

# Original Research Article

## Suburban Tourism Market in Canggu, Bali

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### ABSTRACT

Canggu is a village adjacent to Kuta as a strategic tourism area and the core urban area of Metropolitan Sarbagita. This position has an impact on the massive spatial change of agriculture into tourism and settlements. The change indicates that Canggu is undergoing a suburbanization process. This study aims to identify the characteristics of tourists in the suburban area of Canggu. The survey method was utilized to achieve these objectives. The tourist survey is used to collect data on the profile of the tourism market from May to June 2021. The data is processed with simple statistics and then analyzed descriptively to provide guidance for the development of tourism products in the suburban area of Canggu. The results showed that during this pandemic the Canggu tourism market was dominated by local tourists with the following characteristics: staying for a long time; prefer villas and hotels as accommodation; the plethora of millennials and generation Z; self-employed work with the flexibility of time and money arrangements; highly educated; the spending power of tourism products is high, especially for accommodation and consumption. With these characteristics, local tourist position is very important in the context of developing tourism products, not only during a pandemic but also predictably in a sustainable manner. Two guidance for the development of sustainable tourism products can be recommended in the suburban area of Canggu: 1) promoting homestays and local culinary facilities and 2) creating a variety of activities to maintain and increase the length of stay of tourists in suburban areas.

*Keywords: suburban tourism, market, Canggu*

### 1. INTRODUCTION

The rapid development of an urban center has resulted in the suburban area being a location for new industrial and residential development. Thus the suburban area is caused by the suburbanization process. Suburbanization in the context of tourism or tourism suburbanization occurs due to the dynamic nature of the metropolitan area and the transformation and rebuilding of tourism centers which are experiencing a phase of saturation of the development of tourism products in peripheral areas [1]. Peripheral areas are economically marginalized due to local market limitations and economic leakage [2]; [3]. Some peripheral areas have a rural character, which is often associated with low wages in the agricultural sector as the main economic activity, depopulation, and the lack of local investment [4]; [5]. On the other hand, Peripheral areas also have weaknesses in political bargaining positions, because they are far from the center of power and government [3]. It can be said that peripheral areas have limitations, both in terms of economic, social, and political dimensions. But on the other hand, peripheral or suburban areas have the strength of tourism resources, because the area is relatively pristine, offers a different experience, and has not been exploited [6].

Tourism in peripheral or suburban areas has the following characteristics and challenges [4]; Pearce, 2002 in [3]: a) The importance of developing tourism as an economic alternative, as a result of the declining growth of traditional extractive industries in rural areas. b) The feel of a rural area that is still original and natural. c) Limited market potential but quality. d) Limited market access to tourism products. e) Seasonal; experience concentration visits at certain times. f) Dominated by micro, small and medium enterprises (MSMEs). g) Opportunity to have a negative impact on the local community and sensitive environment. h) Limited capacity of local communities due to low level of education and poor experience. Furthermore, [7] states that tourism in peripheral areas has very distinctive characteristics, that is: a) The regional economy is relatively simple in the form of utilization of natural resources (agriculture, forestry, mining). b) Has limitations in infrastructure and modes of transportation, communication, and information. c) Lack of provision of public facilities and services by the government, so that people tend to migrate out or depopulation experience. As a result of these characteristics, tourism development in peripheral areas runs naturally and spontaneously or it can be said that there is no well-plan as a guidance for developing tourism products in suburban areas.

Canggu, which is a village in Bali, is a suburb that has idiosyncratic tourism resources. The marine landscape and the life of the Balinese coastal community are unique values that are precious for tourism development. So far, tourism development in Canggu, apart from diversifying tourism products in the Kuta area and its surroundings to maintain and increase tourist visits, is also seen as an instrument for developing the region and the Canggu community itself. This condition has an impact on the massive change in the function of agricultural land into tourism and settlements [8]. The change in spatial function indicates that Canggu is undergoing a suburbanization process. This study aims to identify the characteristics of tourists or markets in the Canggu area in order to understand the use of space for the development of suburban tourism products. Determining the appropriate target market with tourism products in the suburban area is convinced to minimize land use changes in Canggu.

## 2. MATERIAL AND METHODS

In this study data collection uses a tourist survey. The tourist survey was used to collect data on the tourism market profile through the distribution of questionnaires [9]. The questionnaire is in the form of using a structured list of questions to the respondents which is collected at a certain time. The questions asked are related to the characteristics of the respondents. Respondents are tourists who actually visit the Canggu area. Respondents were determined by a non-probability sampling method, specifically purposive sampling. The number of respondents is as many as 100 tourists. All data collected were then analyzed descriptively. Descriptive analysis is the interpretation of related data and then presents it as it is. In this paper, what is interpreted are the characteristics of the selected market based on data from tourists visiting the Canggu suburban area.

## 3. RESULTS AND DISCUSSION

The tourism market is a tourist who visits a destination with all the attributes inherent in the tourist [10]. Based on this concept, the tourism market in the suburban area of Canggu can be understood by interpreting various attributes or characteristics of tourists who visit the Canggu area. Some of the characteristics of tourists collected are in the form of geographic, demographic, and socio-economic attributes. This collection of various data was obtained through a severely conducted tourist survey from late May 2021 to mid-June 2021. The

survey results are presented in graphs based on simple statistics for easy interpretation, analysis and synthesis.

Most tourists are visitors Stay (96%) in the suburban area of Canggu. This shows that there is a possibility that the current occupancy rate for accommodation in Canggu is higher than most tourism destinations in Bali, which are experiencing decline due to the pandemic.

The vary widely used types of accommodation are villas (45%) and hotels (31%). Both types of accommodation are usually owned by non-locals, including tourists. However, if you go back a few years earlier, tourists prefer to use local people's houses or homestays as temporary residences while in Canggu.

The majority of tourists come from Bali (local tourist) (85%), considering that the research was carried out during the pandemic with all restrictions on mobilization for travel from outside Bali and/or abroad. It is interesting to discuss specifically about the ability of local tourists (tourists from Bali) to save the business of providing Canggu tourism products, so that they are able to survive and grow (resilient) in times of crisis. It can be said that the contribution of local tourists should not be ignored, not only now (due to the crisis) but also for the future. Previous cases, such as the Bali Bombings, the eruption of Mount Agung, and the economic recession in market source countries, also indicated local tourists as 'The Savior'.

By population, tourists visiting Canggu are categorized into Millennial Generation (49%) and Generation Z (40%). Millennials and Generation Z are productive population groups who are less than 40 years old. This population category is generally very active and intensive in trying new things, especially those that have never been experienced in their place of origin. The newness of the experience in question is related to interactions with nature and deep relationships with local communities in a tourism destination. Especially Millennials who dominate visits to Canggu, it is known that this group of tourists has the financial strength and flexibility in managing their free time, so it makes sense if they are set as the target market.

Tourists as respondents, most have jobs as entrepreneurs (51%). This type of work as an entrepreneur has the flexibility to manage free time and disposable income. As it is understood that the availability of free time, money, and space is a prerequisite for individuals or groups to do tourism. From the data, it can be seen that there are quite a number of tourists who have not worked (20%). This condition is related to the large number of Generation Z tourists visiting area of Canggu. The age range of Generation Z is the period of receiving secondary and higher education.

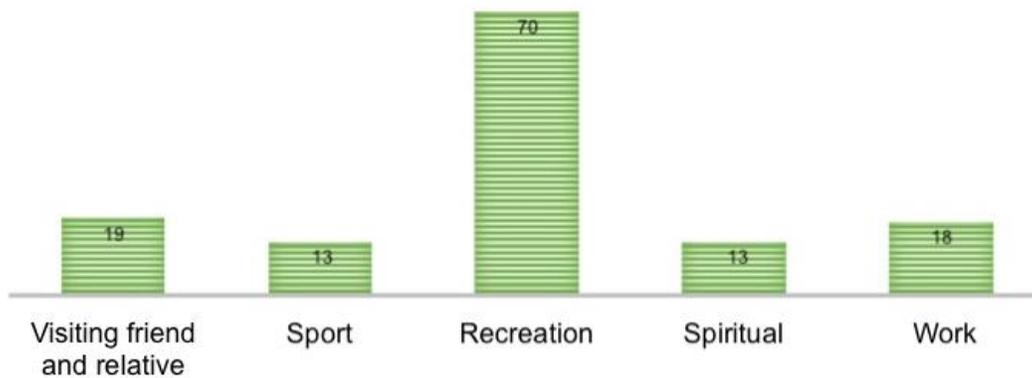
Employment is closely related to education level. On average, tourists visiting Canggu have higher education (80%): diploma (14%), undergraduate (71%), and postgraduate (15%). People who have a high level of education are considered to have independence in making decisions, including in tourism. It is proven that in their travel arrangements, all respondents answered that they did it themselves without intermediaries.

With the average job of tourists as professionals in their fields and having a high level of education, their income is relatively linear. In accordance with income, quite a lot of tourists (30%) earn a monthly income above Rp. 20,000,000,- (currently 1 United States Dollar is approximately equal to 14.000 Rupiah/Rp.). If we look at the source of the market, tourists who have relatively high incomes come from Bali and abroad (Europe). High income is usually followed by high expenditure, including the purchase of tourism products. For accommodation and accommodation spending alone, it shows that 32% and 30% of tourists

spend between Rp. 4,000,000, - up to Rp. 5,000,000, - and some even exceed five million rupiahs each time they visit. So apart from foreign tourists, actually local tourist has the potential to be attracted to suburban tourism destinations like Canggu.

Spending is positively correlated with the length of stay of tourists. The longer tourists stay in a destination, the greater the spending. The relatively high level of spending in Canggu, apart from being driven by adequate income, is also influenced by the length of stay of tourists. Data shows that 44% of tourists stated that they stayed in Canggu for a long period of time, i.e. more than 5 nights.

When viewed based on the purpose of the visit, most tourists visit Canggu for Recreation. Thus, the tendency of tourists to travel to Canggu is in order to fill their leisure time for recreation. But why is this recreational activity carried out for a long time?, because tourists while in Canggu combine Recreation with several other activities, such as visiting friends and relatives, sport, carrying out spiritual rituals, and working. It can be stated that the length of stay of tourists in a suburban tourism destination is also determined by the combination of activities carried out while in the suburban area of Canggu (figure1).



**Fig. 1. Purpose of visit**

#### **4. CONCLUSION**

The Canggu tourism market is dominated by local tourists with the following characteristics: long-term stay; choose villas, hotels, homestays as accommodation; the majority of millennials and generation Z; self-employed work with flexibility of time and money arrangements; highly educated; the spending power of tourism products is large, especially accommodation and food-beverages. With these characteristics, local tourists position is very important in efforts to develop tourism products in suburban areas, not only during this pandemic, but also in a sustainable manner. The relatively long length of stay of tourists in Canggu can provide business opportunities to provide tourism products for local communities. The length of stay is influenced by the combination of recreation with other tourist activities. Two directions for developing sustainable tourism products in the suburbs of Canggu are recommended, that is: 1) promoting homestays and local culinary facilities as superior tourism products in suburban areas. 2) creating a variety of activities to maintain and increase the length of stay of tourists in suburban areas. **These two recommendation is convinced to minimize land use changes in Canggu.**

## CONSENT

As per international standard or university standard, participant's written consent has been collected and preserved by the author(s).

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