



## **Sustainable And Community-Based Marine Tourism Development on Lovina Beach, Buleleng, Bali**

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### **Abstract**

Lovina, often known as Lovina Beach, is a marine tourism destination in Singaraja, North Bali. The tourism potential is still pristine and still maintains its authenticity. The most famous tourist attraction in Lovina Beach is the dolphin attraction. This study aims to describe the Lovina marine tourism destination, how local people participate in the development of Lovina tourist destinations and the obstacles faced by the community in developing Lovina tourist destinations. The research method used in the study is descriptive qualitative, data in this study were collected through observation methods, in-depth interviews, documentation, and literature studies. Determination of informants was determined using the Accidental Sampling technique. The results of this study describe tourist destinations seen from tourist destinations, tourist attractions, and tourism facilities. Community participation in the development of marine tourism destinations can be seen in maintaining the sustainability of biota, the formation of tourism awareness groups, the provision of tourism facilities, the provision of jukung (small boat) rentals, taking jobs in the tourism sector, and the holding of the Lovina festival. In the development of marine tourism destinations, there are several obstacles faced in the development of Lovina tourism destinations such as; the less than optimal arrangement and development of tourism potential which can be seen from the environmental pollution of Lovina Beach which greatly disrupts tourist activities. The conclusion drawn in this study shows that in the development of marine tourism destinations on Lovina Beach, local communities have been involved, but in its development, there are still obstacles that can be seen from the environmental pollution that occurs on Lovina Beach. Based on the findings in this study, the study recommends that in developing tourism, the community collaborates with the local government. Further research is recommended to examine the role of government and tourist perceptions.

**Keywords:** Sustainable tourism, community participation, lovina beach, Bali

## **1. INTRODUCTION**

The development of tourism in Indonesia is currently very rapid. The tourism sector can become one of the main sectors and drivers of the Indonesian economy, especially on the island of Bali. Indonesia's tropical nature in each region has its own and different tourist attractions/potentials. This can be the main attraction in tourism development. Through the utilization of this natural potential, Indonesian tourism can be managed very well and its existence can be utilized to attract tourist visits to Indonesia and maintain and preserve the existing natural ecosystem.

In Indonesia, the development of tourism that utilizes animal attractions is very popular and quite reliable in the tourism sector. Animals are not only used as a mainstay of food products, accessories, organic fertilizers, and biogas but can also be utilized in terms of sound, fur color, intelligence, behavior that can be enjoyed and as a source of knowledge (Guntoro, 2021). The government as well as policy makers has a full role and power in raising awareness to provide protection and protect whales and dolphins from commercial activities.



In addition to cultural tourism, one of the areas that a rapid development of marine tourism is the island of Bali which has various marine tourism destinations, one of which is the dolphin-watching tourist attraction at Lovina Beach, Buleleng Regency. Lovina Beach is one of the famous tourist attractions in northern Bali which has the beauty of calm sea water, blackish sand, and a sea with dolphins. One of the favorite attractions in Lovina is dolphin-watching tourism. Hundreds of dolphins can be seen in the morning about 1 km from the beach and the best time to see dolphins is in the morning (Disparda Province of Bali, 2021).

The development of dolphin tourism is located in the Lovina tourist attraction, Kalibukbuk Village, Buleleng Regency, is one of the marine tourism attractions that develops dolphin tourism in addition to other marine tourism. Lovina Beach can attract tourists to come to visit, both domestic and foreign tourists. Most of the tourist visits to Lovina Beach are to vacation the natural beach with a natural panorama in the form of the beauty of the sea and the atmosphere of the coast, as well as the view of the sunset.

Seeing the development of the Lovina Beach tourism sector today, there have been changes in terms of people's livelihoods, previously as fishermen, some have switched professions to become marine tourism guides, namely by using their skills as fishermen and also being able to be tour guides by taking tourists to do dolphin tours on Lovina Beach. In addition to this, local residents have changed professions by seeing the possibilities that occur as a result of tourism development as local tour guides, massage therapists, souvenir traders, tourism fishermen and others. In the Lovina Beach area, there are quite a lot of traditional tourism fishing boats lined up which are used to take tourists who want to see dolphin tourism attractions (dolphin tours) and other marine tourism activities such as snorkeling, sailing, boating, fishing. The development of the Lovina beach area, in addition to utilizing natural resources in the form of the sea, also requires awareness and participation from various parties (stakeholders) to maintain the cleanliness, comfort of the Lovina beach tourism area and maintain the sustainability of the sea and the Lovina coast (ecology), so that the development of dolphin tourism can run optimally.

Community participation in every stage of tourism development in a tourism destination is said to be an important or primary requirement for the success of the destination (Pitana, 1999). Tourism development in the Lovina Beach area has not had an impact on the economy and improving the standard of living of the community, because the community engaged in tourism is part of the community who has a *jukung* (boat) which is used to take tourists to see dolphins in the middle of the sea every day, people who have English language skills, and people who have capital to open a business engaged in tourism. While people who do not have these skills are only fishermen and farmers, even though the development of tourism in Lovina Beach really needs the participation of the local community in the sustainability of tourism that exists at this time.

Community-based tourism can be used as one of the solutions in increasing the participation and involvement of local communities in understanding the desires, needs, and listening to the aspirations of the community in the planning and development of community-based tourism is very fundamental because the community is the driving force and the main aspect in tourism. Community-based tourism is an approach in tourism development where the emphasis is on the local community (either directly in the tourism industry or not involved, but are members and part of the local community) in the form of providing a way and also opportunities in the management and development of tourism that has a positive impact on political empowerment through a democratic life.

Seeing the conditions and problems in the above explanation, the development of marine tourism in Lovina Beach has not been able to provide an economic impact and has not been able to improve the standard of living of the local community as a whole, so it is necessary to develop sustainable tourism that refers to the role and participation of the local community, where the concept of community-based tourism is a guideline to maintain the sustainability of the development of marine tourism in Lovina Beach.



### *Community Participation*

Local communities are defined as a group of people with a certain identity who interact and influence aspects of life (where they live). The group has the authority to manage natural resources and has a strong relationship with the culture, economy, spirituality, and social life in the area (Scherl and Edwards 2007) in Mugada, et al.

Local community participation in tourism activities supports the improvement of local community living standards, therefore local community participation is one of the important aspects of sustainable tourism development. Community participation referred to in this study is the local community who live in a village or place playing an active role in tourism activities and efforts so that they receive direct benefits and participate in the planning, implementation, development, management and evaluation of their tourism.

### *Community-Based Tourism Development*

Community-Based Ecotourism Development. Is an ecotourism business that emphasizes the active role of the community. This is based on the fact that the community has knowledge about nature and culture that are potential and selling points as tourist attractions, so that community involvement is absolute. The community-based ecotourism pattern recognizes the rights of local communities to manage tourism activities in areas that they own traditionally or as managers. Based on the Regulation of the Minister of Home Affairs Number 33 of 2009, the principles of ecotourism development include: (1) suitability between the types and characteristics of ecotourism; (2) conservation, namely protecting, preserving, and sustainably utilizing natural resources used for ecotourism; (3) economic, namely providing benefits to the local community and becoming a driver of economic development in the region and ensuring that ecotourism efforts can be sustainable; (4) education, namely containing elements of education to change a person's perception so that they have concern, responsibility, and commitment to environmental and cultural preservation; (5) providing satisfaction and experience to visitors; (6) community participation, namely community participation in planning, utilization and control of ecotourism activities by respecting the socio-cultural and religious values of the community around the area; and (7) accommodating local wisdom.

### *Community Empowerment*

Community empowerment is an effort and process on how to function as a "power" in achieving goals, namely self-development. Community empowerment through tourism means the process of building the potential of nature and culture that is owned to become a tourist attraction in meeting basic needs, achieving a better life, and continuing to develop sustainably (Arida, 2015).

According to Wrihantolo 2003 in Arida, 2015, community empowerment is a "process of becoming" not an "instant process". As a process of becoming, empowerment has three stages, namely the awareness stage, the capacity building stage, and the empowerment stage. Empowerment in this study is the process of building and restoring the community's self-confidence so that they can build the natural and cultural potential they have to become a tourist attraction in meeting basic needs, achieving a better life, and continuing to develop sustainably (Arida, 2015).

### *Tourism Development*

The tourism development stage is a stage of the evolution cycle that occurs in tourism development, since a new tourist destination is discovered (discovery), then develops, and finally declines. Butler stated that there are six stages in tourism development, the six stages are as follows; exploration, involvement, development, consolidation, stagnation, and decline.

## **2. RESEARCH METHODOLOGY**

This research is qualitative. Qualitative research is conducted with data collection techniques through direct observation at the research location (observation), in-depth interviews, and documentation. Data presentation can be done formally and informally about the development of Lovina Beach Marine Tourism based on sustainable tourism (Bungin2003). This research was conducted at Lovina Beach Marine Tourism located in the northern part of Bali Island, namely Buleleng Regency which has a calm Beach Area. The data used in this study are primary data and secondary data. The research instrument used in collecting research data is in the form of an

observation guide and an interview guide containing several questions to obtain appropriate data, which are shown to the local community and to tourism managers. The data obtained are then analyzed using qualitative descriptive analysis techniques, namely describing the phenomenon at the research location and then linking it to other phenomena through data interpretation to be described in a quality that is close to reality (Muazir in Suryasih 2003). The presentation of the research data analysis is carried out qualitatively through verbal delivery using descriptive interpretive techniques, which means that the results of the analysis will be presented in such a way and in certain parts interpreted according to general theories and thoughts.

### 3. FINDINGS AND DISCUSSION

#### 3.1 Lovina Beach Tourism Overview

Attractions in a tourist attraction will attract tourists to visit the tourist attraction. Attractions are what can first attract visitors to an area, tend to be developed first. Natural resources in each natural area have their uniqueness that is different from other areas. The most important characteristic of tourism is the attractiveness caused by differences in temperature, variety, natural scenery, and several recreational features made possible by these sources. Existing attractions make tourists interested in visiting a tourist spot. The famous attraction at Lovina Beach is the dolphin attraction. To be able to see dolphins starting in the morning at 06.00 WITA, because dolphins in this area only appear between 06.00 WITA and 08.00 WITA if it is more than that hour the dolphins have disappeared and returned to the middle of the sea. At that hour, dozens of dolphins will perform naturally showing their activities. Some just swim on the surface of the water, some jump. Of course, this will amaze you with the beauty of the black sea animal.

To see dolphins in the morning, the night before you have to book a boat at the hotel, related agencies, or directly to the fishermen there, which costs Rp. 60,000 per person for adults and Rp. 50,000 for children. The boat is a small boat that can only carry a maximum of 4 people besides the fisherman. The boat will take about one to two kilometers towards the middle of the sea to where the dolphins usually appear. Of course, tourists can record when the dolphins jump in the middle of the sea. Some tourists cannot see the dolphins. This depends on natural factors such as high tide, wind direction, and of course, being able to see the wild dolphins. This chase will last approximately 3 hours. In addition to the dolphin attractions, tourists can also still enjoy the beauty of the sea, such as the marine park in the waters of Lovina Beach. Coral reefs can be seen from the boat. Like looking at a giant aquarium, coral reefs, and colorful fish are visible back and forth around the boat. If you want to see the ornamental fish closer, tourists can dive or snorkel to enjoy the beauty of the sea. Rp. 60,000 per person for adults and Rp. 50,000 for children, on the way we can find various ornamental fish.

#### 3.2 Supporting Facilities

The facilities available at Lovina Beach are used to support tourist activities while in the tourist area. Because they are far from home, tourists need certain items, a place to stay, something to eat or drink. The main facilities include:

##### 3.2.1 Place to Stay

A place to stay is an important facility needed by tourists as a place to rest and shelter while in the tourist area. Because the place of origin of tourists is far from the tourist attraction, so a place to stay is very necessary for tourists. A place to stay is usually close to the tourist attraction. Types of places to stay can be hotels, budget hotels, homestays, villas, bungalows and so on that are around the Lovina Beach area. For example, there are Sunari Hotel, Starlight Lovina Beach Hotel, Aneka Hotel Villas And Spa, Villa Teman, Dolphin Beach Bali, Melka Excelsior Hotel and many other hotels. For tourists who are afraid of boating on Lovina Beach, they can directly watch dolphins at the Melka Lovina Hotel.

##### 3.2.2 Food and beverages

The largest percentage of tourist expenditure is for buying food and beverages. Most tourists who travel have primary needs in the form of food and beverages. Around the Lovina Beach area, there



some many restaurants and eateries that provide various kinds of food and beverages, both local and international. For example, in two restaurants in the Lovina Beach area, namely Balimoon Restaurant and Sea Food Grill Restaurant. A selection of delicious Western, Indonesian, and other foods or fresh seafood menus cooked in various ways and flavors. These restaurants are located not far from Lovina Beach.

### 3.2.3 Supporting services

Supporting services for tourism in Lovina Beach include souvenir kiosks, art shops, money changers, ATMs, shops, tour guides, toilets and recreational facilities such as canoes, boats, jukung boats. Most of the supporting services for tourism are small-scale businesses. This benefits the local population who are involved in small businesses, by enjoying the benefits derived from tourism.

### 3.2.4 Infrastructure

Infrastructure that supports tourism activities in the Lovina Beach area includes water management systems, communication networks, health service facilities, power sources (electricity), drainage and drainage systems, roads, and security systems.

## 3.3 Local Community Participation

### 3.3.1 Preserving Biodiversity

Lovina is one of the marine tourism attractions in North Bali, has a variety of flora and fauna biodiversity that has its own characteristics. The flora that grows on Lovina Beach is the coral reefs under the sea that can be seen by tourists by snorkeling, underwater plants and coral reefs that have their own characteristics from other tourist attractions. The fauna found on Lovina Beach is already known to foreign countries, one of which is dolphins. The preservation of flora and fauna has been carried out by the community since long ago, because the existence of biology is the attraction of Lovina Beach tourism. In the development of Lovina Beach tourism, it is very important to carry out biological conservation. Community participation is very visible by not disturbing the activities of dolphins and no community has ever caught dolphins from the middle of the sea, in dolphin watching tourism activities the boat drivers only approach them so that tourists can see the dolphins clearly. And in protecting coral reefs and underwater plants, local communities prohibit tourists who are snorkeling from taking coral reefs and underwater plants with the aim of preventing coral damage and the extinction of existing underwater plants.

### 3.3.2 Formation of Tourism Awareness Groups

Tourism awareness groups are one of the community-based organizations that have an important role and contribution in developing tourism in a village that can help the Government in socializing and implementing the elements of the seven charms in tourism activities at the Lovina tourist attraction. With awareness of the role of tourism awareness groups in the sustainability of existing tourism activities, the Government will find it easier to convey tourism programs. The existence of tourism awareness groups also needs to get support from the community itself, stakeholders, academics, and investors. In this case, the formation of tourism awareness groups aims to mobilize community participation in tourism development. The existence of tourism awareness groups on Lovina Beach plays a very important role in the development of Lovina Beach tourism. One of the tourism awareness groups that exist is a tourism awareness group called the "Tirta tourism awareness group". This tourism awareness group is a community group that is involved in dolphin-watching activities on Lovina Beach. In addition to carrying out dolphin-watching activities, this group also carries out training for local communities in improving human resources in collaboration with the local government and stakeholders.

### 3.3.3 Provision of Tourism Facilities

Lovina Beach is one of the marine tourism destinations in North Bali, which is famous for the presence of dolphins that can attract tourists to visit Lovina Beach to see dolphins. Tourists who come to visit Lovina Beach are foreign tourists and domestic tourists. This causes quite a few tourists to visit Lovina Beach. Tourists usually visit in the morning around 06.00 am to see dolphins in the middle of the sea. The existence of Lovina Beach which is quite far from other tourist attractions causes the need for supporting tourism facilities.

Tourism facilities are one of the most important things in supporting the growth of tourism in Lovina Beach. Seeing the development of tourism that has not been mastered by investors from outside, the existence of tourism facilities in Lovina Beach is quite adequate for developing tourism. Most of the tourism facilities in Lovina Beach are owned by local people who have the capital to provide tourism facilities to support the development of tourism in Lovina Beach. Tourism facilities around Lovina Beach such as; accommodation, restaurants, art shops, and money change. The existence of all these facilities greatly supports the development of tourism in Lovina Beach, with the existence of several tourism facilities the needs of tourists visiting Lovina Beach can be met starting from the need for accommodation, food and drinks, buying souvenirs, and foreign currency exchange places.

#### 3.3.4 Boat rental

Lovina Beach Tourism is one of the tourist attractions that is famous for its beaches that have very calm waves located in North Bali where many underwater activities such as snorkeling, diving, and no less interesting is the activity of seeing dolphins in the middle of the sea in the morning around 06.00 am and can also be done during the day depending on tourist demand. However, the activity of seeing dolphins is most crowded in the morning to avoid the hot air from the sun and the hot air from the surface of the sea. In carrying out the activity of seeing dolphin attractions in the middle of the sea, of course, you must use the existing tourism facilities. With the presence of tourists who want to do tourism activities at Lovina Beach, the local community provides jukung (small boat) rental services that can carry up to 10 passengers. Before doing the activity, the jukung (small boat) is lined up on the edge of the beach while waiting for tourists who want to do snorkeling, diving, and see dolphin activities in the middle of the sea. The rate charged by the local community for adult tourists is IDR 200,000 and for children IDR 50,000. The trip to the middle of the sea to be able to do the activity is about 15 minutes to be able to see the dolphins and for snorkeling and diving activities it takes about 20 minutes from the dolphin activity. People who have jukung (small boats) must join a tourism awareness group because only people who are members of the tourism awareness group can take tourists to do activities in the middle of the sea in order to avoid problems. People who have jukung (small boats) need capital of around IDR 25-30 million to be able to have a jukung with good and adequate quality.

#### 3.3.5 Taking a job in tourism

The community is a very important human resource in the development of tourism. The increasing development of tourism and the increasing population growth causes many jobs to be needed. By utilizing the development of tourism, local communities around Lovina Beach are involved in the world of tourism. The existence of tourism facilities on Lovina Beach such as hotels, restaurants, and so on opens up employment opportunities for local people. This makes local people take jobs in the tourism sector. The local community around Lovina Beach, most of whom are involved in the world of tourism, in addition to being employees of existing tourism facilities, the community is also the owner of existing tourism facilities, and some people work as guides who can provide information about tourism in Lovina. The participation of local communities around Lovina Beach in the tourism sector benefits economically in meeting daily needs, besides that the community can also interact with tourists, both foreign tourists and domestic tourists. Working in tourism can provide economic benefits felt by the community around Lovina Beach quickly and attract tourists to get involved in the world of tourism. In addition to providing economic benefits, local community participation in tourism can also influence the development of tourism and improve the standard of living of local people.

#### 3.3.6 Holding the Lovina Festival

The implementation of the Lovina Festival is one of the events held every year at Lovina Beach, the Lovina Festival is usually held in September. The Lovina Festival aims to introduce tourism in Lovina Beach to tourists and the wider community. The Lovina Festival is an effort to develop and attract tourists to enjoy tourism in Buleleng and Lovina in particular. The Lovina Festival is able to attract many tourists because it is enlivened by the uniqueness of Buleleng's nature and culture. The Lovina Festival is an event designed by the government and supported by several tourism



stakeholders in Buleleng, especially in Lovina as a tourism icon in North Bali. This festival utilizes the potentials of Buleleng, especially Lovina, in various fields, including community empowerment as a buffer for the Lovina area. In the implementation of the festival, community participation is always included by the organizers. Community involvement can be seen from the involvement of local MSMEs consisting of culinary, crafts, and fashion, in addition the community is also involved in local cultural arts performances in Lovina. It can be said that holding this festival can attract the interest of tourists and the occupancy rate of existing hotels, as well as provide economic benefits to the local community.

#### 3.4 Obstacles to tourism development on Lovina Beach

In addition to the existence of supporters, there are also obstacles or barriers faced by the Disbudpar in efforts to develop the potential of Lovina Beach, namely the less than optimal arrangement & development of tourism potential, which can be seen from the environmental pollution carried out around the Lovina Beach tourist area which is very disturbing and polluting the environment and of course, if left unchecked will have a bad impact on the Lovina Beach tourist area. In addition, accessibility/distance, here is the distance between the Lovina Beach tourist area which is far from the center of tourist visits which is centrally located in Denpasar City, and Badung Regency which of course hinders tourism development because tourists are reluctant to visit due to the distance being too far, and finally, the lack of funding sources as the main capital in the process of development and development of the Lovina Beach tourist area, because without funds of course the process will not run, thus hampering the continuity of tourism development and development.

### 4. CONCLUSION

Based on the results of research conducted on Lovina Beach regarding community participation. The development of marine tourism in Lovina Beach is tourism that utilizes one of the natural potentials in the sea with the advantage of being developed as a major tourist attraction in North Bali. In the development of tourism, of course, it cannot be separated from the involvement of the local community. The participation of the local community around Lovina Beach plays a major role in supporting tourism development. Local community participation can be seen starting from maintaining the sustainability of flora and fauna which are icons of Lovina tourism, the formation of tourism awareness groups that aim to mobilize local community participation in tourism development, the provision of tourism facilities which are one of the important factors in supporting the growth and development of tourism, renting jukung (small boats) which are a means for tourists to carry out tourism activities such as snorkeling, diving, and watching dolphins, taking jobs in the tourism sector, the community is the most important human resource for tourism development, and holding festivals is an event held every year that involves the local community in local MSMEs in attracting tourist visits. The development of marine tourism on Lovina Beach is still experiencing obstacles or barriers faced by the less than optimal management of tourism potential and environmental pollution that occurs on the coast.

The suggestions that can be given in the development of marine tourism on Lovina Beach while maintaining the sustainability of dolphins and coral reefs by prohibiting the capture of dolphins and the taking of coral reefs from under the sea. The importance of increasing community participation in tourism management and the importance of conducting continuous education to the community in raising awareness to maintain environmental cleanliness and awareness not to take actions that are detrimental to tourism development.

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