



Marine tourism development strategy as a main priority in sanur tourism area

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ABSTRACT

This research will examine what factors attract tourists to carry out marine tourism activities in the Sanur Tourism Area. Using a qualitative approach, which in this study also intends to understand the phenomenon that actually occurs in increasing tourist visits with marketing strategies in Sanur. Selection of informants is based on position, knowledge possessed and data obtained from sources by describing phenomena related to the topic. In research using purposive sampling method. Where the results of this study are empirical reality showing that the tourism object in the Sanur area as a tourist resort still has a charismatic attraction (taksu) for all visitors from the homeland (archipelago tourists) and visitors from all over the world (foreign tourists). Attraction Factors, Amenities.

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INTRODUCTION

Tourism is one of the new industries capable of providing rapid economic growth in terms of employment opportunities, income, standard of living and in activating other production sectors in tourist receiving countries (Putri & Putri, 2022). The economic aspect is an aspect that is considered important and gets the most attention in the tourism sector because people incur costs to travel, while the areas visited by tourists can receive money from these tourists through people who provide transportation, provide various services, attractions and so on (Yakup, 2019). This economic advantage is one of the goals of tourism development. The Sanur area in South Denpasar is a tourist area that relies on cultural and maritime tourism. Picard (2006) states that Sanur became known after being visited by foreign artists, including American dancers and photographers Katharine and Jack Mershon; Hans and Rolf Neuhaus are brothers from Germany, who opened an aquarium with an art gallery. In addition, the Belgian painter Adrien-Jean Le Mayeur de Marphes married a beautiful dancer, Ni Pollok, and then settled in Sanur. This area is famous for the beauty of the sunrise, but the main attraction of Sanur is the beauty of the coast which has white sand, sea views, both landscapes and underwater nature. The rapid development of Sanur sometimes also has a negative impact. One of the negative impacts found by Anggreni (2021) such as (a) prostitution, which cannot be denied as a result of the increasing number of people visiting the Sanur Beach area with various interests, (b) alcohol, one of the consequences of the arrival of tourists to Sanur Beach, especially those from western countries,

the pull factors, namely first, activities available at the destination, both travel facilities and infrastructure, and finally, environmental quality. budget for meals and accommodation, cultural and historical attractions, handicraft attractions, upscale facilities, local communities, and outdoor recreation opportunities. This opinion is not much different from the opinion of You et al (2000: 16) regarding the dimensions of the pull factors, namely first, activities available at the destination, both travel facilities and infrastructure, and finally, environmental quality. budget for meals and accommodation, cultural and historical attractions, handicraft attractions, upscale facilities, local communities, and outdoor recreation opportunities. This opinion is not much different from the opinion of You et al (2000: 16) regarding the dimensions of the pull factors, namely first, activities available at the destination, both travel facilities and infrastructure, and finally, environmental quality.

RESEARCH METHOD

Research on Marine Tourism Development Strategy as a Top Priority in the Sanur Tourism Area uses a qualitative research design. Moleong (2010) emphasized that qualitative research uses a scientific background that aims to interpret phenomena that occur and is carried out using various methods such as interviews, observations and utilization of documents. In this study also intends to understand the phenomenon that actually occurs in increasing tourist visits with marketing strategies in Sanur. Selection of informants is based on position, knowledge possessed and data obtained from sources by describing phenomena related to the topic. In research using purposive sampling method. In this study, the writing used was the percentage of data obtained, namely, writing research data based on in-depth interviews, observations with subjects and significant others (Poerwandari, 1998). The process starts with the data obtained from the subject and significant others, read repeatedly so that the author understands the problem correctly, then analyzes it, so that an overview of the subject's appreciation of the experience is obtained. Furthermore, an overall interpretation is carried out, which includes all conclusions from the research results.

RESULTS AND DISCUSSIONS

Advantages of Sanur Tourism Area Destinations

Sanur is one of the oldest areas in Bali, and the first to have a resort. Sanur began to be visited by tourists since the 1930s. The beginning of the development of the coast of Sanur due to the presence of foreign artists. Among them are a couple of dancers and photographers from America, namely Katharane and Jack Marson, brothers Hans and Rolf Neuhaus from Germany, and they both opened an art gallery in Sanur, and a painter from Belgium, namely Adrien-Jean Le Mayeur de Marphes, who now has several results. his work is still stored in the Museum "Lemayeur" located on Sanur Beach, and is still standing strong today. In 1963 the first President of the Republic of Indonesia namely Ir. Soekarno officially opened the "Grand Bali Beach Hotel" with a total of 300 rooms at that time and is still standing strong today. The main attraction of Sanur is the beauty of the white sand. Ocean views both landscape and underwater beauty. This beach is also very important for the continuation of social activities such as religion and culture. Besides that, Sanur beach is also famous for the beauty of the rising sun, which as a whole looks like in the following picture:



Figure 2. Hotel Bali Beach and the sunrise in Sanur

Some of the advantages of Sanur Tourism Destinations, tourists will be able to plan their tour trips to DTW Sanur. The role of Sanur DTW information is very important. Through prior travel planning, tourists obtain a number of important information to develop their travel plans. In this case, the information available to tourists can influence various aspects of their decision making, especially their decision to visit (Komalasari et al, 2019). As such, social media helps travelers to search, organize, and share their travel memories and experiences via blogs (e.g. Blogger and Twitter), online social networks (e.g. Facebook, RenRen and Trip Advisor), media sharing sites (e.g. Flickr and YouTube).), social bookmarking sites (eg Delicious) and other means (Nurdianisa et al, 2018). Every day Millions of people join travel blogs and websites to share travelers' travel experiences. Thus, blogging plays an important role in the process of tourism production and consumption. Furthermore, the Web-based platform enables 'real-time' recording and sharing of travel experiences (Rusata, 2019). As such, travel blogs and websites are forms of word-of-mouth (WOM) communication that allow travelers to gain insight from other travelers (Wibawanto, 2016).

Transportation capital also has an important role in the transportation process, especially interactions between regions and regions. Azis (2018) mentions the interaction between two different places in terms of land use, one must decide in what way to connect the two areas. If you can use a telephone connection and correspondence, then you don't need a trip, but if someone needs a physical presence in the area, that's where the selection of the mode of transportation that person should use, whether walking or using a vehicle.

The transportation network is also an element forming a residential environment for humans in their activities. The Ecistics theory put forward by Doxiadis (1968), states that in addition to transportation that forms natural (nature), man (human), society (community), shell (house/residential), and the last is a network (network) which also includes transportation network. Systematically these five ecistic elements form an environment in which humans live. Nature (natural) is a place for humans (man) as individuals to live in it and form a community. The formation of humans in nature forms a social group (society), which of course requires a shelter (shell) for them to live. Shells are growing, getting bigger and also getting more complex, so you need a network. Based on this, in principle a human dwelling consists of content and place, both humans as individuals and humans as a society. Astuti et al. (2006) explained that the ecistic elements are the physical expressions of a community that is organizationally hierarchical related to one another.

Tourists always feel interested in looking back at what they have done for the pleasure they once had. Communities and stakeholders involved in tourism industry activities are always creative and innovative in terms of attractive branding to offer our guests (tourists), so that visitors (tourists) see it as something exotic about people's lives that are still firmly holding on to their traditional life. This factor is a requirement expected by tourists in enjoying their travel

visits. Therefore, both internally and externally affect at least the length of time they stay in the country they visit.

First, optimizing the potential of natural tourism objects in the Sanur beach area. As we all know that the Sanur beach area as a tourist attraction, is not only known by visitors to the local community in Bali. However, also from domestic tourists and foreign tourists (tourists). . Sanur and the beach area owned as a tourist object are already global or worldwide. Today, the Sanur beach area is ranked as the second most beautiful beach in the world. The designation as the number two most beautiful beach area in the world should be interpreted that behind this statement, of course, raises questions related to the Sanur beach area as a global tourist attraction. can be expressed both from the point of view of empirical reality and non-empirical reality.

According to Zulkarnain & Raharjo (2022) the view is that the pattern of relationships that occur between tourists (tourists) and the community receiving tourists (hosts) shows the characteristics of the pattern of relationship, including the following: (1) The relationship between tourists and the receiving community is basically impermanent and not repeated, (2) The relationship is always oriented towards an immediate satisfaction for both parties, (3) The relationship is asymmetrical, (4) the main purpose of tourist trips is realized from a desire to see everything in a relatively short period of time. short, and (5) Communication and transportation network relations are more effective and efficient because they are supported by advances in science and technology (IPTEK). This phenomenon then abolishes boundaries (barriers) between regions and between countries. People and goods can freely and easily enter and leave because all barriers (barriers) can be overcome by these technological advances. The sophistication of this digital technology has changed the mindset of life. humanity in the current era of globalization. The problems that always arise before us are challenges and opportunities in the free market economic arena as ideas formulated by neoliberal capitalism. The problems that always arise before us are challenges and opportunities in the free market economic arena as ideas formulated by neoliberal capitalism. The problems that always arise before us are challenges and opportunities in the free market economic arena as ideas formulated by neoliberal capitalism.

Maritime tourism (maritime/marine tourism) is one of the natural tourism objects that attracts a lot of attention from visitors, both foreign tourists (tourists) and domestic tourists (domestic), as well as local community visitors. Therefore, attractions related to marine tourism are optimized as much as possible in the following ways: (1) providing excellent service to foreign tourists (tourists) with a friendly and polite attitude, (2) creating friendly and harmonious relations between tourists with the service provider community. Tourists need equipment to carry out these attraction activities, (3) there is a relationship that expects each other from both parties, between tourists who need facilities and facilities used for attractions at sea and the community providing facilities and facilities for these attractions, (4) there is a balance between the costs incurred and the level of satisfaction obtained by tourists from these attractions. the service provider for the facilities and infrastructure, the fee received is in accordance with the operational costs and the manpower devoted to it. Therefore, this attraction activity is a recreation that is in demand by tourists, so both parties are actually mutually beneficial to each other, (5) tourism promotion must be carried out intensively in several countries to introduce attractive tourist objects to be visited by tourists, (6) attraction activities require several types of equipment, but it really depends on the choice of attractions that are in demand and desired by tourists and (7) for community members, including tourism stakeholders, they must always maintain and preserve the quality of the tourist environment so that it remains beautiful. The equipment includes the following: (a) traditional sailing boats (jukung), (b) diving equipment, (3) canoe boards, (4) snorkling, and (6) equipment for fishing.

All of these attraction activities must be supported by sea water in normal conditions of tides and sea waves (waves). Therefore, natural factors related to the state of sea water are the determining factors whether tourist attractions can or cannot be carried out by tourists. The

entire series of attractions that are held on the surface of the sea is called watersport. This type of watersport activity is only focused on sports activities in sea water but this activity is combined with recreational elements in it. This condition is different from traditional sailing boats (jukung) which are fully used to meet the needs of traveling around the Sanur beach area. The types of watersport that are in demand and allowed for the tourist area of Sanur beach by tourists, such as surfing, daving, snorkeling, and canoeing. Other types of watersport, such as jetsky and parasealing are prohibited because they can damage marine life, such as coral reefs, seaweed, and are also dangerous for people doing diving and snorkeling. For seawater sports activities, this was moved and centered in the Tanjung Benua zone, bearing in mind that the seawater conditions at this location are deeper so that this recreation is full of challenges and courage for sports lovers to be able to do it in that location zone. Optimization of the potential for cultural tourism objects in the life of the community in the Sanur tourist area. According to Geriya (1996) tourism in Bali reflects a pattern of cultural tourism because in essence it involves various aspects related to the socio-cultural culture of Balinese people's lives, such as: the natural environment, the arts , religion, economics, and socio-cultural patterns of community life itself. If the socio-cultural culture of people's lives in this region, their daily activities are still based on peasant civilization and Hinduism. These two civilizations gave birth to local cultural wisdom as a role model and guide for social life. certain socio-cultural aspects must be maintained and preserved in order to continue to exist because they are seen as an order of noble values. Although the dynamics of people's lives are continuously faced with the process of development and growth as a result of the encouragement of scientific and technological advances (IPTEK). Exotic stuff, whether it concerns the beautiful natural panoramic environment or aspects of people's lives that show unique (typical) characteristics. This condition is a potential tourism product that can be optimized to attract visitors. So that the number of visitors can increase every year. This potential can be optimized by means of online promotional media (online promotion) so that online travel can access quickly and easily. Likewise, it can be done in the form of packaged tour packages, so that tourist visits to the desired tourist objects can be more economical, efficient and effective in terms of cost and time, but the quality of tourism really gives a sense of security, comfort and incomparable satisfaction. . So that the number of visitors can increase every year. This potential can be optimized by means of online promotional media (online promotion) so that online travel can access quickly and easily. Likewise, it can be done in the form of packaged tour packages, so that tourist visits to the desired tourist objects can be more economical, efficient and effective in terms of cost and time, but the quality of tourism really gives a sense of security, comfort and incomparable satisfaction. . So that the number of visitors can increase every year. This potential can be optimized by means of online promotional media (online promotion) so that online travel can access quickly and easily. Likewise, it can be done in the form of packaged tour packages, so that tourist visits to the desired tourist objects can be more economical, efficient and effective in terms of cost and time, but the quality of tourism really gives a sense of security, comfort and incomparable satisfaction. .

Geriya (1996) further revealed that villages in the Bali region are not entirely touched by tourism. Therefore, among tourism-related villages, three types of categories are distinguished as follows: (1) supporting villages, (2) visiting villages, and (3) domicile villages. The tourist area of Sanur Village is included in the third category, namely domicile village. In addition, this tourist area is developing as a tourist resort because it shows different characteristics. The difference is reflected in factors, including: (1) types of tourists, (2) types of accommodation, (3) interaction and social distance between local residents and tourists, (4) the process of development in tourism, and (5) the effect arising from tourism.

Based on these characteristics, the types of tourists domiciled in the Sanur tourist area can be classified as institutionalized tourists because most of them are organized mass tourists. Tourist groups prefer places to stay in international standard hotels with lifestyles relatively

separate from the lives of local people. Therefore, tourists who live in the Sanur tourist area are more exclusive, so that the level of interaction intensity and social distance between tourists and community members. It needs a process of time needed so that it can develop gradually so as to allow the availability of time and experience to adapt to the environment of community development. The implication, participation in the sense of citizen involvement, both individually and collectively at the village/kelurahan level are developing simultaneously related to the economic, socio-cultural, physical development sectors, employment opportunities and opportunities, and so on. If this refers to adaptation patterns and the potential to benefit from tourism development. According to Geriya (1996) stated that this pattern was caused by the initiative to develop business units starting from the village level. Furthermore, through village units there was rapid development, so that the village became a development unit at the village/kelurahan level. Likewise, at the village/kelurahan level it becomes the basis for managing and driving development efforts that cover all aspects of people's lives to improve their welfare. Besides that,

Efforts to develop tourism in the Sanur tourist area, in order to optimize the potential possessed by the community which can be carried out through the Sanur Village Festival (Sanur Village Festival). One of the tourism activities packaged in the form of a festival is to revive the image of tourism in this area which had slumped as a result of the Bali bombings I (2002) and Bali II bombings (2006) in the past. The Sanur Village Festival is based on a vision and mission to attract the sympathy of tourists to visit the tourist area of Sanur. This activity is held once every year, and is supported by three service villages, namely Sanur Village as the main village, Sanur Kauh Village, and Sanur Kaja Village. Long ago before the expansion, the community is more familiar with Sanur Village as well as with a very famous tourist area called Sanur beach. Moreover, domestic tourists (archipelago) every long holiday are sure to be busy visiting the tourist attractions of Sanur beach. Especially domestic tourists who are close to the island of the Gods and the inter-city transportation network between provinces runs smoothly and without any obstacles. Such as Bali, Java + Madura, Sumatra, Lombok and Flores. In addition, in the Province of Bali it is often used as the host of events (meetings) both on a National, Regional and International scale.

In line with the activities of the Sanur Village Festival which has been going on since 2006 until now. In 2016 it has entered the 11th Sanur Village Festival. So the festival is still regularly held every year with the peak of activities in August. The location of this activity is centered on the Sanur tourist area, namely the Sanur beach tourism object. The themes that cover the activities of this festival are also different every year in its implementation. The 1st-3rd SVF (2006-2008) with the main theme is Going Green. Then The 4th SVF (2009) took the theme of Marine Life, next the 5th SVF (2010) the theme of Saha Nuur, the 6th SVF (2011) the theme of Flower Fiesta, the 7th SVF (2012) the theme of Salampah Laku, 8th SVF (2013) theme about Segara Giri,

The 11th Sanur Village Festival (2016) has new participants who have registered to participate in the festival, namely the Bali International Triathlon and The World Heritage Forum. The participation of the two world institutions in the Sanur Village Festival (SVF) event has increased the number of participants. , as well as the more crowded the event. As one of the events whose idea was initiated by community leaders in Sanur, it was an event created by the largest local community in Bali. Therefore, this event was packaged in such a way as to attract more than 80 thousand spectators during last year's festival. At this time, there were more than 100 performances over 5 days, so tourists (foreign and domestic) felt no doubt that this program would be extraordinarily festive this year. Apart from that, the favorite icons of the festival activities are also added to the culinary food festival (kulinaerfood festival), Small and Medium Enterprises (UKM), bazaars, and music performances by local and national artists, International Kite Festival, body *painting*, and so forth. More community socio-cultural activities related

to community life which received support from community leaders, the Sanur Development Foundation, all members of the community. This includes stakeholders from tourism, government agencies from the Head of the Environment (hamlet), Sanur Village/Kelurahan, sub-districts and City Government of Denpasar. Traditional institutions are also involved, such as customary villages, banjar adat, seka Teruna-teruni, and community groups, such as fishermen, mangrove environmentalists, daving (diving to the bottom of the sea), surfing (surfers) and others. which causes the echo of the Sanur Village Festival (SVF) which is managed by the local Sanur community to go global (global).

Internal and External Factors in Optimizing the Potential of Tourism Objects in Sanur

In the previous language, it has been explained that optimization related to the potential of the Sanur tourist area only dominates or stands out, namely nature tourism and cultural tourism. These two types of tourism potential can be packaged innovatively to attract more tourist visits, both domestic and foreign tourists.) as well as foreign (foreign) tourists to visit this tourist area. In fact, this innovative packaging of these two potentials can be optimized in the form of an activity called the Sanur Village Festival (SVF). The environment of natural resources (SDA) and human resources (HR) is elaborated in an activity that better displays aspects of the cultural life of the community with local and exotic characteristics (indigenous people). Things like this must be revived (revitalized) in the form of new packaging, so that they have superior bargaining power and competitiveness compared to other tourist objects throughout the country and even in the world. It has a very large influence on tourist visits because it has a direct or indirect effect on the community's economic sector. Activities in the tourism sector, in addition to the community's economy stretching through various types of businesses (businesses) and services, but there are opportunities and opportunities to open jobs to reduce unemployment. Furthermore, in the following description to reveal more clearly about internal and external factors in an effort to optimize the potential of the Sanur tourist area as a potential tourist object in the future.

Internal Factors in Optimizing the Potential of Tourism Objects in the Sanur Area.

Mapping on internal factors, there are two interrelated poles, namely strengths and weaknesses in an effort to optimize the potential of tourism objects in the Sanur area. As previously explained, the Sanur tourist area has advantages and strengths including the following: (1) as a tourist domicile village (resort tourism) and tourists who are classified as institutionalized tourists because most of them are organized mass tourists. Therefore, the characteristics of these tourists are different from the characteristics of tourists in Kuta, Nusa Dua, Ubud and other areas. Tourists who live in Sanur prefer lodging (hotels) that are of international standard. In view of their social status, the group of tourists belongs to the elite class and are financially able. financially. In addition, these tourists are more exclusive, so they don't seem to mingle with the local population, (2) tourist accommodation facilities are very adequate as a place to stay during tourist visits in Sanur and Bali. Whatever needs tourists want are available, such as souvenir shops, art shops/galleries, transportation, restaurants, tour guides (guides), and (3) the excellence of Sanur beach tourism objects is a very enchanting natural panorama that has extraordinary and charismatic appeal. (tatsu). On Sanur beach, you can carry out various recreational and sporting activities, such as swimming, surfing, diving, snorkeling and so on. Lodging accommodation (hotels) are located close to the shoreline of Sanur beach, so tourists can immediately feel the Morning of The World. so that it does not seem to mingle with the local population, (2) tourist accommodation facilities are very adequate as a place to stay during tourist visits in Sanur and Bali. Whatever needs tourists want are available, such as souvenir shops, art shops/galleries, transportation, restaurants, tour guides (guides), and (3) the excellence of Sanur beach tourism objects is a very enchanting natural panorama that has extraordinary and charismatic appeal. (tatsu). On Sanur beach, you can carry out various

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Next, regarding the weaknesses in efforts to optimize the tourism potential of the Sanur area lies in several aspects including: (1) human resources (HR) for mastering foreign languages, especially English as a vehicle for communication with foreign tourists (tuorist) . However, in today's development it is also necessary to develop human resources (HR) in the ability to master

Mandarin, to welcome tourists from mainland China and other allied countries who make tourist visits to Bali, (2) tourist accommodation in the Sanur area is too densely integrated with residential areas that are close together, and (3) in the field of cultural arts the Sanur tourist area does not appear and grow the types of art that are presented to visitors,

External Factors in Optimizing the Potential of Tourism Objects in the Sanur Tourism Area.

Judging from external factors to efforts to optimize the tourism potential of the Sanur tourist area, empirical reality can be mapped which includes two problems, namely challenges and threats and opportunities and opportunities. Included in the challenges and threats (threatments), in the context of optimizing the potential of the Sanur tourist area are the problems faced including the following: (1) the flood of migrants who migrate to the Sanur tourist area. These immigrants can come from Indonesian citizens (WNI) and can also come from foreign citizens (WNA). These immigrants mainly work in the tourism sector in tourist accommodation as employees of hotels, villas, restaurants, souvenir shops/galleries, transportation, tour guides (guide), travel agents, services and so on. Apart from being workers, there are also migrants who set up companies (businesses) to invest in tourist accommodation, supermarkets, shops/artshops, stalls and others to provide the needs of visitors (tourists), and (2) As a result of the growth of accommodation in the tourist area of Sanur today its development is progressing very rapidly. The implication is that there is competition between tourism actors to get as many visitors (tourists) as possible, both when the guest visits are busy or quiet. These competitors do not only occur at the local, national, regional, and even at the international level. there are also migrant residents establishing companies (businesses) to invest in tourist accommodation, supermarkets, shops/artshops, stalls and others to provide for the needs of visitors (tourists), and (2) As a result of the growth of accommodation in the tourist area of Sanur today its development is running very rapidly. The implication is that there is competition between tourism actors to get as many visitors (tourists) as possible, both when the guest visits are busy or quiet. These competitors do not only occur at the local, national, regional, and even at the international level. there are also migrant residents establishing companies (businesses) to invest in tourist accommodation, supermarkets, shops/artshops, stalls and others to provide for the needs of visitors (tourists), and (2) As a result of the growth of accommodation in the tourist area of Sanur today its development is running very rapidly. The implication is that there is competition between tourism actors to get as many visitors (tourists) as possible, both when the guest visits are busy or quiet. These competitors do not only occur at the local, national, regional, and even at the international level. and (2) As a result of the growth of accommodation in the tourist area of Sanur, development is currently running very rapidly. The implication is that there is competition between tourism actors to get as many visitors (tourists) as possible, both when the guest visits are busy or quiet. These competitors do not only occur at the local, national, regional, and even at the international level. and (2) As a result of the growth of accommodation in the tourist area of Sanur, development is currently running very rapidly. The implication is that there is competition between tourism actors to get as many visitors (tourists) as possible, both when the guest visits are busy or quiet. These competitors do not only occur at the local, national, regional, and even at the international level.

Next, the opportunities and opportunities in an effort to optimize the potential of tourism objects in the Sanur tourist area include the following: (1) there are opportunities and opportunities to open the widest possible employment opportunities in the tourism sector. It is understood that tourism is an industry without a chimney, because what is said is that tourism travel from the country of origin to the country of destination and back to the country of origin is a very long chain. Therefore, this activity involves a lot of tourism stakeholders and tourist objects that you want to visit. Here many companies are involved so that they need workers as employees for the company to support these activities so that they can run the company according to their fields.

Role Attraction, Amenities, Accessibility, and Ancillary in Supporting the Development of the Sanur Tourism Area.

Attraction (attraction)

The main attraction that must be developed is the beach. The development that must be carried out relates to the management of cleanliness and tidiness of the coastal area. The next attraction is the beauty of the underwater world, for example Semawang Beach was formerly known as a place for seawalking activities. Planting and arranging coral reefs in the future can be packaged into several tourism activities, such as snorkeling, diving, or viewing coral reefs with a glass boat. Next attraction is watersport. Watersport activities that can be carried out include jet skiing, parasailing, and also sailing using traditional Balinese "jukung" boats as one of the local wisdoms in Sanur.

Accessibility(Accessibility)

The access that needs to be prepared in the future is access for large cruise ships (3,000 passengers and above) so they can dock at Sanur Harbor. The Port of Sanur that has been built must become an international standard port as a world-famous tourist destination that has accessibility for cruise ships of various sizes. By providing access for cruise ships, it will increase the number of tourist visits and have a follow-on impact on other sectors. The main infrastructure currently in the Sanur Tourism Area is an international standard port to accommodate tourists, both those leaving for other destinations and those wishing to dock and visit Sanur. The next infrastructure is a central parking area so that visitors' vehicle parking is tidier and does not interfere with access to the beach. The next infrastructure is the shuttle bus/public transport to reduce congestion in the Sanur Beach area. What needs to be of concern to the manager of the Sanur Tourism area is the quality of services such as providing fast boat transportation services to or from Sanur Beach. All crew must comply with all applicable SOPs to avoid or minimize accidents at sea as has happened several times in previous years, namely during the crossing process to and from Sanur Beach. Quality of service such as providing fast boat transportation services from or to Sanur Beach. All crew must comply with all applicable SOPs to avoid or minimize accidents at sea as has happened several times in previous years, namely during the crossing process to and from Sanur Beach. Quality of service such as providing fast boat transportation services from or to Sanur Beach. All crew must comply with all applicable SOPs to avoid or minimize accidents at sea as has happened several times in previous years, namely during the crossing process to and from Sanur Beach.

Amenities(facility).

Several facilities and infrastructure are already available, such as footpaths for pedestrians and cyclists, ports, and watersport equipment. However, it needs to be noted in terms of maintenance and management, so that the quality of the existing facilities can be maintained and meet internationally accepted safety standards. Other facilities and infrastructure that need to be prepared by the government/manager are tourist information center facilities, trash cans, and toilets around the beach. I have never seen any information service facilities for tourists in the Sanur Beach area. Furthermore, the number of trash bins that can be found in coastal areas is very small. In addition, the condition of the trash bins is also not maintained. The provision of public toilet facilities around the beach also needs to be increased as well as maintenance, there must be a cleaning officer on duty to ensure that the toilets are always clean, dry and comfortable for tourists. For the private sector, the facilities and infrastructure that need to be provided include equipment for watersport activities of international quality to ensure the safety of users.

How is Ancillary (institutional) support

Institutional support already exists, starting from local institutions such as BUMDES, the Sanur Development Foundation, Perbekel, to the Denpasar City government. The support provided includes management, funding, and improvement of human resources. However, I feel that the support provided by each institution can still be maximized in order to provide maximum and faster development. Existing institutions can collaborate more actively with third parties to develop marine tourism in Sanur, both in terms of facilities and human resources. The current prominent developments that are occurring in the Sanur Tourism Area are the provision of facilities and infrastructure, as well as investments in preparing human resources for marine tourism, for example the construction of ports or piers, the creation of central parking, and public transportation. Meanwhile, investment in terms of preparing human resources is by preparing local communities to become skilled and qualified human resources according to the needs needed in the development of marine tourism in Sanur. Preparation of human resources in the field of marine tourism can be done by providing formal or informal training in collaboration with third parties. Besides that, currently there are also tour packages using speed boats to Nusa Penida, Nusa Lembongan, Nusa Ceningan, to Lombok, watersport packages (jetski, paddle canoe, parasailing), and diving packages. The official institution that manages it has not given maximum effort in the promotion process. Most promotions are carried out by private parties, in this case business owners in the Sanur tourist area. Official institutions such as the Sanur Development Foundation, the Village Office (Perbekel), and the Tourism Office must prepare a special team for branding and promotion of the Sanur tourist area. Although the available human resources are good enough and fulfilled in terms of quantity. However, their capabilities need to be improved according to their respective fields of work, as well as improving their English skills. Village government institutions (Village Offices) have often collaborated with universities or other institutions in organizing training related to improving the capabilities and skills of tourism human resources in the Sanur area. This kind of activity is expected to be maintained. and improve their English skills. Village government institutions (Village Offices) have often collaborated with universities or other institutions in organizing training related to improving the capabilities and skills of tourism human resources in the Sanur area. This kind of activity is expected to be maintained. and improve their English skills. Village government institutions (Village Offices) have often collaborated with universities or other institutions in organizing training related to improving the capabilities and skills of tourism human resources in the Sanur area. This kind of activity is expected to be maintained.

CONCLUSION

Optimizing the potential of Tourism Objects in the Sanur Area is seen from the external and internal factors of the area. the Sanur tourist area has advantages and strengths (strengths) including the following: (1) as a tourist domicile village (resort tourism) and tourists who are classified as institutionalized tourists because most of them are organized mass tourists. External factors also greatly influence efforts to optimize the tourism potential of the Sanur tourist area, empirical reality can be mapped which includes two problems, namely challenges and threats and opportunities and opportunities. Included in the challenges and threats (threatments), in the context of optimizing the potential of the Sanur tourist area are the problems faced including the following: (1) the flood of migrants who migrate to the Sanur tourist area. And the most important thing that needs to be considered in designing a marine tourism development strategy as a top priority in the Sanur tourist area is the role of Attraction, Amenities, Accessibility, and Ancillary factors in Supporting the Development of the Sanur Tourism Area.

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