

Analysis of Pasatan Temple trekking at Pohsanten Village

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Abstract: This article is about the analysis of the Pasatan Temple trekking in order to propose it as a tourist trekking. In fact, Politeknik Negeri Bali wishes to develop a program package for international students to discover the village of Pohsanten, Jembrana in Bali, Indonesia. This activity should provide an opportunity for international tourists to discover the west of Bali, which is poorly promoted in tourism. Indeed, there is an exceptional natural heritage (fauna, flora, waterfalls, mountains) but also an authentic cultural heritage through the discovery of the Pasatan temple. The research method mainly used to analyse this trekking is the qualitative method. Indeed, with more than 5 participants, an interview was carried out inquiring the 9 tourism attraction aspects. The aspects of a tourism attraction are based on the aspects on duration, timing, variety of tourist attraction, the strength of the attraction theme, product delivery (guide & component), food & beverage, transportation, organizing program package, and price. Hence, the research method will not only be qualitative but also quantitative to measure the satisfaction index. The results show that participants are satisfied with the Pasatan temple trekking and that it is possible to market this activity as a tourist attraction and offer it in the program package for international students. It is expected that the results of the study could assist the Pohsanten village in developing rural tourism and be used as a reference for tourist professionals.

Keywords: rural tourism, green tourism, trekking, tourism attraction, tourism services, guiding,

History Article: Submitted 26 July 2023 | Revised 18 December 2023 | Accepted 19 December 2023

How to Cite: Cantin, E., & Ernawati, N. M. (2023). Analysis of Pasatan Temple trekking at Pohsanten village. *International Journal of Green Tourism Research and Applications*, 5(2), 115-122. <https://doi.org/10.31940/ijogtra.v5i2.100-107>.

Introduction

The analysis of the Pasatan Temple trekking at Pohsanten Village has the purpose to study the feasibility of Pasatan Temple trekking to be a tourist attraction in order to market it to tourists and create an international student program while also delivering economic and social regeneration to the community based tourism of Pohsanten.

Indeed, the Village of Pohsanten built 5 years ago a community-based tourism (CBT) center in aim to welcome students from Politeknik Negeri Bali. A community-based tourism fulfills 3 criteria. First of all, it should have the support and participation of local people; secondly, as much of its economic benefit as possible should go to people living at or near the destination. Finally, the act of tourism must protect local people's cultural identity and natural environment. It is suggested that community-based tourism is one way of delivering economic and social regeneration, while protecting local cultures against the rising tide of globalization (Russell, 2000). Community-based tourism provides an attractive alternative to mass tourism. In Bali, Indonesia, it is a potentially significant contributor to tourism development. Community-based tourists are supportive of a sustainable industry to preserve the villagers' way of life and the rural environment but are also concerned about safety and hygiene (Ernawati, 2015). It is further stated that having a strong and variative tourist attraction is vital for a community-based

tourism success (Ernawati, 2019) and the purpose of this article is also to determine if the Pasatan temple trekking can be that attraction.

This analysis has also led to the creation of an international tourism program packaging for students in order to promote the Jembrana area. In tourism marketing the word packaging takes on a new meaning. Tourism packaging doesn't involve a physical package surrounding a product. Instead, packaging is the process of putting together, or bundling, the core tourist product with additional services desired by tourists. The package is then promoted to tourists, who can then easily purchase their desired travel experience (Kolb, 2006). What pushes consumers to opt for tour packaging is first, the convenience by saving time and energy usually needed to find a place to stay by searching by themselves. The second one is cost savings, indeed, tour operators will often provide discounts or special rates. The last aspect that attracts tourists in tour packaging is the security and the reassurance, everything is carefully monitored by professionals.

To successfully market a tour package it is required to first understand the target market or audience. After that, build a marketing strategy aligned with the needs and wants of the target audience. As mentioned earlier, travellers expect discounts when booking travel packages so be sure to carefully calculate the tour package costing so as to provide a great benefit for the customer while keeping the business profitable and sustainable (Nieh, 2022). Therefore, to define the particularities of the company concerned and the target market, the SWOT strategic analysis tool can be used, which highlights the best strategies to implement in the process of setting up a company or developing business activity. It is based on a matrix of strengths, weaknesses, opportunities and threats. This analysis enables a company to identify its strengths and weaknesses, so as to maintain considerable competitive advantages.

However, in this article, the objective is to assess the aspects of Pasatan Temple trekking so the activity can be included in the tour package. Trekking is part of the nature-based tourism which is one of the few economic activities uses of natural areas that is compatible with protection of the environment as well as wildlife (Brockelman, W., & Dearden, P. 1990). Trekking is also defined as an adventure tourism activity conducted in difficult terrain and climate, which requires specialized clothing, equipment, food, and also companion, i.e. guide (Różycki & Dryglas, 2014). Trekking is one of the latest trends in tourism in the world. On one hand, due to the extreme terrain where it can be practiced and boosted a certain dose of adrenaline, thus, is treated as a form of an modern adventure tourism. It also sometimes considered as sport tourism (Purwanto & Rifki, 2022). On the other hand, the beauty of trekking relies on that it is implemented in an extraordinary and stunning natural and geological environment. Although many challenges, tourists are attracted by geodiversity and fascinating landscapes, changing weather conditions or spiritual survival. It is often associated only with mountains, but it must be emphasized that one may distinguish eight types of trekking, these are: mountain, desert, tropical, glacial, polar, river, swamps and volcanic trekking. People also discover and learn about their own abilities, both mental and physical (Różycki, P., & Dryglas, D. 2014).

In order to achieve the analysis of the Pasatan Temple trek, and with the help of the research stated previously, the article will use qualitative and quantitative data to solve the problem. The research question formulated is as follow:

1. How is the analysis of Pasatan Temple trekking based on the 9 aspects of tourism attraction?

Methodology

As previously stated, for this study, the method research is mainly qualitative data. The qualitative data is about statement views, opinions, thoughts and level of quality (Mbuva, 022).

The data collection methods used are observation, survey questionnaire and participation. The first qualitative method is very common but very useful, the observation. Indeed, for this article, the trekking participants travelled this trekking two times and had the opportunity to record the trekking experience, seen, heard or encountered in detailed including field notes and through a camera. The second qualitative data is used to successfully accomplish this study if interview, which was used to gather opinions from the trekking participants using questionnaire format. The interview guideline is developed based on the tour aspects developed by Ni Made Ernawati's previous articles reviewing on an overall research about green tourism and rural tourism (Ernawati, 2021). The questions cover the aspects of the research assessed include the duration, the timing, the variety of tourist attraction, the strength of the attraction theme, the product delivery (guide & component), the food & beverage, the transportation, the organizing program package and the price.

Finally, the last research method used is a minor quantitative method asking about the overall tourism satisfaction when experienced the trekking.

Results and discussions

Results

As stated before, a questionnaire has been delivered to all the 5 trekking participants. The participants of this trek are students, mostly aged between 18 and 22. Out of 5 people, only 1 is a boy, while the other 4 are girls, also 3 are from Indonesia and 2 are from France.

The summary of the research result is presented in Table 1 where scientific findings are presented after data sorting was carried out. This table will demonstrate what did the study find and whether the trek can be marketed as a tourist attraction.

Table 1. Students' Response to Pasatan Temple Trekking Questionnaire

No.	Aspect	Result
1	Duration	Majority of the participants thinks the trek is perfect for the tourists who are used to trekking but a bit hard for beginners since there is climb
2	Timing	The participants think doing the trek in the morning is preferred, the suggestions says earlier in the morning would be better (6am to 9am) to avoid hot weather and to see the sunrise
3	Variety of tourist attraction	For the majority of the participants, while doing sports, tourists can enjoy the view, the fauna, the flora and the culture heritage that is the temple
4	The strength of the attraction theme	Regarding the participants responses, the strength is the beauty of the trek, the nature and the temple, its history. The weakness is that the path is slippery sometimes
5	Product delivery (guide & component)	According to the participants' responses, the guide gave many informations about the balinese fauna and flora while trekking and also explained about the temple history while visiting

No.	Aspect	Result
6	Food & beverage	According to the participants, during the trek, water is at the tourist's expense, at the end having coconut fresh water was great, maybe add some Indonesian snacks there
7	Transportation	Participants thinks additional transportation is needed such as motorbike for those who are tired
8	Organizing program package	Majority of the participants thinks the trek have been well organized, however the suggestions request more informations and explanations of the schedule and the program activities
9	Price	The price participants' suggestions are between Rp. 50 000 to Rp. 100 000 including entrance ticket and food/beverages

Source: Cantin & Ernawati, 2023

It can be seen that from the 9 aspects of tourism attraction, there are 6 aspects have received positive feedback, including duration, timing, variety of tourist attraction, product delivery (guide & component), food & beverage, and price. However, 3 other aspects are seen to need some improvements to create better experience for the visitor who trek on Pasatan Temple trekking, including the slippery path which requires rope or handle to avoid any fallen visitors, the additional traditional Indonesian snacks, the need of motorbike, and the additional informations and explanations of the schedule and the program activities from the management.

Discussions

Trekking is an adrenalin-fuelled activity that also offers the serenity of nature. It can be hard sometimes depending on the level. Regarding the data on duration, the majority of the responses thinks the trek is perfect, it is a little tough for non-athletes and beginners, but enjoyable for amateurs and novices. This is due in particular to the arduous climbs and slopes and the humidity of the jungle. The path cannot be changed, hence, it is important to plan between 2 or 3 hours for this trek, according to the responses.

For the timing, the trekking started from 9 am to 11 am. Regarding the responses, the trekking was carried out according to the schedule with a little delay of 10 minutes. Concerning the timing and since the area of Jembrana in Bali is wet and hot, the majority of the responses suggest to conduct the trekking earlier. In the early morning, the weather is less hot and it is also possible to witness the sunrise, says one of the respondents.

To continue this discussion, as the previous academic work of Rózycki & Dryglas (2014) state that although many challenges, tourists are attracted by geodiversity and fascinating landscapes, changing weather conditions or spiritual survival. Hence, the variety of tourist attraction to market this trekking is essential. Regarding the responses, the majority states while trekking, the nature with the fauna and flore of the place is enjoyable with some great points of views but the addition of the heritage and the history of the site with the Pasatan temple is a plus point.



Figure 1. Cocoa Agriculture
(Source: Researcher's Documentation, 2023)

Concerning the strength of the attraction theme, several questions have been asked about the strengths, the weaknesses and finally if this trekking can be recommended. To begin, according to many respondents, the main strength of the trekking is that tourists are able to discover not only the nature, the fauna and flora, the tropical of Bali with beautiful views, but also the heritage and the history of the temple that has been told by the priest. Later, the respondents stated about the healthy contribution of the activity. In fact, as previously told, tourists are looking for adventure and adrenaline booster, one of the respondent talked about the excitement and the desire to discover, as a strength for this trekking. To continue, the main trekking's weaknesses according to the respondent is the slippery road at some part of the trekking. It states that it is important to be careful while trekking and have good equipment for trekking. The respondents suggestions for this weakness is to market the trek to tourists during the dry season of Bali which is from April to October. The later mentioned as one of the weaknesses voiced out is the harshness and the rather steep of the slopes for some tourists. If the trekking participants are inexperienced or in poor health, this can be unpleasant in terms of endurance. Hence, as a suggestion it is important to inform the tourists about the complications of the Pasatan trekking. To finish, the majority of the respondents pointed out that they would definitely recommend 'yes' to this trekking to tourists. Indeed, the overwhelming majority of responses evoke the beauty of nature and heritage during trekking, as well as the benefits that trekking can bring to the body and mind which is an important criteria for a good trekking according to Rózycki, & Dryglas (2014). Nature environment also becomes one of the major impacts in trekking tourism (Nyaupane, Lew, & Tatsugawa, 2014). Wonderful outdoor activities and meaningful experience in nature are also being emphasized in having trekking activity (Westskog, Aase, & Leikanger, 2021).

To go on, product & delivery are important part of the trekking, for the Pasatan temple trekking, 2 guides were providing informations. Firstly Pak Sindu who was the guide during the whole trekking, from the beginning until the end. The second guide was the priest of the Pasatan temple. In response to this matter, the responses are divided into two; one part thinks the informations were enough and the other part

needed more informations while trekking about the nature and the temple. However, according to the literature review, no data states that guide is necessary while trekking. The conclusion is that this criteria is not highly required to market a trekking.

Concerning the food & beverage served during the Pasatan temple trekking, the majority of the answers says that the coconut iced/fresh water delivered at the end of the trek, in front of the Pasatan temple, was really enjoyable and has enabled to discover a traditional Indonesian beverage. To continue and regarding the suggestions made by the participants, it firstly says that no beverage is offered or included while trekking to the Pasatan temple. Hence, it is suggested to bring your own bottle of water. The other suggestion proposes that traditional Indonesian snacks or food is provided at the same time as the iced/fresh coconut water so the participants can get more energy to return.

To continue with the transportation aspect, the trekking was only feasible by walking. Hence, the majority of the respondent thinks it would be preferable to provide motorcycle in case where tourists might be tired or exhausted. The other suggestion provided a thought in the questionnaire is to use a minibus to drive the tourists from the CBT Center to the starting point of the Pasatan temple trekking. Transportation also becomes the major concern found in Spain tourism (Rojo-Romos, et al, 2020).



Figure 2. House of Seeds
(Source: Researcher's Documentation, 2023)

About the organizing program package aspect which is mainly about the provision of informations given to the participants before the trekking, most of the answers indicate the trekking has been well organized and coordinated. However, according to one answer, an improvement has to be done concerning the information on what is needed in the bag for the trekking.

Finally, for the final aspect which is the price of the Pasatan temple trekking, the majority of the participants thinks it would be around Rp 50.000 to 100.000 per person. It would include the entrance ticket and also the food & beverage provided during the trek.

To continue, the discussion will be based on other input that has to be addressed if Politeknik Negeri Bali wants to market the Pasatan temple trekking to tourists. For the question "Is this trek could be sold to tourists", the majority of the participants replied "yes". Indeed, the trekking has a variety of attraction for tourists which is very important aspect to enable to be sold as an activity as stated in the introduction. First of all, the activity which is not only the trek but also everything that goes along with it like the experiencing of nature, cultural and local heritage – the temple and the various discovery along the path. In addition, the trekking is close to the tourist facility - the community-based tourism center of Pohsanten and also close to many other tourists attractions like the agrocacao farm, the river of Pohsanten, the ricefields of Semanggong, and also

schools where a community service of teaching an international language could be conducted. Overall, we can say the Pasatan temple trekking is attractive because of these aspects. The second question asked to the participants was referring to "which market segment should the trekking be marketed?" Many responses here were referring to both men and women, but from a younger generation. It is also suggested that the kind of profile that might be interested in this trek would be adventurers, solo hikers and nature lovers, the one who loves the adrenaline pump up and the excitement of the discovery. Finally, for the majority of the participants, many international tourists would love this trekking, one participants suggestion is to market it through social medias so travel influencer or simply travellers can find the information and get attracted. Indeed, the communication and marketing of a tourist activity is necessarily done via social networks.

Finally, the last question asked is about the overall tourism satisfaction when experienced the trekking. Indeed, it is asked to the participants to rate the trekking on a scale from 1 to 10 and explain their position towards their choice. The overall average satisfaction rate out of 10 is 8.1. To be more precise, there ain't no grade under 7 which is very satisfying. Overall, it is obvious that participants are satisfied with the trek. Indeed, in their explanations concerning the grades, 2 person highlight the beautiful view, 1 person stated because of the love towards nature, the 2 other participants didn't specify anything.

Conclusions

The analysis of Pasatan Temple trekking in Pohsanten, Jembrana had the objective to propose the Pasatan trekking as an attraction to tourists and to identify if the Pasatan Temple trekking can be a tourist attraction as a part of an international student package program while also delivering economic and social contribution to the community based tourism of Pohsanten. According to the litterature review, having a strong and variety of tourist attraction is vital for the success of a package and even more of an attraction. Also, based on the data collected, the Pasatan Temple trek ticks all the boxes a tourist might expect. From the low price to the variety of attraction theme, from the history and heritage to the natural tourism. It has also enabled the trekking participants to confirm this trek as an essential activity of the tour packaging, integrating it into the program is thus feasible.

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