

UDC 332

## MAINTENANCE AND DEVELOPMENT OF TOURISM DESTINATIONS IN NUSA PENIDA

Setiawina Nyoman Djinar\*, Indrajaya I Gusti Bagaus, Purwanti Putu Ayu Pramita

Faculty of Economics and Business, University of Udayana, Denpasar, Bali, Indonesia

\*E-mail: [djinarsw12@unud.ac.id](mailto:djinarsw12@unud.ac.id)

### ABSTRACT

The purpose of this study is to analyze Producer Performance and Consumer Assessment of Tourism Destinations in Nusa Penida. The research method used proportional sampling for 144 respondents. The results of the research, the performance of producers (Government, Private, Tourism Managers, and Community) has carried out the Maintenance and Development of Tourism Destinations in Nusa Penida by emphasizing on activities: Security Guarding, Planning, Budgeting, Regulatory Systems, Transparency of the use of donations, and Rules of Tour Guides. Thus, consumers (tourists) provide an assessment that tourism destinations are comfortable, sea transport operations are on time, land transport provides professional services, accommodation is quite good, food consumption is always available, and tour guide services are friendly. Regression analysis, the quality of tourism destinations as the dependent variable, while the independent variables, security safeguards, planning, budgeting, regulatory systems, donation transfers, and tour guide rules produce the equation:  $Y1 = 2.195 + 0.176X1 - 0.045X2 + 0.048X3 - 0.017X4 + 0.146X5 + 0.114X6$ . In conclusion, performance (government, private sector, tourism managers, and the community) has a positive impact on tourists who visit and enjoy the state of tourism destinations in Nusa Penida with satisfaction. Unfortunately, the presence of Covid-19 has made tourists not return as before. The implication is that the results of this study are useful for the government, as a material for consideration in determining sustainable tourism development in Nusa Penida.

### KEY WORDS

Maintenance, development, tourism destinations, producers, consumers.

A tourism destination is an object that can attract tourists to visit it in order to achieve pleasure, tranquility, security, and comfort, so as to ensure satisfaction and inner and outer happiness. Types of tourism destinations consist of: natural and man-made existence. Various kinds of tourism destinations in the form of: beaches, seas, mountains, attractions, historical relics, museums, cultures, holy places, and so on. The types and kinds of tourism destinations exist in every region, island, and archipelago. Although tourism destinations exist in various places, each place has its own characteristics. The uniqueness of the varied tourism destinations causes people who are always curious to often visit both foreigners and domestics with the status of visitors or tourists.

In the Nusa Penida District area with three islands, namely: Nusa Penida, Ceningan, and Lembongan islands, there are types and kinds of tourism destinations. However, its status as a tourism area visited by many tourists, both foreign and domestic, only started in 1985. Initially, Nusa Penida was visited by people who came to pray, because the sacred place of Pura Ped. Of course they are Hindus who are getting more and more visitors, so Pura Ped for the first time was dubbed a tourism destination and brought Nusa Penida as a Spiritual tourism area. Over time, tourism destinations with temple objects have developed which are not only Ped Temples but also Puncak Mundi Temples, Kerangkeng Temples, Sahab Temples, Penida Temples. Furthermore, a new destination that combines sacred and natural places, namely: the temple in Giri Putri Cave, has become a tourism destination for Giri Putri Temple. All of these are tourism destinations that characterize Nusa Penida as a Spiritual tourism area and continue to this day. Another object, which developed after the tourism destination of the holy place is the beach and the sea. The first time that beach tourism grew and developed (around 1994) was on Lembongan Island with its rocky Jungut

beach. The attraction of the beach is surfing because the waves are big and appear continuously with consistent time. The next development (around 2005) is beach tourism destinations with beautiful appearances such as: pasir Uwug which foreigners call "Broken Beach", Kelingking Beach, Atuh Beach, Penida Beach, and several other beaches.

Once there are so many visitors who come to Nusa Penida, both spiritual and non-spiritual tourists, there has been the development of advanced quality sea transportation (boats with sophisticated outboard engines) at high speed, so reaching Nusa Penida is very easy and fast. Sea transportation, emerging from various beaches in Bali and Lombok to get to Nusa Penida. The first to appear are Padangbai Harbor, Kusamba Harbor, Banjarbias Port, Sanur Harbor, and Nusa Dua Harbor, and Serangan Island Harbor. The new port with a route to Nusa Penida is the Tribuana port, even Sheets and Senggigi ports are both on the island of Lombok. There are so many port routes that go to Nusa Penida Island, causing the number of tourist visits to be crowded. They feel that it is not enough to visit in one day (as when the tourism development of Nusa Penida was just emerging), but they need more time, so they have to stay overnight. They stay on average for 3 days.

Based on the development of tourism destinations and the number of transports connected to Nusa Penida, automatically increasing tourist arrivals who want to stay more than one day (must stay overnight), also grows and develops other tourism supporters such as: accommodation buildings that grow like mushrooms in the rainy season. At first many people's houses were occupied by tourists because there was no inn, then it developed into a Homestay status, used as lodging. The Villa building grows and develops. Hotel buildings are also mushrooming, both with the status of lodging and star hotels. Observing the condition of Nusa Penida as a newly developing tourism area, after the saturation of tourism in Sanur and Kuta in Bali, an instinct for research emerged which was based on deep curiosity. To answer the emergence of this research instinct, a study was conducted.

The first research (Djinar Setiawina: 2018). conducted in 2018 with the title: Analysis of Factors Affecting Tourism Development in Nusa Penida. The urgency of the research: If it is not investigated as soon as possible, then the government will lose the step to carry out a harmonious tourism development arrangement. The results of the study: 1. That 85.6 percent of the tourism development construct variables were explained by the variables of the Government's Role, the Private's Role, the Community's Role, and the Manager's Role, while 14.4 percent of the variables were explained by variables outside the model. 2. That 92.3 percent of sustainable tourism variables can be explained by the variables of Government Role, Private Role, Community Role, Management Role, and Tourism Development. 3. That the Government Role variable has a positive but not significant effect on Tourism Development, because it has a p.value of 0.123, greater than 0.05. Furthermore, the role of the private sector, the role of the community, and the role of managers have a positive and significant effect on tourism development, because they have a significance value of less than 0.05. Then, the variables of the role of government, the role of the private sector, the role of society, the role of managers, and tourism development have a positive and significant impact on sustainable tourism, because they have a significance value of less than 0.05. The biggest (dominant) influence on tourism development is successively: the role of managers with a path coefficient of 0.371, the role of the community with a path coefficient of 0.359, the role of the private sector with a path coefficient of 0.285, and the role of the government with a path coefficient of only 0.099. So, the government's role in tourism development is the smallest. Research suggestions: 1. Suggestions for the government (especially Bali Province and Klungkung Regency), to seriously increase their role. Because the results of this study found that the role of the government showed the lowest value compared to the role of the private sector, the role of the community, and the role of tourism managers. The expected seriousness is to realize the existence of tourism development so that it becomes a source of community welfare and a source of state income, and always maintains the tourism development process continuously. 2. Suggestions for the community (especially the people in Nusa Penida), so that the community behaves wisely, politely, cares, and fully participates in tourism development, because tourism development must have a direct impact on the local community. 3. Suggestions for tourism managers

(especially for those who have direct contact with tourism), as much as possible paying attention to the interests of the people of Nusa Penida – if there is a small cake, don't eat it yourself), because economic injustice may lead to envy and hatred.

The second research (Djinar Setiawina: 2019), was conducted in 2019 with the title: Analysis of Tourism Development Strategy in Nusa Penida. The urgency of the research: The development of tourism in Nusa Penida, can be believed to have a positive impact on the growth and development of the development of other sectors. Such as agriculture, animal husbandry, fisheries, as well as other industrial and service sectors. Thus, tourism development in Nusa Penida is very urgent which is identical to the urgency of this research. Research results: 1). Community-based tourism has a positive and significant impact on the performance of the tourism industry. This means that increasing the quality of community-based tourism can improve the performance of the tourism industry. 2). Community-based tourism has a positive and significant impact on people's welfare. This can be interpreted, increasing the quality of community-based tourism can improve the welfare of the community. 3). The performance of the tourism industry has a positive and significant impact on the welfare of the community. That is, increasing the performance of the tourism industry can improve the welfare of the community. 4). Community-based tourism has a significant indirect effect on people's welfare through the performance of the tourism industry. This means that by increasing the quality of community-based tourism, the performance of the tourism industry increases. With the increasing performance of the tourism industry, the welfare of the people in Nusa Penida District will increase. Research suggestions: 1). With the barren geographical condition of the Nusa Penida District, the government is expected to continue to encourage and support community-based tourism, by issuing laws and regulations so that tourism development in Nusa Penida District prioritizes local resources, both investment and labor in the tourism sector, namely for investment providing loans at low interest rates, and for workers by increasing their knowledge and skills according to competency standards in the tourism industry. 2). Until now, crossing by Ferry from Bali Island to Nusa Penida Island is very limited, which is only once a day. The government is also expected to improve the quality of the ferry docks from the beaches of Sanur, Kusamba, and Padangbai, as well as in Nusa Penida to increase the frequency of crossings and the convenience of tourists.

The third research was conducted to answer concerns as a tourism observer about how sustainable tourism development in Nusa Penida always appears in the minds of the hearts and is always turbulent in the work process of thinking. This is natural, because in general humans have the nature of saturation. The saturation of a tourist is because the object or tourism destination is getting less and less attractive. The failure of tourism destinations as an attraction is due to the following factors: 1. The maintenance of tourism destinations should be carried out by the government, the private sector, and the local community. 2. The obsolescence of the condition of tourism destinations due to natural factors. 3. Services for tourism actors who are no longer friendly with tourists.

## **LITERATURE REVIEW**

This theory focuses on the field under study, namely the concepts of tourism which according to Law Number 10 of 2009, tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to the implementation of tourism. tourism includes: 1. All activities related to tourist travel. 2. Exploitation of tourist objects and attractions (tourist areas, recreational parks, historical heritage areas, museums, cultural arts performances, community life arrangements) and natural ones (natural beauty, volcanoes, lakes, and beaches). 3. The business of tourism services and facilities, namely: tourism service businesses (tourist travel agencies, travel agents, conventions, incentive travel and exhibitions, tourism consultants, and tourism information).

The concept of tourism development was introduced by the World Commission on Environment and Development (WCAD) in 1987. Sustainable development is part of

sustainable development by considering the needs of the present by considering the ability of the next generation to meet the needs. Yaman and Mohd (2004) define sustainable tourism development as characterized by four conditions, namely: 1). Community members must participate in the tourism planning and development process. 2). Education for hosts, industry players and visitors/tourists. 3). Wildlife habitat quality, energy use and microclimate must be understood and supported. 4). Invest in alternative forms of transportation.

The indicators developed by the Indonesian government regarding sustainable tourism development (Sri, 2016) include: 1). Awareness of responsibility for the environment, that sustainable tourism development strategies must place tourism as a green industry (an environmentally friendly industry), which is the responsibility of the government, the tourism industry, the community and tourists. 2). Increasing the role of local governments in tourism development. 3). Stability/empowerment of the tourism industry, namely: being able to create tourism products that can compete internationally and prosper the community in tourist destinations. 4). Partnership and community participation in tourism development which aims to minimize differences in the level of welfare of tourists and the community in tourist destinations to avoid conflict and domination of each other. 5). Giving attention/development of smallscale business by local community.

This theory shows that in the development process it is necessary to involve various interested parties. In this case the parties with an interest and role in participating in the success of tourism development consist of: 1). Government, 2). Private, 3). Community, and 4). Tourism manager. 1). Roles and Authorities of the Government include: (1). Conducting product quality development and packaging of village crafts and culinary specialties as elements of tourist memories, (2). Carry out structuring and conservation of the physical environment of the area as a characteristic of tourist villages, (3). Carry out repairs to the hygiene infrastructure, (4). Carry out community movements to realize Sapta Pesona, (5). Making tourism information and facilities, (6). Improve the quality of public spaces, village/environmental landscapes to support Sapta Pesona, (7). Support for empowerment of tourism-aware groups (Pokdarwis) in preserving the tourism environment (forest and rice fields). 2). Private Roles and Authorities (Investors, Universities, NGOs, other tourism actors) are to: (1). Promoting tourist objects and driving tourist visits between tourist objects, (2). Making and marketing competitive tour packages that are affordable by the community, (3). Entrepreneurship training, individual skills related to tourism business (English language training, hospitality, cultural introduction, and characteristics of domestic and foreign tourists), (4). Development of business groups with the community, (5). Running a hotel business, restaurants, souvenirs, and others. 3). The role of the local community includes: (1). Providing attractions as tourism products. Traditional agricultural land management, traditional ceremonies, handicrafts and cleanliness are examples that attract tourists, (2). Cultural actors, for example art which is one of the tourist attractions, (3). Provider of accommodation and tour guide services, provision of labor, special food products, local crafts, local arts, and so on. 4). The roles and authorities of the tourism management agency include: (1). The management body as the main manager and director in the protection, care, preservation in order to maintain its function as a tourism village development (cultural and natural heritage), (2). Arrange the development of tourism village development, (3). Provide and operate facilities to support business activities, (4). Granting and revoking placement permits, setting requirements, and stipulating and levying all commercial businesses in tourist village development areas, (5). Determine and collect fees/levies and other fees for the use of available facilities which are the income of the management agency, (6). Doing planning in the field of development of tourist attractions/products, development of tourist facilities, (7). Organizing in the field of institutional strengthening and development. (8). Disseminate the competence of tourism object managers to suit the objectives of sustainable tourism village development, (9). Evaluating and supervising tourism activities in order to achieve the development goals of sustainable tourism village development.

Community participation is the most important component in efforts to grow independence and the empowerment process. The neglect of local community participation in the development of tourist villages is the beginning of the failure of the goals of developing

tourist villages (Nasikun, 1997). The strategy for implementing participation is achieved by involving the community in sharing information, formulating goals, determining policies, allocating funding sources, operating programs, and distributing benefits. The community is involved from the planning stage to the implementation and distribution of the results. Based on the views of the experts that have been put forward, it can be concluded that in community-based tourism development, the aspect of participation is a fundamental issue. The participation of local communities is the starting point for various strategic impacts related to the development of community-based tourism villages. Community participation is important for the achievement of sustainable tourism villages and for the realization of tourist villages.

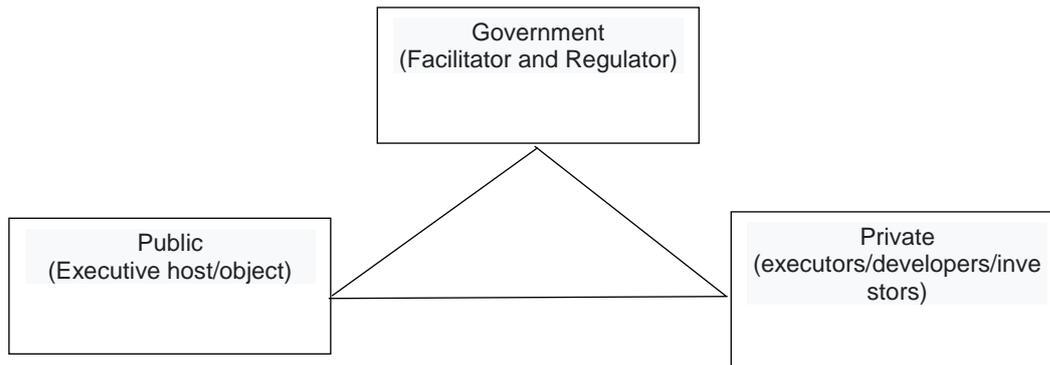


Figure 1 – Stakeholders in Tourism Development

Source: *Wearing in Heny (2013), Wearing dalam Heny (2013)*

Community participation in development is important when it is based on the belief that the community knows best what is needed. Genuine participation will involve the community in all stages of development, starting from the planning process, decision making, and supervision of tourism development development programs. Community participation in tourism village development planning can encourage them to actively participate in implementation and supervision. Community participation in all stages of development includes: 1). Community participation in the Planning stage. The parameters used to determine the degree of community participation in the planning stage are the involvement of problem identification, goal formulation, and decision making in the development of tourism village development. 2). Local community participation in the implementation phase. The parameter of community participation in the implementation phase is involvement in the management of tourism businesses, for example: as an inn manager, restaurant manager, tour guide, hotel employee, and tourist attraction manager. The involvement of local communities at the implementation stage means that they take advantage of seemingly minimal opportunities. Even though there is a form of participation, it is more in the management of small-scale businesses, but this seems to be in contrast to the participation of outsiders who monopolize large-scale businesses. For example, of the seven tourist facilities: 4 accommodation facilities and 3 restaurants, five of them are managed by foreigners, and only two are managed by local people. The reason is because the business opportunity requires large capital, high business risk, intense competition, and demands high competence. 3). Participation of local communities in the monitoring stage. Local communities have a very substantial control role in the development of tourism village development, because control over the decision-making process must be given to those who will later bear the consequences of the implementation of development including failures/negative impacts that occur due to the development of tourism village development. Therefore, decision-making authority should be given to local communities. The parameters

of community participation in supervision are involvement in the supervision team and the authority they have. The implementation of the relationship between these stakeholders is directed, the roles and responsibilities of each must be clear. The roles and authorities of each stakeholder are described and illustrated in Figure 2.

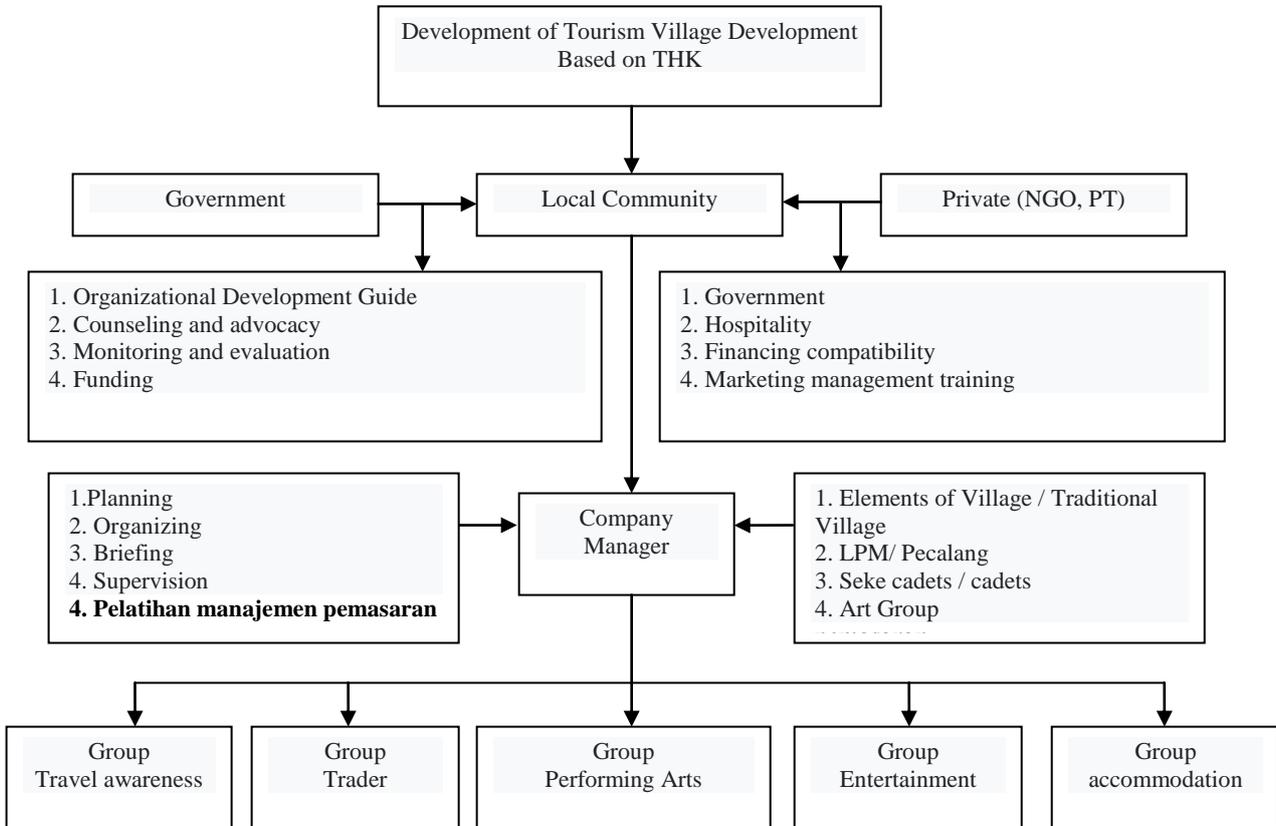


Figure 2 – Participation-Based Development Model

Source: Heny (2013).

Figure 2 can be explained starting from:

Roles and Authorities of the Government include: 1). Conducting product quality development and packaging of village crafts and culinary specialties as elements of tourist memories, 2). Carry out structuring and conservation of the physical environment of the area as a characteristic of tourist villages, 3). Carry out repairs to the sanitation infrastructure, 4). Carry out community movements to realize Sapta Pesona, 5). Making tourism information and facilities, 6). Improve the quality of public spaces, village/environmental landscapes to support Sapta Pesona, 7). Empowerment support for tourism-aware groups (Pokdarwis) in preserving the tourism environment (forest).

Private Roles and Authorities (Investors, Universities, NGOs, other tourism actors) include: 1). Promoting tourist objects to drive tourist visits between tourist objects, 2). Making and marketing competitive tour packages that are affordable by the community, 3). Entrepreneurship training, individual skills related to tourism business (English language training, hospitality, cultural introduction, and characteristics of domestic and foreign tourists), 4). Development of business groups with the community, 5). Running a hotel business, restaurants, souvenirs, and others.

The role of the local community includes: 1). Providing attractions as tourism products. Traditional agricultural land management, traditional ceremonies, handicrafts and cleanliness are examples that attract tourists, 2). Cultural actors, for example, art which is one of the tourist attractions, 3). Provider of accommodation and tour guide services, provision of labor,

special food products, local crafts, local arts, and so on.

The Roles and Authorities of the Management Agency include: 1). The management body as the main manager and director in the protection, care, preservation in order to maintain its function as a tourism village development (cultural and natural heritage), 2). Arrange the development of tourism village development, 3). Provide and operate facilities to support business activities, 4). Granting and revoking placement permits, setting requirements, and stipulating and levying all commercial businesses in tourist village development areas, 5). Determine and collect fees/levies and other fees for the use of available facilities which are the income of the management agency, 6). Doing planning in the field of development of tourist attractions/products, development of tourist facilities, 7). Organizing in the field of institutional strengthening and development. 8). Disseminate the competence of tourism object managers to suit the objectives of sustainable tourism village development, 9). Evaluate and supervise tourism activities in order to achieve the development goals of sustainable tourism village development.

and rice fields).

Based on the theories used as the basis for this research, the following research hypotheses can be made:

1. The role of the government (X1), private sector (X2), tourism actors (X3), and the community (X4) have a positive and significant impact on the maintenance and development of tourism destinations in Nusa Penida (Y1)
2. Government planning and programs (X1), Private (X2), tourism actors (X3), and Community (X4), have a positive and significant impact on the maintenance and development of tourism destinations in Nusa Penida (Y1)
3. Government (X1), Private (X2), tourism actors (X3), and Community (X4) budgeting have a positive and significant impact on the Maintenance and Development of tourism destinations in Nusa Penida (Y1)
4. Liberation of maintenance and development of tourism destinations from the Government (X1), Private (X2), tourism actors (X3), and the Community (X4) has a positive and significant effect on the maintenance and development of tourism destinations in Nusa Penida (Y1)
5. Government Revenue (X1), Private (X2), Tourism actors (X3), Community (X4) have a positive and significant impact on the Maintenance and Development of Tourism Destinations in Nusa Penida (Y1)
6. The attitude of the Government (X1), Private (X2), Tourism actors (X3), Community (X4) in responding to the guides (guide) has a positive and significant impact on Tourism Destinations in Nusa Penida (Y1)
7. The existing natural tourism destinations in Nusa Penida are quite good.
8. Sea transportation as a supporter of tourism in Nusa Penida is classified as safe.
9. Land transportation as a supporter of tourism in Nusa Penida is relatively smooth.
10. Accommodation (lodging) as a supporter of tourism in Nusa Penida is classified as good.
11. Food and beverages to support tourism in Nusa Penida are classified as available.
12. Tour guide services as a supporter of tourism in Nusa Penida are friendly.

## METHODS OF RESEARCH

Methodology that prioritizes the sampling process to obtain a sample of respondents. Ofcourse with various theories. Then, analysis tools as well as modeling to be used as a tool to analyze research data. This research uses purposive sampling method. Purposive sampling is one of the non-random sampling techniques, where the researcher determines the sampling by establishing special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems. The characteristics of the sample are divided into two major groups, namely: tourism destination producers (government, private sector, tourism actors, and the community) as follows. And the characteristics of the sample as consumers are: tourists who are divided into two, namely

foreign tourists and domestic tourists.

The first sample group: Governments that are directly involved in determining tourism development policies. The second sample group: Managers of the tourism sector, especially investors, both for accommodation and other tourism supporters. The third sample group: Tourism actors, meaning those who are directly involved in the tourism industry, even though they are not business owners. The fourth sample group: Community, where people are involved in the world of tourism either directly or indirectly.

The characteristics of the sample from the group of foreign tourists are those who come from abroad and come to Nusa Penida only for excursions. Likewise, the characteristics of the sample of domestic tourists are those who come from Indonesia who come to Nusa Penida as well as only for excursions.

So this purposive sampling is a methodology that is specifically used for research where there is no empirical population data. The number of samples used in this study was 120, each as many as 20 respondents from 6 sample groups as described above.

## RESULTS AND DISCUSSION

### Cause and Effect Analysis on Maintenance of Tourism Destination Development in Nusa Penida

Until the implementation of this research (2020), tourism destinations in the Nusa Penida District Region, which are mostly natural destinations, have always received serious attention, both from local governments, the private sector, tourism managers, as well as from the local community. The tourism stakeholders are very concerned about the development and tourism destinations in Nusa Penida, because it has been proven to provide economic benefits for the community. That is, the existence of tourism destinations is able to increase tourist arrivals, both foreign tourists (tourists) and domestic tourists (wisdom). The intended trend of tourist visits is shown in Figure 1.

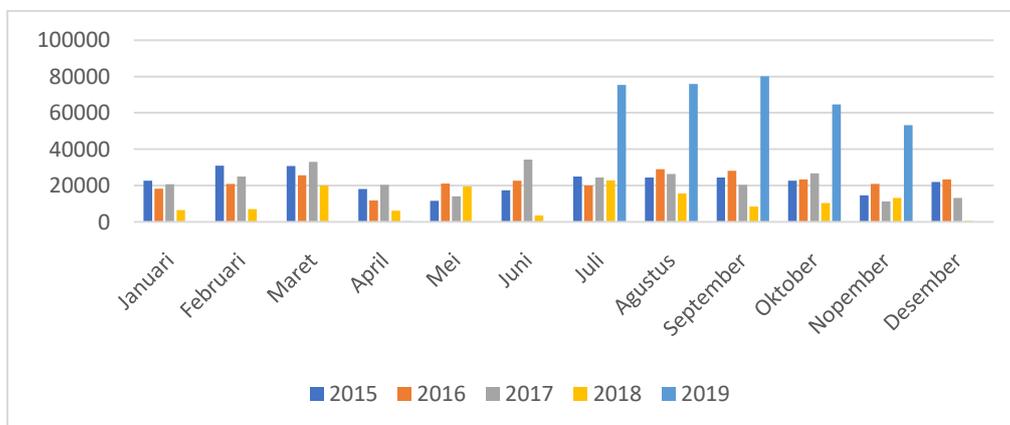


Figure 1 – Trend of Tourist Visits to Nusa Penida (Source: 2020 research results, SPSS type descriptive analysis approach)

The results of the research shown in Figure 1 illustrate that Tourism Destinations have been able to attract tourists since January 2015. Starting in July 2019, the number of tourists was booming to Nusa Penida and reached its peak in September. Then it decreased even more starting in October and until December it disappeared, due to the influence of Covid-19.

Before the Covid-19 outbreak, the arrival of tourists to Nusa Penida had fueled the enthusiasm of the community to move forward to build various tourism facilities. Such as: the government builds infrastructure (roads, water and electricity), the private sector moves to generate service communities and promote promotion through electronic media, tourism managers struggle to build the provision of transportation facilities both sea and land transportation, even though the capital is hot money (bank credit), including building accommodation (hotels, restaurants/ restaurants, villas/bungalows). Meanwhile, the

community is eager to take seriously the security and comfort conditions of tourists at destinations that are included in the territory of their respective village communities in Nusa Penida. Anyway, the spirit to build is like a fighter towards the revival of development. In just 3 years (2016, 2017, and 2018), Nusa Penida is ready to receive tourist arrivals with a specific presentation in the style of Nusa Penida. Nusa Penida's specifications for accepting tourist arrivals mean that they have prepared: sea and land transportation, accommodation (hotels, villas and bungalows), food needs (restaurants, restaurants, and the like). Likewise, the services of tourism guides have been coordinated with tourism stakeholders in order to maintain the impression of Nusa Penida Tourism.

Intense promotion through information communication carried out by tourism stakeholders succeeded in inviting tourists, which in calculations showed that the growth of tourist arrivals per day was 525.91 percent from 2018 to 2019. The average tourist arrivals per day in 2018 were 372 people to 2,328 people per day in 2019. But unfortunately, with the Covid-19, instantly the number of tourist arrivals from December 2019 became zero. So that all tourism stakeholder activities stop instantly, like creatures having a heart attack. The results of this study indicate that Nusa Penida tourism stakeholders are still in high spirits. They seem to have an ideology that must be maintained for tourism development in Nusa Penida. Even if their income is lost. The spirit of stakeholders' struggle to maintain tourism development is shown in various tables. Table: 01, exemplified as a discussion. Column (1) questions are addressed to respondents: the government, the private sector, tourism actors, and the community who behave as custodians of development and tourism destinations. The average of their answers is as in column (2). Column (3) questions are addressed to tourists who express their opinions about the conditions of development and tourism destinations in Nusa Penida. The average of their answers is as in column (4). The display of the results of this study reflects cause and effect. That is, due to the performance of stakeholders causing changes in development and tourism destinations.

Table 1 – Respondents' answers to questions about: Maintenance

X1 How is the Maintenance and Development of Tourism Destinations in Nusa Penida?	Answer (%)	Y1 As a result: the quality of tourism destinations in Nusa Penida, to be:	Answer (%)
(1)	(2)	(3)	(4)
Financing as is (1)	6,9	Loss of traction (1)	5,6
Security guard (2)	27,8	Reduced attraction (2)	5,6
Cleaning, routine (3)	19,4	The attraction is quite steady (3)	32,6
Planted greenery (4)	21,5	The charm is solid (4)	34,0
Construction of access roads (5)	24,3	The attraction is very (5)	22,2

Source: 2020 research results, SPSS type descriptive analysis approach.

The main concern of Stakeholders is on security guarding (27.8 percent), resulting in the condition of development and tourism destinations in Nusa Penida to have attractiveness (34.0 percent). Based on the results of the analysis with simple regression (mono regression), where Y1 (quality of tourism destinations in Nusa Penida) as the dependent variable with the maintenance and development of tourism destinations in Nusa Penida as the independent variable, the equation is obtained:  $Y1 = 3.115 + 0.153X1$ . This means that the quality of tourism destination development is influenced by 15.3 percent of the maintenance variable.

Table 2 – Respondents' answers to questions about: Plans/programs

X2 Do you have any plans for Maintenance and development of tourism destinations in Nusa Penida?	Answer (%)	Y2 As a result: Tourism destinations in Nusa Penida, become:	Answer (%)
(1)	(2)	(3)	(4)
None (1)	5,6	Tends to be lost (1)	5,7
In discourse (2)	25,7	less and less (2)	16,7
It's written (3)	37,5	Its existence is sufficient (3)	27,1
Already socialized (4)	24,3	Grow and thrive	28,5
Soon to be realized (5)	6,9	Great growth and development (5)	18,1

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions about: Development planning and tourism destinations in Nusa Penida, all statements answered, dominated by respondents' answers that were written 37.5 percent). As a result, tourists judge by stating that development and tourism destinations grow and develop dominate (28.5 percent). Based on the results of the analysis with simple regression (mono regression), where Y2 (development of tourism destinations) as the dependent variable with the plan or program as the independent variable, the equation:  $Y2 = 2.564 + 0.239X2$ . That is, the development of tourism destination development is influenced by 23.9 percent of the variables of the existence of a work plan or program.

Table 3 – Respondents' answers to questions about: Budgeting

X3 What is the budget for the maintenance and development of tourism destinations in Nusa Penida?	Answer (%)	Y3 As a result: Tourism destinations in Nusa Penida, become:	Answer (%)
(1)	(2)	(3)	(4)
From investors (1)	4,2	Uncertain (1)	6,3
From self-help (2)	15,3	Not sure (2)	10,4
From tourism actors (3)	35,4	Pretty sure (3)	24,3
From the private sector (4)	29,2	can be ascertained (4)	31,9
From the government (5)	16,0	Very sure (5)	27,1

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions about: Budgeting for development and tourism destinations in Nusa Penida, all statements were answered, but were dominated by respondents from tourism actors (35.4 percent). As a result, tourists assess by stating, development and tourism destinations can certainly dominate 31.9 percent). Based on the results of the analysis with simple regression (mono regression), where Y3 (certainty of the maintenance and development of tourism destinations) as the dependent variable with cost budgeting as the independent variable, the equation:  $Y3 = 2.747 + 0.262X3$ . This means that the certainty of carrying out the maintenance and development of tourism destinations is influenced by 26.2 percent of the cost budgeting variable.

Table 4 – Respondents' answers to the question: DP Maintenance regulatory system

X4 Is it freeing up the management system for the maintenance and development of tourism destinations in Nusa Penida?	Answer (%)	Y4 As a result: Tourism destinations in Nusa Penida, become:	Answer (%)
(1)	(2)	(3)	(4)
Free without government (1)	13,2	Very disorganized (1)	4,9
It's up to the tourism actors (2)	16,	Irregular (2)	13,2
It's up to the local community (3)	29,9	Fairly regular (3)	24,3
Up to the Government (4)	28,5	Regular (4)	31,3
Cooperation between government, private, community (5)	12,5	Regularly (5)	26,4

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions about: The management system for the maintenance and development of tourism destinations in Nusa Penida, all statements answered, but dominated by respondents' answers from the local community (29.9 percent). As a result, tourists can judge by stating that development and regular tourism destinations dominate 31.3 percent). Based on the results of the analysis with simple regression (mono regression), where Y4 (maintenance and development of regular tourism destinations) as the dependent variable with the regulatory system as the independent variable, the equation is obtained:  $Y4 = 2.720 + 0.065X4$ . This means that the regular maintenance and development of tourism destinations is influenced by 2 = 06.9 percent of the regulatory system variables.

Questions regarding: Receipt of donations/contributions for Maintenance and Development of Tourism Destinations in Nusa Penida, all statements were answered, but dominated by respondents' answers from Fairly appropriate from expenditure (43.1 percent). As a result, tourists can judge by stating that development and tourism destinations are considered to dominate 36.1 percent).

Based on the results of the analysis with simple regression (mono regression), where

Y5 (attention to destinations and tourism development) as the dependent variable with the suitability of expenditure as the independent variable, the equation is obtained:  $Y5 = 3.505 + 0.239X5$ . This means that attention to destinations and tourism development is influenced by 23.9 percent of the expenditure suitability variable.

Table 5 – Respondents' answers to the question: Acceptance of donations/contributions

X5 How to receive donations or contributions from Tourism Destinations in Nusa Penida?	Answer (%)	Y5 As a result: Tourism Destinations in Nusa Penida, become:	Answer (%)
(1)	(2)	(3)	(4)
Very less suitable than expenditure (1)	0,0	Very unnoticed (1)	0,0
Less suitable than expenditure (2)	0,0	Unnoticed (2)	9,0
Sufficiently fit from expenditure (3)	43,1	Just pay attention (3)	25,0
According to expenditure (4)	38,2	Noticed (4)	36,1
Exceed (5)	18,8	Highly cared for (5)	29,9

Source: 2020 research results, SPSS type descriptive analysis approach.

Table 6 – Respondents' answers to the question: Rules of the guide (guide)

X6 How do you respond to the guides for Tourism Destinations in Nusa Penida?	Answer (%)	Y6 As a result: Tourism Destinations in Nusa Penida, become:	Answer (%)
(1)	(2)	(3)	(4)
Free, no-load guide (1)	12,5	Very Low Visitors (1)	7,6
There is a burden of maintaining tourism safety (2)	29,2	No visitors (2)	19,4
Enough burdened (3)	30,6	Quite crowded (3)	27,8
Encumbered (4)	20,1	Crowd of visitors (4)	29,9
Overburdened (5)	7,6	Very crowded (5)	15,3

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions about: Guidelines for the Maintenance and Development of Tourism Destinations in Nusa Penida, all statements were answered, but were dominated by respondents' answers from Enough (30.6 percent). As a result, tourists can judge by stating that tourism development and tourist destinations are crowded with visitors who dominate 29.9 percent). Based on the results of the analysis with simple regression (mono regression), where Y6 (busy visitors) as the dependent variable with the rules of the guide as the independent variable obtained the equation:  $Y6 = 3.447 + 0.239X6$ . That is, the number of tourism visitors is influenced by 23.9 percent of the variables of the tour guide's discipline.

So, the behavior of stakeholders towards the Maintenance and Development of Tourism Destinations in Nusa Penida, is dominated by the answers:

- X1). Security guard (27.8 percent), resulting in the Maintenance and Development of Tourism Destinations in Nusa Penida, has a dominant attraction (34.0 percent);
- X2). Planning for the Maintenance and Development of Tourism Destinations in Nusa Penida, has been written (37.5 percent), causing tourism to grow and develop with the answer (28.5 percent);
- X3). Budgeting for the Maintenance and Development of Tourism Destinations in Nusa Penida, by tourism actors (35.4 percent). As a result, the Maintenance and Development of Tourism Destinations in Nusa Penida, can certainly dominate (31.9 percent);
- X4). The management system for the maintenance and development of tourism destinations in Nusa Penida is dominated by the choice of answers that are up to the local community (29.9 percent). As a result, the maintenance and development of tourism destinations in Nusa Penida becomes regular (31.3 percent);
- X5). Receipt of donations/contributions for the Maintenance and Development of Tourism Destinations in Nusa Penida, dominates the answer Quite appropriate from expenditure (43.1 percent). As a result, tourists perceive that the Maintenance and Development of Tourism Destinations in Nusa Penida is considered (36.1 percent);
- X6). The rules of the guide (guide) dominate the answer choices. Enough burdened (30.6 percent). As a result, tourists perceive that development and tourism destinations in Nusa Penida are crowded with visitors (29.9 percent).

Table 7 – Respondents' answers to questions about: The current state of DP

Y7. The current state of natural tourism destinations in Nusa Penida:	Answer (%)	X7. changes happen, because:	Answer (%)
(1)	(2)	(3)	(4)
Not good (Not good) (1)	0,0	Cleanliness (1)	0,0
Not good (Less well) (2)	0,7	Original (Original) (2)	9,0
Good enough (Enough well) (3)	42,4	Beauty (3)	25,7
Good (Good) (4)	38,2	Comfortable (Comfortable) (4)	35,4
Very good (5)	18,8	Unique (Unique) (5)	29,9

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions asked of tourists about: The current state of the tourism destination, Good (38.2 percent). dominant tourist answers. The change occurred because: Comfortable (35.4 percent) as the answer of the dominant stakeholders. Based on the results of the analysis with simple regression (mono regression), where Y7 (the current state of tourism destinations) as the dependent variable, tourism comfort as the independent variable obtained the equation:  $Y7 = 3.613 - 0.127X7$ . That is, tourism destinations are influenced by - 12.7 percent of the comfort variable. This means that even though there are no visitors, the community will maintain comfort.

Table 8 – Respondents' answers to questions about: State of Ocean Transport

Y8. How is the state of sea transport as a supporter of tourism in Nusa Penida?	Answer (%)	X8. changes happen, because:	Answer (%)
Unsafe (uncomfortable) (1)	0,0	Professional service (1)	6,9
Less safe (less comfortable) (2)	2,1	Smooth / Fast (smooth / fast) (2)	21,5
Quite comfortable (quite comfortable) (3)	26,4	On time (3)	29,2
Safe (comfortable) (4)	43,8	Big Size (4)	27,8
Very safe (very comfortable) (5)	27,8	Safe (Score) (5)	14,6

Source: 2020 research results, SPSS type descriptive analysis approach.

The state of sea transport received a dominant tourist answer choice of Safe (43.8 percent), because: Departure was on time (29.2 percent). Based on the results of the analysis with simple regression (mono regression), where Y8 (current state of sea transport) as the dependent variable, timeliness as the independent variable obtained the equation:  $Y8 = 3.451 + 0.077X8$ . That is, the state of sea transport is influenced by 07.7 percent of the timeliness variable.

Table 9 – Respondents' answers to questions about: State of Land Transport

Y9. What is the state of land transportation as a supporter of tourism in Nusa Penida?	Answer (%)	X9. changes happen, because:	Answer (%)
(1)	(2)	(3)	(4)
Not smooth (Not smooth)	4,9	Road conditions (1)	11,8
Less smooth (less smooth) (2)	20,1	Easy to find vehicles (2)	28,5
Fairly smooth (Enough smooth) (3)	32,6	Professional service (3)	33,3
Smooth (Enough smooth)	29,9	Affordable price (4)	22,2
Very smooth (5)	12,5	Controlled safe (5)	4,2

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions posed to tourists about: The state of land transportation, tourists' answers were dominated by Moderately fluent (32.6 percent). This change occurred because: the answers of stakeholders were dominated by professional services (33.3 percent). Based on the results of the analysis with simple regression (mono regression), where Y9 (smooth transport on land) as the dependent variable, road conditions as the independent variable obtained the equation:  $Y9 = 3.975 - 0.001X9$ . That is, the state of land transportation is influenced by -0.1 percent of the variable road conditions.

Table 10 – Respondents' answers to questions about: Accommodation

Y10. How is the condition of accommodation as a tourism supporter in Nusa Penida?	Answer (%)	X10. changes happen, because:	Answer (%)
(1)	(2)	(3)	(4)
Not good (Not good) (1)	4,9	Professional service (1)	11,8
Not good (Less well) (2)	23,6	Clean (Clean) (2)	28,5
Good enough (Enough well) (3)	35,4	Complete facilities (3)	33,3
Good (Good) (4)	28,5	Affordable price (4)	22,2
Very good (5)	7,6	Comfortable (Comfortable) (5)	4,3

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions asked to tourists about: Condition of accommodation, tourists' answers were dominated by Fairly good (35.4 percent). This change occurred because: the answers of stakeholders were dominated by complete facilities (33.3 percent). Based on the results of the analysis with simple regression (mono regression), where Y10 (State of accommodation) as the dependent variable, completeness of facilities as an independent variable obtained the equation:  $Y10 = 3.448 - 0.071X10$ . That is, the state of accommodation is influenced by 07.1 percent of the variable completeness of facilities.

Table 11 – Respondents' answers to questions about: Food Consumption

Y11. How is food consumption as a supporter of tourism in Nusa Pewnida?	Answer (%)	X11. changes happen, because:	Answer (%)
(1)	(2)	(3)	(4)
Not available (Not available)	12,5	Varies (1)	0,0
Less available (2)	25,7	Clean (Clean) (2)	2,1
Quite available (3)	25,7	full of nutrition (3)	27,8
Available (4)	23,6	Affordable price (4)	39,6
Very available (5)	12,5	Easy to find (5)	30,6

Source: 2020 research results, SPSS type descriptive analysis approach.

Questions posed to tourists about: food consumption, tourists' answers were dominated by Sufficiently Available (25.7 percent). This change occurred because: the answers of stakeholders were dominated by affordable prices (39.6 percent). Y11 (State of food consumption) as the dependent variable, availability as the independent variable obtained the equation:  $Y11 = 3.235 - 0.044X11$ . That is, the state of food consumption is influenced by 04.40 percent of the variable completeness of facilities.

Table 12 – Respondents' answers to questions about: Pre-Tourism Services

Y12. How is the service of a tour guide as a supporter of tourism in Nusa Penida?	Answer (%)	X12. changes happen, because:	Answer (%)
(1)	(2)	(3)	(4)
Not friendly (1)	0,0	For money (For money) (1)	11,8
Less friendly (2)	2,1	Main work (2)	26,4
Friendly enough (3)	27,8	In the name of unity (3)	25,7
Friendly (4)	39,6	By the name of the region (4)	22,2
Very friendly (5)	30,6	Professional service (5)	13,9

Source: 2020 research results, SPSS type descriptive analysis approach.

Tour guide service is the answer for tourists who are dominantly friendly (39.6 percent), because serving tourists is the main job (26.4 percent).

Y12 (Friendliness of Service) affects the variable, the main job with the equation:  $Y12 = 3.342 - 0.014X12$ . That is, the tour guide service is influenced by 01.40 percent of the main work variable.

So, Questions to ask travelers about:

- (Y1). The current state of tourism destinations, tourists' answers are dominated by Good (38.2 percent), because Comfortable (35.4 percent);

- (Y2). The state of sea transportation received the answer from tourists who were safe (43.8 percent), because departure was on time (29.2 percent);
- (Y3). The state of land transportation is the dominant tourist answer. Quite smooth (32.6 percent), because of professional services (33.3 percent);
- (Y4). The condition of accommodation, being the dominant tourist answer, is quite good (35.4 percent), because the facilities are complete (33.3 percent);
- (Y5). Food consumption is the dominant answer for tourists, Sufficiently Available (25.7 percent), because of affordable prices (39.6 percent);
- (Y6). Tour guide service is the dominant answer for friendly tourists (39.6 percent), because serving tourists is the main job (26.4 percent).

### Analysis of Effects on Maintenance and Development of Tourism Destinations in Nusa Penida

Regression analysis in this study, using Y1 (Quality of tourism destinations in Nusa Penida) as the dependent variable. Meanwhile, the independent variable consists of: X1 (Doing maintenance), X2 (Availability of planning), X3 (Has a budget source), X4 (System Maintenance and Development), X5 (Financing contribution), and X6 (Order for tour guides). The analysis equation is taken from the SPSS results in the Unstandardized Coefficients column with a B coefficient as follows:

$$Y1 = 2.195 + 0.176X1 - 0.045X2 + 0.048X3 - 0.017X4 + 0.146X5 + 0.114X6.$$

X1 (Doing maintenance) is the biggest influence on the quality of tourism destinations, namely: 17.6 percent compared to other variables. This means that the maintenance of tourism destinations is still carried out, even prioritized.

The variable that has a dominant influence can be taken from the Standardized Coefficients Beta column, which turns out to be the variable that has the dominant effect on X1. Development maintenance is 0.213, meaning that the maintenance variable has an effect of 21.3 percent on the quality of tourism destinations. Followed by the variable Rules for tour guides 0.121, meaning that the rules for tour guides have an effect of 12.1 percent. Multiple regression analysis testing is done using the F test which is shown in the form of Figure 1.2.

Based on this test, it means that all independent variables have a significant effect on the quality of the maintenance and development of tourism destinations in Nusa Penida with an alva of 0.05. Even though there is the influence of Covid-19 which has stopped the activities of tourism stakeholders in Nusa Penida.

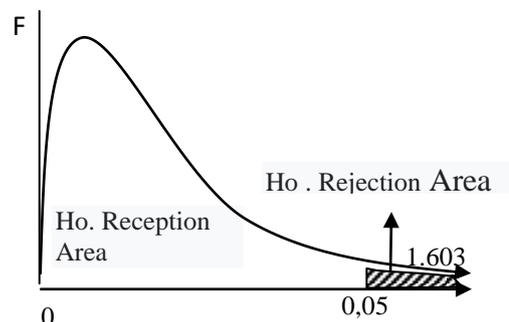


Figure 2 – Areas of Rejection and Acceptance of Ho with F . Test

### Partial Analysis of the Quality of Maintenance and Development of Tourism Destinations in Nusa Penida

The analysis in this study, connects six independent variables with the Maintenance and Development of Tourism Destinations in Nusa Penida. Apparently, only the variable X1 Maintenance of development has a positive but not significant effect. all have a positive and

significant effect on the Maintenance and Development of Tourism Destinations in Nusa Penida, with an alva test of 0.05. Maintenance and Development of Tourism Destinations (dependent variable) which is influenced by each independent variable, namely:

X1 Maintenance of development has no significant positive effect 0.019 below 0.05. X2 The existence of planning has a significant positive effect with 0.635 above 0.05. X3 Having a budget source has a significant positive effect with 0.598 above 0.05. X4 The regulatory system has a significant positive effect with 0.823 above 0.05. X5 The contribution of financing has a significant positive effect with 0.222 above 0.05. X6 Order has a significant positive effect with 0.148 above 0.05. Partial influence test as shown in the following curve.

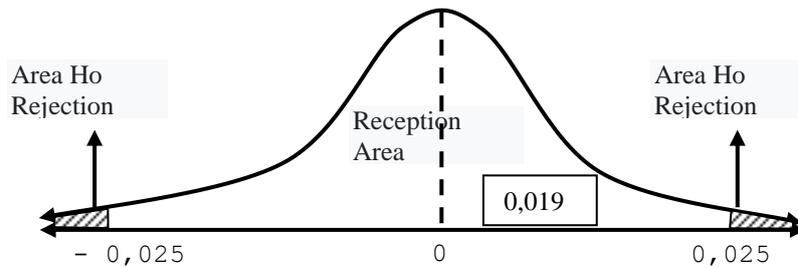


Figure 3 – Areas of Acceptance and Rejection of Ho with Development Maintenance Variable Test (X1)

*Description: X1 Development maintenance has no significant positive effect on the quality of tourism destinations in Nusa Penida.*

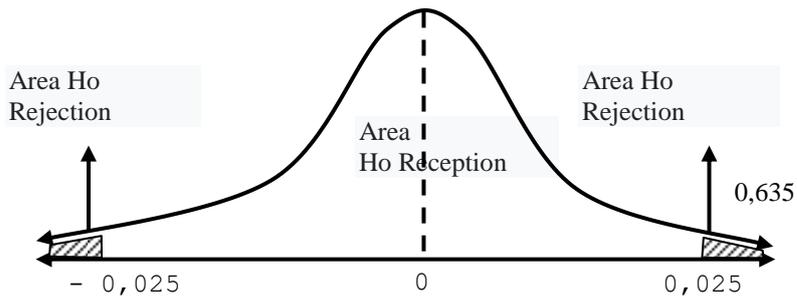


Figure 4 – Areas of Acceptance and Rejection of Ho with t-test of Development Planning Variables (X2)

*Description: X2 Development planning has a positive and significant effect on the quality of tourism destinations in Nusa Penida.*

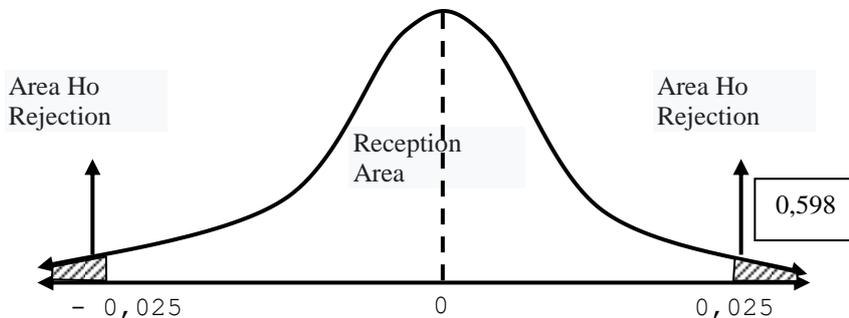


Figure 5 – Areas of Acceptance and Rejection of Ho with Variable t Test Have a budget source (X3)

*Description: X3 Having a budget source has a positive and significant effect on the quality of tourism destinations in Nusa Penida.*

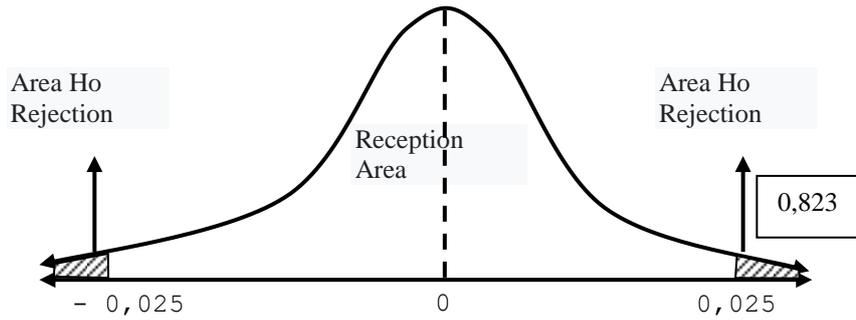


Figure 6 – Areas of Acceptance and Rejection of Ho with t-Test Variable System setting (X4)

*Description: X4 The regulatory system has a positive and significant effect on the quality of tourism destinations in Nusa Penida.*

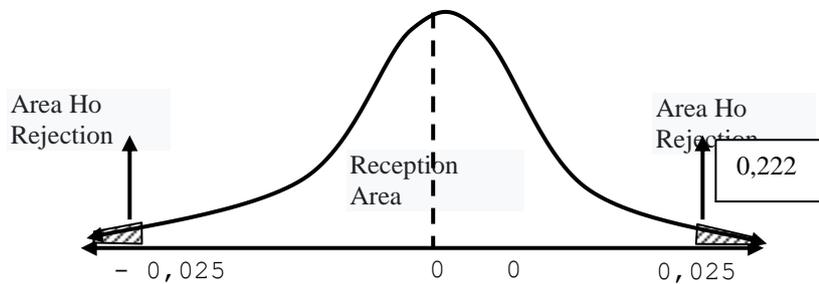


Figure 7 – Areas of Acceptance and Rejection of Ho with t-Test Variable Financing Contribution (X5)

*Description: X5 The contribution of financing has a positive and significant effect on the quality of tourism destinations in Nusa Penida.*

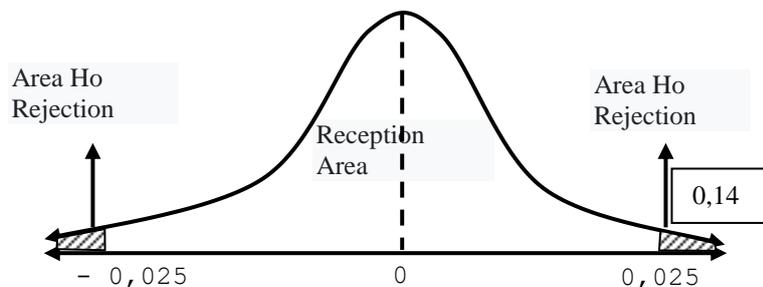


Figure 8 – Areas of Acceptance and Rejection of Ho with t-Test Variable Guide Rules (X6)

*Description: X6 Guide rules have a positive and significant impact on the quality of tourism destinations in Nusa Penida.*

## CONCLUSION AND SUGGESTIONS

The research entitled: Maintenance and Development of Tourism Destinations in Nusa Penida, using 144 respondents, where the data were analyzed using SPSS can be concluded as follows, first is the impact of Stakeholder Performance on the Maintenance and Development of Tourism Destinations in Nusa Penida, maintaining the security of tourism destinations results in the attraction of tourists. The existence of Planning for Maintenance and Development of Tourism Destinations in Nusa Penida, even though it is only written, has resulted in tourism growing and developing. Budgeting from tourism actors, encouraging the

Maintenance and Development of Tourism Destinations in Nusa Penida. The regulatory system for the Maintenance and Development of Tourism Destinations whose responsibility is handed over to the local community, results in the regular maintenance and development of tourism destinations in Nusa Penida. Receipt of donations is used according to expenditure, making the maintenance and development of tourism destinations in Nusa Penida pay attention. The rules of the guide are also quite burdened, making tourism destinations in Nusa Penida crowded with visitors.

Second is Traveler's Assessment of the Quality of Tourism Destinations in Nusa Penida, such as current tourism destinations are categorized as Good, because they are comfortable, Sea transportation, declared safe, because the departure is on time, Ground transportation, including quite smooth, because of professional service, accommodation is quite good, because the facilities are complete, Sufficiently available food consumption, and affordable prices, the tour guide service is felt to be friendly, because it is the main job.

The third is about result of multiple regression analysis testing is done using the F test which is shown in the form of Figure 2. Based on this test, all independent variables have a significant effect on the Quality of Maintenance and Development of Tourism Destinations in Nusa Penida. Even though there is the influence of Covid-19 which has stopped the activities of tourism stakeholders in Nusa Penida.

The fourth: Partial testing was carried out with a t-test at an alva of 0.05 as follows, (X1) Development maintenance has no significant positive effect on the quality of tourism destinations in Nusa Penida. (X2) Development planning has a positive and significant effect on the quality of tourism destinations in Nusa Penida. (X3) Having a budget source has a positive and significant effect on the quality of tourism destinations in Nusa Penida. (X4) The regulatory system has a positive and significant effect on the quality of tourism destinations in Nusa Penida. (X5) The contribution of financing has a positive and significant effect on the quality of tourism destinations in Nusa Penida. (X6) Guide rules have a positive and significant impact on the quality of tourism destinations in Nusa Penida.

Stakeholders of tourism destinations in Nusa Penida are advised to remain enthusiastic about maintaining the Maintenance and Development of Tourism Destinations. Although, the elements of its activities which are seen as independent variables have a positive and significant effect, except for the maintenance variable which has an insignificant effect, but the strength of the influence is relatively low. The spirit is relatively relaxed, it is because of the Covid-19 which has stopped the activities of tourism stakeholders in Nusa Penida which is also happening all over the world.

## REFERENCES

1. Djinar Setiawina, Suyana Utama, and Pringgana (2018). Analysis of Factors Affecting Tourism Development in Nusa Penida.
2. Djinar Setiawina, Suyana Utama, and Pringgana (2019). Impact of Community-Based Tourism Development on Community Welfare in Nusa Penida District.
3. Djinar Setiawina, Gusti Bagus Indrajaya, and Mitha Purwanti, 2020. Maintenance and Development of Tourism Destinations in Nusa Penida.
4. Heny, Urmila Dewi Made. 2013. Development of a Tourism Village Based on Local Community Participation in the Tourism Village of Jatiluwih Tabanan, Bali. *Kawistara*. Vol. 3, No. 2, August 2013: 129-139.
5. Nasikun. 1997. Rural Tourism Model: Rural Tourism Modeling for Sustainable Rural Development. In the Proceedings of the Training and Workshop on Sustainable Tourism Planning. Bandung: Bandung Institute of Technology.
6. Sri Endah Nurhidayati. 2016. Community Based Tourism (CBT) as a Sustainable Tourism Development Approach. [www.journal.unair.ac.id](http://www.journal.unair.ac.id). Retrieved March 11, 2017.
7. Sutami. 2009. Community Participation in the Development of Environmental Infrastructure Through the Village Community Empowerment Program (PPmk) in Marunda Village, North Jakarta. Thesis. Postgraduate Program, Diponegoro University.
8. RI Law No. 10 of 2009. Concerning Tourism Ministry of Culture and Tourism Jakarta.