Analysis of the sapta pesona and CBT concept in managing Alas Kedaton tourist attraction

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Abstract - This research aims to determine the extent to which 1) the Sapta Pesona concept and 2) CBT are applied in the management of the Alas Kedaton tourist attraction. Sapta Pesona Wisata is a value concept that was born and popularized by the former Minister of Tourism and Post and the New Order era, Soesilo Soedarman (1988-1993). Sapta Pesona Wisata which consists of security, cleanliness, order, coolness, beauty, hospitality, and providing memorable memories for tourists so that when tourists visit tourist attractions they get what they expected before visiting the tourist attractions. Meanwhile, the involvement of local communities in the management of a tourist attraction, known as CBT, is a basic element of tourism which places the community as an important factor in managing tourist attractions. Local communities have an important role in managing and developing these tourist attractions so that they remain sustainable. This research is qualitative research where data is obtained through interviews with management, library studies, observation and documentation. All data obtained was collected then data reduction was carried out and a table was created and concluded. This research shows that the Sapta Pesona concept has been implemented and so has the CBT concept, but several aspects need to be strengthened so that the Alas Kedaton tourist attraction can provide maximum benefits for the local community.

Keywords: sapta pesona, community-based tourism, cbt, alas kedaton tabanan

1. Introduction

Tourism is a travel activity or part of this activity carried out voluntarily and on a temporary basis to enjoy tourist objects and attractions. In general, the goal of tourists is recreation, or to refresh their souls which have become bored with their daily routine (Soedarso & Nurif, 2014). In order for tourists' tourism goals to be met, it is necessary to have conscious tourism behavior in tourist destination areas. Tourism awareness is a manifestation of the Sapta Pesona concept (Setiawati & Aji, 2023). Tourism awareness is important for all people involved in managing tourist attractions in order to achieve tourist satisfaction (Kurniawan, 2022). Apart from being aware of tourism, sustainable management of tourist attractions is also important so that damage to tourist attractions does not occur too quickly. Management of tourist attractions by local communities, known as CBT, Community Based Tourism, is one of the efforts to maintain the sustainability of tourist attractions (Azzahra & Manar, 2023).

Sapta Pesona Wisata is a concept of conscious tourism with the support of community participation as destination hosts in an effort to create a conducive environment and atmosphere

that is able to encourage the growth and development of the tourism industry, through the realization of safe, orderly, clean, cool, beautiful, friendly and memorable elements (Nasution et al., 2020). This concept is a value system that was born and popularized by the former Minister of Tourism and Post and the New Order era, Soesilo Soedarman (1988-1993) (Pangestu, 2020). Sapta Pesona Wisata which consists of security, cleanliness, order, coolness, beauty, hospitality, and providing memorable memories for tourists are the basic elements of tourism which places the community as an important factor in its implementation (Pangestu, 2020; Angela et al, 2022). It is important for Sapta Pesona to be adopted by tourism organizers or actors so that it can provide satisfaction to the tourists who come and the tourist spot in question can also continue to develop and be sustainable. The application of the Sapta Pesona concept is able to encourage the growth and development of the tourism industry. The description of Sapta Pesona is as follows.

(1) Safe: An environmental condition in a tourism destination or tourist destination area that provides a sense of calm, free from fear and anxiety for tourists when traveling or visiting the area. To realize this element, the form of action that needs to be realized is • Attitudes that do not disturb tourists' comfort during their visit; • Help and protect tourists; • Show friendly feelings towards tourists; • Maintain environmental safety; • Helps provide information to tourists; • Maintain an environment free from the dangers of infectious diseases; • Minimize the risk of accidents when using public facilities.

(2) Orderly: An environmental condition and service in a tourism destination or tourist destination area that reflects a high level of discipline and physical quality and services that are consistent, orderly and efficient so as to provide a sense of comfort and certainty for tourists when traveling or visiting the area. • Creating a culture of queuing; • Maintain the environment by complying with applicable regulations; • Time discipline or punctuality; • Everything is orderly, neat and smooth.

(3) Clean: An environmental condition and quality of products and services in a tourism destination or tourist destination area that reflects a healthy or hygienic condition so as to provide a sense of comfort and pleasure for tourists when traveling or visiting the area.

Forms of action that need to be realized include: • Do not throw rubbish or waste carelessly; • Maintain the cleanliness of the environment of tourist objects and attractions as well as supporting infrastructure; • Maintain an environment free from air pollution (due to vehicle fumes, cigarettes or other odors); • Prepare hygienic food and drink offerings; • Prepare clean food and drink serving equipment; • Officers' clothing and appearance are clean and neat.

(4) Cool: An environmental condition in a tourism destination or tourist destination area that reflects a cool and shady condition which will provide a feeling of comfort and comfort for tourists when traveling or visiting the area.

The forms of action that need to be realized are • Carry out reforestation by planting trees; • Maintain greenery at tourist objects and attractions as well as tourist routes; • Maintain cool conditions in public areas or public facilities, hotels, accommodation, restaurants and other tourism infrastructure and components or facilities.

(5) Beautiful: An environmental condition in a tourism destination or tourist destination area that reflects beautiful and attractive conditions that will provide a sense of awe and a deep impression for tourists when traveling or visiting the area, thereby realizing the potential for repeat visits and encouraging promotion to a wider tourist market. wide.

The forms that must be realized include: • Maintain tourist objects and attractions in an aesthetic, natural and harmonious order; • Maintain the environment and residence in an orderly and harmonious manner; • Maintain local character; • Maintain the beauty of vegetation, ornamental plants and shade as natural aesthetic elements of the environment.

(6) Friendly: An environmental condition that originates from the attitude of the people in a tourism destination or tourist destination area which reflects a friendly, open and high level of acceptance which will provide a feeling of comfort, feeling accepted and at home (like one's own home) for tourists when traveling or visiting the area.

Forms of action that need to be realized include: • Act as a good and willing host and always ready to help tourists; • Provide information about customs politely; • Demonstrate an attitude of respect and tolerance towards tourists; • Display a sincere smile.
(7) Memories: A form of memorable experience in a tourism destination or tourist destination area that will provide a feeling of joy and beautiful memories that will leave a lasting impression on tourists when traveling or visiting the area.

The form of action that needs to be taken is as follows. (1) Explore and highlight the uniqueness of local culture. (2) Serving local specialty food and drinks that are clean, healthy and attractive. (3) Provide interesting, unique or distinctive souvenirs that are easy to find below.

Community Based Tourism (CBT)

Amidst the social changes brought on by globalization, local communities cannot live in isolation (Smith, 2002). Many similar communities around the world have passed the time of absolute self-reliance and are increasingly dependent upon the outside 'urban' world (Shuman, 2013). Interacting with the outside world will not be easy for local communities without sufficient and strong social, cultural, and economic resources (Falk & Kilpatrick, 2000). Unfortunately, the influence of mass-consumerism is precipitating the degradation and destruction of natural resources crucial to local communities' livelihoods (Bhattacharya & Ganguly, 2014). Simultaneously, materialism and consumerism are influencing and destabilizing the value systems of established social systems and cultures (Guitart, 2011). Meanwhile, on the national level, a standardized education system and a local administration controlled and directed by the central government are forcing remote, rural communities to become increasingly depend on the state (Ribot, 1999).

An increasing number of people are becoming aware of the importance of natural resources conservation and of protecting the environment (Tisdell, 2005). The democratization of society is opening ever-greater opportunities for members of the public to use their voice, express their opinions and play a role in the direction of social development (Balkin, 2017; Wajdi et al., 2023). At the same time the importance and profile of the issues of human rights and equal treatment under the law are growing in the public conscience. These trends are supported by developments in the United Nations and international institutions and by academics and conservationists who understand sustainable development. The understanding of people in urban society that have connection to rural communities is an essential base for designing and implementing successful development strategies (Nchuchuwe & Adejuwon, 2012). Tourism is one way to bring people of different backgrounds together (Albu, 2015; Pantiyasa et al, 2023). Ideally, tourism seems to offer hosts and visitors a unique opportunity to share their different cultures and points-of-view (Stronza, 2001). Members of different societies are able to share first-hand experiences together and to develop personal relationships which can grow into powerful alliance contributing towards the sustainable development of society (Shiel et al., 2016). Based on the current issue and condition, then Community Based Tourism also known as CBT is another alternative to develop a sustainable tourism with characteristics quite different from mass tourism (Giampiccoli et al., 2020).

The following listed below are concepts of CBT. (1) Recognizing, supporting and promotion community ownership of tourism; (2) Involving community members from the start in every aspect; (3) Promoting community pride; (4) Improving the quality of life; (5) Ensuring environmental sustainability; (6) Preserving the unique character and culture of the local area; (7) Fostering cross-cultural learning; (8) Respecting cultural differences and human dignity; (9) Distributing benefits fairly among community members; (10) Contributing a fixed percentage of income to community projects.

2. Method

This research was conducted at Alas Kedaton tourist attraction. Data types include qualitative data and quantitative data. Qualitative data is data in the form of words, sentences, gestures, facial expressions, charts, images and photos (Sugiyono, 2015). The data was taken by interviewing people involved in the management of the object. Data source consists of primary data and secondary data. Primary data sources are data that directly provide data to data

collectors. The primary data in this research is the results of interviews with hotel marketing staff and also direct observation. While secondary sources are sources that do not directly provide data to data collectors, for example through other people or documents. The data is collected through (1) interviews. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, and also if the researcher wants to know things from respondents in more depth and the number of respondents is small. (2). Observation. Observation as a data collection technique has specific characteristics when compared with other techniques. Observations were carried out by looking directly in the field which were used to determine factors worthy of support through job analysis survey interviews (Sugiyono, 2016). (3) Documentation. Documentation is a technique for collecting data using documents, both those kept by the researcher himself and other people related to the research focus (Retnawati, 2016). The collected data was then analyzed. Data analysis techniques are the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is important. and what will be studied, and make conclusions so that they are easily understood by oneself and others (Sugiyono, 2016). The data analysis technique used by the author is a qualitative descriptive analysis technique. In summary, it can be explained that descriptive qualitative is a research method that operates on a simple qualitative approach with an inductive flow. This inductive flow means that qualitative descriptive research begins with an explanatory process or event from which finally a generalization can be drawn which is a conclusion from the process or event. Qualitative descriptive is focused on answering research questions related to who, what, where and how an event or experience occurs until finally it is studied in depth to find patterns that emerge from the event (Kim et al., 2016).

3. Results and Discussion

Alas Kedaton is a tourist attraction located in Kukuh village, Marga District, Tabanan Regency, Bali Province. From the city of Denpasar, the Alas Kedaton tourist attraction is about 24 km to the northwest, at an astronomical position of 8º 20' 49" East Longitude and 8º 31' 73" South Latitude and at an altitude of about 170 meters above sea level (Ulung, 2013). This tourist attraction is a natural tourist attraction that is managed by local village communities so that it is also a mainstay for village residents who work at this tourist attraction (Pratama & Bhaskara, 2019; Budiarta et al., 2020; Susanto et al, 2023). The Alas Kedaton tourist attraction is a forest covering an area of approximately 7 hectares, which is a habitat for monkeys and bats (a type of large bat). Apart from natural tourism which presents the forest and its contents in the form of monkeys and bats, this tourist attraction also has the Khayangan Kedaton inner temple. Located in the middle of the forest and as a meditation place for Ida Ratu Ngurah Sakti (Oka et al., 2018).

This temple has existed since ancient times, and in the temple were found a small statue, an ancestor statue, a Ganesha statue and a Durga Mahisasuramardhini statue. Until now, this temple still functions as a place of worship for the local community. This temple is very unique, where this temple was built in the middle of a forest which is considered sacred by the local community. The celebration at this temple is carried out based on the calculations of the Balinese calendar, namely on Anggara (Tuesday) Kliwon Madangsia, 20 days after Galungan. In this celebration, several unique things are found that are not found anywhere else in the Bali region, where the celebration is only led by a temple administrator, carried out in one day and must be finished before sunset. What's unique is that you are not allowed to wear hats, *kwangen, penjor*, and you are not allowed to perform *tabuh rah*. What's more unique is that to complete the ceremony you are only allowed to use *ceniga* made from old banana leaves, whereas in other places it is made from young coconut leaves.

The religious traditions that are still carried out today are a form of religious life that is maintained, supported by community solidarity that is rooted in ancient ancestral history. Therefore, the existence of the social life activities of the Alas Kedaton community in daily and religious life, makes Alas Kedaton an area full of religious aura (Widiastuti, 2020; Susanto et al, 2023). With the development of tourism in Bali in the early 1960s, the people of Kukuh Village

had the initiative to use the forest, temple and monkeys as capital in creating a tourist attraction. Then this tourist attraction began to develop from 1984 until now (Candrawati, 2019).

Sapta Pesona

Tabel 1 Implementation of Sapta Pesona

No	Sapta Pesona Elements	Has been implemented	not yet implemented	Implementation
1	Sense of security	√		1). The object is bordered by a fence. 2). Guarded by security 3). Every visitor must buy entrance ticket. 4) Tourist always accompanied by local guide to enter the object.
2	Orderly	√		1). At the front gate there are guards and officers who regulate the arrival of tourists. 2). There is a special parking lot. 3). There is a counter for purchasing entrance tickets. 4). Open regularly, namely from 8 am to 5 pm.
3	Clean	√		1). Trash bins are provided in certain places. 2). There are public facilities in the form of bathrooms and toilets so that guests do not defecate carelessly. 3). There is regular community service.
4	Cool	√		1) Carry out reforestation by planting trees. 2). Maintaining greenery on the object
5	Beautiful	√		1). Each part of the object is neatly arranged with local architecture. 2). Lots of statues and decorated ornamental plants 3). The path to the object is laid out with ornamental plants. 4) There are *angkul-angkul* (traditional gate) at the entrance gate, giving a beautiful impression.
6	Friendly	√		All employees at tourist attractions friendly greet tourists.
7	Memory	√		There are shops that sell souvenirs which are the result of local crafts

In general, the actualization of tourism awareness, which is an elaboration of the Sapta Pesona concept, has been carried out at the Alas Kedaton tourist attraction. However, the implementation is less than optimal because operational costs are hampered. Since Covid-19, the operations of this tourist attraction have not fully recovered.

CBT Concepts

Table 2 Implementation of CBT Concept

No	CBT Concepts	Has been implemented	not yet implemented	Implementation
1	Recognizing, supporting and promoting community ownership of tourism	√	-	1). Periodically, people do community service at tourist attractions. 2). Donate food to animals in the forest. 3). Help maintain the security of tourist areas.
2	Involving community members from the start in every aspect	√	-	Hold meetings to determine the duties and responsibilities of each community member
3	Promoting community pride	√	-	Play a role in maintaining the continuity of tourist attractions

4	Improving the quality of life	√	-	The community is directly involved in economic activities, especially in managing income from entrance tickets and selling souvenirs. However, because tourist visits have decreased, the quality of life of the local community has not been positively affected.
5	Ensuring environmental sustainability	√	-	1). Involved in maintaining and preserving forests and the animals in them. 2). Maintaining forest ecosystems
6	Preserving the unique character and culture of the local area	√	-	Continue to maintain cultural traditions and preserve prayer places in forest areas
7	Fostering cross-cultural learning	√	-	People involved in management actively learn the culture of other countries and regions, especially by learning foreign languages so they can guide foreign tourists.
8	Respecting cultural differences and human dignity	√	-	Maintain tolerance towards visiting tourists.
9	Distributing benefits fairly among community members	√	-	The regulations already exist but because income is not sufficient for operations, profit sharing cannot be implemented.
10	Contributing a fixed percentage of income to community projects	√	-	The rules are in place, but because revenue is still in deficit, profit sharing cannot be implemented.

4. Conclusion

In general, the actualization of tourism awareness, which is an elaboration of the Sapta Pesona concept, has been carried out at the Alas Kedaton tourist attraction. However, the implementation is less than optimal because operational costs are hampered. Since Covid-19, the operations of this tourist attraction have not fully recovered. The CBT concept has also been fully implemented, but because tourist visits have decreased, especially during Covid-19, revenue cannot cover operational costs so profit sharing cannot be implemented yet. Revenue is still in deficit to cover operational costs. The largest operational costs are for monkey food.

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