

Ecotourism Management Sustainability Strategies in West Bali, Indonesia

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Abstract

This research conducts a study of the ecotourism management of destinations in West Bali aimed to improve local small businesses that encounter commercial problems. Community participation through sustainable business opportunities. Based on the theory of effectiveness, extensive participation contributes to better results from ecotourism at local level, hence the role of local communities in ecotourism management is crucial and a boon for locals in terms of jobs and conserving natural resources. A mixed method approach, involving surveys, interviews, direct observations, and a review of relevant literature, collected data from multiple ecotourism sites. Abstract Ecotourism holds great potential for contributing to nature conservation and promoting local socio-economic development but it remains poorly managed in many parts, particularly at the local community level. Thus, recommendations include giving management permits to local communities, but limited to certain levels and with clear rules and training in ecotourism management for local communities to improve their skills. Based on this review, it can be concluded that, although West Bali has potential for ecotourism out of its biodiversity and great involvement of the local community, it suffers from poor infrastructure and depends on the seasonality of tourism. There are opportunities arising from increasing global interest in sustainable travel but also threats from environmental degradation and commercial pressures. As a result, promoting community engagement is essential to harmonise the expansion of tourism with conservation priorities.

Keywords: Ecotourism, Tourism Bali, Market Potential, Tourist Destination, small business

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1. Introduction

In Indonesia, the promotion of tourist attractions primarily revolves around national parks and conservation forests, which are protected areas intended for preservation (Tsujino et al., 2016). This situation highlights a significant gap between the idealism of conservation efforts and the reality of tourism development. While these natural areas are crucial for ecological sustainability, they are also marketed to attract a large number of visitors (Shrivastava, 1995). The challenge lies in balancing these two interests, and it is believed that effective ecotourism management can serve as a mediator between conservation goals and tourism demands (Kusmana, 2011).

As of 2020, Indonesia's forest area was reported to be approximately 125.82 million hectares, with 29.58 million hectares classified as protected forests and 27.41 million hectares designated as nature reserves and conservation areas (Erbaugh, 2019). However, over the past five years, there has been a noticeable decline in forest area, averaging a reduction of 0.21% annually from 2015 to 2020 (Rakatama & Pandit, 2020). The underlying causes of this decline remain inadequately explored, suggesting a research gap that needs addressing. One potential solution to mitigate the loss of protected or conservation forest areas is the implementation of community empowerment models in managing conservation forest buffer zones. The premise is that if local communities benefit from the conservation

forests, they will be more inclined to protect them. Ecotourism programs are one avenue through which this management can be realized (Dyah Krismawintari & Rai Utama, 2019); (Nurhidayati & Fandeli, 2012).

To ensure that ecotourism is effectively directed towards sustainable practices, certain fundamental principles must be adhered to. Various researchers have proposed these principles, with The International Ecotourism Society outlining key tenets that emphasize the integration of biodiversity, culture, and sustainable travel. These principles advocate for minimizing ecological impacts, fostering awareness and appreciation of ecosystems and cultures, providing positive experiences for both visitors and local communities, ensuring financial benefits for conservation efforts, and enhancing local empowerment through economic opportunities (Abd Aziz & Ariffin, 2009).

Ecotourism encompasses activities such as nature hiking, diving, wildlife watching, and cultural tourism all with a focus on conservation and sustainability in rural areas rich in biodiversity and cultural heritage (Anggraini & Gunawan, 2021). This research aims to conduct preliminary observations and surveys regarding ecotourism destination management in West Bali National Park area. The goal is to evaluate how ecotourism can facilitate the establishment of local small businesses while contributing to the preservation of Indonesia's unique natural environments.

2. Literature Review

2.1 Today's Ecotourism

Ecotourism has been a recognized concept for several years; however, its precise definition remains ambiguous and often debated among scholars (Anggraini & Gunawan, 2021). The challenges in articulating the concept stem from a lack of attention to fundamental metaphysical and ethical considerations. The International Ecotourism Society (TIES) provides the most widely accepted definition of ecotourism, yet the term is frequently used interchangeably with various other labels such as sustainable tourism, nature tourism, cultural tourism, and heritage tourism (El-Masry, 2024). This multiplicity of terms has led to ongoing discussions regarding the distinct characteristics that define ecotourism compared to its alternatives (Abd Aziz & Ariffin, 2009).

Despite differing perspectives among researchers on the defining traits of ecotourism, it is crucial not to overlook current tourism trends that can enhance the ecotourism sector in a modern context. Many existing theories and concepts surrounding ecotourism are viewed as outdated in light of rapid modernization. Scholars have identified three primary criticisms of modernization theory as it pertains to ecotourism and sustainable development. First, (Regmi & Walter, 2016) argue that traditional and new distinctions are misleading, suggesting that the ideals and practices of rural and indigenous communities are often dismissed as relics of the past rather than valuable resources for contemporary development (Butarbutar & Soemarno, 2013). Second, there is a prevailing notion that the developmental trajectory observed in Western nations represents the sole path to progress, thereby imposing a uniform development model on non-Western countries. This ethnocentric perspective tends to marginalize local values and practices deemed unconventional by Western standards (Widaningrum & Damanik, 2018).

In light of these critiques, it is evident that while modernization continues to influence global policies and practices, there is a pressing need for ecotourism frameworks that align with sustainable development goals (Choi et al., 2020); (I. Utama et al., 2024). Ecotourism is characterized by its three dimensions: sustainable management, environmental education, and nature-based experiences. It aims to support both conservation efforts and local economies, making it an integral part of sustainable tourism. Thus, as the world evolves, it becomes increasingly important to adapt ecotourism strategies that not only address environmental concerns but also empower local communities economically and socially (Cohen & Silva, 2010); (Nirwandar, 2015).

2.2 Ecotourism Businesses

Ecotourism is widely recognized for its three fundamental dimensions: sustainable management, environmental education, and nature-based experiences. These dimensions are essential in shaping the framework of ecotourism, which fundamentally operates on two core principles: (i) supporting conservation efforts and (ii) bolstering local economies (Dalem, 2002). This dual focus not only enhances the ecological integrity of natural areas but also ensures that local communities benefit economically from their preservation. Consequently, ecotourism can be viewed as a vital subset of

sustainable tourism, as it embodies the principles of sustainability within its operational model (Fennell & Markwell, 2015).

As a specific component of sustainable tourism, ecotourism aims to promote environmental and social objectives through careful planning and management. This approach ensures that tourism activities are conducted in a manner that minimizes ecological impact while maximizing educational opportunities for both visitors and host communities. According to (Allan, 2011) ecotourism enterprises typically offer a diverse array of services and amenities, including homestays, health and wellness programs, and wildlife experiences. These offerings not only enhance the visitor experience but also create significant economic opportunities for local residents (Fibrianto, 2021).

In light of these characteristics, it is crucial to explore how effective ecotourism management can facilitate the achievement of both conservation goals and community development (I. Utama & Bagus, 2015). By understanding the interplay between these dimensions, researchers can identify best practices that support sustainable tourism initiatives while addressing the unique challenges faced by local communities. This research aims to investigate the dynamics of ecotourism in specific contexts, such as West Bali National Park, to uncover strategies that can effectively integrate ecological sustainability with economic empowerment for local populations (D'Souza et al., 2019).

2.3 Ecotourism Success Factor

Community-based tourism (CBT) projects often face significant challenges, particularly when they are backed by substantial funding and high expectations. The reality is that each community possesses its own distinct economic, cultural, financial, environmental, and political systems, which can greatly influence the success of tourism initiatives (Prihadi et al., 2024). Despite these differences, research has identified several common success drivers for community-oriented tourism ventures across various countries. These insights can serve as valuable guidance for policymakers involved in future CBT projects (Utami et al., 2019); (Syarifuddin, 2018).

The successful implementation of community-based tourism relies on addressing the social needs of local communities while ensuring a commercially viable approach to creating a sustainable environment (SUMARMI et al., 2021). This means that environmental, economic, and social objectives must align with sustainable development goals to benefit the community as a whole. The critical success factors for CBT projects have been identified through extensive literature reviews, highlighting the importance of community engagement and participation in decision-making processes (Rogos, 2020).

These considerations are particularly relevant in the context of ecotourism, which is characterized by its three dimensions: sustainable management, environmental education, and nature-based experiences. As previously discussed, ecotourism not only supports conservation efforts but also aims to empower local economies. Therefore, integrating the principles of CBT into ecotourism management can enhance its effectiveness in achieving both ecological sustainability and community development (Prihadi et al., 2024).

3. Methodology

This study employs a mixed-methods approach, incorporating surveys, direct observations, interviews, and desk research through documentation analysis to address the research problem effectively. Data collection was conducted at various ecotourism destinations in West Bali, with interview findings being compared against established theories and previous research (Plano Clark et al., 2008); (Hair et al., 2007).

The first method utilized is the survey or questionnaire, which involves gathering data through structured questions directed at respondents, including visitors and participants in ecotourism programs. These surveys are designed to assess visitor satisfaction, evaluate program quality, and measure the sustainability of ecotourism initiatives, as well as their impacts on both the environment and local communities (Ferdinand, 2014).

The second method is direct observation, where researchers actively observe ecotourism program activities. This approach allows for firsthand insights into the success of these programs by examining interactions between tourists and their natural surroundings, the utilization of natural resources, and visitor behaviors that contribute to environmental sustainability (Creswell & Garrett, 2008).

Lastly, interviews serve as a crucial method of data collection. Through direct interactions with various stakeholders involved in ecotourism such as tour operators, local community members, and

representatives from local government researchers can gather qualitative insights that enrich the understanding of the dynamics at play in ecotourism management (Plano Clark et al., 2008).

By integrating these methods, the study aims to provide a comprehensive analysis of ecotourism destination management in West Bali, focusing on how these practices can foster local small businesses while ensuring ecological sustainability and community engagement (UTAMA et al., 2021).

Descriptive Statistical Analysis: This quantitative method will be employed to analyze data collected from surveys administered to the 50 stakeholders. The surveys will assess various aspects of ecotourism, such as stakeholder satisfaction, perceptions of sustainability practices, and the economic impact on local communities. Descriptive statistics will summarize the data, providing insights into trends and patterns that can inform ecotourism strategies (Shook et al., 2004).

Qualitative Interviews: In-depth interviews with stakeholders, including local community members, tour operators, and government representatives, will provide qualitative insights into their experiences and perspectives on ecotourism management. This qualitative data will complement the quantitative findings from the surveys (Hair et al., 2007).

Simple SWOT Analysis: A straightforward SWOT analysis will be conducted to evaluate the strengths, weaknesses, opportunities, and threats related to ecotourism in West Bali. This analysis will help identify key areas for improvement and strategic development by synthesizing insights gained from both the survey results and interviews (Widhiyaningrum et al., n.d.).

4. Results and Discussion

4.1 Overview of Ecotourism Management in West Bali

The results of the survey, direct observation, interviews, and desk research conducted at various ecotourism destinations in Bali reveal a rich tapestry of experiences, particularly at West Bali National Park, one of the island's most celebrated ecotourism sites. Spanning over 190 square kilometers, TNBB is a sanctuary for nature enthusiasts, offering a diverse array of activities such as trekking, snorkeling, diving, and birdwatching. Visitors are treated to the breathtaking sights of tropical rainforests teeming with endemic flora and fauna, alongside pristine beaches and vibrant coral reefs that remain well-preserved (R. Utama, 2015).

During our observations, it became evident that TNBB serves as a vital hub for environmental education and conservation efforts. The park is home to more than 160 species of birds, including the endangered Bali starling, as well as various rare mammals like the Balinese deer. The presence of these unique species not only attracts nature lovers and photographers but also highlights the park's role in promoting biodiversity. Notably, Menjangan Island, located within the park's boundaries, is renowned for its exceptional underwater ecosystems, making it a popular destination for snorkeling and diving enthusiasts eager to explore its colorful coral reefs and diverse marine life (I. G. B. R. Utama et al., 2023).

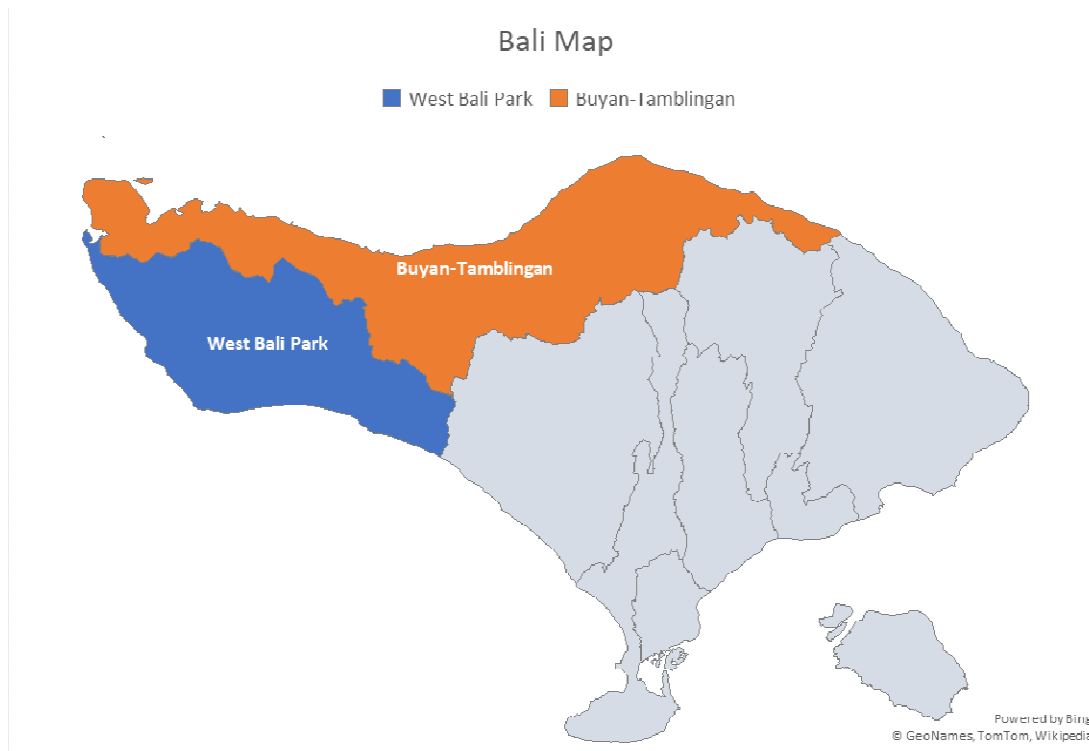


Figure 1. Blue Colour, Ecotourism Program of West Bali National Park (Observation by Utama, et al., 2024), *The map was created using Microsoft Excel.*

The interviews conducted with local tour operators and community members underscored the importance of sustainable tourism practices in enhancing both visitor experiences and local livelihoods. Many participants expressed optimism about the potential for ecotourism to create economic opportunities while fostering a sense of stewardship for the environment. For instance, community-based initiatives such as turtle sanctuaries allow visitors to witness conservation efforts firsthand, reinforcing the connection between tourism and ecological preservation.

Figure 1, illustrated that the West Bali National Park exemplifies how well-managed ecotourism can contribute to local economies while promoting environmental sustainability. The park's combination of natural beauty, rich biodiversity, and community involvement positions it as a model for future ecotourism endeavors in Bali and beyond. As we continue to analyze these findings, it becomes increasingly clear that effective destination management is crucial for balancing conservation objectives with the economic aspirations of local communities.

4.2 Identification of some of the contributions of West Bali National Park

The observations and field surveys conducted at West Bali National Park (TNBB) reveal its substantial contributions to the tourism industry in Bali, highlighting its rich biodiversity and the variety of nature-based activities it offers. This national park is home to over 160 bird species, including rare animals such as the Balinese banteng and Balinese deer, which attract nature enthusiasts and bird photographers alike. The presence of these unique species not only enhances the park's appeal but also promotes nature tourism throughout Bali (Setyowati et al., 2018).

Visitors to West Bali National Park can engage in a multitude of activities that showcase its natural beauty. Menjangan Beach, renowned for its stunning coral reefs, serves as a prime location for snorkeling and diving, facilitated by local tour companies that provide access to this underwater paradise. The scenic landscapes and diverse ecosystems within the park offer ample opportunities for trekking and hiking, drawing adventurers eager to explore the lush rainforests and picturesque trails that meander through the area (Pickel-Chevalier & Ketut, 2016).

In addition to its recreational offerings, West Bali National Park plays a critical role in environmental education. Various programs are designed to raise awareness about biodiversity conservation, educating tourists on the importance of protecting Bali's natural environment. These

initiatives encourage visitors to take an active role in conservation efforts, fostering a sense of responsibility towards nature (Dutha et al., 2023).

The economic impact of tourism in West Bali National Park is significant, providing increased employment opportunities for local communities. Residents can find work as tour guides, rangers, or in other tourism-related sectors, contributing to local economic growth and development. This symbiotic relationship between tourism and community welfare underscores the park's importance not only as a natural reserve but also as a catalyst for sustainable economic development (Antara & Sumarniasih, 2017).

However, despite these positive contributions, the sustainability of West Bali National Park faces several threats. Factors such as land shrinkage due to tourism development, illegal logging, and fishing practices pose serious risks to the park's ecosystems. Additionally, climate change impacts like rising temperatures and increased ocean acidity threaten coral reefs and marine life within the park. Unsustainable tourism practices further exacerbate these challenges by leading to littering and habitat degradation (Sugiarta et al., 2023).

Overall, West Bali National Park stands out as a vital ecotourism destination that enriches Bali's natural heritage while providing economic benefits to local communities. However, ongoing efforts are needed to address the environmental threats it faces to ensure that this unique ecosystem continues to thrive for future generations (Dwijayanthi et al., 2017).

4.3 Ecotourism Management and Local Community Business Creation

4.3.1 Mobilizing Local Community Involvement

The results from closed interviews conducted by community groups involved in ecotourism management, particularly focusing on the Mobilizing Local Community Involvement factor, reveal significant insights into community motivations. The findings are summarized in Fig 1, which categorizes various motivations for community involvement in the ecotourism program at Blimbingsari Tourism Village, Melaya, Jembrana, Bali.

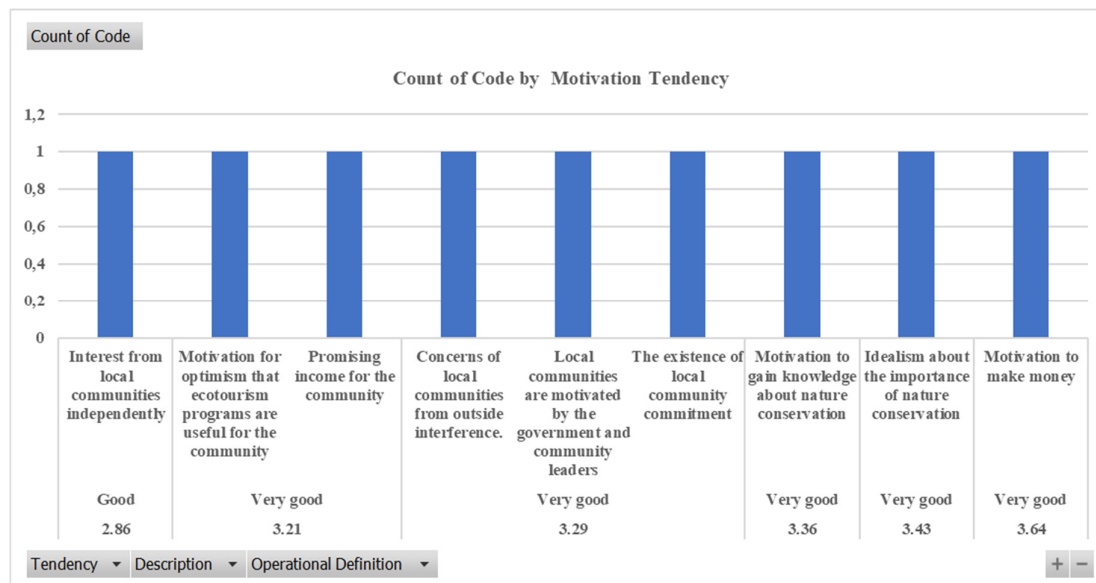


Fig 1. Motivation Community Involvement in Ecotourism Program. Data collected from managers of Blimbingsari Tourism Village, Melaya, Jembrana, Bali (2024), The graph was created using Microsoft Excel.

Figure 1 outlines the operational definitions of various motivational factors influencing local community engagement in ecotourism, assessed on a scale of 1 to 5. The highest scores reflect a strong inclination towards specific motivations. Notably, the motivation to make money received a score of 3.64, categorized as very good, indicating that financial incentives are a significant driver for community involvement in ecotourism initiatives. Similarly, the motivation to gain knowledge about nature conservation scored 3.36, also rated as very good, highlighting a strong interest among community

members in understanding and preserving their natural environment. The motivation for optimism that ecotourism programs are useful for the community scored 3.21, which is considered very good, suggesting that there is a positive outlook regarding the benefits of these programs.

The idealism about the importance of nature conservation received a score of 3.43, again classified as very good, reflecting a deep-rooted belief in the necessity of protecting natural resources. However, the interest from local communities independently scored lower at 2.86, categorized as good, indicating that while there is some interest, it may not be as pronounced without external encouragement. On the other hand, motivation stemming from external sources, such as government and community leaders, scored 3.29, rated as very good, showing that leadership plays a crucial role in motivating local participation. Additionally, the prospect of promising income for the community and the presence of local community commitment both received scores of 3.21 and 3.29, respectively, indicating strong support for ecotourism initiatives. Lastly, concerns among local communities regarding outside interference also scored 3.29, suggesting a collective awareness and desire to protect local interests against external pressures.

4.3.2 Opportunities expected by local communities

Figure 2 presents six key opportunities identified by local communities in the Blimbingsari Tourism Village, Melaya, Jembrana, Bali. Each opportunity is rated based on its perceived potential, with the following key findings:

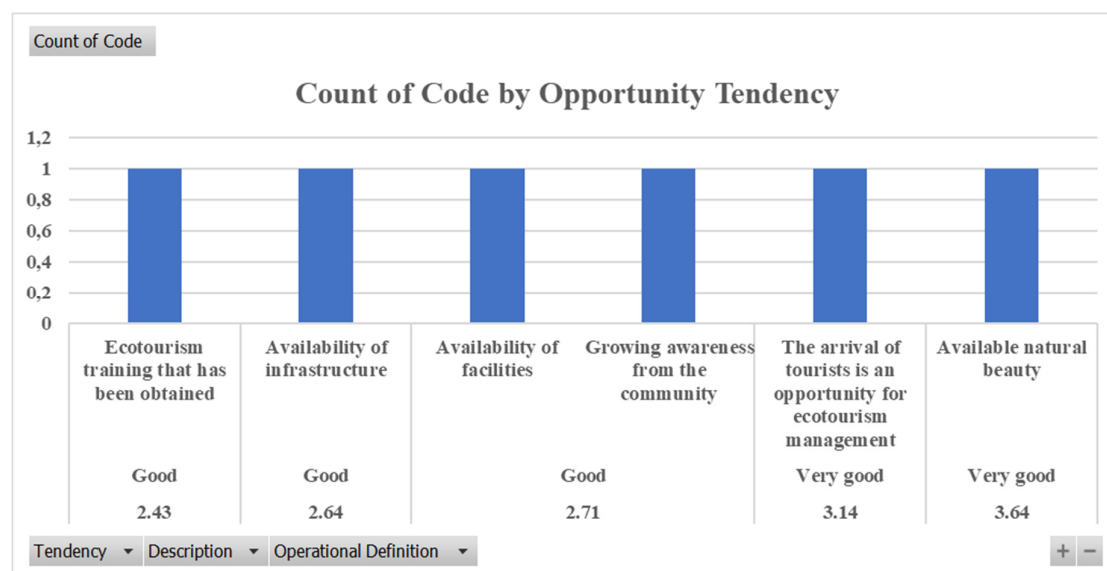


Fig 2. Opportunities expected by local communities in Ecotourism Program. Data collected from managers of Blimbingsari Tourism Village, Melaya, Jembrana, Bali (2024) , *The graph was created using Microsoft Excel.*

Figure 2 presents an operational definition of various factors influencing ecotourism management, evaluated on a scale of 1 to 5, where higher scores indicate better conditions. The availability of facilities and growing awareness from the community both received a score of 2.71, categorized as good. This suggests that while facilities are present and community awareness is developing, there is still room for improvement to enhance the tourism experience.

The availability of natural beauty scored the highest at 3.64, rated as very good. This indicates that the natural attractions in the area are significant assets for ecotourism, likely drawing more visitors and promoting conservation efforts. In terms of training, the ecotourism training that has been obtained scored lower at 2.43, labeled as good, which implies that while some training exists, it may not be comprehensive enough to fully equip stakeholders for effective ecotourism practices. The factor regarding the arrival of tourists as an opportunity for ecotourism management received a score of 3.14, categorized as very good. This reflects a recognition of the potential economic benefits and community engagement that tourism can foster. Finally, the availability of infrastructure scored 2.64, also classified

as good, indicating that while infrastructure supports tourism activities, enhancements could further facilitate visitor access and experience.

4.3.3 Local Community Capability in Ecotourism Management

Figure 3 presents a comprehensive overview of the local community's abilities in managing ecotourism, categorized by specific operational definitions:

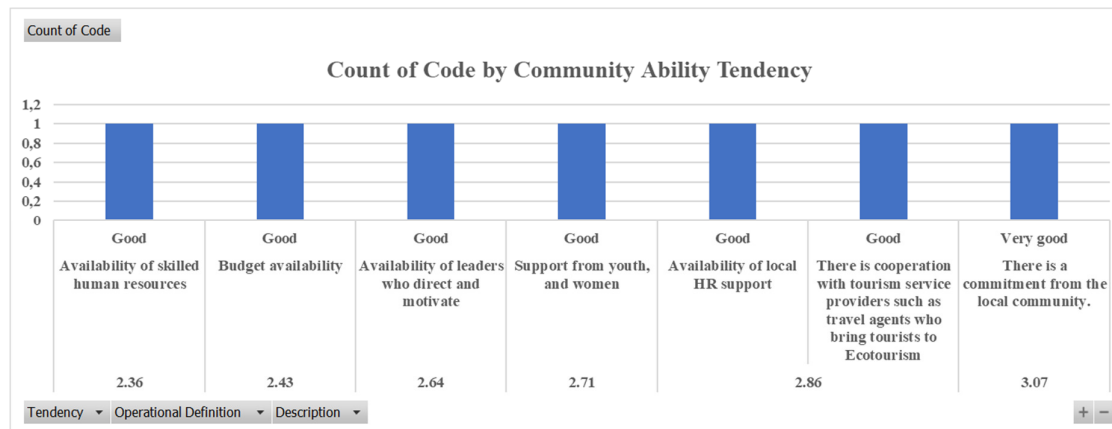


Fig 3. Local Community Ability in Ecotourism Management. *Data collected from managers of Blimbingsari Tourism Village, Melaya, Jembrana, Bali (2024) , The graph was created using Microsoft Excel.*

Figure 3 can be described that The operational definitions of various factors influencing ecotourism reveal a generally positive outlook. Budget availability, with a score of 2.43, is rated as good, indicating that financial resources are adequately allocated for ecotourism initiatives. The availability of skilled human resources scores slightly lower at 2.36, also deemed good, suggesting that while there are skilled individuals, there may be room for improvement in recruitment or training. Community commitment stands out with a score of 3.07, categorized as very good, highlighting strong local support for ecotourism projects. Additionally, the availability of local human resource support is rated at 2.86, which is good, reflecting a solid foundation for workforce engagement. Leadership presence is assessed at 2.64, also good, indicating effective guidance and motivation within the community. Support from youth and women scores 2.71, further classified as good, showcasing inclusive participation in ecotourism efforts. Finally, cooperation with tourism service providers such as travel agents receives a score of 2.86, reinforcing the importance of collaboration in attracting tourists to ecotourism destinations.

4.3.4 Enterprises and businesses created through local community involvement

Figure 4 highlights four primary types of enterprises that have emerged from local community involvement in ecotourism management within Blimbingsari Tourism Village, located in Melaya, Jembrana, Bali. Each enterprise is assessed based on its operational definition and tendency, which reflects the community's engagement and the potential for economic sustainability.

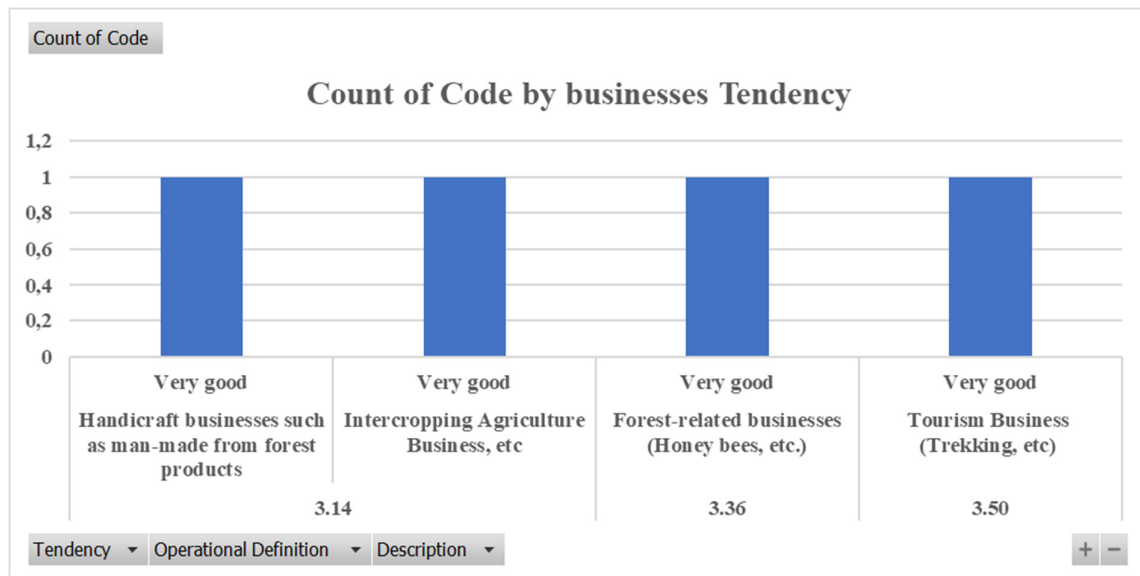


Fig 4. Enterprises and businesses created through local community involvement in Ecotourism Management. *Data collected from managers of Blimbingsari Tourism Village, Melaya, Jembrana, Bali (2024) , The graph was created using Microsoft Excel.*

Figure 4 can be described that In the context of businesses related to natural resources and tourism, several categories exhibit a positive trend. Tourism ventures such as trekking have received a very good rating with a score of 3.50, indicating a high potential for attracting visitors and providing satisfying experiences. Similarly, forest-related businesses, such as beekeeping, also show strong performance with a score of 3.36, reflecting success in sustainably utilizing natural resources. Additionally, intercropping agriculture and handicraft businesses that utilize forest products both received scores of 3.14, which are also considered very good. This demonstrates that these various types of enterprises not only contribute to the local economy but also support environmental conservation and the sustainability of natural resources.

4.4 SWOT Analysis for Ecotourism in West Bali

Strengths

- Rich Biodiversity:** West Bali National Park is home to over 160 bird species and various rare mammals, making it a prime location for nature enthusiasts and ecotourists.
- Community Engagement:** Local communities are involved in ecotourism initiatives, which fosters stewardship and enhances visitor experiences through community-based projects like turtle sanctuaries.
- Sustainable Practices:** The focus on sustainable tourism practices helps balance conservation efforts with economic benefits for local communities.

Weaknesses

- Limited Infrastructure:** The existing infrastructure may not fully support the influx of tourists, potentially leading to overcrowding and resource strain.
- Dependence on Seasonal Tourism:** The ecotourism sector may be heavily reliant on specific seasons, leading to fluctuating income for local businesses.
- Lack of Training:** There is a need for more training programs in ecotourism management to enhance community skills and ensure effective operation of ecotourism initiatives.

Opportunities

- Growing Ecotourism Market:** Increasing global interest in sustainable travel presents opportunities for expanding ecotourism offerings in West Bali.

- b) Government Support: Potential government initiatives to promote ecotourism can provide funding and resources for local businesses and conservation efforts.
- c) Environmental Awareness: Rising awareness about environmental issues can attract more visitors interested in conservation efforts, creating a niche market for ecotourism.

Threats

- a) Environmental Degradation: Increased tourist activity can lead to environmental degradation if not managed properly, threatening the very ecosystems that attract visitors.
- b) Commercial Interests: There is a risk that commercial pressures may overshadow conservation goals, leading to unsustainable tourism practices.
- c) Climate Change: Changes in climate can impact biodiversity and the natural beauty of the region, affecting its appeal as an ecotourism destination.

Strategic Recommendations

Based on the SWOT analysis, the following strategies can be formulated:

- a) Enhance Community Training Programs: Invest in training local communities in sustainable tourism practices to improve service quality and operational effectiveness.
- b) Develop Infrastructure Responsibly: Plan infrastructure development that aligns with ecological preservation goals, ensuring minimal impact on the environment.
- c) Promote Sustainable Practices: Implement strict guidelines for tourism operators to follow sustainable practices that protect biodiversity while maximizing visitor experiences.
- d) Leverage Government Support: Collaborate with government agencies to secure funding and resources aimed at promoting ecotourism while ensuring environmental conservation.
- e) Market Ecotourism Effectively: Utilize digital marketing strategies to reach potential tourists interested in sustainable travel options, highlighting unique experiences offered by local communities.
- f) By focusing on these strategies, West Bali can enhance its ecotourism sector while ensuring the sustainability of its natural resources and benefiting local communities economically.

5. Conclusions and recommendations

5.1 Conclusions

Ecotourism management in West Bali focuses on enhancing sustainability by leveraging the region's biodiversity and community involvement while addressing challenges like limited infrastructure and seasonal tourism. The strategy aims to capitalize on the growing ecotourism market and governmental support to promote sustainable practices and environmental awareness. Key initiatives include community training, infrastructure development aligned with ecological goals, and effective marketing of ecotourism, which collectively aim to provide economic benefits to local communities while preserving natural resources.

West Bali National Park is pivotal in this strategy, showcasing rich biodiversity and offering nature-based activities that attract tourists. The park not only enhances tourism but also promotes environmental education, fostering conservation efforts among visitors. Local communities, particularly in Blimbingsari Tourism Village, show strong motivation to engage in ecotourism, driven by financial incentives and a desire for knowledge about conservation.

Despite significant opportunities presented by the influx of tourists, challenges remain, such as inadequate infrastructure and training. Addressing these issues through external support is essential for developing sustainable tourism practices that benefit both the environment and the community. The involvement of local communities has led to diverse economic enterprises, including trekking tours and handicrafts, which contribute to economic sustainability and cultural preservation.

5.2 Recommendations

To effectively develop and sustain ecotourism in Bali, various stakeholders can take specific actions. The government should strengthen support for infrastructure development, including road access, tourist information centers, and sanitation facilities, which will enhance the tourist experience and promote local economic growth. Additionally, organizing training programs for local communities

in ecotourism management and environmental conservation is essential for empowering residents to engage actively in ecotourism initiatives.

Village residents are encouraged to enhance their participation by forming working groups focused on developing local businesses such as trekking, honey production, and handicrafts. This involvement not only increases income but also raises awareness of the importance of conservation. Furthermore, promoting sustainable and environmentally friendly businesses while highlighting local products as part of the tourism experience will help preserve cultural heritage and boost revenue.

Tourism operators should establish closer partnerships with local communities to create tour packages that emphasize authentic experiences, including community-based tours that involve tourists in local activities. Integrating environmental conservation education into these tourism experiences ensures that visitors appreciate both the natural beauty of Bali and the significance of ecosystem preservation.

Finally, researchers need to conduct further studies on the social, economic, and environmental impacts of ecotourism in the region. These findings can inform better policies and sustainable management strategies. Evaluating the effectiveness of training programs provided to local communities is also crucial for identifying areas for improvement and developing more effective training methods tailored to community needs.

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