

ACKNOWLEDGEMENT

The coastal zone provides the human need such as space, food, water, natural resources, energy and recreation for highly diverse user community. But several coastal problems emerged due to human activities such as maritime, fisheries, agriculture, aquaculture, tourism, marine transportation, and many more. Consequently, several coastal activities have impacts on nature of ecosystems. Coastal tourism is one of activities in coastal area. It also uses free resource as the main source. Many developments and many impacts emerged as the result, most of the impacts are negative such as environment, social, and culture impacts. Furthermore as an effort to minimize the negative impacts in Coastal Area so the Integrated Coastal Management was introduced as a good program to conserve the coastal area.

Integrated Coastal Management is one of the programs which consider the sustainability aspect. But in practice, Integrated Coastal Management in Indonesia still low compared to the other ASIAN countries. The kind of impact tourism development is one of the reasons for applying the Integrated Coastal Management program. Thus what the constraints for implementation of ICM and what the precondition for the Integrated Coastal Management to be successful are the goals of the research. Perhaps, by learning the characteristic of people and culture as the sustainable principle concepts, the ICM program to be easier to implement on coastal areas. Particularly, it is useful in tourism development in Indonesia.

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Abstract

**Tourism Development Based On Sustainable Coastal Zone Management
In Bali Indonesia**

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The consequences of exploitation of coastal area development gave negative impacts for environment such as coastal tourism development. Most of the literatures about the tourism's impact on environment have been related as being negative. The impacts include overcrowding, overdevelopment, pollution, unregulated recreation, wildlife disturbances, and the vehicle use. These impacts are more serious for the nature tourism than the other kinds of tourism. It has been happening in coastal tourism development in several cities in Indonesia. Based on several studies, the decrease of environment and human quality would still happen, if the people paid less attention to environmental aspect in the planning process. Thus in this case, the good program is needed to minimize the negative impacts such as the Integrated Coastal Management as part of sustainable development.

The Integrated Coastal Management or ICM ensures the balance among social, environment, and economy values. Furthermore, the integrated coastal management aims to eliminate the negative effect from all human activities both recent and future. Many people are involved in the Integrated Coastal Management consisting of government, stakeholders, community, and other partner institutions. The cooperation among people is necessary to manage the coastal area more sustainable. The characteristic of people in one area is an important aspect to be considered in tourism planning such as the habit of local community, the culture, the religion, the host act, etc.

This research focuses on causes of Integrated Coastal Management cannot work properly and to find the precondition for Integrated Coastal Management in tourism development so it can work effectively and efficiently. Furthermore, it can be concluded that the key factors in practice of Integrated Coastal Management related to tourism development are two aspects in general side. The first, communities side whereas the religious, the host habit and host act aspects are appropriate approaches. The second, on the government side is behavior management, laws enforcement, and strict attitude of decision maker. Perhaps the good implementation of Integrated Coastal Management and the good behavior of people in appreciate of coastal function, and the good of law enforcement can be achieved.

Key words: *Integrated Coastal Management, Sustainable Development, Tourism, The impact of tourism.*

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Chapter I

Introduction

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. Tourism has a significant value and benefit for local, regional, national and global economies. "Tourism activities also have a multitude of impacts, both positive and negative, on people's live and on environment" (United Nations Environment Programme (UNEP))¹,

According to the World Tourism Organization, in the year 2000 there was approximately 697 million international tourist arrivals worldwide (WTO 2002). And the number is expected to be over 1.600 million by the year 2020². The expected global growth of tourism and the increasing reliance of many developing countries on this sector as a major employer and contributor to local, regional, and national economies highlight the imperative to pay special attention to the relationship between environmental conservation and sustainable tourism³.

There are many kinds of tourism object but the oldest and the most popular destination among the object of tourism is coastal tourism. European Commission in '*Towards Quality Coastal Tourism (Brussels 2000)*' said that: coastal tourism is one of the oldest forms of tourism. Coastal destinations have been and still are the most popular destination in around the world. According to a European study of Europeans on holiday, the coast is still a favorite destination of 63% of holiday makers. It is not only in Europe countries but also in all countries in the world.

The development of tourism as mentioned above has a multitude of impacts, both positive and negative, on people's live and on environment. The positive impact of tourism on the people's live based on *World Travel and Tourism Council* (WTTC, 1999) in

¹UNEP In Coastal Zone Management: The Importance of Coastal Zones, www.uneptie.org/pc/tourism/sensitive/coastal.htm

² Holden, Andrew, *Environment and Tourism*, 2000

³ Teri (Tata Energy Research Institute, Universidade Nova de Lisboa), in Coastal tourism, environmental, and sustainable local development

Andrew Holden (page 5) said that travel and tourism give the impact direct and indirect to the global economy condition, such as:

- 11 percent of Gross Domestic Product (GDP);
- 200 million jobs;
- 8% of total employment; and
- Will generate 5.5 million new jobs per annum until the year 2010.

And the negative impact of tourism on people's live in general is the change of attitude of local people characteristic or the ethical impact. Most of the local people at the famous tourism destination lost their indigenous cultures because of the degradation. The influence of tourists to the local people or indigenous cultures, undoubtedly bring with it cultural changes. These may be particularly harmful to societies that have their tradition and their culture (Andrew Holden, 2000).

But most of the literatures about the tourism's impact on environment have been related as being negative. The impacts caused by tourism on protected areas (nature) including overcrowding, overdevelopment, pollution, unregulated recreation, wildlife disturbances, and vehicle use (Hvenegaard, 1994)⁴ said *that*. These impacts are more serious for the nature tourism than the other kinds of tourism.

1.1 Background

Indonesia is one of the countries which have the good potency in tourism aspect. There are many tourist destination and many kinds of tourism objects in Indonesia. Almost all provinces and cities in Indonesia have the potential tourism object. Several provinces and cities as tourist destination consist of Bali, Yogyakarta, North Sulawesi, Lombok, North Sumatera and several cities in West Java become the favorite tourism's destination. And Bali has always been the most famous tourist destination in Indonesia.

Indonesia becomes one of the destinations predicted to make great strides in tourism industry with Russia, Hongkong, Thailand, Singapore, and South Africa based on WTO⁵. The data from BPS (Statistic Central of Agency) does support the statement above where the number of foreign visitor arrival to Indonesia has been increasing especially after 2002. The statistic about that can be seen below.

⁴ David Newsome et al, (2002), *Natural Area Tourism. Ecology, Impact and Management*

⁵ David Newsome, et al (2002), *Natural Area Tourism Ecology, Impact and Management*,

Table 1.1

Number of Foreign Visitor Arrival to Indonesia 2000-2005

YEAR	INTERNATIONAL VISITORS	AVERAGE EXPENDITURE/PERSON (US \$)		AVG. STAY IN DAY(S)	FOREIGN EXCHANGE INCOME
		PER VISIT	PER DAY		
2000	5.064.217	1.135,18	92,59	12,26	5.748,80
2001	5.153.620	1.053,36	100,42	10,49	5.396,26
2002	5.033.400	893,26	91,29	9,79	4.305,56
2003	4.467.021	903,74	93,27	9,69	4.037,02
2004	5.321.165	901,66	95,17	9,47	4.797,88
2005	5.002.101	904,00	99,86	9,05	4.521,89

Source: Statistical Report on Visitor Arrivals to Indonesia

The kinds of tourism object in Indonesia consist of *Nature tourism* such as beach and coastal tourism, flora, fauna, ecotourism, parks, and heritage. The most famous tourist destination in Indonesia is the beach or coastal tourism as a mass tourism. Several provinces and regions in Indonesia have those potencies such as: Bali (Sanur beach, Kuta beach, etc), North Sulawesi (Bunaken), North Sumatera (Toba Lake, Beach Prapat) the Riau Archipelago, Kepulauan Seribu, Banda Neira, Maluku, and many provinces in Java islands.

The main reason, why the coastal tourism *-beach and marine tourism-* become the most visited object tourisms in Indonesia is because it is very relevant with the geographical condition of Indonesia itself. Indonesia is an archipelagic nation where more than 75% of the nation area is sea and 24% that is land is fragmented amongst more than 17.000 islands. The 81.000 kilometers is shorelines, it is the world's second longest and most accessible.

There are about 42 cities and 181 regencies located in the coastal zone and 140 million or 60% of Indonesian people living in the coastal area which has a wide range approximately 50 kilometers from shoreline (Ministry Marine Affairs and Fisheries, 2000). Thus it is very reasonable if tourism and fisheries account for a quarter (26.5%) of Gross Domestic Product and employ more than 15% of Indonesia's workforce⁶. Based on the reality above almost 80% of Indonesian industries are using the coastal potency. The industry of tourism especially the coastal tourism became the *machine* to push the

⁶ Department Ministry of Marine Affairs and Fisheries

economic condition in Indonesia, post the monetary crisis in 1997 because after the monetary crisis, Indonesia needs the recovery economic condition immediately.

On the other side the tourism activities itself has been one of the sources of the negative impact on environment. Both development of several infrastructures to support the tourism activities such as roads, buildings, hotels, restaurants, etc, and several kind of activities of tourism such as snorkeling, scuba diving, swimming and the water activities give negative effects for the environment. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends.

The consequences of exploitation of coastal area development gave the negative impact for environment where almost the coastal industries throw away the waste to coastal area. The impact consists of 42% of costal reef is terrible damaged, 29% is damaged, 23% is good condition and only 6% is very good conditions. Besides that, approximately 40% of mangrove forest was damaged. Every year the stock of fisheries always decreases⁷.

Based on Tomascik et al (1997) in *Dahuri et al (2001)*⁸ said that: "*.....one of many challenges facing Indonesia today is reconciliation of development objectives and conservation aims in the marine and coastal sector*". Besides, after the monetary crisis in 1997, economic recovery requires development to be more equitable, transparent, and sustainable approaches to the utilization of natural resources. Coastal and marine resources are considered to be increasingly strategic significance in those processes.

From the statement above, it is clear that Indonesia has the dilemma, in one side it must have recovery on its economic condition using coastal and marine sectors but in other side development on coastal areas has the negative impacts if it uses the wrong management. The negative impacts for environment consist of several reasons such as the human ambition, the indifference and the ignorance, and the weakness on implementation of policy or regulation⁹.

Thus, it is not a simple problem for the government to generate those with correct and appropriate ways between how to improve the economic condition using the tourism

⁷ Draft Legislation the Management of Coastal Area

⁸ Rokhim Dahuri , Ian M Dutton, (2001), *Integrated Coastal and Marine Management Enters a New Era in Indonesia*,

⁹Retrieved from: www.lablink.or.id/Eko/wetland/lhbs-trumbu.htm

potency and how to keep that resources or nature still safe every time. Based on the illustration above regarding the statement of the recovery economic and the potency of coastal tourism, as a problem statement is *that, on the one side, coastal tourism development in Indonesia is very potential to recover the economic condition but, on the other side, it also has the high impact for environment.* These case needs the concept of sustainable development which consider three aspects which must be balance consisting of ecology, economy, and social. Integrated Coastal Management is one of the programs which applies the sustainable concept. The Integrated Coastal Management or ICM ensures the balance among social, environment, and economy values. Furthermore, the integrated coastal management has the aim to eliminate the negative effect from all human activities both recent and present. Many people are included in the Integrated coastal management consisting of government, stakeholders, community, also other partner institutions.

They collaborate to actualize and devise the framework that is suitable with the coastal function and characteristic. Most important is the local site and the local communities. It is necessary to consider their influence being the program work successful. One of the samples of integrated coastal management is Bali. Bali has the integrated coastal management on the southeastern coast location. The southeastern coast of Bali is the centre of coastal tourism. Since the tourism in Bali grows rapidly several impacts caused by human activities increase. Thus, it is one reason for integrated coastal management located in the southeastern due to a high potency for loss of sustainability aspects. But according to Chua and Garces (1993), White, et al (1994) in Tulungan et al, (1998), ICM in Indonesia still low both to develop and implement also in participation of the communities and stakeholders. This statement is one question that needs the answer. This research aims to find the factor for ICM success or run well and it can be useful for tourism development on coastal which has high negative potency for environment.

1.2 Research Objectives and Questions

Based on the background above this research focuses on the integrated coastal management which considers the host communities characteristics. ICM is the suitable program on coastal area but rather difficult to realize. Therefore, concerning those indications the main research objectives of this research are:

What can Bali learn and evaluate related to the implementation of Integrated Coastal Management in tourism development?

Several research questions as an effort to assist the objective above consist of:

1. What are the impacts caused by the current coastal tourism development in Bali Indonesia?

The aim is to answer the kinds of impact tourism development so the integrated coastal management is needed.

2. How does Bali implement the concept of sustainable coastal zone management in coastal tourism development?

The aim is to answer the effectiveness of integrated coastal management in Bali in the practice.

3. What are the constraints for the implementation of ICM in Bali?

The aim is to find the problem caused the ICM still low and what should the government do?

4. What are the preconditions that are necessary to be prepared?

The aim is to give the contribution for ICM so it can be useful for the sustainability of tourism development

1.3 Research Methodology and Framework

1.3.1 The Analytical Method and the Data Sources

This research uses the *Literature Review* which is an analytical method to answer the research question above. Data and information are collected from the relevant references which consist of books, journals, articles, electronic journals, regulation or policy and so forth which have relevance with tourism, sustainable and coastal zone management, and the other knowledge which have the relevance with the topic research.

The concept and aspect of tourism itself consist of sustainable tourism, coastal tourism, management of tourism, the impact of tourism on the environment, etc. Furthermore, the concepts of sustainable tourism based on UNEP¹⁰ which sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments and sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

¹⁰UNEP, *Sustainable Development of Tourism, Conceptual Definition* from <http://www.unep.fr/pc/tourism/sust-tourism/home.htm>

1.3.2 The Scope of Study

The term coastal tourism is very broad depending on the area of coastal itself. This research will focus on coastal and beach tourism activities as a part of coastal zone particularly in Bali Province. The specific location is on the southeastern coast of Bali. Besides it has several beaches also the southern area is the centre of water tourism activities and religion ceremonies which has relevance with the beaches.

The limitation is needed to demarcate this scope of study. This study is also framed in focusing more on the development planning management and decision aspect, not to cover the technical issues of tourism development. The concept of tourism, coastal zone management and sustainable coastal zone will be included in the theoretical framework. Finally, the research will be ended by reflecting the best practice to Indonesia particularly in Bali on managing beach tourism development.

1.4 Thesis Outline

This thesis is divided into six chapters:

Chapter 1: *Introduction*

In this chapter an introduction to the thesis is given. It describes the background, research objectives and research questions, theoretical framework, research methodology, and logical framework also provided an outline of the thesis. In general, it describes how the research shall look like.

Chapter 2: *The Theoretical Concept of Tourism System, Sustainability and Integrated Coastal Zone Management*

This chapter becomes the key of research in which the theoretical concept is synthesized. Several relevant concepts shall be examined in this chapter. The concept includes tourism activities both of general and specific views in coastal tourism activities, the criteria of sustainability by UNEP, and the pitfall theory about the sustainability assessment by Arts also the statement in economic view on sustainable tourism development.

Chapter 3: *The Coastal Zone and Tourism Development in Bali*

This chapter explains about the present condition of coastal tourism in Bali. It addresses to answer the research questions based on the present condition. The explanation consists of integrated coastal zone management in Bali, the impact of tourism development based three pillars of sustainability, and the government efforts such as laws, projects, programs, and so on. It can be gives descriptions about the tourism development and its consequences.

Chapter 4: *The Impact of Tourism Development in Bali Based On Sustainable Coastal Zone Management*

Several evaluations and analysis shall be discussed to assess the tourism development impacts in Bali. Chapter 5 shall collaborate with the content of the previous chapter.

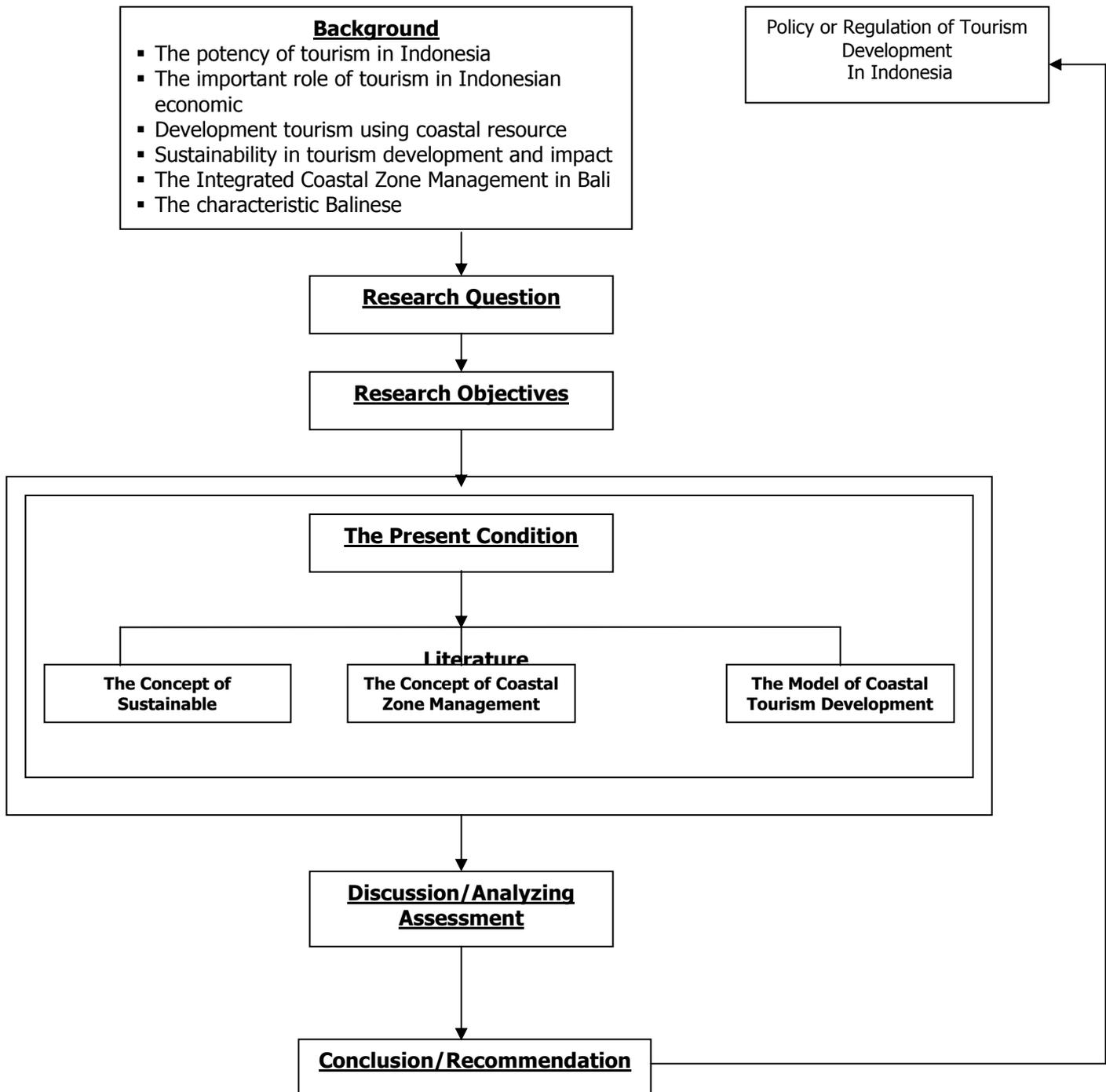
Chapter 5: *Tourism Development and Sustainable Integrated Coastal Management*

This chapter reviews the integration of the impact tourism development and the strategies of integrated coastal management, the constraint of implement of integrated coastal management

Chapter 6: *Conclusion and Recommendation*

Some general concluding remarks guided by research question and recommendations to find the appropriate framework of ICM which suitable for tourism development in Bali

Figure 1.1
Framework of Research



Chapter II

The Theoretical Concept of Tourism And Sustainable Coastal Zone Management

It is important to understand the meaning of tourism when planning to use the natural resources and managing the impacts associated with its development. In order to get the same perception about tourism, sustainable development, integrated coastal management, and sustainable coastal management, it is necessary to have several appropriate concepts and approaches to support the research. This chapter is devoted to provide the theoretical framework based on WTO, UNEP concepts and the others researches which have the relation with this research.

2.1 The Concepts of Tourist and Tourism

Tourism is a human activity which encompasses human behaviour, use of resources, and interaction with other people, economies and environments.¹¹ Based on WTO definition published in 1991, the conception about tourism is a general view of tourism as: *"the activities of a person travelling to place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited"*

The other definition based on United Nations Conference on Tourism (UNCTAD, 1971)¹² is *"the tourist sector or the tourism industry....can be broadly conceived as representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by foreign visitors or domestic tourist"*.

It can be concluded in general view that tourism is industry which has more actors and more activities, more impact including being one system. It is related with Holden¹³, that tourism is like a system that has the link and dependencies among each others. In tourism industry there are collaborative of action such as the tourism potencies, both natural and, human resources, tourists and government or stakeholder who are active in tourism business, the laws, acts, policies which has the function as rules that can manage

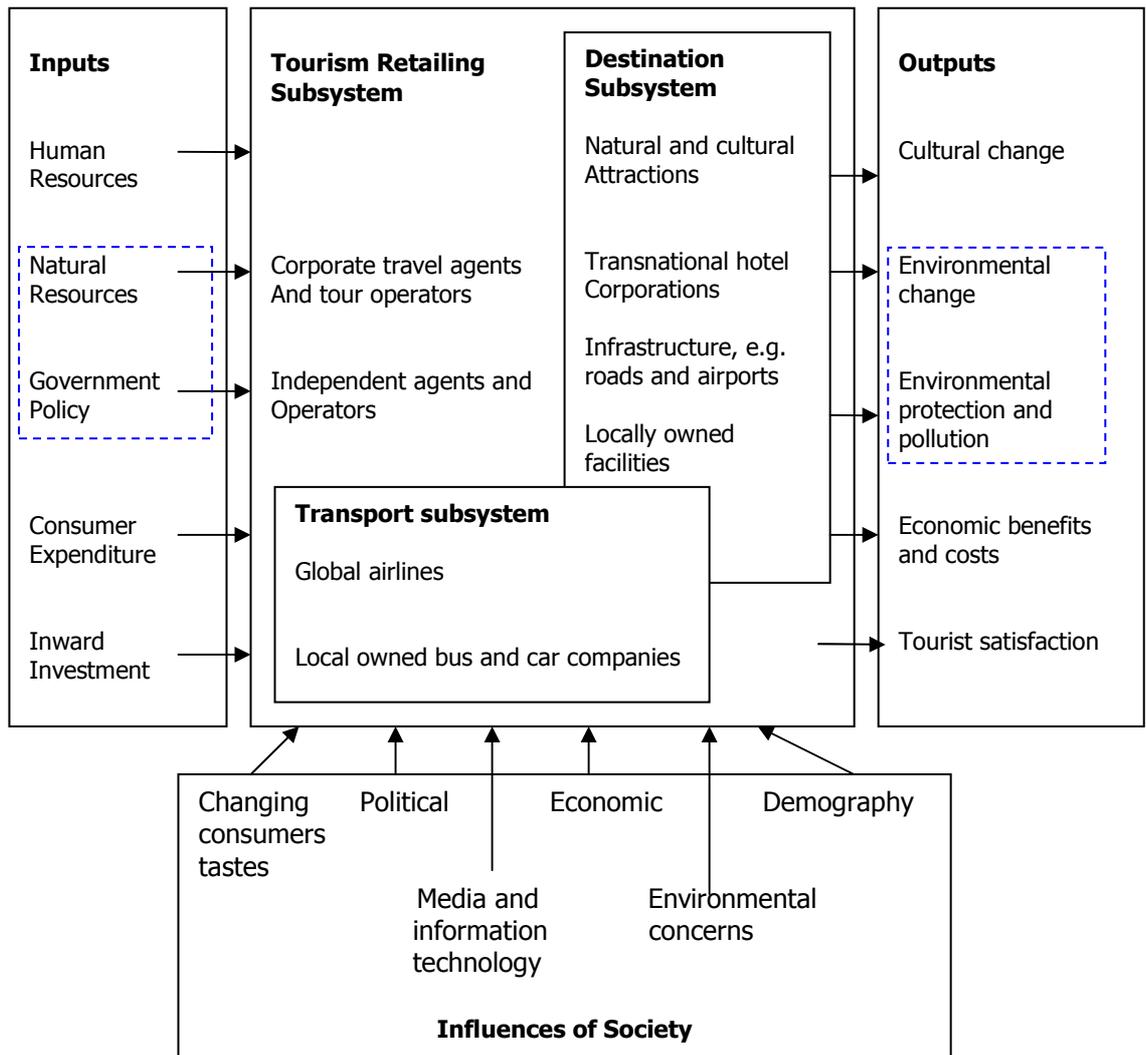
¹¹ Holden, Andrew, *Environment and Tourism*

¹² In Smith, L J Stephen, *Tourism Analysis A Handbook* (p 31)

¹³ Holden, Andrew, *Environment and Tourism*

the tourism activities. The figure below explains about the tourism system. We can understand that many inputs and stakeholders are involved in the process and the output gives the benefit both positive and negative depending on human as an actor.

Figure 2.1
The Tourism System: an Environmental Perspective (Laws, 1991)



(Source: Holden, Andrew, *Environment and Tourism*, 2000)

Based on types, we can divide tourism into 2 types. The first is mass tourism and the second is alternative tourism (Huigen, 2005). This research prefers to select the first type which is the mass tourism the exploits free resources consisting of sun, sea, sand, and friendly people. In reality most of mass tourism uses the 5S concepts, besides 3S above also sex and sangria (Huigen, 2005). Contrary to mass tourism, the alternative tourism

has the characteristic of small numbers of tourists in authentic natural or cultural settings with specific interest or responsible tourism consist of natural, cultural, event, and others. Mass tourism is typically the traditional or conventional tourism which the characteristic is large numbers of tourist also it is typically in developing country like Indonesia, as Berno and Bricker (2001) argued about the mass tourism. Based on the above analysis the research is focused on mass tourism, more specific the coastal tourism, that is close with the research. The first mass tourism identity with the coastal that uses free resources as the main resource, the second Indonesia as a developing country has a good potency with the coastal, the third characteristic of mass tourism is to attract the big number of tourists. About what the coastal tourism is, it can be explained in the paragraph below.

2.1.1 The Coastal Tourism

As mentioned before that Indonesia is an archipelagic nation which is rich with coastal areas. Based on www.biodiversity.ru, they noted that: "coastal tourism is a unique resource based on combination at the border of land and sea environments: sun, water, beaches, outstanding scenic views, rich biological diversity (birds, whales, corals etc), sea food and good transportation infrastructure".

Based on these resources, various profitable services have been developed in many coastal destinations such as well maintained beaches, diving, boat-trips, bird watching tours, restaurants or medical facilities. The kind of tourism activities in the research related with the various tourist actions such as sunbathing, snorkelling, diving, and the others water activities also the culture religion ceremonies which is most familiar in Bali and it has location on beaches

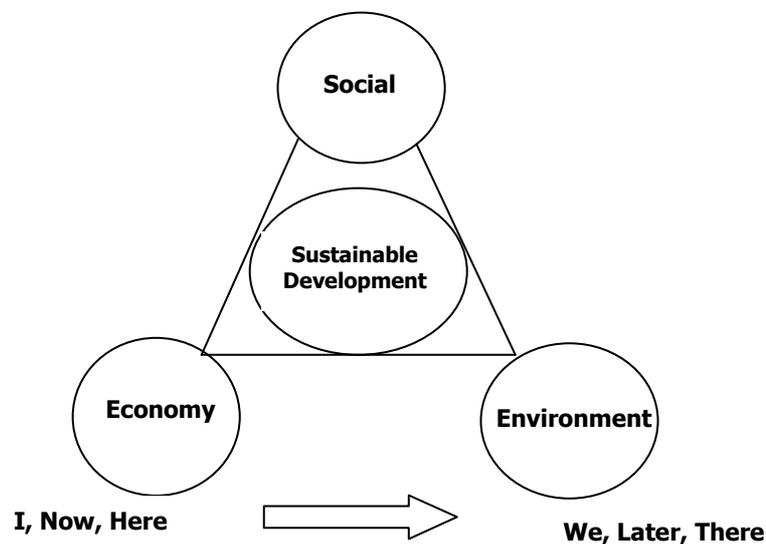
The next paragraph is about sustainability. Furthermore, typically of coastal tourism use the free resource as the basic resource, it means human as the manager who manages the coastal tourism must have the responsibility and attitude to keep it more sustainable. The concept of sustainability development is a suitable program which considers more aspects such as people and periods. What is the sustainability? The explanation below discusses about it.

2.2 The Concept of Sustainable Development

Sustainable development has the closed relation with the present (I, now, here) and future (We, there, later) activities. Three contents of sustainability consist of economy, social, and ecology or environmental. Sustainable can be explained as an approach which considers the liveability for the long periods. It means all activities that use natural

resources as the capital to create the economic activities by societies must sustain and continue. According to World Commission on Environmental and Development (WCED, 1987)¹⁴, sustainable development is “*development that meets and the needs of the present without compromising the ability of future generations to meet their own needs*”. The figure below explains three contents or three pillars of sustainability.

Figure 2.2
The Contents of Sustainability



Source: Arts, J. et al (2005) Environment Planning

Five basic principles of sustainability were identified in the report of WCED consisting of the idea of holistic planning and strategy making; the importance of preserving essential ecological processes; the need to protect both human heritage and biodiversity; to develop in such a way that productivity can be sustained over the long term for future generation; and achieving a better balance of fairness and opportunity between nation.

Additionally, the culture and environment of local community such as the indigenous behaviour, its economy, its traditional culture and lifestyle, and the pattern of local and political leadership are the important aspects. The sustainable tourism must apply their framework as the main contribution to the program being running well. It can be

¹⁴ C. Michael Hall, et al (1998), Sustainable Tourism

concluded that the local people aspiration should be involved in the planning process to get the better result.

2.2.1 Sustainable Tourism Development

The explanation above talks about the concept of sustainable development but what does the term sustainable tourism actually mean, both as a general principle and in the context of tourism? Sustainable Tourism involves social responsibility, a strong commitment to nature and the integration of local people in any tourist operation or development. Sustainable tourism is defined by the *World Tourism Organization* (WTO), the *Tourism Council* (WTTC) and the *Earth Council* as:

"Sustainable Tourism Development meets the needs of present tourists, host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainable tourism products are products which are operated in harmony with the local environment, community and cultures so that these become the beneficiaries not the victims of tourism development".

But Sharpley, (2000) argued that the concept of sustainable development and sustainable tourism development in the reality is difficult to realize because both of them have their own characteristic. Sharpley (2000) noted that sustainability can be viewed as, simply, the capacity for continuance and the concept of sustainable development is underpinned by three fundamental principles consisting of:

- **Holistic approach:** development and environmental issues integrated within a global social
Sustainable development can only be sustainable if it is considered within global political, socioeconomic and ecological contexts. The approach is similar to a magic pentagon by Muller (1994) that the sustainable tourism development can exist if no single factor or stakeholder predominates. But in the case of sustainable tourism development which are fragmented, multi-sectoral, and profit-oriented nature of tourism industry. It is difficult to adopt the approach.
- **Futurity;** focus on long-term capacity for continuance of the global ecosystem
Sustainable tourism development is meeting the need for present and future. Although in the fact it is little evidence within sustainable tourism development

principles of concern for the potential contribution of tourism to long term development goal (Sharpley, 2000)

- **Equity:** *development that is fair and equitable and which provides opportunities for access to and use of resources for all members of all societies, both in present and future. But in reality both the flows and the structure of international tourism suggest that equitable development through tourism is unachievable (Murphy, 1985, Godfrey, 199; Inskip, 1991, et al in Sharpley, 2000)*

Based on the explanation above, sustainable development has the main characteristics are preservation and long term periods. It can be useful for present and future generations. Whereas the characteristic of tourism development which are fragmented, profit oriented, short term goal, etc. The tourism development tends to exploit the resources without considering the future. It is still happening in Bali, the economic benefit is more dominant in the management of the tourism development.

Wall, (1993) and Sharpley, (1998) support the statement. They noted that "*Bali is example on where tensions have arisen between tourism and sustainable development policies, suggesting that a variety of factors within the political economy of tourism militate against the implementation of sustainable tourism development. The role of tourism as a development tool is rarely questioned; the aim becomes sustaining tourism itself and the lack of attention paid to a balanced relationship with other economic sectors results in tourism competing for, rather than sharing, resources*".

It is a contrary position. How to make it balance between economic oriented and nature preservation, between sustainable and tourism development? In this case it needs a good and appropriate programs and good behavior of people. Furthermore, Vidal, (2002) noted that to achieve economic, social and environmental success, managers must communicate and apply the sustainable values through programs, policies, and procedures. Also as Jurowski, (2003) argued that these goals can only be met if the community is involved in the planning process and strategy formulation.

The important points are to achieve sustainability and economic prosperity must be integrated with environmental integrity. Mostly importantly, at the field site level, the need, the issues, the culture, and the other pattern of local communities and stakeholders are incorporated into the planning and the implementation process. Perhaps the success and appropriate programs can be achieved and get the better result. Furthermore, the explanation about characteristic of Balinese and Indonesian are discussed in chapter three.

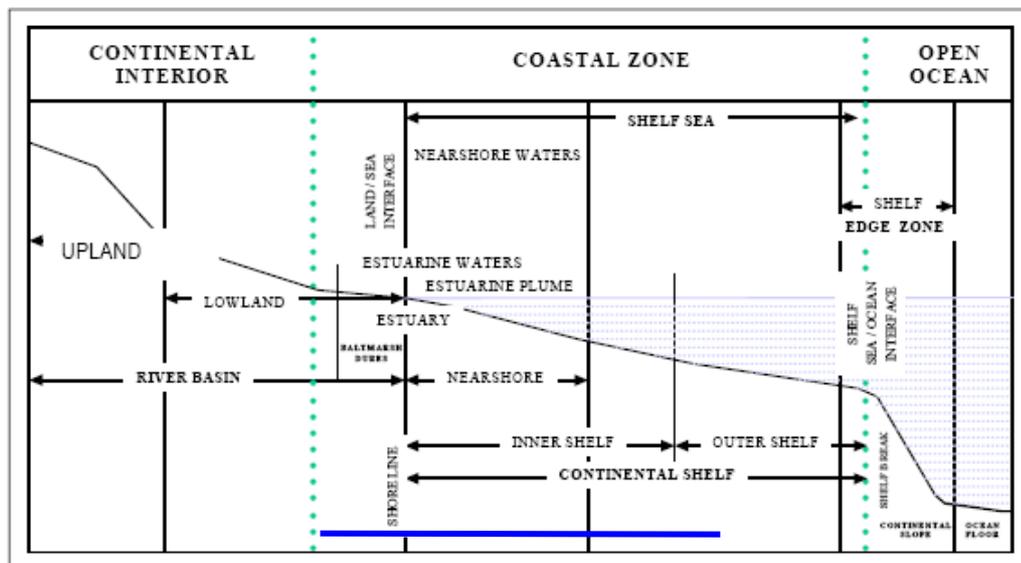
2.3 Coastal Zone Management

2.3.1 The Definition of Coastal Zone

There are several definitions about coastal zone retrieved from several sources. Coastal zone is the area from mean high water springs to a distance of 400m out into the ocean, the area where the ocean meets the land, which constitutes 10% of the ocean's area but contains 90% of all marine species. Lands and waters adjacent to the coast that exert an influence on the uses of the sea and its ecology, or whose uses and ecology are affected by the sea.

The coastal zone is usually defined as the region lying between land and the shelf break, although sometimes a broader definition includes the continental slope and rise. The coastal zone is an important area of chemical exchange and reaction, between land and sea, between sea and air, and between sea and sediments¹⁵. The picture below explains the coastal zone.

Figure 2.3
The Coastal Zone Area



Source: Pernetta and Milliman (1995) in Dahuri, R. *Journal Pesisir dan Lautan*, Vol 1 No. 2 1998

— The Zone of Study.

Therefore, the coastal zone in this research focuses on the coastal along seashore line. To make easier the border area decided based on the tourism activities. To the sea, the

¹⁵ <http://bell.mma.edu/~jbouch/Glossary/coastalzone.html>

tourism as far as the location of diving, snorkeling, and the other water sport activities and to the land, the activities as far as a half of lowland area. The explanation does not include upland, river basin, outer shelf and open space.

2.3.2 Integrated Coastal Zone Management

Chapter 1 mentions that almost 60% of Indonesian population lives on coastal areas. The reason is that the coastal areas are rich in resources both nature and human made resources. The coastal zone provides humans the needs such as space, food, water, natural resources, energy and recreation for highly diverse user community. But several coastal problems was presented due to human activities such as fisheries, agriculture, aquaculture, tourism, marine transportation, and so on (Linden, 2004). Several coastal activities have the impacts on nature of ecosystems.

The result for this action is the coastal zone management concept as a continuous process which considers sustainable development in coastal areas. The definition of Integrated Coastal Management as follows:

"A continuous and dynamic process that unites government and the community, science and management, sectoral and public interests in preparing and implementing an integrated plan for the protection and development of coastal ecosystems and resources." (GESAMP, 1996 in Olsen, 2001)

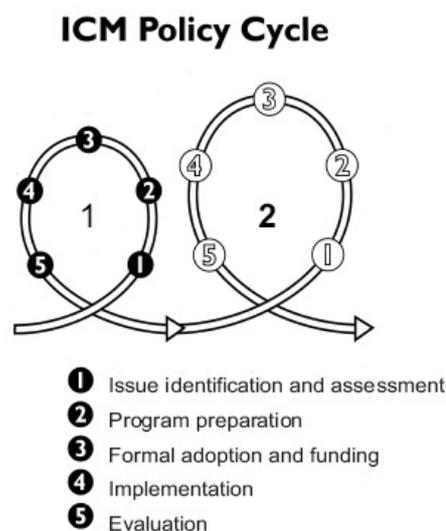


Figure 2.4

The Step in the ICM Cycle from GESAMP 1996, as Adapted in Olsen et. al. (1998)

Source: S.B. Olsen 2001

Based on Cicin-Sain and Knecht (1998) in Integrated Coastal Zone Management (Linden, 2004), ICM has the aim of achieving sustainable development in coastal area and protecting the negative impact also preserving the positive impacts which are useful for human being. The definition such as:

“Integrated Coastal Zone Management has the common goals are sustainable development of coastal and marine areas, the reduction of the vulnerability of coastal areas and their inhabitants to natural hazards, the sustainable well being of coastal ecosystems, sustainable quality of life in coastal communities, and the improvement of governance processes”.

Furthermore, Lee, (1998) and Olsen, (2001) argued that ICZM need governance process and reliable knowledge:

“The first pillar is a *governance process* that examines the interests of the many stakeholder groups, negotiates plans, policies, and decision making, and then applies enforcement mechanisms that are transparent and accountable to those affected by its actions. The second pillar is the generation and incorporation of the *reliable knowledge* that allows the manager to understand, and sometimes to forecast, the consequences of different courses of action.”

Integrated Coastal Zone Management also assist government to improve the efficiency and effectiveness of capital investment and natural and human resources with a view of fulfilling the economic, social, and environmental responsibilities relating to the coastal and marine environment (Linden, 2004). One of the coastal activities is tourism. Direct and indirect tourism has the impact for coastal ecosystem such as pollutions, sedimentation, spatial space, etc. Integrated Coastal Zone in Bali will be explained in chapter 3.

2.4 Criteria of Sustainable Coastal Tourism Development

The environment qualities consisting of both nature and human made are important for tourism. Tourism development has the impact that can be followed by the negative and positive impacts. The research will learn the development of tourism in Bali based on three integrated components of sustainability consisting of environment, social or culture, and economy. The potential impacts have been considered a checklist as a criteria

consisting of the fundamental elements at risk can be assembled. This checklist can then be used to form the basis of an evaluation matrix which will assess the impact of proposed developments. Sustainable Coastal Tourism can be recognized as sustainable coastal management practices; clean water, air and healthy coastal eco-systems; a safe and secure recreational environment through the management of coastal hazards, such as erosion, storms and floods. The provision of adequate levels of safety for boaters, swimmers and other water users; beach restoration efforts that maintain the recreational and attractive values of beaches, and sound policies for wildlife and habitat protection.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. These criteria encompass nature sphere, human sphere, and culture sphere. Based on Green and Hunter (1993), noted this typology can be used to assess the potential impacts of development tourism. These checklists consist of:

Nature Sphere

The Criteria of Nature	Phenomena of Impact	The Tourism Activity
Pollutant		
Wild Habitat (Flora and Fauna)		
Physical Impact		

Human Sphere

The Criteria of Nature	Phenomena of Impact	The Tourism Activity
Spatial		
Landscape		
Infrastructure		
Heritage		

Social/Culture Sphere

The Criteria of Nature	Phenomena of Impact	The Tourism Activity
Religion		
Attitude		
Tradition/Art		
Economy		

Chapter 4 elaborates development of tourism in Bali as far as their impacts on the nature, the culture and the economy both positives and negatives based on the sustainability criteria. These criteria are also used as indicators to measure how far Bali adopts the sustainability in coastal tourism development.

2.5 Concluding Remark

This chapter explains several main ideas such as tourism, coastal zone, sustainable, and sustainable tourism development. We already understood their definitions and roles. In the fact between sustainability which focuses on sustaining and preserving for present and future generation, contrary to the tourism development in which economic benefit becomes the main target. The three fundamental of sustainable tourism consist of holistic approach, futurity, and equity is difficult to realize in the practice.

Several arguments noted that it is difficult to realize sustainable development because tourism also has function to push economy development which is against the environment development. In tourism system the involvement of community or government in planning process and strategy formulation is necessary. The intervention of government and stakeholder can be use the law, act, program, regulation. The integrated coastal management is one of the programs in preparing and implementing an integrated plan for the protection and development of coastal ecosystems and resources; also it can be used to protect the tourism development more sustainable. The program more relates to the sustainable protection and preservation.

Furthermore, it decides to make the tables to assess the impact of tourism in Bali based on three contents of sustainability. How relevance with the implementing ICM program in Bali? It can be answered the first and second research question in chapter one about identify the impact of tourism development in Bali also to identify the implementation of ICM concept as a model for control tourism development in Bali. By using the frameworks discussed in this chapter, the next chapter is assigned to explain about the integrated coastal management in Bali, the characteristic of Balinese and Indonesian in general, and present condition of coastal tourism in Bali.

Chapter III

The Integrated Coastal Zone Management in Bali

As mentioned before in chapter 2, Integrated Coastal Zone Management is the continuous and dynamic process which aims to reduce the negative impacts on coastal areas due to human activities because the coastal area is most potential with a variety of nature and human resources. The coastal zone contributes to several activities such as the maritime transportation, the source of minerals, the source of ecosystems, fisheries, also recreational or tourism industry. High population and many human activities on coastal area cause several problems such as degradation of habitats, declining of water quality, damage and loss of biodiversity and the other problems which have relation with environments degradation.

Due to these reason, Coastal Zone Management was founded with the aims to eliminate the negative impacts on coastal zone using the integrated plan or program to protection and development of coastal ecosystems and resources. Perhaps it can diminish the environment damage caused by human activities being harmonized with the sustainability concept. The integrated Coastal Zone Management also needs cooperation or unites between government and community, science and management, sectoral and public interests in preparing and implementing an integrated plan (GESAMP, 1996). The explanation about ICM in Bali will be explained below.

3.1 Integrated Coastal Zone Management in Indonesia

Compared with the other Asian countries such as Philippines, Malaysia, Japan, Thailand, ICM in Indonesia is relatively new concept. The variety of human activities on coastal area becomes the reason for the government to build ICM. The goal is to get the balance between human activities and its impact on environment. Actually, the implementation of ICM programs in Indonesia is very low. Low in the case of capacities, both the capacity of local and provincial governments to develop and implement and the capacity of communities and other stakeholders to participate in the program (Chua and Garces, 1993, White, et al, 1994 in Tulungen, et al, 1998). Thus, based on ADB (1992), ICM

capacity at the provincial and local levels is considered weak throughout most of Indonesia.

Furthermore, besides the continuous and dynamic process, the typically of integrated coastal management is a huge program and a huge budget. Usually the budget for ICM program is donated from international institution which has cooperation with the Indonesia government. The first time, relates with the planning on coastal area, three provincial locations have been selected for the implementation of field activities, known in Indonesia as *proyek pesisir*, are North Sulawesi started in February of 1997, Lampung started on July of 1998, and East Kalimantan started in September, 1998 (Tulungen, et al, 1998). The improved quality of life of the coastal people and improved or preserved conditions of coastal resources are the goal of Coastal Management. It can be used by the model or strategies to guide management and development effort (Tulungen, et al, 1998)

In addition, Cilacap (Central Java), Sukabumi, Banten Bay (West Java) and Bali province are decided to have the ICM projects as an effort to reach the sustainability on their coastal resources. Compared to the total amount of coastal sites in Indonesia, it is the small number because almost provinces and regencies in Indonesia have the coastal resources. But it is a positive step that the government has an interest to protect and preserve coastal sites. Every province in Indonesia has their characteristic in adopting the ICM program. For example, Lampung, South Sulawesi concern with fishery and maritime aspect, East Kalimantan concern with the impacts of water transportation, Sukabumi focuses on fishery and Bali with tourism development.

Each Province has a strategy and goal to be reached. Thus it is important to know the characteristic and habitual of people in the location of plan. The knowledge about the characteristic is necessary when making one plan relating to the sustainability project, such as the government system, the culture, the leadership, the attitude, the informal law, and the economic factors. This information is very useful in deciding the appropriate program so the positive progress or the goal can be reached.

As mentioned before, in the fact, the progress of ICM process in Indonesia is still low. The ICM program is the good program but rather difficult to be reached. The high of influence on coastal area for the people caused several impacts both positive and negative. Based on the above explanation, it can be concluded that the research concerns with the tourism development on coastal area in Bali province especially in

relation to ICM and tourism development as leading sectors. The explanation about ICM in Bali is explained in the paragraph below.

3.2 Integrated Coastal Management in Bali

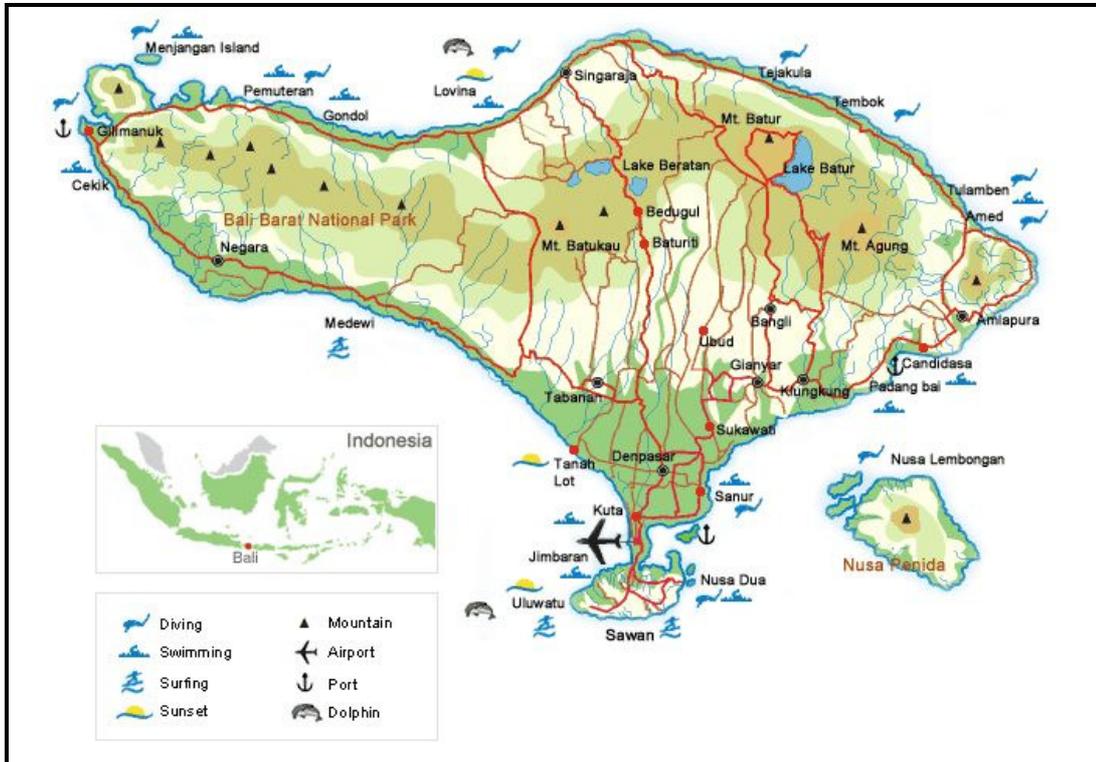
3.2.1 An Overview of Bali

Bali Island is part of the Republic of Indonesia and is located on 8 to 9 degrees latitude southern of the equator between Java in the West and Lombok and the rest of the Lesser Sunda Islands (Sumbawa, Flores, Sumba and Timor) in the East. Bali has a length of approximately 140 km and 80 km and has an area of 5,620 square kilometers. Bali has nine regencies consisting of Badung, Bangli, Buleleng, Gianyar, Jembrana, Karangasem, Klungkung, Tabanan, and Denpasar city. Bali is a multicultural island. The island is famous for its beautiful landscape. Culture, nature, arts, cuisine, sports, shopping, whatever - could be found at their most unique elements in Bali.

Bali Province has 1.588.854.00 male person and 1.591.064.00 female. The total is 3.179.918.00 persons with ratio density is 565.00 per km². Bali's population has grown over 3 million people (*BPS Bali, 2004*). The overwhelming majority are Hindus. However, the number of Muslims is steadily increasing through immigration of people from Java, Lombok and other areas of Indonesia who seek work in Bali.

The temperature is between 20 to 33 degrees Celsius or 68 to 93 degrees Fahrenheit year-round. From December to March, the West monsoon can bring heavy showers and high humidity, but usually days are sunny and the rains start during the night and pass quickly. From June to September the humidity is low, and it can be quite cool in the evenings.

Figure 3.1
Map of Bali Island



Source: www.baliantiqueco.tripod.com

Tourism is the leading economic sector in Bali. It is an important sector to develop Bali Island, Balinese, and the other people who take benefit from them. The nature and the unique culture are very interesting and become assets to attract many tourists visiting to Bali. The southern part of Bali is the centre of tourist and tourism activities so it is the appropriate work to apply the Integrated Coastal Management in the south. The paragraph below examines the coastal zone management in Bali.

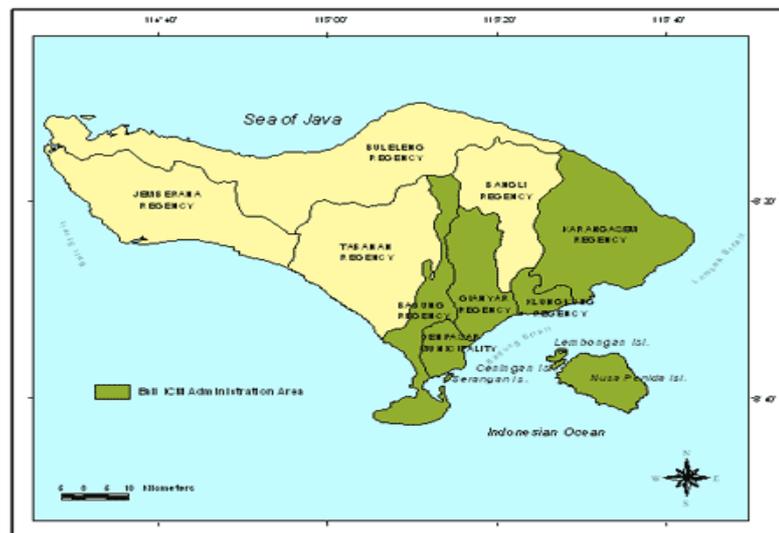
3.2.2 The Practice of ICM in Bali

Coastal area has an important role for development and Balinese people. The Balinese people take more benefits from coastal and marine which provide natural resources to support development. Especially on tourism as the leading sector in Bali. Coastal and marine areas have a high value for tourism service. Tourists from the whole countries, they like Bali Island because of several reasons: the weather, the culture, and the surfing. Bali has a unique culture and one of the best surf destinations in the world.

Coastal zones in Bali are potential that give more benefit for human although some of human activities threat their continuity, so several people who care about Bali environment decide to found the Coastal Management Bali Project. The reason is to achieve the optimum and sustainable target also to manage the coastal areas. Bali Government was founded *Integrated Coastal Management or ICM* in cooperate with GEF/UNDP/IMO Regional Program for Partnership in Environmental Management for SEAS of East Asia (PEMSEA).¹⁶

The location of Integrated Coastal Management project is the southeastern coastal in Bali consist of 4 regencies and 1 municipality. There are Badung regency, Gianyar regency, Klungkung Regency, Karangasem regency, and Denpasar municipality as integrated coastal management. The Figure below explains the administration Area of ICM in Bali. The project boundary covers coastal extension of 219 km, land area of 2,065 km², sea area of 3,350 km², and watershed area of 1,791 km². The figure below explains the administration area of Integrated Coastal Management or ICM in Bali.

Figure 3.2
Administration Area of ICM Project in Bali



Administration Area of ICM Project in Bali

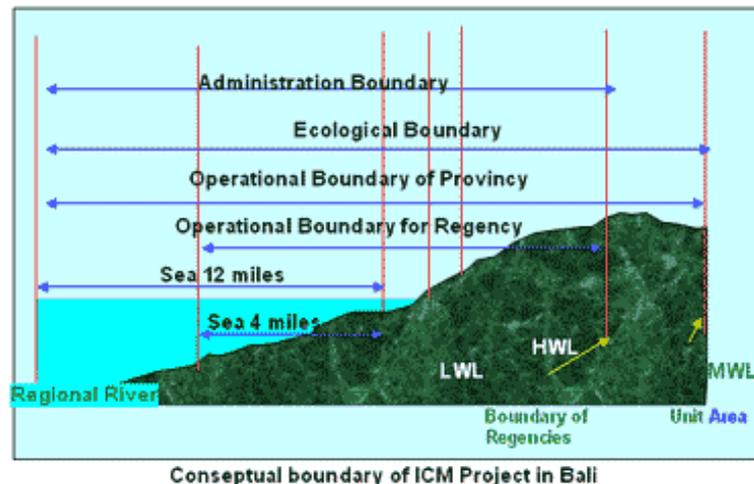
Source: ICM Project in Bali http://balicoastalink.or.id/state_coast/profile_coastalzone.htm

Integrated Coastal Management or ICM in Bali has the aims to assist and develop local capacities to protect and manage environment and coastal area resources of Bali for

¹⁶ http://balicoastalink.or.id/state_coast/profile_coastalzone.htm

government, stakeholders and everybody who need information and benefit of the coastal development in Bali. The conceptual boundary of ICM Project in Bali explains as the figure below. At the level of regency its operational includes regional river unit to terrestrial and marine zone to a distant of 4 miles from base line. While at the provincial level, its operational includes marine zone to a distant of 12 miles from base line.

The Figure 3.3
The Conceptual Boundary of ICM Project in Bali



Source: Bali ICM, http://balicoastalink.or.id/state_coast/profile_coastalzone.htm

Absolutely several beaches in Bali are famous as the tourism destination. Based on Bali Integrated Coastal Management (ICM) in their web site¹⁷ the tourism sector gives a contribution more than 50% of Produk Domestik Regional Bruto (PDRB) or Brutto Regional Domestic Product. And it can not be separated from the roles of coastal and marine area as natural resources. In the view of social culture and religion, the Hindu people consider beaches in Bali as the holy places and they are places for Hindu religion to undertake religious ceremony. From habitat aspects coastal area of Bali contains various living matters both at the level of types as well as ecosystem which are very useful in germ plasma conservation and process of ecological system as well as life supports.

Since tourism became back bone of Bali income, Bali becomes the show window of Indonesia after the Independence Day (*Picard, 1996*). The coastal area especially on the

¹⁷ http://balicoastalink.or.id/state_coast/profile_coastalzone.htm

southern of Bali becomes the famous destination. Badan Perencanaan Pembangunan Daerah (Bappeda) Provinsi Bali or Regional Planning and Development Board of Province of Bali (1999) noted that in Bali the tourism most located on coastal:

“Due to rapid development of the tourism sector, the high rate of employment from 1977–1999 was absorbed by trade, hotel and restaurant sectors. These tourism businesses are mostly located in coastal areas. In the secondary sector such as industry, there has been a slower growth rate. In 1999, this sector employed 256.255 people or 15% of the total employment”

But several environment problems caused by tourism development being problems such as coastal erosion, marine pollution from land based and sea based activities also loss of marine habitat. The reason for this problems because the rapid economic on development several tourism industry has put pressure on Bali’s environment (Sudji, 2005).

ICM Bali (2005) also said that:

“The southeastern coast of Bali is regarded as the center of marine tourism. Due to various places of interests, the activities developed in this area include diving and snorkeling, and other water sports (e.g. banana boat, jet ski, surfing, parasailing, canoeing, sailing, dolphin watching, surfing, ocean rafting and recreational fishing). Bottom-glass boat and semi submarines are also available to enjoy underwater views”.

From the paragraph above, it explains that the southeastern coast in Bali have been located for marine tourism. The kinds of water activities become the interesting values in the views of tourists. As the consequence, it has many impacts both positive and negative on the site locations. The controls and rules are needed to evaluate these problems so the southeastern become more sustainable and useful.

The Integrated Coastal Management in Bali is intended to assist and develop local capacities, both government as well as stakeholders in protecting and managing the environment and the coastal area resources of Bali; it is also intended to place and develop a network system of local capacity management, as well as some priority urgent action programs; the preparation of environmental profile presenting data and information on the characteristics of social economic, culture, bio-geophysics-chemistry, ecology and coastal area institutions in Bali, composed by multi-disciplinary team.

3.2.3 Vision and Strategies of Southeastern Coast of Bali

The vision of the southeastern coast of Bali is a prosperous place where people live in harmony with God, one another, and their environment. Four strategies are identified consisting of communicate, develop, protect, and preserve. The Table 3.1 below explains more deep about these strategies.

Table 3.1
The Strategies of Southeastern Coast of Bali

No	Strategy	Explains
1.	The Communicate	This strategy addresses the issue of awareness and participation. <i>Communicate</i> with stakeholders to enhance their level of awareness regarding the importance of the coastal environment and resources, as well as to elicit their active participation in coastal and marine management.
2.	The Develop	The strategy deals with improving both socioeconomic conditions and institutional infrastructures. Develop appropriate institutional and legal regimes to promote effective and integrated management of coastal and marine resources while directing economic activities and programs in suitable areas to improve the economic prosperity of the people.
3.	The Protect	The strategy ensures that coastal resources and environments are not squandered in pursuit of economic development. Protect coastal ecosystems and human population from risks occurring as a consequence of development activities.
4.	The Preserve	The strategy is designed to maintain the integrity of key ecological and human values. Preserve natural resource systems, including coastal and marine habitats and groundwater, religious heritage sites and other socio cultural endowments of outstanding significance for the benefit of present and future generations.

Source: <http://balicoastalink.or.id/balicoastalink/welcomemsg.htm>, 30-05-07

Furthermore, ICM Bali¹⁸ noted as follows:

“As a part of transition area between land and sea, coastal area is very complex and fragile, and its status is influenced by several lands, coastal and marine factors. Due to the increase of population and development, the development of coastal area also develops well associated with environmental problems and conflict in terms of its utilizations. The environmental problems and conflicts of utilization tend to be directed to environmental quality problem with its consequences of decreasing function and use of coastal area in supporting sustainable development in Bali.”

From the statement above, the reason for the environmental quality problem are due to the negative utilization in management of land. The four of strategies above have principles and objectives which are useful as guidelines and controls to the development on coastal to protect and manage the environment on coastal. The kinds of the environmental problems caused by tourism development particularly tourism in the southeastern coast in Bali will be explained in the next chapter. It is as an effort to find out that ICM as a good programme is necessary as a control of development.

3.3 Concluding Remark

ICM is one of the programs which uses the sustainability tool as the control of development on coastal areas. The Integrated Coastal Management in Bali was located on southeastern coast of Bali. Due to some tourism location was mostly on the coastal areas particularly on southern of Bali. The expansion and the growth of tourism activities threaten the coastal location. The complex coastal issues such as waste disposal, habitat degradation, and coastal erosion cause of intensive tourism development are possible to grow. To decreasing of the negative effect require the holistic and systematic management framework and approaches. It is the function of ICM Bali project.

Communicative, Develop, Preserve, and Protect are the framework to control many developments in coastal area includes tourism. Coordination and collaboration among the government, stakeholders, knowledge, sectoral and public interests are necessary to achieve the good result. To eliminate the negative impact of the environment is the main aim. Thus, the sustainability can be reach and useful also long period.

¹⁸ http://balicoastalink.or.id/state_coast/profile_coastalzone.htm, retrieved 30/05/07

Chapter IV

The Impact of Tourism Development in Bali Based on Sustainability

Bali is the most popular as a tourist destination in Indonesia. The beaches and coastal areas on its southeastern part ICM Project are very beautiful and interesting. Most of foreign tourists coming to Indonesia have been there. At the same time, the amount of tourists has been increasing in Bali, both foreign and domestic tourists, the Balinese are increasingly anxious to preserve their own identity, their environment and their natural, historic and cultural heritage from tourism negative impacts. The bad habit, exploitation resources to take economy benefit, unconcern on environment and culture are able to decrease the qualities of tourism in Bali. Often the tourist scene is sometime clashes with their values when east meets west cultures or from the others Island culture in Indonesia. Chapter 4 needs to explore our knowledge about what kind of impact of tourism in Bali, thus, make evaluation related to the implementation of ICM Program.

4.1 The Development of Tourism in Bali

Bali is included in the top ten destinations for Asia – Pacific. Bali is up there in the rankings for most popular destination both in Asia and Pacific. No doubt that tourism is the leading sector both for Bali and Indonesia (Jakarta Post, 2004). Bali is an interesting place because friendly people, unique cultures, wonderful cuisine, good weather and affordable prices (Nick, 2004). In additional Bali's colorful Hindu culture is one of highlights. Nick assumed that daily offerings and temple ceremonies are great to watch and accessible for westerners to attend. He also argued that Bali is one of the premier surfing locations in the world and tourist can surf somewhere in Bali on most days of the year. Compared with the other countries in Asia such as Philippines and Thailand, the costs in Bali are cheaper and reasonable.

The Development of tourism in Bali began in 1969 when Ngurah Rai became the international airport. International and national flights companies can fly directly without transit via Jakarta. Since 1970s, the tourism industry has given many benefits to Bali province and the Balinese such as increased employment which has relation with tourism industry as multiplier effect. Bali province became the most important area in Indonesia

after Jakarta as a capital city. In fact, the development of tourism in Bali grows quickly but it caused some serious damages to the island. It is appropriate with the economic benefits paradox, *Huigen (2006)* argues that tourism will cook your food but burn your house.

The rapid and unplanned tourism development of Bali has had a great impact on its natural environment, affecting water resources, increasing pollution and localized flooding and putting pressure on the island's infrastructure. There has been an increasing generation of waste due to the rising local population and tourist numbers. *American education (1993)*¹⁹ noted that: "In the capital Denpasar, for instance, about 20 percent of the solid waste was not collected or disposed of. Instead, it was left in "informal" landfills, dumped into canals or left on the streets".

In the past Bali was famous because of the unique Hinduism culture as a magnitude. The Indonesian government decided to make Bali as a model for the development of cultural tourism in the archipelago (*Picard 1996*). The importance of tourism as vehicle of economic development has been recognized since Indonesia's first five-year development plan or Repelita started in 1969. Picard noted that gradually culture tourism in Bali has had the dilemma. In one hand tourism needed Balinese culture as attraction, while at the same time it was threat to Balinese culture.

In the late 1970s tourism in Bali has been changed to become mass tourism that was recognized with coastal tourism activities. Beside the unique culture, Bali has beautiful scenery especially the coastal views. The functions of beaches in Bali for Hindu religion are very important as the holy places where they always make religious ceremonies. According to ICM Bali (<http://balicoastalink.or.id>), there are several Hinduism ceremonies which are location on the beach and coastal area. The table below explains about the ceremony.

¹⁹ <http://www.american.edu/ted/balitour>

Table 4.1

Hinduism Ceremonies Located on the Beach and the Coastal Area.

No.	Ceremonies	Explain
1.	Candi Narmala Ceremony	The ocean is considered to have the elements to purify and dissolve all kinds of impurities.
2.	Melasti Ceremony	the purpose is to purify the universe by symbolically taking the elixir of life from the ocean
3.	Nyegara Gunung Ceremony	the purpose is to notify the god of ocean, Baruna, that the whole ceremonial processes have been completed
4.	Nganyut Ceremony	Part of the cremation ceremony, which is the purification of the soul of a cremated person.
5.	Mulang Pekelem	The essence of the ceremony is to request for safety and prosperity of the universe and humankind from the god by controlling the oceans so that the land will be fertile, plantations will grow well and people will be prosperous.
6.	Banyu Pinaruh	The ceremony conducted in beaches mostly by students to celebrate Sang Hyang Aji Saraswati (goddess of knowledge).
7.	Ngangkid, Melukad and other ceremonies	These are normally conducted in the estuaries, the places believed to be able to purify various forms of spiritual impurities.
8.	Religious ceremonies conducted by fishers	The offerings are normally put right into the sea, conducted during tumpek landep and tumpek bubuk of the second (sasih karo) and sixth (sasih kenem) according to the Balinese calendar. In sasih enem, Pekelem ceremony is performed right in the oceans followed by sailing around Serangan Island in order to drive away all evil spirits. Nyepi for fishers - this is characterized by not performing any work in the ocean including traveling.

Source: ICM Bali, <http://balicoastalink.or.id>

Based on the local acts number 4/1999, the Bali government decided that there are 15 areas that have been designated as tourism areas throughout the province. Nine of the

fifteen areas are located along the southeastern coast consisting of Nusa Dua, Kuta, Tuban, Sanur, Lebih, Nusa Penida, Candidasa, Ujung, and Tulamben. The table below explains the significant location of Integrated Coastal Management.

Table 4.2
Tourism Site on Location of Integrated Coastal Management in Bali

No	Location	Tourism Beach Area	Coastal Tourism Activities
1.	Badung Regency	Nusa Dua, Tuban, Kuta	Sailing, Diving, Snorkeling, Jet Ski, Banana Boat, Bottom glass boat, Parasailing, Surfing, Dolphin Watch, Canoeing, Swimming, Sunbath.
2.	Denpasar Municipality	Sanur	Sailing, Diving, Snorkeling, Jet Ski, Banana Boat, Bottom glass boat, Parasailing, Surfing, Dolphin Watch, Canoeing, Cruises, Swimming, Sunbath.
3.	Gianyar Regency	Lebih	Surfing
4.	Klungkung Regency	Nusa Penida	Sailing, Diving, Snorkeling, Jet Ski, Banana Boat, Bottom glass boat, Parasailing, Surfing, Sub Marine, Canoeing, Swimming, Sunbath, Cruises, Sportfishing.
5.	Karangasem Regency	Candidasa, Ujung, Tulamben	Diving, Snorkeling, Sunbath, Swimming.

Source: Zulhasni, Sudji (Retrieved 30/05/07)

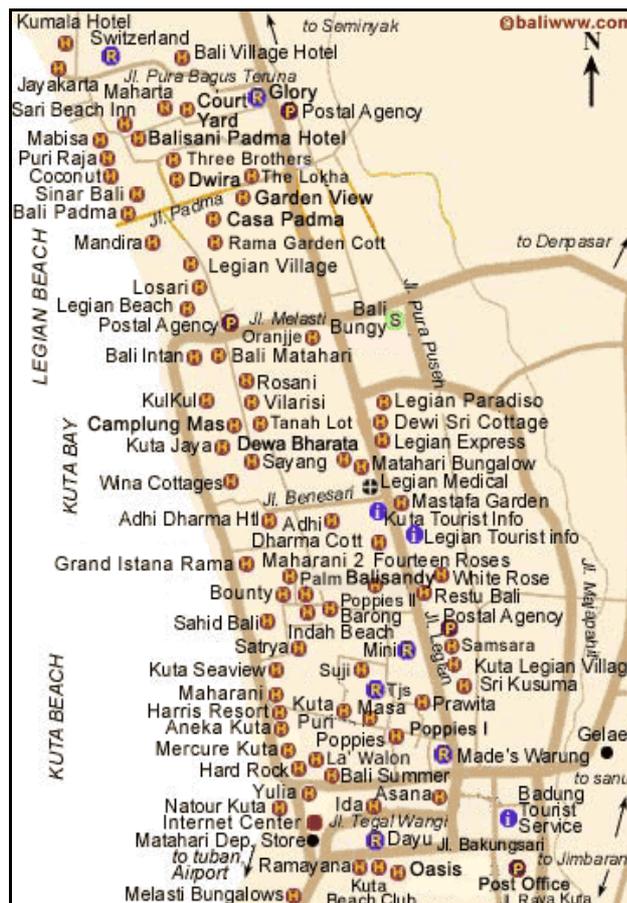
Sanur is the first beach tourism area in Bali. Facilitated with numerous leisure and amenities, Sanur has proved itself as one of accommodative tourism area by its modern life style. Sanur laid on the East of Denpasar as the capital of Bali. Sanur is the best location for surfing, snorkeling, diving, and all water tourism activities. Besides, Sanur is also famous for a sunrise beach opposite with Kuta beach as a sunset beach.

The uncontrolled tourism development growth in Bali since coastal tourism has popular. Many facilities were develop along the seashore such as hotels, restaurants, souvenirs shops, and other entertainment facilities. The impact is that the cities became messy and crowded. Kuta is the best example of the impacts of rapid tourism development in Bali. In 1970s Kuta is nothing. The local people had income from farming and fishing around

1970, there were no tourism facilities only two small hotels located in the outskirts of the village (Picard, 1996).

Because its location closes to the airport, Kuta has the high accessibility. In a short time, the amount of tourists increased. It is evident how tourism exploded. Unplanned development of Kuta produced many negative effects on environment, culture, and infrastructure. Kuta became a town where pollutions, unpleasant, and diminished but very famous in the view of tourist both foreign and domestic. One picture below represents its condition how to messy condition along the shoreline or coastline caused the facilities of tourism especially hotels, resorts, and cottages as a multiplier effect from tourism industry.

Figure 4.1
Kuta Beach



Source: <http://baliwww.com/homestay/search/homestay/kuta.html>

The table below shows the numbers of foreign tourists to visit Indonesia, the half numbers of tourists have visited Bali compared with the total numbers of Indonesia's tourists.

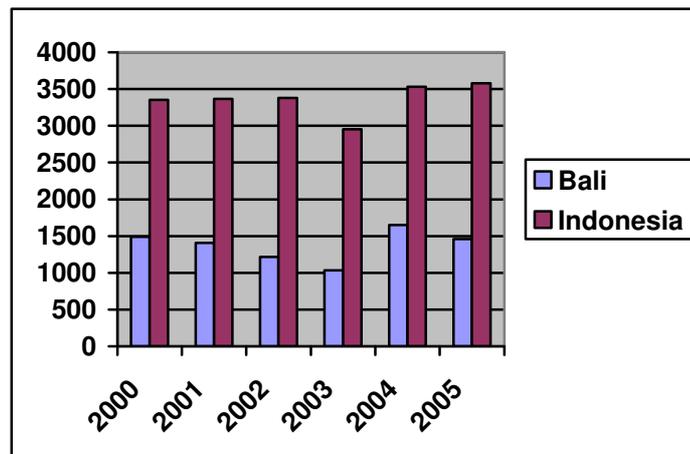
Table 4.3
Number of Foreign Tourist in Classified Hotel in Bali and Indonesia
2000 - 2005 (Thousand)

Province	2000	2001	2002	2003	2004	2005
Bali	1,489.0	1,406.7	1,218.1	1,033.8	1,651.9	1,461.2
The Other Provinces	1,864.1	1,959.3	2,159.4	1,921.7	1,875.7	2,116,0
Indonesia	3,353.1	3,366.0	3,377.5	2,955.5	3,527.6	3,577.2

Source: BPS Indonesia 2005

Figure 4.2

Graphic the Number of Foreign Tourist in Indonesia and Bali (2000 - 2005)



Source: Analysis

Within the last 5 years, investors compete in developing resorts, high-class hotels, and other tourism facilities. The main reason from this action is that Bali has a tourism potential aspect that gives benefit for them. The table below explains the number of foreign tourist within 2000 – 2005 based on their regions.

Table 4.4
Direct Foreign Tourist Arrival to Bali by Market Country
2000 - 2005

REGION	YEAR											
	2000	%	2001	%	2002	%	2003	%	2004	%	2005	%
Asia-Oceania	811,210	64.50%	787,787	65.18%	765,000	67.41%	645,178	74.11%	1,005,783	77.90%	901,531	73.50%
1. Japan	362,270		296,282		301,380		185,751		326,397		310,139	
2. Taiwan	157,608		154,575		168,756		170,533		183,624		128,194	
3. South of Korea	-		35,634		41,036		46,365		80,273		78,146	
4. Malaysia	16,252		17,496		19,960		34,820		62,974		66,568	
5. Singapore	17,370		18,925		27,919		42,931		43,113		35,164	
6. PRC	-		-		-		-		21,651		17,137	
7. Australia	231,739		238,857		183,561		139,018		267,520		249,001	
8. Thailand	-		-		-		10,136		-		-	
9. New Zealand	25,971		26,018		22,388		15,624		20,231		17,182	
Europe	348,011	27.67%	333,481	27.59%	302,835	26.68%	177,742	20.42%	234,841	18.19%	273,253	22.28%
1. Germany	83,349		84,028		72,599		53,374		70,050		73,998	
2. UK	107,181		116,323		96,806		50,043		55,546		75,845	
3. France	43,555		42,944		43,623		29,628		40,441		44,869	
4. Netherland	33,051		40,633		39,638		32,567		32,805		41,998	
5. Italy	39,274		32,939		32,531		12,130		19,964		19,388	
6. Swedia	21,639		-		-		-		-		-	
7. Spain	-		-		17,638		-		-		-	
8. Zwitserland	19,962		16,614		-		-		16,035		17,155	
America	98,410	7.83%	87,377	7.23%	67,049	5.91%	47,623	5.47%	50,516	3.91%	51,739	4.22%
1. USA	79,462		68,359		50,007		35,937		50,516		51,739	
2. CANADA	18,948		19,018		17,042		11,686		-		-	
Total Arrival by Market Country	1,257,631	89.01%	1,208,645	89.08%	1,134,884	88.26%	870,543	87.67%	1,291,140	88.54%	1,226,523	88.47%
Other region	148,129	10.99%	148,129	10.92%	150,960	11.74%	122,486	12.33%	167,169	11.46%	159,926	11.53%
Total Arrival	1,412,839	100.00%	1,356,774	100.00%	1,285,844	100.00%	993,029	100.00%	1,458,309	100.00%	1,386,449	100.00%

Source: <http://www.bali-tourism-board.com/files/By%20Region%202000-2005.pdf>

4.2 The Impact of Tourism Development

The coastal zone is the common property resources that can be managed by everybody as an open access. Usually, the coastal zone's user has the principles of maximizing their benefit. It is reasonable if pollutant, over exploitation nature resources always increased as conflicts. The coastal zone is an open access and everybody has the rights to take

benefit from them (*Dahuri, 1999*). People neglect the negative impacts from their act. Furthermore, their actions are dangerous for nature.

Sustainable tourism should uphold the culture and the environment of the host community, its economy, and its traditional lifestyle, indigenous behavior, and patterns of local and political leadership. Local people should be involved in planning and approval. There should be just distribution of the costs and benefits, including effects -- positive and negative -- on future generations. The description below explains that.

4.2.1 Environment Impact

Actually, the Balinese has the concepts of Sanskrit and a high relevance with the Hinduism. The concept is *Tri Hita Karana* which means three causes of welfare and security. It is the harmonious relationships with God, with fellow human being, and with the environment. *Tri Hita Karana* represents a balance of life between spiritual and physical (*Ardhika, 2004*). This concept is relevant to modern tourism development not only in Bali or Indonesia but around the world. *Tri Hita Karana* is similar with the sustainability concept. Thus, to implement *Tri Hita Karana* there must be a balance between exploiting the environment and preserving the environment.

The environment qualities can be measured by physical impacts, water and air pollutions, waste disposal, water supply, and lost of wild habitat. The explanation is as follows:

- Physical Impacts

Most of the reasons are the changing of physical impacts such as erosion, sedimentation due to unplanned building. Some tourism hotels and restaurants also cafes have been planned and built along the sea shore and that support the physical changing. Along the beach in Bali is full of amount infrastructure it predicted that the sea level will increase approximately 1 meter within 10 year period later (*Astuti, 2006*). Other research Husey (1998) noted that the beach erosion of about more than 2 centimeters a year caused a loss of beachfront property during high sea. Along the coast and elsewhere, some tourism hotels have been planned and built without careful regard for the adequacy of water supply and waste disposal capacity (*Rahmi, 1992*).

Approximately 52 km (12%) of the entire provincial coastline is already suffering from serious erosion problems (Bali Beach Conservation Project, 1998). Within the ICM Project boundary, 37.1 km of beach out of total length 219 km eroded between 1962 and 2000. Erosion results in economic losses due to the destruction of agricultural lands and public facilities and services, such as access roads, schools and settlement areas. In addition,

beach erosion has reduced the value of tourism facilities, particularly beach temples. Land conversion still happening, according to the data from *Denpasar City* (2005), the area for rice field decrease approximately 3.95% per year, from 2.882 Ha (2002) to 2.768 Ha (2005). The open space at the beach location in Sanur which has the important function to guard the coastal zone almost 47% became the build up area (Astuti, 2002). More than 1.000 ha per year land conversion in Bali it happen (The Bali Post, 2004). Usually the land conversions happen from Balinese farmers to outsider investors.

Figure 4.3
The Beach Erosion



Source: http://balicoastalink.or.id/knowledge/geninfo_threats_impacts.htm

- Pollution and Waste Disposal

Based on *The Bali Government*, several hotels, restaurants in Bali do not build the waste disposal infrastructure. Sometimes the waste disposals from the hotels are pumped to the sea or the river without the processing first. There were severe trash problems along the beach, much of it from plastic bags and drinking straws. The sources of pollutions consist of land-based and sea-based pollutions. From the land, mostly hotels especially small classes did not have integrated waste disposal. Usually they throw the garbage to the sea. It decreases the quality of water every year. The solid wastes from households, hotels, restaurants, as the land-based pollution are 2.097 m³ per day, but only 60% of the waste generated are collected and treated. Thus from the sea, its sources consist of maritime transportation and marine tourism activities such as oils spills from boats and ships, and dumping wastes from tourism watercraft (ICM Bali). The Table below explains the waste production on ICZM sites.

Table 4.5

The Waste Production on Coastal Areas 2001

Location	Waste Production (m³/day)	Waste Processed in Final Waste Disposal (TPA)	(%)
Badung Regency	758.7	534	70.4
Denpasar Municipality	1749.5	1081.3	61.8
Gianyar Regency	700.4	300	42.8
Klungkung Regency	179.0	65	36.3
Karangasem Regency	113.9	102	89.6

Source: Dinas Kebersihan dan Pertamanan Bali (2002)

- Water Supply

Consumption of water by tourists is higher compares to the local people. Hotels need the waters for swimming pools, showers, and also the toilets in the rooms. One room can use the water more than 500 liter/day. If one hotel with 500 rooms, it means the need of water consumption is high too (Dharma Putra, 2006). For example in Nusa Dua area, it is the located where the water is scarce. The lack of water has been decreasing because the efforts to increase the facilities of tourism such as opening the land for swimming poll, golf field, the use organic fertilizer for plant as a part of hotel facilities. The water became salty and the consumption of water for local people for other activities becomes less.

- Loss of Wildlife Habitats

The negative impacts from the disposal that have garbage pumped or throw away to the sea and the bad habit of the number of tourists activities have the negative impact to the environment. The water activities such as diving, surfing, snorkeling, sailing have the negative influence for the reason of degradation of coastal and sea. Recently in Bali especially the sea's fauna such as the coral reef has decreased because of several water tourism activities. More land has been changed its function from open space to infrastructure tourisms. They caused the ecosystems of flora and fauna in Bali gradually decreasing and losing because the lost their nature habitat.

The coral reefs were badly damaged since much of it was sold for the construction of the airport and new roads for Nusa Dua (Picard, 1996). Recently the coral reef condition is influenced by human activities. From 28 coral reef location, 11 locations or 39,29% are poor, 8 locations or 28,57% are fair, 8 locations or 28,57% are good and only 1 location or 3,57% is very good (Bali Environmental Status, 2002). It can be concluded that the reason behind the coral reef damage are destructive fishing and collecting, oil spill, and

under water activities such as diving, snorkeling which are very close to the shore with lots of colorful hard and soft corals and an amazing range of tropical fish (Bali the page, 2006). Although Bali government (2005) argued that approximately 7000 hectares of corals reef and coastal waters are protected but in the fact 39.29% the coral reefs condition were in poor conditions.

The Figure 4.4
Nature Resources in Southeastern of Bali



Source: <http://balicoastalink.or.id/balicoastalink/naturevalues.htm>

- Heritage

Along the southeastern coast in Bali there are many temples and religious place. Besides the temples there are also several caves, museum, and mosque, and many archaeological and cultural sites are found in there. The table 4.5 below explains about the archaeological heritages in the southeastern coast.

Table 4.6
Archaeological Heritages in Southeastern Coast

Archaeological Heritages	Type	Total
Badung Regency	Temples, natural cave	10
Denpasar Municipality	Temples, mosque	11
Gianyar Municipality	Tebing Temple, Gajah Cave, Museum Arca, Sarcophagus, Gapura Pura Kuno, Relief, Temples	81
Klungkung Regency	Temples, Javanese Cave	11
Karangasem Regency	Temples	6

Source: Zulhasni, Sudji (Retrieved 30/05/07)

4.2.2 Social and Culture Impacts

- Religion

Temples, ritual ceremony, religious stuffs become an entertainment that has high values for tourists. They attract the tourist to watch and attend. It is accessible for westerners to watch the Hinduism ritual. More handicraft or souvenirs in Bali are the duplicate of religious ritual (Francillon, 1990). The traditional dancing which reflects the Hinduism is the attraction in hotels weekly. The hotels are organizing the performing arts, because the rituals are interesting as a great watch and accessible for tourist to attend. It is clear that religion becomes commercialization it is an effort to attract the number of tourists. *American Education (1999)*, noted that there has been a commercialization of Balinese culture to meet the tourist demands. Sacred temples are overcrowded by foreigners; dances normally performed only every 60 years are now requested and organized by hotels on a weekly basis. Many masks, costumes and jewelry used for religious rituals are in great demand in antique shops, and thus handicraft workshops are promoted to produce copies.

- Attitude or Behavior

The influences of tourist both on their styles and cultures influence on tourism development in Bali. More tourists do not understand and appreciate the Balinese culture, also the people from others cities in Indonesia that seek jobs in Bali contribute their attitudes. Their attitude has influence the Balinese as noted by Lingkungan (2005) on their web site. It can be concluded that the outsider behaviors influence the Balinese particularly the people who are working on tourism sector. Furthermore, hotels and resorts have been built until the remote area by the outsiders, which have the impact not only for the environment but also for the culture (*Bali Green, 2004*). Usually the young people look tourists who are richer both in social and culture than themselves. They assume the tourists have fun life style which is necessary to be adopted in their life too. It will be dangerous for the native culture because the young generation adopt it in their style and the native culture become weak. New ideas, styles and behavioural modes challenge their traditional culture and values. Gradually their tradition will change and the style of tourists from the whole countries has dominated.

In one hand we can see the Balinese perform ritual Hindu's ceremony on the other hand we can see undressed the tourists while enjoying sun bathing. The western cultures gradually contaminate the Balinese culture. Temples, ritual ceremony, religious stuffs

become an entertainment that has high values for tourists. They attracted the tourist to watch and attend. The ritual ceremony, the traditional dancing which is reflects the Hinduism to be the attraction in hotels weekly. It clear that religion becomes commercialization it is an effort to attract the number of tourists.

- Tradition and Arts

Too many buildings on tourism location have the foreign style. To anticipate this conditions so government implement the regulation that buildings in Bali have to apply the Bali ornament as a Bali attributes (Astuti, 2002). It is the way to minimize the western building as the effort to make the architect of Balinese still conserve. Not only from the westerner but also the people who seek the job in Bali contribute their arts and tradition in Balinese. But some people believe that the Balinese culture needs influence from other cultures to make it modify and transform among them. It needed making a new art but always based on the old Balinese form so it is became the reason to make unique the Balinese arts (Banden, 1998). About the western architecture, Bali government has the policy which is organizing the buildings in Bali must use the traditional architecture of Bali in one of building components. It can be concluded that the government has the positive attitude to conserve the arts.

4.2.2 The Economic Impact

- Economy

Almost 70% of its population has income from tourism. It's common for entire families to work in the tourism sector. A father may act as a local tour guide and a son as a driver. The mother might work as a maid at a local hotel while her daughter gives massages at a local spa. The benefit for them and for Balinese themselves is related to create the jobs fields increase but does not need high skill or is low paid. In fact, according to Bali Post, (2004) Rp. 150 trillion (85%) from of total tourism asset was owned by outsider in Indonesia. Balinese has 15% tourism asset.

Tourism sector contributed 5.3 billion dollars to Indonesia's balance of payments or about 9.2% of total exports (World Bank 2002). In Bali, hotels and restaurants generated 58 thousand jobs or 3.3% of the labor force. Hotels and restaurants contributed 21% Bali's provincial economy in 2000 high by comparison. The retail trade, manufacturing, and construction also tourism can be argued to drive over half of Bali's income. The Table below explains the Bali's Employment by sector in Bali.

Table 4.7
The Structure of the Balinese Economy

Sector	Employment 2002 (%)	RGDP 2000 (%)	Growth 1997- 2000 (%)	National Employment (%)	National RGDP (%)	National Growth 1997- 2000 (%)
Agriculture	32.2	20.6	0.5	44.9	16.0	5.4
Mining and Quarrying	0.5	0.7	-1.6	0.9	8.7	5.5
Manufacturing	14.5	9.6	-3.5	12.6	20.9	-11.1
Utilities	0.1	1.3	30.9	0.1	1.0	23
Construction	7.9	4.2	-9.6	4.4	4.6	-33.7
Trade, Restaurant and Hotel	24.2	33.2	1.1	18.3	15.4	-6.8
- Wholesale and Retail	20.2	12.1	-12.2	17.3	12.7	-7.4
- Hotels	2.9	12.9	9.1	0.2	0.5	-6.1
- Restaurants	1.1	8.14	7.1	0.7	2.23	2.7
Transport and Communication	5.1	11.3	-2.8	5.6	5.2	4.6
Financial Service	1.2	6.0	0.6	0.62	5.4	-17.22
Public Administration and Services	14.3	13.2	-0.9	12.61	7.13	-2.45
Total	1.71 million	1.65 trillion Rps	-0.5	87.29 million	1.291 trillion Rps	-6.48

Source: National Socio-Economic Survey (SUSENAS) 2002 and BPS Regional Accounts

Table 4.8
Employment by Sector in Bali

Sector	Bali				Average Wages Levels (PC Rps/month)		
	Formal		Informal		Total	National	Bali
	Number	%	Number	%			
Agriculture	18,045	3.27	534,021	96.73	552,066	347,520	474,377
Mining	2,591	33.74	5,088	66.26	7,679	1,143,482	631,243
Manufacturing	113,052	45.50	135,402	54.50	248,454	607,078	433,783
Electricity	2,149	100.00	0	0	2,149	1,021,943	1,214,801
Construction	88,868	65.91	45,968	34.09	134,836	618,986	635,380
Service:							
- Transportation	33,780	50.90	32,584	49.10	66,364	755,868	778,099
- Wholesale trade	20,232	61.43	12,703	38.57	32,935	848,263	627,272
- Retail trade	73,568	23.45	240,218	76.55	313,768	500,717	500,337
- Hotel	49,014	97.50	1,255	2.50	50,269	830,224	821,900
- Restaurant	14,277	78.22	3,976	21.78	18,253	483,994	585,765
- Travel agent	11,201	81.80	2,492	18.20	13,693	1,195,428	892,326
- Telecommunication	6,511	91.89	575	8.11	7,086	1,071,142	895,409
- Financial service	21,196	100.00	0	0.00	21,196	1,331,869	744,330
- Housing	0	0.00	373	100.00	373	986,970	-
- Business Service	7,655	74.59	2,608	25.41	10,263	1,183,879	998,955

- Government service	143,840	97.61	3,521	2.39	147,361	979,160	1,096,319
- Other service	46,747	53.32	40,919	46.68	87,666	368,922	390,519
Total	652,726	38.07	1,061,703	61.93	1,714,429	670,104	701,583

Source: National Socio-Economic Survey 2002 in Informal World Bank Staff Paper 2002

It can be concluded that the tourism jobs in Bali are available for most of Balinese are limited on jobs and need no high skill. The investor that has business in Bali makes assumption that the recruitment of Balinese is enough for them. But their actions have more impact widely. Reality, although tourism is a leading sector in Bali, in fact most of benefit flows to the outside of Bali.

4.3 Government Effort

The Bali government has several efforts to anticipate the growth of tourism sectors. Most of efforts have the aim to make Bali island more famous in the views of tourist both domestic and foreign. Actually, the positive impacts of tourism are giving the income for the government and the economy welfare for Balinese and the outsider who seek income in Bali. Bali becomes a modern world but the government and Balinese must 'pay' very expensively for this.

Based on the survey, there are 8 bad images of Bali consisting of dirty, traffic congestion, the damage of nature environment, loss of Balinese identity in building architecture, too much western restaurants and bars, no accurate information about Bali, unfair taxi drivers and the money changer, and loss of Balinese culture (Ashrama, 2006). It is a 'big work' for the government and people who are active in the tourism sector. The explanation below explains several project, laws and regulation which have relevance with the development of tourism in Bali. Perhaps tourism aspects in Bali are more attractive and long term. The projects are:

Integrated Environmental Management Program

- Integrated Waste Disposal Management consisting of Denpasar, Badung, Gianyar, Tabanan
- Integrated Water Pollution Management consist of Denpasar City, Kuta
- Integrated Coastal Zone Management consists of Denpasar, Badung, Gianyar, Klungkung, Karangasem.

Sectoral Environmental Management Program

- Conservation of forest and conservation area
- Management of Vacant Land

- Conservation of Flora and Fauna
- Pollution control
- Coastal erosion management
- coral reefs maintenance

Bali Plan Action

It is the Asia Pacific summit. The theme for 2006 year is "Towards Healthy Oceans and Coasts for the Sustainable Growth and Prosperity of the Asia-Pacific Community". This action determines to work domestically, regionally, and internationally, in the near to mid-term (2006-2009), towards: ensuring the sustainable management of the marine environment and its resources; providing for sustainable economic benefits from the oceans; and, enabling sustainable development of coastal communities.

Tri Hita Karana Tourism Awards

Bali government also makes assessment by Tri Hita Karana Tourism Awards. It is has relevance with environment as meaning of Tri Hita Karana itself is harmonious with god, human being, and nature. The awards are a tribute for the numbers of Bali hotels, guest houses, individuals and tourism objects for their leadership role in the Island's travel and tourism industry. Based on Bali Travel News (2006) Tri Hita Karana is prestigious award recognized those in the community who strive to work and live by the Tri Hita Kirana benchmarks of harmony between man and fellow man; man and nature; and man and God. The table below explains the 2006 winners of the Tri Hita Karana Awards.

Table 4.9
The Winners of the Tri Hita Kirana Awards 2006

Classifications	Winner
Tourist Attractions	<ul style="list-style-type: none"> ▪ Gold Award - Tanah Lot ▪ Silver Award – Sangeh ▪ Bronze Award - Taman Ayun
Small Hotels and Guest Houses	<ul style="list-style-type: none"> ▪ Gold Award - Waka di Ume Resort ▪ Silver Award - Puri Bagus Candidasa ▪ Bronze Award - Puri Lumbung Cottages
One, Two and Three-Star Hotels	<ul style="list-style-type: none"> ▪ Gold Award - Nusa Lembongan Resort ▪ Silver Award - Rama Candidasa Resort & Spa ▪ Bronze Award - Tandjung Sari Hotel
Four-Star Hotels	<ul style="list-style-type: none"> ▪ Gold Award - Alila Ubud ▪ Silver Award - Novotel Benoa Bali ▪ Bronze Award - Candi Beach Cottage
Five-Star and Five-Star-Plus Hotels	<ul style="list-style-type: none"> ▪ Gold Award - Sofitel Seminyak ▪ Silver Award - Nusa Dua Beach Hotel & Spa

	<ul style="list-style-type: none"> ▪ Bronze Award - Nikko Bali Resort & Spa
Boutique Resorts	<ul style="list-style-type: none"> ▪ Gold Award - The Ritz Carlton Bali Resort & Spa ▪ Silver Award - Bali Tropic Resort & Spa ▪ Bronze Award - Ibah Luxury Villas
Special Commendation	<ul style="list-style-type: none"> ▪ Bali Tourism Development Corporation (BTDC), Nusa Dua.
Public Relations	<ul style="list-style-type: none"> ▪ Gold Award - Fretty Widya Zahfitri at the Nikko Bali Resort & Spa ▪ Silver Award - Luh Gede Agustini Witari at the White Rose Hotel ▪ Bronze Award - Maria Lisa at the Bali Rani Hotel.

Source: Bali Discovery Tours (2006) in <http://www.bali-thepages.com/baliupdate.shtml>

Bali Sustainable Project

The others efforts are relevant with the image of dirty of Bali. The Increasing amounts of waste or garbage represent a growing problem in Bali, particularly in Denpasar. The government in the mid of 1995 had the program of the Bali Sustainable Development Project. One outcome is anticipated to be some pilot initiatives related to waste management at the village level. Recently, the Balinese who concern with the environment seek the hotels in tourism location to be leaders for their responsibility to maintain the garbage in the surrounding area of hotel. In 2006 there are 13 hotels ready to join with this program. Compared with all hotels in Bali, 13 of hotels is a little number but the concern attitude from the number of Balinese to environment is a good step.

Traditional Architecture of Bali

About the western architecture, the Bali government has the policy which is organize the buildings in Bali must use the traditional architecture of Bali in one of building components. It is the way to minimize the western building as the effort to make the architect of Balinese is still conserved. Also Bali government has the regulation about the high of building not more than two floors along beach Sanur location to guard the esthetics of the city.

4.4 Concluding Remark

The coast especially on the southeastern of Bali is famous as mass tourism which attracts many tourists both domestic and foreign. However several environment problems caused by tourism development are still happening such as coastal erosion, land based and sea based pollutions also loss of marine habitat. The reason is the rapid economic development on tourism industry and this has put pressure on Bali's environment. The economic oriented become the first priority more than sustainability. The activities of the

economic has a multiplier effect on tourism, more or less support the decreasing of environment quality. Since beaches on southeastern coast are very potential as tourism and economic assets, thus many facilities developed along the seashore such as hotels, restaurants, souvenirs shops, and other entertainment facilities. The impact is cities become messy and crowded. Additionally, beach erosion has reduced the value of tourism facilities, particularly beach temples.

Based on the above explanation, it can be concluded that Bali needs ICM as a guideline of tourism development. The four strategies are communicate, develop, protect, and preserve can help guard the decreasing of tourism qualities. In the fact, the tourism development grows without control neglecting the sustainability aspects. If it makes the result comparison so more negative than positive impacts. Due to in reality that ICM progress not running well, it is necessary to find the right form so ICM as one of sustainability tools can work in harmony with the condition in the field, harmony with the people and their culture. The integration between the impact of tourism development and strategies of ICM also the constraint factor explain in chapter 5.

Chapter V

Tourism Development and Sustainable Integrated Coastal Management

Chapter 4 already explains some problems in tourism development in Bali based on the sustainability contents. Several facts were founded as the result from the wrong activities. Naturally the positive impact from development tourism in Bali are the economic impacts for Balinese and the people who work in tourism industry as a multiplier effect also the beautiful landscape of hotels and resort to outdraw of tourists. The hotels and resorts create the beautiful landscape on specific locations especially in the surrounding area of hotel location but most of them do not have responsibility for the outside areas. They create one atmosphere that is profitable for them.

5.1 Tourism Impacts

Issues on environment have identified such as issues waste pollution both land and sea based pollutions, coastal or beaches erosions, coastal habitat degradation, land use conflict, land use conversion due to the tourism expanse. There has been the degradation of qualities environment and social culture. The Bali experience also has been happening in coastal tourism development in several cities of Indonesia. It can be concluded, the decrease of environment and human quality would still happen, if the people paid less attention to environmental aspect in planning process.

The kinds of tourism impact in Bali are the evidence that the good program is needed to minimize the negative impacts such as the Integrated Coastal Management as part the sustainable development. The specific description from chapter 4 conclude on the table divided in to three parts consist of Nature Sphere, Human Made Sphere, and Social, Culture, Economy Sphere impacts as follows:

Table 5.1
Nature Sphere Impact

The Criteria of Nature	Phenomena of Impact	Condition in Bali	Explanation
Pollution	Land based pollution	Yes	- Solid waste from households, hotels, restaurants. 59.5% processed in TPA
	Sea based pollution	Several	- Decrease seawater quality except Sanur - Lack of fresh water or contaminate by salt water due to hotels consumption - Maritime transportation and , marine tourism activities
Wild Habitat (Flora and Fauna)	Loss of fauna ecosystem	Yes	Coral reef: 39.29% : poor, 28.57% : fair, 28.57%: good, 3.57% : very good.
	Loss of vegetation	Yes	Land conversion: 2.882 Ha (2002) to 2.768 Ha (2005)
	The change of wild habitat	Yes	The loss of habitat because of land conversion, snorkeling, diving, the anchor, changing animal behavior.
Physical Impact	Sedimentation	Several	The buildings along shorelines and rivers. In Sanur 47% unplanned = Planned.
	Erosion	Several	37.10 km of beach out of total length 219 km eroded.
	Land Conversion	Several	From agriculture to tourism facilities

Source: Analysis by Author

Table 5.2
Human Made Sphere

The Criteria of Human Made	Phenomena of Impact	Condition in Bali	Explanation
Spatial Space	Unplanned Development	Yes	Develop several tourism facilities on religion sites

	Land Use Conflict	Yes	
Landscape	The beautiful Scenery	Several	
	Lack of Open Public Space	No	Only on coastal zone area
Heritage	Deterioration	Yes	Temples site, Caves, Museum along coastal area have the high risk due to beach erosion
	Conservation	Yes	

Source: Analysis by Author

Table 5.3
Social Culture and Economy Impact

The Criteria of Social and Economy	Phenomena of Impact	Condition in Bali	The Tourism Activity
Religion	Loss of sacred temple	Several	The ritual ceremony became tourist assets
	Deterioration	Yes	Commercialization ritual ceremony to meet the tourist demand
	Religious stuffs are promoted to be copied as a handicraft	Yes	Produced as souvenir and handicrafts
Attitude/Behavior	Domination of Western style and behavior	Yes	Young people adopt the tourist culture
	Style and native culture are weak	Several	The change of Balinese behavior who work on tourism sector.
Economy	Multiplier effect from tourism	Yes	From farmer become tourism job
	Increasing job fields	Yes	Most of job need no high skill
	Contribution for GDP	Yes	One most of source income for Balinese almost 70% of its population
	Source of benefit for	Yes	Develop tourism facilities

	investors		
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Source: Analysis by Author

Based on the above tables, it can be concluded that gradually the degradation of environment and culture are still happening in Bali. The emerging of some environmental, socio culture problems are the result from several actions which have the relevance to improve the economic benefit. In fact, the concept of sustainable tourism development is difficult to be implemented if economic oriented become a target. It still was happening in Indonesia. Thus, in fact the sustainable development in Indonesia is a good concept but difficult to be implement in the practice. The Integrated Coastal Management is a program which considers the sustainability as the core of action.

Thus, it is the right action that ICM be implementing in Bali. The high of economic development is the main factor for increasing the negative impact both environment and culture. Thus if tourism development neglect the sustainability aspect it can be predicted that the nature resource as an asset will be loss. The task of the people is to keep it sustain and long term. The Integrated Coastal Management is one of best solutions to minimize the negative impact which considers sustainability aspect in their project. This research tries to analyze ICM in Bali based on its strategies. This analysis is evaluating some factors to be strength and weakness variables. The explanation is the compatibility strategies with in the result from the table above.

5.2 Compatibility the Strategies of Integrated Coastal Management (ICM)

As discussed in chapter 3 about the strategies of ICM, there are four strategies consist of communicate, develop, protect, and preserve. In practice it is not an easy task. It can be seen on table above there are too many impacts resulted from tourism development. It means ICM is necessarily important but what are the appropriate approaches so the ICM can run well in Bali. The explanation is as follows:

- **Communicate**

The information relevance with the important of coastal and marine area for life and the important of people attitude to manage it sustain with their roles and responsibilities contribute to sustainability of the coastal development as the basic knowledge for people. The objectives to achieve the principles above as follows:

- Improve people's knowledge and awareness of the importance of the coastal for human

- Create appropriate public about information of the state of environment
- Facilitate networking among stakeholders to improve their participation in decision making processes

Actually people have enough knowledge about the important of coastal but the economic factor as the main reason for they used the coastal resource to take more benefit for their income. Thus, the awareness about the sustainable of coastal is weak. Some ideas such as the extension program, training, and promoting of coastal sustainable do not running well as a whole. Issues of land-based and sea-based pollutions, the damage of coral reef due to fishery and water activities, etc are evidence the weak of awareness of coastal and marine areas. It is a difficult situation, in one hand they should had income for their live, and the other hand, their activities had impact for the decrease of environment qualities.

The right information and the right solution for this situation is important. For example, the information about the conserve and recovery of environment in the coastal location where the people works explained with the best solution. The participatory of people in decision making and recovery process perhaps give the responsibility attitude to protect and preserve the coastal area where they live and work more sustainable and long periods.

But the important thing in the communication case is Hinduism framework. Actually, Balinese are the religious people. Usually the Hinduism culture is implemented in daily life. The transfer of knowledge about the important to safe and guard the environment using the Hinduism approaches is the best way. Communicate will be best and easier if using the Hinduism approaches and the Balinese can approve the information.

- **Develop**

The principles that of ICM requires the appropriate institutional mechanism, the regulation needed to manage the coastal with their interaction among social, developmental, and ecological processes, and sustainability of the utilized of coastal and marine resources. These principles can be reached by several objectives such as:

- Develop appropriate organization and strengthen the local capacity for effective implementation of ICM

- Create the appropriate laws and regulation to support integrated management of coastal and marine areas
- Promote environment-friendly, responsibilities, and wise utilization of coastal and marine resources, and
- Promote environmental investment, alternative livelihoods and improved practice production technologies

Creating the laws, acts, regulation need for create the conducive condition for ICM process. In Indonesia the condition has more laws or acts, but they do not perform as their function. In fact, many inappropriate action or developments which are not suitable with the functions happen, such as the building along the shorelines with function for the sea barrier or many building are developed too close to the beach. For example in Sanur area, 47% of land as function for open space became the plan area. It can be concluded that the weak of laws enforcement still happening in Bali and Indonesia.

In view of the organization and local capacity most of them did not work very well. As discussed above, again the religion Hinduism has to consider in creating the laws and acts. Thus, if laws, acts in Bali consider the host culture or *áwig-awig* as one of the values perhaps it can work well in Bali, such as the *Tri Hita Karana* is Hinduism concept, the relationship among God, human and environment which have the similarity with Sustainability and its content. It becomes easier if the concept of *Tri Hita Karana* is introduced to people than sustainability for Balinese or *karma nuwed*. Develop appropriate organization and strengthen local community will be better if consider the host community habitual and *awig-awig*. Furthermore, the aim of developing strategies can be reached more easily and the Balinese can accept the task.

- **Preserve**

The principles are to maintain the environmental management and emphasize the conservation of the unique and diverse cultural and natural heritage in Bali also the areas of ecological. The people have to respect and the use of integrated of marine and coastal are must suitable framework to eliminate the negative impacts. These principles can be reached by several objectives such as:

- Intervention in processes that threaten coastal and marine biological diversity
- Safeguard groundwater resources and prevent saltwater intrusion

- Preserve areas socio cultural and religious significant

In fact, there are happened the land use conflict and unplanned development building on religion sites become or mix with the business sites. Furthermore, the sacred behavior of Balinese is gradually changed to be commercialization. The ritual ceremonies, religious stuff are the produced as entertainment and handicraft. Usually the Balinese as the host community or *krama nuwed* assumed that the outsider or *krama tarmiu* who came in Bali due to the economic reason relate with tourism potency bring the negative impact on their culture. In the case of commercialization of culture, it is task of government to cover and strict of attitude to protect them.

Furthermore, in one hand it is necessary to 'sell' the culture value, but in other hand, the government and Balinese must have the limitation of how far their culture can be attraction for the tourist consume. The sample relates with the ritual ceremonies on the beach, and the religion site such as the temple along the beach, it is task the government and stakeholders to keep it sustainable as their function for worship. It is not easy but as the first step can be reach by implements their function based on the task and make limitation the tourism area and religion area. Thus the areas have own functions without reduce the function.

In the case of safeguarding groundwater and preventing salt water intrusion, the consumption of water from hotels and resorts needs more fresh water than households. It is one of reason the lack of water in Bali particularly in tourism area such as Nusa Dua. Thus, the preserve strategy with its principle become the big work but necessary. The solution can be take by two different way consist of reactive and proactive approaches. The reactive approach is adaptation model which consider problem to take some solution and proactive approach is prevention model which consider the source of problem. In this case the degradation of culture, it assumed that government has to apply the religious aspect in their products as the proactive approach. Thus, in the case of mix land use between religious and business sites it can be take the solution such as make the barrier in the field or treat the religious site as part of business group's work.

- **Protect**

The principles are to minimize the negatives impact from development by applying the right activities. These principles can be reached by several objectives such as:

- Minimize destructive human activities threatening the integrity of the coastal and marine environment
- Protect beaches from erosion through combined technological, ecological and regulatory approaches
- Minimize both land and sea based pollution loads to the rivers, coastal areas, and seas.

Besides the appropriate technology, the good behavior of all actors is important. Loss of habitat, land conversion, unplanned building, beach erosion, sedimentation was happen due to lack of law enforcement. In Sanur almost 47% area of open space as the buffer changed becomes planned area with the building. Direct or indirect it is one of reason for beaches erosion and sedimentation. The protect strategies can be successful if balance with the good behavior from government. The strict attitude is necessary to protect nature assets which have the harmful impact for environment and human life. In this case the 'awig-awig as the host laws can be considered as an input. However, the protect strategy can be successful if it is combined with the awig-awig such as Tri Hita Karana. Tri Hita Karana concept is more familiar than sustainability concept for Balinese. Thus, I can conclude that in protect of the principles it has to consider the Balinese habitual as grass roots for the other actions. Furthermore, the reactive and proactive approaches can be used to eliminate the problems.

5.3 Constraint for Implementation of ICM

The paragraph above explains about the principles of ICM in Bali practice. There are several conditions which are important about the constraint of implementation of ICM. As mentioned before in chapter two, it is appropriate with the sustainable approach that considers the culture and pattern of local communities such as the indigenous behaviour, economy, traditional culture and lifestyle, and the pattern of local and political leadership are the important aspect. The explanation is as follow:

- **The Behavior**

It is very crucial points to consider the behavior or attitude in implementing ICM on managing the coastal and marine resources. The good and strict behavior both government and stakeholder are necessary. Usually the investor or stakeholder who invests their capital in tourism industry has the hope to get more benefit than their

investment. They neglect the impact behind the action. The task of the government is to control and evaluate this action by their strong political will such as the permit that they give to development. The weakness of the government mentality such as the corruption and cooperation to deal with the project that gives more economic benefit although high impact for environment. It is the sample of wrong attitudes. Thus it is important to recovery the attitude all actors among government, investor, public and private are more concerned with preserving and protecting the coastal resource.

- **The Laws Enforcement**

The weak of laws, acts, and programs in implementation are the reasons for the unsuccessful of ICM. Land use conflict and the wrong land conversion are usual in the practice on the field due to the weakness of law enforcement. It is common in Indonesia the laws can be changed based on the group or personal interest. It needs the strict attitude as effort to make the development harmonize with their rule and role. Every development must consider and appropriate with the function that explain in the acts, laws, planning document, and programs. The strength of laws can be reduced the wrong management in the practice.

- **The Leadership**

The Government period in Indonesia is five years. Every leader both governor and mayor who won in election program has vision and mission as their main task. Every fivetimes the vision, mission, and target have been changed based on the leader. It is common in Indonesia the good programs not working anymore if the governor or mayor as a leader finished his work. This atmosphere is not suitable for ICM as continuous and dynamics process. The influence of leader and their leadership more or less influences the ICM process. It is possible the program stag or not continue well if the leader not have enough knowledge or not have interest with the sustainable of coastal development. It can be concluded that the figure of leaders has more influence than the figure of program.

- **The Autonomy**

Since the act number 22/1999 about Decentralize or Regional Autonomy and the act number 25/1999 about Financial Balance which gives the local government (province, regency, and city) in Indonesia an authority to govern their territory include exploring the local asset to take benefit for them. The impact is the confusion

condition among the province, regency and city on its function. The result is euphoria to take more benefit from local tax, local revenue uses the local assets includes nature resources. Additionally, the characteristic of nature resource can not limited by territory or administrative area such as the river, the beach, the sea. If one area or regency applies the wrong management it means they give the negative impact as the result to the other area although the other areas implement the clean management. Furthermore, the coordination and cooperation between regencies is necessary. The integration among regencies is also needed to be improved the environment quality.

5.4 Actualize of Integrated Coastal Management in Tourism Development

There are several aspects which is important to elaborate related to integrated coastal management that support tourism development to have a better development with sustainability as backbone of integrated coastal management. The several aspects are the religious aspect, the penalty aspect, the informal rule, the balance of sustainability contents, the distribution of responsibility.

1. The religious approach

The religion aspect becomes a significant approach in tourism development. The religion approach can be used as one approach to support that program implementation. The religious aspect is required in order to achieve target easier for the people. In Indonesia religion is a crucial aspect but it can be used to achieve the goal such as managing the environment. In Bali the concept Tri Hita Karana as Hinduism concept becomes easier to understand than the sustainability concept. Although the programs have the similarity but the influence on the communities are different.

2. Penalty or sanction for government employee, stakeholder, hotels, resort who disobey the rule and law (law enforcement)

Strong political will and good attitudes are the key factors in order to get the program successful. Many wrong developments in wrong place are the evidence of weak of laws enforcement. Penalty or sanction for people who disobey the rule or law both material and immaterial can be used to give the shock effect. Perhaps its action can minimize inappropriate development which has the high risk for nature.

3. Consider the informal rule which grow in community as one of influence factors

The informal rule can be used to support the implementation of ICM program. Usually, the host communities have the host or informal rule can be used as one of influence factor to support ICM implementation

4. Balance between 3 aspects of sustainability, economic aspect is not the main target
It is necessary to change the perception that economic benefit not the main target. The main goal is equal between 3 contents of sustainability. The analysis suggests that environment keep an eye on weak interest although in the practice, environment get more impact than social, economy. The programs are sound friendly with the quality of environment have to supported as an effort to keeps the environment more sustainable. Furthermore, distribution of responsibility among the hotels, resorts, community to guard the environment qualities is important. Thus, every individual can integrated their function to get the better targets.

5.5 Concluding Remark

There are several negative impacts causes by tourism development. It is the evidence that Integrated Coastal Management as part of the sustainable development is needed. Nevertheless, in the fact sustainable development also the integrated coastal management is difficult to implement in the practice. Thus, it is necessary to consider the culture and pattern of local communities as an important aspect such as the behavior, the law, the leadership, the governance system. Learning the characteristic of communities and their habit is the significant value to achieve the good result. For example, in Bali, the people respect the influence of religion more than the other aspects. It is the positive contribution for decision maker if they use the religion as an approach to actualize of Integrated Coastal Management.

Chapter VI

Conclusion and Recommendation

Coastal tourism development is one of the human activities which is located in coastal area. Tourism development gives positive and negative impacts. But most of them are negative impacts. The real impacts are the decrease of environment and social-culture impacts. Actually, the positive impact is economic benefit for government revenue also for local people. In the case of Bali tourism development more than 85% of total tourism asset owned by outsider, it means the high benefit also for them and less for Balinese. Although the impact of tourism development caused several risks both environment and culture of Balinese. Furthermore among three contents of sustainability, environment gets more negative impacts but less interest. This condition appropriate with Arts concept (2005) that assessment of three pillars sustainability do not equal, compared to social and economy, environment has a high negative impact but weak interest.

Reality is rather difficult to implement sustainable tourism development because sustainability concern with preservation and long term whereas tourism development concerns with economic benefit consist of fragmented, short period, exploits. Due to this reason it is necessary to have the program considers sustainability aspects.

As part of sustainability development, Integrated Coastal Management or ICM is the best solution for eliminating the negative impacts. But concepts of sustainability development and tourism development are the contrary position. It is one of reason for ICM in Indonesia still low. Based on the research question about what can Bali learn and evaluate related to the implementation of Integrated Coastal Management in tourism development explain as follows.

6.1 The Impact of Tourism Development and ICM

Based on several literatures, it can be concluded that in Bali there is still happening the impact on environment, social-culture, and economy factors. The impact of tourism development was presented in a table in chapter 4. The classified based on nature and human made impacts such as land-based and sea-based pollution, loss of habitat, sedimentation, erosion, land conversion, land use conflict. Socio-culture consists of

commercialization on religious aspect, the influence of culture from the outsider both tourist and the people who get the job in tourism sector, etc. The last is economy factor, tourism as a leading sector contributes the revenue for GDP of Bali and 70% of Balinese work in tourism sector. But as mentioned before, in fact almost 85% of tourism investment owned by the outsider and 15% of investment owned by Balinese. Thus the real of economic welfare or equity for Balinese

The impact of tourism development on coastal area as the proof that Integrated Coastal Management as the program with the aims to conserve and protect the coastal resources is needed. Bali was implemented the ICM program since 1999 so to assess the successful of ICM in Bali is too early. But more important in implement the program is the precondition of ICM in Bali to be successful. It can be concluded the precondition for ICM in Bali is use the Hinduism approach in every strategy.

The Hinduism tradition that is closed to the daily life of people teaches good attitude in relation to human and God and nature. Tri Hita Karana is the best sample. It is similar with the concept of sustainability development but Tri Hita Karana for Balinese more appropriate than sustainable development. It assumed that Hinduism approach can be used in ICM strategies consisting of communicate, develop, preserve, and protect, it is not impossible the target becomes easier to be reach. The other task is make the rule or local acts that arrange the investor must be Balinese as the first priority or makes a partnership with the outsider investor. Thus, they must have the responsibility to share the benefit with the government not only the recruitment of job field, but also tax, incentives, as the compensation. The compensation must equal so Bali can get the suitable benefit as the consequence of development.

5.2 Conclusion

Several facts about the Indonesian attitude and culture become constraints for the implementation of the concept of ICM to be successful. These conditions are as follow:

1. The weakness interest about the important of coastal areas
2. There are the good laws, acts and regulation but weakness in the practice. The law enforcement need in every action to get the better results.
3. Corruption, collusion, clientelism, nepotism are the sample of bad attitude sometime can be meet in the practice of governance in Indonesia. This atmosphere not suitable

for the good concept run well. Collaborate in the works which not appropriate with its function usual happen due to the bad attitude the people in the link of decision.

4. Usually, the leader has the dominant factor cause the program running well.
5. The centralistic program is the typically of project in Indonesia sometime neglect the characteristic of study area and the culture of people in project location.
6. Nature resources can not be limited by administrative boundary, it is rather difficult to make the integrated planning cause regency, and provinces have the autonomy rights to govern the local asset for take benefit. Coastal need collaborative and integrated among the region in management to create the benefit for them.

It is not impossible if law enforcement, good attitude, and collaborative planning are successful in the government and stakeholder so it guarantees the result to be successful.

5.3 Recommendation

The government can support the good ICM in the field by several efforts. Based on the analysis, it can be concluded that the effort divided into two parts consisting of the **good government work** and **the practice in the field**. *Cooperate with stakeholder, investor, and host community in the field as follows:*

The explanation about the effort as the recommendation perhaps gets the better programs on preserving and conserving the environment which are more sustainable.

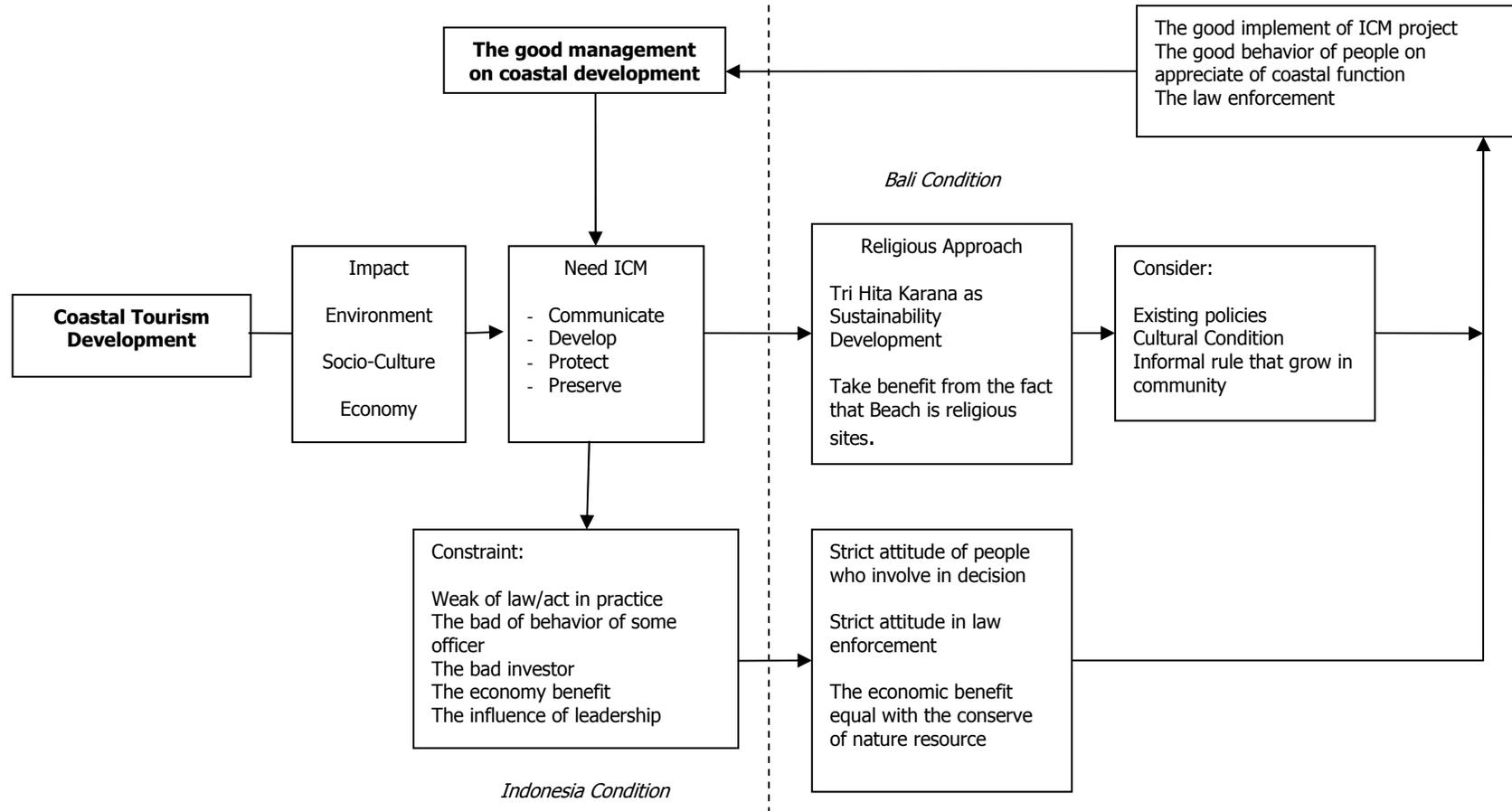
- *The Good Government Work as follow:*

1. Make the acts or rule that lead to a penalty being imposed when it is disobeyed. The aim is to support the law enforcement perhaps, 'the wrong plan in the wrong place' is decreasing.
2. Transparency in every program as the function of good governance especially ICM as the huge program also budget.
3. Consider the culture especially the religious culture as an approach in every program and project perhaps it can be easier in implementation in the field by community.
4. Consider the informal rule that grows and is believed strongly by community in the field into the program
5. Economic oriented is not the main target but must be equal with sustainability such as the conserve of environment, social-culture and economy factors. Keep balance between three contents.

- *Cooperate with stakeholder, investor, and host community in the field as follows:*
 1. Make the acts or rule that arrange the environment management such as EIA for tourism infrastructure consist of the integrated of waste disposal management, the water pollution management, etc in every development/project proposal
 2. Penalty or sanction for everybody who disobey the rule of managing the environment quality
 3. Give the responsibility for hotels and the people to maintain the garbage and the negative aspects in surrounding area of hotel such as the program of Bali Sustainable Project. It is the positive program

It can be concluded that the key factors in Integrated Coastal Management in tourism development and the other project relate with sustainability are: the first, strong political will by laws enforcement, the second, religious aspect as an approach to support some actions, the third, supported by the good rule and the penalty for the people who disobey it, the fourth, the good responsibility for stakeholder who are active in tourism sector for guard the environment quality such as the Tri Hita Karana Award in Bali and the last, make a balance between economy development and sustainability development to get the balance aspect between the revenue as income and the impact as outcome.

Figure 6.1
Concluding Remark



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