

SUSTAINABLE TOURISM MANAGEMENT AT ECOMANGROVE ULAM SARI KEDONGANAN

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Abstract:

The Ecomangrove Ulamsari Kedonganan tourist attraction is one of Bali's ecotourism destinations, offering educational and recreational experiences in a mangrove forest area. The increasing number of visitors poses potential negative impacts on the environment and society. This service aims to analyze sustainable tourism management at Ecomangrove Ulamsari Kedonganan. The findings show that sustainable tourism management at Ecomangrove Ulamsari Kedonganan is still not optimal. The ecological, economic, and socio-cultural aspects need to be better integrated. The ecological aspect has yet to be fully implemented in waste management, wastewater treatment, and carrying capacity. The economic aspect could have been more optimal in increasing local income and equitable economic benefits. The socio-cultural aspect has yet to be fully applied in local community empowerment and cultural preservation. Based on the findings, several strategies are recommended to improve sustainable tourism management at Ecomangrove Ulamsari Kedonganan. Implementing better waste and wastewater management systems, 2. Developing more creative and innovative ecotourism, 3. Increasing local community participation in ecotourism management, 4. Strengthening education and awareness for tourists about ecotourism

Keywords: Ecotourism, Sustainable tourism, Ecomangrove, Conservation

Article History:

Received: 2024-01-04

Revised: 2024-02-02

Accepted: 2024-03-15

Vol 1 Issue 2 2024

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INTRODUCTION

Tourism is a significant source of foreign exchange for a country and has a substantial role and potential in boosting economic growth. Tourism is a key sector in Indonesia that can enhance economic development, including in Bali. The objectives of tourism management are to stimulate regional economic growth, improve the population's well-being, and preserve nature, the environment, and resources (Atmadja et al., 2021; Parma et al., 2021).

Tourist attractions are based on the presence of resources that provide pleasure, beauty, comfort, and cleanliness; high accessibility for visitors; unique or rare features; and supporting facilities to serve tourists. Environmentally conscious ecotourism is an appealing and popular tourist alternative (Laksmi & Arjawa, 2023).

Ecotourism is a form of sustainable tourism development. According to The International Ecotourism Society, *ecotourism* is responsible travel that conserves the environment, supports the well-being of local people, and involves interpretation and education. It is an effective form of sustainable tourism for addressing environmental issues in coastal ecosystems. Applying ecotourism concepts must prioritize environmental preservation and maintenance rather than damaging the environment and disrupting natural balance (Laksmi et al., 2023).

Sustainable tourism is a management concept responsible for environmental, social, and economic aspects. This concept aims to minimize the negative impacts of tourism on the environment and local communities while maximizing economic benefits for residents. The Ecomangrove Ulamsari Kedonganan Bali tourist attraction is an example of a destination applying sustainable tourism principles. Ecomangrove Ulamsari offers educational and adventure tourism in a professionally and responsibly managed mangrove forest. Located in Kedonganan Village, Kuta District, Badung Regency, Bali, Ecomangrove Ulamsari features extraordinary natural beauty with its mangrove forest. The mangrove forest at Ulamsari Kedonganan hosts diverse flora and fauna, making it a major draw for visitors.

In addition to its natural beauty, Ecomangrove Ulamsari has significant tourism potential, driven by several factors:

- Strategic location: Ecomangrove Ulamsari is near Ngurah Rai International Airport and is easily accessible to tourists.
- Easy accessibility: The site has good road access and various transportation options.
- Comprehensive facilities: Ecomangrove Ulamsari provides parking areas, restrooms, prayer rooms, and gazebos.
- Attractive activities: Ecomangrove Ulamsari offers activities like mangrove forest trekking and river exploration.

However, tourism development in this area must also consider environmental sustainability. Unsustainable tourism management can negatively impact the environment, such as water pollution, mangrove forest damage, and loss of flora and fauna. Therefore, there is a need for human resource readiness in tourism management, including analysis or assessment of sustainable tourism management at Ecomangrove Ulamsari Kedonganan. This analysis is expected to help ensure that Ecomangrove Ulamsari becomes a sustainable tourism destination that balances economic, social, and environmental aspects (Sara & Saputra, 2021).

Good Village Governance. As a principle, governance is a system of rules, processes, and behaviours that influence how power is exercised at various levels of government, particularly concerning openness, participation, accountability, effectiveness, and coherence (Jayawarsa et al., 2022). Good governance contributes to various development goals due to internal changes in how power is managed, shifting from the state's conventional control and command approach to a more network-oriented and balanced power dynamic with various stakeholders. Building on this understanding, it becomes clear that every organization, including village governments, can harness the transformative power of good governance. By organizing village governance with the aim of achieving good village governance, we can catalyze efforts to improve and enhance management processes, leading to better performance. This transformation from good governance to good village governance is not just a theoretical concept but a practical and achievable goal that can be realized with the right strategies and commitment (Sara et al., 2023).

Government Internal Control System. Mulyadi (2014) states, "The internal control system includes the organizational structure, methods, and measures coordinated to safeguard the organization's assets, verify the accuracy and reliability of accounting data, promote efficiency, and encourage management policies." In Government Regulation Number 60 of 2008 concerning the Government Internal Control System (SPIP), it is explained that the elements of the Government Internal Control System (SPIP) include:

1. Control Environment
2. Risk Assessment
3. Control Activities
4. Information and Communication
5. Monitoring

Community Welfare. In the context of economic development, the improvement of community welfare is a crucial component. Economic development is deemed successful when it leads to an enhancement in community welfare. Failing to consider the enhancement of community welfare in the pursuit of economic success can result in disparities and inequalities in community life. Community welfare is a condition that mirrors the living standards of the community (Saputra et al., 2021). Community welfare indicates the outcomes of community development in achieving a better quality of life, which includes: first, the improvement of capabilities and equitable distribution of basic needs such as food, housing, health, and protection; second, an increase in living standards, income levels, better education, and greater attention to culture and humanitarian values; and third, the expansion of economic scale and the availability of social choices for individuals and nations. Community welfare is a

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condition where basic needs are met, reflected in decent housing, sufficient clothing and food, affordable and quality education and healthcare, or a situation where each individual can maximize their utility within a certain budget constraint, as well as a condition where both physical and spiritual needs are fulfilled (Atmadja et al., 2019).

METHODS

The method used in this community service project is Participatory Action Research (PAR). Community service with a Participatory Action Research (PAR) approach focuses on community empowerment. Empowerment must always address the needs and problems present within the community. Additionally, PAR is oriented towards the development and mobilization of knowledge within the community, enabling them to become agents of change rather than merely objects of the service. In the PAR paradigm, the community is the primary agent of social and religious change, while the faculty members and students conducting the service act as facilitators of this change process. Those involved from higher education institutions must position the community as the main player in development and change. The presence of faculty and students as facilitators empowers the community in a participatory manner. This community service is conducted in the Ecomangrove Ulamsari Kedonganan area, located in Kedonganan Village, Kuta District, Badung Regency, Bali.

RESULT AND DISCUSSION

Ecomangrove Ulam Sari Kedonganan is in the Traditional Village of Kedonganan, Kuta District, Badung Regency, Bali. Unlike conventional tourist attractions, Ecomangrove Ulam Sari Kedonganan prioritizes environmental sustainability. Developed and managed by local fishermen and community members, it offers a unique experience exploring a 22-hectare mangrove ecosystem (Laksmi & Arjawa, 2023). The mangrove area on the eastern coast of Kedonganan has long been a gathering and activity spot for fishing groups such as Segara Ayu, Ulam Sari, and Wana Segara Kertih. Recently, this area has been developed into a tourist destination that attracts many visitors. According to the explanation from the Bendesa Adat Kedonganan, the core concept of Ecomangrove Kedonganan is "back to nature," indicating a priority on preserving the mangrove ecosystem as a hidden and highly valuable tourist potential (Lewenususa, 2023).

At Ecomangrove Ulam Sari Kedonganan, striking the right balance between environmental conservation and tourism development is a top priority. It is a harmonious blend that requires integrated efforts to maintain the mangrove ecosystem's sustainability, the main attraction of the destination (Purwanti et al., 2021).

The development of access pathways reflects a commitment to balancing tourism development with environmental preservation. Although this infrastructure is built to enhance visitor comfort and accessibility, its design also considers the sustainability of the mangrove ecosystem. Using natural materials such as bamboo, constructing these pathways minimizes environmental impact. Moreover, its dual function for both tourism and the interests of fishermen and research shows a holistic approach to managing the area (Oladeji et al., 2022).

This development will achieve harmony between environmental sustainability and tourism growth. This effort represents a concrete step towards preserving the valuable mangrove ecosystem while also considering the needs and well-being of local communities. As part of maintaining ecological balance, responsible tourism management must always account for its environmental impacts and ensure that every development step adheres to sustainability principles. Thus, destinations like Ecomangrove Ulam Sari Kedonganan can continue to inspire efforts to blend quality tourism with sustainable environmental preservation (Chrastina et al., 2020).

Ecomangrove Ulam Sari Kedonganan offers a range of appealing attractions for environmentally conscious visitors. One highlight is the mangrove forest tour, which provides opportunities for visitors to learn about biodiversity and the importance of mangroves in coastal ecosystems. Visitors can also

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enjoy stunning sunrise and sunset views along the coast, creating a captivating and eye-pleasing experience. Besides recreational activities, Ecomangrove Ulam Sari Kedonganan offers participatory educational activities, such as planting mangrove seedlings. Through these activities, visitors can directly contribute to environmental preservation by planting mangroves that will serve as habitats for various animal and plant species. Additionally, visitors can enjoy canoeing around the mangrove area and shell collecting, a popular activity among local and international tourists (Suroija et al., 2022).

With its focus on environmental preservation and sustainable practices, Ecomangrove Ulam Sari Kedonganan provides a unique and in-depth tourist experience. This destination entertains and actively involves visitors in environmental conservation efforts. The development of this tourist site aims to raise public awareness about the importance of environmental preservation and sustainable tourism.

Thus, Ecomangrove Ulam Sari Kedonganan can be an example for other tourist destinations in integrating sustainability values into their management. Mangrove ecotourism is crucial in educating both the public and tourists about preserving the environment and mangrove ecosystems. Activities such as mangrove trekking and educational outreach about mangroves and mangrove-based products are key attractions supporting educational efforts in the mangrove ecotourism area. Additionally, providing supporting facilities like informational signage around the area is an important part of these educational efforts (Saputra et al., 2022).

CONCLUSION

Sustainable tourism management at the Ecomangrove Ulamsari Kedonganan tourist attraction is the main key to maintaining the sustainability of the ecosystem, local culture and the surrounding community's economy. Several crucial aspects need to be considered in building a sustainable management model. There is a need for a balance between nature conservation and tourism development. Environmental conservation efforts must be integrated with developing tourism infrastructure and facilities without sacrificing the sustainability of the mangrove ecosystem, which is the main attraction of tourist attractions.

Active participation of local communities in management is the key to success. Involving the community in decision-making, capacity building, and local economic empowerment will increase the sense of ownership and responsibility for tourist attractions. The importance of education and environmental awareness for visitors. Educational programs about the importance of protecting the environment, local culture and responsible behaviour will help reduce the negative impact of tourism on the environment and local communities. Sustainable management also requires cross-sector and cross-party collaboration. Collaboration between the government, NGOs, the tourism industry, academics and civil society is needed to create holistic and integrated management policies and practices.

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