

Bali Experience in Sustainable Coastal Tourism

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Bali is one of 33 provinces in Indonesia, and one of the most favourite tourist destinations in the world. Bali Province consists of five major islands, namely Bali, Nusa Penida, Nusa Lembongan, Nusa Ceningan and Menjangan. The island province is naturally blessed with attractive coasts and beaches – making it one of the major beach resort destinations in Southeast Asia. Beaches can be both white (calcareous) and black (basaltic) and shades in between (quartz). Balinese beaches are also suitable for surfing.

The development of tourism in Bali's beaches is based on the standard formula of providing infrastructures and services to capitalize on the three Ss - Sea, Sand, Sun. Overall, there are four development approaches or management patterns of coastal tourism in Bali:

- Pattern of management by village tradition
- Pattern of management by village foundation
- Pattern of management by government authority/agency
- Spontaneous development (without pattern of management)

The pattern of management by village tradition was applied at Kuta beach and Jimbaran beach in the Badung regency. The pattern of management by village foundation was applied to manage the Sanur beach in Denpasar city. The pattern of management by government authority/agency was used to manage Nusa Dua beach and its surroundings in the Badung regency. Meanwhile, spontaneous development (without pattern of management) was allowed on many beaches in Bali, like Nusa Lembongan island beach in Klungkung regency.

Within two management patterns - management by village tradition and management by village foundation initiatives – the livelihoods of the communities depend very much on tourism. Whereas the management by authority agency initiatives is mainly applied by the central government in Jakarta.



23-27 November • Manila, Philippines

Coastal tourism managed through the three kinds of management approaches are generally good, particularly on environmental security, tourist safety, maintaining clean environment which are made possible through mobilization of task forces. On the other hand, coastal areas without planned tourism management, generally suffers from several problems.

Hence the development of sustainable coastal tourism should be managed by one of institution which may be that of a local community or a governmental authority/agency.