

TURTLE CONSERVATION AND EDUCATION CENTER (TCEC) AS A DIGITAL PROMOTION STRATEGY TO INCREASING THE NUMBER OF TOURIST VISITS AND SUSTAINABILITY

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Highlights

To Increasing the Number of Tourist Visits and Sustainability.

Abstract

Promotional strategies play a pivotal role in enhancing the attractiveness of tourist destinations. This research endeavors to explore the promotional tactics utilized by the Turtle Conservation And Education Center (TCEC) to amplify tourist footfall, scrutinize its marketing blend, and evaluate the repercussions of these promotional endeavors. Employing three methodologies for data collection, namely interviews, observations, and documentation, the study conducts qualitative data analysis using descriptive approaches. The results will elucidate the promotional maneuvers implemented to augment tourist visits via the Marketing Mix (7Ps) adopted by TCEC. These maneuvers encompass social media engagement, partnerships with travel agencies, development of tailored tour packages, participation in tourism expos, and educational ventures. These endeavors aspire to widen the visibility of TCEC among tourists. The impact of these promotional campaigns is manifested in the surge of annual tourist arrivals. In 2019, around 41,563 visitors were recorded, a figure that substantially dwindled to 5,795 in 2020 due to the adverse repercussions of the Covid-19 pandemic on Bali's tourism, particularly at TCEC. Nonetheless, there was a marginal upturn to 7,187 tourist visits in 2021, escalating further to 10,872 by 2022. This notable upsurge underscores the efficacy of TCEC's marketing team in their promotional endeavors, accentuating the center's conservation initiatives, amenities, and available activities. TCEC remains proactive in its promotional stratagems, persistently disseminating information to visitors regarding its conservation initiatives and offerings.

Keywords

digital promotion; tourist visits; turtle conservation.

Introduction

Indonesia, recognized as the world's largest archipelago, consists of over 17,500 islands and covers more than 360 million hectares of marine territory. Positioned between 20° N/S, this region offers ideal conditions for coral reefs, seaweed, and a variety of wildlife, including sea turtles [1][16]. Out of the seven species of sea turtles worldwide, six are present in Indonesia: the Green Turtle (*Chelonia mydas*), Hawksbill Turtle (*Eretmochelys imbricata*), Olive Ridley Turtle (*Lepidochelys olivacea*), Leatherback Turtle (*Dermochelys coriacea*), Flatback Turtle (*Natator depressus*), and Loggerhead Turtle (*Caretta caretta*) [2]. Over the past few decades, turtle populations have dramatically declined, with several species on the brink of extinction[30]. Hatchling turtles are threatened by predators such as crabs, birds, and monitor lizards [4][23]. Nonetheless, the most critical threat arises from human activities. Intense coastal development has reduced the natural nesting habitats for turtles, and the exploitation of turtles for their eggs, meat, skin, and shells has led to significant population decreases[5].

These protections aim to prevent habitat loss, stop commercial exploitation, and educate the public on the importance of turtle conservation in Indonesia [6] [25]. The Turtle Conservation and Education Center (TCEC) in Serangan, Bali, serves as a rehabilitation, protection, and preservation hub for turtles, offering educational

Research Materials and Methodology

In this research, the data utilized is both qualitative and quantitative, as it is represented in numbers that reflect the value of the corresponding variables [3][15][20]. Research data sources are categorized into two types: primary and secondary data sources [32]. This study employs both primary and secondary data. Primary data is gathered directly by the researchers from original sources, recorded and observed initially, and then processed to address the research questions [17].



The Turtle Conservation and Education Center (TCEC) can be found on Serangan Island, situated to the south of Bali, renowned as "Turtle Island." Its primary aim is the preservation of endangered sea turtle populations and the promotion of marine conservation awareness. Positioned at coordinates 8°43' South Latitude and 115°14' East Longitude, Serangan Island boasts a diverse ecosystem characterized by pristine beaches and crystal-clear waters. Despite its proximity to Bali's tourist hub, TCEC offers convenient accessibility while maintaining a serene and unspoiled ambiance, distanced from urban chaos.

In this research, primary data was collected through interviews to understand the marketing strategies at the Turtle Conservation and Education Center (TCEC) in Serangan. Secondary data is acquired by researchers in a pre-existing form, not through their own collection and processing (Pantiyasa, 2013:65). This secondary data was sourced from the Bali Provincial Tourism Office and the Turtle Conservation and Education Center (TCEC) in Serangan, regarding the number of tourist visits to TCEC. Data collection techniques are crucial in research, as the primary goal is to gather data [18]. The techniques used by the researchers include interviews, observations, and document studies. The results of the data analysis are presented in two ways: formally and informally [19]. The formal presentation of data analysis results is displayed in tables, while the informal presentation is done in a narrative format [20, 21, 22].

Results and Discussion

TCEC Brief Description

The Turtle Conservation and Education Center (TCEC) was inaugurated by Bali's Governor, Mr. Dewa Barata, on January 20, 2006, situated on Serangan Island. It was established as part of a strategy to combat the turtle trade. Covering an area of 2.4 hectares, TCEC aims to assist the local Serangan community in finding alternative livelihoods beyond turtle trading. In addition to its primary function as a breeding center, TCEC serves as an educational, tourist, conservation, and research facility. This multi-faceted approach directly contributes to turtle conservation efforts by addressing issues such as illness among turtles, protecting turtle eggs in high-traffic beach areas, and purchasing eggs from locals intended for consumption [29]. The acquired turtle eggs are incubated at the breeding center, where hatchlings are nurtured for approximately one month before being released into their natural habitat. Moreover, TCEC offers various activities to attract tourists, including baby turtle adoption programs, internships, volunteering opportunities, and initiatives promoting turtle conservation. Turtle Conservation and Education Center (TCEC) Attacks are an attractive tourist destination for tourists who want to get to know it more closely about turtles and their conservation. So that the number of tourist visits to TCEC Attacks are increasing, so it is necessary to carry out effective promotional strategies. Following are several promotional strategies that can be carried out according to the interview which has been carried out by researchers with TCEC as follows



Create a Website and Social Media Activities

A key promotional tactic for boosting tourist visits involves developing an engaging and informative website and social media presence for the Turtle Conservation and Education Center Serangan. This online platform should encompass details about the center's background and conservation goals, alongside highlighting available activities, turtle species housed at the center, educational initiatives, and tour options. Crafting these digital assets to be visually appealing and user-friendly will facilitate drawing tourists to visit the Turtle Conservation and Education Center Serangan.

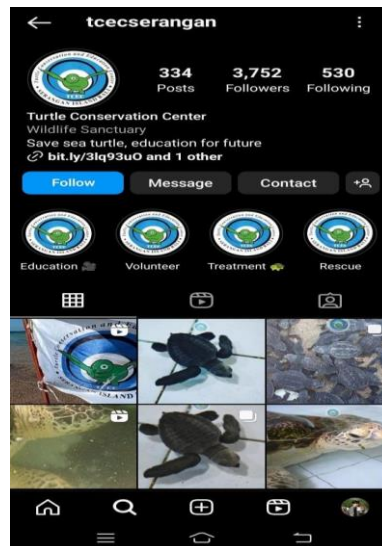


Figure 2. TCEC instagram

Collaborate with Tourism Stakeholder

The Turtle Conservation and Education Center has collaborated with tourism actors in Bali to promote the Turtle Conservation and Education Center Serangan in their tour packages. This will help the Turtle Conservation And Education Center to reach tourists who do not know about the Turtle Conservation And Education Center Attack or tourists who are interested in educational tourism regarding turtle cultivation and can also increase the number of tourists visiting the Turtle Conservation And Education Center.

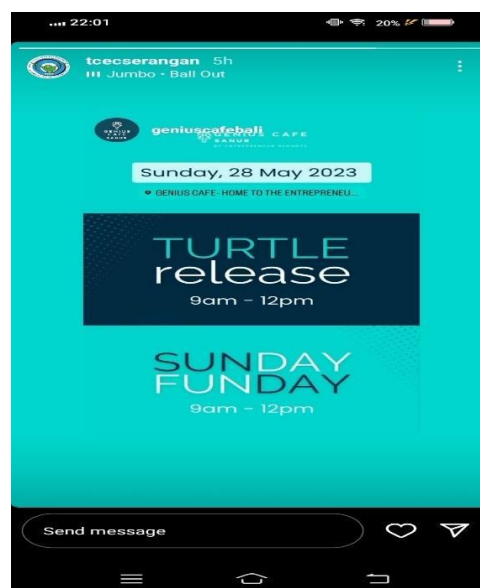


Figure 3. Turtle release at TCEC instagram

Special Tour Packages

TCEC offers an exclusive tour package tailored for groups or students interested in visiting the Turtle Conservation and Education Center Serangan. This specialized package features engaging activities such as participating in the release of baby turtles into the ocean and crafting souvenirs. Opting for this unique tour package enables groups or students to enjoy a more enriching experience. Furthermore, TCEC provides vocational training in life skills through the creation of environmentally friendly souvenir items. These products are crafted using locally sourced materials, offering an alternative livelihood opportunity for the local community. As part of a micro-enterprise initiative, the produced goods are marketed and showcased to tourists, with the aim of attracting more visitors to the area.



Figure 4. Turtle egg hatching

Educational Activities

Conducting educational programs at the Turtle Conservation and Education Center Serangan (TCEC) enables tourists to participate in the adoption and release of young turtles into their natural habitat. This hands-on experience offers an engaging opportunity for visitors to the Turtle Conservation and Education Center. Moreover, there are educational sessions focusing on the nurturing and conservation of turtles available at the center. TCEC also actively intervenes to rescue sick turtles in the wild and safeguards turtle eggs in busy beach areas. Visitors will have the chance to learn directly from experts about turtle rescue and care. These activities are likely to appeal to tourists seeking a unique and informative experience [24].



Figure 5. Educational event at TCEC Serangan

By implementing effective promotional strategies, it is hoped that the Turtle Conservation And Education Center Attack can attract more interest from visiting tourists who want to know about turtles at the Turtle Conservation And Education Center and learn about conserving animals protected by the government and tourists can increase awareness about the importance of turtle conservation. -turtle.

Join a Travel Exhibition

An effective method to promote increased tourist visits to the Turtle Conservation and Education Center is by participating in tourist exhibitions to directly engage with visitors. Tourist exhibitions represent a relatively efficient approach for boosting tourist numbers and introducing the Turtle Conservation and Education Center as an educational tourism destination to new audiences.



Figure 6. Poster TCEC In collaboration

Impact of Turtle Conservation and Education Center Promotion Strategy Regarding Tourist Visits

Promotion serves as a method to boost tourist footfall at the Turtle Conservation and Education Center by informing potential visitors about available activities. Similarly, the marketing team of Citra Grha City Housing employs promotional strategies to enhance awareness within the broader community. The Turtle Conservation and Education Center employs diverse promotional approaches to augment tourist visits, yet not all promotional methods yield substantial increases in visitor numbers [31]. Below is the data illustrating the number of tourists visiting the Turtle Conservation and Education Center from 2019 to 2022. The Table of increasing tourist visit per year as follow:

Table 1. Total tourist visit TCEC Serangan from 2019-2022

No.	Year	Total Tourist Visit
1	2019	41.563
2	2020	5.795
3	2021	7.187
4	2022	10.872

According from the table above, the number of tourist visits has increased annually. In 2019, the number of tourist visits was around 41,563. In 2020, it decreased quite significantly to 5,795 due to the Covid-19 pandemic which hit Bali tourism, especially at the Turtle Conservation and Education Center. The Covid-19 pandemic had a big impact on tourist visits in 2021, experiencing a slight increase.to 7,187 tourist visits per year in 2022, the number of tourist visits will begin to increase to 10,872. This increase is quite large due to implementing promotional strategies by Turtle marketing. The Conservation And Education Center always tries to provide information about the actual state of conservation in terms of specifications, facilities and activities that can be carried out at the Turtle Conservation and Education Center. The Turtle Conservation And Education Center is aggressively carrying out promotional strategies.

Several promotional strategies have been carried out to increase the number of tourist visits, namely creating a website and social media activities, creating an interesting and informative website and social media about the Turtle Conservation and Education Center Serangan, which includes information about the history and objectives of conservation as well as what activities which can be done at the Turtle Conservation and Education Center. The Turtle Conservation and Education Center once held a virtual talk via the ZOOM application with the theme "Ecotourism Based on Turtle Conservation Education". The Turtle Conservation And Education Center also collaborates with travel agents. This will help the Turtle Conservation and Education Center in reaching tourists who don't know about the Turtle Conservation and Education Center Attack or tourists who are interested in educational tourism regarding turtle cultivation and can also increase the number of tourists visiting the Turtle Conservation and Education Center. The Turtle Conservation and Education Center also carries out educational activities. This educational event is routinely carried out by the Turtle Conservation and Education Center as a form of promotional strategy.

Conclusions

The Turtle Conservation and Education Center (TCEC) implements the marketing mix 7P to improve tourist visits, covering Product, Price, Promotion, Place, People, Physical Evidence, and Process. Under Product, the main offering involves a distinct opportunity to observe turtles and contribute to wildlife conservation. Additionally, they offer services like adopting baby turtles. Concerning Price, TCEC relies on voluntary contributions for entry and charges Rp. 150,000 for turtle adoption. For Promotion, staff utilize social media platforms, especially Instagram, and collaborate with travel agencies to raise awareness. Furthermore, they provide specialized tour packages, including turtle hatchling releases and souvenir crafting. Participation in tourism exhibitions and direct educational activities on turtle conservation further enhances the center's appeal. The impact of TCEC's promotional efforts is evident in visitor statistics. In 2019, there were around 41,563 visits, but due to the Covid-19 pandemic, there was a significant drop to 5,795 in 2020. Despite a slight increase to 7,187 visits in 2021, the real growth occurred in 2022, with 10,872 visits. This surge reflects the marketing team's continuous efforts to inform visitors about the center's conservation initiatives, amenities, and available experiences.

Author Contributions

GBS: Conceptualization, Methodology, Software, Investigation, Writing - Review & Editing, Writing - Review & Editing, Supervision; PEW: Writing - Review & Editing.

Conflicts of Interest

We declare that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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