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POTENCY AND DEVELOPMENT OF ECOTOURISM OF BUTTERFLY PARK IN SESANDAN VILLAGE, TABANAN REGENCY

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ABSTRACT. Purpose of this research is to identify 11 potencies and development of Butterfly Park in Sesandan Village, Tabanan Regency. Data of this research were collected through observation, in depth interview, and questionnaires. The findings showed that the butterfly park in Sesandan Village has 4 (four) tourism components namely attraction, accessibility, amenity, and ancillary (4 A). Those components should be developed so that the number of visitors to the village could increase. The development includes some strategies such as Strength-Opportunities Strategy which include development of small scale tourism, alternative tourism and sustainable tourism. Weakness-Opportunities Strategies which include the development of human resources in Sesandan Village on knowledge and skill in tourism. Strength-Threats Strategies, which include keeping and increasing the security of Sesandan Village and by doing benchmarking to the more-developed destination. Weakness Threats Strategies which is done by preserving the ecosystem of the butterfly to keep the balance of the nature and to enlarge the area of the conservation so that it becomes more attractive to be visited.

KEY WORDS: Butterfly Park, Sesandan Village, Ecotourism, SWOT Analysis.

POTENSI DAN PENGEMBANGAN EKOWISATA TAMAN KUPU-KUPU DI DESA SESANDAN, KABUPATEN TABANAN

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ABSTRAK. Tujuan penelitian ini adalah untuk mengidentifikasi potensi dan pengembangan taman kupu-kupu di Desa Sesandan, Kabupaten Tabanan. Teknik pengambilan data dalam penelitian ini dilakukan melalui observasi, wawancara mendalam, dan kuesioner. Hasil dari penelitian ini menunjukkan bahwa taman kupu-kupu di Desa Sesandan memiliki komponen 4 A seperti atraksi (attraction), aksesibilitas (accessibility), unsur penunjang pariwisata (amenity) dan kelembagaan (ancillary). Komponen-komponen tersebut harus dikembangkan supaya jumlah wisatawan yang berkunjung ke Desa Sesandan meningkat. Pengembangan taman kupu-kupu melalui beberapa strategi yaitu Strategi Strengths-Opportunities yang meliputi pengembangan pariwisata yang berskala kecil, pariwisata alternative dan pariwisata yang berkelanjutan. Strategi Weaknesses-Opportunities yang meliputi pengembangan sumber daya manusia Desa Sesandan baik pengetahuan dan keterampilan di bidang pariwisata. Strategi Strengths-Threats meliputi peningkatan keamanan Desa Sesandan dan dengan melakukan studi banding ke daerah yang lebih maju. Strategi

Weaknesses-Threats melalui menjaga ekosistem kupu-kupu supaya alam ini tetap seimbang dan dengan memperluas tempat konservasi kupu-kupu supaya lebih menarik pengunjung.

KATA KUNCI: Taman kupu-kupu, Desa Sesandan, Ekowisata, Analisis SWOT.

INTRODUCTION

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Tourism has been one of the major economic and social phenomena of the twentieth century. Only a small group of people at the beginning of the century enjoyed the activity of tourism, but now it had become a mass phenomenon in the developing and developed countries. 6
As a result of the rapid expansion of tourism sector, traditional and emerging tourism destinations are facing increasing pressure on their natural, cultural and socio-economic environments. 3
Some development trends in tourism include: increased market segmentation; development of new forms of tourism, especially those related to nature, wildlife, rural areas and culture; and introduction of new programs in traditional package tours. Tourists' motivations and behavior are characterized by a more selective choice of destination, a greater sensitivity to the environment, traditional culture and local people at the destination.

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Tabanan regency is one of the regencies in Bali Province that is famous for its beautiful nature such as beaches, mountains, lakes and rice fields. Apart of this regency is rice field so it is called as the centre of rice in Bali. Some famous tourist attractions in Tabanan regency are Tanah Lot Temple, Lake Beratan, Bedugul Botanical Garden, Jati Luwih Village, and so forth. Its location is quite strategic because it is just 25 km to the capital city of Denpasar. Its area is 839.33 Km² or 14.90% from the total area of Bali Province which is 5,632.86 Km². In size this regency is the second largest in Bali Province (Monograph of Sesandan Village).

Sesandan Village is a village located in Tabanan Regency. There is a butterfly park with an area of one hectare and has various types of insects that are not harmful to humans, even they are beneficial to maintain the balance of nature. The butterfly park was opened and inaugurated on December 17, 1996 by Mrs. Asiawati Oka, Head of the Bali Province PKK Team. The development of the park was inspired after the holding of the 17
International Butterfly Conference which was held on 24-27 August 1993 in Ujung Pandang. The butterfly park is managed by the Kupu-Kupu Taman Lestari Ltd.

Butterflies are one of the wildlife species of insects having beautiful color and shape of wings. For nature, butterflies have an important value that is a pollinator in the process of fertilization of flowers. Ecologically, they contribute to the balance of ecosystem

and enrich the biodiversity. Economically, butterflies have a high selling value and as a recreational object. This economic value make many foreign tourists hunted butterflies to enjoy their beauty in the wild nature or as collection and for scientific need.

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Based on the data of Tourism Office of Tabanan Regency (2011), the number of tourist visits to the butterfly park from 2006 to 2011 is as follows: in 2006 tourist visits as many as 5,343 people, in 2007 were 6,315 people, in 2008 were 7,293 people, and in 2009 were 10,941 persons. In 2010, however, there was a decrease of 0.90% to the number of 10,843 people, in 2011 also decreased 66.61% to the number of 6,508 people. Based on those decline tourist visit to butterfly park, then this paper is intended to identify the potency and determine some development strategies of the butterfly park in Sesandan Village, Tabanan Regency so that the number of tourist visit will increase in the future.

LITERATURE REVIEW

Sustainable Tourism Development

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According to the World Tourism Organization (WTO:2002) sustainable tourism development is tourism that can meet the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems. Harris, et al. (2002: 36) defined sustainable tourism as well-developed tourism continuously, not destroying nature and can provide economic benefits indefinitely. Sorensen (1997:262) defined sustainable tourism as a form of tourism that supports and encourages the continued survival of indigenous cultures while impacting the environment as little as possible. ⁹
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Ardika (2003:7) mentioned the development of sustainable tourism related to efforts to ensure the natural, social and cultural resources that we use for tourism development in this generation are preserved for future generations. Such preservation can provide the life span to every citizen that is interested and able to work in culture and tourism sectors.

Ecotourism

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The Law of Tourism Republic of Indonesia No. 10 Year 2009 stated that the implementation of Indonesian tourism is to preserve the natural and environmental sustainability. ¹⁰
The Ecotourism Society (TIES) defines ecotourism as a responsible travel that conserves natural environments and sustains the well-being of local people. (TIES, 2000 in Damanik & Weber, 2006: 37). Furthermore, Fennell's, (1999) in Swarbrooke, at al. (2003:21) ⁴

defined ecotourism as a sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be of low impact, non-consumptive, and locally oriented (control, benefits, and scale). Inskeep (1991:288) described that park is a form of ecotourism so its development should examine the infrastructure of road, water supply, electric power, sewage and solid waste disposal, and telecommunications.

METHODOLOGY

This research is located in the butterfly park in Sesandan Village, Tabanan Regency. It is approximately 10 km from Tabanan City. Data of this research are primary and secondary data. To obtain accurate data, researcher used some techniques such as observation, in-depth interviews and documentation. Observation is done to see the tourism potential owned by Butterfly Park. In-depth interview is done by interviewing the informants who know about the butterfly park. Documentation is in the form of pictures / photographs of the natural condition and the environment of the butterfly park. Informants in this research consist of village leaders and officials, and government (Department of Culture and Tourism). Selection of informants is done by using purposive sampling approach. According to Riduwan (2007: 62) purposive sampling is done by choosing the people who have the same characteristics with the sample or the people who have well information about the butterfly park in Sesandan Village. To determine the development strategy of the butterfly park, the data is analysed by using Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis. It is the analysis of the internal factors (strengths and weaknesses) combined with the external factors (opportunities and threats) in order to determine the development strategy of the butterfly park (Rangkuti, 2002:19).

FINDINGS AND DISCUSSION

I. Potency of the Butterfly Park

Based on the observation done by the researcher in the butterfly park, it was found that the butterfly park in Sesandan Village, Tabanan Regency has potentials to be developed as ecotourism because it has fulfilled four important components of the destination. According to Cooper (1993:54) those four components are called 4 A concepts which include accessibility, amenities, attractions, and ancillary.

1. Accessibility

Accessibility is an important factor that must be possessed by every object or tourist attraction because it facilitates tourists to the tourist destination. Based on the observation in the field

that the road (access) to the butterfly park is wide and good enough; it can be passed by various types of vehicles. The entrance to the butterfly park from Batukaru main road, Sesandan Village is about 5 meters away. Based on the physical condition and the existing road infrastructure is good enough so that tourists visiting the object feel safe and comfortable. The road from Batukaru to Sesandan Village has a width of about 10 meters is also quite good and paved so it can be easily passed by various types of vehicles coming from the city of Tabanan and Penebel District.

2. Amenities

Supporting facilities (amenities) is one of the supporting factors for the successful development of tourist destinations. If it does not exist, the destination will be very difficult to be developed. Those supporting facilities are the following:

- Bathroom and toilet

The butterfly park has facilities such as showers and toilets. This facility is adjacent to the parking lot and its condition is quite good, but the water tap is open so the water is flowing although it is not in used. Under the wash basin there is some garbage and hoses that are placed carelessly so that they look dirty. The bathroom sometimes is not equipped with toilet paper and hand washing soap. This indicates that the bathroom facilities are not in good standard yet.

- Electric power

The electric power of butterfly park, Sesandan Village, Tabanan Regency was supplied by State Electricity Company (PLN). The electricity is distributed to the communities in order to meet the needs of households and industries in the village.

- Telecommunication

The butterfly park is equipped with complete telecommunication system such as telephone, internet, television, radio, print and electronic media. The function of communication media is as a medium of information and promotion of the butterfly park so it can be known by tourists.

- Water supply

The butterfly park and residents of Sesandan Village had water supply from State Water Company (PDAM).

- Parking lot

One of the important supporting facilities for tourist destination is the parking lot. The butterfly park has a parking lot but it is not so wide and has not been shipped.

- Souvenir shop

There is a souvenir shop around the parking lot which sells key chains and wall decoration which is made from various types of dead insects in the butterfly park. Tourists who buy those souvenirs are given a certificate to be brought to their countries.

- Cafeteria

Cafeteria is an important supporting facility in tourist destinations where tourists can take a break after walking around seeing butterflies and insects.

3. Attractions

The butterfly park has various types of insects such as:

- Butterfly

Some types of butterfly in the butterfly park are: 1) *Chetosiachypsea* (the Bali lace wing), family: *Nymphalidae*, status: unprotected butterfly, remark: male and female has same color but the female has larger wing; 2) *Papiliomemnon* (the great mormon), family: *Papilionidae*, status: unprotected butterfly, remark: male is black dusted with blue but female is polymorphism and many forms; 3) *Triodes Helena* (the common birdwing), family: *Papilionidae*, status: protected butterfly, remark: male is small yellow but the female is dark brown with white and yellow spot; 4) *Papilioperanthus* (the Bali peacock), family: *Papilionidae*, status: unprotected butterfly, remark: male and female has the same color but the female's wing is larger, as well as other types of butterflies.

- Grasshoppers

Grasshopper is a type of leaf-eating insects, which has a length of about 15 centimetres and has a green and brown colour. Its Latin name is *Eurycnema stick* or stick insect. Besides butterflies and grasshoppers there are also other types of insects such as scorpions, tarantulas and beetles. Because these type of insects are dangerous so, they are placed in a square white glass approximately 15cm x 15cm so that the tourists can see them in the glass. As their food, the insects are given sugar cane cut in small pieces so that it is easy to be eaten.

- Butterfly conservation

Tourists can see several phases of the butterfly life cycle such as egg phase, larval phase, pupa and imago (adult) phases. The appearance, roles, and activities of each phase are various. Butterfly eggs can be found beneath the surface of the leaves. Larvae or caterpillars are the feeding phases that usually eat the leaves of the plant. The larvae experience several times of moulting (release or changes of skin) or instar phase. The process of pupa is preceded by the moulting of the last instar. The new skin of pupae is still wet and soft but after a week the pupae skin will become harder. After the pupa phase is imago which is able to do copulation a

day after hatching (Article by Marini Susanti Haminudin, 2003). Downloaded at 22-01-2011, http://rudict.com/PPS702-ipb/07134/marini_susanti.htm. The size of conservation is about 3 x 3 meters.

- Insect aisle

In this aisle visitors can see different types of insects such as tarantulas and scorpions. These insects are placed inside the glass so tourists can see it through the glass. This tunnel has a length of about 20 meters and a width of about 1 (one) meter and is made of unique stalactite-like cement and powered by electricity so it provides a more beautiful view.

- Butterflies and insects museum

The area of the museum is approximately 10 x 10 meters and inside the museum there are various types of insects that have been preserved. Insects are placed in a glass frame so tourists can see it. Tourists can find out and learn about various types of insects. Several types of insects in this museum could be found throughout Indonesia and Asia and other countries in the world. Some of the insects are protected and some are not protected. This museum is the largest and most complete in the world with various collections of butterflies and other insects. (Interview with owner of butterfly park, Mr. Arbaimun, 2012).

4. Ancillary

Sesandan Village has an institutional structure of village governmental organization which is consisting of a Perbekel as the Head of the village, and assisted by seven Kelian Banjar Dinas (Head of Banjar Region), one secretary, seven head affairs and other organisations. Banjar is the smallest community association in the village. There are 1) Kelian Banjar Dinas Sandan Pondok, 2) Kelian Banjar Dinas Sandan Tegeh, 3) Kelian Banjar Sandan Dangin Yeh; 4) Kelian Banjar Sandan Lebah; 5) Kelian Banjar Sandan Dauh Yeh Baleran, 6) Sandan Dauh Yeh, 7) Sekartaji, 8) a Village Secretary. The seven heads of affairs are: 1) head of government affairs, 2) development, 3) finance, 4) social welfare and 5) head of general affairs, 6) and village government, such as: BPD, LPM, PKK Desa, PKK Dusun / Banjar. Other important institutions in Sesandan Village are health centre (Puskesmas), youth organization (Sekeha Teruna-Teruni), dance and gamelan organization (Sekeha Tari and Tabuh), farmers organization (*Subak*). (*Monograph of Sesandan Village*, 2006).

II. Development of Butterfly Park

In determining the development strategy of the butterfly park is by using SWOT analysis. It starts from introducing the strengths and weaknesses of the butterfly parks, and then they are combined with the opportunities and threats as the following table:

Internal External	Strengths (S) 1. Natural beauty 2. Various types of insects 3. The existence of the supporting facilities. 4. Accessibility 5. The existence of a butterfly museum	Weaknesses(W) 1. Butterfly conservation size is less wide 2. The distance of butterfly park is far 3. Less promotion and cooperation 4. Low human resources 5. Access roads and the parking lot has not been paved
Opportunities (O) 1. Development of ecotourism 2. Policy of government to the butterfly park 3. Information technology & communication 4. Bali tourism image good. 5. The existence of regional autonomy.	S-O Strategy 1. Development alternative tourism 2. Development sustainable tourism. 3. Economic upgrades community	W-O Strategy 1. Improving the quality of human resources 2. Increased facilities and infrastructure. 3. Increased cooperation with travel agent and promotion
Threats (T) 1. The safety condition of Bali 2. The terrorist threats. 3. The global economic crisis. 4. National and global political conditions 5. The travel warning 6. The waste issues.	S-T Strategy 1. Improved security of destination and Bali 2. Maintain cleanliness of the environment at destination 3. Comparative study with the more developed areas	W-T Strategy 1. Maintain the ecosystem. 2. Expand the butterfly conservation.

Source: *Data Analisis*, 2012

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Based on the internal factors (strengths, weaknesses) and external factors (opportunities and threats) will produce some development strategies such as the following:

1. **Strength-Opportunities (S-O) Strategy;** a strategy that utilizes the strengths and opportunities of the butterfly park as follows:
 - a. Development of alternative tourism that uses small scale tourism because it is more friendly to the environment (nature) such as ecotourism and agro tourism.
 - b. Development of sustainable tourism that can be inherited to next generations.
 - c. Increase the economy of the community to improve their quality of life and reduce unemployment in the village.
2. **Weakness-Opportunities Strategy (W-O);** a strategy that minimizes the weaknesses and maximize the opportunities, as the following:
 - a. Improving the quality of human resources by conducting both formal and informal education and training in tourism.

- b. Improving the tourism facilities and infrastructures so that butterfly park area has an international standard so that visitors feel comfortable.
 - c. Increase the cooperation with tourism actors such as travel agents, guides, hotels because they are the partners that can sell Butterfly Park to tourists.
- 3. Strength-Threats Strategy (S-T);** a strategy that uses the strengths to overcome various threats or obstacles, as follows:
- a. Improving the security in the butterfly park by optimizing the role of traditional security (*Pecalang*), local security (*Hansip*), and the police so that visitors feel safe and comfortable.
 - b. Maintaining the hygiene of the environment in Sesandan Village and in Butterfly Park by planting trees so that the environment is more beautiful and healthy in order to reduce the negative impact of global warming, and finally the tourists will visit the butterfly park.
 - c. Conducting a comparative study or benchmarking to more developed destination to get various information to improve the butterfly park.
- 4. Weakness-Threats Strategy (W-T);** a strategy that minimizes weaknesses to avoid threats that include the following:
- a. Maintain the ecosystem of the butterfly park in order to maintain the natural balance. Butterflies also help pollinate the flowers and keep the biodiversity. Butterflies also as a media of research by experts because it can serve as a good or bad indicator of an environment, so that butterflies have an important role on the environment.
 - b. Extending the conservation area so that the population of butterfly can be accommodated more in the park so that more visitors will come.

CONCLUSIONS

The Butterfly Park in Sesandan Village is supported by 4 A components: accessibility, amenity, attraction and ancillary. The attractions are natural beauty, various types of butterflies, insects, butterfly conservation, insect aisles and butterfly museum. The strategy of development is done by utilizing various strengths and weaknesses owned by Butterfly Park and various opportunities and threats from outside. Strength-Opportunities (S-O) strategies include development of small-scale tourism, sustainable tourism development, and improving the economy for the community. Weakness- Opportunities Strategy (W-O) includes improving the quality of human resources by providing education and training of tourism to the community. Strength-Threats Strategy (S-T) includes increasing the security in Butterfly Park and Bali in general. Weakness-Threats Strategy (W-T) by maintaining the

ecosystem of Butterfly park to maintain the balance of nature because the butterflies help pollinating the flowers. It is also by expanding the conservation of butterflies so that it could accommodate more butterflies.

It is suggested that all sectors (government, private, and society) in Tabanan Regency develop the ecotourism in Sesandan Village. The government needs to improve and develop the infrastructure, make promotion and cooperation with private tourism actors. The education institution helps to educate the local people to be skilled human resources. Thus the number of tourist visits and the economy of Sesandan Village community increase.

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