



Sanur Bali's Green Sunrise Tourist Port

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Abstract. Tourism is the fastest growing and emerging sector after the Covid-19 pandemic ended. However, there has been no maritime tourism port specifically built in Indonesia, even though Indonesia is known as an archipelagic country and the world's maritime axis. The development of coastal areas (especially the Sunrise Maritime Tourism Port in Sanur, Bali) is very important as a tourist attraction and as a model for other areas that have coastal areas. The concept of integrating maritime education, business centers, tourism with cultural performances and the use of environmentally friendly technology but still in the corridor of maintaining environmental, social and economic sustainability so as to create a superior port. This research uses qualitative research methods, PRISMA and PICOS data analysis techniques. Develop and integrate two theories; sustainable development goals with Systematization of the development to produce the concept of Sustainable Valorization Novelty. The output of this research produced 2 (four) journals of national reputation and textbooks with ISBN, IPR and seminars. The results of this research can also be a reference for the concept of a maritime tourism port development model for other regions.

Keywords: Sustainable development goals, Systematization of the development, ports, tourism, Sustainable Valorization.

1. Introduction

The port has become an important place as the tourism sector grows, especially after the COVID-19 pandemic was declared over. Ports are expected to become commercially focused entities, but—at the same time—the public function and role of ports is growing, driven in large part by their increasing importance as strategic assets and the role they play in the greening of transport, industry and energy generation (Sea & Organization, 2022). The research results of Salgado-g, Vega-muñoz, Salazar-sep, Contreras-barraza, & Araya-silva, (2022) assess that marine pollution originating from inland areas, climate change, and human behavior towards nature have the greatest impact on tourism activities. International institutions (OECD) advocate an integrated governance approach that responds to the complex challenges facing the ocean by mobilizing expertise across a wide range of policy areas, spanning environmental, economic, financial and social dimensions (OECD, 2022).

Cleanliness is the main requirement for a tourist destination to be able to grow and develop sustainably (World Economic Forum, 2022). The cleanliness link between society, the environment, and economic development is the key to the concept of sustainability (Wang, Yang, Park, Um, & Kang, 2022). The cleanliness of maritime

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tourism ports is a requirement that must be met for sustainable development of cities and settlements as required by the sustainable development goals of the United Nations (UN, 2021; UN, 2022). Modern and superior ports are also identified with the use of environmentally friendly technology and equipment. In this digital era, the sustainable development and competitive advantage of maritime port tourism businesses depends on their capacity to adapt to changing business needs. Although much previous research develops the link between smart ports, technology and sustainable performance, there is an urgent need to address the issue practically among ports, especially in developing countries.

Using 4IR, the future of ports is undergoing a bold transformation; The competitive shipping and port logistics industry follows several attempts to achieve competitive advantage through the 4th IR and expand into new business areas (Kobyliński, 2016). For example, the use of solar electricity and the use of all equipment located in the maritime tourism port area to optimize the maintenance process and energy efficiency to change The use of environmentally friendly technology and equipment in port areas is very important for sustainability. In particular, the circular economy and bioeconomy focus on resources, while according to the research results of Toubes & Ara, (2022) the use of environmentally friendly technology covers all processes and includes social dimensions, for example aspects related to local communities and ecotourism. The development of tourism ports is important to include the use of environmentally friendly technology as a systematization of development for environmental sustainability.

Culture is an important factor in sustainable tourism. Cultural tourism continues to show increasing importance within the tourism sector, with visible economic implications (Lopes & Almeida, 2018). In this context, the future trend of cultural tourism seems to be more towards tourism activities, planning and forms of development Culture refers to the cumulative store of knowledge, experiences, beliefs, values, attitudes, meanings, hierarchies, religions, senses of time, roles, spatial relationships, concepts of the universe, and material objects and possessions that a group of people acquires over several generations through individual and group struggle. According to Hofstede (1997) the core of a culture is formed by the values of symbols, heroes, rituals and values, which in tourism terms will be the basis of a destination's attractiveness.

The future position of the discipline will probably be strengthened both directly and indirectly because with the change in recreational needs the aim of getting to know cultural values greatly increases. Although mass tourism will of course never lose its position, tourists who participate in providing 4S will be visitors with more diverse needs regarding cultural interests. the availability of new information technology and new intermediaries, this process initiates cultural tourism 4.0 (Richards, 2022). Pulau Bali is the largest tourist destination in Indonesia, cultural tourism with the development of the Sanur Beach tourism port, maritime education center and world business center in one place is the beginning of cultural tourism 5.0.

The world maritime education center which is integrated with the maritime tourist port concept is very important because its existence is not only for maritime tourism purposes but also for research, meetings with marine experts, marine training and

maritime competency tests. The world of traditional ports is changing, with demographic factors, technology and sustainability drivers influencing daily business and shaping several important trends. As a port authority, port operator, policy developer or organization active in the port value chain, it is important to know which changes are most likely to occur and what the outcomes will be for the maritime sector. While the exact future of the global port and shipping industry remains uncertain, it is important for industry stakeholders to consider these trends and prepare with appropriate policies and strategies (Global & Advisory, 2020).

The research results of Garrido Salsas, Sauri, Rúa, & Torrent, (2022) suggest three main policy recommendations to encourage new future business models for ports: 1) develop a sustainable green energy center model (energy community, hydrogen strategy, etc.), 2) developing intermodal logistics centers that are not only oriented to the maritime sector and 3) promoting new industries to become customization centers that add logistical value to cargo transiting at the port. The researchers drew conclusions from the results of these three studies to create a maritime tourism port as a business center in the Sanur port, Bali. Based on the problem formulation that has been explained comprehensively, the researcher offers the concept of "Development of the Maritime Valorization Sustainable Tourism Port of Matahari Terbit Sanur Bali", namely the process of deciding or increasing the price or value of goods, services, etc., by government action, Valorization of commodities through the branding process (Clean, Eco-Friendly, Cultural, Education, Business Center) is very significant. This concept is different from the Resilient Ports of Garrido Salsas et al., (2022) which emphasizes the economy and society, infrastructure and ecosystem, leadership and strategy, but forgets the factors of sustainable city and residential development. The Global & Advisory Model, (2020) which emphasizes infrastructure, demographic drivers, technology and sustainability but does not include culture. City harbors in Croatia, Kovačić, Favro, & Mezak, (2016) which only emphasizes the development of tourist ports near cities but has not yet conceptualized them as business centers. However, we still haven't found the right model for developing maritime tourism ports. Port Governance Modeling by Vega-muñoz, Salazar-sep, & Contreras-barraza, (2021) which emphasizes Port Governance and Cruise Ship Tourism but does not clearly explain the concept of integrated ports with business, cultural and educational centers. However, this tourism port has not been integrated with maritime business and education centers. Construction Of Nautical Tourism Ports As An Incentive To Local Development (Kovačić et al., 2016), which only functions to see how the surrounding area develops but is not designed for cultural performances and does not yet have a clean port concept.

The concept of the maritime tourism port development model sustainable valorization of Sunrise Sanur Bali is different from the sea commercial port business model as a way to achieve goals Sustainable development offered by Nyenno, Nitsenko, & Oil, (2017) which only focuses on targets and indicators for the development of maritime commercial ports. The development of a maritime tourism port with a sustainable valorization model in Sunrise, Sanur, Bali is a process of deciding whether or not increasing the price or value of goods, services, with government action, Valorization of commodities through the branding process (Clean, Eco-Friendly, Cultural, Educa-

tion, Business Center). In group I, goal 11; Making cities and human settlements inclusive, safe, resilient and sustainable. The link between this research and the UN SDGs is goal 11; Making cities and human settlements inclusive, safe, resilient and sustainable. Port sustainability studies are increasing rapidly and are skewed towards the port aspect of maritime tourism, while at the same time the results are fragmented, making it difficult to assess the conclusions collectively. Apart from that, the link between port sustainability and the UN Sustainable Development Goals (UN SDGs) is discussed further. Port sustainability includes both internal (port side) and external (ships and land transport) measures and measures.

The results of the study form 16 homogeneous and interconnected categories of sustainability, including an incomplete list of operational improvement measures, covering seven dimensions of sustainability (environment, cleanliness, tourism, business center, culture, education, economy and society) while implementation schemes are divided into four groups. The practical implications of this study guide port policy makers and industry practitioners to go beyond low yields (customary practices), and enable them to take reliable decisions for broader implementation of sustainable capabilities.

2. Research Method

This research design uses descriptive qualitative methods using PRISMA and PICOS combined with complementary qualitative methods. The design used in this research is a single case design. Single case experimental design (DEKT) is the equivalent of single case experimental design (SCED) or modified single case design (SCD). Single case design is a research design to evaluate the effect of a treatment with a single case. A single case can be several subjects in one group or the subject studied is a single one (Latipun, 2008). This design is in accordance with the aim of this research, namely the Development of the Maritime Valorization Sustainable Tourism Port of Matahari Terbit Sanur Bali.

3. Analysis and Discussion

Sanur Sea Port, Bali, inaugurated by President Joko Widodo on Wednesday 9 November 2022, is a port that connects the area known as the Golden Triangle, namely Sanur, Nusa Penida and Nusa Ceningan. Sanur Sea Port, Bali, stands on an area of 7,410 square meters. Marine facilities include Revetment (Talud), Breakwater, Dredging, Floating Pier and Land Facilities include Terminal Building, Generator Room, Guard Post, Bale Bengong, Place of Worship (Padmasana), Port Facility Maintenance Workshop (Warehouse), Waste Storage Facilities, Space Open Green, Parking, Gate, Harbor Road, Harbor Fence and Sign Post. Sanur Harbor functions as a maritime transportation node for crossing small vessels to neighboring islands such as Nusa Penida Island, Nusa Ceningan Island and Nusa Lembongan Island, as well as Gili Terawangan Island, Lombok, West Nusa Tenggara.

3.1 Systematization of Bali sunrise maritime tourism port development

Meanwhile, sustainable tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to recognize all impacts of tourism, both positive and negative. This aims to minimize negative impacts and maximize positive impacts. Sustainable tourism is defined by the UN Environment Program and the UN World Tourism Organization as “tourism that takes into account current and future economic, social and environmental impacts, taking into account the needs of visitors, industry, the environment and host communities.” Additionally, sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure long-term sustainability. Today, waterfront revitalization is a worldwide trend, with thousands of projects being implemented in large cities, mid-sized cities, and even small towns. The waterfront offers an urban space that is particularly easy to exploit for new purposes including offices, recreation, and large-scale residential buildings due to its excellent placement at the interface between the built environment and the water, as well as its proximity to the city center (Fleming, 1989). Unlike recent projects, which have had to address complex urban development issues, early examples of historic waterfront redevelopment concentrated primarily on recreational and retail applications (Jauhiainen, 2019). The transformation from a manufacturing to a service-based economy and the increasing demand for cultural amenities in post-industrial cities ultimately made culture an important tool for waterfront revitalization. Due to the widespread use of abandoned port warehouses and factories as event venues and cultural facilities, the historic waterfront is now more attractive to tourists and has a greater local vibrancy.

3.2 The relationship between sustainable development goals and the development of the Bali sunrise maritime tourism port

Sustainable Development goals and targets are integrated and indivisible, global in nature and universally applicable, taking into account different national realities, capacities and levels of development and respecting national policies and priorities. Targets are defined as aspirational and global, with each Each Government sets its own national targets guided by global levels of ambition but taking into account national circumstances (Nations, 2022). Each Government will also decide how these aspirational and global targets should be combined into national planning processes, policies and strategies. It is important to recognize the relationship between sustainable development and other relevant processes in the economic, social and environmental fields. The sustainable development goals program of the United Nations states that it recognizes that there are different approaches, visions, models and tools available to each country, according to national circumstances and priorities, to achieve sustainable development; and we reaffirm that planet Earth and its ecosystems are our home and that “Mother Earth” is a common expression in a number of countries. We acknowledge that baseline data for some of the targets remain unavailable, and we call for increased support for strengthening data collection and capacity building in Member States, to develop national and global baselines where they do not yet exist.

We are committed to addressing these gaps in data collection so as to better inform measurement of progress, particularly for lower targets that do not have clear regional target.

Bali is a popular area that attracts foreign and local tourists because of the beauty of the city. Bali is also famous for its cultural diversity and customs that are still inherent in each of its people. They really maintain the customs inherited from their ancestors. The Balinese people also have high levels of socialization and are supported by developments over time, namely advanced technology and globalization. This influence has the potential to introduce and develop Balinese cultures and religions that are still little known by Indonesian society. Bali has several local wisdom values that are role models for its people. In maintaining and caring for their customs and religion, the Balinese people realize several local cultures which are still relevant and applied in the practice of their daily social life. One of the cultures that developed in Bali is Tri Hita Karana and Meyama Braya. The existence of the port of Sunrise, Sanur, Bali, does not interfere with cultural activities that have been rooted for generations in accordance with local concepts and in synergy with sustainable development goals. The development of tourism in Bali, especially at the Port of Sunrise, is a driving force for economic, social and environmental growth and preserving culture.

3.3 Valorization sustainable addresses economic, social and environmental sustainability

The construction of the Port of Sunrise, Sanur, Bali, has brought serious threats, such as global warming, noise, cultural changes, waste due to tourist activities, marine pollution, traffic jams and shortages of fossil fuels due to increasing demand for fuel and excess population, so it requires a solution that is innovative and sustainable. Resource limitations are a fact; Therefore, the industry must increase the efficiency of their processes by improving them or finding solutions to minimize the negative impacts of sustainable tourism activities. Much of the previous research on valorization surrounding the object under study is about how to reduce and recycle waste, such as Waste Management (Gemar & Soler, 2021), Progress in waste valorization (Arancon et al., 2013).

Valorization is a practice that adds economic value to waste while reducing the volume of waste (the impact resulting from tourism activities). When reusing waste, pay attention to the following: 1) Valorization as energy (waste-to-energy), which is carried out using technology that produces energy derived from materials containing this type of waste, even though it also produces small amounts of trash that is difficult to remove. Technology will be the key, and thermochemical technologies such as incineration, gasification, pyrolysis, plasma technology, or a combination of the three will be suitable for certain waste fractions (Bosmans, Vanderreydt, Geysen, & Helsen, 2013; Gumisiriza, Hawumba, Okure, & Hensel, 2017); 2) Valorization as material (waste-to-product), where new material is obtained, or most of it is recycled, to avoid the use of new raw materials in making materials. Special attention is devoted to the potential offered by rapidly developing sectors, which contribute to economic, social

improvement and safeguarding the material environment with reduced environmental impacts, while at the same time

3.4 Empirical Model of Sustainable Valorization

In recent years, the role of tourism in a country's economic development has become the focus of study and research. It is a general consensus that tourism has been of great importance in social progress as well as an important means of expanding socio-economic and cultural contacts throughout human history. Over the past few years, many developing and developed countries have considered tourism as a sustainable development option for their nations. The importance of tourism as a contributor to economic growth is so widely accepted that year after year throughout the world massive investment continues to flow into its development.

The biggest advantage of the tourism industry is that it can produce maximum employment opportunities. Tourism helps regional and economic development. Recent studies show that globalization and open economies are helping the emergence of tourism. This brings opportunities for infrastructure development. The overall development of a country mainly depends on improving roads, vehicles, communications, water supply and airports. Economic progress and industrial development depend entirely on the overall development of the country. And tourism plays a major role in overall infrastructure progress.

The dynamic development of the tourism industry has a number of positive and negative impacts on the development of tourist destinations. Tourism is more dependent on the environment than other activities, because only a clean and unpolluted environment can be the basis for successful tourism. Apart from that, tourism is also a major user of the environment because almost all tourism activities (walking, diving, fishing, etc.) are based on the use of the environment and of course have quite a big impact on the influence of tourism, the regional environment is undergoing transformation, which can have an impact. positive or negative. In this regard, the literature most often mentions the positive impact of tourism on the region: renovation and restoration of existing historical sites, buildings and monuments, transformation of existing old buildings and places into tourist facilities, protection of natural resources, implementation of various administrative and planned measures for protection certain areas, increasing the availability of space and creating new tourist spaces, building awareness of the environment, etc. 3 Likewise, the following negative impacts: tourism on the environment include: area pollution due to the construction of tourist facilities and equipment, air and water pollution and land, reduction of natural agricultural land, destruction of flora and fauna, degradation of landscapes, cultural and historical monuments, spatial density, various forms of geological

4. Conclusion

The development of the tourism port of Sunrise, Sanur, Bali is important to improve the economy of the Balinese people, especially those in the port area, raising the social and cultural status of the Balinese people so that they remain sustainable and the environment remains free from water, air and waste pollution due to tourism activities. The management of the Sanur Bali sunrise port should not only be a tourism activity but also as a center for education and training in the fields of shipping, maritime and ports. In particular, the tourism port of Matahari Terbit, Sanur, Bali is used by the Surabaya Shipping Polytechnic as a Teaching Factory and Field Laboratory for Training Participants related to the Sailing Vocational Curriculum and supports the Government Program, namely Merdeka Belajar Kampus Merdeka (MBKM) in accordance with Law Number 17 of 2008 concerning shipping Article 5 Paragraph 6 (f) in order to create human resources who are maritime-minded, professional, and able to keep up with developments in shipping management needs and Article 3:

Facilitate the flow of movement of people and/or goods through waters by prioritizing and protecting transportation in waters in order to facilitate national economic activities; Developing a maritime spirit; Upholding state sovereignty; Creating competitiveness by developing the national water transportation industry; Support, mobilize and encourage the achievement of national development goals;

Strengthening national unity and unity in the context of realizing the Archipelago Insight; And Increasing national resilience. This can strengthen that Indonesia is the center and axis of world maritime. Of course, the management of the port is in accordance with the relevant bodies in accordance with the law, the Surabaya Shipping Polytechnic is an alternative for managing the Sanur Bali sunrise tourist port. The development of the Sanur Bali sunrise tourism port is an example for the development of other ports in Indonesia so that the tourism sector, especially maritime, is further improved and developed in each region close to the coast. Future research will emphasize the impact of tourist port development on cultural continuity and foreign tourists who stay in Bali for a long time.

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