



Tourism Development Study Nusa Penida with a Tourismmorphosis Approach

I G A Oka Mahagangga¹, Ida Bagus Suryawan²

¹(Faculty of Tourism, Udayana University, Indonesia)

²(Faculty of Tourism, Udayana University, Indonesia)

ABSTRACT: Research related to tourism development has been carried out by a number of researchers. Apart from the Tourism Area Life Cycle, there are various stages of development that are used to formulate and identify the development of a destination. Tourism development is one approach to be able to formulate strategies for how development, development and management should be carried out in an area. Nusa Penida is one of the tourism destinations that is experiencing very rapid development in Bali. By presenting a number of coastal areas complete with religious tourism at a number of temples in this area, Nusa Penida offers complete tourist activities to both foreign tourists, domestic tourists and even local Balinese tourists. Identifying the stages of tourism development in Nusa Penida is very important in addition to knowing the position of each tourist attraction, it is also an input into the obstacles to development, equality or even gaps in tourism development that exist at each tourist attraction. The tourism development approach used is tourismmorphosis. Based on the results of the study, tourism development shows that tourism in Nusa Penida is at a compromise stage, where a number of compromises have been made between the community, tourism actors, investors and the government in managing existing tourism activities in existing conditions.

Keywords: Development, Tourismmorphosis, Nusa Penida

INTRODUCTION

New tourist destinations continue to develop while others struggle to compete and maintain their growth. Many academics have tried to provide a theoretical approach to describe the development process of tourism destinations, how tourist attractions emerge, develop and in some cases decline and disappear. A number of researchers have described the stages of tourism development, such as Walter Christaller[1], Jean Marie Miossec[2] and Richard Butler [3] ([4]; [5]). The tourist area life cycle model is a model that describes the development process of a tourist destination through various identifiable stages. The model shows that, as tourism activities develop and the number of visitors increases, environmental and social problems will emerge and will greatly reduce the attractiveness of the destination which will ultimately lead to its decline.

Tourist destinations are the basic unit of analysis in tourism. However, despite being one of the most commonly used terms in tourism studies, there is no widely accepted definition or even approach to this term [6]. Tourist destinations are a complex concept that can be specified from various approaches and perspectives [7]. The term tourism destination was originally a geographical term and described a geographical space, which is seen in the classic spatial approach when defining a tourist destination [6]. In a classic approach, Goeldner and Ritchie [8] define a tourist destination as “a specific geographic area where visitors enjoy various types of travel experiences.”

The concept of tourism morphosis describes the development of tourism destinations into the introduction stage, reaction stage, institutionalization stage and compromise stage [9]. The stages of Bali tourism development are divided into three, namely the introduction stage (1902-1913), the reaction stage (1914-1938), the institutionalization stage (1950-2017). Furthermore, the institutionalization stage is divided into four stages, namely Institutionalization I (1950-1968), Institutionalization stage II (1969-1990), and Institutionalization stage III (1991-2011), and the final stage is known as the compromise stage (2012-2017). as a stage of tourism development that is currently underway. Nusa Penida, which is part of Bali tourism, needs to know at a micro level, the position of each tourist attraction from this stage of development so that we can know from an early stage what steps must be taken to maintain its position or even increase development towards the next stage. Development studies are important so that tourism destinations do not experience negative/decreasing developments.

Looking at the tour package offers and the tourist attractions/temples visited, there are still several tourist attractions that are not part of the package. The development of tourism in Nusa Penida must take into account the existing tourism potential, for this reason the distribution of visits should be maintained. This research will identify existing tourism developments in all tourist attractions. The final result will be the status of tourism development in a number of existing tourist attractions so that recommendations can be formulated for positive tourism growth and development. Specifically, the aim of this research is to formulate recommendations for tourism development for each tourist attraction in Nusa Penida. With this information

(recommendations), it is hoped that it will provide input to tourist attraction managers and the Klungkung Regency government in developing tourism in the area. Recommendations are obtained from identifying the status of tourism development in existing conditions.

The aim of the research is to determine the development of tourism at each tourist attraction in Nusa Penida using the Tourism Morphosis approach. The aim of this research is to trace back the development of tourist destinations so that destination status is determined using this model. This destination consists of a number of different tourist areas. Each tourist area has its own life cycle. The findings will then be presented separately in different sections, followed by a summary and discussion of the destination's future.

METHOD

The life cycle theory used to analyze progressive, physiological (biology), ecological (ecoevaluation) or socio-economic phenomena has been mobilized by Butler [3] to study the dynamics of tourist destination development. The Tourism Area Life Cycle (TALC) postulates that the latter faces different evolutionary steps that display some characteristics of each. This hypothetical model can then help identify mechanisms and factors of change in tourism call room pilots. From the literature review, it appears that several applications and tests of TALC have been carried out by researchers but only a few of them are interested in small scale areas. The continued growth of international tourism over some fifty years and the important economic changes that correlate with it have caused many of these tourist attractions to retain tourism as a strategic orientation in their development plans.

Since its publication in 1980, the TALC model development scheme is found in many parts of the world and is a largely documented concept in tourism studies. At the same time, it has been criticized on many occasions and its applicability has often been questioned, especially due to its simplicity which makes it difficult to differentiate between the various stages mentioned above. In addition, the concept of carrying capacity, which is very important in determining the stage of development of a destination, has also been criticized and is often considered imprecise and vague because it depends on what is being examined and can refer to physical capacity (accommodation and number of beds), environmental or psychological capacity of a destination. . Tourism development theory can be mobilized to read and qualify the dynamics of the evolution of tourist destinations in the region. The evolutionary trajectory of tourist attractions has been accelerated somewhat by the absence of sustainable resource management. What prompted the effort to postulate that life cycle and sustainability should be complementary concepts in tourist destination pilots.

The prediction of the continuation of the compromise stage does not indicate a new stage, only in the future development of Bali tourism will have a paradigm called transtourism. The transtourism paradigm is seen as being an "ice breaker" for various tourism problems in Bali in the future. Compromise is the approach put forward by Bali tourism stakeholders in promoting cultural tourism, but always be creative in dealing with the changes that occur. Traditions, customs and religious rituals will remain sustainable, harmony will always be maintained as long as Hinduism as the main foundation of customs in Bali is still firmly adhered to.

The word 'metamorphosis' in the title of this book was inspired by an article by I Putu Anom[9] entitled "Tourismorphosis: Stages Over One Hundred Years of Bali Tourism Development and Predictions". In their article, Anom et al examine the development of Bali tourism in stages over a period determined based on four elements, namely courses, institutions, figures, and paradigms and problems.

The research location is located on Nusa Penida Island, Nusa Penida District - Bali Province. This location was chosen not only because of the high growth in tourist visits, but also because of the development of tourist attractions and tourist facilities in this area. The research covered a number of villages on Nusa Penida Island, namely: Batununggul, Batukandik, Batumadeg, Bungamekar, Klumpu, Kutampi, KutampiKaler, Ped, Pejuktan, Sakti, Sekartaji, Suana, Tanglad, and Toyapakeh Villages. The research will target tourist attractions in Nusa Penida and the stages of development will be identified.

RESULT AND DISCUSSION

Nusa Penida tourism is generally offered as a number of tour packages. With tourism potential in the form of religious tourism and coastal tourism, tour package offers are generally grouped into a typology of tourism potential and types of tourism activities. Coastal tour packages are divided into 2 types of package offers, namely the West Nusa Penida tour package including Kelingking Beach, Paluang Cliff, Broken Beach, Angel's Billabong and Crystal Bay Beach. Meanwhile, the East Nusa Penida tour package includes Telletubies Hills (Teletubies Hill), Tree House (Molenteng), PulauSeribu / Raja Lima, Diamond Beach (Swing Diamond & Bird Ness), Atuh Beach. Apart from coastal and nature tour packages, religious

tour packages (tirtayatra) are also offered to tourists including 2 temples tour packages: Giri Putri Goa Temple, Pura Dalem Ped, 3 temples tours: Giri Putri Goa Temple, Puncak Mundi Temple, Pura Dalem Ped, tours 4 temples: Giri Putri Goa Temple, Kanjeng Ratu Temple, Puncak Mundi Temple, Pura Dalem Ped, 5 temples tour: Giri Putri Goa Temple, Puncak Mundi Temple, Kanjeng Ratu Temple, Paluang Temple/Mobile Temple, Pura Dalem Ped and 6 temples tour : Giri Putri Goa Temple, Batumedau Temple, Puncak Mundi Temple, Pura DalemBungkut, Bias Muntig Temple, Pura Dalem Ped. The development of tourist visits increases on Saturdays and Sundays with up to 14 boats operating each day with an average of 3 trips per day [10].

The Bali Tourism Development Model as a Tourism Morphosis is an attempt to study diachronically how tourism in Bali develops and is able to become excellent as it is today. Each period has its own discourse, figures, supporting institutions, paradigms and problems. If we look closely at the development of each period, there are similar patterns but different forms. This shows that the tourism phenomenon cannot be separated from historical factors, political factors, economic factors and socio-cultural factors.

The development of the Nusa Penida Tourism Area consists of two land use concepts, namely:

- (1) Agriculture Development. This concept is a response to the large number of people working in the agricultural sector as a result of limited employment opportunities, especially in the secondary sector.
- (2) Resort Development and Protection. This concept aims to develop the Nusa Penida tourism area as a resort area, providing adequate tourism support facilities and maintaining preservation and conservation areas.

Directions for Effective Area Development for Lembongan and Ceningan Tourism are divided into a number of activity directions including Homestays, 4 star hotels, 3 star hotels, budget hotels, tourist support facilities and mountain tourism areas. The formulation of directions for the development of Effective Tourism Areas refers to the strategic area directions that have been prepared in the context of preparing the Klungkung Regency Regional Spatial Plan. Determining the direction for developing an Effective Tourism Area will be used as a basis for determining and regulating area zoning.

Directions for Effective Jungutbatu Tourism Area Development are divided into a number of activity directions including Homestays, 4 star hotels, 3 star hotels, budget hotels, and tourist support facilities. The formulation of directions for the development of Effective Tourism Areas refers to the strategic area directions that have been prepared in the context of preparing the Klungkung Regency Regional Spatial Plan. South then enter via the main road. Directions for the development of effective tourism areas are prepared with the scenario that the movement of tourist visits starts from the main area. Determining directions for the development of Effective Tourism Areas will be used as a basis for determining and regulating area zoning.

Directions for the Development of the Effective Sakti - Toyapakeh Tourism Area are divided into a number of activity directions including Homestays, 5 star hotels, 3 star hotels, budget hotels, tourist support facilities and parking areas. The formulation of directions for the development of Effective Tourism Areas refers to the strategic area directions that have been prepared in the context of preparing the Klungkung Regency Regional Spatial Plan. The flow of incoming tourists is designed from the road on the northern side of the area to the southern area. Determining the direction for developing an Effective Tourism Area will be used as a basis for determining and regulating area zoning.

Directions for the Effective Area Development of Batununggul Tourism are divided into a number of activity directions including Homestays, 5 star hotels, 3 star hotels, budget hotels, tourist support facilities, housing, port areas, terminals, market arrangements and green spaces. The formulation of directions for the development of Effective Tourism Areas refers to the strategic area directions that have been prepared in the context of preparing the Klungkung Regency Regional Spatial Plan. Determining the direction for developing an Effective Tourism Area will be used as a basis for determining and regulating area zoning.

Nusa Penida is an island located southeast of Bali, separated by the Badung Strait. Nusa Penida Island is the largest of the three islands (Nusa Lembongan island and Nusa Ceningan island) and local people often call it Nusa Gede. The tourist attraction of Nusa Penida lies in its white sand beaches, a conservation area for rare plants, a conservation area for rare birds such as the Bali Starling, and a conservation area for green turtles. Near this island there are also small islands, namely Nusa Ceningan and Nusa Lembongan. The waters of Nusa Penida island are famous for their diving areas, including Penida Bay, Manta Point, Batu Meling, Batu Lumbung, Batu Abah, Toyapakeh and Malibu Point. Some interesting things that are unique and typical of this island are the woven cepuk and rangrang cloth as icons, seaweed, and of course the unspoiled underwater beauty.

Nusa Penida is part of the island region of Bali which is in the form of a group of islands, the existence of the initial existence and the indigenous (vernacular) people who inhabited this area is not known for certain. Geographically, Nusa Penida is separated by the sea from Bali Island with a distance of around 18 km, so access to Nusa Penida Island was very difficult by sea before the mode of transportation (speed boat) became the preferred means of crossing.

Infrastructure developments have made Nusa Penida an island that is easily accessible from Mainland Bali. Based on sources obtained from the site <http://www.nusapenida.nl>, it shows that much research on Nusa Penida was carried out by Western researchers and recently this has expanded to research carried out by archaeologists at Udayana University. These researchers include Karl Helbig, Carole Muller, R. Goris, Soekardjo, Sidemen, I Made Geria, I GustiNgurahBagus, and other researchers. However, research on architecture, especially architectural anthropology, has never studied the spatial layout of Nusa Penida Island in detail. The research locus so far has been dominant in Mainland Bali, namely the mountainous and lowland areas, so that there are no reference sources for architectural studies on Nusa Penida Island.

Even though it is one of the tourism destinations in Bali, around 50% of the villages in Nusa Penida are classified as poor. Geographical conditions and the difficulty of getting water seem to be one of the factors causing the acute poverty problem in Nusa Penida. At least, this can be seen from 8 out of 16 villages (50 percent) in Nusa Penida being villages that receive priority for poverty alleviation. The eight villages are Pejukutan, Tanglad, Batumadeg, Batukandik, Sekartaji, Klumpu, Bunga Mekar and Sakti villages. Four of them are even food insecure villages in Nusa Penida. With a population of more than 58 thousand people, the latest data shows that the poverty rate in Nusa Penida has reached 3,888 heads of families (KK) or around 13 thousand people.

Nusa Penida waters have a high diversity of marine biological resources. Based on the results of a rapid survey in 2008, 296 types of hard coral and 576 types of fish were found in the waters of Nusa Penida. Nusa Penida has 1,419 hectares of coral reefs, 230.07 hectares of mangrove forests and 108 hectares of seagrass beds. In this area you can also find various unique and rare marine biota such as Manta Rays, Turtles, Sharks, Dugongs, Whales and Dolphins. Even in Nusa Penida there is one of the world's most famous deep sea fish, namely the Mola mola fish. This fish often appears in the shallow waters of Nusa Penida between July – September every year.

Nusa Penida from its initial condition until now, namely: (1) in 1651 Nusa Penida Island was part of the Klungkung Kingdom and the island was used as a waste island for perpetrators of political crimes, so that many royal figures who had political cases were exiled in Nusa Penida; (2) Nusa Penida was chosen as the island of exile because of its chalky and dry geographical conditions, the distance between Bali Island and Nusa Penida is 18 km with strong waves and currents, Nusa Penida is the center of "black magic" and because of the economic interests of exile. on the island it is hoped that new cultivation will be created on Nusa Penida; (3) there are ancient architectural remains such as Pura Sahab, Pura Meranting where the Padma Kangkang building was found, Pura Puncak Mundi and there is a place of worship which is oriented towards Mount Semeru; (4) Nusa Penida has two groups of residents, namely native residents (estimated before it became the territory of the Klungkung kingdom) and migrant residents (after the Nusa Penida region became part of the Klungkung Kingdom); (5) found several remains of cult architecture, namely padma in megalithic style which shows genetalia elements such as the Padma building at Meranting Temple in Batikandik Village; (6) the existing condition of Nusa Penida is chalky and dry land and the geographical conditions are hilly and undulating, so that the settlement pattern is in groups (clusters) and (7) the Nusa Penida archipelago is divided into two zones, namely coastal and hilly areas.

The population of Nusa Penida Island is classified into two, namely immigrant residents and native residents (Nusa people) who existed before Nusa Penida was designated as an Exile Area (prison) by the Klungkung Kingdom (Bagus, 1981). Migrant residents generally live in the northern and western parts of Nusa Penida Island, considering that this area is a coastal area that is easily reached via the Bali Plain port. Meanwhile, the indigenous population of Nusa Penida is mostly found in the southern and eastern parts of the Nusa Penida region. So it can be said that the indigenous people of Nusa Penida who live in the southern and eastern parts of Nusa Penida are isolated residents and still have a vernacular belief system. This vernacular belief system can be seen from archaeological finds in the form of temples with identities that are not common in the Balinese Plain. Such as Pura Sahab, Pura Meranting where the PadmasanaKangkang building was found, Pura Puncak Mundi and other temples (Geria, 1997).

Place names in Nusa Penida consist of two-word noun phrases expressed in the following four patterns: (i) completely in Balinese (e.g.PasihUg), (ii) completely in Indonesian (e.g. Raja Lima), (iii) completely in Indonesian English (e.g. Raja Lima), (iii) completely in English (e.g. Raja Lima). for example Crystal Bay, Angel's Billabong), and (iv) in Indonesian + local names: Kelingking Beach, Tembeling Waterfall; Bali-English: Peguyangan Waterfall). These places which became known as tourist attractions are better known by their English names. The name structure follows the respective grammar;

for example right-headed in Balinese and Indonesian (types i-ii) vs left-headed in English (type iii). In type (iv) when presented in English, the pattern shows a left-headed pattern, following English grammar. Head nouns (e.g. Seganing in Seganing Waterfall) are always nouns that refer to a unique place, while non-head words (e.g. Waterfall, Beach, etc.) are determiners that determine toponymic location information, for example whether a place These are beaches or waterfalls. The two-word pattern in place names in Nusa Penida is not unique as reported in the literature.

Currently there are no third and fourth types of place names that use non-English foreign languages. This provides evidence of the strong influence of English as the world's strongest lingua franca in contemporary Indonesian multilingualism. Specifically in the Nusa Penida-Bali context, our analysis is heavily motivated by tourism. English is mainly spoken there although many tourists come from other countries such as China, Germany and the Netherlands.

Tourism development in the last three years in Nusa Penida has increased rapidly. In 2016 the number of tourists who came to Nusa Penida was 350,000 people and it is estimated that in 2025 it will reach 1,050,000 people (KSPN, 2016). Beyond increasing tourism. In 2016 there were 189 and the total number was 1300 and in 2017 the total number increased by 301 and the number of rooms was 2143. The increase in the number of tourists towards the environment and the increase in the environmental carrying capacity supports the environmental carrying capacity. land and water, so that every growth supports tourism, growth of tourists and population requires the carrying capacity of land and water to support the sustainability of tourism.

The increasing number of residents participating in activities related to the pattern of use of available water, which is present at that time associated with negative impacts on related water can also affect the environment that supports the environment's carrying capacity for protected air (Admadhani et al., 2014). Tourism industry activities cannot be separated from the need for land and water. In tourism industry activities. Land is used for building activities, green open space and water is used for toilet activities, laundry, kitchen/restaurant activities, and garden activities (hotel landscaping).

The carrying capacity of land and water is calculated by considering the availability and need for water resources for residents and tourists in the research area. To measure the magnitude of the environmental impact degradation, there is a need for an inventory of natural resources. Measuring environmental degradation will provide an idea of how much the environment can support human life (Wijaya et al., 2017). Land carrying capacity is systematic data on land use and population (Riyadi and Bratakusumah, 2004). The decrease in the carrying capacity of land has a negative impact due to the conversion of land to other uses due to the growth of urbanization (Qian et al., 2015). Analysis of the carrying capacity of agricultural land needs to be carried out to determine the land's ability to provide food to meet the needs of the population in a certain area and time (Moniaga, 2011). The availability of water for residents shows an indicator of the carrying capacity of water for the environment, especially for residents and all their life activities. Water carrying capacity includes aspects of meeting water needs and availability (Santoso, 2015). The reduction in water carrying capacity is due to lack of water resources, serious water pollution, and low water use efficiency (Lu et al., 2017). As an economic entity, water resources must be managed as economic goods through the principles of sustainable environmental resource management (Asdak et al., 2006).

CONCLUSSION

Carrying out research related to the status of tourism development in Nusa Penida is a study that focuses on a practical review of how tourism develops in Nusa Penida. The tourism aspect which is the main focus in this research refers to the completeness of attractions, facilities, accessibility and ancillary service. Apart from that, a series of policy reviews were carried out in the formulation of existing tourism developments. Based on the results of the study, tourism development shows that tourism in Nusa Penida is at a compromise stage, where a number of compromises have been made between the community, tourism actors, investors and the government in managing existing tourism activities in existing conditions.

In the future, it is necessary to readjust the development vision in Nusa Penida. The development and developments carried out should be carried out more concretely by prioritizing regional potential and how activities can develop more evenly throughout the region.

The first paragraph under each heading or subheading should be flush left, and subsequent paragraphs should have a five-space indentation. A colon is inserted before an equation is presented, but there is no punctuation following the equation. All equations are numbered and referred to in the text solely by a number enclosed in a round bracket (i.e., (3) reads as "equation 3"). Ensure that any miscellaneous numbering system you use in your paper cannot be confused with a reference [4] or an equation (3) designation.

REFERENCES

- [1] Christaller, W., *Some Considerations of Tourism Location in Europe: The Peripheral Regions- Under-Developed Countries- Recreation Areas*, Regional Science Association, European Congress, Philadelphia: Regional Science Association. 1963.
- [2] Miossec, J. M., *Un modèle de l'espacetouristique (French)*, *L'EspaceGéographique*, (6)1, 1967. p. 41–48.
- [3] Butler, R. W., *The Concept of a Tourism Area Cycle of Evolution: Implications of Resources Management*, *The Canadian Geographer* 24(1), 1980. p.6-12.
- [4] Howie, F., *Managing the Tourist Destination*, Thomson Learning, London, Continuum. 2003.
- [5] Watts, C. M., *Theories on Tourism Planning & Development*, Laguna State Polytechnic University. 2013.
- [6] Zemla, M., *Tourism destination: The networking approach*. *Moravian Geographical Reports*, 24(4): 2016. Pp 2–14. <https://doi.org/10.1515/mgr-2016-0018>.
- [7] Manente, M., *Destination management and economic background: defining and monitoring local tourist destinations*. In *International Conference on Measuring Tourism Economic Contribution at Sub-National Levels*, 2008. p.6. [Online] Available at: http://statistics.unwto.org/sites/all/files/pdf/manente_eng_0.pdf
- [8] Goeldner, C. R., Stanley C. Plog: a renowned travel market researcher, *Anatolia*, 2015. pp. 120-125, <https://doi.org/10.1080/13032917.2015.1042750>.
- [9] Anom, I Putu, Saptono Nugroho, I Gst. Ag. Oka Mahagangga. “*ProblematikaPariwisata Bali, MembangunParadigmaPariwisata Bali Masa Depan*”. 2016. Denpasar: *Laporan Hasil PenelitianHibahUnggulanUdayana-LPPM Universitas Udayana*.
- [10] Nusa Bali. *Gilitrawangan – Nusa PenidaBanjirWisatawan*, *HarianUmum – Bali*. 2022. Halaman 10