

MANAGEMENT STRATEGY OF THE ROYAL PITA MAHA AS A TOURISM ACCOMMODATION IN UBUD, GIANYAR REGENCY

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Abstract

Tourism serves as a strategic sector for Indonesia's economic growth, with Bali standing out as a leading destination that has rapidly recovered after the pandemic. Ubud, as the cultural and artistic center of Bali, continues to develop through the contribution of culturally oriented accommodations such as The Royal Pita Maha. This study analyzes the resort's management strategies in maintaining sustainability and competitiveness amid the highly competitive tourism industry. Employing a descriptive qualitative approach through observation, interviews, documentation, and literature study, the data were analyzed using the SWOT framework. The findings reveal that the POAC-based management strategy implemented by the resort emphasizing cultural and nature-based visitor experiences is effective in enhancing guest satisfaction and loyalty while supporting sustainable tourism development in Ubud.

Keywords: Management Strategy, Cultural Tourism, POAC

INTRODUCTION

Tourism plays a vital role in driving Indonesia's economic growth, particularly in Bali, which is renowned as a prime destination due to its rich natural, cultural, and man-made attractions. According to Law No. 10 of 2009, a tourist attraction encompasses uniqueness, beauty, and cultural value that motivate tourists to visit. Although Bali's tourism sector significantly contributes to the region's revenue (PAD), it also faces challenges such as traffic congestion, pollution, and land conversion. Data from Statistics Indonesia (BPS) indicate a notable post-pandemic recovery, with 6.33 million international tourist arrivals in 2024, marking a 20.1% increase from the previous year.

Ubud, as the cultural and artistic heart of Gianyar, continues to attract visitors with its enduring traditions, stunning natural scenery, and the rise of luxurious accommodations such as The Royal Pita Maha. This resort exemplifies sustainable tourism by emphasizing environmental and cultural preservation through the use of eco-friendly energy, waste management, and support for local communities. However, without careful management, tourism activities may lead to deforestation, water pollution, and cultural degradation. Therefore, maintaining a balance between luxury, environmental conservation, and social sustainability is essential for the future of tourism in Ubud and Bali as a whole.

The presence of The Royal Pita Maha Resort in Ubud also has the potential to impact local culture negatively if not managed wisely. Although the resort adopts traditional Balinese architecture and applies the Tri Hita Karana philosophy—which emphasizes harmony among humans, nature, and God—the increasing number of