

QUICK ANALYSIS AND STRATEGY MIX MARKETING TO IMPROVE TOUR PACKAGE SALES IN BALI

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Abstract: This study aims to examine the right marketing mix strategy to increase tour packages on the island of Serangan, Bali which can be a benchmark in the development of tour packages in other potential tourist destinations area. Mix method (qualitative and quantitative) research, sampling of data used by random sampling. All variables (product, price, place or distribution channel, promotion) in the study were written in the IE matrix and analyzed using SWOT analysis, EFAS, and IFAS tables. Based on SWOT analysis can be explained that (1) Strengths Opportunities strategy is made by taking advantage of existing opportunities by optimizing internal strengths, maintaining the original strategy that has been implemented, and improving the conditions that have been achieved. (2) Strengths Threats strategy was made with the internal strengths of the Turtle Conservation and Education Center and overcoming existing external threats. (3) Weaknesses Opportunities strategy is implemented based on exploiting existing opportunities by minimizing internal weaknesses owned by the Turtle Conservation and Education Center on Serangan Island. (4) Weakness Threats strategy is based on business activities to minimize existing weaknesses and avoid external threats. The position of the SWOT quadrant is based on the x quadrant axis which is located at point 3.18 and the y quadrant axis is located at point 2.42, placed in Quadrant 1 so that it can be categorized as an aggressive support strategy. The growth strategy is designed to achieve growth in sales, assets, profits, or a combination of both. This can be achieved by lowering prices, developing new products, increasing product or service quality, or increasing access to a wider market. That strategy can be applied in other potential tourist destination areas.

Key words: educational, cultural tourism, efas, ifas, Bali

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INTRODUCTION

The tourism sector (Šenková et al., 2022) is expected to be able to drive the people's economy because it is considered the most prepared sector in terms of facilities, infrastructure, and facilities compared to other business sectors. There are various forms of tourism trips (Mohd Shariff, 2022) in terms of the aims and objectives of the tour, namely holiday tourism (Halim et al., 2022), introductory tours, educational tours (Herrera-Franco et al., 2022) and (Sumarmi et al., 2022), knowledge tours, religious tours (Hassan et al., 2022), special interest tours, and hunting tours. The types of tourism studied by researchers are included in knowledge tourism, namely tourism trips whose main purpose is to acquire knowledge or investigate a field of science (Phuthong et al., 2022). Bali as a tourist destination (Herman et al., 2022) places the tourism sector as a mainstay sector. Stretches of coral reefs, beaches, and underwater natural beauty are the leading sectors for marine tourism in Bali which can contribute to regional development in the future (Jatmiko et al., 2022).

The development of tourism (Ospanova et al., 2022) in Bali can be seen from the visits of foreign tourists every year which continue to increase where there is the contribution of reliable tourism actors as supporters of tourism activities (Phuthong et al., 2022) in addition to Bali's natural tourist attractions (Nusraningrum and Pratama, 2019). The increase in the number of foreign tourist visits to Bali in 2022 can be seen in Figure 1 below (Dewi and Ayuni, 2020).

Based on Table 1, tourists from Australia are still in the top position with 73,113 visits in November 2022, the number of Australian visitors has decreased from -15.02% the previous month. Tourists from India are still in second place as in the previous month with a total of 26,133 visitors. This number experienced a slight decrease of -2.47% compared to the total visits of Indian tourists in the previous month. Singapore tourists jumped to 3rd place in November 2022 with 21,573 visitors. Large growth was recorded by foreign tourists from this neighboring country from the previous month of 65.01%.

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American tourists are still in 4th place with a total of 14,840 visits in November 2022. This figure is 1.01% higher compared to the previous month (Pusat and Bali, 2022).

Table 1. Visits of tourists from abroad (Pusat and Bali, 2022)

No	Country	Oct. 2022	Nov. 2022	Change (%)
1	Australia	86,029	73,113	-15.02 %
2	India	26,796	26,133	-2.47 %
3	Singapore	13,074	21,573	65.01 %
4	United States of America	14,648	14,840	1.01 %
5	Russia	9,436	14,364	52.23 %

As one of the tourist attractions in Bali, Serangan Island is an island located in the South Denpasar District, Denpasar City, Bali Province, Indonesia. The island, which is located 500 meters south of the city center, has a length of 2.9 km and a width of 1 km. and dolphin conservation. It can be seen in the table below that the level of visits by domestic tourists to Serangan Island reached 72,098 people and foreign tourists who visited Serangan Island reached 96,788 people and Serangan Island is the most popular tourist attraction for tourists from several tourist attractions in Denpasar City.

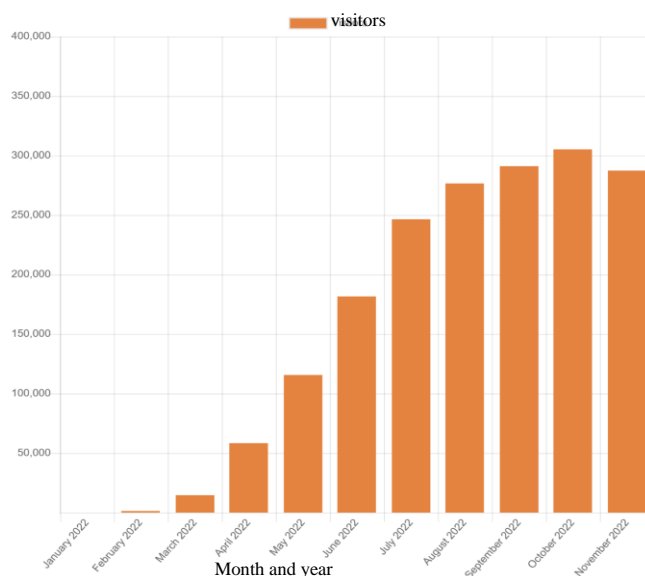


Figure 1. Bali tourists in 2022 (Pusat and Bali, 2022)

Table 2. Visit Level of Tourist Attractions in Denpasar City

No	Tourist attraction	Traveler Foreign (Person)	Domestic Travelers Person)
1	Balinese Museum	14.026	15.171
2	Museum Le Mayeur	2.470	3.233
3	The Bali Art Center	1.606	5.630
4	Attack Island	96.788	72.098
5	Blanjong inscription	153	172
6	Kumbasari Market	20.675	0
7	Badung Market	17.074	0
8	Fingerprint Painting Museum	69	292
9	Mon. The Struggle of the Balinese People	28.110	65.333
10	Mangroves	243	4.867
11	Dalem Sakenan Temple	570	1.541
12	Kertalangu Cultural Village	8.454	36.983

Based on Table 2 and the explanation above, there are potential problems that become opportunities to improve tour packages wrapped in education, namely, how to increase sales of tour packages on Serangan Island using SWOT analysis (strengths, weaknesses, opportunities, and threats) (Wang et al., 2023) based on marketing mix components, namely places or distribution channels and promotion at the Turtle Conservation and Education Center (Herrera-Franco et al., 2022) and (Stoica et al., 2022) on Serangan Island. Actually, there are many strategies that can be used for tourism promotion, there are studies that use virtual reality to promote wooden churches in Romania, the research's goals include facilitating the development of active knowledge and virtual reality while raising awareness among local populations and authorities about the function and significance of wood churches in tourism and the local economy. Potential visitors to tourist attractions that are difficult to reach will now have an online bridge to use (Caciora et al., 2021). Another study by Zarate used social communities to promote tourism in Mexico (Zárate-Altamirano et al., 2022). Meanwhile, Monedero's research uses digital social media strategies to promote tourism in southern Spain (Monedero Morales and Martín Martín, 2022). The Critical analysis and the limitation of the article is to find the right marketing mix strategy to increase tour packages during pandemic and right after pandemic especially in Serangan Island Bali. However, it is possible to implement this strategy in destination areas around the world. Finally, this study aims to examine the right marketing mix strategy to increase tour packages on the island of Serangan, Bali which can be a benchmark in the development of tour packages in other potential tourist destinations area.

MATERIALS AND METHODS

Mix method research method, qualitative data in the form of observation descriptions or descriptions of tour packages on Serangan Island, and the results of interviews. Meanwhile, quantitative data is in the form of data on the level of visits to turtle conservation and education centers. Sampling of data by probability sampling technique or random sampling. All variables in the study were written in the IE matrix, a SWOT analysis was first carried out, the results of which were summarized in the EFAS and IFAS tables (Nusraningrum and Pratama, 2019) (Sumarmi et al., 2022). The methodology of this study can be written as follows as shown in Figure 2.

Figure 2 above can be explained as follows: (1) The research began with field observations to the research location, precisely on Serangan Island. Observation includes regions and communities. (2) After observation at the research location is carried out, proceed with compiling an interview check list so that the interview process becomes the focus.

(3) Based on the interview checklist that has been prepared, the research is continued by conducting interviews with local communities. (4) After the interview is conducted, the next process is to make a SWOT questionnaire check list based on the components of Strengths, Weaknesses, Opportunities, Threats so that the data obtained becomes more valid. (5) Furthermore, the interview process was again carried out along with the distribution of questionnaires to the respondents. (6) Data obtained from interviews and questionnaire dissemination were synchronized to the IFAS and EFAS quadrants. (7) From the results of data synchronization, the quadrant position of the Turtle Conservation and Education Center in Serangan was found. (8) Based on this quadrant, the right strategy formulation is made, in this case it is a marketing mix strategy to increase tour package the Serangan Island, Bali. The sampling technique uses the slovin formula, namely:

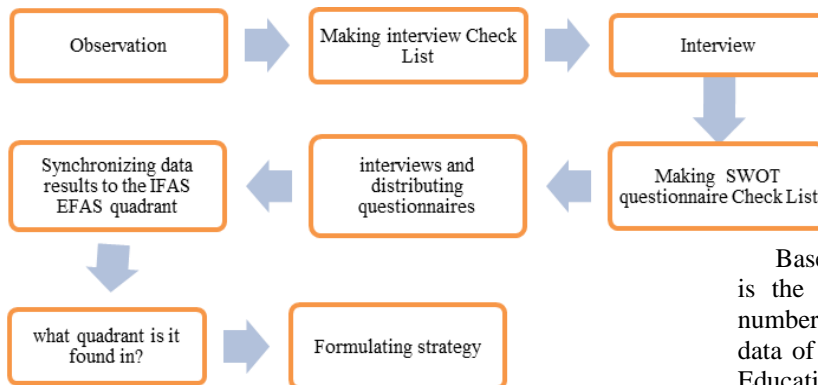


Figure 2. Flowchart of research methodology

$$n = \frac{N}{1+N(e)^2}$$

Where:

n: number of samples;
 N: population size (Average Visit Rate to TCEC over four years);
 e: error tolerance limit of about 5% - 10% (error tolerance).

Based on the slovin formula above, the following is the presentation of the data to determine the number of samples to be taken based on the average data of tourist visits to the Turtle Conservation and Education Center for four years of 35,420 as follows:

$$n = \frac{35.420}{1 + 35.420(10\%)^2}; \quad n = \frac{35.420}{453.21}; \quad n = 99.99$$

Based on the formula above, the sample taken is 99.99 and rounded up to 100 respondents. This study uses a Likert scale (Marniati and Wibawa, 2018), which is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiono, 2000:86). The assessment is used if a very good answer (SB) is given a value of 5, a good answer (B) is given a value of 4, an adequate answer (C) is given a value of 3, a poor answer (K) is given a value of 2 and a very poor answer (SK) is given a value 1. To determine the criteria for valuation or value vulnerability which is carried out in the following way:

a) Determines the highest and lowest possible scores. In this case, the highest possible score is 5 and the lowest possible score is 1.

b) Determine the size of the score range based on the difference between the highest possible score and the lowest possible score. In this case the value area (R) = 5 – 1 = 4.

c) Determine the size of the value interval based on the comparison of values between the value areas and the number of assessment criteria required. In this case, there are five criteria for the number of ratings, namely very good, good, enough, less, and very less. 5:4 value interval = 0.8

d) Determine the range of values for each assessment criterion. In this case, the assessed range is:

1.00 – 1.80 with very less category (SK); 1.81 – 2.60 with less category (K); 2.61 – 3.40 with sufficient category (C)
 3.41 – 4.20 with good category (B); 4.21 – 5.00 with very good category (SB)

SWOT analysis is a systematic identification of various factors to formulate a company strategy (Heshmati et al., 2022). This analysis is based on the logic that can maximize Strengths and Opportunities but can simultaneously minimize Weaknesses and Threats. Research shows that company performance can be determined by a combination of internal and external factors. Both factors must be considered in the SWOT analysis. SWOT stands for Strengths and Weaknesses internal environment and Opportunities and Threats external environment in the business world as Figure 3 (Dong et al., 2022).

Quadrant 1: This is a very favorable situation. The company has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy.

Quadrant 2: despite facing various kinds of threats, this company still has internal strength. The strategy that must be implemented is to use strength to take advantage of long-term opportunities by way of a diversification strategy (product/market).

Quadrant 3: the company faces enormous market opportunities but on the other hand there are some internal constraints or weaknesses. The focus of this company's strategy is to minimize the company's internal problems so that it can seize better market opportunities.

Quadrant 4: This is a very unfavorable situation; the company is experiencing various threats and weaknesses in the internal environment. In this instruments as attachment 1 uses to taken the data, the author divides the respondent groups based on their nationality. The following is a table showing the characteristics of respondents based on nationality.

Table 3 shows that out of 100 Indonesian tourist respondents who bought the turtle educational tour package, there were 75 people, 7 people contributed tourists from Malaysia, then 5 people from Germany, and 4 people from Australia.

Characteristics of Respondents Based on Gender

In this questionnaire, the authors divide the group of respondents based on gender. The following is a table showing the characteristics of respondents based on gender. The characteristics of respondents based on gender can be seen in Table 4 which states that 51% of female respondents and 49% of male respondents.

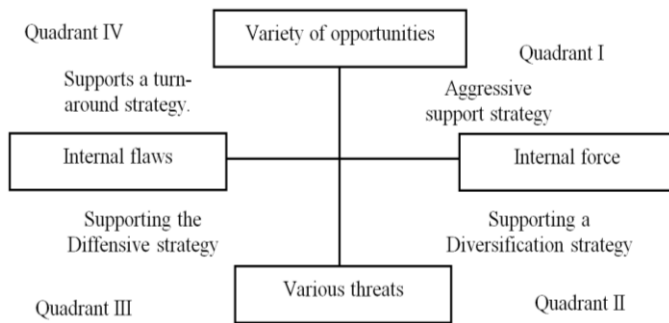


Figure 3. SWOT Analysis (Cheng et al., 2021)

Table 6. Characteristics of Respondents by Type of Work (Salau et al., 2018)

Type of work	Number of Respondents	Percentage (%)
Student	56	56
Teacher	12	12
Government employees	4	4
Private employees	11	11
manager	4	4
businessman	3	3
Other	10	10
Amount	100	100

Table 3. Characteristics of Respondents by Nationality

Nationality	Number of Respondents	Percentage (%)
Indonesia	75	75
Malaysia	7	7
German	5	5
Australia	4	4
Dutch	2	2
Japan	2	2
Other	5	5
Total	100	100

Table 4. Characteristics of Respondents Based on Gender

Gender	Number of Respondents	Percentage (%)
Woman	51	51
Man	49	49
Amount	100	100

Table 5. Characteristics of Respondents by Age (Hidayati et al., 2020)

Age (Years)	Number of Respondents	Percentage (%)
17-25	68	68
26-31	8	8
32-38	12	12
39-45	7	7
>45	5	5
Amount	100	100

Characteristics of Respondents by Age

On the characteristics of respondents based on this age, the authors divide several age criteria ranging from 17 years to 45 years and over. Can be seen in the following table are characteristics based on age.

It can be seen in Table 5 that the turtle educational tour package is dominated by teenagers, most of whom are students aged 17-25 years, reaching 68% as the main enthusiasts of purchasing the turtle educational tour package and students are the market share targeted by the Center for Conservation and Turtle Education.

Characteristics of Respondents by Type of Work

In this table, the author includes several types of work of the respondents. Can be seen in the table of characteristics of respondents based on the type of work below. In Table 6 the characteristics of respondents based on the type of work students or students became the highest enthusiasts of turtle educational tour packages by obtaining 56% of the total number of respondents and teachers or educators as other educational aspects also contributed to the purchase of this turtle educational tour package. This happens because the turtle tour package is education-based, so most of the respondents who bought the turtle educational tour package are students and education providers such as teachers.

RESULTS AND DISCUSSION

Product

Product evaluation by tourists who bought this turtle educational tour package based on a questionnaire showed an average score of 4.27. In this case, the average score is in the interval 4.21-5.00 so it is included in the Very Good (SB) category. With the highest average score in the product category, the quality of conservation services gets a score of 4.58, which means that the service provided by the Turtle Conservation and Education Center is very good in the form of very clear and detailed information about the tourism program, the hospitality provided by the conservationists to educational tour program ended. The location of the Turtle Conservation and Education Center received a Good rating (B) with an average score of 3.99 because the location of the Turtle Conservation and Education Center is strategically located on Jalan Tukad Wisata, Banjar Pojok, Serangan Village.

Price

The Turtle Conservation and Education Center uses the Penetration pricing method, which is the lowest possible pricing strategy that aims to achieve the maximum sales volume in a relatively short time. The price set by the conservation party is in accordance with the quality of services provided during the tour is in accordance with purchasing power and is affordable for all people. Price is the amount of money charged to consumers to enjoy an item or service offered. The pricing of tour packages according to the quality of the services provided gets the highest score, with an average score of 4.3 in the Very Good (SB) category. The price set by the conservation party is IDR 150,000 with a minimum of five people, which is a price that has been adjusted to the operational cost requirements of this turtle Conservation and Education Center. Also, getting a good response from tourists can be seen from the score obtained from the results of the questionnaire 4.16.

Place or distribution channel

Marketing of a product must develop a distribution network on an ongoing basis and choose good partners to approach the market. The distribution channels implemented by the Turtle Conservation and Education Center are direct channels

and indirect channels in collaboration with several tourism companies including travel bureaus, hotels, schools, and several universities. Supporting infrastructure to reach the Turtle Conservation and Education Center is included in the Poor category (K) with only a score of 2.5. The location is quite strategic but is not supported by supporting infrastructure to reach objects such as unclear directions or roads, not supported by good facilities and infrastructure such as several major roads that are damaged, an environment that looks arid, and an environment that is not clean is one of its weaknesses.

For the distribution channel, the Turtle Conservation and Education Center only cooperates with four travel agencies such as TMS (Mandarin), AsiaLink (Netherlands and Germany), Millennium (Mandarin), and Onjee (Japan). This is done to make it easier for potential tourists to get information or to obtain turtle educational tourism products. However, based on the results of respondents' assessments regarding educational tour package information through travel agents Less (K) can be seen in the table above where only an average score of 2.55 is obtained.

In addition to working with tourism parties, the Turtle Conservation and Education Center also collaborates with several educational institutions such as schools and universities to apply tourism-based education or conduct research on sea turtles. The collaboration that has been carried out has been good, as evidenced by the results of tourist assessments of cooperation with educational institutions such as schools to universities.

Promotion

The promotions that have been carried out by the Turtle Conservation and Education Center are mostly included in the Less (K) category both in the quality of message delivery in promotional media, promotions that have been carried out in several media but are still not optimal with only obtaining an average score of 2.05. Variations in the delivery of information about turtle educational tour packages in promotional media are still not optimal.

The promotional media carried out by the Turtle Conservation and Education Center are as follows:

a. Promotion through Collateral: Promotion by printing collateral such as brochures about the Turtle Conservation and Education Center, and sales kits which are usually distributed when there is a meeting with WWF.

b. Internet: One of the means of promotion used is through WWF's blog and website which includes turtle conservation on Serangan Island and through the website of the Center for Turtle Conservation and Education at www.tcecerangan.com and email info.tcec@gmail.com.

c. Site Inspections: The Turtle Conservation and Education Center conducts site inspections by visiting travel agents, hotels, and places related to education such as schools and universities in Bali.

d. Advertising: Advertising is all forms of non-personal presentation and promotion of ideas, goods, or services by an approved sponsor for a fee. The Turtle Conservation and Education Center works with several electronic media parties such as television, namely MetroTV.

Table 7. Tabulation of SWOT Analysis - a. Internal Analysis

No	Strengths	Weight	Ratings	X Rating weight
1	Quality of packaging and service of educational tour packages with creative concepts.	0.2	4	0.8
2	Strategic location and supporting facilities at the Turtle Conservation and Education Center	0.2	4	0.8
3	Prices set are affordable and in accordance with the quality of services provided	0.15	4	0.6
4	The price offered can be competitive	0.15	4	0.6
5	Establishing good cooperation with tourism and schools and universities as education parties	0.1	3	0.3
6	Indirect promotion of information on turtle educational tourism was obtained from family, friends, and relatives	0.1	3	0.3
TOTAL		0.9		3.4
No	Weaknesses	Weight	Ratings	X Rating weight
1	Information about tour packages from travel agents and the speed of response to inquiries.	0.04	3	0.12
2	Lack of supporting infrastructure and facilities to get to the Turtle Conservation and Education Center	0.02	2	0.04
3	Lack of ability of employees in foreign languages other than English	0.02	2	0.04
4	Lack of promotion in several promotional media such as through brochures, websites, magazines, and television	0.01	1	0.01
5	Lack of language variety in promotional media	0.01	1	0.01
TOTAL		0.1		0.22

b. External Analysis

No	Opportunities	Weight	Ratings	X Rating weight
1	The contribution of tourism to improving the world economy	0.15	4	0.6
2	Balinese Culture	0.2	4	0.8
3	Collaboration with other attractions on Serangan Island	0.2	4	0.8
4	Diversity of other educational tour packages on Serangan Island	0.2	3	0.6
TOTAL		0.75		2.8
No	Threats	Weight	Ratings	X Rating weight
1	The less open local community in tourism development on Serangan Island	0.06	2	0.12
2	Bali Security Stability	0.07	2	0.14
3	The threat of cleanliness, comfort and environmental sustainability in Bali	0.08	1	0.08
4	The threat of climate change in Bali	0.04	1	0.04
TOTAL		0.25		0.38

Based on Table 7, the X-axis coordinate points are obtained based on reducing the total number of scores multiplied by the weights in the Strengths column with the total scores multiplied by the weights in the Weaknesses column. While the determination of the Y-axis coordinates is obtained based on the total number of scores multiplied by the weight in the Opportunities column with the total score multiplied by the weight in the Threats column as shown below:

The coordinates of the X axis = $3.4 - 0.22 = 3.18$

The coordinates of the Y axis = $2.8 - 0.38 = 2.42$

SWOT Quadrant

Based on the X quadrant axis which is located at point 3.18 and the Y quadrant axis, which is located at point 2.42, the Turtle Conservation and Education Center is in quadrant I position. The following is the SWOT quadrant position of the Turtle Conservation and Education Center which can be seen in Figure 4 as follows. Based on Figure 4, the Turtle Conservation and Education Center is in quadrant I which is a very favorable situation. The Turtle Conservation and Education Center has internal opportunities and strengths so that they can take advantage of existing opportunities. The strategies that must be applied in this condition are: Supporting Aggressive Policies (Growth Oriented Strategy).

The growth strategy is designed to achieve growth in sales, assets, profits, or a combination of both. This can be achieved by lowering prices, developing new products, increasing product or service quality, or increasing access to a wider market. The effort that can be done is to minimize costs to increase profits. This method is the most important strategy if the condition of the Turtle Conservation and Education Center is in rapid growth and there is a tendency for competitors to engage in price wars in an effort to increase market share.

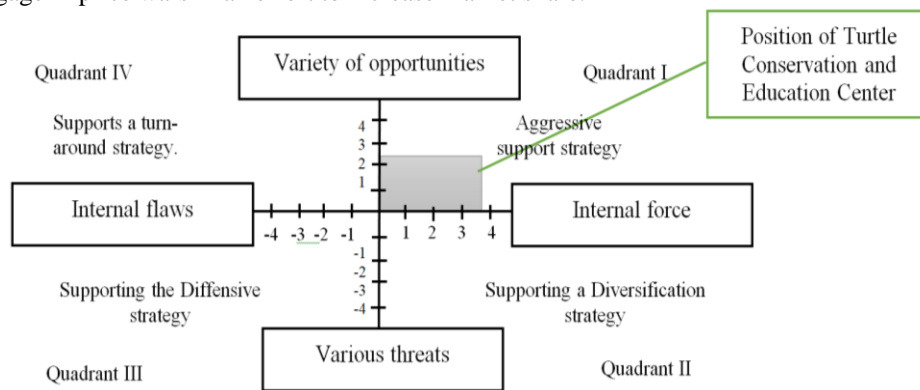


Figure 4. SWOT Quadrant

SWOT Matrix Qualitative Approach

After knowing the factors that become strengths, weaknesses, opportunities, and threats at the Turtle Conservation and Education Center on Serangan Island, then it will be analyzed using a SWOT Matrix whose data is obtained from IFAS Tables and EFAS can be seen in Table 8 below. There are four strategic options that can be carried out by the Turtle Conservation and Education Center based on the elements of the marketing mix of educational tourism products by taking into account strengths, weaknesses, opportunities, and threats. (threats) that exist.

SO Strategy (Strengths Opportunities)

This strategy is made by taking advantage of existing opportunities by optimizing internal strengths, maintaining the original strategy that has been implemented, and improving the conditions that have been achieved.

a. Improving product quality according to market developments. By improving the quality of turtle educational tour packages at the Turtle Conservation and Education Center in accordance with market developments and the intended market share, namely the student market. Where this educational tour package about turtles, can provide a lot of information about the turtle cycle which is one of the living things that has experienced extinction.

b. Maintain cooperation with other tourist attractions on Serangan Island as part of promotional activities.

The Turtle Conservation and Education Center collaborates with several parties from other tourist attractions on Serangan Island, with good cooperation with Tourism management parties to carry out ongoing promotional activities to maintain and expand existing markets.

c. Equip and maintain supporting facilities at the Turtle Conservation and Education Center.

The Turtle Conservation and Education Center has a strategic location and is supported by quite complete facilities such as quite a lot of toilets, there is a large parking lot, there is a souvenir shop that sells various types of goods with the turtle mascot, there are enough food and drink shops complete. With that, the Turtle Conservation and Education Center will be able to maintain its market.

d. Give promotional awards to tourists who participate in running a promotional business.

As one of the promotional activities, the Turtle Conservation and Education Center provides promotional awards by giving discounts to tourists who buy educational tour packages in large quantities or by providing commissions such as price discounts given to intermediaries in the form of a certain percentage of sales volume.

e. Increase cooperation with education providers such as schools to universities both at home and abroad.

The Turtle Conservation and Education Center has collaborated with several schools and universities throughout

Indonesia as one of its promotional activities to increase sales of educational tour packages. This good cooperation should be improved and expanded by collaborating with schools and universities abroad.

Table 8. SWOT Matrix

	STRENGTHS (S)	WEAKNESS (W)
IFAS	<ol style="list-style-type: none"> 1. Quality of packaging and service of educational tour packages with creative concepts. 2. Strategic location and supporting facilities at the Turtle Conservation and Education Center 3. Prices set are affordable and in accordance with the quality of services provided. 4. Prices offered can be competitive and special pricing for large quantities. 5. Establishing good cooperation with tourism and schools and universities as education parties 6. Indirect promotion of information on turtle educational tourism was obtained from family, friends, and relatives. 	<ol style="list-style-type: none"> 1. Lack of supporting infrastructure and facilities to get to the Turtle Conservation and Education Center 2. Information about tour packages from travel agents and the speed of response to inquiries. 3. Lack of ability of employees in foreign languages other than English 4. Lack of promotion in several promotional media such as through brochures, websites, magazines, and television, and the quality of delivering messages is not good. 5. Lack of language variety in promotional media
EFAS		
	SO STRATEGIES	WO STRATEGIES
OPPORTUNITIES (O)	<ol style="list-style-type: none"> 1. Improving product quality according to market developments. 2. Maintain cooperation with other tourist attractions on Serangan Island as part of promotional activities. 3. Equip and maintain supporting facilities at the Turtle Conservation and Education Center 4. Give promotional awards to tourists who participate in running a promotional business. 5. Increasing cooperation with education providers such as schools to universities both domestically and abroad. 	<ol style="list-style-type: none"> 1. Completing and repairing existing infrastructure towards the Turtle Conservation and Education Center 2. Improving the ability of employees in foreign languages other than English. 3. Expanding and maintaining cooperation with other tourism management parties such as travel agents and hotels both domestic and foreign from potential countries. 4. Increase promotion and add a variety of languages in promotional media, both print, and electronic media
	ST STRATEGIES	WT STRATEGIES
THREATS (T)	<ol style="list-style-type: none"> 1. Improving the characteristics and quality of turtle educational tourism products and developing product innovations 1. Establish cooperation and involve local communities to contribute to tourism activities on Serangan Island 2. Increase cooperation with tourism managers, Denpasar government agencies, and the entire community to maintain security stability, cleanliness, and sustainability to create comfort for tourists visiting both Bali and Serangan Island. 3. Collaborate with all Tourism Stakeholders 4. Collaborating with traveling communities throughout Indonesia 	<ol style="list-style-type: none"> 1. Improving the quality of human resources by providing training to employees and recruiting new, professional employees 2. Monitor the development of competitors. 3. Provide outreach and service training regarding the development of Bali Tourism to local communities
1. Less open local community in tourism development on Serangan Island		
2. Bali security stability.		
3. The threat of cleanliness, comfort, and environmental sustainability in Bali		
4. The threat of climate change in Bali		

ST Strategy (Strengths Threats)

This strategy was made with the internal strengths of the Turtle Conservation and Education Center and overcoming existing external threats.

a. Improving the characteristics and quality of turtle educational tourism products and developing product innovations

The hallmark of this tourism product is an education-based turtle tourism product by combining Serangan Island tourism to promote Serangan Island in general. This innovation of turtle educational tourism products can be done by collaborating with several other tourist attractions on Serangan Island and then packaged properly and attractively so that it can attract tourists to buy this tour package.

b. Establish cooperation and involve local communities to contribute to tourism activities on Serangan Island

The development of Bali tourism in general is strongly supported by cooperation with the local community which is very open to the presence of tourists both from within the country and abroad. The development of tourism on Serangan Island can also be done by contributing to the local community's contribution to the development of tourism on Serangan Island by accepting the presence of tourists well and being able to provide information about existing tourist attractions on Serangan Island, thereby indirectly increasing the economy of the people of Serangan Island.

c. Increasing good cooperation with tourism, Denpasar government agencies, and the whole community to maintain security stability, cleanliness, and sustainability in order to create comfort for tourists visiting both Bali and Serangan Island.

Security is a very sensitive issue in the world of tourism, so it is necessary to have good relations with the surrounding community and tourism management parties to maintain environmental security through contributions in the form of security funding. In addition to security which is an important element in tourism development, cleanliness and environmental sustainability must also be created so that the comfort of visiting tourists can be maintained.

d. Collaborate with all tourism stakeholders.

Uncertain climate change and the natural disasters that accompany it will cause environmental damage that can affect the tourism sector. Weather and climate factors such as sunny weather, lots of sunlight, wind speed, cool air, dry, hot and so on greatly affect the implementation of tourism, both land and sea are threats that exist which is a joint problem between the government and the community so that a solution is needed. cooperation with all existing stakeholders to improve tourism supporting infrastructure development and overcoming the threat of natural disasters.

e. Collaborating with traveling communities throughout Indonesia

By collaborating with the traveling community or nature lovers, it is hoped that can increase the sales of this tour package because each nature lover community will exchange experiences and information with each other so promotions will be carried out indirectly.

WO Strategy (Weaknesses Opportunities)

This strategy is implemented based on exploiting existing opportunities by minimizing internal weaknesses owned by the Turtle Conservation and Education Center on Serangan Island.

a. Completing and repairing existing infrastructure towards the Turtle Conservation and Education Center. With the increase in tourist arrivals to Bali every year and Balinese culture as a tourist attraction in itself which is the reason for both domestic and foreign tourists not only visiting Serangan Island once, especially the Turtle Conservation and Education Center needs to improve its deficiencies by complementing and improving existing infrastructure to lead to good conservation of main roads, clear directions, maintenance of cleanliness of swamps and surrounding waterways.

b. Improving the ability of employees in foreign languages other than English. Improving the ability of employees to speak foreign languages other than English by providing training not only on language but also on services while maintaining the uniqueness of Balinese culture. This training can be carried out in stages over a certain period, such as during the low season.

c. Expanding and maintaining good cooperation with other tourism management parties such as travel agents and hotels both at home and abroad which are potential countries. In increasing sales of turtle educational tour packages, it is necessary to increase cooperation with travel agents as tourist distributors, both domestic travel agents and travel agents in other potential countries. Cooperation with hotels in Bali also needs to be done because several hotels have tourist attractions for releasing turtles at each hotel to attract tourists.

d. Mendel Increase promotion and language variety in promotional media, both print, and electronic media. In order to introduce tourism products, can be carried out actively and gradually with the aim of giving trust and confidence in these tourism products. Promotional activities are carried out regularly even in a small creative scope so that potential tourists will not feel bored. Promotional activities can be carried out through promotional media, both printed and electronic, with variations in language so that it will make it easier for potential tourists to understand this turtle educational tourism product.

WT Strategy (Weakness Threats)

This strategy is based on business activities to minimize existing weaknesses and avoid external threats.

a. Improving the quality of human resources by providing training to employees and recruiting potential new employees.

Good service in the form of language services, services providing clear information, hospitality, and openness to receive tourist arrivals will make tourists feel satisfied. Tourists who are satisfied with tourism services, indirectly they will carry out promotional activities indirectly to relatives, relatives, and families to visit the Turtle Conservation and Education Center.

b. Observe the development of competitors. With increasing competition, the Turtle Conservation and Education Center needs to provide training to its employees to improve their competence, observing the developments of competitors.

c. Provide outreach and service training regarding tourism development to local communities. Training on services to tourists is very important because the good impression that tourists receive of these services will have a positive impact on the image of Serangan Island and the tourist attractions in it. By openly accepting tourists who come to Serangan Island as a way of promotion to give a good impression and tourists want to come back to Serangan Island.

CONCLUSION

Based on the discussion above, it can be concluded that based on the marketing strategy, the Strengths and Opportunities factor, the Turtle Conservation and Education Center has a strategic location and is supported by quite complete facilities, affordable prices and good service quality will be able to survive in competition with tourist attractions others on Serangan Island. In the Strengths Threats strategy, the local people of Serangan Island must participate and contribute to the field of promotion for the development of tourism. Apart from that, security is a very sensitive issue in the world of tourism, so there need to be good relations with the surrounding community and tourism management parties to maintain environmental security through contribution in the form of security funding. The Weakness Opportunities strategy needs to correct deficiencies that are owned by means of Complementing and improving existing infrastructure towards conservation. Improving the ability of employees in foreign languages other than English by providing training. While Weakness Threats, it is necessary to provide training to employees to increase competence, observe the development of competitors, uncertain climate change, and the natural disasters that accompany it will cause environmental damage that can affect the tourism sector.

The position of the SWOT quadrant at the Turtle Conservation and Education Center is based on the x quadrant axis which is located at point 3.18 and the y quadrant axis is located at point 2.42. The SWOT quadrant position of the Turtle Conservation and Education Center is in quadrant I which means a very favorable situation. The Turtle Conservation and Education Center has internal opportunities and strengths so that they can take advantage of existing opportunities. The

growth strategy is designed to achieve growth in sales, assets, profits, or a combination of both. This can be achieved by lowering prices, developing new products, increasing product or service quality, or increasing access to a wider market.

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