

PROJECT THESIS

THESIS BY PROJECT

**WINE TOURISM AT PT HATTEN BALI:
A NEW TOURIST ATTRACTION IN BALI**



POLITEKNIK NEGERI BALI

NI NYOMAN KERTA WIDYAWATI

**POLITEKNIK NEGERI BALI
BADUNG
2022**

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**APPLIED MASTER STUDY PROGRAM
IN TOURISM BUSINESS PLANNING
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
2022**



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Thus, this statement letter I made to be used properly.

Badung, 20 June 2022

NI NYOMAN KERTA WIDYAWATI

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FOREWORD

This research is submitted for the degree of Applied Master of Tourism Planning Study Program, Tourism Department, Politeknik Negeri Bali entitled “Thesis by Project: Wine Tourism at PT Hatten Bali: A New Tourist Attraction in Bali “

The research described herein was conducted under the supervision of Prof. Ni Made Ernawati, MATM., Ph.D. and Dr. I Gede Mudana, M.Si in the Tourism Department of Politeknik Negeri Bali, between October 2021 and March 2022.

I would like to express gratitude to Ida Sang Hyang Widhi Wasa, the Almighty God for all the grace and precious time given so that this research can be completed. Furthermore, several persons have contributed academically, practically, and with support to this research. Therefore, I would also like to express my gratitude and highest appreciation to all those who have helped and supported the completion of this research.

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I am fully aware of the limitations of this research despite the efforts to make it as comprehensive as the available resources. Since there is much space for errors and omissions that the writer would, therefore, be most grateful if the readers would supply constructive comments and advice for improving this report. I hope this research will be useful and informative for the readers.

Denpasar, 20 June 2022

NI NYOMAN KERTA WIDYAWATI

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APPEDICES 1 Questionnaire Survey- Serqual

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ABSTRACT

Purpose: This is a thesis by project, the purpose of the study is to create a model of wine tourism in Bali to diversify the tourist attraction in Bali, by devising the facilities and infrastructure of PT Hatten Bali as project components which consisting of a vineyard, a winery, and the cellardoor; as well as integrating the relevant components which include networking related to the project, marketing tools and the wines produced.

Research methods: The study is started with a project of developing wine tourism as tourist attraction in Bali. In the development of the tour packages, the theory of new product development was used as a guidance to develop the tourist attraction product as wine tourism packages. The packages are designed to holistically satisfy all sensory dimensions to gain tourist satisfaction through the activities. Servqual method was used to assist in assessing the quality of the tourist experience and the expectation of the wine tourism packages, in addition Important Performance Analysis is proven to be a useful tool in examining customer satisfaction, therefore, proposes recommendation and strategies for PT Hatten Bali Management.

Results and discussion: The combination of PT Hatten Bali infrastructure with the activities trigger the human senses to deliver quality tourist experience; The project outputs offer new activities and become a new tourist attraction in Bali. The quality analysis of the tourist attraction packages using Serqual by means of the respective dimensions showed a significant consistency that tourists' perception is higher than the expectation. A similar result of the Important Performance Analysis is indicated, with area of improvement identified includes: the dimension of empathy as the attentiveness of the staff, and particularly with the time arrangement of the program that needs to be synchronized for a better tourism experience.

Implication: Based on that description the model of the wine tourism project could be duplicated in the terms of any product that has the cycle from land to the table, have the infrastructure ready to receive tourists and create activities that include the senses to the activities. Referring to similar businesses in Bali this model could be replicated in for a similar venture for chocolate production companies, other beverages companies such as brewery, arak, food factory and many other businesses.

Keywords: Wine Tourism, Wine Tourism Program, Wine Adventure, Product Development, Service quality, Sustainable Tourism

PROYEK THESIS:
WISATA WINE DI PT HATTEN BALI :
ATRAKSI WISATA BARU DI BALI

NI NYOMAN KERTA WIDYAWATI
NIM: 2015885015

ABSTRAK

Tujuan: Ini adalah thesis by project, tujuan dari penelitian ini adalah untuk membuat model wisata wine di Bali untuk diversifikasi daya tarik wisata di Bali, dengan merancang sarana dan prasarana PT Hatten Bali sebagai komponen proyek yang terdiri dari kebun anggur, pabrik pembuatan wine, dan fasilitas cellardoor; serta mengintegrasikan komponen-komponen yang relevan yang meliputi jaringan yang terkait dengan proyek, alat pemasaran dan minuman wine yang dihasilkan.

Metode penelitian: Kajian ini diawali dengan proyek pengembangan wisata wine sebagai objek wisata di Bali. Dalam pengembangan paket wisata, teori pengembangan produk baru digunakan sebagai pedoman untuk mengembangkan produk daya tarik wisata sebagai paket wisata wine. Paket-paket tersebut dirancang secara holistik untuk memenuhi semua dimensi sensorik untuk mendapatkan kepuasan wisatawan melalui kegiatan. Metode Servqual digunakan untuk membantu dalam menilai kualitas pengalaman wisata dan harapan dari paket wisata wine, selain itu Analisis Kinerja Penting/*Important Performance Analysis* terbukti menjadi alat yang berguna dalam menguji kepuasan pelanggan, untuk kemudian hasilnya diusulkan rekomendasi dan strategi untuk Manajemen PT Hatten Bali.

Hasil dan Diskusi: Kombinasi infrastruktur PT Hatten Bali dengan aktivitas memicu indera manusia untuk memberikan pengalaman wisata yang berkualitas; Keluaran proyek menawarkan aktivitas baru dan menjadi daya tarik wisata baru di Bali. Analisis kualitas paket daya tarik wisata menggunakan Serqual melalui dimensi masing-masing menunjukkan konsistensi yang signifikan bahwa persepsi wisatawan lebih tinggi dari harapan. Hasil serupa dari Analisis Kinerja penting/*Important Performance Analysis* diindikasikan, dengan area perbaikan yang diidentifikasi meliputi: dimensi empati sebagai perhatian staf, dan terutama dengan pengaturan waktu program yang perlu disinkronkan untuk pengalaman pariwisata yang lebih baik.

Implikasi: Berdasarkan uraian tersebut model proyek wisata wine dapat diduplikasi dalam hal produk apa saja yang memiliki siklus dari tanah ke produk yang dapat dicicipi, memiliki infrastruktur yang siap menerima wisatawan dan menciptakan aktivitas yang mencakup indera hingga aktivitas. Merujuk pada bisnis serupa di Bali, model ini dapat direplikasi untuk usaha serupa untuk perusahaan produksi cokelat, perusahaan minuman lain seperti brewery, arak, pabrik makanan dan banyak bisnis lainnya.

Kata kunci: Wisata Anggur, Program Wisata Anggur, Petualangan Anggur, Pengembangan Produk, Kualitas Pelayanan, Pariwisata Berkelanjutan

CHAPTER I

INTRODUCTION

1.1 Background

The tourism industry has become the main sector in driving the Indonesian economy even though with the current condition due to the Covid 19 pandemic the number of contributions is really low. The optimism in the tourism sector was shown earlier in the achievement of the tourism development through some indicators: the number of foreign tourists and foreign exchanges in 2015 was 10,23 million and increased in 2019 by 16,11 million. The highest achievement was shown in 2018 with the highest growth and it was recorded as nine rating in the world, three in Asia, and number one in Southeast Asia. In 2019 the tourism competitiveness index of Indonesia tourism was in the rank 40 compared to rank 42 in 2017 (Central Statistic Agency, 2020)

The significant growth of the tourism industry is due to the development of the tourist destination as the main attraction of the tourism activities. The development of tourist destinations leads to the advancement of the economy. As the development of the tourist destination attracted the investment, it created employment, overall community, and destination development. One important tourist destination that is experiencing growth and will continue to be developed is the Tourist Attraction. According to Kemenparekraf (2019), a Tourist Attraction Object is everything that has uniqueness, beauty, and value in the form of the diversity of natural wealth,

culture, and manmade products that are the target or destination of tourist visits. Based on BPS Indonesia (2019) data show that the total number of tourism attractions in Indonesia is 2.945 with a total of 2.201 attractions managed by the private sector, while 574 attractions are managed by the local government, 119 attractions are managed by the Authority and as many as 51 attractions managed by the central government. And from the total number, 320 attractions are registered in Bali.

The beautiful Bali continues to provide its beauty and please the visiting tourists with plenty of destinations and attractions related to many different approaches from nature, beauty, culture, historical place, craft, art, and many others. The tourism activities are not only accelerating Bali in the economy but also developing Bali's overall industry to support tourism activities. Bali with tourism as an economic main focus, the overall growth shows that its development was dependent on the demand and supply of tourism and all other activities supporting tourism. Furthermore, Musso & Francioni (2015) stated the development of the local community was not only dependent on the competitive advantage of their assets, efficiency of production processes, innovation, and product quality, but also in terms of those that have been defined as "channel-related district economies". Meaning that it was required to have related collaboration in all aspects to develop the local community. In this case, the local community is Bali tourism and, the aspect of all tourist objects that are related to tourism activities themselves

To maintain tourism growth, Bali needs to diversify tourism-related products, especially tourist attractions. It is PT Hatten Bali or known as Hatten Wines, a Balinese company Bali's original winery, was founded by Ida Bagus Rai Budarsa in 1994. Their award-winning range of 10 wines is produced with grapes from North Bali vineyards that are vinified, matured, and bottled in a winery located in Sanur. The result of evergreen vines that produce fruit year-round, the non-vintage wines capture the character of Bali and its unique tropical terroir, (Hatten wines, n.d.). The founder of Hatten Wine discovered the product of agricultural Grape available especially in North Bali as distinctive and unique characteristics, that have the potential to be transferred into wines as a finished product, not only as products to consume by tourists, who have alcoholic drinking as a part of their lifestyle, but using this product as additional for the tourist unique experiences through taste bud while they enjoy their visit in Bali. In line with the definition of the tourist attraction mentioned by Kemenparekraf (2019) above, PT Hatten Bali had the potential to be built into a tourist attraction object leveraging a unique plantation in the vineyard, interesting made products the winery facilities and the wines as a product itself. Gastronomy and wine tourism represent an opportunity to revitalize and diversify tourism, promote local economic development, involve many different professional sectors, and bring new uses to the primary sector. Hence, gastronomy and wine tourism contribute to promoting and branding destinations, maintaining, and preserving local traditions and diversities, and harnessing and rewarding authenticity (World Tourism Organization (UNWTO), 2017).

Wine tourism categorizes as a new wine attraction in Bali based on the researcher's observation and literature research. There are 6 wine producers in Bali reviewing their facilities that are suitable to be developed for wine tourism. The researcher found out that Hatten wines owned their vineyard north of Bali, winery facilities, and cellar door even with the private dining room open for the public to visit. Sababay winery they have a winery available for the public to visit, with no indication of vineyard and cellar door. Plaga wine is produced from imported grapes, doesn't have a vineyard, and no winery visits available for the public but had facilities of the cellar door. Isola wine had a vineyard, a winery not open to the public, and doesn't have a cellar door. Cape discovery wine produced from imported grapes doesn't have a vineyard, and no winery visit available for the public doesn't have a cellar door. Artisan Estate wine produced from imported grapes doesn't have a vineyard, no winery visit available for the public doesn't have a cellar door. Based on the founding it is shown that based the wine tourism concept Mitchell & Hall (2000) has defined wine tourism as visitation to vineyards, wineries, wine festivals, and wine shows for which grape-wine tasting and/or experiencing the attributes of a grape-wine region are the prime motivating factors for visitors. None of the wine producers in Bali are developing wine tourism as a tourist attraction in Bali.

PT Hatten Bali as the pioneer has all the sources to be developed as a wine tourism destination to maximize their production line from land to table with the facilities of the vineyard, winery, and cellar door. However, observing the current condition wherein each of the facilities stands by itself, operates

separately serving a single operational proposed supporting Hatten Wines seemingly without connection between one another. Table 1 showed the number of tourists visiting cellar door and vineyards in the years 2019, 2020, and 2021. This data inform the potential customer if the wine tourism creates as a comprehensive tourist attraction.

Table 1: Visitor data of Hatten Vineyard and The Cellar door Bali

Year	Cellardoor	Vineyard	Total
2019	3.605	686	4.291
2020	1.228	420	1.648
2021	2.102	749	2.851

Whilst, combining the activities in the vineyard, the winery, and the cellar door, shown in Figure 1, and developing them as a new whole experience of wine tourism in Bali, became a great opportunity for a new tourist attraction subject to strengthen Bali as a tourism destination.



Figure 1: PT Hatten Bali Vineyard – Winery – The Cellardoor

This thesis is an introduction to a thesis by a project which is developed based on the creation of adding tourist attractions in the area of wine tourism, which is followed by product quality assessment as the last stage of the project.

1.2 Research Problems

Based on the study background provided earlier, related to PT Hatten Bali on the development the wine tourism activities into a wine program packages, two problems are formulation, which includes:

1.2.1 What is the suitable wine experience as a new tourist attraction in Bali?

1.2.2 What is the level of customer satisfaction with the wine experience package?

1.3 Objective of the Study

The Objective of the Study is to find the answer to those problems raised, through the project development at PT Hatten Bali using their facilities and creating activities aiming to have results as follows:

1.3.1 To identify a suitable wine experience as a new tourist attraction in Bali

1.3.2 To identify and get direct feedback from the customer on how those wine experience packages meet their expectation.

1.4 Benefit of Study

The researcher hopes that the results of this study will be implicated into two classifications of benefits, including theoretical and practical benefits. The two benefits can be explained by the researcher as follows:

1.4.1 Theoretical Benefit

This research is expected to identify, and manage the development process of wine tourism packages utilizing the facilities and activities of PT Hatten Bali for the commercialization of the packages and get the guests to feedback on their expected experiences of the packages.

1.4.2 Practical Benefit

a. For the researcher

The results of this study are the project thesis part of the researcher's journey to finish the study at the Politeknik Negeri Bali

b. For Polytechnic State Bali

This research is expected to be used as a source of supporting information and can be a reference for future research, especially on developing wine tourism models in the wine industry. The researcher also believes that besides an additional bibliography, this research is also to support the development of Green Tourism which is in line with the philosophy of Polytechnic State Bali.

c. For the industry

The results of this study are model wine tourism based on the facilities and activities of PT Hatten Bali into the financial impact on the company.

CHAPTER 6

CLOSING

6.1 Conclusion

Following the new product development with focusing on quality dimension on each of the packages. Packages carefully design using the approached of sensory dimension on five senses, divided into two section by its location the vineyard and the cellardoor to be able to provide momerable and enjoyable tourist attraction in wine tourism. Above model in Figure 32 will be easy to duplicate by other business with the land to the table concept as PT Hatten Bali.

6.2 Recommendation

Couple of recommendation due to the project are:

6.2.1 Recommendation for PT Hatten Bali

As one of the concideration of the company on the beginning of the project are the cost to development of the project it self, base on the perfromance on the project commercialization recommendation is to start to invest some facilities and beautification of the infrastucture. For example: additional toilet in the vineyard, walktrack in the vineyard area, beautification in the vineyard for the photo background and iconic pieces in the vineyard area, refresh and additional shade in wellcome center area in the vineyard.

Opportunity to explore and adding more packages in the wine tourism packages; packages in the winery, overnight packages in the vineyard to get complete five senses memorable experience for the tourist.

6.2.2 Recommendation for External

For the external recommendation especially for those who would like to develop the similar model of land to the table tourism concept a strong networking and collaboration with other company are necessary as the whole experience will be also included on this.

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