

## **THE IMPACT OF MARINE TOURISM IN LOVINA, BALI: THE PERSPECTIVE OF LOCAL COMMUNITY**

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**Abstract.** Lovina is one of tourist destination situated on the northern part of Bali Island. It lies in the marine area as Bali Golden Triangle Coral Reef line and belongs to the central zone of water conservation area in Buleleng Regency, Bali. The aim of this paper is to explore the impact of marine tourism development on the local community in Lovina area specifically in the aspect of social and culture with quantitative approach. The survey of 100 samples purposively assigned from local people who lived in Lovina. The result shows that the development of marine tourism in Lovina gives some positive impacts for the community in socio-cultural condition. Marine tourism development and activities do not affect any harmful changes to the condition of buildings in Lovina area. It increases the enthusiasm of the community to perform religious activities of Hindu.

**Keywords:** *local community's perception; Lovina Bali; marine tourism; social and cultural impact; sustainable development.*

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### **INTRODUCTION**

Lovina as one of tourist destination in northern part of Bali offers a wide range of marine attractions and could attract about 13.10% of total tourist visiting Buleleng Regency in 2014. Lovina attains the top three most visited destinations in Buleleng Regency (83,575 tourist visit) after Banjar Hot Spring (128,188 tourist visit / 20.09 %) and Pulaki Temple (87,144 tourist visit / 13.66%).

As mentioned by the Head of Marine and Fisheries Offices in Buleleng Regency, in term of marine tourism in Buleleng there has been assigned the Coastal Management Planning as derivatives form of act No 1 year 2014 (Act no 1 Tahun 2014) the replacement of Indonesian Act No 27 Year 2007 (Act No. 27 Tahun 2007) about Coastal and Island Zone Planning. This regulation has been creating the Water Conservation Area Planning in Buleleng Regency to harmonise the utilization of coastal and small islands zone together with the effort of conserving the coastal and small islands resources. This zone is the ideal place for all marine

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activities such as: *diving, snorkeling, fishing, surfing, boating, yachting*, and other special interest tourism: conservation tourism, education tourism, and underwater photography.

It was also confirmed that Water Conservation Area Planning in Buleleng divide into 3 zones: 1) West Buleleng Water Park Zone located around Pemuteran Village, 2) Central Buleleng Water Park Zone including Lovina Beach area, 3) East Buleleng Water Park Zone including the area of Bondalem village, TejaKula Village, Penuktukan Village, Sambirenteng Village and Les Village (Sutrisna, 2015).

Tourism development including marine tourism should apply the principal of sustainability, where it could give more benefit for local community economically, socio-culturally, and environmentally (Weaver and Lawton, 2010:299). In the meantime, the existing of marine tourism and its benefit for local community have not been explored yet especially in Bali, including the effort whether it has already applied the sustainable development concept or not.

Based on the indication of unequally distribution of tourism benefits for Balinese especially for the area with marine tourism potencies with the increase of poverty in its area in Buleleng Regency especially in Lovina, it is important to explore the impact of Marine Tourism in the Socio Cultural aspect for local community in Lovina Buleleng Bali.

## **LITERATURE REVIEW**

### **Defining Tourism and Marine Tourism**

Tourism is the sum of the phenomena and links arising from the interaction of tourists, governments, and local communities in the process of attracting and hosting these tourists and other visitors. Tourism research has also recently come to be a favorite research subject in community development researches (Galston & Baehler, 1995). The marine environment has long been one of the most attractive settings for tourism. Marine tourism, as defined by Orams (*Marine Mourism: Development, Impacts and Management*. Routledge; 1999, p. 9) includes 'those recreational activities that involve travel away from one's place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected)'. Thus, it includes a wide spectrum of activities, such as scuba diving and snorkeling, wind surfing, fishing, observing marine mammals and birds, the cruise ship and ferry industry, all beach activities, sea kayaking, visits to fishing villages and lighthouses, maritime museums, sailing and motor yachting, maritime events, Arctic and Antarctic tourism, and many more.

Marine tourism include small, one-person operations such as charter fishing, boat operators, sea-kayak tour guides, and scuba diving instructors. They also include moderate sized companies like whale watch, cruise operators and charter yacht companies. Example include boat maintenance shops, coastal resorts, scuba tank-fill shops, windsurfer rental agencies, fishing equipment suppliers, island ferry services, souvenir collectors, artist and even rubbish collector (Oram, 1999 : p.2)

According to Paul and Stephen (2004: 216-226), the activity or activities of nautical tourism in the area of conservation or protected area has many forms. Forms of activities were divided into two, the first is the "passive" in which these types of activities include sunbathing or photography, while the activity of "active" includes surfing and boating.

There is no estimate of the value of the marine tourism industry; however, there is no doubt that the annual turnover is substantial and that it forms a significant business sector with

widespread economic influence. This also influences the island and coastal communities, where marine tourism can form the single most important economic activity (Miller, 1990).

Because a diverse range of business forms the marine tourism industry, it is difficult to define the industry tightly. The importance of marine tourism study is that the travel to coastal area for recreation has existed for probably as long as humans have been alive. The sea has a strong attraction for people, which is not surprising given its importance as a source of food and transport (Orams, 1999).

Related to the research area of Lovina Bali, the marine tourism industry has been existing from the early era of tourism development in northern part of Bali. Most of the people in the area are involved in marine tourism activities, even the tourists also visiting it because of their marine attractions. So that is important to see more deep the impact of marine tourism for local community that can be explored from their perception.

### **Impact on Tourism and Marine Tourism Development**

Tourism is one of the fastest growing economic sectors in the world, and can serve as a key driver for socio-economic progress and job creation (UNWTO, 2014). It is undoubtedly important for local, national, and international levels. It should not form the core element of a community's economy, but is better suited to play a supplementary role to help diversify community economic activities (Godfrey & Clarke, 2000).

David and Richard (2008: 180) reveals that the impact of tourism can be seen from two sides. The first side is the negative and the second is positive side. These impacts can be assessed or measured on several factors, among others, economic environmental, and social impact as well Culture. There are many positive effects of tourism on the economy (Leiper, 1990), one of which is employment. Tourism is a sector that cannot stand alone but requires the support of other sectors. The negative impacts caused by tourism has a smaller magnitude than the positive impacts. The negative impact of one of them is as follows (Mathieson and Wall, 1982 in Leiper, 1990: 233) increase the rate of inflation and skyrocketing land prices. Demand for consumer goods also increased, which in turn will trigger inflation. On the other hand, the construction of various tourism facilities will soon trigger a price of land around the site until the price is unreasonable.

In theoretical-idealistic between social impact and cultural impact can be distinguished. However, Mathieson and Wall (1982: 37) states that there is no clear distinction between social and culture phenomena, so most experts combine social impact and the impact of culture in tourism to the title of "socio-cultural". Lal Mukherjee (2013) underlined that tourism also impacted to the socio cultural to the local communities in some points such as in the change of the local identity which can be seen in some facts: 1) Commercialization of local culture; 2) Standardization; 3) Adaptation to tourist demands.

Tourism can turn local culture into commodities when religious traditions, local customs and festivals are reduced to conform to tourist expectations and resulting in what has been called "reconstructed ethnicity". Destinations risk standardization in the process of tourist's desires and satisfaction: while landscape, accommodation, food and drinks, etc., must meet the tourists expectation for the new and unfamiliar situation. They must at the same time not be too new or strange because few tourists are actually looking for completely new things. This factor damages the variation and beauty of diverse cultures, Tourists want to collect souvenirs, arts, crafts, cultural manifestations. In many tourist destinations, craftsmen have responded to the growing demand and have made changes in the design of their products to make them more

attractive to the new customers. Cultural erosion may occur in the process of commercializing cultural traditions.

Cultural clashes may arise through: 1) Economic inequality - between locals and tourists who are spending more than they usually do at home., 2) Irritation due to tourist behaviour - Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values, 3) Job level friction - due to a lack of professional training, many low-paid tourism-jobs go to local people while higher-paying and more prestigious managerial jobs go to foreigners or “urbanized” nationals (Lal Mukherjee, 2013).

Conversely, tourism also has a number of effects that are less useful to the local community (Ryan and Hall 2011; Bauer and McKercher, 2003). The presence of tourists and their impact on local communities: a) Demonstration effect; b) Crime; c) Religion; d) Prostitution/sex tourism.

Tourism is to introduce new or unfamiliar values or lifestyle to the tourist areas. Local communities might try to mimic the behaviour or fashion, or strive to achieve the level of wealth shown by travelers. In some destinations, religious buildings, temples and places of worship has become a commodity. That is, it has become an attraction and part of the tourism product, are considered and favoured by tourists. As a result, there is often a conflict between local people, people who perform religious rituals bothered by the presence of tourists. Although there is little evidence to directly link the increase in crime with the development of tourism, there is little doubt that where there are a number of enforcement expenditures are low, growth in activities such as gambling and operations Black market, rising crime against the population can potentially lead to a decrease in tourism.

Tourism, according to Timur and Getz (2009), may lead to social problems such as traffic congestion, construction projects, crimes, mixed effects on quality of life, and changes in the communities' identity. Besides, tourism can influence local communities' moral values due to monetary benefits (Archer, Cooper, & Ruhanen, 2005). On the other hand, tourism could enhance the social relationship among various stakeholders (Barnett & Casper, 2001). As marine tourism also part of tourism, those impacts could be affected to the local community who live around the area, involved directly or indirectly to marine tourism activities.

### **Local Community and Perception**

Most conservation literature views the ‘community’ as a small spatial unit, homogenous social structure with shared norms and common interest (Agrawal & Gibson 1999; Olsder & Van der Donk 2006).

Scherl and Edwards (2007: p. 7) describe local communities as:

*...groups of people with a common identity and who may be involved in an array of related aspects of livelihoods. They further note that local communities often have customary rights related to the area and its natural resources and a strong relationship with the area culturally, socially, economically and spiritually.*

Sarason (1974) defined the sense of community as the interdependence between individuals and communities. Bopp, et al., (2000, p.113) defines sense of community in the following way: “sense of community refers to the quality of human relationship that makes it possible for people to live together in a healthy and sustainable way” (Bopp, et al., 2000, p. 113).

Community is the most important party, since it is they who will be most affected either positively or negatively by tourism planning and development. Therefore by identifying the attitudes of local populations, programs can be set up to minimize friction between tourists and residents (Zhang, et al., 2006). The factors which influence residents' perceptions and attitudes, as well as the nature and the extent of the impact are likely to be different in each community. Social structure of a local community has a major bearing on its ability to absorb positively the different norms and values brought by tourists (Mansfeld, 1992).

Nzama (2008) has stated that there is a strong positive relationship between the extent of the community in tourism development and their perceptions towards an increase in tourism development. Harrill (2004) highlights Residents with the most economic gain are the most supportive of the tourism industry. Because tourism development usually involves a trade-off between economic benefits and environmental or cultural costs, residents cope by downplaying the negative impacts based and emphasizing the economic gains to maintain satisfaction with their community (Dyer, et al., 2007; Cavus & Tanrisevdi, 2003; Faulkner and Tideswell, 1997).

For marine Tourism development in Lovina Bali, it is important to explore more about the perception of the local communities about the impact of Marine Tourism in Lovina. Are they get more benefit or even worst situation related to cost in socio cultural from those developments in order to keep the sustainability of tourism in its area.

### **Sustainable Development**

Sustainable tourism is highly demanded due to mass tourism which was insensitive to its social, cultural, economic, and environmental condition of tourist destinations (Fiorello & Bo, 2012). As a result, sustainable tourism is used to avoid the negative effects of tourism on local destinations (Dolnicar, 2006). It focuses on the fluid relationship between human and physical environment (Mc.Areavey & Mc.Donagh, 2011).

Sustainable rural tourism development has been defined as a tourism which focuses on the appropriate policies and strategies that could guarantee the benefits while restricting its negative impacts of rural tourism in local community (Ertuna & Kirbas, 2012). Social sustainability is said to be achieved when a tourist destination manages to preserve the historical and cultural heritage (Sanagustin Fons & Fierro, 2011).

Tourism may cause long term changes in the community's values, beliefs, and cultural practices. Culturally sustainable principal can be seen through local community involvement in tourism activities to preserve the traditional culture in a community (Dorobantu & Nistoreanu, 2012).

Other than those principal, sustainable developmet also concerning the economic sustainability and environmental sustainability. Related to marine tourism in lovina, is seen as the optimal solution to preserve the nature, landscape, and environment. On the other hand, Cawley and Gillmor (2008) posited that tourism could harm the environment and the community. Thus, community involvement in marine tourism development process plays a crucial role in protecting the environmental sustainability in a tourist destination (Dorobantu & Nistoreanu, 2012).

## RESEARCH METHODOLOGY

The research was carried out in Lovina area, one of the tourism area in Buleleng Regency, the northern part of Bali. The aim is to explore the impact of marine tourism development for the community in Lovina area specifically in the aspect of social and culture. Quantitative methods approach is used to understand the perceptions of local people about the impact of developing tourism in the area. The survey was conducted, with 100 questionnaires were distributed to the local community to see their perceptions about the impact of marine tourism in the area. The question was developed to understand participants' perception on the social and culture impact of marine tourism in their area. The questions used to explore their involvement in tourism activities and what are their expectation in marine tourism development. Firstly, it explored their involvement in tourism specifically in the development of marine tourism in Lovina; secondly, it is requested them to mention their perception based on variable of social and cultural impact of marine tourism development; and finally it required respondents to mention their expectations on the future marine tourism development. The samples are purposively assigned from 100 local peoples who lived in Lovina no less than five years. They are the leader of the village, the leader of youth member of *Banjar* (the traditional social organization in Bali), the tourism practitioners: the hotel manager and owners, dive masters, dive operators, restaurant owners and managers, local guides, local entertainment artist, transport managers, the head of Hotel Association, including souvenir seller, private company employers, government employers, fisherman, construction workers, teachers, and also house wife.

## RESULT AND DISCUSSION

### An Overview of Research Area: Lovina Beach Buleleng Bali

Lovina area was developed in 1953 that has the philosophy of love ( word love ) and Ina means mother in Balinese Language. According to Panji Tisna, the one who creates the name of lovina, Lovina means Love of a mother (*cinta ibu*) or in Balinese also known as *cinta ibu pertiwi* (love the land). Other references mentioned that Lovina means Love Indonesia, comes from the word love and ina ( the acroname of Indonesia) used as the name of the Asian Games Contingent in 1963 (Tourism Office of Buleleng, 2014). Lovina is an area in northern part of Bali which is wellknown for its black sandy beach, coral reef, and its tropical fish. Dolphin is an icon of tourism in Buleleng has been around since 1987 and is the first in Bali and the oldest in Indonesia. Dolphins attraction at Lovina is also the second oldest in the world after a similar ataxia in India (Department of Fisheries and Marine Buleleng, 2011).

The main attraction in Lovina Tourism Region is a beach with calm sea, the sand is blackish - victimization, coral reefs with tropical fish. Because the nature of calm sea, this beach is perfect for water sports such as diving, snorkeling, swimming, fishing, sailing, kayaking or just soak in seawater.

Lovina is a tourist area in North Bali is famous for dolphin watching tour with rowboat or a traditional Balinese boat. Calm sea, black sand and a view of sunrise and sunset are fantastic the main attraction for tourists. Dolphin tour is coordinated by organizations consisting of local fishermen. To be able to see the dolphin, tourists have to get up early for the tour usually starts at 6 am. Breakfast in the middle of the sea can be an unforgettable experience. Time and price of the tour is seasonal, and therefore should be coordinated with a local guide and hotel accommodation. Another uniqueness owned in Lovina, tourists can watch the dolphins, looking at the beauty of the sunrise and in the afternoon, tourists can enjoy a comfortable

atmosphere in the cafe while watching the sunset on the very beautiful side. Here is a picture of dolphin tourist attraction - dolphins at sunrise.

In addition to the dolphins, the underwater attractions *Lovina Beach* is also very beautiful. Many sea animals and plants are dazzling such as Anemone fish, Syngnatidae, Scorpion fish, Lionfish, Devil Ray, and Manta Ray, a wide variety of Sea Urchins, Blue Sea Star, Lobster, Prawns and Caltrop Murex. To enjoy the beauty, the tourists can do diving or snorkeling in various Dive Shop in Lovina.

According to the Chairman of the Development of Tourism Region in the village Lovina Kalibukbuk, in the future, there will be a strategy to pack the cultural tourism attractions as a supporting attraction, which is already popular among foreign and domestic tourists. The cultural tourism attractions will take one form of Balinese folklore are now frequently adopted for staged again by several artists Buleleng namely “Cupak Gerantang”. To attract tourists and to avoid saturation during a visit to Lovina, he has a remedy plan to resemble a traditional drama performance which will be full of cultural and moral values. Staging is scheduled to be held at an appropriate stage in front of the Statue of Dolphins, which until now has been a mascot of this tourism area.

Officially this area is called the tourist area Kalibukbuk but is better known by the name of Lovina which has an area of 3,524 hectares, covering seven villages consisting of: Kalibukbuk Village, Desa Pamaron, Tukadmungga Desa, Desa Anturan, Kaliasem Village, Village Temukus, and Village Tigawasa. The appeal of sea area of Lovina is very quiet with village life coupled peaceful and beautiful beach suitable for swimming and snorkeling. Lovina reef in the sea is ideal for divers, and other attraction is the Dolphins in a natural habitat can be seen in the morning. Besides villages that had been included in the region, there is also the potential and the old village of Hinterland Lovina area as the village Cempaga, Sidatapa, Pedawa, and Banyuaseri.

### **Marine Tourism Impact of Socio-Cultural Aspects of Local Communities in Lovina**

The development of marine tourism may increase the economy for the local communities. The increase of the earnings was initially only from the main job, but now supported by additional earnings from additional works related to marine tourism. In general, the development of tourism in Lovina area can improve the welfare of fishermen and local communities. It was confirmed by 100 respondents that stated that 93% of the local community were strongly agree that marine tourism improve their welfare, and only 7% of them stated quite agree.

Related to their perception on perceived social impact of the development of marine tourism in Lovina can be seen on table 1 followed:

**Table 1.** Local Community Perception on Marine Tourism in Lovina  
(N=100)

No	Indicators	Perception (%)				
		5	4	3	2	1
1	Marine Tourism decreasing the mutual cooperation ( <i>gotong royong</i> ) among the local communities	0	19	4	64	13

2	Marine Tourism causes the increase of crime around Lovina	0	1	9	78	12
3	Marine Tourism increase the stress level of local community in Lovina	1	7	8	47	37
4	Marine Tourism Development increase the local communities' enthusiasm to do religious ceremony.	9	43	11	27	10
5	Marine Tourism in Lovina impacted to the existing building which are more disorganized / irregular	0	0	27	70	3

Source: Research (2016)

Information: 5 = strongly agree, 4 = agree, 3 = quite agree, 2 = disagree, 1 = strongly disagree.

The growing prosperity of local communities do not decrease their social interaction which is proven from the 100 respondents, 64% disagreed that the development of marine tourism in their region led to a decline mutual cooperativeness. 19% agreed and 13% said they strongly disagree. It means that there is a concern in small part of local community members that the nature of mutual social cooperativeness will fade when developing tourism in their region. The opinion is expressed by 19% of respondents.

Besides, in terms of mutual cooperation, the social impact that could be affected is about crime. About 78% of people disagree that the development of marine tourism can increase crime, 12% said they strongly disagree, 9% were in favour and only 1% who agree. It means there is a small member of the public (about 10%) are worried about higher crime rates when developing marine tourism in their region. It is quite reasonable considering in some areas of Bali in particular, there is an increase in crime both to local people and tourists.

Public perception of marine tourism activities against other concerned of social life stress can be seen from a result of 47% of the public do not agree that marine tourism in local communities of Lovina resulted an increased stress level, 37% of them strongly disagree, 8% quite agree and 7% agreed. This suggests that the increase of tourism activity does not actually make them stress but contrary they are hoping that marine tourism can be existed so that they can involve their activities in. Nevertheless, the opinion of 15% of members of the public who expressed their stress in the increased of tourism activities, still need to be considered. Increased tourism activities mean a change in the structure of their work from the primary to the tertiary sector, which may cause depression in particular, so that their stress level may also increase.

Local communities of Lovina's desire to improve marine tourism in the village also greatly affects their enthusiasm to perform religious ceremonies. Most of them are Hindus and religious ceremony is one of their daily routine which also considering their financial cost. Most of the people in Lovina said they strongly agreed that this activity increase their enthusiasm for conducting religious ceremonies that 9% said they strongly agreed, 43% agreed, 11% fairly agree, 27% disagree and 10% strongly disagree. That stance means that the majority of people (63%) agree that the enthusiasm and splendor of religious ceremonial activities will increase with the increase of marine tourism activities in their village. It attracts the tourist attention because of culture experience purposes, so that in return they also have a chance to get the economic benefit of it. The rest expressed less agreed with the statement, even 10% of them strongly disagree.



Another social impact of tourism development involves building forms that thrive in the region. It often happens that the development of tourism impact on improving people's income negatively correlated to environmental conditions in the region. The new structures that arise due to the growth of tourism activities often ignore traditional values that exist, for example the form modern buildings are replacing traditional building that has been there, and location of buildings is chaotic will result uncleanness of their territory. The conditions turned out to be asked to the respondents and by 27% of people stated quite agree with the statement. This illustrates that more than a quarter of the community members are concerned that the buildings will grow because of the growth of tourism activities in the region they no longer correspond to what was there before, especially regarding the shape and regularity.

### **Expectations of Local People toward Marine Tourism in Lovina, Bali**

The growing marine tourism activities in Lovina can markedly improve the local communities' economy including the social and cultural impact were quite good. With the benefit of local people who have tasted, raised expectations in an effort to encourage further development of tourism in their region. All members of the community represented by the respondents expect an improvement in roads, public toilets for tourists and waste management system in some locations in order to increase the convenience of tourists in visiting Lovina. Besides, the existence of a public toilet for tourists in Lovina area is considered very necessary to support the development of tourism in the region. It is no less important that the provision of garbage bins, where the waste generated is still discarded by society to the environment.

With the state of inadequate facilities in the development of marine tourism, the development becomes very slow. Communities had major expectations towards marine tourism. They hope that it can change the current local economy and could become a source of their income in the future.

### **CONCLUSION & IMPLICATION**

It was concluded that the development of marine tourism in Lovina area brings pretty much positive impacts on local communities, especially the condition of the social culture which indicates that the mutual cooperativeness (*gotong royong*) of the society does not decrease, even more it has an ability to increase their enthusiasm to perform religious activities. It does not cause crime rates to rise and also do not increase stress in society. The efforts that have been done and expected by society in Lovina, Buleleng Regency to develop marine tourism activities in their territory is to prevent the impact of social and cultural. They expect to build accessibility to their villages which can be improved together with the government's assistant. The condition of roads, and parking lots as well as adding tourist facilities of taking the form of a dumpster is needed. Educate the public about stepping marine tourism, so as to understand the impact that would arise from their activities, efforts should be made to overcome them as well as efforts to improve services to tourists. Increase cooperation with the business community in their village in terms of increased marketing and promotional activities to their region. However, further research is needed to address the negative impacts to the local community arising from the development of marine tourism in the Lovina Region.

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