

Structuring the Flow of Visits to Pangi Beach Tourism Destinations, Blitar Regency through the Preparation of a Blue Print

R.N. Bayu Aji*¹, Rr. Nanik Setyowati², Ahmad Bashri³

¹²(Fakultas Ilmu Sosial dan Hukum, Universitas Negeri Surabaya, Indonesia)

³(Fakultas Matematika dan Ilmu Pengetahuan Alam, Universitas Negeri Surabaya, Indonesia)

e-mail: rojilaji@unesa.ac.id

Abstract

Tourism villages as part of rural life have added many tourists destination options for tourists. Tourist villages have the potential for natural wealth and the cultural life of rural communities. Pangi Beach Tourism Village, which is located in Tumpakkepuh Village, Blitar Regency, has a beautiful beach and several local tourism products in the form of stalls and cafes that offer a variety of beach specialties. Among them are grilled fish, snacks, various traditional Blitar coffees, and fresh young coconut ice. However, there are challenges and problems that are still faced by the Pangi Beach Tourism Village, namely the institutional management of tourist villages and the management of tourist destinations that have not been neatly arranged. Strengthening institutional management between BUM Desa and Pokdarwis as well as village officials is the basis for building competitive tourist villages. Strong institutions and well-organized management of tourist destinations will make Pangi Beach Tourism Village clear and organized. Outcomes of community service activities include online news on activities, journal articles/proceedings, and blueprints for the flow of tourist visits.

Keywords — *tourism village, Pangi beach, tourist destination visit flow.*

1. INTRODUCTION

Strengthen and speed up the development of villages, at least from 2014, with the promulgation of Law No. 6/2014 on villages. In terms of the laws and regulations covered by the law, the village has actually undergone many changes, including the strengthening of powers and finances. The village has more power and more autonomy in its development direction, but it is still in the corridor of the national development plan and its higher-level government units. Meanwhile, in terms of finances, Law No. 6/2014 entitles villages to the Village Fund (DD) and the Village Fund Budget (ADD). The problem, then, is that the village is not only financially dependent on the two main sources of funding but can also develop its economic potential more independently through a village-run enterprise (BUM Desa)

The resort is a rural area with an overall atmosphere that reflects the originality of the countryside in terms of socio-economic life, socio-cultural, customs, architectural and unique regional spatial structure, and unique and interesting daily activities. Tourism villages have the potential to develop different tourism components such as tourist attractions, accommodation, and food [1]. The tourist village sketch is an ideal concept that is considered to realize the well-being of the village community. This is because the formation and management process of the resort requires the participation of all village components, including the village government, higher-level state agencies, and the active participation of the village community. In a sense, the collective work that takes the tourism village as the source of income for the village depends on the active and creative role of the village community. Moreover, apart from being a source of economic income and empowering human resources in the village, tourist village destinations also support the vision of sustainable development to maintain the authenticity of typical rural values.

At the same time, in the development of tourist villages, to provide leisure space according to the characteristics of the village, the relevant parties should meet the requirements of several aspects,

including: (1) natural/biological aspects, (2) physical environment aspects, (3) cultural aspects, (4) Equipment/Infrastructure Aspects, (5) Human Resource Aspects (HR), (6) Institutional Aspects, (7) Attitudes and Human Life Governance and (8) Accessibility Aspects [2]. The above criteria are interrelated variables and are interlinked during the application process to create a resort brand that is productive and competitive to attract tourists.

The existence of tourist villages in rural life is expected to add more tourist destination choices for tourists. This is because each village, located in a different geographical and cultural area, has its own characteristics, including landscapes, arts, and culture, culinary and human resources. Considering the development of tourists today, they tend to look for unique and authentic tourist attractions from a culture, and what they are looking for is offered in tourist villages [3]. Through the tourism village, the tourism industry embodies the spirit of "pro-employment, growth-promoting, and poverty alleviation". That is, tourism acts as an absorber of rural labor, an enabler of regional economic growth, and a means of poverty alleviation [4]. The diversification of rural resorts is designed to help accelerate the development of the nation's tourism industry and the equitable distribution of the community's economic wealth.

Pangi Beach Tourism Village Blitar is one of the tourist attractions in Tumpakkepuh Village, Blitar Regency Bakung District. Pangi Beach Blitar is a tourist destination that offers a different feel than our daily activities. Pangi Beach Blitar is still relatively unvisited and can be said to be unspoiled as it has not been discovered, so the cleanliness of the beach area has really been preserved. Pangi Beach Blitar has a very beautiful panorama with clear waters, calm waves, and verdant hills. There is also a clear river nearby. This means that tourists who want to camp won't find it difficult to get clean water.

Pangi Beach Tourist Village has a wide range of tourist offerings, including tourist boats, diving spots, a range of sea delicacies in the form of processed fish, and stalls and cafes serving a variety of traditional Blitar coffee and fresh coconut ice cream. However, Pangi Beach Tourist Village also faces challenges and problems, namely, the institutional management of the tourist village and the management of the tourist destination, and the structure and arrangement are unreasonable. So this requires strengthening as an effort to continue to develop Pangi Beach so that it has high attractiveness and competitiveness.

2. METHOD

The implementation that will be offered in this activity is cooperation in assisting the strengthening of tourism village institutions and the management of tourist destinations by involving the community and stakeholders at the Tumpakkepuh Village level as well as the Surabaya State University team. Furthermore, the implementation of community service activities is carried out in the following stages: (1) Preliminary study or identification of the target audience. The service implementation team made observations at Pangi Beach Tourism Village, located in Tumpakkepuh Village, Bakung District, Blitar Regency. This initial observation was carried out with the aim of identifying the problems encountered and providing alternative solutions to the problems encountered. (2) Preparation of activities. The service implementation team prepared training and also procured aid items that needed to be distributed to Pangi Beach Tourism Village. (3) Mapping of institutions and governance of Pangi Beach Tourism Village with service partners. (4) Determination of the schedule for the implementation of service activities. At this stage, the service team coordinates with partners for the implementation process. If the coordination goes well, then this service will run smoothly so that it has long-term benefits. (5) Implementation of activities between the service team and partners. (6) Preparation of publications as service outputs and continued with the presentation of results and preparation of service reports.

3. RESULT AND DISCUSSION

Tumpakkepuh Village, Bakung District, Blitar Regency, has extraordinary natural potential, one of which is Pangi Beach. Pangi Beach has an alluring magical power thanks to the exoticism of the sea that is served. The waves are relatively calm and the stretch of white sand along the shoreline is very suitable for tourists to carry out various marine tourism activities typical of rural areas.



Figure 1 Pangi Beach

When compared to other nearby beaches such as Tambak Rejo Beach, Pangi Beach is still relatively less popular. However, that does not mean Pangi Beach does not have an attraction. In fact, although it is not as popular as the surrounding beaches, Pangi Beach has the advantages of natural beauty, environmental cleanliness, cool air thanks to shady trees typical of the coast, and a relatively less noisy area. Therefore, Pangi Beach is a favorite destination for tourists who want to spend time in peace while spoiling the eyes by enjoying the exotic gift of Pangi Beach. In addition to natural advantages, Pangi Beach also has other unique advantages offered to tourists, namely in the form of tourism facilities and culinary specialties of the local village. Tourists can access tourist attractions including taking a boat to enjoy the beach more intimately and diving to appreciate the underwater beauty of Pangi Beach. As for culinary, tourists' tongues are spoiled for various food and drink menus typical of Pangi Beach including grilled fish, traditional snacks, various traditional Blitar coffees, and fresh young coconut ice. All other advantages and potentials possessed by Pangi Beach make this tourist destination have promising prospects.

Pangi Beach currently has several challenges and problems that must be faced and resolved. The challenges and problems in question are regarding institutional management and governance of tourist destinations. Therefore, the service team in collaboration with partners provides assistance in strengthening the institutional management of Pangi Beach managers; BUM Desa, Pokdarwis, and village officials, this is important because management plays an important role in relation to participating in the process of preparing the flow of tourist destinations on Pangi Beach. The purpose of facilitation of making a blueprint for visiting tourist destinations at Pangi Beach is to overcome the problem of irregularity in the flow of tourist visits which is quite disturbing for comfort. Therefore, the blueprint for visiting tourist destinations is a solution that can be a reference for tourists during their visit to Pangi Beach. Thus, a well-organized, orderly, and sustainable flow of tourist visits can add to the comfort of tourists at Pangi Beach. The specific target of this service activity is the strengthening of tourist villages through the facilitation of making foreign prints for visiting tourist destinations.

The facilitation of making blueprints for visiting tourist destinations at Pangi Beach (figure 1) relies on arguments related to the importance of managing visitors in tourist areas. Management of tourist visits is an effort to maximize the quality of the travel experience and minimize the negative impact on the "authenticity" of tourist areas [5]. The technical preparation of the blueprint for visiting Pangi Beach tourist destinations refers to the sustainable visitor management system [5], which includes: (1) Determine area boundaries. (2) Based on various sources of information and research results about the visitor experience, perceptions, and expectations, and other attributes that support the quality of visitor experience. (3) The vision for the future that is conveyed to visitors about the object is in accordance with the aspirations developed among the relevant stakeholders. (4) The targets achieved and the standards to be applied so as to fully support the quality of the experience that will be obtained by visitors. (5) Legal Management and management requirements approved by the relevant authorities. (6) Action plan as a form of implementation planning. (7) Implementation will be carried out by management or related organizations. (8) Monitoring, namely supervision and control during the implementation and operational processes (quality of objects, impact of visits, tourist experience, and management system). (9) Evaluation or assessment to determine the level of success of the implementation process/implementation of activities that have been carried out, by or not with management provisions and action plans.

The existence of a clear flow of tourist destination visits from entering to exiting the Pangi Beach area makes the leading tourist destination of Tumpakkepuh Village more organized. Thus, all the advantages of Pangi Beach can be enjoyed by tourists to the maximum and all the potential of Pangi Beach is increasingly well explored which in turn can increase the attractiveness and advantages of Pangi Beach as one of the mainstay marine tourism objects in Blitar Regency. Looking at it, it has been proven that the existence of a flow of tourist destination visits in various places can become an advantage that gives a positive impression to tourists after visiting tourist destinations. This, too, has also been proven to have quite a positive effect on tourism activities in Pangi Beach Tourism Village, Tumpakkepuh Village, and Blitar Regency.

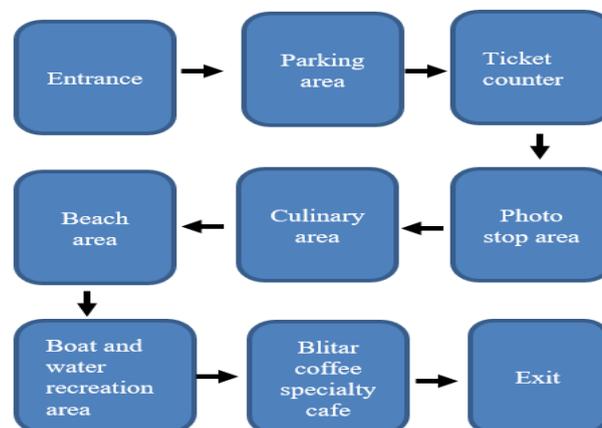


Figure 2 blueprint for visiting tourist destinations on Pangi Beach.

4. CONCLUSION

Pangi Beach Tourism Village which is located in Tumpakkepuh Village, Blitar Regency has all the advantages and extraordinary potential. All these advantages and potentials must be managed properly for the realization of a sustainable tourist destination. The implementation of this community service in addition to strengthening the institutional management of the tourist village manager also facilitates the preparation of a blueprint for visiting tourist destinations at Pangi Beach. The flow of

visits to tourist destinations is expected to improve the quality of the aesthetic experience of Pangi Beach tourists while maintaining the exoticism of Pangi Beach sustainably.

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