Pemuteran and surrounding areas (Buleleng Regency); 3) Water of West Bali National Park and its surroundings (Jembrana Regency); 4) Bedugul and surrounding areas (Tabanan Regency); 5) City of Sanur (Denpasar City), Kuta-Nusa Dua and surroundings (Badung Regency); 6) Nusa Penida and surrounding areas (Klungkung Regency); 7) Ubud and surrounding areas (Gianyar Regency); 8) Kintamani-Lake Batur and surrounding areas (Bangli Regency); 9) Sacred Areas of Besakih-Gunung Agung and its surrounding (Karangasem Regency); 10) Tulamben-Amed and surrounding areas (Karangasem Regency); and 11) Labuhan Amuk and surrounding areas (Karangasem Regency).

Eleven of the KSPN Bali (Figure 4) reflects the medium-term objectives of the National Government for 'Development of Bali Tourism Strategic Area in Supporting Equity of Development'. It generally indicates that there is a development gap among regencies and cities. For example,

tourism facilities are supplementary focused in Sanur, Denpasar, and Kuta-Nusa Dua (or in Badung Regency) than other regencies. Submitting a 'moratorium' policy due to the facilities towards its capacity level. In consequence, issuing the KSPN (2010-2025) announces a priority of three developing strategic areas of this island that focuses on Karangasem Regency; whereas the rest locate in Buleleng Regency. Some regency (Jembrana, Tabanan, Bangli, Gianyar, Klungkung) respectively has one development strategic area.

According to Local Regulation number 16 of 2009, the strategic area for Bali Province defines as an area with priority spatial planning that plays important role in multi aspects of Bali development, including economic, social, culture, tourism and or environment. The plan is detailed on the Spatial Plan (RTRW) for the period of 2009 to 2029. Referring to the Presidential Regulation No. 50/2011, Bali Province is specified as the fifth economic corridor (V), or as known Bali-Nusa Tenggara. The MP3EI indicates that the country's foreign exchange contribution from tourism sector can significantly support the equitable distribution of Balinese economic development, and will be achieved through a priority of the Strategic Tourism Development Area

Therefore, the outcome of the first year of this study is a

future research that focuses to identify and analyse critical factors of development for Bali Tourism Strategic Area in order to support the equity of economic development.

C. Identification of Critical Factors (CFs)

Literature reviews, field observation, and interviews identify forty-six (46) important factors that could influence the development of KSPN of Bali Province. These important factors are grouped into six critical factors (Critical Factors or CFs) regarding on the similarity of information for each factor and the proximity of the meaning of those information. The six CFs categories consist of Socio-culture, Legal-regulatory, Economic, Environment, Politic, and Safety (SLEEP'S). Identification of the critical factor groups (CFs) and each variable component are presented in Table 1.
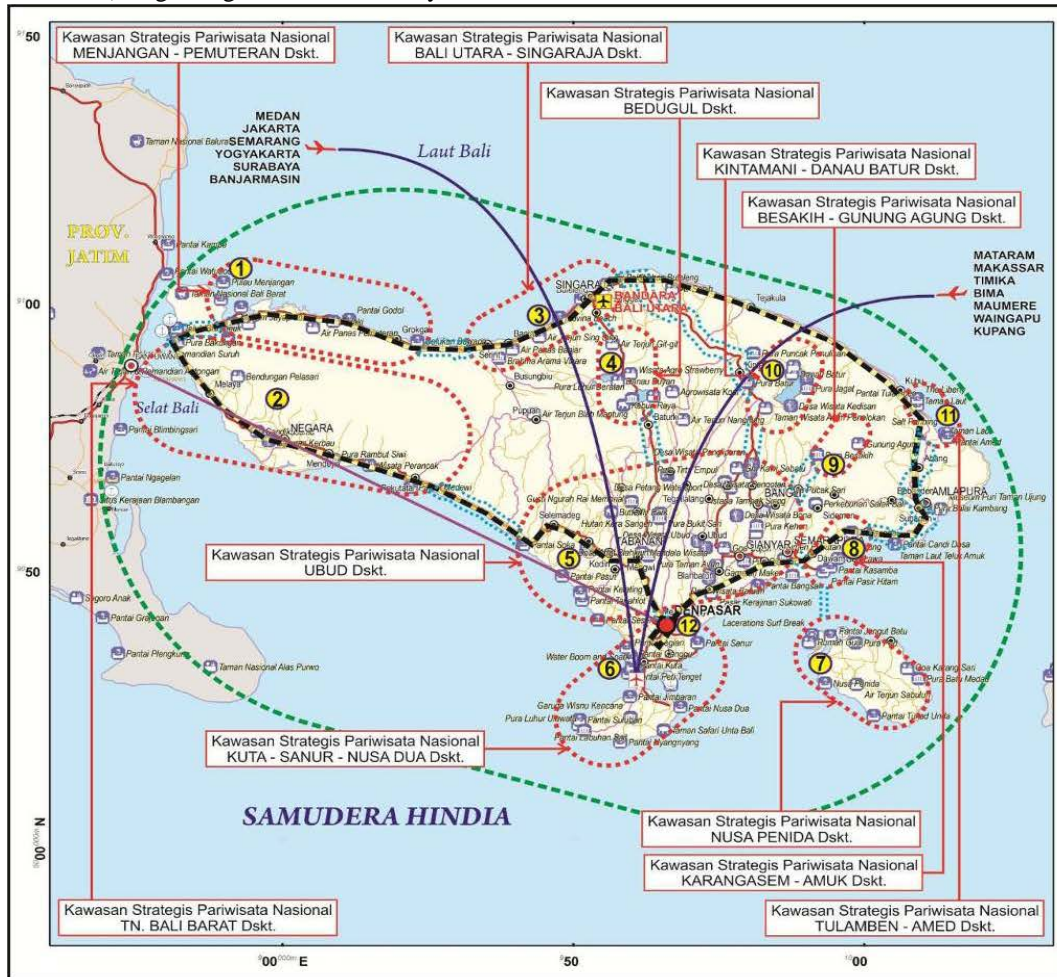

Fig. 4. Tourism Strategic Area (KSP) of Bali Province
Source: RIPParNas (2010-2025)

IV. CONCLUSION

The first stage of this research in the first year can be described in following points:

1. Identification of Critical Factors (CFs) of 46 CFs is grouped into six catagories, known as SLEEP'S factors (Social-cultural, Legal-regulatory, Economic, Environment, Politic, and Safety).
2. Critical factors (CFs) can be used for a main consideration regarding to improve the Equalization of Economic Development through the Development of Strategic Tourism Area of Bali Province.

TABLE 1
IDENTIFICATION OF CRITICAL FACTORS (CFs) IN STRATEGIC TOURISM DEVELOPMENT AREA FOR BALI PROVINCE

NO.	SLEEP'S & CRITICAL FACTORS (CFs)	DESCRIPTIONS	SOURCE AND VERIFICATION
1	**SOCIAL & CULTURE**		
1.1	**SC1 -** Realization of Social and Cultural Paradigm Changes	Recognizing social changing and cultural paradigm	Observation & brainstorming
1.2	**SC2** - Social Reasoning	Ability to estimate the wishes and changes in people's behaviour, including foreigners	Leverque (2014)
1.3	**SC3** - Important Role of Local Communities	Important role of local communities	Observation & brainstorming
1.4	**SC4 -** Flexibility of Social Structures/ Hierarchies & Values of Communities	Flexibility of social structure/hierarchy, and community values	Observation & brainstorming
1.5	**SC5** - Investment and Saving Desires	Desire saving money and investments	Observation & brainstorming
1.6	**SC6** - Risk Taking for Social Benefits	Courage to take some risks for social comfort	Observation & brainstorming
2	**LEGAL & REGULATORY**		
2.1	**LR1** - Important of Regional Regulations	Understanding the importance of local/regional rules	Observation & brainstorming
2.2	**LR2** - Simple Procedures and Synchronization of Regulations	Simplifying procedures and synchronize rules	Observation & brainstorming
2.3	**LR3** – Transparent Roles of Regional Tax Measures	Transparency in calculation of local taxes	Williams (2016)
2.4	**LR4** – The role of Government Intervention	Role of government interference	Morh (2016)
2.5	**LR5** - Legal Tradition Orientation	Being oriented towards community customs that refers to legal aspects and traditions.	Fohlin (2016)
2.6	**LR6** – Reformation of unpopular Policy and Local Illegal	Reforming unpopular aspects of wisdom and local offenses	Ginsburg (2000)
2.7	**LR7** - Role of Regional Laws and Local wisdoms	Role of local regulations and local policies.	Ginsburg (2000)
3	**ENVIRONMENT**		
3.1	**EN1** - Solidarity and Co-operation Among Territories	Solidarity and cooperation among territorial borders	Observation & brainstorming
3.2	**EN2** - Environment concern and Sustainability Paradigm	Attention to environmental issues and sustainability paradigm.	Observation & brainstorming
3.3	**EN3** – Cooperating with Civil and Social Societies	Cooperation between government as a controlling policy and social communities	Observation & brainstorming
3.4	**EN4** - Relative Open Market and Perspective Ways	Anticipating free market with future perspectives	Observation & brainstorming
3.5	**EN5** – Improving Quality of Rural-Urban Life Environment	Quality of rural and urban environmental conditions with a harmonious life	Observation & brainstorming
3.6	**EN6** - Focal Point of Environmental Policy	Focus on sustainability environmental policy	Observation & brainstorming
3.7	**EN7** - Decentre Area-specific Policy-making	Decentralization and regional spatial policies	Observation & brainstorming
3.8	**EN8** - Environment aspects of Living Condition Approaches	Approaching to environmental aspects to residential area	Flipse (2007)
3.9	**EN9** - Local Area Typologies and Quality of Life	Local area Typology of local areas and quality of life	Flipse (2007)
3.10	**EN10** - Integrating National Ambitions into Operational Local Plans	Integrating national ambitions into local spatial planning	Flipse (2007)
4	**ECONOMIC**		
4.1	**EC1** - Engineering - Economic Management	Technological advancement and regional economic management	Williams, 2016
4.2	EC2 – Implementation of Science and Technology Development by Local Wisdom	Application of development of science and technology in line with local wisdom	Observation & brainstorming
4.3	EC3 - Government Policy on Market/Trading	Government policies on market and trade conditions	Observation & brainstorming
4.4	EC4 – Updated Interest Rate	Consideration of the latest bank interest rate	Observation & brainstorming
4.5	EC5 - Human Resource Development	Increasing roles of human resources	Observation & brainstorming
4.6	EC6 - Natural Resource Usage Control	Controlling the utilisation of natural resources	Observation & brainstorming
4.7	EC7 - Capital Investment optimisation	Using capital and other investment resources	Observation & brainstorming
4.8	EC8 - Prosperity Improvement	Increasing community welfare	Observation & brainstorming
4.9	EC9 - Labour Cost Improvement	Improvement the rate of labour	Williams, 2016

NO.	SLEEP'S & *CRITICAL FACTORS* (CFs)	*DESCRIPTIONS*	*SOURCE AND VERIFICATION*
5	**POLITIC**		
5.1	PO1 – Understanding Political Ideology	Understanding of political ideology	Observation & brainstorming
5.2	PO2 - Lobbying	Strategic approaching	Observation & brainstorming
5.3	PO3 – Deal with Political Instability	Controlling political noises	Observation & brainstorming
5.4	PO4 – Socialized Governmental System	Promoting government system	Observation & brainstorming
5.5	PO5 - Awareness on Relative Political Values	Understanding relative values of political factors	Observation & brainstorming
5.6	PO6 – Rural-Urban Development Typology	Development of typology rural-urban model	Observation & brainstorming
5.7	PO7 – Relevancy of Regional Policies	Relevance of regional policies	Observation & brainstorming
5.8	PO8 - Strategic Chartered of Modern Spatial Planning	Strategy of professional approaches and modernization on spatial planning	Observation & brainstorming
6	**SAFETY**		
6.1	SA1 – Mitigation of Natural Disasters	Disaster management	Observation & brainstorming
6.2	SA2 – Managing (Extreme) Climate	Management of extremely weather conditions	Observation & brainstorming
6.3	SA3 – Facing the Terrorism/ Intimidation	Terrorism issues and intimidation	Observation & brainstorming
6.4	SA4 – Mitigation of Chaos	Resolving chaos	Observation & brainstorming
6.5	SA5 – Availability of Security Assurance	Existence of security guarantees	Observation & brainstorming
6.6	SA6 - Human Error Tolerance	Acceptance of human error factors	Observation & brainstorming

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