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Identification of supporting components for the tourism attractiveness of Munggu village as a coastal tourism destination in Badung regency

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ABSTRACT

Munggu Beach is an attractive destination in Bali. With the potential for natural beauty and various activities that can be done around the beach area. The Munggu Beach destination offers a number of tourist attractions, including stunning sea views, spectacular sunsets, and various activities, such as playing beach volleyball, swimming, and water sports activities. To increase the attractiveness of Munggu Beach, four main components need to be considered: tourism attractions, accessibility, facilities and supporting services. This research aims to analyze the potential attraction of Munggu Beach for developing tourism products and improving visitor experiences. This research uses a qualitative descriptive method with an R&D (Research and Development) approach in Munggu Village. The research results found that with good accessibility, various facilities and adequate supporting services, Munggu Beach can become a promising destination and develop as an attractive and diverse tourist destination in Bali. This research provides recommendations for what Munggu Beach managers can do by updating facilities, promoting local culture, and improving environmental cleanliness.



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Introduction

Tourism objects in Indonesia, which cover land and sea areas from west to east, have great potential to support the country's foreign exchange earnings. According to the 2015 Central Statistics Agency, the tourism sector is the fourth main contributor to the country's foreign exchange earnings, with a total of around US\$ 12.23 billion. In 2016, the tourism sector even rose to second place with revenues reaching around 13.569 billion US\$. The Indonesian government consistently strives to develop the tourism sector by referring to TAP MPR No. IV/MPR/1978 which encouraged increasing the tourism sector as a means of increasing foreign exchange earnings, creating jobs and promoting Indonesian culture. According to Law no. 10 of 2009, tourism includes various tourist activities and facilities and services provided by various parties, including the community, business actors, government and local governments. Data from the Central Statistics Agency (2018) also shows an increase in foreign tourist visits to Indonesian tourism areas by 15.21 percent, higher than the previous year (Anandhyta & Kinseng, 2020).

(Rif'an, 2018) states that marine tourism is a type of special interest tourism that utilizes the natural potential of the sea and coastal areas, whether used directly for boating, swimming, snorkeling, diving and

fishing or indirectly such as beach sports and picnics to enjoy the sea atmosphere. This type of marine tourism has an economic impact on improving the standard of living for the people who live nearby (Azahari et al., 2021). However, it is important to consider the environmental impact of marine tourism activities (C.-P. Lin, 2021) (Lee et al., 2020). Visitors and tour operators should strive to minimize their ecological footprint, such as not destroying coral reefs, not dumping rubbish in the sea, and participating in environmentally friendly practices (Esmaceli et al., 2020). Marine tourism can also contribute to the preservation of the marine environment through education and awareness (Xiang et al., 2021). Involving local communities in the management and conservation of their natural resources can also be an important part of developing sustainable marine tourism (Santana-Santana et al., 2020) (He et al., 2021).

Marine tourism has interests that include economic, environmental and social aspects (Rosmeli et al., 2020). Sustainability of marine tourism also has a major income contribution for coastal areas from tourists who visit marine tourism locations which can help improve the local economy, create jobs and stimulate economic growth. (Armis & Kanegae, 2020). In terms of infrastructure development, marine tourism income can also be used to develop local infrastructure, such as roads, ports and other public facilities (Harianto et al., 2020). In terms of environmental conservation, income from marine tourism can be used for marine environmental conservation and preservation projects including coral reef protection programs, scientific research, and biodiversity conservation initiatives (Nguyen Viet et al., 2020).

Marine tourism can also support the development of small and local businesses, such as restaurants, souvenir shops and local transportation service providers (Damayanti et al., 2022). People can get involved in tourism activities or even have their own business (Dias et al., 2023). Although marine tourism has significant benefits, it is important to manage it sustainably so as not to damage the marine environment and maintain long-term sustainability, especially coral reef conservation, waste management, and an approach that considers environmental impacts as a whole (Lipianin-Zontek & Zontek, 2021).

According to (Cooper et al., 1996) there are four components that must be present in a tourism attraction (1) Tourism Attractions: This refers to the attributes of a tourism destination that are able to attract the attention of tourists (Liao & Chuang, 2020). Every destination definitely has its attractions, whether in the form of natural beauty or the uniqueness of its people and culture (Karagöz & Uysal, 2022). (2) Accessibility: This is an attribute related to ease of access for domestic and foreign tourists (Zhang et al., 2021). This includes ease of reaching tourist destinations both internationally and access to tourist attractions in these destinations, including the availability of adequate transportation facilities (Czakoń & Czernek-Marszałek, 2021). (3) Amenities: This refers to the attributes that influence tourists' comfort levels while they are at a destination. This includes accommodation facilities such as hotels and restaurants, travel agencies, and other services that make tourists feel comfortable during their visit (Santana-Gallego & Paniagua, 2022). (4) Ancillary Services: This involves attributes in the form of human resources, systems and institutions that support tourism destinations (Al-Ansi et al., 2021). This includes security agencies, tourism agencies that manage the destination, and other supporting agencies that contribute to tourists' comfort during their visit (Indah Fajarini Sri Wahyuningrum, 2020).

While obeying (Su et al., 2020) If marine tourism attractions can attract tourists, there are three important indicators that must be considered (1) Something to See: This means that at that location there must be tourist objects and attractions that are unique and different from those in other areas. Tourists must be able to see something interesting and unique in the destination (Seetanah et al., 2020). (2) Something that can be done (Something to Do): This means that apart from tourist attractions that can be seen, tourist destinations must also provide recreational facilities that can make tourists feel comfortable and at home staying longer in that place. The activities and recreation available at this destination will be an additional attraction (Joshi et al., 2020). (3) Something to Buy: This means that at the destination there must be facilities for shopping, especially for souvenir items and local handicrafts that can be purchased and taken home as souvenirs (H. Lin et al., 2022).

According to (Luo et al., 2020) Marine tourism has various attractions or appeals that can attract tourists to visit and has different characteristics that can be seen from age, gender, occupation, income, tourist origin and personal tourism motivation. Where this research was conducted at Wediombo Beach, Yogyakarta, using a qualitative descriptive method to find out a general picture regarding Wediombo Beach, both in terms of tourist attractions that can be found, the accessibility of the tourist area, and the characteristics of tourists who visit Wedimbo Beach. This research also found that the tourist attraction of Wedimbo Beach is that accessibility to the beach area is quite easy and can be reached using public transportation or private vehicles..

(Suryaningsih, 2022) conducting research related to marine tourism at Munggu Beach, Munggu Village, Badung Regency, Bali Province, aiming to analyze the feasibility and development of tourist attractions at

Munggu Beach, possible development plans and development strategies. The results of this research found that Munggu Village has natural tourism that focuses on the natural marine environment, the diversity and uniqueness of the coastline, culture that can be used as a tourist attraction, as well as access to Munggu Beach is good and adequate. On the other hand, the most prominent threat is the large amount of rubbish found around the beach and in the parking lot, so it needs to be followed up by the cleaning service or related village sanitation service.

Bali Province is one of the main destinations for foreign tourists visiting Indonesia. The reason why tourists visit Bali is the very attractive natural panorama and very unique cultural richness. Tourism on the island of Bali is the most advanced and developing sector, with various tourist attractions, both natural tourism, historical tourism and cultural tourism. Natural tourism includes 47 tourist attractions, including Kintamani, Kuta Beach, Sanur, Tanah Lot, Nusa Penida, Lake Batur, Lake Bedugul, Sangeh Nature Reserve, West Bali National Park and Menjangan Island Marine Park. One of the villages that is of concern to the government in Bali Province regarding marine tourism villages is Munggu Village. Munggu Village is one of the villages located in Mengwi District, with an area for use of 715.00 Ha. The regional boundary to the north is Cepaka Village, Kediri-Tabanan, to the south is the open sea, then to the east it borders Tumbak Bayuh Village, and directly borders Pererenan Village, Buwit Village and Cemagi Village.

Geographically, Munggu Beach is separated by two downstream rivers which separate the 2 surrounding beaches so that Munggu Beach is isolated from the surrounding beaches. Apart from being isolated from the surrounding beaches, Munggu Beach also only has one access which has a view of the typical Balinese subak rice fields. According to (Suryaningsih, 2022) Munggu Village has the potential for a natural tourist attraction which really supports the survival and growth of regional tourism in a competitive manner and is expected to have competitiveness and greater value than other areas. The location of the tourist attraction which will be discussed further is a potential attraction in the coastal area which has diversity and uniqueness. Apart from the beauty of the Munggu Village beach, there are various interesting activities that visiting tourists can do, such as enjoying the sunset, surfing and enjoying the snacks available in the beach area. The black sand with its soft texture is also utilized by providing a place to play beach volleyball, apart from that it can also be used for camping on the beach while enjoying the sunset view which really spoils the visuals of the tourists present.

Judging from the potential of Munggu Village and its coastal areas, this area can attract tourists to visit. However, tourist visits, both foreign and domestic, to Munggu Beach are still not busy, it is recorded that in the last year it has not reached 1000 tourists, this is because Munggu Beach is not very well known to many tourists compared to the surrounding beaches, such as Canggu Beach, Echo Beach, Pererenan Beach which causes the low number of tourist visits to Munggu Beach.

The importance of developing Munggu Village to increase the number of tourists, both local and foreign, requires a development plan, identification of potential that can be developed and how to implement the concepts used. According to (Trimandala et al., 2022) Tourism development on the coast is still based on the demand of tourists to enjoy the natural aesthetics of the coast and does not take into account the sustainability of the coastal environment and has an impact on increasing small businesses located around the coast to support the needs of visiting tourists so that integrated coastal area management is needed in the preparation of management programs. coastal tourist areas.

This research aims to increase the number of tourists, both local and foreign, in Munggu Village by identifying (1) Tourism attractions on the beach offer visitors an interesting experience with natural beauty, water activities and a relaxed atmosphere and invite visitors to enjoy the beauty of the sea, participate in various water activities, and enjoy a unique recreational atmosphere. (2) Tourism accessibility refers to the ease and availability of transportation facilities and infrastructure that support visitors to access and explore a tourism destination. Good accessibility is a key factor in the development of the tourism industry because it influences the number and diversity of visitors who can reach a place. (3) Beach tourism facilities include a variety of infrastructure and services that ensure comfort, safety and positive experiences for visitors. It is important to create a combination of these facilities so that beach destinations can meet the needs of diverse visitors and provide a positive tourism experience. In addition, it is necessary to ensure that the infrastructure and facilities are well maintained to ensure the sustainability and safety of the beach destination. (4) Beach tourism support services involve various facilities and activities that support visitor experiences and ensure the sustainability of beach tourism destinations. By providing these supporting services, beach destinations can provide a complete tourism experience and ensure visitor satisfaction and safety. With the implementation concepts identified in this research, Munggu Village can plan sustainable tourism development, maintain its natural beauty, and provide a positive experience for visitors.

Method

The research method used in this research is descriptive qualitative with an R&D (Research and Development) approach (Silva et al., 2021) in Munggu Village to increase the level of tourist visits, especially at Munggu Beach. Case study is empirical research that examines phenomena in a background that is not clearly visible and the typical style of the case study method is that it is able to relate to various forms of data, including interviews, observations, documents and equipment (Palmi et al., 2021). This research was carried out on objects on Munggu Beach located in Munggu Village, Mengwi District, Badung Regency, Bali Province. This research has a main contribution, namely identifying potential tourist attractions and obstacles that could hinder the development of coastal tourism in Munggu Village so that a model for developing a tourist village can be designed. The steps in this research are as follows (Buzinde, 2020).

Data collection

The choice of data collection techniques in this research took into account the specific context and research objectives, namely identifying potential tourist attractions and obstacles that could hinder the development of coastal tourism in Munggu Village. The data collection techniques in this research are as follows.

Preliminary studies

Data collection techniques in this research were used to obtain information from Munggu beach managers. The selection of techniques is adjusted to the objectives of the research or evaluation carried out to identify needs and problems in Munggu Village.

Interview

Data collection through interview techniques was carried out by taking several informants along with the things that would be explored to complete the research data. In-depth interview with Munggu beach managers who provide insight into their responsibilities, challenges and views on beach management. The following are several interview questions conducted by researchers (1) What are your experiences and views regarding beach tourism in Munggu Village. (2) Open Question: "Can you tell me about your best experience when visiting Munggu Beach?" (3) The question asks for information: "How does Munggu Beach influence your view of the natural beauty of the beach?" (4) Reflection Question: "How do beach activities in Munggu Village impact your overall holiday experience?"

Field observation

Field observations for data collection involve direct observation of conditions or activities in the field related to beach management to obtain important visual information. Observations include observations of beach cleanliness, security systems, and implementation of rules.

Document Study

Analyze official documents, such as annual beach management reports, management policies and related regional regulations. Review documents to gain an in-depth understanding of the management strategy and current developments of Munggu beach.

Key Informant

The key informants in this research are individuals or groups who have in-depth knowledge and experience regarding the Munggu beach tourist destination. This key informant has critical and in-depth insight into various aspects of Munggu beach that other people may not know. Selection of key informants to obtain accurate and varied data, obtain perspectives from various parties to provide a more complete understanding of tourism attractions on Munggu Beach. The following are several key informants in this research.

Beach Management

The beach manager is the party responsible for the management, maintenance and development of a beach tourism destination. Their duties involve aspects that include cleanliness, security, facilities, and environmental preservation around the beach so that they can provide information about facilities, security, cleanliness, and beach development initiatives.

Local residents

Local residents who live near the coast can provide insight into local culture, traditions and how tourism influences daily life so face-to-face interviews are necessary.

Local Business Owner

Owners of restaurants, cafes, souvenir shops, or other businesses near the beach can provide perspective on business and the impact of tourism on the local economy.

Tour guide

Local tour guides who are experienced in the history, uniqueness and attractions around the coast can provide in-depth insight into tourist attractions and tourist preferences.

Environmental Conservation Party

Members of environmental conservation organizations or experts working to protect coastal ecosystems provide perspectives on the impact of tourism on the environment and the conservation efforts undertaken.

Regional Tourism Authority

Representatives from local governments or tourism authorities involved in tourism planning and development provide information on regulations, development programs, and environmental stewardship initiatives.

Fishermen's Community

Local fishermen who have knowledge about marine life, fishing traditions, and the impact of tourism on their livelihoods.

Foreign nationals

Tourists who frequently visit the beach can provide views from a tourist perspective, such as what attracts them, and suggestions for improvement.

Results and Discussions***Munggu Beach Tourism Attraction***

The tourism product produced is based on the unique characteristics and authenticity of the tourist attraction at Munggu Beach, which is expected to be an attractive factor for tourists who want to go on a tourist trip. In general, the policy direction for developing tourist attractions on the island of Bali has been regulated in Regional Regulation (Perda) Number 16 of 2009 concerning spatial planning for the Province of Bali. Thus, this tourism product analysis aims to increase the diversification of tourist attractions. In this case, the diversification of tourist attractions in Munggu Village is divided into three main areas, namely the beach area, sea area and estuary area.

Munggu Beach Area

Beach areas can include various elements that attract visitors and provide different experiences. Stunning sea views are often the main attraction of beach tourist destinations. This natural beauty can include clear sea water, beautiful waves, white sandy beaches, or stunning sea views. The land area of Munggu Beach has the potential for various tourist activities that can increase the attractiveness of the destination. Firstly, the Munggu Beach destination offers stunning sea views, and Munggu Beach is an ideal place to watch a spectacular sunset. To take advantage of this potential, it is recommended to provide a special area with lounge chairs for tourists who want to enjoy the stunning sunset view at Munggu Beach. This will create an enchanting and engaging experience for visitors looking for beautiful nature moments.

Second, the land area at Munggu Beach is often used by visitors to play beach volleyball. To manage this activity well, it is recommended to create a special area designated for playing beach volleyball. It is important to provide suitable facilities, such as goalposts and volleyball nets, which can be installed and dismantled semi-permanently. This way, visitors who want to play beach ball can do so without disturbing other tourists who are enjoying the sunset view or other activities.

Third, the land area at Munggu Beach has great potential for various tourist activities that can increase the attractiveness of the destination. Apart from spectacular views and playing beach volleyball, this destination can be an ideal place for outbound training activities. Apart from that, the use of the land area can also be expanded for cycling activities, with good access to Munggu Beach with its wide expanse of rice fields, making it an ideal place for cycling. Business opportunities for the community around Munggu Beach are also open if they provide business packages providing bicycles and electric scooters. In this way, Munggu Beach can attract various market segments and provide a more diverse attraction, while supporting the local economy.

Not only that, the Munggu Beach area has the potential for a variety of tourist activities that can provide visitors with a richer experience. The next activity is culinary tourism, where local food such as fish caught from local fishermen can be served, providing an authentic culinary experience. Apart from that, other activities can involve cultural arts performances. The land area on Munggu Beach can be used to hold cultural arts activities such as dance and art performances that reflect the characteristics of Munggu Village. By creating a regular schedule, this activity not only provides cultural entertainment for tourists, but also plays a role in preserving local cultural riches. In this way, Munggu Beach can become a tourist destination that not

only pampers visitors' senses through its beautiful nature, but also through captivating local culinary and cultural arts experiences.

Munggu Beach Marine Area

The marine area includes a variety of activities and places that attract visitors and provide unique experiences around the marine waters. The sea area at the Munggu Beach tourist destination offers a variety of tourist activities that can be introduced to visitors. The first activity is swimming, which is generally a popular activity at the beach. Managers can facilitate visitors by providing swimming equipment such as rubber tires to improve their swimming experience. Apart from swimming, the second activity that can be introduced is various types of water sport activities such as banana boating, canoeing and fishing. This water sport activity has great potential to be developed as an alternative tour package for visitors. This can also provide additional business opportunities for local communities by providing supporting equipment such as canoe boards, buoys and fishing equipment. To maintain order and comfort, proper zoning needs to be implemented, dividing locations for each tourist activity, so that it does not interfere with other tourist activities and provides a better experience for visitors.

Munggu Beach Muara Area

Estuary areas often display unique natural beauty and diversity of ecosystems at the interface between the river and the sea. Utilizing the estuary area at the Munggu Beach tourist destination by providing facilities such as duck boats is a positive initiative. This duck boat allows visitors to explore the estuary while enjoying the natural beauty of the surroundings. However, it is important to pay special attention to improving the quality and quantity of these duck boats. It needs to be updated in terms of appearance and the number of duck boats available. With this update, visitors will get a better and more comfortable experience when using duck boats. Apart from that, it is also important to promote routine cleaning activities in estuary areas. Using adequate tools to clean estuaries will ensure that the environment remains clean and beautiful, creating a more positive experience for visitors. By maintaining the quality of the facilities and cleanliness of the environment, the Loang Baloq destination can continue to attract visitors and provide unforgettable experiences.

Munggu Beach Tourism Accessibility

Accessibility in the tourism context refers to the ease of access and availability of facilities for everyone, including those who have special needs or disabilities. Identifying the tourism accessibility of Munggu Beach involves assessing the extent to which the tourism destination can be accessed and enjoyed by various groups of visitors. Munggu Beach in Bali has excellent accessibility, making it an easy to reach destination for tourists. Located about 15 kilometers west of the center of Denpasar City, Munggu Beach can be reached in about 1 hour's drive from I Gusti Ngurah Rai Airport, which is the main entrance to Bali. In addition, this beach is located on the main route between Ubud and Tanah Lot as well as Denpasar and Tanah Lot, making it a strategic choice for tourists who want to visit famous tourist attractions in the surrounding area. The highway connecting Munggu Beach with Denpasar is an adequately paved road, so that private vehicles, taxis, motorbike taxis and online transportation can be used easily. The close proximity of Benoa Harbor also allows cruise ships and ferries to connect Munggu Beach with other islands in Indonesia. With the availability of direct flights from various countries to I Gusti Ngurah Rai International Airport, Munggu Beach is increasingly connected globally. All this makes Munggu Beach an accessible and attractive destination for all types of tourists. Access to Munggu Beach is relatively easy and adequate. The wide highway provides access for two lanes of four-wheeled vehicles. During the journey to Munggu Beach, you will enjoy beautiful views of green rice fields, with several restaurants and mini-bars that complement the tourism infrastructure along the route.

Munggu Beach Tourism Amenities

Munggu Beach, as a popular tourist destination in Bali, offers a number of amenities (facilities) aimed at increasing visitor comfort and satisfaction. Around this beach, visitors can find a variety of accommodation options, from hotels to villas, to suit a variety of preferences and budgets. Restaurants and stalls serving local and international dishes provide a satisfying culinary variety. Visitors can also relax in cafes and bars while enjoying fresh drinks or cocktails. In addition, the spa and beauty facilities available at several accommodations on Munggu Beach allow visitors to care for themselves and relax during their holiday. Various tourist activities such as surfing, yoga and golf can also be enjoyed around the beach. Munggu Beach also provides an equipment rental center for visitors who want to do water activities, as well as a souvenir market that sells various handicrafts and mementos. The tourist information center here helps visitors get information about activities, tourist attractions and available facilities. Transportation facilities such as taxis and motorbike taxis also make traveling to and from Munggu Beach easier. With these various amenities, Munggu Beach creates a comfortable and varied holiday experience, while providing support to the local economy by opening business opportunities for the local community.

Munggu Beach Tourism Ancillary Service

Ancillary services (support services) at Munggu Beach in Bali are an important element in optimizing the tourist experience. With various facilities and services available, this destination strives to maintain visitor comfort, safety and satisfaction. Tourist information centers provide valuable guidance on activities, attractions and available facilities, so visitors can plan their trips well. Transportation facilities such as taxis, motorbike taxis and the use of online transportation make it easier for visitors to move around Munggu Beach. The existence of a health and security center is an important aspect in ensuring the safety and well-being of visitors. Additionally, equipment rental centers allow tourists to easily rent the equipment needed to participate in tourist activities, such as surfing or snorkeling.

Souvenir shops and markets offer visitors a wide selection of handcrafted items and keepsakes to take home as memories. Well-being facilities, such as spas, gyms and fitness programs, allow visitors to care for themselves and stay healthy during their vacation. All of these are important elements that make Munggu Beach a complete and comfortable tourist destination for visitors looking for an unforgettable experience in Bali.

Munggu Beach Tourism Attraction

Beaches can be amazing places to visit, there are so many destinations that offer natural beauty, fun activities and relaxing moments by the beach. Beach tourism also plays an important role as a place to worship, meditate, or as a location to celebrate festivals and cultural events. Overall, beach tourism has a positive impact on visitors and the surrounding local communities. Beach tourism covers various aspects, such as natural beauty, diversity of activities, sustainability, and its impact on local communities. Some regarding beach tourism (Zhou et al., 2021).

Natural Beauty and Beach Attraction

The natural beauty of the beach influences the attraction of tourists, making this beach unique and different from other beach destinations, managing cleanliness and natural beauty can increase the attractiveness of Munggu beach and increase the number of tourists, both local and foreign, in Munggu Village.

Diversity of Tourism Activities

Tourist activities offered on the beach such as water sports, recreational activities, cultural events, diversity of activities can attract various segments of visitors and innovations or special activities that increase the attractiveness of Munggu beach thereby increasing the number of tourists both local and foreign to Munggu Village.

Environmental Sustainability and Conservation

Beach management contributes to environmental sustainability, conservation programs or environmental preservation initiatives carried out, tourism can have a positive impact on the environment around Munggu beach and can increase the number of tourists, both local and foreign, to Munggu Village.

Socioeconomic Impact

Beach tourism influences the local economy and has an impact on jobs and income for local communities. Munggu beach managers need to collaborate with local communities.

Community Participation and Local Empowerment

It requires local community participation to be involved in managing Munggu beach, there is an empowerment program or community involvement in tourism activities, and good relations between local communities and Munggu beach managers also have an impact on increasing the number of tourists, both local and foreign, to Munggu Village.

The Role of Technology in Coastal Tourism

The role of technology is used to improve visitor experience (Yen et al., 2020) on Munggu Beach, as well as the use of technological innovation that supports the sustainability of tourism on Munggu Beach is very necessary to increase the number of tourists, both local and foreign, to Munggu Village.

Challenges in Coastal Tourism Management

The main challenges that beach managers need to be aware of are problems such as overcrowding, cleanliness, or conflicts with local communities (Sul et al., 2020). By maintaining this, Munggu beach tourism management remains sustainable in the long term and has an impact on increasing the number of tourists, both local and foreign, in Munggu Village.

The Role of Government and Involvement of Related Parties

The government's role in managing and developing beach tourism is very necessary, such as the involvement of the private sector, NGOs, or environmental organizations in managing Munggu beach and increasing the number of tourists, both local and foreign, to Munggu Village.

Destination Marketing and Branding

Munggu beach managers need to increase beach destinations by marketing Munggu beach using social media networks. The branding strategy used with social media networks is to differentiate the Munggu beach destination from others.

Munggu Beach Tourism Accessibility

Beach tourism accessibility includes considerations about how people can easily reach and enjoy the destination (Henche et al., 2020). The following are several points that can be the basis for regarding the accessibility of beach tourism in Munggu so that it has an impact on increasing the number of tourists, both local and foreign, in Munggu Village.

Transportation Infrastructure

Transportation infrastructure to the beach must be maintained with good road access and adequate parking (Mykola et al., 2020). Beach managers work together with transportation authorities to ensure good accessibility to increase the number of tourists, both local and foreign, to Munggu Village.

Public Transportation

Public transportation facilities that can bring tourists to the beach well so that public transportation can increase accessibility for tourists who do not have private vehicles and have an impact on the number of tourists who come to Munggu beach.

Access for Persons with Disabilities

Accessibility for people with disabilities around the beach, there are special facilities, such as footpaths, ramps that can be passed by wheelchairs, or other facilities as well as the application of universal accessibility principles (Juliana et al., 2021). The Munggu beach area needs to be improved properly in order to increase the number of tourists, both local and foreign, to Munggu Village.

Accessibility for Vulnerable Groups

Beach accessibility for vulnerable groups such as children, the elderly, or family groups with small children requires special facilities or regulations that support these groups so that Munggu beach has accessibility for vulnerable groups.

Visitor Safety and Welfare

The beach management ensures the safety of visitors during the journey to Munggu beach and information and instructions that guide visitors safely to the Munggu beach location and make tourists feel safe. This will have an impact on increasing the number of tourists, both local and foreign, to Munggu Village.

Parking Management

The parking system is regulated and adequate to meet the needs of visitors and alternative transportation such as providing a shuttle or shuttle service from the parking area to Munggu beach in order to increase the number of tourists, both local and foreign, to Munggu Village.

Munggu Beach Tourism Amenities

Tourism amenities at Munggu Beach can involve various aspects to meet the needs and comfort of visitors. These facilities can improve the visitor experience, provide comfort, and ensure the sustainability of coastal tourism destinations. It is important to continually manage and improve these facilities based on visitor feedback and changing needs. The following are several amenities that are of concern to the Munggu beach tourism destination.

Recreation Facilities

Safe and child-friendly playground for families visiting the beach. Sports Fields such as beach volleyball courts or small soccer fields. This can increase the interest of both local and foreign tourists in Munggu Village. With the addition of these facilities, visitors have more options for spending time around the beach. This can increase their interest in visiting Munggu Village, especially families who want to enjoy a fun and refreshing holiday.

Cleaning Facilities

Munggu beach managers need to keep the toilets clean and well maintained with water and soap facilities as well as a special sand cleaning area for cleaning sand before leaving the beach. Cleanliness of facilities is very important to ensure the comfort and safety of beach visitors. With well-maintained cleaning facilities, visitors

will feel more comfortable and encouraged to keep the beach clean. This will help maintain the natural beauty of Munggu Beach and create a more positive experience for tourists.

Culinary Facilities

Munggu beach stalls and restaurants provide a choice of food and drinks to suit a variety of visitors' tastes as well as an open space area with tables and chairs for family picnics (Khoshkam et al., 2022). Providing a variety of food and drink choices at Munggu beach stalls and restaurants can be a big attraction for visitors. By providing a variety of food and drink choices, as well as a comfortable open space area, visitors will feel more fulfilled and at home spending time on Munggu beach. This can also be an additional attraction for families who want to enjoy time together while enjoying a meal by the beach.

Medical facility

First Aid Post with equipment, trained personnel and information about the nearest health facilities if needed in the Munggu Beach area to increase the number of tourists, both local and foreign, to Munggu Village. With a well-managed first aid station and supporting facilities, visitors will feel safer and more confident when visiting Munggu Beach. This can also be a factor in increasing tourist numbers, as visitors will feel that their safety is a priority.

Rest and Entertainment Area

An area for relaxing and enjoying the beach view and a place for musical performances, art or other events to increase the number of tourists, both local and foreign, in Munggu Village. By creating an attractive area to relax while enjoying the beach views, as well as holding regular cultural and entertainment events, Munggu Village can attract more tourists. This not only provides a unique experience for visitors, but also supports local economic and cultural growth.

Education and Information Facilities

Boards about coastal ecosystems, biodiversity and environmental conservation projects, educational tour programs to teach visitors about sustainability and conservation increase the number of tourists both local and foreign to Munggu Village. By providing interesting and informative educational programs about environmental conservation, Munggu Village can attract tourists who care about the environment and sustainability. This will not only provide a meaningful tourism experience, but also help expand awareness of the importance of protecting nature for a sustainable future.

Tourism Information Center

The tourist information center provides maps, brochures and other information to visitors, the availability of local tourist guides to provide additional information to increase the number of tourists both local and foreign to Munggu Village. With a good tourist information center and knowledgeable local tourist guides, Munggu Village can offer a more in-depth and interesting tourist experience for visitors, both local and foreign. It also helps in increasing understanding and appreciation of the local culture and environment.

Munggu Beach Tourism Ancillary Service

Ancillary services, or supporting services, in Munggu beach tourism involve various additional facilities and services that can enhance the visitor experience. Ancillary services can provide an understanding of how to increase added value and provide a more complete experience to Munggu beach visitors. In addition, it can help in planning service innovations that suit tourists' needs and expectations. The following are several ancillary services that are of concern to the Munggu beach tourism destination.

Tour Packages and Additional Activities

Offering tour packages to explore the natural beauty of the surroundings, for example tours to mangrove forests or snorkeling spots to increase the number of tourists, both local and foreign, to Munggu Village. By offering interesting and educational tour packages such as visits to mangrove forests or snorkeling, Munggu Village can attract more visitors who want to explore natural beauty and support awareness of environmental conservation (Kartimin et al., 2023).

Photography and Videography Services

Photographer or videographer rental services for visitors who want to immortalize their moments on the beach and the provision of a special aesthetic area for taking photos, perhaps with beach decorations or art installations to increase the number of tourists both local and foreign to Munggu Village. By providing photographer or videographer rental services and creating a special aesthetic area for taking photos, Munggu Village can attract more tourists who want to immortalize their special moments on the beach. It can also provide a unique and enjoyable experience for visitors who want to gain beautiful visual memories from their visit (Yunikawati et al., 2021).

Spa and Wellness Facilities

Providing spa services that utilize the beach environment to provide a relaxing experience and health and fitness programs such as yoga classes or fitness programs on the beach to increase the number of tourists, both local and foreign, to Munggu Village. By providing spa services that utilize the beach environment and health and fitness programs on the beach, Munggu Village can attract more visitors who are looking for a unique relaxation and health experience while enjoying the natural beauty of the beach. This can also be an additional reason for tourists to choose Munggu Village as their holiday destination (Suamba et al., 2021).

Conclusions

Munggu Beach in Bali is a promising tourist destination with various potentials for developing tourism products. In the analysis of tourism products, three main areas have been identified: coastal areas, marine areas and estuary areas. This beach area offers stunning sea views and is an ideal place to enjoy spectacular sunsets. To maximize this experience, it is recommended to provide a special area with lounge chairs, creating an attractive atmosphere for tourists looking for beautiful nature moments. Apart from that, this beach area is often used for playing beach volleyball, so it is necessary to create a special zone for this activity. The sea area at Munggu Beach provides a variety of tourist activities such as swimming and various water sports activities. Zoning needs to be implemented to ensure a comfortable and orderly experience for visitors. Meanwhile, the estuary area with duck boats is a positive initiative, but special attention needs to be paid to the renewal of the duck boats and the cleanliness of the estuary area. Munggu Beach has good accessibility and various facilities that increase visitor comfort, including accommodation, restaurants, tourist activities and transportation services. All of this makes Munggu Beach an attractive and competitive tourist destination in Bali. This research also provides suggestions to increase the attractiveness of Munggu Beach, a number of actions are needed. Developing facilities for various tourist activities such as enjoying the sunset, playing beach volleyball and outbound training activities needs to be prioritized. The attraction's duck boats need to be updated and better managed. Zoning needs to be implemented to maintain order in the area. Promotion of arts and culture, local culinary tourism and environmental cleanliness must be promoted. Transport infrastructure and business opportunities for local communities need to be improved. Active promotion and marketing as well as visitor safety are important factors. With these steps, Munggu Beach can continue to develop as an attractive tourist destination. Munggu Beach has the potential to become a more attractive and competitive tourist destination in Bali. With attention to the development of facilities, promotion of local culture, and the freshness and cleanliness of tourist areas, this destination can continue to develop and attract the interest of tourists from various parts of the world.

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