

## ENVIRONMENTALLY FRIENDLY TOURISM MODEL TO OVERCOME OVER TOURISM IN BALI

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### Abstract

In the tourism industry, adverse effects on the environment are often caused by the destruction of natural landscapes. Environmentally friendly initiatives in the tourism industry seek to diminish the environmental burden of tourism-related activities. As a result, it's important that people in business in the tourism industry participate in various endeavors, including Using renewable energy source technology to power safe, secure accommodations, facilities, and pollution-free travel. Preserve the planet and minimize water consumption, minimize the use of single-use plastic products. Reduce the release of carbon into the atmosphere and increase the efficiency of transportation vehicles. Reducing trash and promoting sustainable food methods, advocating for environmental awareness and education among travelers and hosts. By affiliating with the government and other stakeholders, the tourism industry can become more environmentally responsible. This demonstrates that ecotourism is a viable solution to tourism sustainability. This claim is derived from the government's attempts to preserve the environment and culture and the concerns of the Balinese people. It's intended to serve as a catalyst for ecotourism in the selection of Bali's sustainable tourism that considers environmental conservation and social-cultural preservation. This article attempts to demonstrate that ecotourism is the most effective choice for the long term, as a result, the natural environment is preserved sustainably for future generations. To expose the information was gathered through research on literature, observation, and written works. Data were evaluated in a descriptive as well as an interpretive manner. In theory, ecotourism initiatives were intended to promote the common good, which involves maintaining Bali's Sustainability, according to the Hindu doctrine of Tri Hita Karana.

Keywords: ecotourism, tri hita karana, sustainable tourism, green tourism, over tourism

### Introduction

Essentially, overtourism means there are too many people in a place at any given time. While there are no clear numbers that determine the number of visitors allowed, a collection of economic, social and environmental factors determine whether and how visitor numbers increase (Dolezal & Novelli, 2020).

The term “overtourism” is relatively new. It was created more than a decade ago to highlight the impact that increasing numbers of tourists are having on cities, attractions and landscapes. As global tourist numbers return to pre-pandemic levels, the debate over what constitutes “too many” tourists continues (Koens et al., 2018). While many destinations that rely on tourism revenue still rely on visitor numbers, some major cities and locations are now implementing bans, fines, taxes, time slots, and in some cases even launching dissuasive campaigns to curb visitor numbers (Carlsen, 1999).

The tourism industry is one of the greatest carbon emitters on the planet, having a significant impact on the environment through transportation, accommodations, food, and other services. However, there were numerous environmentally friendly initiatives that could reduce the impact of the industry on the environment (Pitana, 2010). This abstract will explore some of the most promising environmentally friendly initiatives for the tourism industry, including sustainable transportation, green accommodations, responsible food choices, and other environmentally friendly practices. Sustainable travel: Promoting the use of public transportation, cycling, and walking can have a significant impact on reducing the carbon emissions associated with tourism (Regmi & Walter, 2016).

Many destinations have initiated programs that share bikes, pedestrian-friendly infrastructure, and public transportation that is both accessible and budget-friendly for visitors. Additionally, many tour companies and travel agencies dedicated their services to offering tours that concerned low-emission transportation options, such as electric vehicles, hybrid buses, and bicycle trips (Utama, 2015c).

Green accommodations: Many hotels and resorts are taking part in green initiatives to minimize their environmental impact. This involves utilizing renewable energy sources, such as solar panels and wind generators, implementing water conservation methods, and reducing trash through recycling and composting. Other accommodations had also committed to sustainable building methods, for example, utilizing local resources and incorporating green areas into their properties. Accountable food choices: The decisions made by tourists regarding food can have a significant impact on the environment. Allowing tourists to purchase food from local sources, organic foods, and seasonal dishes can reduce the amount of carbon dioxide associated with food transportation and production. Additionally, many destinations were dedicated to sustainable food practices, such as reducing food waste through composting and donating overly consumed food to local organizations (Abd Aziz & Ariffin, 2009).

Sustainable practices: Other sustainable practices that could be employed in the tourism industry include reducing the amount of plastic waste utilized by using reusable water bottles and shopping bags, advocating for local businesses and craftsmen, and promoting cultural sensitivity and appreciation of local communities (Utama, 2015b). Many other environmentally friendly practices can be incorporated into the tourism industry, including reducing plastic waste with reusable water bottles and shopping bags, advocating for local businesses and craftsmen, and promoting culture (Sutawa, 2012).

For instance: The Penglipuran village in Bangli Province constructed a Balinese house as a good example of house design. It’s considered one of the most hygienic areas in Indonesia. Many buildings are made with bamboo as their primary

construction material. They attained bamboo from their village. One of the most popular tourism industries derived from nature was inspired by the green school Bali, this camp provided programs that were holistic in nature, they also had a reputation for providing quality care to children, families, and schools (Mihardja et al., 2021). The Green Camp's four learning pillars. 1) sustainable education; 2) cultural interaction; 3) individual and 4) social development, environmental-based learning.

The Sustainable Development Goals of the United Nations are the foundation of the camp's and the green school's curriculum, which is full of bamboo components, it is in Sibang's village in Badung's regency, as a means of unifying the knowledge of sustainability issues, and to assist with becoming more responsible global citizens. We feel that the variety of cultures in our community should be valued and comprehended. Bali has a vast variety of culture and tradition that are blended into the Green Camp experience (Utama et al., 2020).

Navigating the inner world can be more intricate and perplexing than being lost and then finding your way out of a dense forest and jungle. Through numerous experiences, campers can increase their knowledge of themselves and others. Immersion in nature is complete, with a blurred distinction between the interior and exterior of the campground, this enables campers to fully comprehend their place in the natural world's rich biodiversity (Prasiasa et al., 2020).

It's through this association that campers develop a deep interest in the world around them and take charge of the planet they're living on. Ultimately, there are numerous environmentally friendly initiatives that can be undertaken in the tourism industry to reduce its environmental impact. This green camp will grant your children opportunities that include the introduction of Balinese Culture and Tradition, Exciting programs like Recycle Art, Community work, and other opportunities. How to cultivate their own food and then process it. Reconsider, Reduce, Reuse, and Recycle (Li et al., 2020).

Create a love of the outdoors and a resilience. Activities were part of responsible travel that increased your children's environmental awareness by encouraging sustainable transportation, promoting green accommodations, supporting healthy food choices, and implementing other environmentally friendly practices, the tourism industry can have a significant role in a more sustainable future for all (Suidarma & Afrita, 2021).

## **Literature Review**

The long-term viability of West Bali National Park may be in jeopardy. Several factors contribute to the damage of West Bali National Park (Utama et al., 2023c): (1) Land diminishment: Along with the growth of tourism and population, there is a decrease in land and the conversion of forests into agriculture, plantations, and settlements. This has adversely affected the natural habitat of the park's flora and fauna. (2) Violent logging: Violent logging methods are a significant threat to the local ecosystem's equilibrium at West Bali National Park. A common and valuable tree that is often hunted for profit is the commercial importance of which is noted. (3) Violent fishing: Violent fishing in the waters of West Bali National Park also adversely affects the coral reefs and other marine species. (4) Climate change: Climate change, including temperature increases and ocean acidification, can adversely affect coral reefs and species in the West Bali National Park. (5)

Sustainable tourism: Increased tourist attendance that is not accompanied by effective environmental management and awareness can lead to physical damage such as increased trash and habitat destruction.

All these factors have a negative impact on the West Bali National Park, this negative impact includes the destruction of the flora and fauna within the park and the pollution of the environment. This revelation is like that of Clements, Reuben, et al. in their research entitled *Trio Under Threat: Can We Preserve the Future of rhinos, elephants, and tigers in Malaysia?* (Utama et al., 2022). Pancasari Village also provides multiple accommodations and traditional Balinese architecture that ranges from luxurious villas to simple inns for visitors who want to spend time around the lake. Additionally, there are also food courts and restaurants that specialize in local and international dishes for those who want to taste Balinese delights. If you're on a trip in Bali, don't pass up the opportunity to visit Lake Buyan and Tamblingan in Pancasari's village (Utama, 2015a).

The area's sustainability is threatened by multiple factors that cause damage to the Kintamani Bangli Geopark (Susanto et al., 2018), including (1) Unintentional human actions: Tourists who visit the area often engage in actions like littering, vandalism, and damaging natural beauty with unintentional actions, like picking flowers or breaking branches. (2) Deforestation: Unintentional logging is one of the primary causes of the area's destruction. Unsustainable logging causes the destruction of natural habitats, the loss of animals, and the diminishment of the soil layer, all of which are important in maintaining environmental stability. (3) Climate change: Climate change such as increased temperature, air pollution, and water pollution can adversely affect the environment in the Kintamani Bangli Geopark. For instance, a temperature increase can adversely affect ecosystems and lead to the demise of species that are native to the area. (4) Excessive resource exploitation: Natural resources are over-exposed without concern for sustainability. This will lead to damage to the natural ecosystem. For instance, sand and stone mining can adversely affect soil composition and alter the course of land development. (5) Low public awareness: Low public awareness and comprehension of the value of protecting the environment and natural resources is also responsible for the damage in the Kintamani Bangli Geopark territory. If the community is not involved in protecting nature, then the conservation efforts will be unsuccessful. This worry has also been expressed by previous researchers (Mihardja et al., 2021).

Overall, the tourism industry's strengths include creating jobs and enhancing economic growth, cultural exchanges and global comprehension, local economic development, revenue generation for regions, and preserving cultural heritage. Conversely, the tourism industry has shortcomings. The tourism industry's weaknesses include 1) A heavy environmental impact 2) Overcrowding and the loss of natural habitats 3) The destruction of cultural heritage sites 4) A lack of equal distribution of profits. Trash is a significant problem on the planet due to its environmental effects, damage to ecosystems, health issues that are caused by littering, and the overall visual pollution it produces. Additionally, trash takes up significant space in landfills, which have a limited capacity to store it (Cros, 2009), (Norcken et al., 2017).

Garbage and other waste plastic will be discarded in the backyard. The process is that they will create a hole in the first place to dispose of the garbage. As the clock continues to tick, the island of Bali that was primarily homogenous has

now become more diverse. With the increasing popularity of Bali's tourism, of course, many visitors from outside the island begin working in Bali, particularly in the tourism industry. Now, the issue of Bali is that trash is spread across the entire island because people frequently toss trash onto their fellow citizens' vacant land. This is the precursor of today's waste accumulation without control (Fitriani et al., 2018).

Participating in environmentally friendly building methods and advocating for local craftsmen and suppliers. The Bali government's attempts to enhance the community's economy are via the Micro, Small business environmental tourism, and Medium sized enterprises (UMKM). Specifically, they want to make the process of funding, obtaining business licenses, and acquiring other resources easier, more convenient, and of higher quality. All of this has a significant impact on UMKM in providing quality products to visitors. In empowering small businesses, there are numerous challenges in its implementation, namely, human resources must be augmented, funding or capital must be provided, and a sustainable distribution network must be maintained (Utama & Trimurti, 2019), (Utama et al., 2022).

When we travelled to a Balinese farm at Batuan village, Gianyar Province, the design of the building was based on the Tri Angga is human body concept. The top of the place is dedicated to worshipping families who possess numerous shrines in their homes), the middle is a building with multiple functions, and the rear is a garden that functions as a plantation and tree growing area. This portion of the backyard is referred to as *tebe* in the Balinese language (Utama et al., 2021).

The backyard is dedicated to the cultivation of flowers, vegetables and trees, these items are beneficial for religious ceremonies or daily meals. The Balinese will seek out their harvest in their personal garden, which is located behind the residence (Utama et al., 2020). This is the theory of the Balinese predecessors, who the most of them engaged in agriculture to support the family's livelihood. Richard Butler delves into the theories and methods of environmentally friendly tourism. It studies the concepts of sustainability and conservation in the tourism industry, and how these concepts can affect the environment, local communities, and visitors. The book also discusses the difficulties and benefits of environmentally friendly tourism, as well as the potential obstacles and remedies associated with its implementation. The book is intended to serve as a resource and guide for those who are currently involved in or want to implement environmentally friendly tourism (Picard, 1996).

Conversely, the theory of Ecotourism by Brian M. F. Goodall and Ronald Michael Bell states that tourists should be encouraged to observe and experience the natural environment while respecting local cultures and avoiding any detriment to the destination (Rogos, 2020).

This method promotes a more environmentally responsible and sustainable style of travel that concords with the principles of conservation while benefitting local communities. The focus is on conservation, education, and ethical travel that balances the needs of travelers with the preservation of natural habitats, social and cultural heritage, and local communities (Barna et al., 2011).

## **Research Method**

This investigation was a survey, observational, direct, and investigative interview. Data was gathered through surveys and observational studies of the five ecotourism destinations in Bali, these include West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung (Utama et al., 2023a).

Interview: This method was used to gather information through open-ended questions that were intended to be answered by the participant, such as participants in an ecotourism program or visitors of a museum. Surveys may ask participants about their satisfaction with the program, the quality of the program, the sustainability of ecotourism, and the effect of the program on the environment and local communities (Moriarty, 2011). Interview: This procedure involves discussion between scientists and participants in the form of interviews. Interviews can be held with various parties involved in ecotourism initiatives, including tour companies, local communities, and local government. The objective of the interview was to get additional information about the effectiveness of the program, the difficulties encountered, and the methods used to preserve the viability of ecotourism (Williams & Putra, 1997).

Direct observation: This method was dedicated to the direct observation of environmental tourism programs. Observation can be conducted by scientists to gather information about the effectiveness of the program, for example, by observing the interaction between tourists and nature, the utilization of natural resources, and the behavior of visitors regarding environmental conservation (Hair et al., 2007).

Document analysis: This procedure involves obtaining information from documents pertaining to ecotourism initiatives, such as previous accomplishments, evaluations, and strategy documents. The information was then assessed to determine if the program has achieved its intended goals (Palinkas et al., 2011), (Morse, 2016).

## **Results and Discussion**

### **1) Empirical Review**

Based on the principles mentioned above, the concept of ecotourism involves the following activities, but it was not limited to nature walking, wildlife observation, and cultural tourism with the concept of taking care of biodiversity, climate, conservation areas, and cultural heritage (Utama et al., 2023c). Some countries that have accomplished this have included Costa Rica, Rwanda, Ecuador, New Zealand, Indonesia, Kenya, Uganda, Japan, Peru, and Sweden. These countries have all developed successful ecotourism industries that were focused on sustainability and have a positive impact on the local community. For instance, Costa Rica was a country that's renowned for its rich biodiversity and beautiful natural scenery, this makes it a popular destination for environmental tourism. Other reasons why Costa Rica has dedicated ecotourism as a method of country development. This country was like the Indonesia nation with 17,000 islands (Utama, 2014a).

The Central Bureau of Statistics reported that Indonesia's forest area was 125.82 million hectares in 2020. That number hasn't changed from the previous year. Specifically, 29.58 million hectares of the country's forests were considered a protected area. Next, 27.41 million hectares were dedicated to nature reserves and to protecting them. A total of 26.77 million hectares were dedicated to production forests that were limited in their harvest. Perennial forests that are produced on a permanent basis cover 29.22 million hectares. Meanwhile, 12.84 million hectares of producible forest that can be converted. Conversely, the volume of the forest territory in the country has declined in the past five years. On the average, the decline was 0.21% over the course of five years from 2015 to 2020 (White, 2008).

This research was intended as a precursor to more extensive observation and survey of the management of ecotourism destinations in Bali, the five locations were: West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This initial investigation aims to determine the degree to which search terms associated with the five ecotourism destinations were popular (Okta & Suyasa, 2016), (Karmini, 2020). This research was intended as an initial study of the Bali ecotourism destination's sustainability concerns associated with the five other ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. Every country has a place that they visit most. They take advantage of its natural resources and encourage visitors to experience them in a responsible way: first, they should create economic benefits and enhance the local economy, second, they should preserve the environment and provide a sustainable development, and third, they should be recognized as a green destination, the country should promote the famous objects as a tourist destination that is responsible (Utama et al., 2023b).

## **2) Overcome Over Tourism by The Implementation of Tri Hita Karana**

*Tri Hita Karana* was derived from the Sanskrit language, which was composed of three words. Tri means three, Hita means prosperity or joy, and Karana is cause or effect. As a result, Tri Hita Karana was considered to have the meaning "three sources of joy". The *Tri Hita Karana* doctrine was a philosophical doctrine that originates from Bali that describes three critical principles that were necessary for achieving equilibrium and harmonious living. In Hinduism (Roth & Sedana, 2015).

*Tri Hita Karana* was considered a doctrine that instructs people in living alongside each other. The prerogative was to promote harmony in life, not only with fellow humans, but also with God and the environment (Astiti et al., 2015). These three peaceful relationships were thought to promote happiness, harmony, and overall well-being. Article in the journal *Implementation of the Tri Hita Karana Theory in a Global Life view: Thinking Globally, Behaving Locally* states that the components of Tri Hita Karana were contained in the holy book Bhagavad Gita (III.10) (Peters, 2013), (Rosalina, 2017).

One of the primary aspects was Bhuta Hita, which focuses on the importance of maintaining harmony with the universe (Pitana, 2010). Tri Hita Karana has components that were *Parhyangan*, *Pawongan*, and *Palemahan*-based. In its creation, *Parhyangan*, the relationship between God and humans, can be considered analogous to the thought patterns, concepts, or values associated with them.

*Pawongan*, which refers to the human bond with other humans, was identical with the social component (Roth & Sedana, 2015).

### **3) Overcome Over Tourism by The Implementation of Sapta Pesona**

The concept of *Sapta Pesona*, Bali could provide a condition that must be met by tourist attraction managers to draw in tourists (Nasution et al., 2020), (Soeswoyo, 2020). *Sapta Pesona* was described as follows: 1) Safe: Conditions and situations that provide a peaceful and secure atmosphere for tourists, lacking fear, worry, or other disturbances. as well as violent or criminal acts. Safe while using the facilities or infrastructure he had access to while traveling (Utama et al., 2021), 2) Orderly: It's a condition or situation that reflects the atmosphere's orderliness and consistency, as well as discipline in all social interactions (White, 2008); 3) Clean: It's a state or condition that exhibits hygienic and orderly characteristics, both in the facility's environment and in the destination area, regarding trash, waste, pollution, and other impurities (Mukhtarom & Prasetio, 2020). 4) Cool: A condition or situation that promotes a peaceful and pleasant environment, which was created through the arrangement of landscaping and vegetation on the tourist route (Mukhtarom & Prasetio, 2020); 5) Beautiful: A condition or situation that reflects an orderly and harmonious composition, so that it exudes beauty in both the coloring of the landscape and the way it was presented, as well as the way it was received; 6) Friendly: Friendly in the nature and behavior of people who were friendly in their interactions, respectful, and polite in communication, all of this was typical of the cultural heritage of Indonesia (Meng et al., 2008); 7) Memories: Includes several aspects: (1) Memories regarding the comfortable nature of the stock that was rice-based (*Jineng* in Balinese) for overnight travelers, pleasant environment, and service; (2) Memories from a cultural perspective that were enjoyable in both quality and consistency, as well as in the way they are presented and received; (3) Memories regarding the regional food and fruit that were common both in presentation and variety (Cros, 2009).

## **Conclusion and Suggestion**

### **Conclusion**

The critical aspect of eco-tourism is to manage the environment and learn how to maintain nature for the next generation. As a result, some of the suggestions should be considered seriously (Karagiannis & Apostolou, 2004). Successful implementation of these theories will facilitate the tourist destinations in becoming more environmentally sustainable and decreasing their environmental impact (Li et al., 2020). Creating public transportation that is affordable and comfortable, investing in electric and hybrid vehicles, Encouraging the use of clean fuels and renewable energy for transportation, implementing programs to reduce the utilization of single-use products like plastic, and Providing information about sustainable transportation methods (Dmitrović et al., 2009).

Reducing the use of single plastics. Norway is one of these nations that has enacted numerous strategies to reduce the volume of single-use plastic, with variable levels of achievement. Some of the most popular methods employed are Charging fees for single-use plastic bags and prohibit the use of plastics in specific locations, such as hotels, restaurants, airports, etc. incentivizing local people or

communities to utilize reusable bags, conducting public awareness campaigns, and implementing recycling mechanisms (Li et al., 2020).

Emitting less during travel. The most effective solution to Bali, Indonesia for Reducing Emissions During Travel for tourists is to implement a comprehensive transportation system for visitors; to provide safe vehicles for non-motors in tourism objects and to increase the number of garbage bins in public areas and these must be controlled with security; to implement measures like traffic calming and promoting safety on the road is the primary reason (Utama, 2014).

Develop sustainability practices like reducing or managing the energy consumption of accommodations, restaurants, and other businesses. Integrate environmentally sustainable practices into all aspects of tourism, and public areas, including restaurants and other tourist sites. Integrating a sustainable, clean environment involves taking a circular approach that reduces waste and recovers anything that can be reused (Karmini, 2020).

Along with the rapid expansion of Bali's tourism as a tourist destination that is based on its natural beauty, cultural merits, and attractiveness to foreign tourists, a paradigm began to emerge and the desire of the tourism market to return to nature and the concept of environmental conservation, which is also known as alternative tourism (ecotourism) in the field of tourism (Walpole & Goodwin, 2001).

Conduct programs to clean the environment and promote safety while also promoting wellness in all residents. Conduct training programs that focus on environmental conservation and promote safety in tourism can be designed to address multiple areas of environmental conservation and safety in tourism: (1) Awareness of environmental concerns and their impact on the experience of wellness; (2) Awareness of the best practices for the disposal of waste and the management of energy and water; (3) Understanding of safety measures and how to implement them effectively; (4) Skills on the efficient use of resources and management of energy and water; (5) Communicating safety concerns and environmental conservation to both visitors and staff (Utama et al., 2021), (Walpole & Goodwin, 2001).

Preserving the natural habitats and species diversity. Several factors contribute to the damage of the Buyan Tamblingan Area, including: (1) Illegal logging: This is one of the primary causes of damage to the Buyan Tamblingan area. Trees that are harvested without authorization will detriment the ecosystem and negatively affect the natural ecological balance. (2) Land invasions: Also, land invasions for agricultural, plantation, and settlement activities lead to damage to the Buyan Tamblingan region. The procedure of land encroachment typically involves clearing forests and replacing them with land that is open to the elements, this procedure will typically disrupt the ecosystem's balance and reduce its natural habitat. (3) Water pollution: The mis management of industrial, agricultural, and residential waste can lead to water pollution in the Buyan Tamblingan region (Utama & Trimurti, 2021).

In terms of environmentally sustainable tourism, preserving natural habitats and species diversity, several parties and organizations are involved: Governments and local agencies like travelers, accommodators, tourists, and local communities, all of whom are responsible for implementing rules and protecting natural habitats. Individuals and organizations dedicated to tourism can choose conscientiously

about their own behavior and lifestyle to minimize the impact of their actions on the environment (Lu & Nepal, 2009).

### **Suggestion**

Allow visitors to be accountable and participate. All visitors should be encouraged to take part in environmental conservation and restoration through initiatives that are sustainable: 1) Educating visitors about the environmental effects of tourism through outreach and education programs, 2) Providing information about environmentally-friendly tourism practices and events, 3) Incorporating sustainability-oriented activities and events into tourist packages, 4) Incentivizing visitors to utilize travelers transportation or safety cars with insurance and starting to utilize other environmentally friendly transportation services, 5) Involving visitors in replanting trees that are endangered by tourism, as well as donating to conservation societies in the island (Mat Som, 2019), (Rosalina & Putra, 2017).

A successful and sustainable Ecotourism program can create jobs, increase income, and people can sell handicrafts in their area, they can also rent their land out, or participate in making accommodations for tourists, all this automatically leads to an increase in community involvement in protecting the environment and natural resources of Bali. As a result, we should safeguard the island of Bali, the Balinese people, nature, and the unique culture, religion of the Hindus, and have a water irrigation system based on Tri Hita Karana. This would lead to a prosperous career in tourism, safety, and sustainability.

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