

# Alternative Tourism Implementation: Potential Negative Impacts of the Lovina Tourism Area

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**Abstract.** This study aims to analyze more deeply related tourism alternatives that answer the saturation of mass tourism or conventional tourism. The objectives of this study are 1) to analyze the implementation of coastal tourism as an alternative tourism, and 2) to analyze the impact of the implementation of alternative tourism in the Lovina Tourism Area. This study uses qualitative methods, data collection techniques using participatory survey and observation techniques with in-depth interviews with key informants, and literature studies where metadata is taken from books, online journals, and secondary references such as the number of tourists. Data processing and analysis were carried out descriptively based on the results of interviews with respondents. The results of the study show that 1) the implementation of tourism activities in the Lovina Tourism Area conceptually includes alternative tourism, namely with the number of tourists with special interests (small categories), emphasizing sustainability (coral reef cultivation, dolphin watching, waste processing), host and guest interaction very large. 2) Potential negative impacts of the implementation of alternative tourism in coastal areas include areas that are vulnerable to damage, and economic contributions that are greatly influenced by the lack of tourists. This is a characteristic of alternative tourism. Comprehensive and systematic planning is needed.

**Keywords:** Alternative Tourism, Impact, Lovina.

## 1 Introduction

Sustainable Development Goals (SDGs)/ *Sustainable Development Goals* (SDGs) are development that maintains the improvement of the economic welfare of the community Sustainably, development that maintains the sustainability of the community's social life, development that maintains the quality of the environment and development that ensures justice and the implementation of governance that can maintain the improvement of the quality of life from one generation to the next [1]; [2]. This is the basis for all activities ranging from planning, implementation, and evaluation of activities in various sectors, including the tourism sector. The main and first priority of tourism is to build its people, especially the local community and those who directly interact with tourists so that equality can be achieved and mutual exchange and

cooperation can occur to respect each other and enrich life [3]. The development of areas that have tourism potential is expected to increase the number of tourist destinations in Bali Province which will further have implications for improving the economic welfare of the local community [4]; [5]; [6], [7]. The development of tourism in Bali Province is very rapid, this is shown by the increase in Indonesian tourist visits by 32.74% from 2021-2022 [8]. However, there is a gap in each district in Bali. The difference in visits in each district causes differences in regional development.

South Bali (Badung Regency, Gianyar Regency, Tabanan Regency, and Denpasar City) has *over capacity*. This is seen from the level of congestion, water crisis, and waste problems. Tourism development planning requires a sustainable regional development paradigm [9]. The potential it has as a tourist attraction so that it does not bring negative impacts on the environment but can provide economic benefits and empowerment for the community [10]. The Covid-19 pandemic is a momentum in rethinking tourism management [11]. Need to create a growth center (*Growth Pole*) in other regions to share the burden on areas that have exceeded their carrying capacity. The area that has the potential to develop sustainable tourism is North Bali. *Alternative Tourism* is a term that answers the saturation of *Mass Tourism* or Conventional Tourism. Tourism saturation is related to the negative impact caused, especially on the environment and tourists. The discussion in this paper focuses on the concept of ecotourism in coastal areas in the Lovina Tourism Area, Buleleng. Buleleng with the potential of coastal resources which is the mainstay and main attraction in coastal tourist destinations. Lovina Tourism Area is part of the Lovina tourism area.

Buleleng Regency has the longest beach in Bali which is 157.05 Km and has the most extensive area compared to other districts in Bali [12]. The position of Buleleng Regency *Nyegare-Mount* It is located between the hills and the coastal area. Potential of Coastal Resources such as coral reefs that are being developed in Lovina Tourism Area. The potential of Coral Reefs and *dolphin watching* is a trigger or stepping stone to be able to develop coastal areas in Lovina Tourism Area as a tourism area. Coral reefs and *dolphin-watching* Healthy ones will provide various benefits. Such as ensuring the sustainability of other marine life that supports the local community. Fishermen are the main livelihood of the community Lovina Tourism Area so proper potential management is sought. Great potential without proper management causes gaps, especially in the tourism sector [13]. Based on this description, the purpose of this study is to analyze the implementation of alternative tourism and the potential impact of its implementation. Results [14] about alternative tourism (special interest) with a relatively small number of tourists, the opposite of mass tourism. This is strengthened based on the results of research conducted by [15], alternative tourism is effectively implemented by considering special interest tourists (a small number). Conditions in Tourism in Buleleng Regency have the characteristics of the number of special interest tourists. However, it is necessary to research its implementation and potential impact.

## 2 Method

This research uses qualitative methods, data collection techniques using survey techniques and participatory observation with in-depth interviews with key informants [16], and literature studies [17] Where metadata is taken from books, online journals, and secondary references such as the number of tourists. Data processing and analysis were carried out descriptively based on the results of interviews with respondents. Data accuracy is based on triangulation techniques [18] with the process of verifying and confirming the results of observations, interviews, and based on concepts and theories.

## 3 Results and Discussion

### 3.1 Implementation of Tourism Alternatives in the Lovina Tourism Area

Tourism development with the concept of ecotourism is an ideal step to maintain the preservation of the natural environment and community culture from the negative impact of conventional tourism development [19]. It is an ideal solution to be applied/implemented in the tourism industry which tends to harm the environment and culture of the local community. Implementation of coastal tourism activities in Lovina Tourism Area in general, has met the criteria/principles of ecotourism and has also become an alternative tourism in rapid tourism (number of visits) in South Bali, especially Badung Regency. Based on the results of the author's service in the Lovina Tourism Area, local communities are already aware of how to maintain/preserve the potential of their Coastal Resources which are the source of their livelihood. Coral reef cultivation and *dolphin watching* a priority programs in the coastal area of Temukus Village [20]. Lovina Tourism Area already has an organizational structure that oversees this program, namely the Tourism Awareness Group (POKDARWIS), and the Supervisory Community Group (POKMASWAS) of the Temukus Village Sea Tiger. The dominant local community is fishermen, this organization also collaborates with Fishermen Groups, Waste Banks, and the Fisheries and Marine Service of Buleleng Regency. Based on the manager, the social aspect of ecotourism has been fulfilled as well as the ecological aspect. However, in the economic aspect, it will be related to the number of tourists who visit, shop, stay, or enjoy other services is still low. This is proof that the development of alternative tourism is relatively slow compared to mass tourism [21]; [22]; [23]. The lack of tourist visits is also proof that ecotourism is one of the *Tourism Alternatives* or special interest tourism for hobbyist tourists *Diving* and *Snorkeling*. Tourists who visit are invited to get an authentic experience related to how to plant coral reef seedlings and *dolphin watching* in the middle of the sea, starting to make planting media, grafting, to putting/planting in the appropriate location. This is an interesting activity and an opportunity for tourists to return to visit the results of their cultivation. Get 2 benefits at once, namely preserving coral reefs and *dolphin watching*, and get economic benefits. The following are coral reef cultivation activities and *dolphin watching* at Lovina Tourism Area which involve the management of community groups and tourists. Coral reef conservation and *dolphin watching* which involves *Hosted* and *Guest* is a characteristic of the principle of sustainable tourism [24] and there is a source of income for the community where

tourism business actors are located. This activity is a step toward achieving the target of the SDGs indicators in the tourism sector.

### **3.2 Potential Negative Impacts of Coastal Ecotourism in the Lovina Tourism Area.**

Alternative tourism emerges as a result of the negative impact caused by conventional tourism or *mass tourism*. However, based on critical analysis, it is likely that there will be a negative impact of this ecotourism, which is as follows.

- 1) Whatever the form of human activity, if it has been in contact with natural conditions, there will be a tendency to change natural conditions (beautiful to see, not necessarily nature (animals and plants) can adapt or feel comfortable living in a new habitat (coral reefs and *dolphin watching* cultivated products in various forms)
- 2) The idealism of managers (the community and the government) related to the concept of alternative tourism can change as tourist visits increase, thus increasing tourism facilities which will inevitably change functions and pollution (especially pollution on the coast)
- 3) Coastal areas are areas that are vulnerable to damage. However, the management carried out in the coastal area, without cooperation with the upper region (highlands), the effort will be in vain. Comprehensive and systematic planning is needed.
- 4) Conflicts are most likely to occur because coastal areas do not have administrative boundaries, resource grabs, theft or destruction of coral reefs and dolphin watching, violations in conservation zones, and so on. So it needs very strict supervision.
- 5) Unpredictable oceanographic conditions, changes in currents, waves, and seawater temperatures are threats to coral reef conservation zones and dolphin watching. The weather (rain and wind) greatly affects the comfort of tourists.
- 6) The typology of the beach will provide a different basis for the application of this alternative tourism model. This will depend on the coastal resources owned.
- 7) The potential negative impact that is a "curse" for alternative tourism in Indonesia which in this paper discusses the concept of *ecotourism* is the low income of destinations from tourism activities. *Coastal Ecotourism* is a special interest tourism, whose market share is tourists who are special hobbyists.

Based on the results of the critical analysis, idealism from stakeholders is the key to avoiding potential negative impacts. Implementing sustainable development goals [10] following the target *Sustainable Development Goals* (SDGs) [25] The tourism concept that has the least negative impact is the concept of ecotourism. Three points that form the concept of ecotourism where ecotourism is a typical tourism activity contains 3 elements of "eco", namely 1). Ecological where ecotourism activities must be environmentally friendly or environmentally friendly and responsible for the preservation of natural areas, 2). Economical where this activity is profitable, benefits the community around the activities carried out, and 3). *Evaluating*

*Community Optimum* or public perception where this activity must pay attention to public opinion or involve the community, including maintaining the cultural integrity of the community [26];[6];[19]. Tourism development with the concept of ecotourism is an ideal step to maintain environmental sustainability nature and community culture from the negative impact of conventional tourism development.

#### 4 Conclusions

Based on the discussion that has been described, the concept of alternative tourism is implemented in one of the tourist areas in North Bali. Coastal tourism in the Lovina Tourism Area can be concluded to meet the principles of *alternative tourism*. The Lovina Tourism Area is a coastal area whose people are highly dependent on the potential of their coastal resources. The local community has realized the importance of maintaining and preserving coral reefs and *dolphin watching* which provides great benefits directly for fishermen and tourism business actors in the Lovina Tourism Area. Coral reef conservation and *dolphin watching* also involve tourists. Preserving coral reefs and *dolphin watching* is one of the tourism activities that can provide experiences for tourists in the importance of the role of coral reefs and *dolphin watching* and providing great benefits for the environment (*abiotic, biotic, culture*). The potential negative impact of the implementation of alternative tourism is that activities in *the upland area* have a significant influence on seawater conditions in coral reef ecosystems and *dolphin watching*. In addition to the impact on the environment, *alternative tourism* in general and *coastal ecotourism* in particular have few tourist visits. This will affect the economic aspects of tourism business actors (local communities), including local income. The consequence that must be accepted from this idealism towards alternative tourism is that the economic benefits are very low and go very slowly.

Based on these conclusions, some suggestions can be recommended in the implementation of alternative tourism that carries the concept of sustainable tourism to remain firm in the principles of sustainability. In addition, planning and management use a systems and comprehensive approach. Combining local (*Tri Mandala*) and global concepts (SDGs) is something that can maximize the goals of sustainable development.

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