



## Sustainable Tourism Development Potential in the Improvement of Economic and Social Life Community Corridor in Bali



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### Abstract

This research was conducted in the Corridor Bali with the aim of (1) mapping of Bali tourism potential of the area and (2) analyze the direction of the development of tourism potential. This research uses descriptive design with the object of the research potential of tourism and socio-economic life of society corridors Bali. Subjects were community stakeholders in tourism, department of tourism, small industry related to tourism, public figures. Data were collected through observation, documentation, and recording of the interview, then the data were analyzed using qualitative descriptive analysis. The results showed (1) Bali's tourism potential as a gateway to national tourism that aims to improve the socio-economic life of society. One of the things that can be done is to develop creative economy businesses that can be employment opportunities for the people of Bali to earn income. From the results obtained on the research findings, there is some tourism potential that can be studied further in creating a creative economy for the people of Bali, particularly in the field of tourism. Forms of the creative economy of tourism can be done with the use of natural resources and cultural resources with the potential to be developed into a tourist attraction, (2) the potential development of sustainable tourism for the improvement of social and economic life of society on the corridor of Bali as a gateway to national tourism, it must still consider the concept of development sustainable. One concrete manifestation of the development potential of tourism in the economy is the construction of tourist facilities in an effort to support tourism in Bali. The opening of these efforts, many immigrants who seek work in Bali. The presence of immigrants who live either temporarily or settle and hold social interaction with local communities, making communities are heterogeneous. Heterogeneous society could trigger conflict. However, when coupled with a good ability to adapt to the social conflict can be resolved. Therefore, the need for openness of society to live a life together in adaptive and accommodating.

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**1. Introduction**

The tourism sector is an important sector in the effort admission revenue of considerable potential. Smith (in Wardiyanta, 2006) states that substance tourism is part of the culture of a community, which is concerned with the way the use of leisure time that a person has. Tourism can be highlighted from different angles because of its complexity. The complexity inherent in tourism activities includes tourism as a resource, as business tourism, and tourism as an industry. This suggests that the potential for life-sustaining tourism sector of the economy. The decline of state revenue from natural resources, especially oil and natural gas in the period from the 1980s to encourage governments and experts directing the views and attention to finding potential and exploit the potential of other sectors perceived potential to be developed. Findings of natural resources other than oil and gas sector are expected to help as well as the conversion of the majority support of the economy and are expected to have great opportunities in the market both nationally and internationally is the tourism sector (Spillane, 1992).

Tourism can be developed through a variety of approaches, such as the educational approach and a sociological approach. Judging from the educational approach, the development of tourism should be supported by a variety of things, namely: (1) the acquisition of qualified professionals as the handling and development of tourism service activities. This can be done through professional education, (2) the acquisition of academic personnel who are able to analyze and develop the concept of tourism and utilization with regard to the development of the creative economy. Meanwhile, in the sociological approach as developed by Erik Cohen (in Pitana, 2005) that tourism can be viewed by conceptual (a) tourism as commercialised hospitality, (b) tourism as a democratised travel, (c) tourism as a modern leisure activity, (d) tourism as a modern variety of a traditional pilgrimage, (e) tourism as an expression of basic cultural themes, (f) tourism as an acculturation process, (g) tourism as a type of ethnic relations, and (h) tourism as a form of neo-colonialism.

Meanwhile, in connection with tourists visiting Bali in 2010 increased by 1,172,978 votes or 20.39 percent Noting the traffic data in 2010, then in 2011 the Bali provincial government set a target of tourists visiting the archipelago ranges from 4.7 to 5 million the target of tourist arrivals and ranges from 2.6 to 2.7 million people (<http://infopariwisata.wordpress.com/>).

Research that has been done before in this topic is research on Distribution Map of Land Use in the Regional Bali Provincial Tourism (1991), Development of Religious Tourism in Buleleng (2009), the Coastal District of Buleleng for Regional Development Coast Tourism: A Review Geocology (2005),

A preliminary survey conducted showed that the potential of the natural panorama of Bali is supported by culture. However, the potential for natural and cultural support has not been identified completely. Directing the study was formulated the following research questions: (1) how the tourism potential of the region Bali? and (2) how the direction of the development of tourism potential?

**2. Materials and Methods**

This research is a qualitative descriptive study (Sugiyono, 2014). By stage of this research includes three stages. The first stage is pre-field activities were conducted with the literature study related to the topic of research, secondary data collection, preparation of materials and research tools as well as the designation of a purposive sample by considering the tourism potential owned, with uniqueness and cultural landscape. The second stage is the preparation of the base map as a map of the field work of RBI maps Indonesia, field work performed by the field orientation and interviews with local officials about the potential for tourism in the corridor Bali, direct field observation as well as interviews with local people regarding tourism potential. Implementation of field surveys to conduct: (a) identification of potential tourism, (b) the identification of a tourism gateway and national food support in the corridors of Bali, (c) a survey of social, economic, cultural population, and the third stage is aftercare field that includes data analysis, The object of research is the potential for sustainable tourism and socio-economic life of society corridors Bali. The subjects are people around the tourist areas, tourism players, community leaders and officials of the bureaucracy. The study



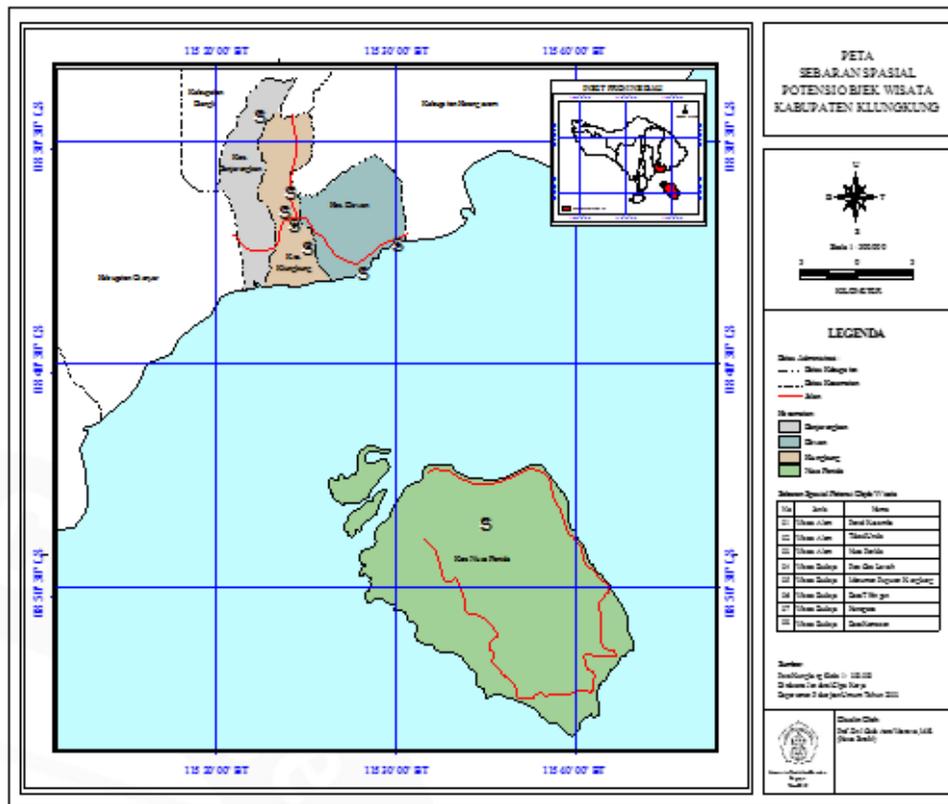


Figure 2. Spatial distribution map attractions Klungkung

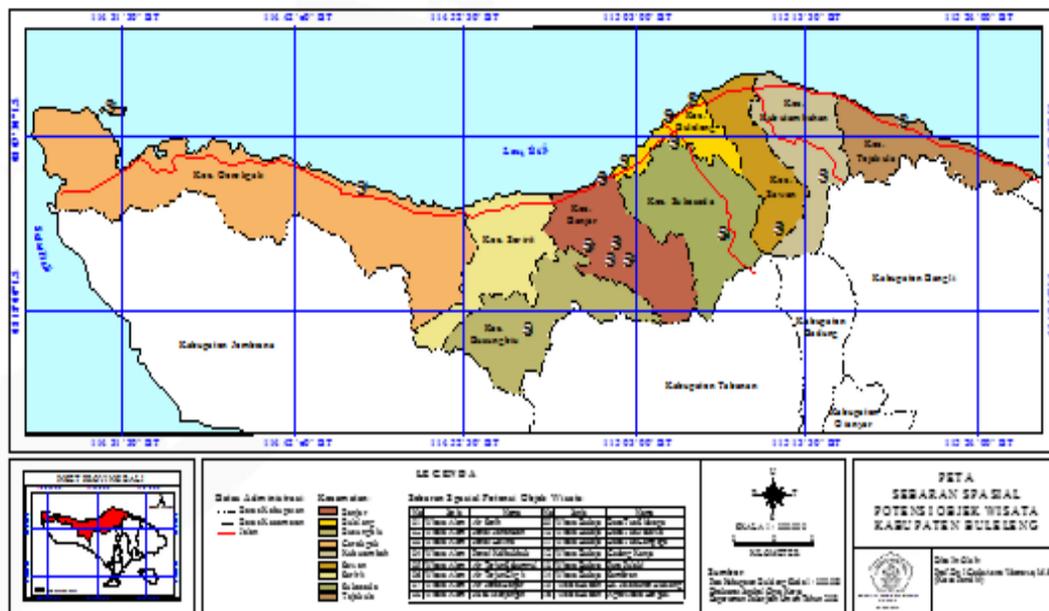


Figure 3. Spatial distribution map attractions Buleleng



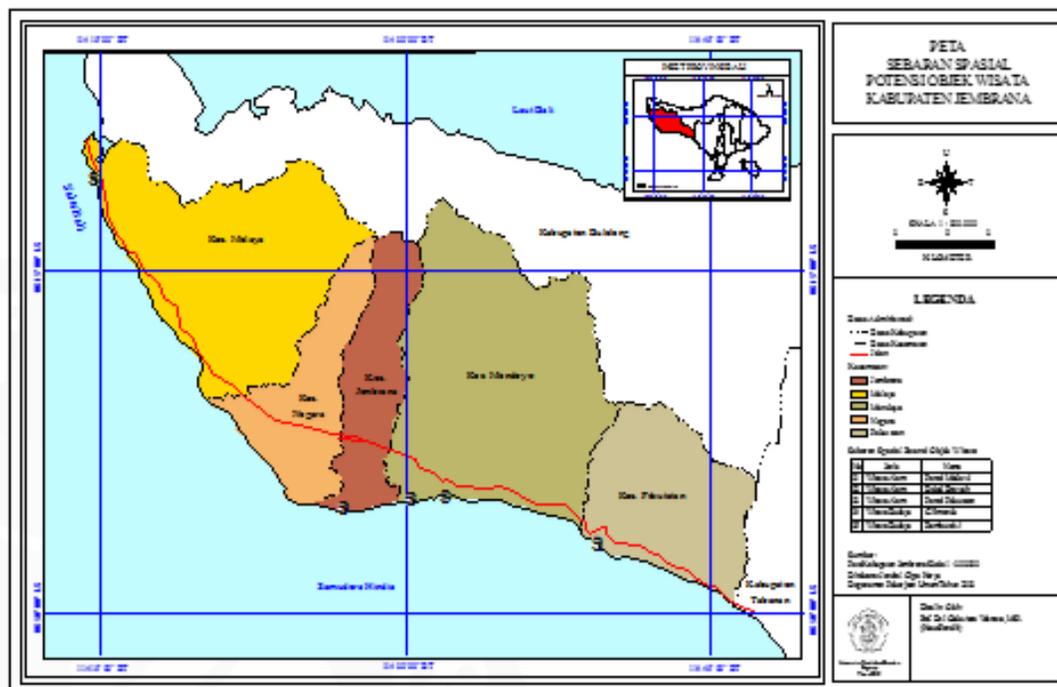


Figure 5. Spatial distribution map attractions Jembrana

Some types of objects and natural tourist attraction in Bali are: (a) The beach is a natural tourist attraction that is in demand by both domestic and foreign travelers. On the beach, tourists can do various types of activities that can be done is sit back on the beach, swimming, surfing, canoeing and various other types of tourist activity. Areas that have this fascination can be found in Sanur, Kuta, Nusa Dua, Lovina, Tulamben, More, Medewi. (b) The waterfall is found in Buleleng, such as Gitgit Waterfall, Carat, Singsing, Bidadari, Melanting, Sekumpul, and Sambangan. This waterfall is a natural tourist attraction which can also be packed into a tourist attraction of special interest such as the activity of yoga and meditation. (c) Buyan Lake can be found in the village Pancasari, District Sukasada, Buleleng, Bali. This lake is one of three twin lake that forms in a large caldera. Lake Buyan is flanked by two other lakes, namely Lake Tamblingan in the west and Lake Beratan in the east.

Ten elements of culture as an attraction for tourists is as follows:

- (1) Craft. A wide variety of handicraft in Bali can be seen in multiple areas in each district as handicrafts in the village Tihingan, Kamasan village, Gelgel Village, Village Kusamba and Satra village in Klungkung regency. Craft Village Tihingan is craft art manufacture gamelan. Metal crafts and puppet painting in Kamasan village have been known long ago. Crafts banana skins "Sari Peel" recorded in the village of Satra. Coconut Shell Handicraft Village Kusamba.
- (2) Tradition is a habit that grows and is formed by a group of people and has been recognized by the community that there will be a tradition. The uniqueness of the tradition of being a tourist attraction, even so, his interest with the traditions of a region often tourists visiting the area in a long time with a view to be able to learn the traditions of an area. Examples of traditions that have been in demand by tourists is a tradition besiege. As an agricultural area with a population who mostly work as farmers, Jembrana District, also known as buffalo populations were developed by local communities. Racing is then evolved as a tradition with Makepung name that exists only in Jembrana.
- (3) The history of an area can be characterized by the presence of a building that is a relic of history, the tradition of life carried out by a group of people for generations. As well as castles in Bali which is currently being developed into a cultural tourist attraction. The castle as the residence of the king is one of the assets of cultural tourism which is really a relic of history. Castles in Bali include Puri Klungkung, Karangasem Puri, Puri Gianyar, Tabanan Puri, Puri Mengwi, Buleleng Puri and Puri Ubud. Various castle in Bali is generally derived from the 17th century and the 19th AD. Buleleng harbor and Tri Yudha Mandala Monument. Next attractions

Kerta Gosa is a tourist attraction run by the Department of Tourism Klungkung. Kerta Gosa is actually a place in the era of the royal court. Because conceived as a relic of history by a team of archaeologists, the area is quite guarded. Tourism Department also is in the area Klungkung Kerta Gosa. In this attraction found several tourist attractions namely venue royal era Klungkung, large door sacred, fish ponds were great, the museum serves to store objects of history, art and music is always played every day in order to entertain tourists who visit and at the same time to please the players.

- (4) Architecture, the shape of a building can reflect one's home. Hindu Bali, for example, in making a home using a rule called Nudge Satak used as a guideline to divide the land into residential buildings, *sangah/bale dangin bale dauh*.
- (5) The food is local/traditional. Traditional food is processed in such a way can be an attraction for tourists. To meet the needs of tourists, the food processor will adjust the taste of tourists, as performed by Men Tempeh chicken betutu trade of processed food that has been recognized by the people of Bali and tourists.
- (6) Art music and dance can not be separated from the lives of the people of Bali, in which both the art is always incorporated at religious ceremonies in Bali. Both of this art is a companion of a series of ceremonies in Bali for both the ceremony at the temple, the ceremony at home, marriage, birth, and death. Dance in Bali is divided into three sections based on the function of art guardian (sacred), *bebali art and art-balihan balih*.
- (7) The way of life of a community. One way of life is still in demand by tourists is farming. Seeing the needs of tourists at this time much agro-tourism shows opened to tourists on how farming or gardening. For systems rice fields in Bali is known as the so-called Subak. Subak is a community organization which specifically regulate irrigation system used in rice cultivation in Bali. Subak has a shrine or temple called Pura Pura Bedugul or Uluncarik believed to be where Dewi Sri or the goddess of
- (8) Religion or belief was able to attract more tourists to learn to recognize a belief which is believed to give him something. With the existing religious beliefs, Hinduism in Bali's people who are always doing various forms of worship and ceremonies which at present has been developed into a cultural tourist attraction
- (9) A language is a communication tool. With the ability to speak, the individual is able to communicate well. Each region has a different language from one another. However, with the national language, then each individual is able to perform communication between regions.
- (10) Clothes local / traditional. The development of marriages travel packages packed by Puri Kerambitan, Tabanan was able to attract foreign tourists to celebrate her wedding in Bali with a Balinese tradition and wearing traditional Balinese dress called "payas Supreme".

Special interest is the development of tourism by exploiting natural resources or the potential of art and culture to be targeted for tourists who have a special interest. Attraction type was developed as a form of alternative tourism undertaken by stakeholders in tourism to meet the needs of travelers who have different kinds of motivation to make a trip

### 3.2 Alternative Tourism Through Utilization of Natural Resources

Buleleng regency has a potential natural form of the sea and quiet beaches are very suitable to be developed water attractions such as snorkeling, diving, and rowing. In addition, based on the findings in the field, people in coastal locations that have the potential for the tourist development some of them are able to do activities snorkeling, diving, and rowing. Moreover found in people in the village Sambirenteng, village Penuktukan and Pemuteran, society has formed a group of fishermen who are not only aimed to search for water but also to perform activities snorkeling, diving and rowing to assist travelers who want to conduct tourism activities the. Sambirenteng dive Sambirenteng precisely located in the village, district Tejakula Buleleng regency. Taman Segara is one of the attractions located in the village of Penuktukan, District Tejakula, Buleleng. Taman Segara has a beautiful coral reef, so the water tourism activities Diving into a major mainstay. Meanwhile, in the village of Pemuteran utilization of marine and coastal nature has evolved is supported by many stakeholders in tourism and nature conservation actors who help manage this sea travel. Through the cooperation undertaken by several hotels in the village of Pemuteran Matahari Beach Resort, Hotel Taman Sari, Reef Seen Aquatics and others have been able

In Jembrana District, can be found Medewi beach that has the potential to be developed as a tourist spot for surfing. Medewi beach is also known as a place to surf in Bali which has been listed on the international surfing map in 1990. The strategic location with a unique panorama of nature and the waves suitable for surfing activity, make this place attractive for surfers both at home and abroad

### 3.3 Alternative Tourism Through Cultural Resource Utilization

In the village of Kamasan, there are craftsmen of the metal in the form Pis Bolong, trinkets of bronze and silver, bowl, and various forms of merchandise. In addition, coconut shell crafts can be found in the area Kusamba Pesatria the village, the village of Karang Dadi, Banjar Bias, and Banjar Rame. Crafts coconut shells used to make a tray, bowl, saab. Gelgel weave cagcag Crafts Village. Woven fabric is actually quite a demand by the people including tourists, not only used as Kamben but also can be used to be clothing with various models. Craft weave cagcag can be found in several places in the village Gelgel. In the village, there is also Julah weaving crafts done by local communities that serve as a job to earn a living economy to meet the needs of everyday life. Craft Banana Ambengan village, Buleleng and Satra Village, Klungkung regency. In the village of Tigawasa, Banjar District, Buleleng. Its main attraction is woven bamboo crafts, such as sokasi, a cake, a light sleeper, wallets, and sangku. Associated with the tradition, that tradition is really a Goak-goakan art children's games are done in the afternoon. Goak-goakan tradition can be found in the monument Bhuana Desa Kerta Panji each ahead of Nyepi. These activities are undertaken to date, and by the community of the children in the village of Panji. Art genjek usually did by a group of people who are usually done by the young couple who sang accompanied by movements of the body in a sitting position with the aim to sing in togetherness. Genjek was actually known as one of the arts of Karangasem district. Starting from gathering around drinking wine and wine, some people who have lost control in the sense that drunk, they emit sounds that are not necessarily and finally shouted down by the others. Some other people will imitate the sound of music as a complement of genjek especially the sound of kendang dan kempul.

In addition to creative businesses in the form of crafts, creative effort that can be assessed to be developed is the religious tourism and culinary tourism as a form of alternative tourism development. The availability of many holy sites and historic buildings is a potential cultural resource to develop religious tourism packages. While their traditional local food that interest by tourists both domestic and foreign, to do a study on packaging culinary travel packages in Bali. Although in fact already exists. However, development should be further enhanced, so that tourists as the main markets can be achieved in line with expectations.

### 3.4 Discussion

Potential objects of nature tourism, cultural tourism and tourism-made / special interest are strongly influenced by the condition of the landscape of a region. Based on the data exposure landscape area of Bali province, it can be explained as follows. The geographical position of Bali is well placed to support the development of national tourism, it is due to factors accessibility supported by the Ngurah Rai Airport in Denpasar and seaports scattered coastal areas of the island of Bali, so the arrival of domestic and foreign tourists can pass through the gate of ports and airports owned the island of Bali. Topography Bali composed of mountains, hills, plains and coastal geomorphological characteristics of the support for the development of the tourism potential of both objects of nature tourism, cultural or man-made/special interest. Mountainous topography with a natural panorama that is supported by the coolness of the climate is the main attraction for tourists, especially those who love the freshness/coolness mountain nature.

In the coastal parts in contact with the sea into coastal natural attractions, such as the steep rugged coast, with white sandy beaches sloping demand by foreign tourists for sunbathing, such as the white sandy beaches of Kuta Badung. In addition, the topography mountainous island of Bali to give birth to their coastal cultural tourism attractions, such as: Subak, with agricultural terracing with grojogan *water* is very attractive to tourist.

Various forms of utilization of nature in Bali, and based on the findings in the field most crowded area of utilization of natural as supporting the development of tourism is that the area south of Badung and Denpasar. Development of tourism facilities are very solid, can ultimately cause congestion, it is possible to make the tourists become saturated to come to the area. It would need to be handled quite serious mainly by stakeholders in tourism, so tourists who come not experience boredom. Construction and tourism development should not be done in one specific area and carried out without strict control. Some alternative utilization of natural potential that can be done in order to create a creative economy for the people of Bali namely by developing coastal tourism in Buleleng, Karangasem, and Jembrana. The villages were found on three of the district, has the potential to be developed as an alternative tourism utilizing marine resources potential to support the creative efforts in improving the Balinese economy. Here, of course, demanded the role of tourism players including organized society for the implementation of the sustainable development of tourism potential for the improvement of social and economic life of society on the corridor of Bali as a tourism gateway can be implemented nationwide

In addition to the natural, cultural resources that can be developed into a tourist attraction through the creative efforts are in almost every district. Creative economic activities that can be assessed to be developed in Bali based on the findings in the field is a handicraft business which is a household industry. In addition to handicraft business, Balinese art and culture can also be developed into a business with the creative economy pack the cultural arts, especially the performing arts into the calendar of events created by each district through Bali Arts Week in each district.

Various forms of activities of sustainable development of tourism potential would be unwise to consider several things: (1) ecological, tourism development does not cause negative effects on the local ecosystem. Therefore, the conservation of nature and culture is a requirement that must be taken to protect the natural and cultural resources of the negative implications of the activities of the travel; (2) socially sustainable development of tourism potential should refer to the ability of local communities to absorb tourism activity without causing social conflicts; (3) culturally, the need for serious attention to the ability of local communities to adapt to the culture of different travelers; (3) economically, the potential development of tourism must necessarily benefit significantly from their tourism activities so as to improve the welfare of society (Arida, 2009). Seeing the conditions found in the field and in theory supported, hence the need for attention from the various parties involved in the development of tourism in Bali namely the government, investors, communities and educational institutions.

There are four dimensions that must be considered in the development of the economic dimension of sustainable tourism, ecological dimension, social dimension, and the cultural dimension. Two dimensions into focus in this study were (1) The Economic Dimension: (a) an increase and equalization of all tourism players; (B) the creation of employment opportunities, especially for local communities; and (c) an increase in business opportunities or job diversification; (2) Social Dimensions namely (a) any involvement of as many stakeholders in the planning, implementation and monitoring; (B) an increase in the ability of local communities in the management of tourist services; (C) the empowerment of local institutions in the decision making tourism development; (D) the strengthening of the position of the local community for the local community; (E) ensuring the rights of resource use and management in tourism; (F) the passage of fair rules for the development of tourism services (Damanik and F.Weber, 2006).

Tourism development would have implications for the community's social life with a very tight competition requires every offender tourism should be readily and quickly take on all kinds of changes and needs of tourists which is a major consumer of the tourism industry. Changes in the dynamics of society and are strongly associated with the presence of Pakraman. Every person residing in the territory Pakraman should follow awig awig village. Krama village in Pakraman are generally divided into four, namely: 1) ngarep manners are manners village with a village ayahan coral; 2) Krama Kaputungan is krama occupying the village coral can be divided into three, namely widow (widows / widowers) due to death, nyapian for divorce, and tapukan (left for dead by Krama ngarep); 3) Krama Pangele are not married and living in the family which is krama village and married; 4) Tamiu manners are newcomers. Resulting in the development of tourism should be a joint obligation to preserve and conserve Pakraman as one of the local genius in Bali.

#### 4. Conclusion

The development of tourism is done by utilizing three types of tourist attraction that is natural attractions, cultural attractions and tourist attraction of special interest. Business objects and natural tourist attraction utilize natural resources to attract tourists such as mountains, lakes, and waterfalls. Business objects and cultural attractions take advantage of cultural resources for tourist attractions such as the arts and traditions of life of a community. While the object manager and attractions of special interest utilizing natural and cultural resources are packaged to evoke fascination and special interest as a tourist target, like rafting and trekking.

Based on the tourism potential found in the field, a lot of things that can be studied and developed to make Bali as a tourism gateway national goal is to improve the socio-economic life of society. One of the things that can be done is the development of creative economy businesses that can be employment opportunities for the people of Bali to earn revenue through the development of the potential regional destinations and pack the art and culture of Bali as tourist object.

The development of tourism in Bali as an industry is able to provide the financial input for a community that can affect many aspects of life in Bali. One concrete manifestation in the field of economics on the development of tourism in Bali is the construction of tourist facilities in an effort to support tourism in Bali. The opening of these efforts, many migrants looking for jobs to Bali. The presence of immigrants who live either temporarily or settle and hold social

interaction with local communities, making communities are heterogeneous. Heterogeneous society could trigger conflict, but if managed properly will reduce conflict. Therefore, the need for openness, adaptive, and accommodating.

### *Suggestion*

Based on the mapping potential of tourism in Bali, the priority development of tourism in Bali further as follows. (1) Develop business creative economy in order to enhance the socio-economic Balinese. This can be done by (a) develop creative religious tourist package, considering Bali has many shrines and historic that can be packed into a travel package; (b) develop culinary tourism package which is already there in some places in Bali; (c) develop beach tourism in other areas such as in the area Tejakula, Pemuteran and Medewi. (2) Improve the quality of human resources through guidance and training for actors direct service of tourism, in order to improve the provision of information in terms of tourism, management, and marketing of tourism products. Coaching and training can be provided by the local government and independent parties such as educational institutions, attractions, and tourist facilities manager in relation to CSR programs.

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### *Statement of authorship*

The author has a responsibility for the conception and design of the study. The author has approved the final article.

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