



Implementation of Community-Based Tourism in Realizing the Blue Economy and Sustainable Tourism Development at Gianyar Coastal Area

I Wayan Gede Lamopia¹, Riza Wulandari² 

^{1,2} Faculty informatics and computers, Institut Teknologi dan Bisnis STIKOM Bali, Bali, Indonesia

wayan_lamo@gmail.com

Abstract. The existence of coastal areas on Bali island has earned the admiration of foreign and domestic tourists. This is supported by the statement of the Indonesian Ministry of Maritime Affairs and Fisheries that Bali Island is one of the examples of the implementation of the blue economy. Unfortunately, this statement does not follow the real conditions in the field. There are still many tourist objects in the coastal areas of Bali Island that have not received optimal management. One of them is the Pabean Gianyar coastal area. The socio-cultural and environmental conditions in this coastal area have a great potential to become tourist objects opportunity. The purpose of this study is to map local potential based on cultural production in the coastal area of Pabean Gianyar. Qualitative methods are used in this study as data collection techniques in the form of observation, in-depth interviews, and visual documentation of the Coastal Area in Pabean. This study produces a picture of the conditions in the Gianyar Pabean coastal area and also a mapping of the local potential of cultural production that is owned, namely the Economic Dimension, Social Dimension, Cultural Dimension, Environmental Dimension, and Political Dimension. In the future, this research can be a recommendation for further study by taking data quantitatively so that more complex results can be obtained.

Keywords: Blue Economy, Community-based Tourism, Ministry of Public Affairs, SDGs

1 Introduction

Indonesia, which is surrounded by islands, has thousands of marine potentials that can truly be utilized if managed appropriately. The maritime and coastal potentials are not inferior to those of other countries and are considered capable of competing with marine conditions in another country (Smith, C. et al, 2017). By seeing the conditions in Indonesia with a strong society that maintains socio-cultural (Wulandari, 2023). It makes many foreign tourists interested in visiting and enjoying the coastal areas, especially on Bali island. Every inch of Bali Island has its language, culture, traditions, and customs that offer uniqueness. Various activities, attractions, and unforgettable experiences for tourists. It is important for many activities in tourism development. This

© The Author(s) 2024

A. A. N. G. Saptaka et al. (eds.), *Proceedings of the International Conference on Sustainable Green Tourism Applied Science - Social Applied Science 2024 (ICoSTAS-SAS 2024)*,

Advances in Economics, Business and Management Research 308,

https://doi.org/10.2991/978-94-6463-622-2_79

is very important in every touch point of tourism development activities because of its contribution to economic growth by improving community welfare (Budiarta, 2018). The decision to intensify the development of coastal tourism is also inseparable from the problem of environmental damage due to building construction and tourism activities which is quite worrying. Hills that run into erosion can cause landslides in local areas. This is a concern for tourism actors (government, local communities, and tourists) to support sustainable tourism (F., 2020). The common problem is disharmony between government programs, such as the displacement of coastal communities by private parties who tend to be spectators in their areas. Therefore, from these problems, there needs to be an upgrade from the government to increase economic competitiveness for coastal zones that pay attention to local communities and potential by carrying out government projects, one of which is implementing the Blue Economy (Nuri Hidayati, 2022). The utilization of the coastal area itself has also become a priority of interest that must continue to be maintained and preserved, this is stated in Law No. 1 of 2014 Article 23 which explains 8 priority interests of coastal area utilization, one of which is tourism. In addition, Bali Island is also one of the examples of the implementation of the Blue Economy (Ministry of Maritime Affairs and Fisheries, 2014).

If confronted with Law No. 1 of 2014 above, unfortunately, there are still many coastal areas on Bali island that have not been prioritized for further development, one of which is the Pabean Ketewel coastal area, Gianyar. The beauty of this coastal area is called a paradise for foreign tourists. Unlike the beaches located in Badung Regency, the Pabean coastal area has the uniqueness of black sand, and it is located in a quiet area which becomes the right place to take a rest. Ironically, the coastal area is considered a paradise for foreign tourists. It has less optimized conditions for tourism development. The absence of strategic management of tourism development makes the Pabean Coastal Area less glanced at. Problems then arise, when there is an inability and quality gap in the process of identifying, planning, managing, supervising, optimizing, and maintaining the sustainability of the local potential of the area. Made Ratna Witari once researched the impact of abrasion on the environment and socio-culture in 2018 which resulted in the construction of a causeway as a structural mitigation measure. Unfortunately, this step is considered only structural and does not strengthen local potential by involving community activities, socio-cultural religious conditions, and the environment (Witari, et al, 2021).

Management of tourism areas that have potential if done wisely can also be an attraction for the interest and intentions of tourists (Ismagilova et al., 2015). This management also requires involvement from various parties such as the government, managers, local communities, and tourist visitors. Currently, several countries in the Asia Pacific region have committed to implementing sustainable tourism economic development using the Blue Economy model. This model is the basis for marine economic development patterns, that focus on an ocean-based economy (Fundeanu, 2015). Coastal areas that experience suboptimal development tend to be caused by the lack of development patterns based on science and technology. This causes the application of an integrated supply chain system approach to be considered too structural and not provide a touch of inclusion for the environment and society.

Consider the conditions in Indonesia, where society strongly maintains socio-cultural aspects (Billy, 2018). In the Pabean coastal area, there has never been any research on mapping local potential based on cultural production. This mapping will adopt the theory of Community Based Tourism (CBT), namely strengthening tourism destinations by finding 5 dimensions (economic, social, cultural, environmental, and political) (Amran, 2015). One form of participatory planning in tourism development is to apply Community-Based Tourism (CBT) as a development approach. Hausler explained that the meaning of Community Based Tourism is an approach to tourism development that emphasizes local communities, both those directly involved in the tourism industry and those not, by providing opportunities (access) to manage and develop tourism (Pham Hong et al., 2021). The result will produce a more equitable life, including a more equitable distribution of benefits from tourism activities for local communities. Hauler describes the concept as evidence that tourism development often ignores the rights of local communities in tourist destinations. In addition, the application of CBT also pays attention to aspects of sustainability in the environment, society, and culture. In addition to Hasler, another paradigm described by Suansri about CBT is that in its application it is necessary to pay attention to ideas such as recognizing, supporting, and developing ownership of tourism communities. Second, involving community members in, starting every aspect, mapping the uniqueness of local cultural characters in local areas. In this case, Suansri prioritizes the interests of local communities, namely a balanced relationship between tourists and local communities in the tourism industry that can be realized through unique socio-cultural conditions. This research novelty is chosen by selecting the research object, the implication of local potential using Community-Based Tourism, and references from previous scientific research. The results obtained are expected to have benefits and bring progress to a region, especially in Gianyar, the literature study on the importance of exploring local potential (Lusi, 2022).

2 Methodology

The purpose of this study is to explain the description of the socio-cultural conditions of the Pabean Gianyar coastal area and to find a mapping of local potential based on cultural production in the Pabean Gianyar coastal zone so that through this local potential mapping, it is possible to optimize the Pabean Gianyar Coastal Tourism Area and realize the coastal area on Bali island as a pilot area for the Blue Economy Coastal Area. The method used in this study is qualitative with a phenomenological approach. The selection of this type of qualitative research was carried out with a case study approach in the Gianyar Pabean coastal area which has superior potential to develop tourism. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Phenomenology is concerned with the perception of an object, event, or situation. In the human view, knowledge comes from conscious experience. In this context, phenomenology implies letting things appear as they are. Meaning emerges, on the one hand, by allowing reality, phenomena, and experiences to unfold. On the other hand,

meaning emerges as the interaction between the subject and the phenomena he encounters. Creswell reinforces that qualitative phenomenology can guide more complex data collection processes. The type of data used in this study is qualitative data with an emphasis on data collection in the form of observations, in-depth interviews, literature studies, and visual documents. The informants selected in this study were categorized based on gender and social status in the Gianyar Pabean Coastal Area. The in-depth interview technique is used to find what local potential mapping exists in the Pabean Gianyar Coastal Area based on cultural production. So that later on we can get answers from various sides without any intervention from other parties. The following are the categories of research informants in Table 1.

Table 1. Informant research

No	Informant category	Number of informants
1	Stakeholders of Gianyar customs coastal area	1 person
2	Local community / general	5 person
3	Tourism actors (Visitors and managers of the customs coastal area)	5 person

3 Result and Discussion

3.1 Result

Identification of Local Potential Mapping of Pabean Gianyar Coastal Tourism.

Pabean Beach in Gianyar offers a beautiful combination of soft black sand, clear sea water, and green trees swaying around the beach. Pabean Beach is in the Ketewel area, on Jalan Raya Pabean, Sukawati District, Gianyar Regency, Bali. While the sun sets, the sky at Pabean Beach is filled with dramatic colors that create an unforgettable view. In addition to its natural beauty, Pabean Beach also has a rich marine life. In addition to its natural beauty, Pabean Beach Gianyar also has Segara temple and Bengong pavilion which are useful as a place to relax and socialize for the surrounding community. This beach is also known as a friendly place for the local community. Local fishermen often earn their living from the sea around Pabean Beach. This is one example of how environmental sustainability and social life can be intertwined, where local communities have a key role in maintaining the balance of the marine ecosystem and ensuring sustainable resource management. With all its charms, Pabean Beach in Gianyar is not only a popular holiday destination but also an example of how tourism can empower local communities and support environmental sustainability. The success of Pabean Beach as a holistic tourist destination lies not only in its natural beauty but also in the active involvement of the local community in maintaining and developing its tourism potential. Globally, Pabean Beach in Gianyar presents a harmony between natural beauty, diverse marine life, and active involvement of the local community. The presence of Pabean Beach is not only a stunning visual holiday destination, but also a place for deep experiences about life, culture, and sustainability. Through interaction

with local communities, underwater exploration, and participation in cultural activities, visitors can experience the authenticity and warmth of Pabean Beach, making it more than just an ordinary vacation spot. This reflects the successful integration of tourism, nature conservation, and community participation in creating a memorable destination. The diversity owned by Indonesia consists of the unity of the islands united by the sea. The number of islands in Indonesia itself is approximately 17,508, one of them is Bali island a tourist destination. The diversity of the islands shows the natural resources they have. This diversity also impacts other diversities such as technology, culture, economy, and even the order of human resources. In addition to the diversity of natural resources, Indonesia has other diversities such as religion, customs, traditions, and others. This complexity is one of the efforts that Indonesia is rich in. There are so many local potentials that can be developed in each region of Bali island. If we look at the diversity in Bali island, many things can be used as capital to make every corner of this island have commodities. In the coastal tourism area of Pabean Beach, Gianyar. In developing sustainable and attractive tourist destinations, identifying local potential in tourist areas is a crucial step. This process involves research steps, including field surveys, direct observation, and in-depth interaction with local communities. In the context of the Pabean Gianyar Beach tourism area in Bali Province, these steps are an important basis for exploring the natural, cultural, and environmental riches of the surrounding area. Field surveys are the initial gateway that opens up opportunities to observe more closely the potential contained in the local landscape (Wulandari, 2019). Geographical uniqueness, flora, fauna, and cultural values are the focus of recording important elements. This recording provides a strong foundation for identifying potential that can be a unique attraction and differentiate the area from other tourist destinations.

The interaction with residents is a window into the daily lives and traditions that shape the character of a tourist area. Through in-depth interviews and participation in local activities, developers can understand values, customs, and uniqueness that may be missed in direct observation. This initiative is a key to exploring local potential in more depth and authenticity. Interviews with residents not only cover cultural aspects but also economic and social perspectives. Open dialogue creates a shared understanding of the challenges and opportunities that local communities may face in the context of tourism development. By incorporating their views, strategic measures can be designed to minimize negative impacts and maximize positive benefits for local communities. Local community participation in the potential identification process not only produces more comprehensive information but also opens up opportunities to integrate local values. Awareness, involvement, and support from local communities are a solid foundation to ensure that tourism development focuses not only on economic growth but also on preserving the natural environment and culture. In the step of development, the local community has a positive impact on sustainable development. The mapping of local potential owned by Pabean Gianyar Coastal Area is as follows:

Economic Dimension. It is important to understand that the economic potential of Pabean Gianyar Beach is not only limited to the tourism sector. Infrastructure development is a key factor in realizing this economic potential. Investment in the

construction of roads, airports, and other means of transportation can improve connectivity, open accessibility for business people, and support the distribution of local products. Geopolitical strategies that include infrastructure development can open the door to international cooperation, including potential support from economic partners. Mapping economic potential must also take into account environmental impacts. Sustainable management of natural resources and the environment must be an integral part of profitable strategy. Through policies that focus on sustainability, the region can build a positive image that not only attracts investment but also supports global efforts to protect the environment. To improve the local trade sector, empowering small and medium enterprises (SMEs) is a strategic step. Support in the form of training, access to markets, and financial facilities can help improve the competitiveness of local SMEs.

Cultural Dimension: From Religious Rituals to Maprani. On an exploration trip to the Pabean Gianyar Beach Tourism Area, views of the cultural richness that radiate from every corner are opened. Identification of the ethnic cultural potential in this area becomes an interesting landscape to explore. Pabean Beach in Gianyar presents a stunning panorama, depicting the beauty and diversity of culture, as well as the religious plurality that makes Bali, Indonesia, so special. Although the majority of the population is Hindu, this beach is also a spiritual center that enriches the life of this island. The diversity of religions around the beach creates a rich and unique view of religious life, inviting tourists to explore and feel the harmonies. One of the cultural activities that attracts people is the use of the Gianyar Pabean Coastal Area for Melasti. This religious ritual aims to purify oneself from all bad deeds in the past and throw them into the sea. In Hindu belief, water sources such as lakes, rivers, and marine are considered, Tirta Amerta. In addition to religious activities, Pabean Beach Gianyar is also a stage for cultural and traditional celebrations that are closely related to faithful values, called Perahu-perahuan. This ritual is still often performed every year because it involves Pabean residents. In addition to Prahau Perahuan, many call this ritual, the Meprani Tradition. This tradition is interpreted as a sea alms ceremony and an expression of gratitude and asking for protection from the lord of the sea. This traditional process is carried out by arranging the offerings of agricultural products placed in boats. These boats are made of woven bamboo and layers of banana stem petals. This ritual is carried out on the day of Kajeng Kliwon after the kapat full moon (around October/November) located in Suan Pabean, precisely in front of the Segara Madu Temple, Banjar Pabean, Ketewel Village. The following is documentation of the Meprani / Meprahu Prahau tradition in the Coastal Area of Pabean Beach, Gianyar.

Social Dimension. Tourism in Pabean Beach not only provides an unforgettable holiday experience for visitors, but also empowers the surrounding community through local businesses, homestays, and community engagement programs. With the spirit of sustainability, the Ketewel community is actively involved in efforts to preserve the environment and ensure that the charm of this beach remains eternal for future generations. Community involvement in beach cleaning activities is a practical step to minimize the impact of plastic waste and other waste. Regular beach cleaning events can be initiated with local stakeholders, tourists, and volunteer groups to create a clean and

beautiful beach. The local community in Pabean Beach is not only a passive spectator in the context of religious life but also an active actor in social activities.

In addition to the social conditions above, other activities marked by fishermen on the beach are the things that give unique characteristics to Pabean Beach. This place is a base for fishermen, from anchoring their boats to storing important equipment and processing marine catches. The existence of this land creates a symbiotic relationship between humans and the sea, maintaining the survival of the fishing community and becoming a reflection of the cultural heritage preserved for generations. From a social aspect, fishing activities are not only a livelihood but also define the identity and life of coastal communities around Pabean Beach.

Environment Dimension. Awareness of environmental conservation is increasing, and Pabean Beach has been involved in various conservation initiatives. Mangrove planting programs, beach clean-up campaigns, and the implementation of sustainable fishing practices are integral parts of efforts to maintain the sustainability of the coastal ecosystem. Active involvement of local communities and cross-sectoral cooperation is key to achieving an optimal balance between human needs and environmental conservation. Pabean Beach, located in an area blessed with extraordinary natural wealth, becomes a stage for diverse land uses that not only reflect the daily activities of coastal communities but also become a symbol of life that continues to evolve. The land along the coast becomes more than just a physical place, but a form that reflects the harmony between tradition, agriculture, and tourism development.

Pabean Beach in Gianyar depicts the beauty of a unique ecosystem with its unique characteristics. The high tide that hugs the beach creates a stunning atmosphere, adding to the natural appeal of this beach. This tidal phenomenon provides life to various species, from small marine life to larger animals. This high tide creates a dynamic aquatic ecosystem and facilitates the reproduction and development of many marine organisms. Not only as a place of recreation or livelihood, Pabean Beach also has a grassy field area used as a cemetery for the Hindu community in Pabean. This tradition reflects the close relationship between the local community and the surrounding environment, where the beach area is not only a place of life but also a place to pay respects to the deceased. This practice also creates a balance between daily life and the spirituality of the local community.

Political Dimension. The political dimension means the existence of institutional consolidation, and involvement of local communities and a wider community in fighting for the right to manage natural resources. In its application, the conditions in the coastal area of Pabean Beach, Gianyar, Bali, do not have a tourism awareness group (Pokdarwis) specifically in the area. So far, it has only been managed by Pokdarwis from Ketewel Village. Apart from Pokdarwis, there is a local community that cares about the environment from the surrounding community. The role of this community is also important in developing tourism in the coastal area there.

3.2 Discussion

The implementation of community-based tourism has successfully identified local potential in detail. Community Based Tourism can also strengthen the existing local communities. This development relies not only on economic aspects but also on so-cial and environmental sides. In the long term, if the above indicators are truly im-plemented, they will produce more significant and sustainable impacts. Certainly, a holistic and collaborative approach involving all actors in the coastal area of Pabean is essential see Table 2.

Table 2. Matrix item dimension mapping

Dimension mapping	Indicator items
Economic dimension	<ul style="list-style-type: none"> a. The existence of employment opportunities originating from tourism area such as local small and medium enterprises/SMEs. b. The existence of joint investment in tourism development through road infrastructure, hotels, and others.
Cultural dimension	<ul style="list-style-type: none"> a. The existence of local community activities as an effort to appreciate local culture, history and traditions through tourism activity which called <i>Maprani</i> tradition. b. The coastal area of Pabean Beach is also used in religious rituals which is carried out by Hindu communities such as <i>Melasti</i>. c. Respecting religious and cultural diversity.
Social dimension	<ul style="list-style-type: none"> a. Support from local residents in involving communities who wants to make this coastal area as a pilot coastal location (garbage aware community). b. There is community empowerment that is built to develop the quality of life such as local business, homestay management, and so on. c. The existence of fishing community to strengthen the coastal area.
Environment dimension	<ul style="list-style-type: none"> a. There is an increased awareness for coastal ecosystem, waste, and also the sustainability of fishing activities.
Political dimension	<ul style="list-style-type: none"> a. The existence of institutional roles such as the Ketewel Village tourism awareness group (Pokdarwis) and local community.

4 Conclusion

Based on the research results above, it can be concluded that the findings regarding local potential in the Pabean Gianyar Coastal Tourism Area can be used for sustainable tourism development. There is a categorization of local potential mapping based on economic dimensions, social dimensions, cultural dimensions, environmental dimensions, and political dimensions. The findings in the economic dimension can be seen from the agricultural sector resources that can be used as additional economic pillars. In addition, the role of SMEs in the coastal tourism area can also be an economic strategy for sustainability. However, there still needs to be a policy and projection of equal distribution of superior products that will be marketed. Besides, support from the

surrounding government can also be prioritized as empowerment of the people's economy. Besides, in the cultural dimension, there are Religious Rituals and Annual Traditions that are carried out namely Maprani. This tradition continues to be carried out as a form of expression of gratitude and asking for protection from the god of the sea. This activity is also carried out by the community around the Pabean Coastal Area. In the social dimension, the Pabean coastal area is not only a tourist destination but also a source of livelihood, one of which is as a fisherman. This is also one of the characteristics of Pabean beach which is known by the community. In the environmental dimension, it was found that surrounding conservation awareness in the coastal area is increasing. Community involvement is not only as an actor but also as an initiative for environmentally conscious tourism preservation. This development effort is also supported by the participation of local communities, and tourism awareness groups as a form of potential political dimension.

References

- Amran Hamzah, & Zainab Khalifah. (2009). *Handbook on Community Based Tourism "How to Develop and Sustain CBT"*. Kuala Lumpur: Asia-Pacific Economic Cooperation Secretariat (APEC).
- Tanius, B., Sinaga, T., & Brahmantyo, H. (2018). Sengkulun as Betawi traditional cake philosophy, historical and cultural review. *Journal of Tourism*, 5(1).
- Budiarta, I. P. (2018). The cultural characteristics of international tourists. *International Journal of Applied Sciences in Tourism and Events*, 2(1), 19.
- Fundeanu, D. D. (2015). Innovative regional cluster, model of tourism development. *Procedia Economics and Finance*, 23, 744-749.
- Hidayati, N., & Gaffar Rahman, A. (2022). Implementation Of Blue Economy Policy On Mandar Banyuwangi Village As Tourism Potential Based On Local Wisdom Implementasi Kebijakan Blue Economy Terhadap Kampung Mandar Banyuwangi Sebagai Potensi Wisata Berbasis Kearifan Lokal Gorontalo Law Review. *Gorontalo Law Review*, 5, 412-423.
- Ismagilova, G., Safiullin, L., & Gafurov, I. (2015). Using historical heritage as a factor in tourism development. *Procedia-social and Behavioral sciences*, 188, 157-162.
- Andriyani, L., Purnamasari, O., & Meisanti, M. (2023). Pemetaan Potensi Dalam Rangka Optimalisasi Sumberdaya Lokal di Desa Kuripan Kecamatan Ciseeng Kabupaten Bogor. *Jurnal Pengabdian Masyarakat Teknik*, 5(1), 15-21.
- Pham Hong, L., Ngo, H. T., & Pham, L. T. (2021). Community-based tourism: opportunities and challenges a case study in Thanh Ha pottery village, Hoi An city, Vietnam. *Journal : Cogent Social Sciences*, 7(1). <https://doi.org/10.1080/23311886.2021.1926100>
- Smith, C., Smith, J. B., & Shaw, E. (2017). Embracing digital networks: Entrepreneurs' social capital online. *Journal of Business Venturing*, 32(1), 18-34.
- Witari, M. R., Saidi, A. W., & Sariasih, K. (2021). Dampak Abrasi Terhadap Lingkungan dan Sosial Budaya di Wilayah Pesisir Pantai Pabean, Gianyar. *Jurnal Teknik Gradien*, 13(1), 27-35.

- Wulandari, R., & Antari, N. N. W. (2018). pemetaan potensi ekonomi kampung Islam Kapaon (Studi kasus di Kampung Islam Kapaon, Desa Pemogan, Kecamatan Denpasar Selatan, Provinsi Bali). *Dialogia*, 16(1), 21-42.
- Wulandari, R. (2023). Digital lifestyle: a new portrait of post-pandemic society's behavior (discourse towards society 5.0 on Bali island). *Sosioteknologi*, 22(343–352). <https://doi.org/https://doi.org/10.5614/sostek.itbj.2023.22.3.6>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

