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Deciphering *Melasti* Beach's Tourism Development: A Tourism Area Life Cycle Study

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Abstract:

Melasti Beach Ungasan has rapidly developed as a popular nature-based tourist destination in South Bali since its establishment in 2018. As tourism grows, it becomes crucial to evaluate its development and identify sustainable management strategies. Previous studies on tourism development often focus on infrastructural growth or community involvement but rarely integrate both aspects using a systematic model. This research fills that gap by employing the Tourism Area Life Cycle (TALC) model to analyze the development stage of *Melasti* Beach, Ungasan, and assess its tourism characteristics, including facilities, attractions, visitor trends, and local community involvement. A qualitative approach was employed, with primary data collected through field observations during the first field trip on October 11, 2023, and secondary data sourced from relevant literature. Descriptive-qualitative analysis reveals significant infrastructural improvements, such as the addition of parking facilities, beach clubs, and MSME kiosks. According to the TALC model, *Melasti* Beach is positioned between the "involvement" and "development" stages, characterized by increasing collaborations, seasonal tourism, and enhanced modern facilities. This research emphasizes the importance of protecting both natural and socio-cultural assets while fostering active community engagement in tourism management. These factors are vital to ensuring the long-term sustainability of *Melasti* Beach Ungasan as a tourist destination.

Keywords: *Melasti Beach Ungasan, Bali, Tourism Area Life Cycle, Tourism Development*

Abstrak:

Pantai Melasti Ungasan telah berkembang pesat sebagai destinasi wisata berbasis alam yang populer di Bali Selatan sejak didirikan pada tahun 2018. Seiring dengan pertumbuhan pariwisata, menjadi penting untuk mengevaluasi perkembangannya dan mengidentifikasi strategi pengelolaan yang berkelanjutan. Studi sebelumnya tentang pengembangan pariwisata sering kali berfokus pada pertumbuhan infrastruktur atau keterlibatan komunitas, namun jarang mengintegrasikan kedua aspek tersebut dengan menggunakan model yang sistematis. Penelitian ini mengisi kesenjangan tersebut dengan menerapkan model Tourism Area Life Cycle (TALC) untuk menganalisis tahap perkembangan Pantai Melasti Ungasan dan menilai karakteristik pariwisatanya, seperti fasilitas, atraksi, tren pengunjung, dan keterlibatan masyarakat lokal. Pendekatan kualitatif digunakan, dengan data primer yang dikumpulkan melalui observasi lapangan pada kunjungan lapangan pertama pada 11 Oktober 2023, serta data sekunder dari literatur yang relevan. Analisis deskriptif-kualitatif menunjukkan peningkatan infrastruktur yang signifikan, seperti penambahan fasilitas parkir, klub pantai, dan kios UMKM. Berdasarkan model TALC, Pantai Melasti berada pada tahap "keterlibatan" dan "pengembangan", yang ditandai dengan meningkatnya kolaborasi, pariwisata musiman, dan fasilitas modern yang semakin berkembang. Penelitian ini menyoroti pentingnya melindungi aset alam dan sosial-budaya sambil mendorong keterlibatan aktif masyarakat dalam pengelolaan pariwisata. Faktor-faktor ini penting untuk

memastikan keberlanjutan jangka panjang Pantai Melasti Ungasan sebagai destinasi wisata

Kata Kunci: *Pantai Melasti Ungasan, Bali, Tourism Area Life Cycle, Pengembangan Pariwisata*

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Introduction

Tourism is a critical economic driver in Bali, significantly contributing to the local economy and Indonesia's foreign exchange earnings. Known for its rich cultural heritage and natural beauty, Bali has been a premier global tourism destination for decades (Astuti et al., 2024). One of the island's most thriving regions is Badung Regency, which boasts the highest Regional Original Revenue (PAD) in Bali, mainly due to its Hotel and Restaurant Tax (PHR). In particular, the southern part of Badung Regency, including the Kuta area, is renowned for its diverse and developed tourist attractions (Claudya et al., 2022). Among these, *Melasti* Beach *Ungasan*, situated in the South Kuta District, has garnered attention since its designation as a formal tourist destination in 2018. While the beach is primarily known for the traditional Hindu purification ritual called *Melasti*, it has also become a popular tourist attraction due to its natural beauty and proximity to other key tourism hubs (Ramadhani et al., 2024). The transformation of *Melasti* Beach *Ungasan* from a ceremonial site to a prominent tourism destination underscores broader trends in Bali's tourism sector, where cultural and natural assets are being increasingly leveraged for economic gain.

Research on the development of tourist destinations frequently employs the Tourism Area Life Cycle (TALC) model, introduced by Butler (1980), to explain the progressive stages of tourism destination development. According to the TALC model, destinations typically evolve through six stages: exploration, involvement, development, consolidation, stagnation, and either rejuvenation or decline (Volgger et al., 2021). Despite the model's popularity, critics argue that its focus on tourist numbers oversimplifies the complexities of tourism growth, neglecting social, political, and environmental factors (Hartman, 2021). Nonetheless, the TALC model remains a useful analytical tool for examining tourism development trends, mainly when applied with modifications tailored to specific contexts. Studies have utilized this model to analyze tourism in various global contexts, including Japan, China, Korea, and Macedonia (Marques et al., 2021). In Bali, research has employed TALC to assess the developmental stages of various tourist areas, including *Pelaga* Tourism Village and the *Kalimas* River Banks. These studies underscore the use of TALC in understanding the lifecycle of tourist destinations in diverse geographic settings.

While previous research has provided valuable insights into the general application of the TALC model, studies focusing specifically on *Melasti* Beach *Ungasan* still need to be expanded. Ardiansyah et al. (2024) study on *Melasti* Beach used the TALC model to suggest that the site was in the "involvement" stage in 2021, marked by increased tourist visits, growing local community involvement, and rising promotional activities (Hell & Petrić, 2021). However, this study has not provided a detailed analysis of the infrastructural developments and their impacts on the beach's

socio-cultural environment, particularly in the post-pandemic recovery phase (Sheller, 2021). Furthermore, previous research focuses on community participation or infrastructural growth, rarely integrating both dimensions within a comprehensive framework. This results in a gap in understanding how these two aspects interact and contribute to the sustainable development of *Melasti* Beach as a tourist destination (Agarwal et al., 2024). As tourism at *Melasti* Beach continues to grow, particularly following the disruptions due to by the COVID-19 pandemic, there is a need for research that provides a holistic overview of its current stage in the tourism life cycle, including both social and environmental impacts.

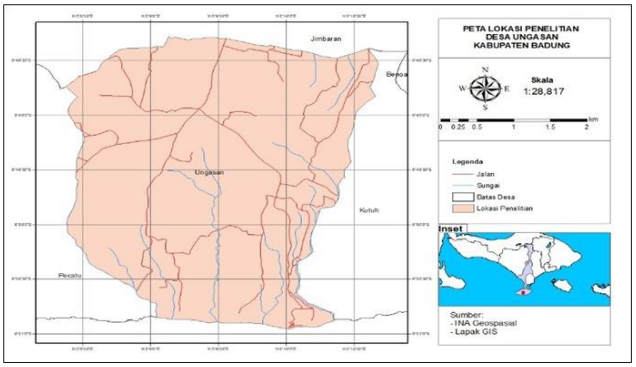
The rationale for this research stems from the growing importance of sustainable tourism management in Bali, particularly in light of the increasing number of tourists and the post-pandemic recovery (Hanita et al., 2024). *Melasti* Beach *Ungasan*, a relatively new addition to Bali's roster of tourist destinations, serves as a case study in how traditional cultural spaces are being repurposed for tourism while preserving their original socio-cultural significance (Rosalina et al., 2023a). Employing the TALC model to assess the development stage of *Melasti* Beach provides a robust framework for evaluating its infrastructural growth and community involvement (Rodrigo et al., 2023). Understanding the balance between economic gains and the preservation of local culture and the environment is critical to ensuring the long-term sustainability of *Melasti* Beach (Sulistyadi et al., 2024). This study explores how the beach can be managed to mitigate negative impacts while fostering local economic growth. Given the increasing global focus on sustainable tourism, this research contributes to broader discussions on the management of natural and cultural resources effectively in high-demand tourist destinations.

The primary objective of this research is to determine the current developmental stage of *Melasti* Beach Ungasan in relation to Butler's TALC model. This includes an analysis of the beach's facilities, tourist trends, and the local community's role in managing the destination. Specifically, the research aims to (1) identify the infrastructural developments that have occurred since its formal establishment in 2018, (2) assess the extent of community involvement in the management and promotion of the beach, and (3) provide recommendations for sustainable tourism management practices that balance economic, social, and environmental considerations. By addressing these objectives, the study contributes to a better understanding of the trajectory of tourism development at *Melasti* Beach and offers practical insights for its future management.

Method

This research was conducted at *Melasti* Beach, Ungasan, located along *Melasti* Road in Ungasan Village, South Kuta District, Badung Regency, Bali Province. It is a prominent tourist destination known for its pristine natural beauty and cultural significance (Rosalina et al., 2023b). The beach is approximately 16.3 kilometers from I Gusti Ngurah Rai International Airport, making it accessible within a 30-minute drive under normal traffic conditions. Additionally, it is located approximately 7.4 kilometers from the iconic *Garuda Wisnu Kencana* Cultural Park, a renowned Balinese cultural landmark, about an 18-minute drive away. The strategic location of *Melasti* Beach, close to international gateways and cultural attractions, enhances its appeal to local and international tourists. This proximity to critical landmarks promotes tourism and makes *Melasti* Beach a convenient spot for travelers looking to explore both natural and cultural experiences in Bali.

Figure 1
Ungasan Village Map



Note: Researcher's Analysis

This research employs a qualitative approach, using qualitative methods and techniques for data collection. This research aims to determine the position of *Melasti* Beach *Ungasan* as seen from the Tourism Area Life Cycle model. The data used in this research are qualitative data and information. Sources of qualitative data include information related to *Melasti* Beach *Ungasan*, such as observation notes, information about tourism businesses, the official *Melasti* Beach website, the Indonesian Ministry of Tourism and Creative Economy's Tourism Village Network (Jadesta) website, scientific articles, news, documentation, and researcher observations, as well as other relevant sources. Additionally, quantitative data, such as visitor counts at *Melasti* Beach *Ungasan* and the number of tourism businesses, were also used in this research.

The data used in this research comprise both primary and secondary data. The Primary data are a general description of *Melasti* Beach *Ungasan*, based on direct observations during field trips, tourism potential, and existing facilities and infrastructure at *Melasti* Beach *Ungasan*. Meanwhile, the secondary data used in this research consists of information about Melasti Beach Ungasan, which are available on the official website, scientific articles discussing Melasti Beach *Ungasan*, social media posts about *Melasti* Beach *Ungasan*, news, and other relevant secondary information. The data collection techniques used in this study were observation and documentation.

The data and information in this study were analyzed using a descriptive qualitative approach. This approach involves interpreting and organizing the data, filtering relevant from irrelevant information to facilitate effective management, identifying patterns in the information, determining which information is significant and can be retained, and deciding which information should be communicated to others.

Result and Discussion

Result

1. Overview of *Melasti* Beach *Ungasan*

Melasti Beach *Ungasan* is one of famous natural tourist attractions, located in Badung Regency, the southern part of Bali Island. The main characteristic of *Melasti* Beach *Ungasan* is its fine white sand, the size of which is classified using the Udden-Wentworth scale, ranging from 0.062 to 2 mm. This indicates that the sand texture at *Melasti* Beach *Ungasan* ranges from fine to medium, which is a crucial factor in evaluating the beach's quality for tourism purposes. The development of *Melasti* Beach *Ungasan* as a tourist destination has been implemented by adopting the *Tri Hita Karana* harmonization concept, a Balinese philosophy that balances humans, nature, and spirituality, which is integrated into the life of the *Ungasan* Traditional Village community. The harmonization of the *Tri*

Hita Karana concept in managing tourist destinations shows that tourism in Bali prioritizes social, cultural, and environmental aspects.

The name "*Melasti*" for this beach derives from the *Melasti* Ceremony conducted by the local Hindu community. In the context of the *Melasti* Ceremony, the Hindu community uses the ritual to symbolize the cleansing and purification of nature, known as "*Bhur, Bwah,* and *Swah*". These three natural concepts are related to good practices in maintaining relationships with the environment and surrounding nature. "*Bhur*" refers to the physical realm or earth where humans live and carry out their activities. Then, the "*Bwah*" realm refers to the intermediary realm between the physical (earth) and the spiritual realm, where spirits reside. Meanwhile, the final realm, "*Swah,*" is the spiritual realm or the sky, a higher realm where the gods and other spiritual beings reside. This *Melasti* Ceremony activity is carried out every year on special days, one of which is before the *Nyepi* holiday celebrations.

Figure 2

Melasti Beach Ungasan in October 2023



Note: Researcher's Documentation

Visitors are charged a ticket fee to enter the *Melasti* Beach *Ungasan* tourist area. *Melasti* Beach *Ungasan* also offers several services, including outbound/family gatherings, pre-wedding events, photo documentation, activities for television shows and events, and the use of additional services such as renting sports motorbikes and cars at varying prices. These things were done to finance the development of *Melasti* Beach *Ungasan*.

Table 2

Types and Fees for Tourism Services at Melasti Beach Ungasan

Type of Service (1)	Fee	Type of Service (2)	Fee
Motorcycle Parking	Rp. 2.000	Child Entrance Ticket	Rp. 3.000
Car Parking	Rp. 5.000	Adult Entrance Ticket	Rp. 10.000
Bus/Truck Parking	Rp. 10.000		

Note: *Melasti* Beach *Ungasan* Official Website

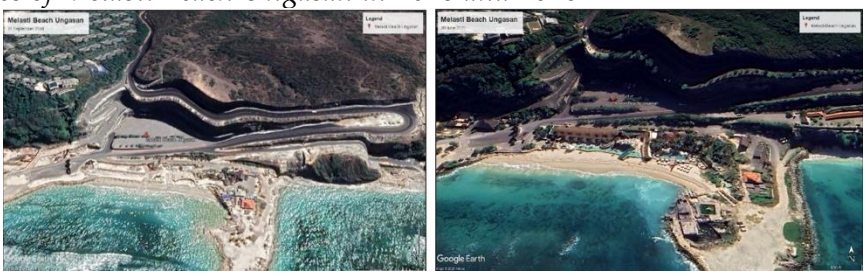
The types and costs of various services at *Melasti* Beach *Ungasan* are based on applicable regulations. For example, fees for parking services and entrance tickets to *Melasti* Beach are based on *Regulation Number 8/Kep of Ungasan Village*. DAU/IX/2019 and Ungasan Village Regulation Number 028/DAU/XI/2021.

B. Tourism Development at *Melasti* Beach *Ungasan*

Melasti Beach *Ungasan* was designated a natural-based tourist attraction on August 1, 2018, and is one of the top tourist destinations in southern Bali. Before becoming a tourist

attraction, *Melasti* Beach was a hidden beach because of its location behind a limestone hill, and the access road had not yet been paved as it is today.

Figure 3
Satellite Images of Melasti Beach Ungasan in 2018 and 2020



Note: Google Earth Pro

Based on the Figure 3, it appears that the development of tourism facilities and infrastructure at *Melasti* Beach, *Ungasan*, is experiencing rapid growth. In satellite imagery from Google Earth Pro dated September 26, 2018, several landmarks visible today, such as Tropical Temptation (TT) Beach Club by iNi ViE Hospitality, Minoo Beach Club, and *Melasti* Beach Panorama Hills, had not yet been constructed. However, when satellite imagery was taken on June 20, 2023, the three landmarks had been completed and had become an attraction for foreign and local tourists. The development of tourism at *Melasti* Beach *Ungasan* can be examined from several aspects, including tourist attractions, visitor numbers, and available facilities and infrastructure. These three aspects are further discussed as follows:

1. Tourist Attractions

   One essential component of a tourist destination is its tourist attractions. Other definitions describe tourist attractions as features that possess intrinsic value and attract tourists to visit a destination.

   With its status as a tourist destination in southern Bali, *Melasti* Beach *Ungasan* offers a variety of services, complemented by its natural beauty. Natural beauty such as white sandy beaches, views of the seas that directly face the Indian Ocean, and services such as beach clubs, out bonds, field family gatherings, pre-wedding photo services, family photos, private drones, maternity photoshoots, fashion business photoshoots, rental services vehicles, and many others are the main attraction for foreign and local tourists to come to *Melasti* Beach *Ungasan*.
2. Tourist Visits

   Tourist visits to *Melasti* Beach *Ungasan*, which began with the establishment of the beach as a tourist attraction in August 2018, have been known to fluctuate since then. As with other types of tourism, tourist visits to *Melasti* Beach *Ungasan* generally increase during peak seasons or holiday months. The peak season occurs in June and July, as well as December and January. According to the information stated by the Tourism Village Network of the Ministry of Tourism and Creative Economy known as "*Jadesta*" (Sun, 2024), the average visit to this beach is approximately 40.000 people per month, including during the COVID-19 pandemic. Furthermore, the projected tourist visits can be increased to 60,000 people per month in 2022, 60,000–70,000 people per month in 2023, and 70,000–80,000 people in 2024, with an expectation of stabilization at over 80,000 people per month in 2025.
3. Tourism Facilities

   Tourism facilities are crucial for the development and attractiveness of a tourist destination, such as *Melasti* Beach in *Ungasan*. Well-maintained and

comprehensive facilities enhance the visitor experience, making it easier and more enjoyable for tourists to explore the area. These amenities cater to visitors' immediate needs and contribute to the destination's attractiveness, potentially drawing in more tourists. At *Melasti* Beach, facilities include ample parking space, clean and accessible toilets, various accommodation options, shops, cafes, and places of worship, all designed to provide comfort and convenience for visitors. The presence of these facilities underscores the importance of infrastructure in supporting sustainable tourism development, making *Melasti* Beach a well-rounded and inviting destination for both local and international travelers.

Table 3
Facilities at Melasti Beach Ungasan

1. Parking area	4. Toilet	7. *Musholla* (prayer area)	10. WiFi area
2. Ballroom	5. Souvenirs kiosk	8. Outbound	11. Minimarket
3. Local MSMEs kiosks	6. Restaurant	9. Selfie area	12. Beach Club

Note: Researcher's Observation

Figure 4
Tropical Temptation Beach Club



Note: Researcher's Documentation

4. Community Involvement

Collaboration between parties, particularly in this case, the involvement of local communities in the construction and development of the *Melasti* Beach *Ungasan* tourist attraction, is a crucial factor in the success of managing tourist destinations. The beach development in the *Ungasan* Traditional Village upholds the values of *Tri Hita Karana*. Implementing the values of Tri Hita Karana is closely related to mutual involvement, care, and the protection of the surrounding environment. Implementation of these values includes (1) having faith and being devoted to God, (2) caring and acting wisely with fellow humans and helping when experiencing difficulties, and (3) caring for nature by doing conservation.

The formation of *Melasti* Beach *Ungasan* as a tourist destination cannot be separated from the collaboration of various parties, also known as the Penta helix, which includes academics in the tourism sector, the *Ungasan* Traditional Village community, tourism business actors, the *Ungasan* Traditional Village government, and the mass media. These stakeholders are collaborating to transform the *Melasti* Beach *Ungasan* area into a beach-based tourist village, integrating it with traditional Balinese culture within the *Ungasan* Traditional Village. At the same time, the idea developed to develop *Melasti* Beach as a tourist destination through a traditional village economic institutional mechanism, which was in Balinese called *Bhaga Utsaha Manunggal Desa Adat (BUMDA)* in 2018, whose nomenclature was changed to *Bhaga Utsaha Pedruwen Desa Adat (BUPDA)* in 2020, following Bali Province Regional

Regulation Number 4 of 2019 concerning Traditional Villages in Bali. In its development, this BUPDA institution formed a business unit to manage the *Melasti* Beach *Ungasan* Area.

C. Analysis of the Position of the *Melasti* Beach *Ungasan* Tourist Attraction in Butler's Tourism Area Life Cycle (TALC) Model

Tourism development on *Melasti* Beach, Ungasan, can be analyzed in relation to its position in the Tourism Area Life Cycle (TALC) model. TALC is a model that illustrates the stages of development in a tourist destination in a graphical format. To determine the position of *Melasti* Beach *Ungasan* in the Tourism Area Life Cycle, direct observation and a literature review were conducted. The following is Table 4, which summarizes the characteristics of the life cycle of the *Melasti* Beach *Ungasan* tourist destination.

Table 4
TALC Stages as Observed in Melasti Beach Ungasan

TALC Stages	Characteristics	Observation on October 11th, 2023	
		Melasti Beach Ungasan Tourist Attraction	
		Observed	Not Observed
Exploration	New tourist destination discovered		✓
	The natural conditions of tourist destinations are still pristine and very little disturbed		✓
	Tourist visits are still in small numbers		✓
	Tourists can interact with local residents freely	✓	
Involvement	Availability of services for tourists by local residents	✓	
	Marketing or promotion on a small scale		✓
	There is a high number of visits at certain period (*seasonality*)	✓	
	Strong government support and interest in advancing tourist destinations	✓	
Development	The number of tourists increased significantly	✓	
	There is investment by foreign and national investors in the form of businesses in tourist destinations	✓	
	Accessibility to tourist destinations is getting easier	✓	
	Advertising and promotion on a large scale	✓	
Consolidation	There has been a decline in the number of tourists		✓
	Overcrowding at tourist destinations		✓
	Decline in the quality of tourist destination facilities and infrastructure		✓
	Opposition from local residents regarding tourist destinations		✓
	Tourist visits in several periods show		✓

	symptoms of stagnation	
Stagnation	The number of tourist visits is still high, but not as high as when the new tourist destination opened	✓
	The emergence of social, economic, and environmental problems	✓
	There is often excess accommodation capacity, reducing the quality and comfort of tourists in tourist destinations	✓
Decline	Public interest in tourist destinations has fallen	✓
	Domestic tourists dominate visits	✓
	Facilities at tourist destinations have been converted	✓
	Tourists choose new tourist attractions	✓
	Local residents dislike tourists	✓
Rejuvenation	There are additions, changes, or improvements to new tourist attractions in tourist destinations	✓
	Identify new markets by applying the concepts of ecotourism, culture-based tourism, etc	✓
	There are tourist attractions that are artificial or man-made.	✓

Note: Researcher's analysis and adaptation

Based on the summary of observation results in Table 4, the *Melasti* Beach *Ungasan* tourist destination is at the stage of involvement and development. The involvement stage is characterized by tourism services provided by residents, such as MSME kiosks, and a notable increase in visits on specific days. Meanwhile, the characteristics of the development stage at *Melasti* Beach *Ungasan* are more visible than other stages: the number of tourists increasing every year, especially after the Covid-19 pandemic, the availability of various beach clubs, increasingly easy and comfortable accessibility, supported by Instagram media and the official website of *Melasti* Beach *Ungasan* as a marketing tool supports the operational effectiveness of this nature-based tourist destination.

The stages of development are divided into six phases, namely (1) exploration, which occurs when the community and government begin to consider the tourism potential and how to utilize it optimally. Based on this, the *Melasti* Beach *Ungasan* is not included in this phase because its development has been ongoing since the area was designated as a tourist destination in 2018. Apart from that, observations made in 2023 indicate that the facilities and infrastructure on this beach are well-organized. The next stage is (2) involvement stage, where tourism development in a tourist destination has begun to take place, foreign investors show interest in developing the tourist attraction, and the government begins to build essential facilities and infrastructure such as roads, airports, and health services. *Melasti* Beach, *Ungasan*, was observed to fall within this category but is currently in the early stages of development. In terms of its characteristics, several beach clubs and supporting tourism infrastructure are already operational. The availability of hotels and hospitality services has improved significantly over the past three years. Apart from that, the management of *Melasti* Beach *Ungasan* is carried out by

the business unit belonging to the *Ungasan* Traditional Village, namely *Bhaga Utsaha Pedruwen Desa Adat* (BUPDA), a community institution.

The next stage is Phase 3, development; this stage is characterized by the availability of numerous buildings. Roads, train stations, and airports were developed to accommodate tourism, and new tourist attractions emerged. Consequently, the construction of hotels and hospitality services was prioritized. This stage is characterized by increasingly intensive marketing and promotion of a tourist attraction on social media, with a significant increase in the number of tourists. *Melasti* Beach *Ungasan* itself is at this stage of development. The fourth stage, consolidation, is characterized by the slow development of tourism in a tourist destination and the fact that the local population's profession relies heavily on the tourism sector. *Melasti* Beach *Ungasan* is not yet at this stage. Based on direct observations of the residents of Ungasan Traditional Village, their occupations are not entirely dependent on tourism at *Melasti* Beach, *Ungasan*.

Stage (5) is the stagnation phase, which indicates a decline in interest in a tourist destination. In this phase, tourist visitation reaches its peak. Tourist destinations are also considered less attractive. Another characteristic of this phase is the occurrence of overtourism, which has a negative impact on the economy, environment, and society. This phase is also characterized by the natural and social capacity of the tourist area to restrain excessive supply increase. Based on these characteristics, *Melasti* Beach *Ungasan* has not yet reached this phase, and tourist visits there are still relatively small, as construction only began in 2018. Apart from that, based on direct observation, *Melasti* Beach *Ungasan* has shown no overt signs of overtourism. The development of *Melasti* Beach *Ungasan* is also ongoing, and there has been no decline in tourist interest in visiting this beach.

Stage 6, the decline or rejuvenation phase, represents a critical juncture in a tourist destination's life cycle. Whether the destination declines or is revitalized depends largely on strategic management decisions and stakeholder engagement. Effective policies and proactive measures can sustain or rejuvenate the destination's appeal.

Table 5
Stages of Tourism Development at Melasti Beach Ungasan

No	TALC Stages	Characteristics	Description
1	Involvement	There are symptoms of seasonality, where the level of visits is higher at certain times compared to others	Tourist visits to *Melasti* Beach in *Ungasan* have fluctuated but indicate an upward trend. November 2018 had 28,886 to 43,314 visitors, while December 2018 had 28,886 to 43,314 visitors. January and February 2019 saw 42,436 and 40,678 visitors, respectively. In 2021, the number of tourists increased significantly, reaching 86,214 visitors in January and February.
		The government and community are mutually involved in managing tourism at *Melasti* Beach *Ungasan* tourist attraction	Penta helix solution, where various stakeholders, including the community, are involved in developing a beach-based tourist village, which also includes the development of the *Melasti* Beach *Ungasan* tourist area. A traditional village economic institution was also formed, known as BUMDA, before being renamed BUPDA.
		There are tourism services for tourists	Advertising related to *Melasti* Beach *Ungasan* aims to attract tourists, and essential facilities such as minimarkets, restaurants, and public

			toilets can be found nearby. Apart from that, there is also a BUPDA institution whose function is to ensure the harmonization of tourism implementation at *Melasti* Beach *Ungasan* with Balinese culture and the *Ungasan* Traditional Village. Additionally, there is an integrated ticket booking system for entry into the Melasti Beach Ungasan area.
2	Development	Availability of modern tourism facilities and attractions	There are several beach clubs on *Melasti* Beach, Ungasan, including Tropical Temptation Beach Club, *Ungasan* Beach Club, Minoo Beach Club, Palmilla Bali Beach Club, and *Angsoka* Park.
		Increased promotion and news related to *Melasti* Beach *Ungasan*	Based on observations via Google Trends, there are more keywords related to Melasti Beach compared to the previous 5 years. These keywords relate to (1) *Melasti* Beach accommodation, (2) reviews from visitors who have visited *Melasti* Beach, (3) news, (4) and promotional videos.

Note: Researcher's Analysis, 2023

Table 5 above explains and summarizes the position of *Melasti* Beach *Ungasan* based on the Tourism Area Life Cycle (TALC) model put forward by Butler. Based on the analysis above, it is known that *Melasti* Beach *Ungasan* is in the "involvement" development stage and is at the initial stage of the "development" phase. The "involvement" phase is shown in several characteristics such as (1) an increase in tourist visits from 2018 - 2021, although there are fluctuations, the number of visits continues to increase, (2) the involvement of the provincial government with the local government, in this case, the *Ungasan* Traditional Village, The formation of a management structure (BUPDA) for *Melasti* Beach *Ungasan* tourism has also been realized systematically, (3) the involvement of the community in managing tourism at *Melasti* Beach *Ungasan*, such as MSMEs, pre-wedding photography services, motor vehicle or car rental, and out bond or family gatherings. Apart from that, the "involvement" stage also includes promotions through the official *Melasti* Beach *Ungasan* website, integrated ticket bookings that can be done offline and online, and advertising related to *Melasti* Beach *Ungasan*.

Melasti Beach *Ungasan* is also transitioning into a further development phase. One indicator that *Melasti* Beach is in an advanced phase of "development" is the existence of various types of hospitality services, such as beach clubs. Apart from that, media coverage and promotions are increasingly showing increased activity to attract tourists to visit *Melasti* Beach *Ungasan*.

Discussion

The comprehensive analysis of *Melasti* Beach *Ungasan*'s development, based on field observations and secondary data, indicates that the destination is currently positioned between the involvement and development stages of Butler's Tourism Area Life Cycle (TALC) model. Key evidence supporting this transition includes the noticeable expansion of modern infrastructure, such as the establishment of multiple beach clubs, parking facilities, and MSME kiosks, which align with the typical characteristics of the development phase (Juárez-Tárraga et al., 2023; Wong et al., 2024). Simultaneously, the sustained involvement of the local community through traditional village institutions,

such as BUPDA, and the observable seasonal fluctuations in tourist arrivals reflect lingering features of the involvement stage (Hanita et al., 2024). Furthermore, visitor trends show a consistent recovery and growth post-pandemic, with monthly visits projected to stabilize above 80,000 by 2025, underscoring the area's rapid integration into Bali's mainstream tourism circuit.

This transitional phase can be primarily attributed to strategic collaborations under the Penta helix model and significant post-pandemic tourism recovery efforts (Y. Liu et al., 2024). The active role of the *Ungasan* Traditional Village government in formalizing management through *BUPDA* provided a structured platform for investment and local enterprise development (Wiartha et al., 2022). Moreover, the global resurgence of travel demand following the COVID-19 pandemic created a favorable external environment, accelerating tourist inflows to emerging destinations, such as *Melasti* Beach (Anagnostopoulos & Fehr, 2024). Additionally, targeted digital promotion through social media and the official website enhanced destination visibility, attracting both domestic and international visitors seeking alternative Balinese experiences beyond saturated hubs like *Kuta* (Deb et al., 2024; Keelson et al., 2024). Consequently, these factors collectively propelled the beach from a community-managed site into a commercially developing tourist area.

The progression into the development stage carries significant implications for *Melasti* Beach's socio-economic and environmental landscape (Hampton et al., 2024a). On the positive side, the influx of tourists and investments has boosted local employment and business opportunities, particularly for MSMEs operating within the destination (Dinh et al., 2024; Ha Van et al., 2024). However, this growth also introduces risks such as environmental degradation, cultural commodification, and potential overtourism, which could undermine the very natural and cultural assets that attract visitors (Chaney & Séraphin, 2023; Liburd et al., 2022). For instance, the construction of beach clubs, while enhancing tourist appeal, may exert pressure on coastal ecosystems and alter the traditional ambiance of the *Melasti* purification rituals (Hampton et al., 2024b; Higgins-Desbiolles et al., 2022; Liodakis, 2023). Therefore, without careful planning, the destination risks accelerating prematurely into consolidation or stagnation phases, where negative impacts outweigh economic benefits.

When compared to previous studies, the findings of this research both align with and diverge from earlier assessments (Lukoseviciute et al., 2024a). Vongvisitsin et al. (2024) previously identified *Melasti* Beach as being in the involvement stage in 2021, a conclusion consistent with the community-driven initiatives observed in this study. However, the current research reveals a more significant shift toward the development stage, marked by substantial infrastructural investments and formalized management structures that were not as evident two years prior. This divergence suggests an accelerated development trajectory, possibly fueled by post-pandemic tourism rebounds and increased investor confidence (P. Liu et al., 2024; Lukoseviciute et al., 2024b; Sharma et al., 2021). Furthermore, unlike studies focusing solely on community participation or infrastructure in isolation, this research integrates both dimensions within the TALC framework, offering a more holistic view of the destination's evolution (Zhang et al., 2021).

To ensure sustainable progression, a multi-faceted approach integrating conceptual, methodological, and policy-level interventions is recommended. Conceptually, destination management should adopt an integrated Sustainable Tourism Development Framework that explicitly balances economic growth with socio-cultural and environmental preservation (Elgin & Elveren, 2024; Sharpley, 2022). Methodologically, future research should employ longitudinal mixed-methods designs to

capture dynamic changes in visitor perceptions, ecological impacts, and community well-being over time (Bekele et al., 2024; Cavalcante et al., 2021). For policy, local authorities should enforce carrying capacity limits and green building standards for new developments, while strengthening the role of *BUPDA* in ensuring equitable revenue distribution and cultural safeguarding (Baños-Pino et al., 2024; Lukoseviciute & Panagopoulos, 2021). For example, implementing a visitor management system that regulates daily entries during peak seasons can help mitigate overcrowding. Additionally, a portion of tourism revenue could be allocated to coastal conservation and community heritage programs, thereby promoting resilient and inclusive growth.

Conclusion

The analysis of tourism development at *Melasti* Beach Ungasan presents several essential points that correspond to the TALC model. *Melasti* Beach is in the transition phase, from the involvement stage to the development stage, where there is an increasing flow of tourists. The government's role is more proactive, and formal management institutions, such as *BUPDA*, are being formed. The opening of modern tourism facilities, such as beach clubs and integrated ticketing systems, further marks this development. In the case of *Melasti* Beach, although it was opened relatively recently in 2018, it has developed into an area where a sustainable management approach is urgently needed to maintain its future attractiveness and environmental integrity.

This research enriches the existing literature on tourism development by applying the TALC model in the fast-growing destination of Melasti Beach, *Ungasan*. The research highlights the significance of local government and community participation in managing tourism resources for sustainability. Conceptually, this study develops an understanding of how traditional cultural values can be respectfully aligned with modern tourism development-an important consideration in culturally rich destinations such as Bali. Methodologically, this research suggests that in-depth observation and contact with local stakeholders are crucial for analyzing a destination's stage of development within the TALC framework.

However, this study also has some limitations that must be considered and addressed through further research. To begin with, special mention should be made of the very short observation period, which may have led to the absence of more significant features concerning tourism development at *Melasti* Beach. Furthermore, the study of the TALC model can be enriched by applying other theoretical models that consider the dynamic and multivariate nature of tourism development. Future research should also explore the role of the locals, studying the full integration of their involvement in the management and marketing of *Melasti* Beach *Ungasan* as a sustainable tourism destination.

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