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

Ahmad Irfan Ardiansyah
Universitas Negeri Malang
ahmad.irfan.2107216@students.um.ac.id

Aulia Amatullah
Universitas Negeri Malang
aulia.amatullah.2207216@students.um.ac.id

Ika Laily Lailatun Munasifah
Universitas Negeri Malang
ikalaily272@gmail.com

Fatiya Rosyida
Universitas Negeri Malang
fatiya.rosyida.fis@um.ac.id

Alfi Sahrina
Universitas Negeri Malang
alfi.sahrina.fis@um.ac.id

Abstract
Melasti Beach Ungasan is a nature-based tourist destination that is one of the popular Tourist Attractions (DTW) in the South Bali region. Located in Badung Regency, the development of Melasti Beach Ungasan as a tourist destination began on August 1, 2018, and continues to experience rapid development in terms of facilities and infrastructure. To analyze the extent of the development of the Melasti Beach Ungasan tourist attraction so that appropriate management strategies can be adopted, the Tourism Area Life Cycle (TALC) model can be used. This research aims to (1) determine the characteristics of tourism at Melasti Beach Ungasan which includes tourism facilities, tourist attractions, tourist visits, and community involvement in tourism management at Melasti Beach Ungasan, and (2) its position in the Tourism Area Life Cycle model which is stated by Butler. To obtain relevant data and information, direct observation and literature review were applied on October 11th, 2023 during the first Field Trip. This research uses a qualitative approach with primary data sources in the form of field observations and secondary data originating from relevant literature reviews. Then the descriptive-qualitative analysis is carried out. The research results show that tourism activities at Melasti Beach Ungasan have developed rapidly compared to when it opened in 2018, marked by the presence of well-arranged parking facilities, minimarkets, beach clubs, and MSME kiosks. Based on the analysis based on the TALC model, Melasti Beach Ungasan is at the "involvement" and "development" stages. The "involvement" stage includes collaboration between parties and the presence of symptoms of seasonality. Meanwhile, the "development" stage includes developed modern facilities, high accessibility, and increasingly frequent promotions and news. Ensuring the protection of nature, socio-culture and community involvement in the management of Melasti Beach Ungasan will ensure the sustainability of this tourist destination.

Keywords: Melasti Beach Ungasan, Bali, Tourism Area Life Cycle, Tourism Development.
Deciphering Melasti Beach's Tourism Development

Introduction

Tourism is the sector that generates the largest income for the Balinese economy and contributes to the country's foreign exchange. From the past until now, Bali has been known as a tourist destination, both in terms of art-cultural and natural tourism, this is inseparable from the diversity of Balinese culture itself. One of the regencies in Bali Province with the highest Regional Original Revenue (PAD) is Badung Regency, the high value of PAD is inseparable from the acquisition of Hotel and Restaurant Tax (PHR).

Badung is one of the regencies in Bali Province with a high diversity of tourist attractions, the most developed, and the most advanced. The development of Tourism Attractions (DTW) in Badung Regency is spread across 39 locations in South Badung, Central Badung, and North Badung Regencies. Furthermore, Badung Regent Regulation No. 7 Year 2005 stipulates 33 DTWs locations, 3 DTWs are stipulated through Badung Regent Regulation No. 43 Year 2014, and 3 DTWs based on Badung Regent Regulation No. 4 Year 2018.

One of the beaches that is a tourist destination on the island of Bali is Melasti Beach Ungasan which is in South Kuta District, Bali Province. The name Melasti refers to the ceremonial rituals carried out by the Hindu community on this beach. Melasti is a purification ceremony activity by cleaning oneself on the beach before welcoming the purification asceticism.

This Melasti ceremony is carried out every year and several days before the Nyepi holiday. The reason why the Melasti Ceremony is used as the name of the beach is according to Hindu beliefs in Lontar Sandari Gama and Lontar Swamandala, the Melasti Ceremony is a series of ceremonies that aim to wash away all dirty things, suffering, and bad elements and ends with taking the holy water of life in the middle of the sea.

This Melasti ritual is generally carried out on the beach, but for those located far from the beach, this ritual can be carried out in bodies of water, such as lakes, rivers, or springs that are considered sacred. Because the location of Badung Regency, Gianyar Regency, Denpasar City,
and Klungkung Regency is very close to the beach, the Melasti ritual is carried out in the nearest sea and is carried out at one existing beach location, namely Melasti Beach, located on Ungasan Traditional Village. So the name Melasti, which was originally the name of a traditional ceremony, was used as the name of a beach, which is often the location for these ceremonies.

Melasti Beach Ungasan is one of the tourist destinations in the form of beaches in the southern part of Bali Island. Melasti Beach Ungasan was initially formed based on the ideas of several traditional community leaders by opening a traditional village economic institution called BUMDA. In its development, the management of the Melasti Beach Tourism Destination Area has been managed by the Melasti Beach Area Business Management (PUKPM) since August 2018 following Badung Regent Regulation No. 4 of 2018 dated 1 February 2018.

Melasti Beach Ungasan is a natural-based tourist attraction located in the southern part of Badung Regency and was just added as a tourist attraction object in 2018. Melasti Beach Ungasan has the potential for attractive tourism resources and has great potential for further development. Melasti Beach Ungasan management according to is carried out by the local community and assisted by the local BUMDA.

Studies on the development of a tourist destination can be analyzed using the Tourism Area Life Cycle (TALC) model which was popularized by R.W. Butler. Analysis of the development of tourist destinations using TALC is a method that is considered comprehensive and applicable because it can model, explain, and predict the development of tourist destinations. Even though it has long been used in studying the development of a tourist destination, several studies have different views regarding TALC, for example, the TALC model only focuses on one parameter, in this case, the number of tourists, an approach that tends to be homogeneous, and problems when applying this model in a wider scope, such as on a national scale. However, the TALC model is still widely used by researchers in analyzing the development of tourist destinations because it can provide a strong analytical framework, is flexible to apply in various situations with slight modifications, is applicable in planning tourist destinations, and makes it easier to identify the stages being experienced by a tourist destination.

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Several studies examine the application of the TALC conceptual framework in several different geographical settings, such as case studies in Japan, China, Korea, and Macedonia. This concept makes it possible to analyze in depth how a tourist destination develops over time. The integration of TALC into the study of the development of Melasti Beach Ungasan functions to ensure that the growth of the Melasti Beach Ungasan DTW remains under management that minimizes negative social, environmental, and economic impacts; utilizing local resources, as well as sustainable and cultural management under the conditions in the Ungasan Traditional Village.

The Tourism Area Life Cycle (TALC) is a model that explains the development of a tourist destination over time. According to this model, tourist destinations develop through several stages, which depend on socio-political, economic, and environmental factors. This concept was put forward by Butler in 1980 and consists of five stages, namely exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation. The decline and rejuvenation stages are possibilities that will occur after the stagnation stage. An in-depth description of the life cycle of this tourist destination can be seen in Table 1 below.

### Table 1. 7 Stages of the Tourism Area Life Cycle

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exploration</td>
<td>There are still few visitors, the majority of visitors are adventurous tourists who have an interest in nature/culture. Visitors can still interact closely with residents, the promotion of tourist destinations is only word-of-mouth (WOM), and tourism activities still have minimal impact on the social, cultural, and physical environment. Local facilities owned by residents are used for tourism purposes.</td>
</tr>
<tr>
<td>Involvement</td>
<td>The number of tourists is increasing but is still within limits that can be accommodated by residents. There are advertising activities about tourist destinations. Residents are starting to realize the economic potential and provide services and facilities to tourists. Interaction with residents is still high and there are some social changes and there is pressure to develop tourism infrastructure further.</td>
</tr>
<tr>
<td>Development</td>
<td>The number of tourists has increased drastically so that the number almost equals or even exceeds the local population. Existing tourism facilities are mostly foreign-owned. The quality of the facilities is well-standardized and follows international standards. Loss of control of residents over tourist destinations. Artificial tourist attractions are starting to appear and be promoted. Utilization of nature and culture-based tourist attractions. Accessibility to tourist destinations is getting easier. Using migrant workers to operationalize tourist destinations, advertising is increasingly</td>
</tr>
</tbody>
</table>

intensive and extensive, and there are rapid changes in the landscape.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidation</td>
<td>There has been a decline in the growth rate of the number of tourists, indicated by the increase in the number of tourists not as fast as in the initial stages. Tourism is the main economic sector for residents. Then, massive promotions were carried out. This stage is also marked by the problem of overcrowding, a decline in the quality of products and facilities, and the beginning of opposition from residents to tourism. The development of tourist facilities tends to be oriented toward tourists so the interests of residents are often neglected. There is a tendency for people to feel antipathy towards tourism because it is seen as limiting their space for activities.</td>
</tr>
<tr>
<td>Stagnation</td>
<td>Development is not much different from the consolidation stage, but tourist destinations have reached or exceeded the limit of the number of tourists that can be comfortably accommodated. Tourist destinations are starting to depend on the type of tourist who is a repeat visitor. The impression of a destination as a tourist attraction is starting to fade. Most of the landscapes in destinations are man-made. There is often an excess of accommodation capacity, operationalization focuses on tour packages that usually collaborate with travel agents, and the emergence of various social, economic, and environmental problems.</td>
</tr>
<tr>
<td>Decline</td>
<td>It is possible that after the stagnation stage is the decline stage, tourist destinations lose their attractiveness to tourists. There has been a significant decline in the number of tourists on holiday. In addition, at this stage tourist destinations depend on tourists who visit for short periods, such as on weekends. Existing facilities are repurposed according to the needs of residents and tend to be used not for tourism purposes. Residents can buy back property/facilities in tourist destinations at lower prices. There is a feeling of dislike for tourists by residents due to unfavorable socio-economic changes and the negative impact of tourism that has been accumulating for a long time. In more severe cases, tourist destinations become slum areas.</td>
</tr>
<tr>
<td>Rejuvenation</td>
<td>The second possibility is that tourist destinations change or update new tourist attractions innovatively. Tourist destinations identify new markets that target demographic characteristics and different types of tourism such as ecotourism, culture-based tourism, and others. Community involvement is also sought again at this stage to ensure the sustainability of the tourist destination.</td>
</tr>
</tbody>
</table>

Source: Ly, 2018

Research discussing tourism destinations in terms of the concept of the tourism destination life cycle can be found in several discussions in the scientific literature. For example, a study of the position of the Pelaga Tourism Village area based on the Tourism Area Life Cycle (TALC) in research entitled *Study of the Position of the Pelaga Tourism Village Area based on the Tourist Area Life Cycle*\(^{20}\). The difference with this research is in terms of the object, location, and time studied. Meanwhile, the similarity is that this research also examines a tourist destination based on developments according to the tourism life cycle.

Then, research on tourism development at Melasti Beach Ungasan with the research title *Study of Tourism Development at Melasti Beach Ungasan Village, South Kuta District, Badung Regency*\(^{21}\). The difference with this research is in terms of study time. Meanwhile, the object studied and the focus of the research are the same components as this research. The research, which was conducted in 2021, concluded that Melasti Ungasan Beach is in the involvement stage with the characteristics of increasing tourist visits on holidays, community involvement, and increasingly frequent promotions.

Studies on the life cycle of tourist destinations were also found in research entitled *The Tourism Area Life Cycle Concept in Identifying the Characteristics of Tourist Parks on the Kalimas River Banks, Surabaya*\(^{22}\). The research aims to identify the characteristics and stages of development of the Kalimas Tourism Park using the concept of the tourist destination life cycle. Based on the background explanation above, this research aims to determine and identify tourism developments at Melasti Beach Ungasan in 2023. Apart from that, it is also to determine the position of Melasti Beach based on Butler’s TALC model. The novelty of this research explains how tourism management at Melasti Beach Ungasan operates, from the formation of Melasti Beach Ungasan as a tourist attraction to the present, the latest conditions of tourism development at Melasti Beach Ungasan in 2023 - which is Bali tourism just recovering after the Covid-19 pandemic, and an in-depth analysis of tourism development at Melasti Beach Ungasan in 2023 based on the TALC model, so that readers can assess and gain insight into beach tourism in Bali, especially at Melasti Beach Ungasan.

**Research Methods**

This research was conducted at Melasti Beach Ungasan which is located at Melasti Road, Ungasan Village, South Kuta District, Badung Regency, Bali Province.\(^{23}\) If viewed from the surrounding landmarks, Melasti Beach is about 16.3 km from I Gusti Ngurah Rai International Airport and can be reached in 30 minutes, and 7.4 km from Graha Wisnu Kencana monument which can be reached in 18 minutes.

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\(^{21}\) Langu and Sunarta, “Studi Perkembangan Pariwisata Di Pantai Melasti Desa Ungasan, Kecamatan Kuta Selatan, Kabupaten Badung.”


This research implements a qualitative approach using qualitative methods and techniques in collecting data. This research aims to determine the position of Melasti Beach Ungasan as seen from the Tourism Area Life Cycle model. The data sources used in this research are qualitative data and information. Sources of qualitative data include information related to Melasti Beach Ungasan which includes 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 and other relevant sources. Additionally, quantitative data such as data on visitors to Melasti Beach Ungasan and the number of tourism businesses were also used in this research.

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

Descriptive-qualitative data analysis was used to analyze the data and information in this research. A descriptive-qualitative analysis is carried out by interpreting and organizing data, filtering relevant and irrelevant information so that it can be managed, searching for and finding patterns of information, finding what information is important, what information can be retrieved, and deciding what information can be shared with other parties.

Result and Discussion
1. Overview of Melasti Beach Ungasan

Melasti Beach Ungasan is one of the 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, in the range of 0.062 – 2 mm. This shows that the sand texture at Melasti Beach Ungasan varies from very fine sand to medium sand, which is an important indicator in assessing the quality of the beach for
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tourism purposes\textsuperscript{24}. The development of Melasti Beach Ungasan as a tourist destination has been implemented by adopting the \textit{Tri Hita Karana} harmonization concept, which is a Balinese philosophy of balance between humans, nature, and spirituality, which is integrated into the life of the Ungasan Traditional Village community\textsuperscript{25}. The harmonization of the \textit{Tri Hita Karana} concept in the management of tourist destinations shows that tourism in Bali prioritizes social, cultural, and environmental bases\textsuperscript{26}.

The name Melasti on this beach is based on the activities of the local Hindu community when holding the Melasti Ceremony on this beach. Discussing the Melasti Ceremony, the ceremony is a means used by the Hindu community to symbolize the cleansing and repurification 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. The term "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, the place 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\textsuperscript{27}. This Melasti Ceremony activity is carried out every year on special days, one of which is before the Nyepi holiday celebrations.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{melasti_beach.png}
\caption{Melasti Beach Ungasan in October 2023}
\label{fig:melasti_beach}
\end{figure}

\textbf{Source.} Researcher’s Documentation

To enter the Melasti Beach Ungasan tourist area, visitors are charged a ticket fee. Melasti Beach Ungasan also provides several services such as outbound/family gatherings, pre-wedding, photo documentation, activities for television shows and events, and use of other services such as

\begin{flushright}
\textsuperscript{24} Muh Raffdy Fauzan, “Studi Kesesuaian dan Daya Dukung Kawasan Wisata Pantai Pasir Pink di Taman Nasional Komodo, Flores Nusa Tenggara Timur” (Skripsi, Makassar, Universitas Hasanuddin, 2022), http://repository.unhas.ac.id:443/id/eprint/13021.
\textsuperscript{25} Melasti Beach Official Website, “Melasti Beach.”
\textsuperscript{26} Kementerian Pariwisata dan Ekonomi Kreatif RI, \textit{Buku Tren Pariwisata 2022-2023} (Jakarta: Kementerian Pariwisata dan Ekonomi Kreatif RI, 2022).
\textsuperscript{27} Sriningsih, “Konsep Hidup Sesudah Mati Dalam Agama Islam Dan Hindu (Studi Komparatif)” (skripsi, Universitas Islam Negeri Sultan Syarif Kasim Riau, 2015), https://repository.uin-suska.ac.id/5818/.
\end{flushright}

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renting sports motorbikes and cars at varying prices. These things were done as financing for the development of Melasti Beach Ungasan.

Table 2. Types and Fees for Tourism Services at Melasti Beach Ungasan

<table>
<thead>
<tr>
<th>Type of Service (1)</th>
<th>Fee</th>
<th>Type of Service (2)</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle Parking</td>
<td>Rp. 2.000</td>
<td>Child Entrance Ticket</td>
<td>Rp. 3.000</td>
</tr>
<tr>
<td>Car Parking</td>
<td>Rp. 5.000</td>
<td>Adult Entrance Ticket</td>
<td>Rp. 10.000</td>
</tr>
<tr>
<td>Bus/Truck Parking</td>
<td>Rp. 10.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 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 Ungasan Village Regulation Number 8/Kep. DAU/IX/2019 and Ungasan Village Regulation Number 028/DAU/XI/2021.

B. Tourism Development at Melasti Beach Ungasan

Melasti Beach Ungasan was made a natural-based tourist attraction on August 1, 2018 and is one of the 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

Source: Google Earth Pro

Based on the picture above, it appears that the development of tourism facilities and infrastructure at Melasti Beach Ungasan is experiencing rapid development. In satellite imagery taken via Google Earth Pro on September 26, 2018, it appears that several landmarks that can be found today, such as the Tropical Temptation (TT) Beach Club by iNi ViE Hospitality, Minoo Beach Club, and Melasti Beach Panorama Hills have not yet been built. 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. Talking about the development of tourism at Melasti Beach Ungasan can be divided into several aspects of the study, namely tourist attractions, tourist visits, and available facilities and infrastructure. The following is a further explanation regarding these three aspects.

Melasti Beach Official Website, “Melasti Beach.”
1. Tourist Attractions

One of the essential tourism components a tourist destination needs is tourist attractions. Other definitions state that tourist attractions as attractions that have their value so that they can attract tourists to visit an area that is a tourist destination\(^2\). With its status as a tourist destination in southern Bali, Melasti Beach Ungasan offers a variety of services both in the form of services and 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 starting from the establishment of the beach as a tourist attraction in August 2018 until now are known to have fluctuated. 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 – July and December – January. According to the information stated by the Tourism Village Network of the Ministry of Tourism and Creative Economy known as “Jadesta” (2022)\(^3\), the average visit to this beach is approximately 40,000 people per month, including during the COVID-19 pandemic.\(^4\) Furthermore, the projected tourist visits can be increased to 60 thousand people per month in 2022, 60 – 70 thousand people per month in 2023, and 70 – 80 thousand people in 2024, and is expected to stabilize at > 80 thousand people per month in 2025.

3. Tourism Facilities

Tourism facilities are an important component in developing a tourist attraction, in this case, Melasti Beach Ungasan. The existence of complete tourism facilities will make it easier for tourists to tour there and will be able to attract other tourists to visit. Facilities in a tourist attraction generally include parking, toilets, accommodation, shops/cafes, houses of worship, and so on. Some of the facilities available at Melasti Beach Ungasan, based on direct observation and referring to the Indonesian Ministry of Tourism and Creative Economy's Jadesta website in 2022, are as follows.

<table>
<thead>
<tr>
<th>Table 3. Facilities at Melasti Beach Ungasan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Parking area</td>
</tr>
<tr>
<td>2. Ballroom</td>
</tr>
<tr>
<td>3. Local MSMEs kiosks</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source: Researcher's Observation

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4. Community Involvement

The occurrence of collaboration between parties, especially in this case the involvement of local communities in the construction and development of the Melasti Beach Ungasan tourist attraction is a determining factor for success in managing tourist destinations. The development of the beach in the Ungasan Traditional Village upholds the values of *Tri Hita Karana*. Implementation of the values contained in *Tri Hita Karana* is closely related to mutual involvement, caring, and protecting the surrounding environment. Implementation of these values such as (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 the Melasti Beach Ungasan as a tourist destination cannot be separated from the collaboration of various parties, or what is known as the pentahelix, where academics in the tourism sector, the Ungasan Traditional Village community, tourism business actors, the Ungasan traditional Village government, and embracing the mass media. These stakeholders are working together to develop the Melasti Beach Ungasan area into a beach-based tourist village and integrate it with traditional Balinese culture in 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 named BUMDA, or in Balinese called *Bhaga Utsaha Manunggal Desa Adat* in 2018, whose nomenclature was changed to BUPDA (*Bhaga Utsaha Pedruwen Desa Adat*) 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.

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

The development of tourism on Melasti Beach Ungasan can be analyzed in terms of its position in the Tourism Area Life Cycle model. The tourist destination life cycle or what is often referred to as the Tourism Area Life Cycle is a model that explains each stage of development in a tourist destination in graphic form\textsuperscript{34}. To determine the position of Melasti Beach Ungasan in the Tourism Area Life Cycle, direct observation and a literature review were carried out, the following is Table 4 which summarizes the characteristics of the life cycle of the Melasti Beach Ungasan tourist destination.

\begin{table}[h]
\centering
\begin{tabular}{|l|p{10cm}|c|}
\hline
\textbf{TALC Stages} & \textbf{Characteristics} & \textbf{Observation on October 11th, 2023} \\
\hline
\hline
\textbf{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 & ✓ \\
\hline
\textbf{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 & ✓ \\
\hline
\textbf{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 & ✓ \\
\hline
\end{tabular}
\caption{TALC Stages as Observed in Melasti Beach Ungasan}
\end{table}

<table>
<thead>
<tr>
<th></th>
<th>Advertising and promotion on a large scale</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidation</td>
<td>There has been a decline in the number of tourists</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Overcrowding at tourist destinations</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Decline in the quality of tourist destination facilities and infrastructure</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Opposition from local residents regarding tourist destinations</td>
<td>✓</td>
</tr>
<tr>
<td>Stagnation</td>
<td>Tourist visits in several periods show symptoms of stagnation</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>The number of tourist visits is still high, but not as high as when the new tourist destination opened</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>The emergence of social, economic, and environmental problems</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>There is often excess accommodation capacity, reducing the quality and comfort of tourists in tourist destinations</td>
<td>✓</td>
</tr>
<tr>
<td>Decline</td>
<td>Public interest in tourist destinations has fallen</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Domestic tourists dominate visits</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Facilities at tourist destinations have been converted</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Tourists choose new tourist attractions</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Local residents dislike tourists</td>
<td>✓</td>
</tr>
<tr>
<td>Rejuvenation</td>
<td>There are additions, changes, or improvements to new tourist attractions in tourist destinations</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Identify new markets by applying the concepts of ecotourism, culture-based tourism, etc</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>There are tourist attractions that are artificial or man-made</td>
<td>✓</td>
</tr>
</tbody>
</table>

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Based on the summary of observation results in Table 4 above, the Melasti Beach Ungasan tourist destination is at the involvement and development stages. The involvement stage is marked by tourism services provided by local residents such as MSME kiosks and a significant increase in visits on certain 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 6 phases, namely (1) exploration, which occurs when the community and government start to think about tourism potential and how to utilize its potential optimally. Based on this, the Melasti Beach Ungasan is not included in this phase because its development has been ongoing since this area was made a tourist destination in 2018. Apart from that, observations made in 2023 show that the facilities and infrastructure on this beach are well organized. (2) Involvement stage, the 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 be included in this category but is in transition to the initial stages of development because if we look at its characteristics, there are several beach clubs and infrastructure supporting tourism operations that are already running and the availability of hotels and hospitality services is more modern than the previous 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 BUPDA (Badan Usaha Padruwen Desa Adat) which is a community institution.

The next stage is phase (3) development, the characteristic of this stage is that there are already many buildings available. Roads, train stations, and airports were created to accommodate tourism, new tourist attractions emerged, and the construction of hotels and hospitality services was prioritized. Apart from that, this stage is characterized by increasingly intensive marketing and promotions of a tourist attraction on social media, and the number of tourists increasing significantly. Melasti Beach Ungasan itself is at this stage of development. The fourth stage, namely consolidation, is characterized by the development of tourism in a tourist destination slowing down and the profession of local residents only relying on the tourism sector. Melasti Beach Ungasan is not yet at this stage. Because, based on direct observations with the people of Ungasan Traditional Village, they have professions that do not all depend on Melasti Beach Ungasan tourism.

Stage (5) is a phase of stagnation, which indicates a decline in interest in a tourist destination. In this phase, tourist visits to a tourist attraction reach their peak point. Tourist destinations are also considered unattractive. Another characteristic of this phase is the occurrence of overtourism and its 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.

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Based on these characteristics, Melasti Beach Ungasan has not yet reached this phase, tourist visits at Melasti Beach Ungasan are still quite small because construction only started in 2018. Apart from that, based on direct observation, Melasti Beach Ungasan has not shown any symptoms of overtourism. The development of the Melasti Beach Ungasan is also continuing and does not show any loss of tourist interest in visiting this beach.

Stage 6 is the decline or rejuvenation phase. This stage indicates that various possibilities will occur at a tourist destination. Management policies and stakeholder awareness that a tourist destination is at this stage will determine the operational sustainability of a tourist destination.

<table>
<thead>
<tr>
<th>No</th>
<th>TALC Stages</th>
<th>Characteristics</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Involvement</td>
<td>There are symptoms of seasonality, where the level of visits is higher at certain times compared to others</td>
<td>Tourist visits to Melasti Beach Ungasan have fluctuated but indicate an increase. November 2018 was 28,886 to 43,314 visitors in December 2018. January – February 2019 saw 42,436 and 40,678 visitors. In 2021, the number of tourists increased significantly to 86,214 visitors in January – February. The government and community are mutually involved in managing tourism at Melasti Beach Ungasan tourist attraction. Pentahelix 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 to attract tourists, essential facilities such as minimarkets, restaurants, and public toilets can be found. 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. Apart from that, there is also an integrated ticket booking to enter the Melasti Beach Ungasan area.</td>
</tr>
<tr>
<td>2</td>
<td>Development</td>
<td>Availability of modern tourism facilities and attractions</td>
<td>There are several beach clubs on Melasti Beach Ungasan, such as Tropical Temptation Beach Club, Ungasan</td>
</tr>
</tbody>
</table>
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| 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. |

Source: 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 carried out through the official Melasti Beach Ungasan website, integrated ticket bookings that can be done offline and online, as well as advertising related to Melasti Beach Ungasan.

Melasti Beach Ungasan is also starting to transition into a further development phase. One indicator that can show 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.

Conclusion

Analysis of Melasti Beach Ungasan tourism development in terms of the Tourism Area Life Cycle is intended for the general audience. This research aims to find out and identify tourism development at Melasti Beach Ungasan, as well as to determine its position based on the concept of the tourism destination life cycle. Additionally, it is also to find out the position of Melasti Beach Ungasan based on the concept of the Tourism Area Life Cycle (TALC). Based on in-depth studies and analysis regarding the position of Melasti Beach Ungasan based on the Tourism Area Life Cycle (TALC) model, it can be seen that Melasti Beach Ungasan is at the involvement stage and transitioning further to the development stage. The development of tourism at Melasti Beach Ungasan can be analyzed through the potential for tourism attractions, tourism facilities, tourist visits, and government collaboration as well as the involvement of the local community of the Ungasan Traditional Village in tourism management at Melasti Beach Ungasan as previously explained.
The involvement stage is marked by an increase in the number of tourists every year, the involvement of the provincial government with the local government, the establishment of an institution to manage matters related to Melasti Beach tourism and its harmonization with the culture of the Ungasan Traditional Village (BUPDA), promotion - advertising, online bookings, and integrated tickets. At the development stage, this can be marked by the existence of modern facilities such as beach clubs, parks, and news about Melasti Beach Ungasan tourism which is increasingly being discussed. Even though it just opened in 2018, Melasti Beach Ungasan has shown quite rapid development so it needs to be managed sustainably.

The suggestion from the analysis of Melasti Beach Ungasan tourism development is to extend the direct observation time. The limitations of this study are in terms of the length of observation time. This is because researchers have limited time for direct observation so there may be some aspects of information that are lacking. Future researchers can further explore the role of local residents in managing Melasti Beach Ungasan tourism.

Furthermore, referring to the explanation above, the researcher also recommends several suggestions that can be considered or used as a reference for the sustainable development of Melasti Beach Ungasan tourism, including: (1) Protection of the physical and socio-cultural conditions around the Melasti Beach Ungasan area is an essential thing, apart from this being an attraction for tourists to visit, it is also a respect for the cultural values of Bali as a whole. (2) Seeing the development of Melasti Beach Ungasan and the high level of tourist interest, it is important to ensure that the construction of tourism facilities such as hotels, beach clubs, and the like remains based on the principle of sustainability. (3) Increase promotion of the uniqueness of Melasti Beach Ungasan wisely and appropriately, so that both local people and foreign tourists can enjoy the natural and socio-cultural beauty of Melasti Beach Ungasan comfortably. (4) The formation of cooperation between parties, whether community, government, business, or the private sector, is something that is recommended while still paying attention to the various interests of stakeholders proportionally and fairly, and (5) Diversifying tourism products typical of Melasti Beach Ungasan can be an idea for sustainable tourism development.

References


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