

# Thesis By Project Wine Tourism At PT Hatten Bali: A New Tourist Attraction In Bali

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**Abstrak:** 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. Kajian ini diawali dengan proyek pengembangan wisata wine sebagai objek wisata di Bali. Dalam pengembangan paket, 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 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 diusulkan rekomendasi dan strategi untuk Manajemen PT Hatten Bali. 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

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

**Abstract:** 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. 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. 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.

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

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## Introduction

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 investigation, 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. 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). 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. The research carried out by Jack Carlsen (2006) has identified tourism consumers with an interest in winemaking and cellar door locations as socially aware and visible achievers. Carlsen (2006) in his study in some areas such as Australia and other new world wine-producing countries; particularly in North America, New Zealand, and more recently South Africa. The study of developing wine tourism in other wine regions will reference this study the pro and cons of the model development could be analysed to shaving a better model that is suitable for Bali condition and the tourism asset facilities owned by Hatten wines. Carlsen et al. (2013) pointed out one of the most widely used definitions of wine tourism is from a visitor perspective. Meanwhile, 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. Furthermore according to Carlsen (2017) wine tourism has many dimensions to be approach.

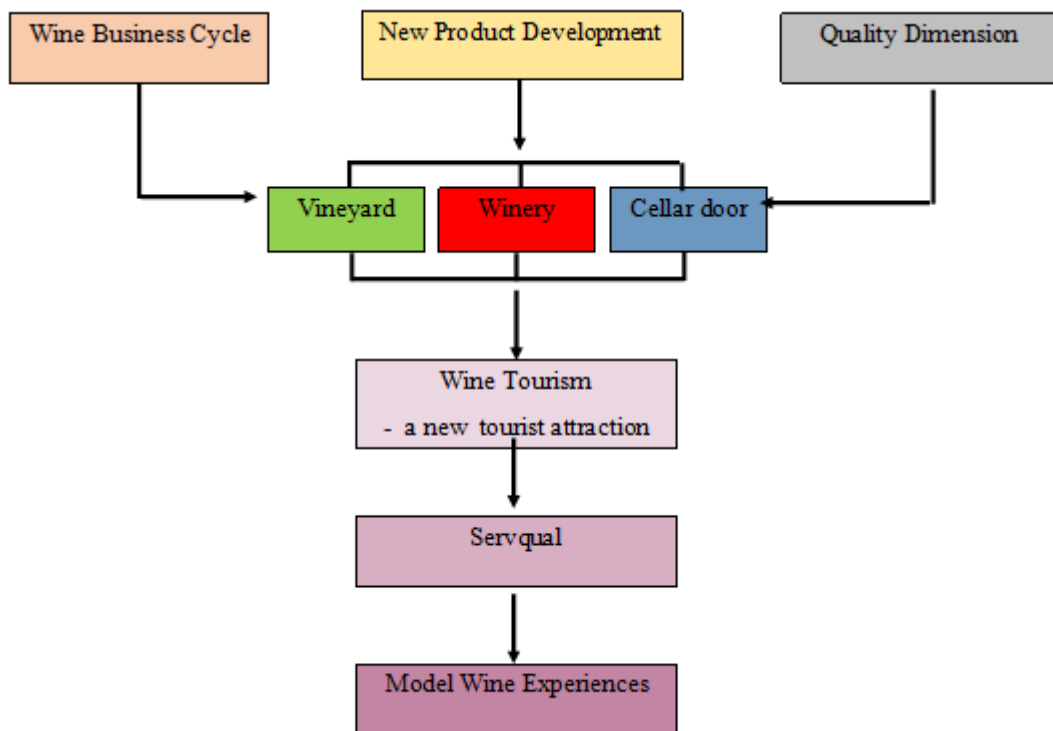
The Objective of the Study is to find the answer to those problems raised, through the project development at PT Hatten Bali using their facilities and creating activities aiming to have results as follows: 1 To identify a suitable wine experience as a new tourist attraction in Bali, 2 To identify and get direct feedback from the customer on how those wine experience packages meet their expectation.

## Method

The business cycle of the initial product in this study are wine business cycles at PT Hatten Bali located in Bali in the priperiod of september 2021 to May 2022, with its infrastructure vineyard, winery and cellardoor which then maximise the potential. In the development of the packages new product development by Gurbuz's (2018) that explanation of the process of new product development was used as a guidance to develop the tourist attraction product as wine tourism packages. The packages are designed to fully fill the sensory dimension to gain tourist satisfaction through the activities. Servqual method or service quality (Berry et al., 1988) chooses to help analyze the experience and the expectation of the 110 tourist on the wine tourism packages for those visit and utilize the packages in the time frame of the project and Important Performance Analysis is considered a useful tool in examining customer satisfaction and management strategies.

## Result and Discussion

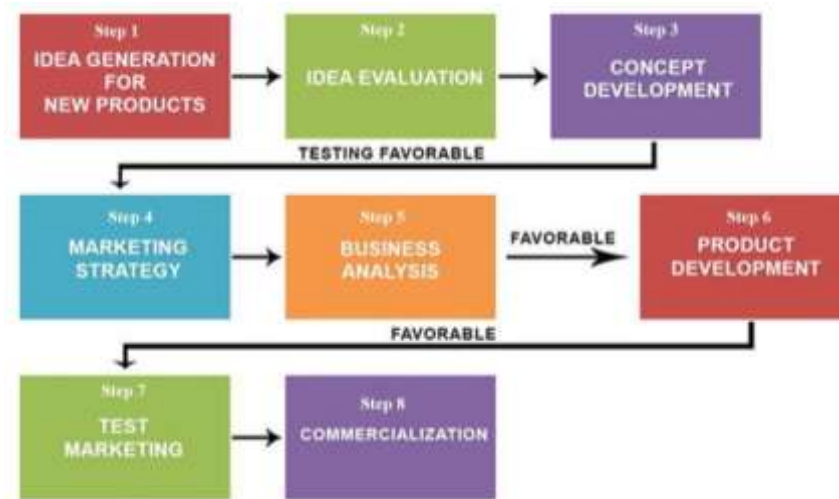
The concept of the project was developed on conceptual ideas on developing the wine tourism as a wine attraction in Bali, the framework as the whole thinking process on the project development and research on the paper is shown in the Figure: 1.



Sumber: Ni Nyoman Kerta Widyawati (2022)

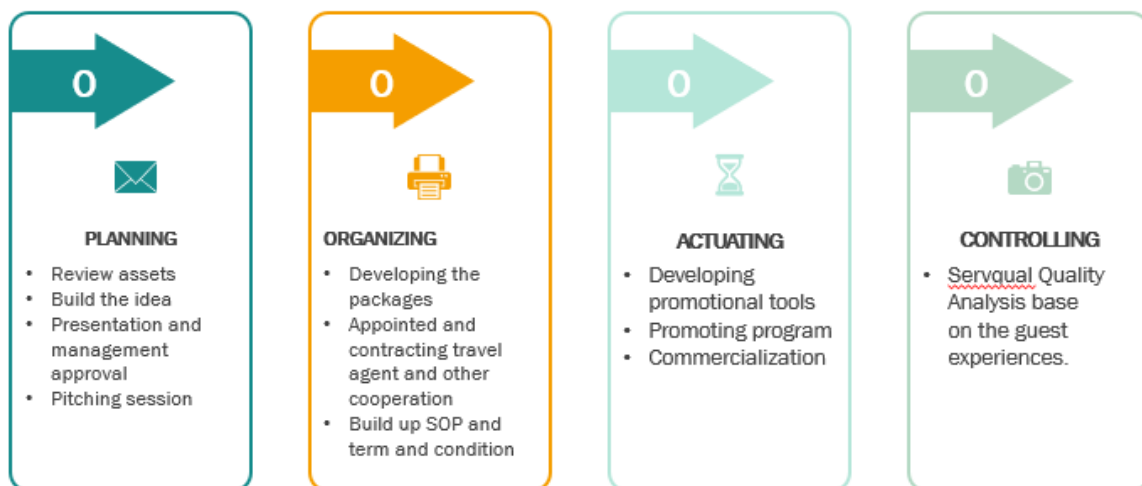
**Figure 1.** Conceptual Framework

The development of wine tourism as a tourist attraction using the process in Figure 2 will be defined the process as step (1) Collecting ideas of the packages and inventory of the assets related to the program to develop. Step (2) idea evaluation: on this process present the idea concept to Management PT Hatten Bali to get their approval to kick out the project (3) Concept development: pitching process on a forum group discussion with the potential travel agent as potential partner (4) marketing strategy: develop a strategy to market the program and decided on the tools to use and develop (5) business analysis: this process develop base on the group discussion program with the potential partner as an extension on step three (6) product development: creating the packages and preparation on each element on the project (7) test marketing: program soft launch and (8) commercialization: selling the program to the public to get the feedback on the program itself.



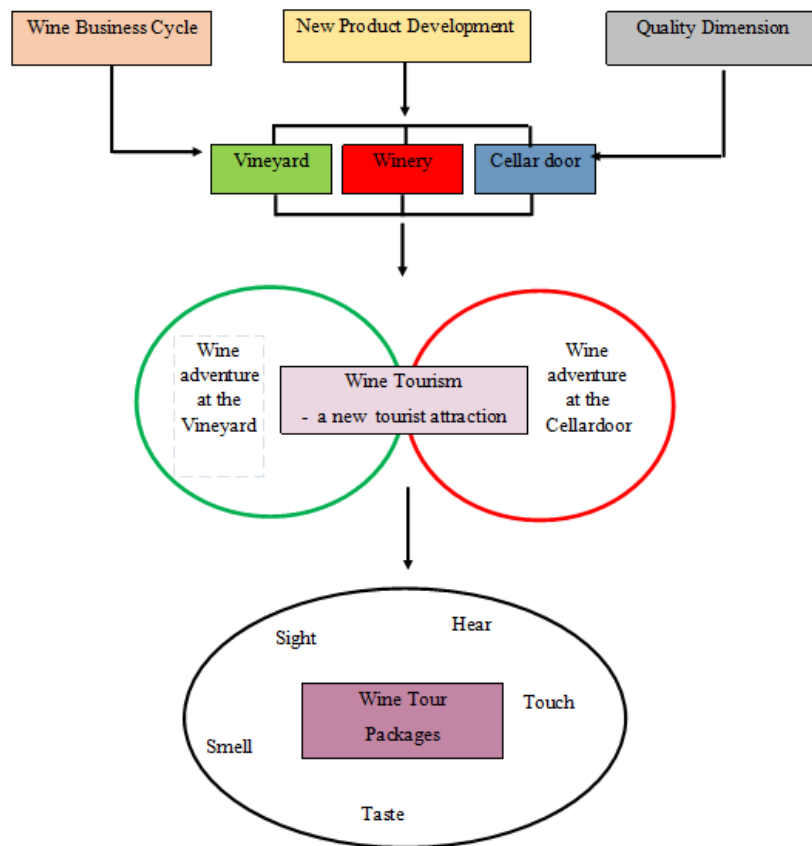
Sumber: Gurbuz's (2018)  
**Figure 2.** Conceptual Framework

The conceptual framework were breakdown by the POAC method to be able to identified all the process in the project based on the main activities as shown in figure 3 the flow of the project



Sumber: Ni Nyoman Kerta Widyawati (2022)  
**Figure 3.** The flow of the Project

Based on the study on developing this project, the model formulations are shown in the Figure 32 below. The business cycle of the initial product in this study are wine business cycles with its infrastructure or vineyard, winery and cellardoor which then maximise the potential with the quality base measurement. In the development of the packages new product development was used as a guidance to develop the tourist attraction product as wine tourism packages. The packages are designed to fully fill the sensory dimension to gain touris tsatisfaction through the activities. Researchers describe wine tourism as an activity utilizing the infrastructure in the wine cycle from land to table, which the activities are providing the sensory dimension experience to the tourist or guest.

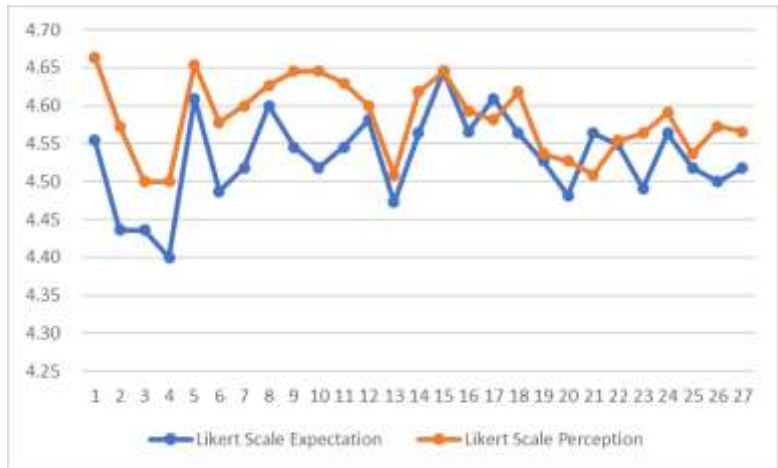


Sources: Ni Nyoman Kerta Widayawati (2022)

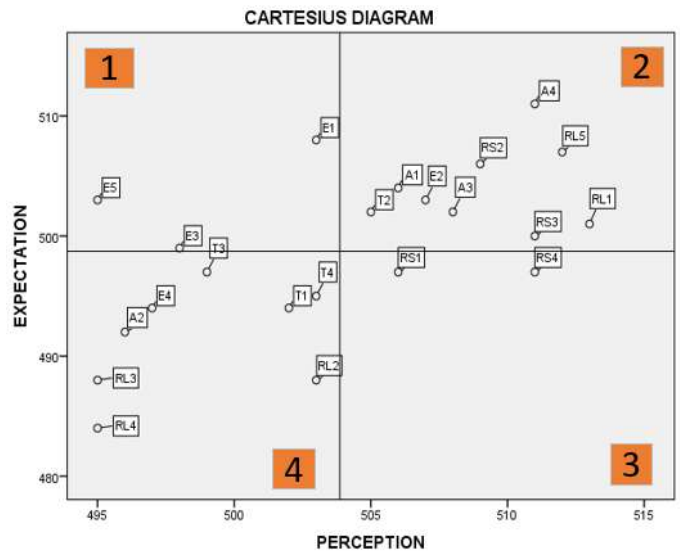
**Figure 4.** Wine Tourism Attraction Model

Based on that description the model of the wine tourism project could be duplicate in the terms of any product that have the cycle from land to the table, have the infrastruce ready to received tourist and create activities that including the senses to the activities. Refer to similar business in Bali this model could be develop to chocolate production company, other beverages company such as brewery, arak, food factory and many other businesses.

Parasuraman & Berry et al. (1988) build a model of service quality based on five fundamental dimensions. These dimensions consist of 1). Tangibles: This element refers to everything tangible and affects the quality of service to customers. 2). Reliability: This element refers to the company's ability to provide services accurately to its customers. At this stage, the company's products and services can be accessed by customers anytime and anywhere. The company offers itself at all times to customers. 3). Responsiveness: This element refers to the company's actions in responding to customers promptly. This level of responsiveness can be tested with questions, such as how much the company's curiosity is at the level of difficulty experienced by its customers, how capable the company to help customers get out of the problem, and how responsive the company is to complaints, and customer complaints, and so on. 4). Assurance: This element refers to the company's ability to foster trust in the customer's eyes through the friendliness and knowledge of the staff in service. 5). Empathy: This element refers to the company's attention to its customers. The service quality using Servqual used on this project to be able to identify the level satisfaction of tourists that experience the packages and the element that need to be improved in PT Hatten Bali. The gap on the indicator of dimension are shown in the **Figure 5: Gap performance** In the data on Respondent's Expectation VS Perception Gap of Service Quality by Dimension there is 2 minus point indication on the gap from customers point of view. The Gap is in the dimension of empathy on the indicator staff deliver attentive service with the gap rasio are (0.03), the second gap are in the time arrangement of the program are good with the gap rasio are (0.05).



Source : Data processing  
**Figure 5.** Gap Performance



Source : Data processing  
**Figure 6:** IPA Cartecius

In **Figure 6**, it can be seen that the dimensions in Quadrant 1 the area of concentrate Here; E1 staff are deliver attentive service, E5 time arrangement on the program are good and in border line E3 guest request are taking consideration. This quadrant show the nesesity to ensure the element are taking care of as it became the tourist high expectation and perseption. Eventthogh this 3 elemen are show in quadrant 1 however if we are looking at the mean by perseption that show in Table 17 the average of Empathy element are equal figure 4.55 perseption and expectation. In Quadrant 2 the area of keep up with the excellent work; A1 staff are worker in profesional manner, A3 staff are very kind, A4 staff are knowledgable, E2 staff are polite and friendly, T2 facilities of the program are well maintain, RS 2 all information about program are well infrom, RS3 excelent service are deliver, RL1 program is really interesting, RL 5 program are run in profesional manner. All the element shows in the quadrant 2 are things to maintain as the performace already meet the tourist expectation. Quadrant 3 is the area of possibly overkill; RS1 booking process respond are quick and all question are address and Rs 4 staff are respond on guest request located in boarder line. The element in this quadrant not to focus on by the PT Hatten Bali as is already pass the expectation and it shows how well is the system booking that currently running. In Quadrant 4 the area of the Keep up with the excellent work

meaning low priority; A2 proses payment are quick and easy, E4 staff understand on quest need, T1 facilities are suitable with the program, T3 staff uniform are clean and tidy, T4 promotional material is in good and very informative, RL 2 service deliver as its promise, RL 3 price are value for money, RL 4 booking process are easy.

## Simpulan/ Conclusion

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.

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