

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 inception 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, such as facilities, attractions, visitor trends, and local community involvement. A qualitative approach was used, with primary data gathered through field observations during the first field trip on October 11th, 2023, and secondary data 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 highlights the importance of protecting natural and socio-cultural assets while promoting 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 (Manalu, 2020). Known for its rich cultural heritage and natural beauty, Bali has been a premier global tourism destination for decades (History, 2021; Riana, 2017). 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) (Erawati, 2019). In particular, the southern part of Badung Regency, including the Kuta area, is renowned for its diverse and developed tourist attractions (Hersaputri, 2018; Kartimin et al., 2022). Among these, Melasti Beach Ungasan, located in South Kuta District, has garnered attention since its establishment 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 (Langu & Sunarta, 2021). The transformation of Melasti Beach Ungasan from a ceremonial site to a prominent tourism destination highlights the broader trends in Bali's tourism sector, where cultural and natural assets are increasingly being 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 (Perez, 2019). 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 (Chapman & Light, 2016; Jones, 2012; Polyzos et al., 2013). Nonetheless, the TALC model remains a useful analytical tool for examining tourism development trends, mainly when applied with modifications tailored to specific contexts (Báez-García et al., 2018; Petrevska & Collins-Kreiner, 2017). Studies have utilized this model to analyze tourism in various global contexts, including Japan, China, Korea, and Macedonia (Javed & Tučková, 2020). In Bali, research has employed TALC to assess the developmental stages of various tourist areas, including Pelaga Tourism Village and the Kalimas River Banks (Pranata & Idajati, 2018; Sari et al., 2022). These studies underscore the utility 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. Langu & Sunarta's (2021) 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. However, this study needs a detailed analysis of the infrastructural developments and their impacts on the beach's socio-cultural environment, particularly in the post-pandemic recovery phase. Furthermore, previous research focuses on community participation or infrastructural growth, rarely integrating both dimensions within a comprehensive framework. This creates a gap in understanding how these two aspects interact and contribute to the sustainable development of Melasti Beach as a tourist destination. As tourism at Melasti Beach continues to grow, particularly following the disruptions caused by the COVID-19 pandemic, there is a need for updated research that provides a holistic view of its current stage in the tourism life cycle, including both social and environmental impacts.

The rationale for this research lies in the growing importance of sustainable tourism management in Bali, particularly in light of increased tourist numbers and post-pandemic recovery. Melasti Beach Ungasan, a relatively new addition to Bali's roster of tourist destinations, represents a case study of how traditional cultural spaces are being repurposed for tourism while maintaining their original socio-cultural significance. Employing the TALC model to assess the development stage of Melasti Beach provides a robust framework for evaluating its infrastructural growth and community involvement. 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. This study aims to offer insights into 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 will contribute to broader discussions on managing natural and cultural resources effectively in high-demand tourist destinations.

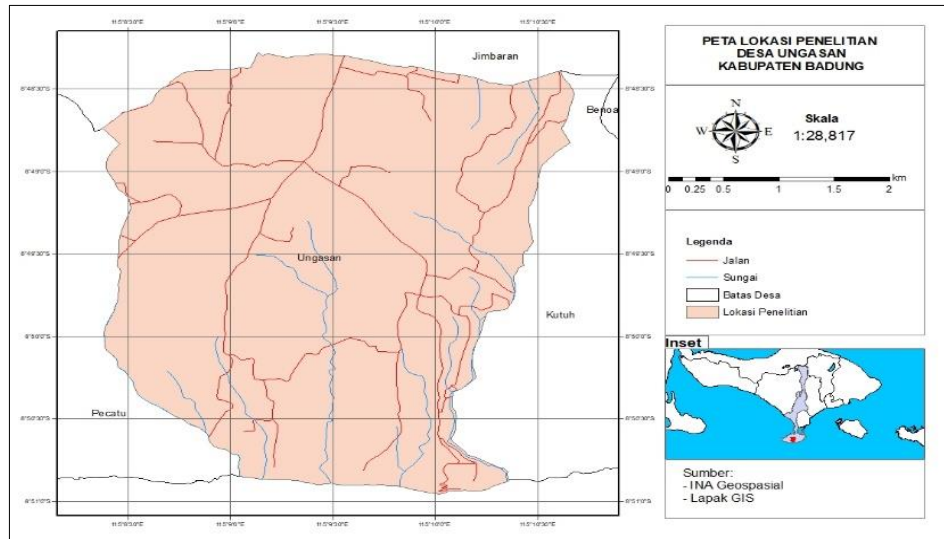
The main objective of this research is to determine the current developmental stage of Melasti Beach Ungasan according to Butler's TALC model. This includes an analysis of the beach's facilities, tourist trends, and the role of the local community in managing the destination. Specifically, the research 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 will contribute to a better understanding of the trajectory of tourism development at Melasti Beach and offer practical insights for its future management.

METHOD

This research was conducted at Melasti Beach Ungasan Melasti Beach Ungasan, situated along Melasti Road in Ungasan Village, South Kuta District, Badung Regency, Bali Province, is a prominent tourist destination known for its pristine natural beauty and cultural significance. 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 ([Melasti Beach Official Website, 2021](#)). Additionally, it lies around 7.4 kilometers from the iconic Garuda Wisnu Kencana Cultural Park, a renowned Balinese cultural landmark about an 18-minute drive. 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 (Dewi, 2022; Langu & Sunarta, 2021).

Figure 1. Ungasan Village Map



Source. Researcher's Analysis

This research implements a qualitative approach using qualitative methods and techniques to collect 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 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.

The data and information in this research were analyzed using descriptive-qualitative data analysis. 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 wonderful sand to medium sand, which is an essential indicator in assessing the quality of the beach for tourism purposes (Fauzan, 2022). The development of Melasti Beach Ungasan as a tourist destination has been implemented by adopting the *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 (Melasti Beach Official Website, 2021). The harmonization of the *Tri Hita Karana* concept in managing tourist destinations shows that tourism in Bali prioritizes social, cultural, and environmental bases (Kementerian Pariwisata dan Ekonomi Kreatif RI, 2022).

The name Melasti on this beach is based on the activities of the local Hindu community during the Melasti Ceremony. Discussing the Melasti Ceremony, the Hindu community uses the ceremony 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. "*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 (Sriningsih, 2015). 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



Source. Researcher's Documentation

Visitors are charged a ticket fee to enter the Melasti Beach Ungasan tourist area. Melasti Beach Ungasan also provides several services, such as outbound/family

gatherings, pre-wedding, photo documentation, activities for television shows and events, and the use of other 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 Ticket	Entrance Rp. 3.000
Car Parking	Rp. 5.000	Adult Ticket	Entrance Rp. 10.000
Bus/Truck Parking	Rp. 10.000		

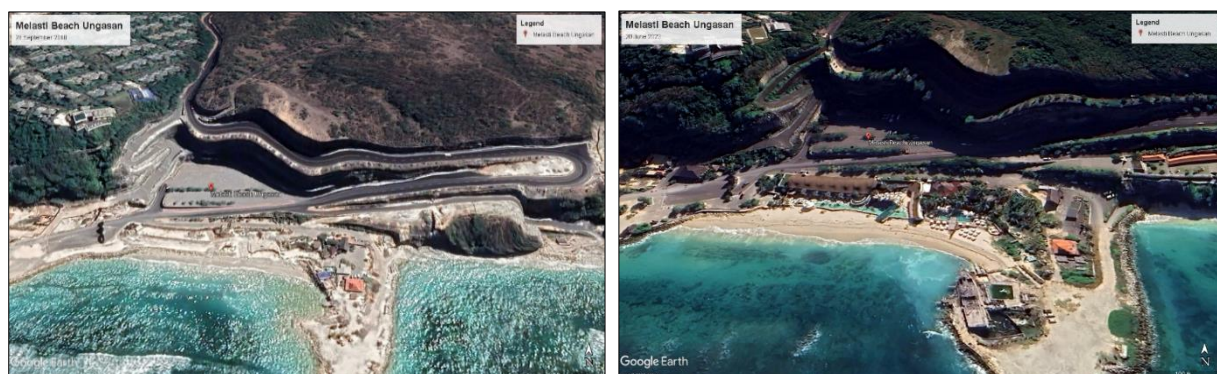
Source: Melasti Beach Ungasan Official Website

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, Minoos 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.

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 (Aryasa, 2022).

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)*, the average visit to this beach is approximately 40.000 people per month, including during the COVID-19 pandemic (Xiong et al., 2020; Al-Shamsi et al., 2020; Ciotti et al., 2020). 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 it is expected to stabilize at > 80 thousand people per month in 2025.

3. Tourism Facilities

Tourism facilities are crucial in developing and appealing 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 (Indonesian Ministry of Tourism and Creative Economy, 2022). 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 (Putra & Yasa, 2022; Widiastuti & Suamba, 2021).

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

* “Desa Wisata Pantai Melasti Ungasan,” 2022, <https://jadesta.kememparekraf.go.id/desa/17689>.

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3. Local MSMEs 6. Restaurant 9. Selfie area 12. Beach Club
kiosks
-

Source: Researcher's Observation

Figure 4. Tropical Temptation Beach Club



Source: Researcher's Documentation

4. Community Involvement

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 (Dolezal et al., 2022). The beach development in the Ungasan Traditional Village upholds the values of *Tri Hita Karana*. Implementing *Tri Hita Karana*'s values closely relates to mutual involvement, caring, and protecting 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 (Budhiastika, 2022).

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 Penta helix, 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.

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 regarding its

position in the Tourism Area Life Cycle model. The tourist destination life cycle, or the Tourism Area Life Cycle, is a model that explains each stage of development in a tourist destination in graphic form (Rodrigo et al., 2023). 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.

Table 4. TALC Stages as Observed in Melasti Beach Ungasan

TALC Stages	Characteristics	Observation on October 11 th , 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 (<i>seasonality</i>)	✓	
	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	✓	
	There has been a decline in the number of tourists		✓
	Overcrowding at tourist destinations		✓

Consolidation	Decline in the quality of tourist destination facilities and infrastructure	✓
	Opposition from local residents regarding tourist destinations	✓
Stagnation	Tourist visits in several periods show symptoms of 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	✓
	Public interest in tourist destinations has fallen	✓
Decline	Domestic tourists dominate visits	✓
	Facilities at tourist destinations have been converted	✓
	Tourists choose new tourist attractions	✓
	Local residents dislike tourists	✓
	There are additions, changes, or improvements to new tourist attractions in tourist destinations	✓
Rejuvenation	Identify new markets by applying the concepts of ecotourism, culture-based tourism, etc	✓
	There are tourist attractions that are artificial or man-made.	✓

Source: Researcher's Analysis and Adaptation from (Andesta, 2022)

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 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, 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. The availability of hotels and hospitality services is more modern than in 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*), a community institution (Romer & Sugiarti, 2023).

The next stage is phase (3) development; this stage's characteristic is that many buildings are already 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. This stage is characterized by increasingly intensive marketing and promotions of a tourist attraction on social media, and the number of tourists is increasing significantly (Szromek, 2019). 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 profession of residents only relies on the tourism sector. Melasti Beach Ungasan is not yet at this stage. 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, tourists visit a tourist attraction peak. 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 (Investur & Yang, 2023). Based on these characteristics, Melasti Beach Ungasan has not yet reached this phase, and tourist visits there are still relatively small because construction only started in 2018. Apart from that, based on direct observation, Melasti Beach Ungasan has shown no overtourism symptoms. The development of the Melasti Beach Ungasan is also continuing, and there is no loss of 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 it declines or experiences a revival, the future trajectory depends heavily on strategic management decisions and stakeholder engagement. Effective policies and proactive measures can sustain or rejuvenate the destination's appeal (Butler, 1980; Getz, 2002).

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 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.
2	Development	Availability of modern tourism facilities and attractions	There are several beach clubs on Melasti Beach Ungasan, such as Tropical Temptation Beach Club, Ungasan Beach Club, Minoos 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.

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 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 starting to transition 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.

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 formed. A new opening of modern tourism facilities such as beach clubs and integrated ticketing systems further marks this development. In the case of Melasti Beach, even though it was opened quite 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 existing literature on tourism development through its application of the TALC model in the fast-growing destination of Melasti Beach Ungasan. The research puts into perspective the significance of local government and

community participation in the management of 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 indicates that in-depth observation and contact with the local stakeholders are essential in the analysis of a destination's stage of development in terms of the TALC framework.

However, this study also has some limitations, which must be considered and resolved through further research. To begin with, special mention should be made of the very short observation period, possibly leading to an 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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