



Modeling Marine Tourism from the Perspective of Sustainable Tourism in Serangan Tourism Village

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Abstract

The study of marine tourism in Serangan Tourism Village from the perspective of sustainable tourism is very important. Still, it faces pressure from tourism development that can threaten environmental sustainability and the welfare of local communities with increasing tourist visits. As for the theoretical basis in this study using sustainable tourism, the method in this study uses qualitative research methods, the research location of the research was carried out in the tourist village of Serangan Bali, the method of collecting data in this study by conducting observations, interviews, and documentation, and data analysis in this study using qualitative descriptive with the help of Nvivo 12 software. The results of this study show that in the economic aspect, the business of making environmentally friendly souvenirs is one example of a business such as woven bags from palm leaves, jewelry from shells, and handicrafts from bamboo. Socio-cultural aspects unique traditions and cultures can be introduced to tourists, thus broadening the community's horizons and benefiting from new ideas and practices that can improve the quality of life and strengthen social relationships between communities and tourists visiting Serangan Tourism Village. The environmental aspect of increased education and environmental awareness is very important. Constant efforts are to educate tourists and the local community about saving energy and reducing waste. Therefore, the village is not only a beautiful tourist destination but also an example of sustainable tourism development that considers environmental sustainability a top priority in reducing the various potential negative impacts of tourism on the environment.

Keywords: Marine tourism, sustainable tourism, serangan tourism village

1. INTRODUCTION

Indonesia has vast territorial waters and abundant potential marine resources, so marine resources must be managed optimally and sustainably (Ikhwan et al., 2021). The management of marine resources is carried out to realize Indonesia's aspirations as the world's maritime axis and take maximum benefit. This is very beneficial for the welfare of society. (Kurniawan et al., 2023) The tourism sector not only fuels a country's economic growth, (Irawan et al., 2022). However, it also has negative impacts, such as changing the lifestyle of local communities in tourist destinations (Olszewski-Strzyżowski, 2022). This lifestyle changes attitudes, behaviors, and behaviors due to direct engagement with tourists from different cultures (Firman et al., 2023). All stakeholders must be committed, engaged, and working together to produce the desired results (Scuttari et al., 2021). The tourism sector is expected to maintain the sustainability of environmental ecosystems and the socio-cultural conditions of local communities. (Tribe & Paddison, 2023) so that it remains and can be enjoyed by the next generation (Kirillova, 2023). Maritime and coastal tourism is subject to various climate risks (Winchenbach et al., 2022). Degradation of marine ecosystems can have positive implications for destinations, especially where marine activities are the main attraction



(González Hernández et al., 2023). Degradation of marine ecosystems can have positive implications for destinations, especially where marine activities are the main attraction (Israngkura, 2022). Marine tourism is a recreational activity carried out in a marine or aquatic environment and carried out away from the place of residence. (Arismayanti, 2021), marine tourism also includes coastal areas, surrounding islands, and marine areas in terms of their surface, or including marine parks. (Siddiqi et al., 2024) some of these local communities have a long history of fishing (Waldo et al., 2023).

The community loses an iconic cultural heritage and an important part of the community's group identity. (Marzuki et al., 2022) Community identity in tourism activities and diversification of marine tourism in times of social change have not been considered from an environmental perspective. (Winchenbach et al., 2022). According to the Coordinating Ministry for Maritime Affairs and Investment, Indonesia's water area is approximately 3,257,483 km² (75%), and its land area is approximately 1,922,570 km² (25%). As a result, with the second-longest coastline in the world after Canada. (Sulaksana et al., 2023), Indonesia's seas can be a leading sector in national development, including tourism (Suryawan et al., 2024) Indonesia has comparative, cooperative, and competitive advantages, Indonesia's oceans have tourism appeal. (NAJA et al., 2021). Maritime tourism can take advantage of Indonesia's diverse marine resources (Supriyanto, 2022).

The concept of marine tourism, which is firmly rooted in the ethos of responsible marine resource utilization. (Sulaksana et al., 2023), has attracted much attention as a highly potential framework for aligning what may appear to be divergent goals within the broader concept of the Blue Economy (Koernawaty et al., 2023). This paradigm, which seeks to ensure the health of marine ecosystems while fostering economic growth, has fuelled dynamic conversations at local, national, and international levels (Firman et al., 2023), Although tourism in coastal areas can cause environmental damage in well-known tourist areas, it also contributes to local economic growth. (Miller, 2022) The success of sustainable tourism depends on environmental protection. (Firman et al., 2023). Maritime tourism adopts the concept of sustainable development, and the blue economy encourages environmentally friendly actions (Marzuki & Putra, 2022).

Sustainable tourism must be able to manage and develop the quality of the environment, and culture. (Brown, 2023). On economic growth in tourist attractions and ensuring that business growth and economic growth provide long-term benefits to the community. (Xia et al., 2023) Sustainable tourism engages local communities and provides equitable economic, social, and cultural benefits. (Kotb et al., 2021). In developing the economy and alleviating poverty because it does not only focus on improving the quality of life, strengthening social and cultural values, and creating additional value for the community (Winchenbach et al., 2022).

Sustainable development is not only related to environmental issues but also to democracy, human rights, and other broader issues. (Sumardani & Wiramatika, 2023) It is undeniable that until recently the concept of sustainable development was considered the best development 'recipe', (Anser et al., 2020). Sustainable tourism development can be recognized through its principles, including participation, stakeholder engagement, local ownership, sustainable use of resources, (Irawan et al., 2022). As well as accommodating community goals, paying attention to carrying capacity, monitoring and evaluation, accountability, training, and promotion (Mohan, 2022).

Through the Mayor's Decree No. 188.45/472/HK/2015, Serangan Village was designated as a tourist village in Denpasar City in 2015 (Adveni et al., 2023). With the establishment of Serangan Village as a tourist village, it is certainly a very interesting issue to study related to the management of tourist destinations involving the government, local communities, and the private sector. Geographically, Serangan Village has very potential to be developed into a tourist destination. Its strategic position between the golden triangle of Bali tourism (Sanur, Nusadua, and Kuta) makes Serangan Village easily accessible to domestic and foreign tourists. However, in the development process, there are often polemics related to the relationship between the government, local communities, and investors. This makes the process of developing a tourism village in Serangan Village a bit of an obstacle (Nugraha & Agustina, 2021).

Serangan tourist village is one of the tourist destinations, as a result, it is one of the destinations for job seekers which has an impact on population growth. (Oka et al., 2018) The increasing number

of migrants and activities carried out to increase economic growth will affect the increasing volume of waste that causes environmental pollution in Serangan Tourism Village (Oka et al., 2017). The establishment of Serangan Village as a tourist village means that a comprehensive arrangement of tourism facilities and infrastructure in Serangan Village is needed. The arrangement includes the arrangement of restaurants and eateries located on the beach so that tourists can enjoy the beauty of the beach atmosphere safely and comfortably (Gupta et al., 2023). In addition, it is necessary to empower local communities in supporting tourism activities in Serangan Village, (Koernawaty et al., 2023), so that they feel responsible and have an interest in the sustainability of the development of the tourist village (Herlita & Nurulrahmatia, 2020).

Marine ecotourism in Serangan Tourism Village has experienced growth but there are clear gaps regarding changes in water quality, impacts on coral reefs, and disturbances to marine habitats caused by an increase in the number of tourists, besides that the aspect of local community involvement in marine ecotourism in Serangan Tourism Village often gets less attention for local communities involved in planning and implementing ecotourism activities and the direct impact of tourism activities in Serangan Tourism Village. Therefore, this research is important in comprehensively evaluating how ecotourism practices in the perspective of sustainable tourism by looking at environmental, social, and local economic aspects in the management of marine ecotourism in Serangan Tourism Village.

Research (Supriyanto, 2022) said that marine tourism is a maritime-based tourism concept coupled with a sustainable governance model. This study aims to review blue tourism literature using the methods used to compile a literature study. This literature study is used to develop the concept of blue tourism, especially in Indonesia. Indonesia's marine resource governance model has not been carried out optimally, and many challenges are faced in optimizing the potential of coastal tourism in Indonesia. The concept of blue tourism can be used as a model for implementing coastal tourism in Indonesia. Structuring the concept of blue tourism can start with essential things, such as providing awareness to residents and tourists to maintain marine ecosystems at tourist sites so that resources at tourist sites experience a cycle of sustainability.

Research (Sulaksana et al., 2023) This research aims to identify the extent to which ecotourism principles are applied in the development of marine tourism products and programs in Sanur. This research is a descriptive qualitative research with various forms of data, such as interviews, observations, documents, and audiovisual information. Informants were determined through purposive sampling and snowball sampling techniques. Triangulation was also conducted as a data validity test in this study. The results showed that of the five principles of ecotourism, the Sanur area has fulfilled three principles of ecotourism. The three principles that have been implemented well are utilizing natural resources, providing benefits to the community, and visitor satisfaction. However, two other ecotourism principles, namely nature-based and environmental education, still need to be improved in their application to preserve nature which will ultimately form sustainable tourism.

Supriyanto's research (2022) and Sulaksana et al. (2023) have significant differences in study focus and methodological approach. Supriyanto's (2022) research focuses on developing the concept of blue tourism in Indonesia, highlighting the importance of sustainable marine resource governance models. This approach is more theoretical and literature-based, seeking to develop a comprehensive framework for the implementation of blue tourism in Indonesia, as well as identifying the challenges faced in optimizing the potential of coastal tourism. On the other hand, research by Sulaksana et al. (2023) was more empirical and practical, focusing on the application of ecotourism principles in Sanur. This study used a descriptive qualitative method, with data collection through interviews, observation, and document analysis, to evaluate the extent to which ecotourism principles have been applied at the site.

While the two studies have differences in approach and focus, they also have important similarities. Both seek to develop sustainable marine tourism, emphasizing the importance of good governance and the application of ecotourism principles. Research by (Supriyanto, 2022): Sulaksana et al. 2023) both identified the importance of community and traveler awareness in maintaining marine ecosystems to ensure tourism sustainability. Both also highlighted the need for improvement

in certain aspects to achieve sustainable tourism goals-Supriyanto in terms of marine resource governance, and Sulaksana et al. in the application of ecotourism principles such as nature-based and environmental education.

Research on the study of marine tourism in Serangan Tourism Village from a sustainable tourism perspective is very important given the potential and challenges faced by this area. Serangan Village has rich marine biodiversity and a unique local culture, yet faces pressure from tourism development that could threaten environmental sustainability and the well-being of the local community. With increased tourist arrivals, an effective management strategy is needed to protect the marine ecosystem, preserve the culture, and ensure equitable economic benefits for local communities. This research is important to guide in developing marine tourism that is not only attractive to tourists but also environmentally friendly and empowers local communities.

In this research, an integrative approach combining ecological, economic, and social analyses will be used to develop a sustainable marine tourism model in Serangan Tourism Village. The research will explore innovative practices in marine conservation and community empowerment, including community involvement in tourism management and local resource utilization. With a comprehensive approach, the aim is to analyze how marine tourism in tourist villages contributes to local communities in the perspective of sustainable tourism from an economic, social, cultural, and environmental perspective, and this research is expected to be able to provide and offer model solutions for the development of sustainable marine tourism in the Serangan Tourism Village area of Bali.

2. RESEARCH METHODOLOGY

This research design is based on the research problem. The type of design in this research is to use a qualitative design. Bogdan and Taylor in (Park et al., 2020), the location of this research was conducted at Serangan Tourism Village, as for the period this study starting 12 June 2024 until 10 August 2024, in this study uses qualitative data types, qualitative data referred to in this study is data that is in the form of non-numbers or explained narratively. (Creswell, 1998) dalam (Pascarella et al., 2020). The qualitative data in this study such as the results of interviews regarding activities carried out in the Serangan Tourism Village, the results of researcher observations, and the results of researcher documentation in the field. While quantitative data is data in the form of numbers that can be calculated and obtained with certainty, numbers have a very important role in making, using, and solving quantitative models. (Muslich, 2010) in (Umam et al., 2022), while quantitative data in the research such as the number of facilities in Serangan Tourism Village, the number of restaurants, and the number of homestays or inns in Serangan Tourism Village.

Primary data sources are data obtained directly from parties related to this research. Nasir in (Triyono, 2023), In this study, the primary data used are the results of interviews, observation of documentation, and literature studies that have relevance to the objectives of this study. Secondary data in this study is data obtained from other sources such as previous research, archival documents of the management of the Balinese attack tourism village, books and so on that have relevance to this research. The research instrument is the main research tool of the researcher himself. As a human instrument, the researcher sets the research focus, sorts information as a data source, collects data, assesses data quality, analyses data, interprets data, and makes conclusions on the findings. (Desky et al., 2022), So in this study using research instruments such as notebooks, pens, mobile phones, voice recorders, and digital cameras, this instrument is very helpful for researchers in facilitating data collection related to this research.

Determination of informants in this study using purposive sampling according to Sugiyono (Muheramtohadhi & Fataron, 2022) purposive sampling is used to determine research samples with certain considerations that aim to make the data obtained later more representative. The informants in this study such as the head of Serangan Village, Serangan Pokdarwir, and the community and tourists around Serangan as supporting informants to get the data needed in this study.

Data collection methods researchers use 1) observation, according to Arikunto (2006) in (Alim et al., 2023), Observation is collecting data or information that must be carried out by making direct

observation efforts to the place to be investigated. Researchers made observations about tourist activities, activities that support sustainability and so on that provide information related to this research, 2) interviews, according to the researcher, 2) interviews, according to Sugiyono in (Prawiro, 2022), interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a certain topic, interviews are conducted by researchers with various parties such as managers, tourists, and local communities. 3) documentation according to Sugiyono (2013:231) in (Zulfikar Hasan, 2022) documentation is needed to record events that have passed in the form of writings, pictures, or monumental works of a person, so documentation in this study such as documentation of tourist activities, documentation of activities that support the sustainability of economic, environmental, and socio-cultural aspects of the surrounding community that can provide data related to this research, literature study in this study is used to support this research with various previous studies related to scientific publications such as journals and books.

The data analysis method in this study uses qualitative descriptive analysis, according to Moleong (2005: 4) in his research. (Setyaningrum et al., 2022) Qualitative descriptive analysis is a research method that uses qualitative data to describe and analyze social phenomena or events. So the researcher collects data that is still general in the form of descriptions and images. The data collected are in the form of sentences obtained from various sources such as interviews, literature studies, and observations which are analyzed in descriptive form. Then data reduction is carried out to select important data that is relevant to the problem to be studied. The data that has been reduced is then identified formed and connected according to the formulation of the research problem with the help of Nvivo 12 software.

3. FINDINGS AND DISCUSSION

3.1 The Economic Aspect

The economic aspect of the Triple Bottom Line (TBL) is particularly relevant in evaluating the impact of marine ecotourism on the economic development of local communities in Serangan Tourism Village, Bali. Marine tourism, which includes activities such as snorkeling, diving, and boat trips, has become one of the main drivers of the local economy in Serangan. It has created new jobs, increased community income, and fuelled the development of small and medium enterprises in the tourism sector. The profits from these tourism activities are not only able to fulfill the daily needs of the community but also make a significant contribution to overall economic well-being. The economic opportunities offered by marine ecotourism have been utilized by the Serangan community in various ways. Many locals now work as tour guides, boat operators, and diving instructors, while others manage homestays, restaurants, or souvenir shops to cater to the needs of tourists. This shows that marine ecotourism has encouraged the diversification of income sources for communities that may have previously depended on the agricultural or fishing sectors. This increase in income allows communities to improve their quality of life, obtain better health and education services, and develop local infrastructure.

However, this economic boost must be seen in the context of sustainability. It is crucial to ensure that the economic benefits of marine ecotourism are not only in the short term but also sustainable. This means that economic growth from marine ecotourism must be managed in a way that does not damage the coastal environment, which is an important part of the tourism attraction of Serangan. In addition, there needs to be a system that ensures that economic benefits are distributed fairly to all levels of society, including those who may not be directly involved in the tourism sector. The economic aspect in the context of marine ecotourism in Serangan Tourism Village underlines the importance of wise management to ensure that the economic growth that occurs brings sustainable benefits to the entire community. With the right approach, marine ecotourism can continue to be a stable and sustainable source of income, while maintaining the environmental sustainability that is the basis of economic sustainability.

To increase the benefits of marine tourism in Serangan Village, local products are also an important part of the plan. Products such as shredded fish, fish crackers and eco-friendly handicrafts

after tourism started to emerge. While agriculture and fisheries skills were still important, residents began to turn to the tourism sector.

This opened up new opportunities, such as jobs in the tourist sector, accommodation, and tourism. It also enhances social cohesion as the community feels they have a role and responsibility in the development of their village. In addition, the preservation of traditional culture and promotion of local products helps maintain the cultural identity of the Serangan community amidst the globalization brought about by the tourism sector. The social life side of TBL in the context of Serangan Tourism Village emphasises the importance of a balance between economic growth and the preservation of socio-cultural values. Through skills training programmes, support for micro-enterprises, and promotion of local products, the positive impacts of marine tourism can be extended to all levels of society, while maintaining and strengthening local culture.

Thus, marine tourism in Serangan is not only a tool to improve economic welfare, but also a means to strengthen the social and cultural ties of local communities. It also enhances social cohesion as people feel they have a role and responsibility in the development of their village. In addition, the preservation of traditional culture and the promotion of local products help maintain the cultural identity of Serangan communities amidst the globalization brought about by the tourism sector. The social life side of TBL in the context of Serangan Tourism Village emphasises the importance of a balance between economic growth and the preservation of socio-cultural values. Through skills training programmes, support for micro-enterprises, and the promotion of local products, the impact of TBL on the community's livelihood has been significant.

To ensure that the benefits of marine tourism are felt by all levels of society, skills training programmes are essential. The Seafood Processing Training is one such training that the community participated in. The training taught participants how to process marine catches, such as fish and seaweed, into value-added products, such as shredded fish and fish crackers. Not only did they gain better skills, the training also gave them the opportunity to start small businesses that can help improve the economy of their families and the community. The sustainable tourism programme in Serangan Village also supports local micro-enterprises. The Eco-friendly Souvenir Making Business is one example of a business that has received support. There, items such as woven palm leaf bags, shell jewellery and bamboo handicrafts are made and sold to tourists. Micro-entrepreneurs trained in good management and marketing can expand their markets, increase profits, and strengthen local economies that depend on sustainable natural resources.

In Serangan tourism village, social empowerment policies include skills training and support for micro-enterprises. Maritime tourism leads to high demand for various goods and services. Local micro-enterprises can fulfil this demand. Access to capital, product development training, and marketing strategies are part of this support. By supporting micro-enterprises, local communities not only gain an additional source of income, but they are also better able to manage and grow their own businesses. This increases economic inclusion and reduces dependency on outsiders. In order to realise economic benefits from marine tourism that are widespread among communities, it is important to promote local products. Local products, traditional food and homestay services are promoted as part of an authentic tourism experience. This not only increases the income of local communities, but also maintains local traditions and culture. By introducing the rich local culture to tourists, Serangan communities can strengthen their cultural identity and also benefit financially.

3.2. Socio-Cultural Aspects

The approach used to assess the socio-cultural impact of tourist arrivals in Serangan Tourism Village is to use the Triple Bottom Line (TBL) approach. The rapid development of marine tourism in Serangan has an impact on the social and cultural structure of the local community. Tourists from various cultural backgrounds have introduced the Serangan community to various foreign cultures, which can indirectly affect traditional values and local customs. However, if communication between tourists and local communities is well managed, such interactions can be

Marine tourism in Serangan Village has protected the local culture. Tourists visiting the village are attracted to the traditions and ceremonies of the local community, such as traditional handicrafts

As shown in the word cloud, women in Serangan play an important role in maintaining customs, whether through traditional ceremonies, arts, or teaching cultural values to the younger generation. Not only do they maintain traditions, but they also help empower communities and keep cultural heritage alive and thriving. Making women a key pillar in the preservation and development of traditions, which are an important part of Serangan community life, is in line with efforts to strengthen togetherness and collective identity in the village. As shown in the word cloud, women in Serangan play an important role in maintaining customs, whether through traditional ceremonies, art, or teaching cultural values to the younger generation. Not only do they maintain traditions, but they also help empower communities and keep cultural heritage alive and thriving. Making women a key pillar in the preservation and development of traditions, which are an important part of Serangan community life, is in line with efforts to strengthen togetherness and collective identity in the village.

The adaptation of learning systems and skills training to support tourism is evidence of socio-cultural acculturation in Serangan Village. Community training programs included new skills related to the tourism industry, such as customer service, accommodation management, and marketing of local products. This brought changes to the local education curriculum, which began to integrate elements of tourism-related training, resulting in a workforce better equipped to interact with tourists and meet tourism industry standards. Acculturation affects the social and cultural interactions of the Serangan Village community.

Social structure of the community changes, and more intense interactions occur between locals and tourists. This results in beneficial cultural exchanges, such as the exchange of new values and a better understanding of cultural differences. However, amidst global influences, the preservation of indigenous cultural identity also faces challenges. By maintaining cultural components that are considered important and valuable, the community strives to achieve a balance between openness to outside influences. Acculturation affects the social and cultural interactions of the people of Serangan Village. The social structure of the community changes, and more intense interactions occur between locals and tourists. This results in beneficial cultural exchanges, such as the exchange of new values and a better understanding of cultural differences. However, amidst global influences, the preservation of indigenous cultural identity also faces challenges. By maintaining cultural components that are considered important and valuable, communities are trying to strike a balance between openness to outside influences.

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Local social and cultural life is enriched by the intense cultural interaction between Serangan villagers and tourists. New values, such as appreciating diversity and building tolerance for cultural differences, are being adopted by the local community. Unique traditions and cultures can be introduced to tourists, thus broadening the community's horizons about the outside world. Villages also benefit from new ideas and practices that can improve quality of life and strengthen social relations between communities through these interactions. While acculturation brings benefits, the process of integration. Culture leads to changes in local social and cultural structures.

This can threaten the existence of traditional aspects that are considered important. In the midst of this, local communities are striking a balance between maintaining their cultural heritage and

remaining open to outside influences. In this endeavour, local communities maintain the traditional customs, languages and crafts that symbolise the identity of the local community and add new elements that are considered useful and relevant to the local environment. culture causes changes in local social and cultural structures. This can threaten the existence of traditional aspects that are considered important. In the midst of this condition, local communities try to maintain a balance between maintaining their cultural heritage and remaining open to outside influences. In this endeavour, local communities maintain traditional customs, languages and crafts that symbolise the identity of the local community and add new elements that are considered useful and relevant to the local environment.

3.2 Aspects of the Environment

In order to maintain environmental sustainability in Serangan Tourism Village, water resource management is essential. To ensure sustainable and efficient water use, the village has adopted drip irrigation technology to save water for agriculture and horticulture. In addition, the local community works closely with hotels and environmental groups to monitor water quality, especially in coastal areas. This is done to avoid pollution and maintain the marine ecosystem that is attractive to tourists. In collaboration with hotels and environmental organisations,

Sustainable water conservation in Serangan Village is essential for developing eco-friendly tourism. The village protects the marine ecosystem and the surrounding environment by maintaining the quality and availability of water, enhancing its attractiveness as a tourist spot that cares about nature preservation. Tourists who come not only enjoy the beauty of nature, but they also learn about the importance of sustainable use of natural resources, which increases environmental awareness worldwide. Serangan Village has coral reefs that are home to a variety of marine species, such as fish, molluscs and other invertebrates, which make up a complex and diverse ecosystem. The sustainability of the local fisheries sector is directly affected by this ecosystem, which is critical to the survival of marine life. Travellers interested in ecotourism, especially divers and snorkellers who want to enjoy the beauty of the underwater, are attracted to healthy coral reefs. Therefore, the presence of living coral reefs is an important asset for the development of tourism in this village. Rejuvenating coral reefs in Serangan Village is an important way to preserve the environment and encourage sustainable tourism. Healthy coral reefs not only provide habitat for a variety of marine species, but also attract tourists. Local communities and tourists are involved in coral replanting activities in this restoration programme, which provides education and raises awareness of the importance of maintaining marine ecosystems.

Local communities and tourists are heavily involved in the coral reef restoration programme in Serangan Village. Local communities gain knowledge and skills in restoration techniques through replanting coral reefs, which can help them maintain the marine ecosystem. Tourists who do this activity also get a unique educational experience, where they not only enjoy the beauty of nature but also contribute directly to environmental conservation. A sense of belonging and shared responsibility for coral reef sustainability emerges as a result of this engagement. Coral reef conservation in Serangan Village not only provides ecological benefits, but also increases the environmental awareness of local communities and tourists. The programmes are often accompanied by lectures on how important coral reefs are, the threats they face, and how to preserve the marine ecosystem. This increased awareness encourages more people to participate in environmental conservation, which in turn strengthens long-term preservation efforts and ensures Serangan Village's tourism remains sustainable.

Serangan Village is famous for its turtle conservation programme, which aims to protect endangered species and teach tourists about how important it is to look after endangered species. Travellers can see the release of sea turtles into the ocean, which is an incredible and awe-inspiring tourism experience. The conservancy also helps the local community by creating ecotourism-based businesses, such as education centres and eco-friendly souvenir shops. Sea turtle conservation programme Serangan Village not only looks after endangered species, but also teaches travellers and helps the local community thrive. Travellers can experience the release of sea turtles into the ocean, which will give them an incredible and immersive experience while teaching them about the

in the area to meet the electricity needs of a number of public facilities. By using solar panels, the dependence on fossil fuels that are bad for the environment can be reduced on the rooftops of public buildings such as village halls and education centres. This initiative not only reduces the village's carbon footprint, but also demonstrates to the community and travellers the importance of adopting cleaner, more sustainable energy. Serangan Village utilises abundant energy sources such as sunlight to reduce operational costs in the long run and support environmental sustainability.

To mitigate the negative impacts left by tourism in Serangan Village, increased education and environmental awareness is essential. There are constant efforts to educate tourists and the local community on how to save energy and reduce waste. Therefore, the village is not only a beautiful tourist destination, but also an example of sustainable tourism development that considers environmental sustainability as a top priority. To mitigate the potential negative impacts of tourism on the environment, Serangan Village conducts various environmental education programmes for tourists and the local community. These programmes provide training on how to properly manage waste, help the community reduce the use of single-use plastics, and encourage them to save energy in their daily lives.

Travellers are introduced to eco-friendly practices through workshops and knowledge tours. Participants are expected to adopt a more sustainable lifestyle while in the village and after returning home due to a better understanding of how simple actions can make a difference. Today, Serangan Village has become a model for sustainable tourism growth through education and environmental awareness. The village not only offers exciting cultural and natural beauty, but also demonstrates how a tourist destination can engage everyone in protecting and preserving the environment. Serangan Village is setting an example for other communities aiming to develop tourism in a more sustainable and responsible way, as this approach, which emphasizes education, helps instill awareness of the importance of environmental sustainability.

4. CONCLUSION

Local products, traditional food and homestay services are promoted as part of an authentic tourism experience. This not only increases the income of local communities, but also maintains local traditions and culture. By introducing the rich local culture to tourists, Serangan communities can strengthen their cultural identity and also benefit financially. In addition, unique traditions and cultures can be introduced to tourists, thus broadening the community's horizons about the outside world. The village also benefits from new ideas and practices that can improve the quality of life and strengthen social relations between communities through these interactions. While acculturation brings benefits, the process of cultural integration causes changes in local social and cultural structures, and environmental conservation efforts, especially with regard to coral reefs and sea turtles, are strongly linked to the ideas featured in the word cloud. Serangan is a place of incredible marine biodiversity, with coral reef and turtle populations of great importance to the local ecosystem. Serangan's environmental strategy includes coral reef rehabilitation and turtle conservation programmes, involving various agencies and community education institutions.

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