BALI TOURISM REVITALIZATION BASED ON CHINATOWN TOURISM DEVELOPMENT

I Made Sendra, Yohanes Kristianto, I Gusti Ngurah Widyatmaja, Saptono Nugroho

Faculty of Tourism, Udayana University Bali Indonesia

yohanes_ipw@unud.ac.id

ABSTRACT
Research paper on Bali Tourism Revitalization Based on Chinatown Tourism Development aims to design a Bali tourism development model for the Chinese market tourist segmentation based on Chinatown Tourism in Bali. In particular, this study aims to develop a strategy for revitalizing Bali tourism during the pandemic by developing Chinatown tourism. Given, Bali is still the dominant segmentation of the Chinese tourist market. This study uses a qualitative approach to obtain a natural setting including tourism stakeholders, namely the local government, the tourism industry, and customary village and communities that have a Balinese-Chinese cultural heritage. A qualitative approach is also taken to explore, codify, and interpret symbols of Chinese traditions, culture and history in Bali which will then be patterned and packaged into a model for Chinatown tourism. The research locations chosen were Denpasar District (Chinatown), Kintamani (Songan and Batur Villages), and Tabanan Regency (Baturiti Village).

1. INTRODUCTION

Based on data until July 17, 2020, the topic that is often discussed by netizens in China is Bali which has reached 370 times. Even on July 4, 2020 alone, almost one million Chinese citizens wanted to visit Bali after Covid-19. Of course, Bali must prepare for the arrival of tourists from China who have the potential to develop and restore the Indonesian tourism sector, especially Bali which is affected by Covid-19 [1]

For this reason, Bali must develop the potential for chinatown tourism as a new form of tourism for tourists from China. The potential of chinatown should be developed as

a basis for revitalizing Bali tourism, especially for the Chinese market segmentation. Pechinan tourism development can be used as a model for tourism revitalization.

considering that Bali has many tourist attractions that show the acculturation of Balinese-Chinese cultural and historical heritage, such as Chinese Line Dance, Barong Landung Dance, Batur Temple, Dalem Balingkang Temple, Kehen Temple, chinese coins, Chinese Porcelain, Sampek Ingtai Folklore, and several Pechinan Villages spread across Bali, such as Baturiti Village (Tabanan), Carang Sari (Badung), Ping`an Village (Bangli), and the Heritage Site Jalan Gajah Mada (Denpasar) which has complex buildings. shopping center for businessmen of Chinese descent in Bali. This historical and cultural heritage should be used as a tourist attraction for the special interest of Chinese tourists [2].

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The pandemic has negative implications for Bali as a popular destination that relies solely on international tourism[3]. The main target of this research is to develop a strategy for developing Pechinan tourism during the pandemic

Former research on the Marketing Strategy of the Surya Kencana Chinatown, Bogor as a Cultural Tourism Destination, identifies that historical buildings, Chinese festivals, culinary heritage and the atmosphere of the old town are so unique that you cannot find anywhere else in Bogor City[4].

Research) on Heritage Tourism as the Reincarnation Result of the Surabaya Chinatown, stated that the city of Surabaya as the biggest and oldest city in Indonesia has a distinctive Chinatown area. This study identifies the attractiveness of Surabaya as a port city and trade in the Eastern region attracts immigrants, especially ethnic Chinese, to inhabit the old city area of Surabaya[5].

Research on the Development of Chinatown Areas into Tourist Areas in Senapelan District, Pekanbaru City identified that in Pekanbaru City, Senapelan District has many potential tourism objects. The potential of this tourism object has not been fully managed[6]

Research on the Development Strategy for Cultural Tourism in the Lasem Chinatown has identified Lasem as having historical and cultural heritage of Chinatowns that have the potential to develop cultural tourism as well as introduce it to the wider community. The potential that exists is still not fully utilized and developed [7].

Research on the Formulation of a Tourism Destination Development Strategy Using the SWOT Analysis Method: Case Study of the Kapasan Chinatown Area in Surabaya, the Kapasan Chinatown area has a large enough potential to become a tourist destination that can attract tourists to visit[8].

Research on the Gajah Mada Street Heritage Area as an Effort to Preserve the Denpasar Old Town Area, Bali identified that Jalan Gajah Mada Denpasar is a heritage area for the city of Denpasar which has a history as the largest commercial and business center, and is inhabited by the majority of ethnic Chinese[9]

Based on the review of previous research results, this research needs to be done in order to contribute to revitalizing Bali tourism during the pandemic by developing pechinan tourism in the Pechinan area in Bali. In addition, Bali is still a preference for Chinese tourists to visit.
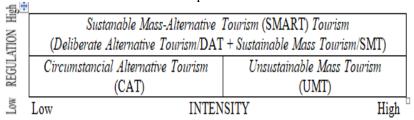
3. RESEARCH METHODOLOGY

Research on Bali Tourism Revitalization Based on Pechinan Tourism Development uses a qualitative approach to reveal the socio-cultural meaning of a phenomenon with a natural setting according to what is in the field [10][11]' The phenomenon in this research is the revitalization of Bali tourism. The scientific setting of this research includes the chinatown area in Bali. This study also uses historical methods to interpret data and historical facts of chinatown [12]

4. RESULTS AND DISCUSSIONS

This tourism system model needs to be modified with the landscape theory from Appadurai [13] so that it can be applied at the micro level, namely the attracting factors for Chinese tourist visits to Bali. The interesting factors are the Historical Landscape (HL) and the Cultural Landscape (CL) which have the characteristics of acculturation of Balinese-Chinese cultural heritage. When the Historical Landscape (HL) and Cultural Landscape (CL) are used as tourist attractions in tourist destination areas, there will be additional new landscapes, namely the Tourism Landscape (TL). Tourism Landscape (TL) is a place that brings together (melting pot) Historical Landscape (HL) with Cultural Landscape (CL) in a intersection called Historical and Cultural Tourism Landscape (HCTL), so that historical and cultural heritage Bali, which is a living monument, is not only interpreted as having a traditional, cultural and religious function, but also a tourism function [14] (PERDA Bali Number 2 of 2012). Thus, the Historical and Cultural Tourism Landscape (HCTL) is formed by the meeting of three elements of the landscape, namely the Historical Landscape (HL), the Cultural Landscape (CL) and the Tourism Landscape (TL)..

Since 2013-2018 the existing conditions of tourism in Bali for the Chinese market are in the lower left quadrant, namely the Unsustainable Mass-Tourism (UMT) quadrant. This is characterized by the emergence of an antithetic response from Bali tourism stakeholders, to mass tourist visits from China, which is responded positively by Chinese travel agents and tour operators, but has a negative response from the local government, local communities, and the mass media. This model will be applied at the level of micro phenomena as "Applied Theory" to produce the development of the Sustainable Mass-Alternative Tourism (SMART) Tourism model through the creation of regulations that regulate the trade and governance of the Chinese tourist market characterized by Mass-Alternative (SMART) Tourism, such as the chart following.

Figure 1: Conceptual Model of Tourism Revitalization based on Chinatown Tourism Development

5. CONCLUSION

Chinese tourists have the opportunity to drive the revitalization of Bali tourism. The motivation to visit Bali is still quite high. It is necessary to make a revitalization model related to alternative tourism besides mass tourism which has been taking place so far. The acculturation of Balinese Chinese culture and Chinese heritage in Bali mediate to become a model for Chinatown tourism development

LIMITATION AND STUDY FORWARD

This study has identified the acculturation of Balinese-Chinese culture and its potential as a tourist attraction. Further research needs to be done to get the cultural landscape of Bali China as a Chinatown tourism area

ACKNOWLEDGEMENT
We would like to thank the Udayana University Research and Service Institute for providing this research grant.

REFERENCES

[1]   2020. tribunnews.com

[2]   Sendra, et.al. 2019. Rencana Induk Pariwisata Budaya Bagi Wisatawan Tiongkok Berbasis Akulturasi Warisan Budaya Bali-Cina. Laporan Penelitian Unggulan Udayana. Denpasar: Universitas Udayana.

[3]   Brouder, P., Clav, S.A., Gill, A., Ioannides, D. 2016. Tourism Destination Evolution. Routledge, London

[4]   Rosalisa, et.al. 2015. Strategi Pemasaran Kawasan Pecinan Surya Kencana Bogor sebagai Destinasi Wisata Budaya. Vol 3 No 1 (2015): Journal of Tourism Destination   and   Attraction http://journal.univpancasila.ac.id/index.php/jtda/article/view/375

[5]   Christy ,et.al. 2016. Pariwisata Heritage sebagai Hasil Reinkarnasi Kawasan Pecinan Surabaya. Jurnal Sains dan Seni ITS. Vol 5, No 2 (2016). DOI: 10.12962/j23373520.v5i2.18152.
        http://ejurnal.its.ac.id/index.php/sains_seni/article/view/18152

[6]   Chandra, et.al.2016. Pengembangan Kawasan Pecinan Menjadi Kawasan Wisata di Kecamatan Senapelan Kota Pekanbaru. Jurnal Saintis. Vol. 16 No. 1 (2016) . https://journal.uir.ac.id/index.php/saintis/article/view/2829

[7]   Ariyaningsih. 2018 . Strategi Pengembangan Wisata Budaya Di Kawasan Pecinan   Lasem. SPECTA Journal of Technology, Vol. 2, No. 2, July   –   August   2018. https://www.journal.itk.ac.id/index.php/sjt/article/view/102.

[8]   Adityaji . 2018. Formulasi Strategi Pengembangan Destinasi Pariwisata dengan Menggunakan Metode Analisis SWOT: Studi Kasus Kawasan Pecinan Kapasan Surabaya.   Jurnal   Pariwisata   Pesona.   Vol   3,   No   1 (2018)http://jurnal.unmer.ac.id/index.php/jpp/article/view/2188

[9]   Entas and Widiastiti. 2018. Kawasan Heritage Jalan Gajah Mada Sebagai Upaya Pelestarian   Kawasan   Kota   Tua   Denpasar Bali.https://www.researchgate.net/publication/330511352

[10]   Denzin, N.K Dan Lincoln, Y.S. 2011. The SAGE Handbook Of Qualitative Research Fourth   Edition.Penerbit: SAGE Publications

[11]   Berg, B.L. and Lune, H. 2011. Qualitative Research Methods for the Social Sciences (8th Edition) 8th Edition. Penerbit: Pearson

[12]   Kuntowijiyo. 2003. Metodologi Sejarah. Yogyakarta: Tiara Wacana