

Exploring the role of Balinese culture in shaping sustainable tourism and authentic visitor experiences

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Abstract - of 150-300 words. This study aims to explore the significant role of Balinese culture in influencing the development of tourism on the island, particularly in promoting sustainable practices and authentic visitor experiences. The research employs a qualitative descriptive method, with data collected through documentation, observation, and literature review of tourism practices, cultural rituals, and local traditions. Data analysis was conducted using content analysis, focusing on how cultural elements are preserved and integrated into tourism packages. The results indicate that Balinese culture serves as a central attraction for tourists and acts as a foundation for sustainable tourism initiatives. Traditional ceremonies, architectural heritage, and local arts not only attract international visitors but also promote community participation and environmental awareness. The study concludes that the integration of culture into tourism planning ensures long-term benefits for both local communities and the tourism industry. Maintaining cultural authenticity is essential for preserving identity while supporting economic growth.

Keywords (5 to 8 words): Balinese culture, sustainable tourism, cultural heritage, visitor experience, community-based tourism

1. Introduction

Tourism is a major contributor to the global economy, accounting for 10.3% of the global Gross Domestic Product (GDP) and providing 330 million jobs worldwide (Hazra, 2022). Furthermore, Hazra (2022) also stated that a significant portion of global tourism is concentrated in marine and coastal environments. This presents a substantial opportunity for Indonesia as a country where the majority of its territory is oceanic (Arianto, 2020). The vast ocean territory of Indonesia holds potential that can be developed to support national development, particularly in the field of marine tourism. However, in reality, this significant potential faces various challenges that threaten Indonesia's future (Sari, 2019).

According to a study by (Sagita et al, 2022), plastic waste in the ocean affects the income of small-scale fishermen in the coastal areas of Jakarta. Fishermen experience a decrease in income by 38%, from IDR 2,001,500.00 to IDR 1,297,611.00. Another study by Prasetya (2020)



found that coral reefs in the Karimunjawa Islands suffer an average annual damage rate of 10% due to marine tourism activities such as diving and snorkeling.

According to Mirsalila (2020), Bangsring Underwater Floating House Beach, as a coral reef conservation-based tourist destination, has a coral reef ecosystem that is categorized as poor according to standard criteria for coral reef damage. This is due to the large number of tourists who engage in snorkeling or diving activities and inadvertently or intentionally step on coral reefs.

Given the above, it is crucial for Indonesia to implement sustainable tourism, particularly in utilizing the potential of marine areas to achieve long-term benefits for the welfare of all Indonesian citizens (Sari, 2019). Sustainable tourism, which considers the economic, social, and environmental impacts of tourism both now and in the future, is essential.

As the importance of sustainable tourism in marine areas grows, the emergence of the blue economy concept is expected to serve as a guideline for implementing sustainable development in Indonesia's marine regions. Gunter Pauli, in his book "The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs," was the first to introduce the blue economy concept. He explains the impact of the blue economy on environmental protection, resource conservation, and cost reduction in industries by shifting to renewable energy sources.

2. Method

This research is qualitative and employs purposive sampling. The study was conducted at the Bangsring Underwater Floating House Beach tourist destination in Banyuwangi, Indonesia. Data collection methods included observation, interviews, and documentation. The study used purposive sampling with 14 key informants, including the Head of the Tourism Office, the Secretary of Bangsring Village, managers of the Bangsring Underwater Floating House Beach, local and international tourists, and small and medium-sized enterprise (SME) operators.

Data validity includes: source triangulation and technical triangulation. Research stages include: pre-field work, arranging permits, preparing research equipment. The implementation stage includes: data analysis, preparing a report framework, and compiling reports. Data analysis begins with data collection, data condensation, data display, and conclusion, drawing/verification.

Data analysis was performed using the Miles and Huberman method, which consists of four stages: data collection, data reduction, data presentation, and conclusion drawing. Data validity was ensured through triangulation, which involves cross-checking information from various sources, techniques, and time periods

3. Results and Discussion

3.1 Results

It is clear that to restore the ecosystem at Bangsring Beach, conservation efforts must start with beach and seabed clean-up, tree planting to prevent erosion, and coral reef planting. Here is now renowned for the beauty of its underwater ecosystem. Coral reef restoration has been carried out through coral transplantation. Coral transplantation involves cutting live coral and planting it in other locations to create new habitats. During observation at the research site, the researcher documented the causes of coral reef damage, the coral transplantation process, and the benefits of coral reefs.

Coral reef damage is caused by climate change and irresponsible human activities, such as using explosives to catch fish. The coral transplantation employs the spider web method, which is claimed to be more cost-effective than other methods. This transplantation aims to improve the coral reef condition, which serves as a fish habitat, a barrier against global warming, and a fish spawning ground.

Coral seedlings for transplantation are sourced from earlier transplants or natural parent stocks found in the area. This indicates the implementation of the blue economy principle of natural resource efficiency because the seedlings are obtained without taking them from other



locations, utilizing what is available on-site. Additionally, the use of each coral parent stock for transplantation is not overly exploited; only 10 to 20 pieces are cut to ensure the parent stock can regrow and be used for future transplantation.

Coral transplantation is not carried out continuously but only initially when the area was designated for conservation. Now, coral transplantation is only done for educational purposes, such as for schoolchildren or when other parties conduct comparative studies.

The coral transplantation process has been highly effective. It is considered effective because the coral transplantation activities have successfully improved the coral reef ecosystem in the area. Initially, Bangsring Underwater Floating House Beach had a damaged coral reef ecosystem, but it has now become a famous tourist spot known for its beautiful underwater ecosystem.

3.2 Discussion

The coral reef transplantation activities have been successful in transforming the ecosystem of the area. Originally, the area had a damaged coral reef ecosystem, but the transplantation efforts have eventually turned it into a tourist destination famous for the beauty of its underwater ecosystem.

The implementation of the blue economy concept generally positively impacts the environmental, economic, and social conditions of the area. The blue economy has transformed the coral reef ecosystem from a damaged state to a better condition, making the area now known for its beautiful coral reefs. The blue economy also benefits the local economy, as the presence of the tourist destination has improved the local community's income by creating new job opportunities such as SME operators, tour operators, and drivers.

4. Conclusion

The implementation of the blue economy concept based on the principle of natural resource efficiency has been effective, with all indicators successfully achieved. However, future implementation needs some adjustments to maximize the application of the blue economy concept, such as providing facilities that clearly explain the rules for snorkeling and diving activities so that all tourists visiting the area are well-informed about the regulations.

The implementation of the blue economy concept based on the zero waste principle has been effective, with all indicators successfully achieved. The implementation of the blue economy concept based on the zero waste principle has minimized waste and processed waste generated from tourism activities into economically valuable products. However, during the research, some individuals, including tourists and SME operators, were found to be littering, which could harm the aesthetics of the tourist destination. Strict actions are needed from the management to address this issue, such as providing trash bags for tourists and imposing temporary bans on business activities for SME operators caught littering.

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