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DEVELOPMENT OF THE POTENTIAL OF PERANCAK BEACH AS AN ECOTOURISM-BASED TOURISM DESTINATION IN JEMBRANA

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Abstract

Perancak Beach is a tourist attraction located in Perancak Village, Jembrana Regency, which has been designated as a tourist attraction in Jembrana Regency. One of the main attractions at this tourist attraction tends to be nature tourism and education regarding turtle conservation. This research identifies the conservation-based potential development of Perancak Beach in Jembrana Regency. This research aims to identify existing potential and obtain strategy recommendations in efforts to develop conservation-based tourism potential at Perancak Beach, Jembrana Regency. This research uses a descriptive approach with qualitative data types. The data collection techniques used were observation, interviews, and literature study. The data analysis technique used is descriptive analysis. The research results show that the tourism potential of Perancak Beach is supported by 4 adequate destination components and a conservation-based destination development strategy using the concept of ecotourism (environmental planning and management, increasing environmental awareness and protection, and institutional regulations).

Keywords: Sustainable Tourism, Conservation Tourism, Perancak Beach Jembrana

1. INTRODUCTION

As the center of tourism development, Bali's development pattern is to support equal distribution and increase people's income as well as expand employment opportunities with an emphasis on natural and cultural tourism as basic capital (Urbanus et al., 2017). In this case, tourism activities certainly involve more than just the "number of tourists", but synergy is needed by several existing stakeholders so that to capture tourism as a global phenomenon, it is necessary to adopt a broader definition. In this case, tourism activities certainly involve more than "just tourists", but synergy between stakeholders is needed. As an industry, tourism is connected to many sectors and stakeholders from various backgrounds interests. According to Pitana & Gayatri in (Simanjorang et al., 2020) states that there are three main stakeholders who are considered

to play an important role in developing tourism destinations, namely the government, business/private actors, and the community. In research (Simoni, S., 2012) and (Beritelli et al., 2015) it is stated that the synergy and collaboration of the three stakeholders are believed to be able to create an effective tourism management system and realize sustainable tourism.

Nowadays, tourism activities in Bali are presently developing more to the specifics of tourists' interests regarding the type of trip or type of tourism that will be undertaken. One type of tourism that has recently received increasing attention and developing is alternative tourism. The aim of developing alternative tourism is to suppress and reduce the negative impacts that occur due to mass tourism (Parma, 2010). Utilization of natural resources as a tourism activity is essential in maintaining the preservation and sustainability of resources. Therefore the impact on tourism activities does not damage the ecosystem and environment, including the resources therein (Asy'ari et al., 2021).

Jembrana Regency is one of eight regencies and one city in Bali Province which has quite large tourism potential to be developed, both in terms of natural beauty and cultural arts (Utama, 2021). There are various stages in the development of a tourist attraction in Jembrana Regency, some are already in development, others are in the development stage and some are still in the development planning stage (Perbawa, 2011). Currently, tourism development that is starting to be developed in Jembrana Regency is more directed towards the development of alternative tourism. This is in line with the definition quoted by (Arida & Sunarta, 2017), alternative tourism is a form of tourism activity that avoids the negative impacts of large-scale tourism development. Therefore, if it is linked to tourism conditions in Jembrana, there is a change in tourist orientation in choosing Jembrana Regency as an alternative tourism destination. This is in line with what was conveyed by Brunet (Poria et al., 2010) who showed the view that sustainable tourism development for each region is the possibility of the influence of tourism on local communities as a factor that must be taken into account.

Perancak Beach is one of the tourist attractions in Jembrana Regency which is located in Perancak Village which has been designated as a tourist attraction in Jembrana Regency with Regent's Decree Number 16 of 2001 (Dinas Pariwisata Provinsi, 2020). One of the main attractions at this tourist attraction is conservation and educational tourism about turtles. Not only for recreation but also to gain new experience by getting education about turtle conservation which has been running since 1997. Based on data from the Asih Kurma Turtle Conservation Group, Perancak Beach is the only beach in Jembrana Regency that is still used as a turtle breeding place for laying eggs.

From the results of observations made, in managing turtle conservation as a tourist attraction in Perancak Beach, there are several obstacles to its development. The obstacles include a lack of human resources ability regarding tourism in managing a tourist attraction to prepare for the arrival of tourists who start visiting Perancak Beach. Apart from the problems in the human resources aspect, the manager of Perancak Beach has not been able to package a product and its existing potential into a tourist package that is attractive and differentiates it from other turtle conservation tourism in the Bali region. Along with tourist arrivals that starting to increase to Perancak Beach every day, innovation is needed in packaging a tourism product and not abandoning conservation principles in its management.

Therefore, Perancak Beach has the potential to be directed at developing sustainable tourism, namely ecotourism, because basically, ecotourism is responsible in utilizing environmental conservation and improving the welfare of local communities

(Arida & Sunarta, 2017). This research aims to analyze the potential to develop Perancak Beach in the context of ecotourism. Through this analysis, it is hoped that potentials can be identified that can be developed and strengthened to support Perancak Beach as an ecotourism-based tourism destination. Practically, this research aims to provide concrete and measurable guidance for related parties, both the government, tourism businesses, and local communities, in planning and implementing a sustainable development program for Perancak Beach, where according to Inskip in (Auliya & Farrah, 2019) that all aspects of tourism development must be managed according to its function efficiently with the needs of tourists and the environment.

2. LITERATURE REVIEW

Tourism development, especially the development of tourism destinations, is part of a plan to advance, improve, and enhance the real conditions of the local area so that it can provide added value and be beneficial to local communities around the tourism area. Kaiser and Helber in (Yoeti, 2008) explain that the level of tourism planning starts from regional tourism development which includes the physical development of tourism objects and attractions, public services, tourist transportation, accommodation facilities, restaurants, and promotional planning that will be done. (Yoeti, 2008) statement regarding regional tourism planning can be linked to the concept used in this article, namely the four tourism components (4A) from (Sunaryo, 2013). This concept emphasizes the importance of attractions, accessibility, amenities, and ancillary services in the development of a tourism destination. In classifying existing conditions through 4A concept at Perancak Beach, the result of the study will evaluate each aspect in more detail to understand the potential and shortcomings of this destination.

Research on ecotourism has emerged in the last decade. the concept of ecotourism becomes relevant, as an approach that emphasizes sustainability. It is in line with what was expressed by The International Ecotourism Society (TIES) in research by (Arlym & Hermon, 2019) defining ecotourism as responsible travel to areas with natural environments, to preserve the environment and improve the welfare of local communities. In developing ecotourism, the role of tourism stakeholders in it, such as the government, private sector and society, has a very vital role, quoted from (Rahim, 2012).

In its development, ecotourism principles evolved to adapt to environmental conditions and community dynamics, so that in the 2000s there were five principles that ecotourism must have, quoted from (Gagih et al., 2024) research, namely; (a) environmental conservation, (b) cultural preservation, (c) local community participation, (d) economic benefits, and (e) empowerment of community groups. This is in line with what was stated by (Nugroho, 2011) that ecotourism activities should be able to contribute to conservation. Ideally, conservation contributions that can be made in ecotourism management can take the form of environmental planning and management, increasing environmental awareness and protection as well as regulations and institutions. Therefore, these three aspects are also the basis for being used as variable indicators in formulating ecotourism-based destination development strategies in this research. Not much research has been conducted regarding ecotourism at Perancak Beach, some of which tend to discuss turtles and their ecosystems from (Indrawan et al., 2010; Rachman, 2020; Widodo, 2019), as well as mangrove ecosystem management from (Kresnabayu et al., 2018; Mahasani et al., 2015; Susiana, 2015). Therefore, this research presents a mapping of the tourism potential of Perancak Beach and provides a development strategy program based on ecotourism concepts.

3. RESEARCH METHODS

This research was conducted in the tourist attraction of Perancak Beach and Kurma Asih Turtle Conservation which is located in Perancak Village, Jembrana sub-district, Jembrana Regency. The literature review is an important step where, after a researcher has settled on a research topic, the next step is to conduct a theoretical review and references related to the research being conducted. Observation in this research aims to observe and collect data about tourism components on Perancak Beach. The results of the observations are then confirmed and complemented by the results of interviews. The interview was conducted with three selected informants, applying a purposive sampling technique. The purposive sampling technique, according to (Bungin, 2007), is a technique for determining informants by selecting participant groups who meet relevant criteria related to the research problem. Therefore, managers of Kurma Asih Turtle Conservation, Perancak Village Pokdarwis, village leader (*perbekel*), and Jembrana Regency Tourism and Culture Officer were chosen because they represent the overall information needed regarding the geographical conditions, destination management, issues in the development of destinations at Perancak Beach and understand their territory because they are the hosts.

The data analysis technique used is qualitative descriptive analysis through data reduction, data presentation, and the final step, namely drawing conclusions. The method for achieving the objectives in this research uses descriptive qualitative, namely by conducting observations, interviews, and documentation studies as mentioned above. In describing the research findings, it is crucial to identify the existing conditions of Perancak Beach destination through (Sugiyama, 2014) 4A tourism component concept, which includes tourist attractions, amenities, ancillary services, and accessibility. This approach provides a general overview of the destination and helps identify various development issues within it. Subsequently, in formulating an ecotourism-based destination development strategy, this research focuses on three main variables within the ecotourism concept according from (Nugroho, 2011) regarding the contribution of ecotourism to conservation efforts. These variables include destination planning, environmental awareness and protection, and institutional governance. These variables are formulated in tabular form to facilitate a structured approach to strategizing destination development based on ecotourism principles.

4. FINDINGS AND DISCUSSION

4.1 Existing Conditions of Perancak Beach as Tourist Attraction

Existing conditions are the actual and current situation at the research location which is information to support conservation-based destination development. The existing conditions in the research consist of the conditions of tourist attractions, accessibility, tourist amenities, and ancillary services at the Perancak Beach.

4.1.1 Attraction Conditions (Tourist Attractions)

As a tourist attraction, Perancak Beach has several tourist attractions to offer to tourists. The tourist attraction offered is still related to nature and turtle conservation. The tourist attractions at the Perancak Beach are as follows:

a. Learn About Turtle Conservation

This tourist attraction offers experience and education regarding turtle conservation, the types of turtles that exist in the world and the types of turtles found in Perancak Beach. Tourists were also explained the importance of the benefits of turtle conservation, which is a very important effort to ensure the sustainability of the turtle population. Scarcity occurs continuously with a tendency to become increasingly difficult to find, so it can lead to extinction. For this reason, educational

tourism regarding turtle conservation is absolutely necessary for tourists as in Figure 1.

Apart from being given an explanation by the tour guide who is also a turtle conservation group, tourists who are interested and want to experience conservation activities directly can participate in planting turtle eggs and digging nests if there are turtle eggs that have hatched. Quoted from (Alfinda, 2017) through breeding activities, conservation activities can go hand in hand with education and tourism activities, by educating tourists it is hoped that this can be one solution to reduce the exploitation of turtle eggs and this area can also become a place for education and conservation for scientists and researchers.



Figure 1. Tourists Are Explained About the Types of Turtles
Source: KPP Kurma Asih Document

b. Turtle Habitat Monitoring Activities at Night

Monitoring turtle habitat activities at night is usually referred to as patrol activities. This activity is carried out to protect the existence of turtles and things related to the existence of turtles, such as places where they grow and develop, and nesting areas. Thus, turtle monitoring and patrol activities must be carried out routinely and continuously in the coastal areas of Perancak. This monitoring or patrol activity is a special attraction for tourists visiting Perancak Beach who want to know more about the activities and habitat of turtles laying eggs because the intense time for turtles to lay their eggs is at night.

Tourists who take part in this patrol activity have been given instructions by the guide, such as not to make loud noises and turn on flashlights in the beach area, not to disturb the turtles which are about to lay their eggs, because turtles are very sensitive to light and sound. Therefore, tourists should restrain themselves and not turn on the flashlight and speak slowly. Apart from seeing directly the process of turtles laying eggs, activities carried out during patrols also include securing eggs and egg nests, as well as securing the relocation of turtle eggs. Relocation or transfer of eggs is carried out from natural hatching to semi-natural hatching in the Kurma Asih turtle hatchery.

c. Release of Hatchlings (Turtles) into the Sea

Another tourist attraction related to conservation tourism is the release of hatchlings (turtles) into the sea. April to September is the season when turtles lay their eggs and hatch. Tourists who come during this month can be allowed to release turtles into the sea as one of the tourist activities at Perancak Beach by making donations to KPP Kurma Asih. According to the results of an interview with Mr. Komang Gunawan as a tourist guide and Secretary of KPP Kurma Asih, the maximum time that turtles must be released is two weeks because the hatchlings must immediately adapt to their natural conditions, namely in the ocean. The activity begins when the hatchlings are taken into the breeding pool and walk towards the coast of Perancak Beach as in Figure 2 (b). Next, the hatchlings were slowly released and began to crawl towards the sea as seen in Figure 2 (a).



Figure 2. Activities of Hatchlings (Turtles) Release
Source: KPP Kurma Asih Document

d. Mangrove Tour on the Coast

This tourist attraction offers the experience of exploring the mangrove forest with its various ecosystems, both flora and fauna, using traditional fishing boats. This tourist attraction collaborates with fishermen who rent out their boats to be used in exploring the Perancak Mangrove Forest to Perancak Beach as can be seen in Figure 3 (a).



Figure 3. Mangrove Tour Activities
Source: KPP Kurma Asih Document

However, this attraction is still in the introduction stage and requires promotion to make it known to tourists. Therefore, after the management provides educational tours at the turtle hatchery, occasionally the management offers a mangrove tour if the tourists are willing to. This was conveyed by I Gede Arjunaya as a tourist guide and member of the conservation section of KPP Kurma Asih through his narrative as follows:

“For now, because we don't have a tour package to sell because there is still a lack of human resources to manage it, so we only offer existing tourist attractions, namely turtle conservation.” (Interview with I Gede Arjun, Member of KPP Kurma Asih)

According to the explanation above, in general, tourists who come only choose tours offered by the management or accompanying travel agent. Therefore, it is hoped that in the future there will be packaging of ecotourism packages combined with existing tourism in the Perancak Beach area, which can add to the tourism products offered by the management to tourists.

Overall, the tourist attractions offered by KPP Kurma Asih have implemented the basic principles of ecotourism, namely nature-based tourist attraction products actively contribute to nature conservation activities, and involve local communities in tourism management. Not only tourism products are nature-based. This tour manager provides a learning experience from the environment which is also the principle of ecotourism. Lack of understanding about how to package existing ecotourism products into varied products is a challenge often faced by KPP Kurma Asih. This can be caused by several factors, including a lack of knowledge about the concept of ecotourism, limited creativity in designing innovative tour packages, and a lack of resources for developing tourism products.

4.1.2 Accesibility Conditions (Accesibility)

Accessibility to the Perancak Beach tourist attraction is generally divided into two roads from the Denpasar-Gilimanuk Highway, namely the eastern route via Yehkuning Village and the northern route via Budeng Village. The condition of accessibility to Perancak Beach plays an important role in the context of ecotourism because it not only influences the tourist experience but also has an impact on the environment and local communities. Currently, accessibility to Perancak Beach is limited to private vehicles or travel, with public buses unable to reach the location due to inadequate roads. This reflects the challenge in achieving a balance between tourism development and environmental conservation. In the context of ecotourism, it is important to consider the impact of accessibility on the natural environment. Restricting access to public transportation can help protect the natural environment around Perancak Beach from negative impacts such as air pollution and habitat destruction. However, this can also limit access for local communities who depend on public transportation. Apart from that, the accessibility aspect also has an impact on local community participation in the tourism industry. Apart from road conditions, there are still few signs pointing to destinations to Perancak Beach, so tourists will find it difficult and confusing if this is their first visit. With limited accessibility for tourists who do not own private vehicles, local communities may miss out on opportunities to participate in the tourism economy. This highlights the importance of paying attention to the needs and welfare of local communities in sustainable tourism development.

4.1.3 Amenities Conditions (Amenities/Facility)

Amenities are part of the tourist attraction component. Public facilities supporting tourism are mostly located around the turtle conservation attraction in Perancak Beach. This is because, tourist activities at turtle conservation are the places that is most visited by tourists. The public facilities supporting tourism in this case is include toilets, pavilions and information boards, and local community stalls. However, the amount of community-based accommodation facilities such as homestays and guest houses is minimal in Perancak Village. This was admitted by the Head of Perancak Village, I Nyoman Wijana, who stated that.

“From the beginning of 2001, construction of several accommodations such as villas was initiated by Japanese guests, this made Perancak tourism begin to develop and become known to tourists. Until now, there are approximately ten villas owned by investors, but none of the accommodation is owned by the local community because the community is not yet sure that the area can be developed if the land is to be built as a homestay.” (Interview with I Nyoman Wijana, Head of Perancak Village)

According to the explanation above, the accommodation in Perancak Village is still dominated by investor ownership, local people feel unsure about the potential of their area so they prefer not to participate in building accommodations for fear of losing money if the area is not yet busy with tourists.

The condition of facilities and accommodations related to the presence of tourism on Perancak Beach illustrates dynamics that are relevant to the concept of ecotourism. Although public facilities supporting tourism are more concentrated around turtle conservation attractions, there is still a shortage of community-based accommodation facilities. Ecotourism emphasizes the importance of involving and empowering local communities in the management and benefits of tourism (Aswita et al., 2017). With the minimal participation of local communities in accommodation development, it is indicated that there are still doubts or distrust from the community regarding the tourism activities in their home.

In fact, the development of community-based accommodation, has great potential in supporting ecotourism principles. By directly involving, homestays not only provide an authentic experience for tourists, but also contribute to improving local economic prosperity. In addition, homestays can also promote understanding and appreciation of local culture and lifestyle, which is in line with ecotourism principles. Therefore, linking the condition of facilities and accommodation at Perancak Beach with the concept of ecotourism highlights the importance of strengthening the involvement of local communities in sustainable tourism development. By promoting the development of community-based accommodation, such as homestays, it can create a positive impact not only on the natural environment but also on local communities and tourist.

4.1.4 Ancillary Service Condition (Ancillary)

The development of conservation tourism at Perancak Beach certainly cannot be separated from the role of institutions that support tourism activities there. The KPP Kurma Asih (Kurma Asih Turtle Conservation Group) is a tourism management institution that has its role in developing tourism in Perancak Village. Tourism-supporting institutions at the Perancak Beach Tourist Attraction are categorized into two, namely government institutions and community institutions. Government institutions consist of

the Tourism and Culture Department and community institutions, namely the *Desa Dinas Perancak* (Perancak Village Official) and KPP Kurma Asih as managers.

Tourist guides at Perancak Beach are part of the KPP Kurma Asih who are competent in the field of conservation tourism and are able to communicate with foreign tourists according to their abilities. Currently, there are only three tourist guides who handle foreign tourists. In the beginning, KPP Kurma Asih members became tour guides because foreign tourist visits to Perancak were increasing, making KPP Kurma Asih have to prepare itself in preparing human resources to handle tourists. This was conveyed by Komang Gunawan as tourist guide and head of the conservation section of KPP Kurma Asih through his narrative as follows:

“Whether we like it or not, we have to be ready, where guests have more trust in the people who are directly involved in guiding guests regarding conservation. For this reason, we must be able to interact with guests, even if we don't know what English is, the words must be recorded, so that we can speak English because we often deal directly with the guests.” (Interview with Komang Gunawan, Member of KPP Kurma Asih)

According to the explanation above, local tourist guides learn English by self-taught and see the situation directly in the field. Initially, foreign tourists who came to the KPP Kurma Asih invited by their guides, and the management only explained activities and education regarding turtle conservation using Indonesian, and the guides translated into English. In 2014, after they often listening and learning directly in the field, the manager was finally able to explain himself and become a tourist guide, although he still had to coordinate with the guides brought by guests so that the information received by tourists was not wrong.

The role of institutions such as the Kurma Asih Turtle Conservation Group in Perancak Beach has great significance. They are not only responsible for tourism management, but also play a role in preserving the natural environment and preserving the environment for turtles. One important aspect of ecotourism is environmental education and awareness. KPP Kurma Asih not only manages tourism but also functions as an institution that provides education to tourists about the importance of turtle conservation and environmental protection. This is manifested in Komang Gunawan's statement, which emphasized the importance of interacting directly with tourists to convey conservation messages.

In addition, training and empowering local communities in the field of conservation tourism is an important component of ecotourism. Through training, people can become competent tour guides and can make a positive contribution to protecting the environment and providing memorable tourism experiences for visitors. This is in line with the principles of ecotourism which emphasize active community participation in maintaining and preserving natural resources (Rhama, 2019). Developing the capacity of local tour guides, as carried out by KPP Kurma Asih, not only improves the quality of tourism services but also provides economic benefits to local communities. Thus, those initiatives support the principles of sustainable ecotourism, which not only concerned to environmental sustainability, but also the welfare and active participation of local communities.

4.2 Ecotourism Based Destination Development Strategy

Ecotourism and sustainable development (Nugroho, 2011) explains that the concept and implementation of ecotourism cannot be separated from the development of conservation areas. Ecotourism services are considered as one of the entry points, as an economic approach, which examines the benefits of natural resources and the environment within the principles of conservation. The ecotourism-based destination development strategy at the Perancak Beach Tourist Attraction uses three variables of ecotourism's contribution to conservation efforts, namely destination planning strategies, awareness-raising and environmental protection strategies and institutional governance strategies.

4.2.1 Destination Planning Strategies

The turtle ecotourism attraction is one option to promote a unique environment that maintains its authenticity, as well as being a tourist place to visit. The potential that exists is an environmental development concept based on the natural approach, maintenance and conservation of nature. Restricting use is one of the strategies adopted for conservation by tourism managers, so that managers maintain the balance and preservation of turtle habitat.

KPP Kurma Asih together with local communities manages turtle habitats and ecosystems through the ecotourism media they have developed. Apart from being an owner, KPP Kurma Asih members are also involved in conservation management. Educational tourism and turtle conservation activities formed and managed by KPP Kurma Asih. Besides being a medium for turtle protection activities, it is also a source of income for members of the KPP Kurma Asih and has a very positive impact on the income of group members.

A tourist attraction must have main components as a means of planning a destination through ecotourism planning, such as attractions, facilities, access, and institutions. As for the details of the four components that the Perancak Beach Tourist Attraction has, the result of the study provides a strategy which can be seen in Table 1. as follows.

Table 1. Destination Planning Strategies

No	Strategy	Program	Activities
1	Attraction planning	Ecotourism package packaging	Combining conservation tourism with mangrove forests as tourist attractions
		Making souvenirs as a tourist activity	Inviting tourists to learn to make souvenirs from organic materials
2	Amenities planning	Community-based accommodation	Planning for the construction of accommodation, namely guest houses and homestays for facilities to support tourist activities
3	Accessibility planning	Installation of destination directions	Installation of tourist attraction directions on regency and city main roads
			Installation of directions to each tourist attraction such as mangrove forest
4	Ancillary service planning	Human resources development	Environmental education training
			Language education training
			Souvenir making training
			Training on ecotourism management

Source: Result of the Study

4.2.2 Strategies for Increasing Environmental Awareness and Protection

Based on the involvement of local communities in turtle conservation activities, either from KPP Kurma Asih or the local community of Perancak Village, awareness of turtle conservation has begun to increase. This can be seen from the local community's understanding of turtle conservation and their involvement in monitoring and maintaining turtles and their habitat. However, this is still insufficient, because the local community is not aware yet of the potential for turtle conservation as a tourism product that can be sold as well as directing education and conservation activities in accordance with ecotourism principles. Therefore, people who have been carrying out conservation activities because of afraid of animal protection laws can share in the social and economic benefits so that the community will feel a sense of ownership, resulting in stronger awareness of turtle conservation and the environment.

The management has also implemented a strategy to increase awareness and protect the environment which is based on using existing organic waste into more aesthetic and useful materials. By using recycled wooden boards to make a handmade information board, wooden tables and chairs as supporting facilities, basic materials for souvenirs and creating turtle statues made from coconut wood as icons of conservation tourism on Perancak Beach, thereby creating a clean area from the trash.

In addition to the strategies implemented by managers, researchers offer strategies for increasing environmental awareness and protection based on research results through interviews and participant observation. Some of the strategies offered are described in Table 2 as follows.

Table 2. Strategies for Increasing Environmental Awareness and Protection

No	Strategy	Program	Activities
1	Increased environmental awareness and protection	Beach cleanliness campaign	Socialization about free plastic waste and beach environmental awareness
			Regular beach cleaning activities (once a week)
			Promotion of activities through social media
			Collaborating with government and celebrities to take part in this activity
		Utilization of social media and websites to disseminate information	Create your own KPP Kurma Asih social media account to share conservation activities
			Utilization of existing websites to share conservation activities and phenomena regarding turtles and their habitats

Source: Result of the Study

The basis for considering this strategy is that beach clean-up activities have been carried out regularly by KPP Kurma Asih and local coastal communities. However, because large amounts of waste often occur during the rainy season, it requires assistance from the general public from various community and circles, both from students and workers to take part in beach clean-up activities. So by working with this team, it will be more effective and efficient while introducing the general public to maintaining environmental cleanliness, especially preserving turtles and their habitats and socializing plastic waste-free.

Moreover, by utilizing social media and websites to share turtle conservation activities, it is indirectly informing the public who see these posts to know that turtles in

Perancak need more attention. According to the results of an interview with I Wayan Anom as Chairman of KPP Kurma Asih, he stated:

“There are several reasons why turtles become stranded and eventually die, such as being injured by being entangled in fishing nets, being caught in plastic waste, and being exposed to abrasion.” (Interview with I Wayan Anom, Chairman of KPP Kurma Asih)

According to the explanation above, one of the causes of turtles stranding and dying on the coast of Perancak Beach is the volume of plastic waste that is abundant on the beach. Therefore, this becomes the basis for considering strategies to increase environmental awareness and protection by using social media and websites to share conservation activities and environmental phenomena. Should people know and see these posts, it will make the public more aware of the dangers of plastic waste for marine biota and people will think about throwing rubbish carelessly.

The strategy for increasing environmental awareness and protection at Perancak Beach is of course very relevant to the principles of ecotourism by Ties in (Damanik & Weber, 2006) namely, the principle of ecotourism is to build awareness and appreciation for the environment and culture in tourist destinations, both tourists, local communities, and other tourism actors. Through beach cleanliness campaigns and community participation in clean-up activities, as well as the use of social media for education, tourism managers can create collective awareness about the importance of protecting the sea environment. The use of recycled materials for tourism support facilities also reflects a commitment to environmental sustainability. This strategy not only supports environmental conservation, but also strengthens the relationship between tourism, and the welfare of locals.

4.2.3 Institutional Governance Strategies

Tourism operational activities at Perancak Beach are managed directly by the local community formed by a turtle conservation group called KPP Kurma Asih. Apart from being a pioneer in the coastal environment and turtle conservation group, KPP Kurma Asih is a beach tourism and conservation management institution with direct supervision by the Head of Perancak Village and the Jembrana Regency Tourism and Culture Office.

KPP Kurma Asih (Kurma Asih Turtle Conservation Group) has complete responsibility and authority in organizing and managing this tourism activity. Each group member also participates directly in ongoing tourism activities. The role of the KPP Kurma Asih is substantial in management. Starting from planning, and division of work, to supervision, it is carried out with local communities who are members of this group independently. Institutional governance strategy is to form the basis for good operational management, so that, it runs according to the ecotourism concept and controls visitor activities according to conservation principles. Therefore, it can control the negative impacts due to tourism activities and their supporting sectors. Meanwhile, in the institutional governance of ecotourism management, there are three strategies for achieving institutional ecotourism governance, which are described in Table 3 as follows:

Table 3. Institutional Governance Strategies

No	Strategy	Program	Activities
1	Institutional Governance	Group control during high season period	Control the number of groups of tourist at each turtle conservation attraction point
			Directing tourists and supervising turtle conservation activities
		Standard Operational Procedure (SOP) evaluation	Develop strict tourism SOPs
			Conduct an evaluation at the end of the tourism activity
			Apply a firm job description to managers
		Ecotourism promotion	Promotion of ecotourism activity via social media, i.e Facebook, Instagram from the Kurma Asih Management account.
			Utilization of websites for promotions
			Promotion of ecotourism through print media such as brochures which will be distributed at the central of tourism activities in Bali, included several tourism accommodations and travel agents

Source: Result of the Study

Strong institutional governance is one of the main pillars in successful ecotourism management. In the context of Perancak Beach, the Asih Kurma Turtle Conservation Group plays an important role in managing tourism and conservation operations. They are not only responsible for planning and implementing activities but are also involved in the division of labor and supervision independently. Management carried out by local communities through this group ensures that ecotourism activities at Perancak Beach are in accordance with ecotourism principles, such as environmental conservation and education for visitors.

Good institutional governance strategies, as outlined in the table, are the tools for achieving ecotourism goals by controlling the negative impacts of tourism activities. This includes conservation principles in the management of visitor activities, so that the natural environment and wildlife, such as sea turtles, remain protected. Thus, through strong institutional governance, Perancak Beach can maintain a balance between tourism development and environmental and local culture preservation. This reflects ecotourism principles that prioritize sustainability, social responsibility, and active community participation in natural resource management

5. CONCLUSION

Based on the discussion above, it can be concluded that Perancak Beach has potential tourist attractions related to turtle conservation, including tourist activities, namely learning about turtle conservation, monitoring turtle habitat at night, releasing hatchlings into the sea, and mangrove tours in coastal areas. However, the management and development of ecotourism destinations still face several obstacles and challenges, especially in packaging varied tourism products and the lack of support of tourism facilities. Therefore, to overcome these obstacles and challenges, a strategy for developing an ecotourism-based destination at Perancak Beach was formulated, including three variables contributing to ecotourism: destination planning, increasing environmental awareness and protection, and institutional governance.

The destination planning strategy includes packaging innovative ecotourism packages, building community-based accommodation, installing destination directions, and developing human resources. Then, strategies for increasing environmental awareness and protection are including beach cleanliness campaigns, using social media

and websites to share information, and involving the community in conservation activities. The last, institutional governance strategies are controlling amount of tourist, evaluating tourist SOPs, apply a firm job description to the managers, and ecotourism promotion through various media. Therefore, it is hoped that it can improve the development of Perancak Beach as an ecotourism destination while paying attention to the principles of conservation and environmental sustainability.

This study has several limitations. One of them is that the research focus is limited to the perceptions of stakeholders involved in destination management, such as the government, private sector, and local communities. Therefore, to gain a more comprehensive understanding of the effectiveness of the proposed strategy, future research could involve analyzing the perceptions of visiting tourists. Research on tourists' perceptions can provide valuable insight into their needs and expectations for ecotourism destinations, as well as help in evaluating the success of development strategies that have been implemented. By involving tourists' perceptions, research discussions can certainly be an interesting direction in deepening understanding of the development of sustainable ecotourism destinations on Perancak Beach.

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