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## Issues on Bali Tourism Development and Community Empowerment to Support Sustainable Tourism Development

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### Abstract

Tourism development in Indonesia aims to alleviate poverty, to conserve nature, environment and resources, to develop culture, to improve nation's image, and to strengthen relationship with other country. Bali as the leading tourism destination in Indonesia is able to increase welfare of its people from tourism sector, however in tourism development there are many things to be care of in order to achieve Bali tourism sustainable for the future. There are some issues arise as impact of tourism development. An issue on tourism development in Bali is it is blamed as a cause of damage in agriculture sector as the land use has significantly changes. Also, tourism also creates impacts to culture. Some efforts have been made to reduce the negative impacts of tourism, including the empowerment of local community on tourism development. This paper aims to show how local community empowerment has been made possible through tourism. The paper also gives some case studies. Empowerment of the community will become a main key for tourism development because with empowerment and involvement of the community in tourism development, the community where the tourism is developed will participate in keeping their culture and nature so that at the end the sustainable tourism development will be reached and maintain.

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## 1. Introduction

Prospect of tourism industry in the future is very promising. As stated by World Tourism Organization (UNWTO) that Inbound Tourism in year 2020 is forecasted at 1,602 billion people. Asia Pacific will reach 438 million in year 2020. Those numbers will create world income at USD 2 trillions in year 2020 (UNWTO, 2011).

Within period 2004 – 2010, tourism of Indonesia was increase continuously. In 2010, Total of foreign visitor is 7,002,944 people, meanwhile in year 2009 reached 6,323,730 people, increasing 10.74 %. When world tourism visitor decreased in year 2009, foreign visitor to Indonesia in 2009 is still increase at 1.43% (Ministry of Tourism and Creative Economy, 2011). Meanwhile, foreign visitor direct to Bali in year 2010 reached 2.493.058 people or 35.60% from total foreign visitor to Indonesia, where it was increase 11.80%. Compared with year 2009 (Bali Tourism Authority, 2011).

In line with the economic growth, the increase of tourism activity is supported by the increase of per capita expenses. Furthermore, IT development and transportation cause the growth of accessibility of tourism in the destination. The characteristic numbers of the growth in tourism industry is also followed by the increment of quality demand and various tourism activities, including involvement of community as well as empowerment of local community (people empowerment) in tourism destination.

Empowerment of community in tourism destination is in line with cultural tourism rule and environmentally friendly perspective that is developed in Bali in order to reach sustainable development. UNEP (2002) define the sustainable tourism as follows:

*“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”*

## 2. Defining sustainable tourism

Sustainable tourism has dimension of economy, environment and socio-cultural. Nature is the most important resources in tourism. Nature destruction is a threats for sustainable tourism in a destination, therefore tourism development must include environment as part of tourism resources that need to be developed in term of quality and its variety. From economy’s aspect, tourism has become source of income for the nation, however the most important is tourism must contribute to good impact to livelihoods of local people in a destination, including in helping poverty elimination. Meanwhile form socio-cultural aspect, tourism is unable to prevent transformation of culture to the negative side, giving contribution for heritage conservation and developing local people capacity/ability. Summary: sustainable tourism is a responsible tourism i.e. tourism supporting the Agenda 21, include tourism that supporting conservation of nature and heritage, design tourism as more sustainable industry, and tourism is supporting improvement on public awareness as well as developing people capacity/ability; according to UNEP (2002).

According to United Nation Environmental Program/UNEP (2009), there are some problems of tourism, such as:

- a) Tourism development is not oriented on local economy growth
- b) Tourism development is ignoring social norms of tourism so that tourism is hopeless to build awareness and community capacity in order to maintaining improve environment quality in their area
- c) Tourism developments depend on ecosystem integrity; it is not integrated with an effort of conservation and carrying capacity principle application.
- d) Tourism developments not include with local people development and strengthen including its organization and destination management.

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