

KUTA BEACH AREA, BALI: A STUDY ON TOURISM ZONING AND CARRYING CAPACITY

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ABSTRACT

Kuta Village is located at Badung regency of Bali province. Its white-sandy beach, good wave and beautiful sunset have attracted tourists to come to Kuta repeatedly. This area is a tourist destination and has become a mainstay tourist attraction of the island of Bali since the early 1970s. Changes in business areas is dynamic and unpredictable. The aim of this study is to explore the form of zoning and carrying capacity of tourism business in Kuta beach area based on current situation and level of the tourism business from the perspective of zoning quality and carrying capacity. The population of this study are tourists and beach vendors in Kuta beach area. The number of population is not known with certainty so to determine the representation of the sample members, determined based on the technique of non-probability sampling that is a purposive sampling technique. Types of data used are quantitative and qualitative data. Data analysed with descriptive statistic and descriptive qualitative approach. The results of this research are 20 business zones and three carrying capacity forms that are relevant to sustainable tourism paradigm consisting of physical carrying capacity, economic carrying capacity and social carrying capacity.

Keywords: zoning, carrying capacity, tourism business, Kuta Beach area.

INTRODUCTION

Badung Regency is one of nine regencies/cities in the Province of Bali, Indonesia, located in the southern part of Bali island, and has an area of 418.52 km² or 7.43% of the total area of Bali island. Administratively, Badung Regency is divided into six subdistricts, which extend from the north to the south, namely Petang District, Abiansema District, Mengwi District, North Kuta District, Kuta District, and South Kuta District. Besides that, in this region there are also 16 kelurahan, 46 villages, and 538 satuan lingkungan (BPS Province of Bali, 2016).

Tourism is designated as the 2018 leading development sector of Indonesia along with agriculture and fisheries (<https://tagarnusantara.com>). This is in line with the commitment of President Joko Widodo to build villages through tourism. The policy was determined because tourism development aims to increase economic growth, people's welfare and eradicate poverty. Tourism also has a multipurpose economic impact that is significant for the growth of cross-scale value-added links, especially

micro, small and medium enterprises (MSMEs) to help create jobs and increase people's incomes. The leading tourist attraction is based on the uniqueness of local cultural resources, the uniqueness of natural resources and a combination of both, the uniqueness of the creative activities of the community and based on the distinctiveness of natural resources, culture and creativity of the community.

Regarding the zones and tourist attractions, Badung Regency has many attractive tourist attractions and most of them are natural attractions in the form of coastal areas. Tourism objects that have been set by the Regional Government of Badung Regency as tourist attractions can be detailed as follows: 61 percent of natural tourism in the form of beaches, 19 percent of cultural tourism, 11 percent of natural tourism in the form of waterfalls, agro tourism, community based tourism and outer temples, respectively 3 percent artificial tourism, a combination of natural and artificial tourism and a blend of natural and animal tourism (*Badung dalam Angka 2017*). Kuta Beach is one of the tourist attractions in Kuta area. This area is a tourist destination and has been a mainstay tourist attraction of the island of Bali since the early 1970s. This area is full of tourism facilities such as hotels, restaurants, spas, villas, malls, and so on. This area is very popular with tourists so investors are competing to build tourism facilities that have implications for congestion and regional density.

António Guterres, Secretary General of the United Nations stated, "Every day, more than 3 million tourists cross the international border. Every year, nearly 1.2 billion people travel abroad. Tourism has become an economic pillar, a passport to prosperity, and a transformative power to increase the welfare of millions of people. The world can and must use the power of tourism when we try to implement the 2030 Agenda for sustainable development." (UNWTO, Annual Report 2017).

With regard to sustainable economic growth, UNWTO also reports that sustainable tourism is one of the pillars of creating the right environment for resilient and sustainable economic growth in all parts of the world, supported by investments in infrastructure and facilities, excellent connectivity and innovative business models which provides quality products in line with market trends.

Sustainable tourism can also ensure equitable distribution of income and benefits from tourism, create decent work, reduce poverty, provide opportunities for women and young people, respect and support the interests of local communities and indigenous peoples and encourage inclusive access to tourism experiences for all.

Development of tourism facilities is expected to have a positive impact on

improving the economy, opening up more jobs and being able to prosper the community. In addition, it is hoped that the development can provide benefits for the preservation of nature, culture and the environment.

But in reality, on the other hand, with the development of tourism many negative impacts are felt such as depletion of natural resources, socio-cultural problems, and the environment. Regarding the development of tourism, Rahmafritria (2017) states that development must consider the capacity of natural resources and the quality of human resources in the local community.

The development of uncontrolled tourism facilities can cause environmental damage, so there is a need to limit the number of visitors and the construction of supporting facilities. Determination of carrying capacity aims to minimize the negative impacts that can occur in tourist areas such as environmental damage due to density of development and visitors, besides the carrying capacity needs to be considered so that there is no excess capacity in tourist areas that can cause discomfort to communities around the area and tourists. This means that the need for carrying capacity should not exceed the threshold in the development and development of tourism.

Changes in the business area in Kuta area are dynamic and impossible to predict. Business activities through the management of assets of the customary village of Kuta provide opportunities for the community to participate in improving their welfare. This condition is consistent with the findings of Buntan (2010), Ali Selcuk Can (2014) and Tonsun (2001) that tourism planning responsibilities must be developed for the benefit of local communities. The results of previous studies from Astawa et al. (2018) showed that the business management model was arranged in 5 tourism business zones in Kuta's customary village including Kuta Beach, 4.5 km, Kuta Art Market, community participation, participation of non-indigenous residents (krama tamiu) and LPD (micro financial Institution). Zones are areas that have specific environmental functions and characteristics. The tourism business zone in the Kuta beach area is the division of the area into several zones in accordance with the functions and characteristics of the business or directed to the development of other functions to balance business activities, comfort of business people and friendly to the environment, economy and social. The findings of Astawa and Suardani (2017) state that tourists complain about congestion and the density of existing business activities. However, tourists continue to provide recommendations to friends, business partners

and family and state that they will return to Kuta area in the hope that the government will overcome the problem. Furthermore, recommendations from the results of research by Astawa and Suardani (2017) are: (1) the government must provide guidance and inspection of tourism facilities that do not have licenses, (2) foster stakeholders in the tourism industry, especially hotels and restaurants to implement better (solid or liquid) waste management systems, and (3) further research directed on the relevance of tourist visits to the economy, socio-culture and infrastructure in Kuta beach area.

The problems to be examined in this study are: (1) how is the form of zoning and carrying capacity of the tourism business in the coastal area of Kuta, Bali based on the current situation?, and (2) What is the condition of the tourism business in each zoning and carrying capacity of the tourism business in the coastal area of Kuta, Bali viewed from the perspective of tourism activities, products purchased, and the impression of tourists?

Based on the subject matter that has been formulated, the purpose of this study is to (1) know the form of zoning and carrying capacity of the tourism business in the coastal area of Kuta, Bali based on the current situation, and (2) know the condition of the tourism business in each zoning and carrying capacity of the tourism business in the Kuta beach area, Bali, viewed from a tourism perspective, purchased products, and tourist impressions.

RESEARCH METHODOLOGY

This study uses a qualitative descriptive approach with a design format describing, summarizing various conditions, various situations, or various phenomena of social reality that exist in society that are the object of research and try to attract reality to the surface as a characteristic, character, character, model, sign, or an overview of certain conditions, situations or phenomena (Burhan Bungin, 2015). In this study the results of the study are presented descriptively which are presented in the form of table format techniques.

This study uses a type of case study, in which research is carried out in depth and detail regarding the zoning and carrying capacity of the tourism business in Kuta beach area and its impact on improving service quality management of Kuta beach, and the welfare of business people in Kuta beach area. The population of this study is tourists and business people in informal sector in the coastal area of Kuta. Data and

facts are collected from the field related to zoning and carrying capacity of tourism business through information from informants. Determination of informants is done by purposive sampling technique, which is the selection of informants who directly master the information that occurs in the process related to research (Burhan Bungin, 2015). The informants chosen in this study came from tourists and business people in Kuta beach area and local community leaders. The type of data used is qualitative data and quantitative data. The data analysis used in this study is descriptive statistical analysis and descriptive qualitative.

RESULT AND DISCUSSION

The development of tourism objects plays a significant role as an attracting factor for tourist visits. Muljadi (2012) states that the terms of developing tourist attraction according to the existence of tourist objects, associated with Kuta beach area can be described as (1) something to see, (2) something to do, (3) something to buy, and (4) something to buy. As something to see, the main attraction of Kuta is beautiful beach. The landscape with a stretch of sea and white sand for 4.5 km from north to south. On the beach is planted with trees that can cool the atmosphere. Seeing the sunset on Kuta beach is mandatory if you visit Bali. Sunset in a very exotic Kuta, watching the sun set on the beach as if the sun had sunk into the sea slowly. Starting from the perfectly round sun, slowly entering into the sea a quarter of a part, half a part and so on until the sun completely disappears into the ocean. Kuta Beach is very supportive of the atmosphere because this beach facing the west has a view of the open sea where the sun will sink. Can see various events, traditional ceremonies and religions, the aircraft will land because indeed Ngurah Rai Airport on the seafront is directly adjacent to Kuta beach.

Subject of something to do is an activity carried out during a visit on the beach of Kuta. Kuta beach has good waves for surfing. Other activities can be done such as sunbathing, swimming, playing sand for children, jogging, playing beach balls, playing kites, photography objects with a backdrop of panoramic beach and sea. Something to buy is an activity of tourists to do shopping activities along Kuta beach area. Availability of surfboard rental services and also providing coach services that are ready to teach surfing. The trainer or instructor is ready to teach how to surf, understand the waves, simulate on the beach before entering the sea. Massage services are available with therapists from mothers with mats and coconut oil.

Available hair braid services, available services to make temporary tattoos, available public facilities on the beach such as parking lots, public bathrooms, beach umbrellas, renting a variety of beach activities such as surfboards, mats, drinks and food stalls, many choices of restaurants, food is very diverse ranging from typical Balinese to international flavors available, from rice packs to fancy restaurants there.

Zoning and Carrying Capacity of Tourism Business in the Coastal Area of Kuta Based on Current Situation

The stretch of Kuta beach around 4.5 Km from north to south is now conditioned to be a place for business activities as well as functioned as a place for religious activities, recreation and coastal attractions. There are 1,168 business people managed by Kuta Beach Tourism Management, placed in 20 tourism business zones. The participation of residents, both customary and non-indigenous residents in this business activity consists of 46% indigenous people and 54% of non-indigenous people, 44% male and 56% female. The existence of business people in Kuta beach area can be seen in Table 1.

Tabel 1.
Tourism Zoning in Kuta Beach Area, Bali

No	Zona	Location	Beach Vendors (person)			%
			Male	Female	Total	
1	Perbatasan	In front of The Stone hotel	10	2	12	1.0
2	Kama Sutra	In front of Citadines Kuta Beach	4	1	5	0.4
3	Anggrek	In front of Bali Anggrek hotel	65	76	141	12.1
4	Istana Rama	In front of Istana Rama Hotel	6	8	14	1.2
5	Haris	In front of Beach Walk	19	4	23	2.0
6	Sahid	In front of Sheraton Bali Kuta Resort	74	77	151	12.9
7	Sea View	In front of Kuta Seaview	52	83	135	11.6
8	Mc. Donald	In front of Mc. Donald	4	3	7	0.6
9	Mercure	In front of Mercure hotel	41	43	84	7.2
10	Hard Rock	In front of Hard Rock hotel	74	100	174	14.9
11	Inna	In front of Grand Inna Kuta hotel	77	88	165	14.1
12	Pura Santen	Around the area of <i>Pura Santen</i> Kuta	8	10	18	1.5
13	Pura Segara	In front of <i>Pura Segara</i> Kuta	26	48	74	6.3

14	Bali Garden	In front of Bali Garden Beach Resort	8	7	15	1.3
15	Kartika	In front of Discovery Kartika Plaza hotel	26	26	52	4.5
16	Santika	In front The Anvaya Beach Resort Bali	4	4	8	0.7
17	Bintang Bali	In front of Bintang Bali Resort	14	43	57	4.9
18	Bali Hai	In front of Holiday Inn Resort	3	0	3	0.3
19	Holiday Inn	In front of Holiday Inn Resort	2	4	6	0.5
20	Patra Jasa	In front of Patra Jasa hotel	4	20	24	2.1
Total			518	650	1.168	100

Source: Secondary data processed, year 2018

The distribution of beach vendor in each zone in Kuta beach area shows that the most percentage is in the Hard Rock zone, which is 14.9%, then 14.1% is in the Inna zone and 12.9% is in the Sahid zone. The existence of business actors is seen from the types of goods and services provided in each zone as in Table 2.

Tabel 2.
Number and Types of Tourism Businesses in Kuta Beach Area, Bali

No	Jenis Usaha	Beach Vendors (person)			%	Citizen Status	
		Male	Fem ale	Total		Custo mary	New Resident Settle in Kuta Area
1	Fruit	9	15	24	2.1	9	15
2	Picture	3	1	4	0.3	2	2
3	Wristwatch	20	1	21	1.8	1	20
4	Eyeglasses	13	1	14	1.2	1	13
5	Sarong	4	108	112	9.6	46	66
6	Young Coconut	2	4	6	0.5	6	0
7	Shell	7	2	9	0.8	2	7
8	Financial Services	0	3	3	0.3	0	3
9	Kite	6	0	6	0.5	0	6
10	Food	22	20	42	3.6	29	13
11	Massage Manicure/Pedicure/Plaited	7	154	161	13.8	102	59
12	hair	4	147	151	12.9	50	101
13	Drinks	92	45	137	11.7	86	51
14	Statue	23	78	101	8.6	7	94
15	Umbrella	32	4	36	3.1	31	5
16	Silver	19	0	19	1.6	9	10
17	Cigarettes	13	0	13	1.1	0	13

18	Slippers	0	2	2	0.2	1	1
19	Blowpipe gun	13	6	19	1.6	8	11
20	Surfing	137	53	190	16.3	132	58
21	Temporary Tattoo	74	5	79	6.8	5	74
22	Mat	18	1	19	1.6	7	12
Jumlah		518	650	1,168	100	534	634

Source: Secondary data processed, year 2018.

The percentage of the types of businesses that are mostly in the coastal area of Kuta are surfing services at 16.3%, massage at 13.8% and Manicure, Pedicure and Plaited hair at 12.9%. Based on an interviewed conducted with beach vendors, the average income of business people is Rp. 5,100,000 per month. This fact shows that the tourism business in each business zone is able to improve the welfare of the community and is able to bring happiness in business and most people in the coastal area of Kuta, say they are satisfied with the income they get from work in each business zone.

In connection with the employment opportunities along Kuta beach, 10% of beach vendors say that it is better to involve indigenous kutanese or at least prioritize local residents to sell on the beach. This goal is to ensure more intensive supervision. Eleven percent (11%) of service providers said that it was very necessary to do an agreement on the distribution of working areas so that business activities in Kuta beach area could be done professionally and also avoid unfair competition with fellow beach vendors.

The Condition of the Tourism Business in Each Zoning In Kuta Beach Area (from the Perspective of Tourism Activities, Purchased Products, and Tourist Impressions)

The tourism business conditions in this discussion are activities carried out by tourists on Kuta beach, their perceptions of products and services purchased or enjoyed and the impression of tourists on the physical condition of Kuta beach. Swimming is 10%, surfing is 11%, walking around is 16%, seing sunset is 19%, doing photography is 13%, shopping is 12%, sitting is 17% and running is 2%. The activity with the aim of enjoying sunset is the purpose of the visit to Kuta beach which is the most dominant and sitting in the second place. Tourists enjoy the sunset while drinking beer while joking. Besides enjoying the sunset and sitting, walking around the beach is also the purpose of a visit to Kuta beach.

Viewed from the perspective of products and services purchased, the percentage of food & drink is 25%, umbrella is 5%, surfing is 14%, massage is 13%, manicure & pedicure is 7%, temporary tattoo is 2%, silver is 1%, plaited hair is 6%, eyeglasses are 7%, long chair is 5%, statue is 1%, sarong is 8%, mat is 4% and other (bracelet) is 2%. Food & drink is the most purchased product on the beach, then surf board rental services and massage services.

The tourists' perceptions of Kuta beach conditions, Bali are as follows: by 5% said Very crowded, 19% said Crowded, 21% said quite crowded, 21% said clean, 5% said dirty, 2% said noisy, 26% said convenient, and 2% said there were too many beach vendors on the beach.

Regarding questions related to retribution to enter Kuta beach area with the aim of improving service quality, all informants said they did not agree, with reasons such as the following statement:

- a. "Thinking or alternative way of raising money can affect the business of many locals" (Caolan Stowe, British)
- b. "It should be available for everyone to come easily with no money. I don't like commercial " (Manveva, Italian).
- c. "It should be free for everyone. The beach is for everyone to enjoy the sand, ocean etc. " (Loeken, Norway).

The statement from tourists shows that the beach is for everyone and should be available to everyone at no cost. If entrance fee is applied, it will affect business in Kuta beach area.

The suggestions given by tourists regarding the future arrangement of Kuta beach can be categorized according to the concept of Attraction, Amenity, Accessibility, Ancillary services (Spillane, 1994; Cooper, 2000) as follows:

Tourists visiting Kuta beach tend to enjoy sunset, sitting and walking around which can be done at cheap, comfortable prices and not disturbed by vendors and other service providers. The cleanliness of the beach including the cleanliness of the sand is the hope of tourists who have not been well fulfilled. Supporting facilities that can meet the needs and desires of tourists during a visit are in the form of additional availability of toilets, trash bins, non-smoking areas, first aid for fish bites, danger of jelly fish attacks and minor injuries handlers. There is a need to manage the completeness of the beer menu by providing BBQ to help absorb alcohol consumption. In addition, the availability of organizations related to beach cleanliness is also needed

in the form of garbage collection organizations that work in accordance with office hours.

The activities of this organization can also be in the form of a community that functions to collect garbage on the beach, for example with slogans, if you help you get free drinks. It also requires enforcement of rules that beach vendors are not allowed to disturb tourists with repeated questions about whether they want to buy food, massage, sarong, tattoo and other products or services if they are not desired. For example, tourists who want to buy something will give a thumbs up and vice versa with a stop or dislike sign. Regarding the regulation of business people, examples of tourist expressions are as follows: “Less annoying beach vendors. Keeping the beach clean. No overcrowded selling of drinks. Maybe just a few shops, where you can buy your drinks and nobody is asking you every two seconds if you want to buy something”.

CONCLUSION

There are 1,168 beach vendors managed by Kuta Beach Tourism Management, placed in 20 tourism business zones involving 46% of indigenous citizens and 54% of non-indigenous (outsiders) with a ratio of 44% male and 56% female. The highest percentage of beach vendors is in the Hard Rock zone, which is 14.9%, then 14.1% is in the Inna zone and 12.9% is in the Sahid zone. The percentage of the types of businesses that are the most in Kuta beach area surfing services by 16.3%, a massage of 13.8% and manicure, pedicure and plaited hair at 12.9%. The average income of beach vendors is Rp. 5,100,000 per month. This fact shows that the tourism business in each business zone is able to improve the welfare of the community and is able to bring prosperity in business and most people in the coastal area of Kuta, they are satisfied with the income they get from work in each business zone.

The activity with the aim of enjoying sunset is the purpose of the visit to Kuta beach which is the most dominant and with the purpose of sitting in second place. Tourists enjoy the sunset while drinking beer and while joking. Besides enjoying the sunset and sitting, walking around on the beach is also the purpose of a visit to Kuta beach. Viewed from the perspective of the products and services purchased, Food & Drink is the most purchased product on the beach, then surf board rental services and massage services. Most tourists' perceptions of the condition of Kuta beach say crowded but still convenient. Regarding questions related to retribution to enter the

Kuta beach area with the aim of improving service quality, all informants said they did not agree.

The management of 20 forms of business zones and 3 forms of carrying capacity shows that it turns out to be relevant to the paradigm of sustainable tourism which consists of physical carrying capacity, economic carrying capacity and social carrying capacity.

SUGGESTION

The recommendation of further research is related to coastal management that is in favor of improving the welfare of coastal communities.

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