


BALI EXPERIENCE IN SUSTAINABLE COASTAL TOURISM

A wide-angle photograph of a bustling beach in Bali, Indonesia. The foreground shows a sandy beach with several people sunbathing. One man is lying on a towel in the lower right, and a woman is sitting on a towel in the middle ground. A large yellow surfboard lies on the sand. In the background, the ocean is blue with gentle waves, and a modern city skyline with several high-rise buildings is visible under a bright blue sky with scattered white clouds.

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Paper Presented at the East Asian Seas
Congress 2009, 23-27 November 2009
in Manila, Philippines.

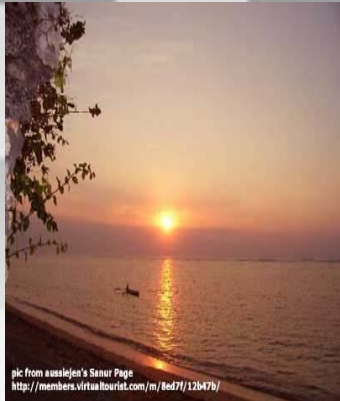


PANTAI KUTA
Pantai Kuta merupakan salah satu tempat wisata yang terkenal di Bali, kemasyhurannya bukan hanya di Indonesia, tapi meluas hingga seantero jagat sebagai pantai dengan pemandangan alam yang mempesona. Hampir semua wisatawan yang datang ke Bali merasa belum lengkap jika belum sempat mengunjungi Pantai ini.



INTRODUCTION

- **Tourism forward** more and more develop
- **Estimated 1.6 Billion** tourists back and forth
In the whole of world
- The development of tourism has been **oscillating** for the last decades, associated with **various factors**, such as:
 - Asia financial crisis (1997/1998-2000),
 - 9/11 WTC tragedy,
 - Gulf War,
 - Issues on SARS (*Severe Acute Respiratory Syndrome*),
 - Issues on terrorism, and at present,
 - The global financial crisis 2008/2009
- This prove that tourism as **potential engine of economic growth**, but susceptible to external disturbances.





From **economic perspective**, positive impacts of tourism in Bali, can be seen from several indicators, namely ,

- 1.as a source of foreign exchange for the country,
- 2.a potential market for goods and services produced by the local community,
- 3.to increase the community income whose activities are directly or indirectly related to services of tourism,
- 4.to increase the job opportunity
- 5.as a source of region's indirect taxes, and
- 6.to stimulate the artists' creativity, such as those in small-scale industry or in traditional performing arts.



- Thus, tourism, wherever it is, including in Bali has arisen **positive impact** for regional and national economy
- in other side, **it also gives negative impact** such as,
 1. decrease of potential farming area for supporting the tourism infrastructure development,
 2. increase the crime, traffic jam,
 3. urbanization, migration,
 4. arising of shops, shopping centre, mall which violet the rules of environment,
 5. environment degradation and pollution.
 6. The last negative impact mentioned above called negative externality = external cost = external diseconomy such tourism activity that arise environment damage, water pollution (river sea and well) and earth, so that it causes social lost guaranteed by society around the tourist objects.

THE ROLE OF TOURISM IN THE ECONOMY

Case: Indonesia

- GDP → Tourism has a significant contribution to the economy of Indonesia, as can be seen from its share to GDP

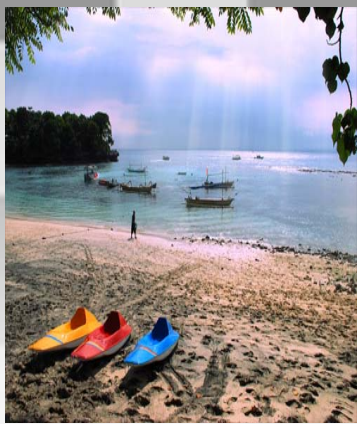
Table 1

GDP of Indonesia by Sectors, 2005-2007

No	Sector	At Current Price (Trillion Rupiah)			At Constant Price (Trillion Rupiah)		
		2005	2006	2007*)	2005	2006	2007*)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Agriculture, Forestry, Animal Husbandry and Fishery	363,9	430,5	417,0	253,7	261,3	213,2
2	Quarrying	308,3	354,6	301,7	165,1	168,7	129,6
3	Manufacturing	771,7	936,4	798,0	491,4	514,2	401,4
4	Electricity, Gas and Water Supply	26,7	30,4	25,5	11,6	12,3	10,0
5	Construction	195,8	249,1	218,3	103,5	112,8	90,1
6	Trade, Hotel and Restaurant	430,2	496,3	426,3	293,9	311,9	249,0
7	Transportation and Communication	181,0	230,9	189,6	109,5	124,4	102,5
8	Financial, Insurance, and Enterprise Services	230,6	271,5	229,4	161,4	170,5	136,6
9	Other Services	276,8	338,4	295,2	160,6	170,6	135,3
	GDP	2.785,0	3.338,2	2.901,3	1.750,7	1.846,7	1.467,6
	GDP without Oil and Gas	2.468,0	2.976,7	2.617,8	1.605,2	1.703,1	1.360,5

Source: Central Bureau of Statistics

Note: *) = temporary data



Source foreign exchange earned

Table 2

Foreign Exchange of Tourism in Comparison to the other export commodities, 2004-2007

No	Commodity	Value (M US \$)			
		2004	2005	2006	2007*)
1	Oil and Gas	15.557,50 (1)	19.231,59 (1)	21.209,50 (1)	17.464,52 (1)
2	Tourism	4.797,88 (2)	4.521,90 (3)	4.447,97 (6)	5.345,98 (3)
3	Clothes Product	4.271,65 (3)	4.966,91 (2)	5.608,16 (2)	4.739,74 (5)
4	Electric Equipment	3.406,91 (4)	4.364,11 (4)	4.448,74 (5)	3.947,72 (6)
5	Textile	3.301,55 (5)	3.703,95 (6)	3.908,76 (7)	3.474,75 (7)
6	Crude Palm Oil	3.233,22 (6)	3.756,28 (5)	4.817,64 (4)	5.997,75 (2)
7	Fickle Wood	3.136,69 (7)	3.086,16 (8)	3.327,97 (8)	1.157,20 (11)
8	Fickle Rubber	2.853,52 (8)	3.545,68 (7)	5.465,14 (3)	5.008,69 (4)
9	Paper and Product from paper	2.227,83 (9)	2.324,77 (9)	2.859,22 (9)	3.742,11 (9)
10	Chemical Mater	1.799,56 (10)	2.079,91 (10)	2.697,38 (10)	3.031,23 (8)
11	Fickle Food	1.407,17 (11)	1.806,31 (11)	1.965,56 (11)	1.818,41 (10)

Source: Central Bureau of Statistics

Notes: *) = temporary data

() = rank





Case: Bali

- Intensity of tourism development in the island → the economy of this island-province is that of **tourism-dominance, quite different from the other provinces in Indonesia.**
- Tourism has become the **leading sector** in the economy → pushing other economic activities.
- The dominance of tourism has led the **network of the economy spreads from local, national and international.**
- These results in the **significant contribution of the related sectors, such as hotel, restaurant, trade, transportation, finance, and other services, to the formation of the regional GDP and foreign exchange earning (table 3).**

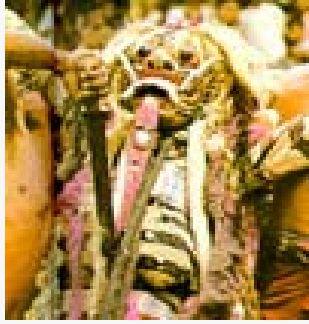


Table 3
The formation of Bali's GDP by sector, at current prices, 2002–2006

No	Sector	Share to GDP at Current Market Price (%)					
		2002	2003	2004	2005	2006	2007
I	Primary Sector	22,60	22,34	21,42	20,95	20,65	20,07
1	Agriculture	21,95	21,66	20,74	20,29	19,96	19,41
2	Quarrying	0,65	0,68	0,68	0,66	0,69	0,66
II	Secondary Sector	14,80	14,70	14,71	14,57	14,92	15,42
3	Manufacturing	9,21	9,11	9,00	8,69	8,70	8,99
4	Electricity & Water Supply	1,53	1,57	1,80	1,85	1,94	2,00
5	Construction	4,06	4,02	3,91	4,03	4,28	4,43
III	Tarsier Sector	62,60	62,96	63,87	64,48	64,43	64,51
6	Trade, Hotel and Restaurant	28,58	28,43	29,16	29,37	28,88	28,98
7	Transportation and Communication	11,07	11,30	11,31	11,85	11,86	12,33
8	Banking and Other Financial Intermediaries	6,83	6,59	6,79	7,07	7,46	7,34
9	Services	16,12	16,64	16,61	16,19	16,23	15,86
	Total	100,00	100,00	100,00	100,00	100,00	100,00

- Tourist's expenditure is **other indicator** to measure of tourism role in the economy
- Arrival, during stay in Bali till checkout to airport, **tourists to expense their money** on goods and services →tourist's expenditure.
- Tourist's expenditure brings about **direct and indirect impacts**.
- The direct impact is the value of money **spent to directly buy goods and services** in the destination, while the indirect impacts involves the expenditure for **goods and services that do not directly influence** economic sectors producing such goods and services.



BALI EXPERIENCE IN COASTAL TOURISM MANAGEMENT



- Based on identification and observation, in Bali there are four approaches, patterns or considerations in the management of sustainable coastal tourism, namely
 1. Pattern of management by village tradition (*desa adat*),
 2. Pattern of management by village foundation (*yayasan desa*)
 3. Pattern of management by government authority/agency; and
 4. Natural development (without pattern of management)

Differences of Four Pattern of Management in Sustainable Coastal Tourism

Item	Pattern of Management by Tradition Village (Kuta Coastal)	Patten of Management by Village Foundation (Sanur Coastal)	Pattern of Management by Government Authority Agency (Nusa Dua Coastal)	Natural development (without pattern of management) (Nusa Lembongan Coastal)
Pattern of Management	Coastal management under tradition village	Coastal management under foundation village	Coastal management under government authority agency (BTDC)	Without management
Initiative of management	Come from prominent figure of Kuta tradition village	Come from elite figure of Sanur Village	Come from Management of government agency (BTDC)	No initiative
Organization Structure	It has, but simple	It has, but simple	It has, even complete	It has not
Division of Labor	It has	It has	It has	It has not

Item	Pattern of Management by Tradition Village (Kuta Coastal)	Patten of Management by Village Foundation (Sanur Coastal)	Pattern of Management by Government Authority Agency (Nusa Dua Coastal)	Natural development (without pattern of management) (Nusa Lembongan Coastal)
Job Description	It has, but simple	It has, but simple	It has, even detail	It has not
Personal	Complete for each of division	Complete for each of division	Very complete for each of division, even in security of area involve Bali Regional Police (Polda Bali)	It has not

Item	Pattern of Management by Tradition Village (Kuta Coastal)	Patten of Management by Sanur Foundation (Sanur Coastal)	Pattern of Management by Government Authority Agency (Nusa Dua Coastal)	Natural development (without pattern of management) (Nusa Lembongan Coastal)
Source of fund	Hotel fee, all merchant in coastal periphery, visitors, usually if there is even using of park land	Fee of tourism area, park motor bike and motor car, merchant retribution, crossing retribution to Nusa Penida island, public utilities retribution, and sailing boat retribution.	All hotel fee in Nusa Dua areal, and part of small of this, allocated to manage Nusa Dua areal include Nusa Dua coastal Tourism	It has not
Balancing revenue and expense	Revenue more than operation cost, and rest channeled to develop of village public utilities, like praying utilities	Revenue after minus by the operational expenses about 50 percent, the rest channeled to tradition village, and from traditional village used to repair of praying utilities(called: <i>Kahyangan Tiga</i>).	Revenue from hotels fee bigger than operational expense of this management pattern.	No income

Item	Pattern of Management by Tradition Village (Kuta Coastal)	Patten of Management by Village Foundation (Sanur Coastal)	Pattern of Management by Government Authority Agency (Nusa Dua Coastal)	Natural development (without pattern of management) (Nusa Lembongan Coastal)
Get Benefit	Many stakeholder of tourism, like food and beverage merchant, souvenir merchant, entrepreneur hotel and restaurant, hotel worker, etc	Many tourism stakeholder like food and beverage merchant, souvenir merchant, hotels, etc	BTDC , hotels in Nusa Dua areal	Enterprise of cruiseship and hotels/cottage, restaurant, and local community,
Advantage of Pattern	Create of opportunity business for society citizen, society economy expands, and region development is increase	Fund requirement of tradition village for development as well as for ritual ceremony can be fulfilled coming from rest of Sanur coastal management revenue.	BTDC get many benefit from implemented of this management pattern	-

Item	Pattern of Management by Tradition Village (Kuta Coastal)	Patten of Management by Foundation Village (Sanur Coastal)	Pattern of Management by Government Authority Agency (Nusa Dua Coastal)	Natural development (without pattern of management) (Nusa Lembongan Coastal)
Positive Impact for this Pattern	Able to create the coastal atmosphere of peaceful Kuta, balmy, and clean, so that this will become the capital to attract the tourist visit by continuing, and in the end will be able to support local society livelihood sustainability.	Good performance, whereas the Sanur coastal to be clean, peaceful, balmy and also beautiful, so that this capital will be able to attract the tourists to visit to Sanur coastal sustainability and society livelihood come from tourism can be sustainable.	Affecting positive toward conservation, security, freshmen, cleanness, and harmonious in Nusa Dua coastal area, that finally support achievement of <i>sustainable Nusa Dua coastal tourism</i> .	Can created a lot of job opportunity filled by local resident. Even a lot of local resident finally own the double livelihood, beside in the morning as fisherman catch the fish, day as worker in hotels or as guide or instructure in coastal tourism attraction. Other society member also a lot of create activity that related with tourism, like merchant of food and beverage, merchant of souvenirs and so on, so that can increase their earnings (but there are negative impact).

Item	Pattern of Management by Tradition Village (Kuta Coastal)	Patten of Management by Foundation Village (Sanur Coastal)	Pattern of Management by Government Authority Agency (Nusa Dua Coastal)	Natural development (without pattern of management) (Nusa Lembongan Coastal)
Alleviation of Poverty	Indirectly have alleviation of poverty in Kuta region, that previous about year 1970 only a poor fisherman village.	Able to improve the society earnings, and indirectly can alleviation of local society poverty.	Until now BTDC not yet owned of special program addressed in the effort poverty alleviation in outside of BTDC areal namely Bualu Village and Tanjung Benua Villages.	Prosperity local community, and indirectly able to lessen of poorness.



Negative Impact of develop of Nusa Lembongan coastal tourist destination without management among other things,

- **Minimum of settlement to infrastructure and utilities of sea water attraction** marked by, (a) disorganized of boat berth in port, (b) difficult of all accommodation service entrepreneur in searching place for the sunbathing, relax, swimming, snorkeling, (c) coast which ought to become the fascination of Nusa Lembongan tourist destination in the reality do not give the satisfaction for tourist. This matter has been confessed by a lot of tourist which come back from visit to Nusa Lembongan tourist destination.



- **Land utilization which is not optimal**, marked by, (a) disorganized of building in coastal periphery, (b) uncontrolled to dig confessed by society, so that here and there a lot of hole bothering of traffic, (c) there are building which impinge the coastal border, building own the local society as well as building own outside investor.
- **Lack of handling to coastal cleanness**, marked by some indicator that is, (a) coastal cleanness in general less get the attention, especially from garbage of seaweed when fall off season of its leaf and also household garbage, (b) inexistence of controlling and reporting toward tourism actors throwing away its waste to coast.



- **Security of coastal consumer is not guaranteed**, marked by some indicator that is, (a) special agency inexistence to monitor of coastal situation as a whole especially to coastal consumer safety namely tourist, (b) guide inexistence in territorial water of referring to coastal use.



- **Lack of information related with coastal existence as a tourist destination.**

Accumulation of negative impact, **sooner or later will become the boomerang for Nusa Lembongan tourist destination.** Probably slowly Nusa Lembongan coastal tourist destination will be left by tourist, and in the end the tourist destination mention will die or destroy. if its management less nicely.



CONCLUDING REMARK



- Till now in Bali, can identified **four approach or pattern in to manage of sustainable coastal tourism**, namely pattern of management by village tradition (*desa adat*), pattern of management by village foundation (*yayasan Desa*), pattern of management by government authority/agency, and natural development (without pattern of management).
- Two management patterns - management by tradition village and management by village foundation initiatives by local community and its developing, **local community livelihood in all long of beach very depending on tourism**. While, management by authority agency initiatives are mainly applied by BTDC.



- Coastal tourism managed through the three kinds of management approaches **are generally good, particularly on environmental security, tourists 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.



THANK YOU



