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## The Bali Ecotourism Destination Management to Create Local Small Business

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<https://doi.org/10.18280/ijstdp.xxxxxx>

### ABSTRACT

**Received:**  
**Revised:**  
**Accepted:**  
**Available online:**

**Keywords:**

*ecotourism, sustainable tourism, market potential, tourist destination, market segmentation.*

In the case of Indonesia, most of the tourist attractions offered and advertised are national parks or protected forests. They are under protection to be preserved, on the other hand, they are advertised to attract many tourists. In many cases, there is a gap between idealism and reality. It is believed that good ecotourism management can mediate between these two interests. This study aims to determine the Ecotourism Destination Management to Create Local Small Business at related to the five ecotourism destinations, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This study consists of a survey, direct observation, interviews, and a literature review with documentation analysis. Data were collected through surveys and observations at ecotourism destinations in Bali. Motivation to participate in ecotourism management can be increased by providing management opportunities that can increase community income through the establishment of small businesses related to ecotourism potential. In this context, the government can issue limited management permits to communities with clear rules so that the forest managed as an ecotourism program remains sustainable. The communities' motivation for ecotourism will increase if they have the opportunity to participate in ecotourism management, and for this, they need to improve their ecotourism management skills. If they are motivated, have the opportunity to participate, and can participate, then they will be able to create small business opportunities related to ecotourism programs.

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## 1. INTRODUCTION

In the case of Indonesia, most of the tourist attractions offered and advertised are national parks or protected forests. Such places have been placed under protection to be preserved. On the other hand, they are advertised to attract many tourists. In many cases, there is a gap between idealism and reality. It is assumed that good ecotourism management is able to mediate the two interests [1].

Forest destruction in Bali harms the environment and people's lives. One of the impacts is the loss of natural habitats for various plant and animal species, which leads to reduced biodiversity. Global warming, floods, and landslides are also becoming more frequent due to the loss of vegetation cover and loss of forest function in absorbing water. In addition, forest destruction also affects water quality and availability. Forests play an important role in maintaining the sustainability of the water cycle, and with the loss of forests, there is a decrease in the quality and quantity of clean water. Efforts have been made to address forest destruction in Bali, such as implementing forest protection policies, building public awareness of the importance of forest conservation, as well as the development of sustainable agricultural practices. However, greater efforts and collaboration between the government, local communities, and the private sector are still needed to stop further destruction and restore forests that have been damaged.

According to the Central Bureau of Statistics, Indonesia's forest area in 2020 was 125.82 million hectares. This figure is unchanged from the previous year. Specifically, 29.58 million hectares of Indonesia's forests are protected forest areas. Of these, 27.41 million hectares are nature reserves and conservation areas. A total of 26.77 million hectares are limited production forests. Permanent production forests cover 29.22 million hectares. Meanwhile, 12.84 million hectares are convertible production forests. In the last five years, Indonesia's forest area has experienced a downward trend. The average decline between 2015 and 2020 was 0.21% [2]; [3].

The factors causing this decline are not widely known and one of the efforts to reduce the decline of protected or conservation forest areas is to utilize the protected or conservation forest areas by introducing a management model based on empowering the village communities supporting the protected forest. The logic behind this is that if villagers are satisfied with the existence of protected forests, then they will tend to protect them well. One form of protected forest management is the development of ecotourism programs [4]; [5].

However, to ensure the correct direction of ecotourism, some basic principles must be followed. Several principles have been suggested by various researchers, but the most common principle was coined by The International Ecotourism Society [6]. Ecotourism is about bringing together biodiversity, culture, and sustainable travel. It ensures that

communities are embraced and take part in ecotourism activities [7]. The values of good ecotourism are minimizing impacts; building awareness and appreciation of ecosystems and cultures; providing positive opportunities for visitors and hosts; providing direct financial benefits for conservation; providing monetary gains and empowerment for locals and increasing exposure to the hospitality of rural communities [8]; [7].

Based on the above principles of ecotourism, the term ecotourism includes the following activities, but is not limited to nature walks, diving, wildlife watching, and cultural tourism, with a focus on the conservation and sustainability of the most important aspects of ecotourism in rural areas where biodiversity, climate, protected areas, and cultural heritage are of paramount importance. [7]; [9]; [10]; [11].

This research is a continuation of previous research on preliminary studies before conducting in-depth observations and surveys regarding the management of ecotourism destinations in five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This study aims to determine the management of ecotourism destinations to create local small businesses in five ecotourism destinations namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

## 2. LITERATURE REVIEW

### 2.1 Today's Ecotourism

Ecotourism has been around for several years, but the exact concept of ecotourism is still vaguely discussed. It is also difficult to describe ecotourism without paying sufficient attention to the basic metaphysical and ethical concepts. However, the most widely used concept of ecotourism is the TIES concept. In today's world, the term ecotourism is referred to by many different terms, such as sustainable tourism, nature tourism, cultural tourism and heritage tourism [12]. However, there is still debate among authors about the characteristics of alternative concepts of ecotourism [12]; [13].

Despite researchers' differing opinions on the characteristics of ecotourism, current tourism trends should not be ignored to promote ecotourism that can fit into the modern world. Most of the ecotourism theories and concepts in the world are considered outdated as the world moves towards the era of modernization. Therefore, experts propose three main criticisms of modernization theory extended to ecotourism as a form of sustainable development. Regmi and Walter (2016) proposed the first modernization theory that supports the false distinction between 'new' and 'traditional'. As such, the ideals, traditions and behaviors of rural communities and indigenous peoples are relics of old activities that must be discarded in order to become new and thus gain progressive status [14].

The second hypothesis involves the propagation of an agenda that assumes that the direction and pace of transition that has taken place in Western nations is the only road to growth and that this route is slowly taking place at a fixed point. Thus, to be stable and democratic, non-Western nations must follow the same common development pattern or 'one paradigm of production [15]. The new modernization theory is criticized for its ethnocentric orientation [14]. Things that sound odd and peculiar in socially deprived non-Western nations are treated as conservative and orthodox, and would

thus be focused on the ontological values and perceptions of Western Societies in the face of such long-standing critiques, however, the modernist approach to development has continued to dominate policies and practices in the Southern area internationally.

### 2.2 Ecotourism Businesses

It is a well-known fact that ecotourism has three dimensions which are sustainably managed, environmentally educated, and nature-based. The sustainability concept runs based on two principles (i) to support conservation and (ii) to support local economies [16]. Therefore, ecotourism and sustainable tourism can be aligned because ecotourism includes sustainable tourism. Ecotourism is a subsector of sustainable tourism that aims to achieve sustainable development through the preparation and implementation of measures to promote environmental and social goals. According to Bustam and Stein (2019), ecotourism companies offer various services, such as homestays, wellness programs, and wildlife [17].

### 2.3 Ecotourism Success Factor

Community-based tourism projects with big funds and great optimism will fail. Consequently, each society has its own unique economic, cultural, financial, environmental, and political systems. However, there have been some common success drivers of successful community-oriented tourism companies from different countries around the world [18]; [19].

This will allow policy makers in future community-based tourism projects to take these considerations into account as a guide. According to Karacouglu & Birdir (2017), for community-based tourism to be successful, the social needs of the local community must be compelling and include commercially viable approaches to building a sustainable environment, provided that the environmental, economic, and social objectives are based on sustainable goals and the principles can benefit the community as a whole. Presents the critical success factors of community-based tourism projects identified based on the literature review conducted [18]; [19]; [20]; [21]; [22].

## 3. RESEARCH METHOD

This research is a survey research, direct observation, interviews and literature study through documentary analysis. Data were collected through interviews and observations in five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Kintamani, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. **Figure 1.** below:

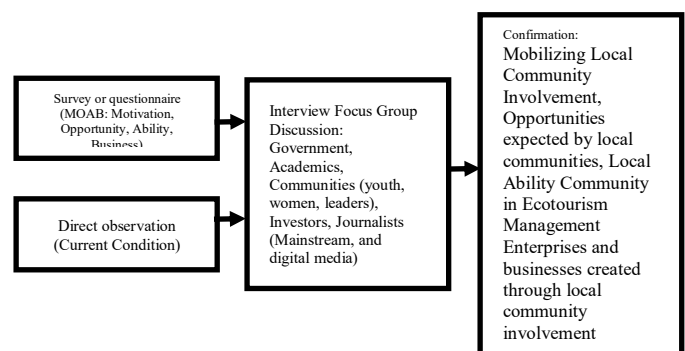


Figure 1. Research Method Flowchart Ecotourism Destination Management to Create Local Small Business

Interview results are compared with theory and previous research [12]. (1) Survey or questionnaire: This method involves collecting data through structured questions to respondents, such as visitors or participants of an ecotourism program. Surveys may include questions on visitor satisfaction, assessment of program quality, ecotourism sustainability, and program impacts on the environment and local communities. (2) Direct observation: This method involves direct observation of ecotourism program activities. Observation can be done by researchers to obtain information about the success of the program, for example by observing the interaction between tourists and nature, the use of natural resources, and visitor behavior in maintaining environmental sustainability. (3) Interview: This method involves interaction between researchers and respondents in the form of interviews. Interviews can be conducted with various parties related to ecotourism programs, such as tour operators, local communities, and local governments. The purpose of the interview is to get more in-depth information about the success of the program, the challenges faced, and the efforts to maintain the sustainability of ecotourism. (4) Documentation analysis: This method involves collecting data from documents related to ecotourism programs, such as previous success reports, program evaluations, and development strategy documents. The data is then analyzed to identify the success of the program in achieving the goals that have been set.

#### 4. RESULTS AND DISCUSSION

Based on the results of the survey, direct observation, interview, and desk research by documentation analysis of each ecotourism destination in Bali as follows:

##### 4.1 Overview of Ecotourism West Bali National Park and its role in environmental sustainability

West Bali National Park is one of the most popular ecotourism destinations in Bali. Within this national park, many nature tourism activities can be done, such as trekking, snorkeling, diving, and birdwatching. Visitors can explore tropical rainforests rich in endemic flora and fauna, and enjoy the beauty of the beaches and coral reefs that are still preserved. One of the main attractions of West Bali National Park is Menjangan Island, a small island located in the north of the national park. The island is famous for its underwater beauty which is very rich in biodiversity. Snorkeling and diving on Menjangan Island are very popular activities for tourists. In addition, the national park also has a turtle sanctuary.

Visitors can directly see the process of breeding and releasing turtles into the sea. This is an important conservation effort in maintaining the turtle population in this region. West Bali National Park also has some interesting trekking trails, such as the Sumber Klampok Trail which leads to a lake in the forest, or the Segara Kembar Trail which leads to a white sandy beach. With its unspoiled natural beauty and biodiversity, West Bali National Park is a popular tourist destination for nature lovers and ecotourists in Bali [13]; [14]; [15].



**Figure 2.** Ecotourism Program of Blimbingsari, and Ekasari Village in Border of West Bali National Park (Observation by Utama, et al., 2023).

West Bali National Park, located in the western part of Bali Island, has a significant contribution to the tourism industry in Bali. Here are some of its important contributions: (1) Biodiversity: West Bali National Park is home to more than 160 species of birds and several rare species, such as the Balinese banteng and Balinese deer. The presence of these species attracts nature-loving tourists and bird photographers, which helps promote nature tourism in Bali. (2) Nature Tourism: West Bali National Park offers several spectacular natural attractions, such as Menjangan Beach which has beautiful coral reefs, snorkeling, and diving tourism through locally organized tour companies. The scenic beauty and activities like these are in high demand by tourists. (3) Tourism Activities: West Bali National Park also provides various tourist activities such as trekking and hiking through the rainforest and scenic trails. These activities attract tourists who seek adventure and nature recreation activities and contribute to Bali's tourism industry. (4) Environmental Education: West Bali National Park also makes an important contribution in terms of environmental education and awareness of biodiversity and its conservation. These educational programs help educate tourists about the protection of Bali's natural environment and encourage them to take responsibility for nature. (5) Local Economic Development: With the presence of tourism in West Bali National Park, employment opportunities for the surrounding communities increase. Local people can become tour guides, rangers, or workers in other tourism-related sectors, thus increasing local economic growth. Overall, West Bali National Park has a significant contribution to tourism development in Bali through its natural wealth, the tourism activities offered, and the environmental education provided. It provides economic benefits to local communities and helps promote the beauty and uniqueness of Bali Island to a global level [16]; [17]; [18].

##### 4.2 Overview of Ecotourism Geopark Batur and its role in environmental sustainability

Kintamani Bangli Geopark is an area in Bangli Regency, Bali, Indonesia. This area is known as one of the geoparks in Indonesia that has natural beauty and unique

geological wealth. Kintamani Bangli Geopark is famous for Mount Batur which is an active volcano, and also Lake Batur which is at the foot of the mountain. In addition, the area also has many tourist attractions such as Chrysanthemum Flower Park, Herb Park, and Tukad Bangkung Waterfall. The entire Kintamani Bangli Geopark area offers beautiful natural scenery and is an attraction for tourists who want to enjoy the beauty of nature and learn about the geological wealth in this area [19].

The Batur Kintamani Geopark is a new tourist attraction owned by Bali. The museum displays various collections related to the geological, archaeological, and cultural history of Kintamani Bangli. Visitors can see various artifacts, fossils, and volcanic rocks, as well as information about the uniqueness and beauty of the geology around Kintamani Bangli. In addition, the museum also exhibits various cultural objects and community life in the area, such as traditional clothing, and traditional equipment, as well as information about the beliefs and activities of the local community. The Kintamani Bangli Geopark Museum is an ideal place for those who want to learn more about the history and culture of Kintamani Bangli, as well as enjoy the natural beauty presented through the museum's collections. [19].



**Figure 3.** Ecotourism Program in Border of Geopark Batur, Kinatamni, Bali (Observation by Utama, et al., 2023).

The Kintamani Bangli Geopark makes an important contribution to Bali tourism in the following ways: (1) Natural beauty: The Kintamani Bangli Geopark area is renowned for its outstanding natural beauty. The slopes of the Batur volcano, Lake Batur, and Mount Abang are the main attractions for tourists from home and abroad. This natural beauty provides a unique and interesting experience for visitors. (2) Adventure tourism: The Kintamani Bangli Geopark area offers various adventure activities such as hiking, volcano hiking, cycling, and swimming in Lake Batur. These activities appeal to travelers looking for an adventurous and challenging experience. (3) Culture and History: The Kintamani Bangli Geopark area also has rich cultural and historical values.

Around this area, there are Hindu temples that are hundreds of years old, such as Ulun Danu Batur Temple and Puncak Penulisan Temple. Tourists can enjoy the beauty of the architecture and perform unique religious ceremonies. (4) Local economic improvement: With tourism in the Kintamani Bangli Geopark, the local economy is positively impacted. Locals have the opportunity to open tourism businesses such as lodging, restaurants, warungs, and souvenir shops. This helps to increase the income and economic recovery of the local community. (5) Education and Nature conservation: The Kintamani Bangli Geopark also plays an important role in education and nature conservation. Research and knowledge about the geology, flora, fauna, and ecosystems within the area can be conducted and disseminated through education and teaching programs to local communities and visitors. In addition, the area also promotes awareness of the importance of nature conservation and environmental protection. Overall, the Kintamani Bangli Geopark contributes significantly to Bali's tourism industry through its natural beauty, adventure activities, cultural and historical heritage, as well as economic and educational benefits [20].

#### 4.3 Overview of Ecotourism Lake Buyan Tamblingan and its role in environmental sustainability

The Lake Buyan and Tamblingan areas are two lakes located in Pancasari Village, Sukasada District, Buleleng Regency, Bali, Indonesia. Both lakes are popular tourist destinations on the island of Bali. Lake Buyan has an area of about 3.9 km<sup>2</sup>, while Lake Tamblingan has an area of about 1.45 km<sup>2</sup>. Both lakes are located side by side and connected by a river. Tourism in Lake Buyan and Tamblingan is very interesting because of its beautiful and natural scenery. The calm lake water and green watercolor amaze visitors' eyes. In addition, the lake is surrounded by hills and lush forests, creating a calm and peaceful feel. Visitors can enjoy the beauty of the lake by renting traditional boats available around the lake. Other activities that can be done in this lake are fishing, traveling around by bicycle or motorcycle, or just relaxing while enjoying the beautiful scenery [9]; [21].



**Figure 4.** Ecotourism Lake Buyan Tamblingan (Observation by Utama, et al., 2023).

Pancasari Village also offers various accommodations ranging from luxury villas to simple inns for tourists who want to stay around the lake. In addition, there are also food stalls and restaurants that serve local and international menus for visitors who want to experience Balinese specialties. So, if you are on vacation in Bali, don't miss the opportunity to visit Lake Buyan and Tamblingan in Pancasari Village [9]; [21].

Lakes Buyan and Tamblingan play a very important role in Bali tourism. Here are some of the contributions they make: (1) Natural Beauty: Lakes Buyan and Tamblingan are surrounded by green mountain forests, stunning views of the lakes, and fresh air. This makes them an attractive natural attraction for tourists looking for a beautiful and relaxing nature experience in Bali. (2) Aquatic Activities: These two lakes also provide various types of water activities such as boating, swimming, and fishing. Travelers can enjoy these activities while taking in the natural beauty around the lakes. (3) Rich Ecosystems: Lakes Buyan and Tamblingan also have a rich ecosystem with various types of flora and fauna. The Nature Park located around the lake provides hiking and trekking trails that allow tourists to explore the natural beauty and spot wildlife such as monkeys, birds, and butterflies. (4) Local Economic Support: Tourism around Lake Buyan and Tamblingan also has a positive impact on the local economy. Many tourists visit these areas, opening up business opportunities for locals such as food vendors, water activity entrepreneurs, and accommodation providers. (5) Environmental Education: Lakes Buyan and Tamblingan also play an important role in providing environmental education to tourists. In this area, the West Bali National Park Center provides information and education about environmental conservation and the importance of maintaining the beauty of the lake. With their diverse contributions, Lakes Buyan and Tamblingan have become popular tourist destinations in Bali and provide economic and social benefits for local communities as well as providing unforgettable nature experiences for tourists. This finding is identical to the findings of previous researchers [9]; [22].

#### 4.4 Overview of Ecotourism Bali Mangrove Destination and its role in environmental sustainability

Bali Mangrove Ecotourism in Denpasar is a natural tourist attraction that offers the experience of traveling around a vast mangrove forest with various interesting activities and attractions. Visitors can explore the mangrove forest on traditional boats called "jukung" or walk on wooden bridges that cross the forest. In addition, visitors can also do various activities such as fishing, cycling, or kite flying [23]; [24].

While traveling around, visitors can enjoy the beautiful scenery and enjoy the calm natural atmosphere. Bali Mangrove Ecotourism also offers education about the importance of preserving mangrove forests and the ecosystem life in them [25]. This place is suitable for all ages and can be a fun family travel destination. There are also various facilities such as toilets, restaurants, and parking areas. Bali Mangrove Ecotourism Denpasar is one of the best places to observe mangrove life in Bali and enjoy the natural beauty of the island [26]; [27].

Along with the rapid development of Bali tourism as a foreign tourist destination based on attractiveness, natural beauty, and cultural arts, with a mass tourism model, a paradigm began to emerge and the desire of the tourism market

with the concept of the environment and back to nature, which is also known as alternative tourism (ecotourism) in the term of tourism [28]. Bali Mangrove Ecotourism Area contributes significantly to Bali tourism in the following ways: (1) Enhanced ecotourism: Bali Mangrove Ecotourism Area offers a unique tourism experience by maintaining the authenticity of the mangrove ecosystem. Visitors can explore the mangroves by traditional wooden boats or through wooden bridges spanning the water. Tourists can see firsthand the biodiversity and natural beauty and can learn about the ecological functions that mangroves have. (2) Education and environmental awareness: Bali Mangrove Ecotourism Area has an education center that provides information about the mangrove ecosystem and the environmental issues it faces. These educational programs aim to raise the environmental awareness of local communities and tourists about the importance of mangrove conservation and nature protection. Through this approach, tourists can learn more about the mangrove conservation efforts undertaken in Bali. (3) Mangrove conservation: Bali Mangrove Ecotourism Area plays an important role in the preservation of the mangrove ecosystem in Bali. The conservation includes mangrove reforestation programs, restoration of damaged ecosystems, and monitoring of threats to mangroves such as illegal logging and pollution. These conservation efforts have helped maintain the balance of the mangrove ecosystem and protect the flora and fauna that live in it. (4) Empowerment of local communities: Bali Mangrove Ecotourism Area provides opportunities for local communities to get involved in tourism activities.



Figure 5. Ecotourism Program of Bali Mangrove (Observation by Utama, et al., 2023).

They can become tour guides, boat managers, or carpenters to build facilities and infrastructure in the area. Revenue from the tourism sector also provides economic benefits to local communities, thus improving their welfare and helping to reduce pressure on the mangrove ecosystem. Overall, the Bali Mangrove Ecotourism Area makes a positive contribution to Bali tourism through the sustainable use of natural resources, the development of education and environmental awareness programs, mangrove conservation efforts, and the empowerment of local communities. These findings are similar to those of previous researchers [23]; [24]; [29]; [27].

#### 4.5 Overview of Lembongan Mangrove Destination Ecotourism and its role in environmental sustainability

Lembongan Mangrove Ecotourism Klungkung is a natural attraction located in Jungutbatu Village, Nusa Lembongan Island, Klungkung, Bali. This place offers an experience of nature exploration and education about the rare mangrove ecosystem [30]; [27].

Visitors can enjoy traveling along small rivers surrounded by shady mangrove trees. Activities that can be done here include traveling around using traditional Balinese boats, taking a walk on a circular wooden bridge, and listening to explanations from local guides about the biodiversity and benefits offered by the mangrove ecosystem. Lembongan Mangrove Ecotourism also has food stalls with beautiful views, so visitors can enjoy local dishes while enjoying the natural scenery. The attraction is also close to beautiful beaches in the vicinity, so visitors can combine their visit with swimming or relaxing at the local beach [30]; [27].

Apart from being a tourist attraction, Lembongan Mangrove Ecotourism also plays an important role in mangrove conservation in the area. They actively conduct mangrove seedling planting activities, clean up trash, and educate the community and visitors about the importance of maintaining the sustainability of the mangrove ecosystem. So, for visitors who are interested in nature and want to learn more about mangrove ecosystems, Lembongan Mangrove Ecotourism Klungkung can be an interesting choice [30]; [27].



**Figure 6.** Ecotourism Mangrove at Lembongan-Jungutbatu Village (Observation by Utama, et al., 2023).

The contribution of the Lembongan Mangrove Ecotourism Area Klungkung to Bali tourism is as follows: (1) Attracting Tourists: The Lembongan Mangrove Ecotourism Area Klungkung is an attractive place for tourists seeking nature and ecotourism experiences. Tourists can enjoy the enchanting beauty of the mangrove forest, take a walk on the

wooden bridge, and take a boat ride to explore the mangrove ecosystem rich in biodiversity. (2) Environmental Education: The Lembongan Mangrove Ecotourism Area of Klungkung also serves as a means of environmental education. Tourists can learn about the importance of mangrove forest conservation in maintaining a healthy marine ecosystem and maintaining the overall balance of the ecosystem. The tourists can learn many things about the flora and fauna in this area, as well as how to preserve them. (3) Increase Conservation Awareness: By visiting this ecotourism area, tourists can become more aware of the importance of nature conservation. They can see firsthand the conservation efforts made by the management and in the end, can contribute to efforts to protect and manage the environment. (4) Job Creation: The Lembongan Mangrove Ecotourism Area in Klungkung also provides economic benefits to the local community. The development and management of this area employ residents, whether as guides, cleaners, or souvenir traders. This helps improve their livelihoods and encourages local economic development. (5) Creation of Regional Revenue: With the increasing number of tourists visiting the Lembongan Mangrove Ecotourism Area Klungkung, it will increase regional income. This revenue from the tourism sector can be used by the local government to build infrastructure, improve public services, and develop other tourism sectors in the Bali region. With all these contributions, the Lembongan Mangrove Klungkung Ecotourism Area is a valuable asset for Bali tourism and can help promote Bali as a sustainable and natural ecotourism destination. The results of this study are also similar to the results of previous studies [30]; [27]; [30]; [27].

#### 4.6 Ecotourism Management and Local Community Business Creation

##### 4.6.1 Mobilizing Local Community Involvement

The results of closed interviews that have been conducted by community groups involved in ecotourism management seen from the Mobilizing Local Community Involvement factor can be explained in the following table 1 below.

**Table 1. Motivation Community Involvement in Ecotourism Program**

Code	Operational Definition	Tendency	Description
M1	Motivation to make money	3.42	Very good
M2	Motivation to gain knowledge about nature conservation	3.39	Very good
M3	Motivation for optimism that ecotourism programs are useful for the community	3.39	Very good
M4	Idealism about the importance of nature conservation	3.64	Very good
M5	Interest from local communities independently	3.00	Good
M6	Local communities are motivated by the government and community leaders	3.12	Very good

Code	Operational Definition	Tendency	Description
M7	Promising income for the community	3.21	Very good
M8	The existence of local community commitment	3.21	Very good
M9	Concerns of local communities from outside interference.	3.09	Very good

*Data collected from managers of Ecotourism in five location in Bali (2023)*

Table 1 above explains the motivation of the community involved in the ecotourism program (1) Motivation to make money, (2) Motivation to gain knowledge about nature conservation, (3) Motivation for optimism that ecotourism programs are useful for the community, (4) Idealism about the importance of nature conservation, (5) Interest from local communities independently, (6) Local communities are motivated by the government and community leaders, (7) Promising income for the community, (8) The existence of local community commitment, and (9) Concerns of local communities from outside interference with an average of very good motivation, except Interest from local communities independently an average good motivation.

#### 4.6.2 Opportunities expected by local communities

The results of closed interviews that have been conducted by community groups involved in ecotourism management seen from the Opportunities factor can be explained in the following table 2 below.

**Table 2. Opportunities expected by local communities in Ecotourism Program**

Code	Operational Definition	Tendency	Description
O1	Availability of facilities	2.67	Good
O2	Growing awareness from the community	2.85	Good
O3	Available natural beauty	3.64	Very good
O4	Ecotourism training that has been obtained	2.58	Good
O5	The arrival of tourists is an opportunity for ecotourism management	3.06	Very good
O6	Availability of infrastructure	2.61	Good

*Data collected from managers of Ecotourism in five location in Bali (2023)*

As seen in Table 2, the opportunities expected by local communities in the Ecotourism Program that are strong are opportunities for utilization of Available natural beauty, and opportunities for The arrival of tourists as an opportunity for ecotourism management with very good potential. However, Availability of facilities, Growing awareness from the community, Ecotourism training that has been obtained, and Availability of infrastructure, they still need the involvement of other parties such as the government, and third parties who are expected to participate in the ecotourism program in their area.

#### 4.6.3 Local Community Capability in Ecotourism Management

The results of closed interviews that have been conducted by community groups involved in ecotourism management seen from Local Community Capability in Ecotourism Management can be explained in the following table 3 below.

**Table 3. Local Community Ability in Ecotourism Management**

Code	Operational Definition	Tendency	Description
A1	Budget availability	2.39	Good
A2	Availability of skilled human resources	2.45	Good
A3	There is a commitment from the local community.	2.88	Good
A4	Availability of local HR support	2.85	Good
A5	Availability of leaders who direct and motivate	2.73	Good
A6	Support from youth, and women	2.67	Good
A7	There is cooperation with tourism service providers such as travel agents who bring tourists to Ecotourism	2.79	Good

*Data collected from managers of Ecotourism in five location in Bali (2023)*

As seen in Table 3, local community ability in ecotourism management a strong program is a commitment from the local community to improve the ability to manage ecotourism. However, some of the weaknesses of local communities to be stronger involvement in ecotourism programs are Budget availability, Availability of skilled human resources or assistance, Availability of local HR support from the authorities, Availability of leaders who direct and motivate ecotourism programs, Support from youth, and women, required cooperation with tourism service providers such as travel agents who bring tourists to Ecotourism.

#### 4.6.4 Enterprises and businesses created through local community involvement

The results of closed interviews that have been conducted by community groups involved in ecotourism management seen from enterprises and businesses created through local community involvement in Ecotourism Management can be explained in the following Table 4.

**Table 4. Enterprises and businesses created through local community involvement in Ecotourism Management**

Code	Operational Definition	Tendency	Description
B1	Tourism Business (Trekking, etc)	3.36	Very good
B2	Forest-related businesses (Honey bees, etc.)	3.33	Very good
B3	Intercropping Agriculture Business, etc	3.33	Very good

Code	Operational Definition	Tendency	Description
B4	Handicraft businesses such as man-made from forest products	2.97	Good

*Data collected from managers of Ecotourism in five location in Bali (2023)*

As seen in Table 4, business opportunities from community involvement in ecotourism management are by the potential of the region and the type of ecotourism itself. In the case of ecotourism management programs in West Bali, especially Blimbingsari Tourism Village, there are trekking tourism businesses, forest products businesses, intercropping businesses, and handicraft businesses such as manmade from forest products.

## 5. CONCLUSIONS

The motivation of the community involved in the ecotourism program e.g. (1) motivation to earn money, (2) motivation to gain knowledge about conservation, (3) motivation of optimism that the ecotourism program is beneficial to the community, (4) idealism about the importance of conservation, (5) independent local community interest, (6) local communities are motivated by the government and community leaders, (7) promising income for the community, (8) the existence of local community commitment, and (9) local community concerns about outside interference.

Opportunities expected from local communities with the ecotourism program are opportunities to take advantage of the existing natural beauty and the opportunity for tourists to come as an ecotourism management opportunity that has excellent potential. However, the availability of facilities, the growth of public awareness, complete ecotourism training, and the availability of infrastructure still require the involvement of other parties such as the government and third parties who are expected to participate in ecotourism programs in their area.

Ecotourism management capacity A strong program is the commitment of local communities to improve ecotourism management capacity. However, some of the weaknesses of local communities that require greater participation in ecotourism programs are the availability of budgetary resources, availability of qualified staff or support, availability of local government support, availability of leaders to manage and motivate ecotourism programs, support from youth and women, and the need to work with tourism service providers such as travel agencies to bring tourists to ecotourism.

The business opportunities that arise from community involvement in ecotourism management depend on the potential of the area and the type of ecotourism itself. In the case of ecotourism management programs in Bali, there are businesses for trekking tours, forest products, intercropping, and handicrafts.

The conclusion is community motivation towards ecotourism will increase if they have the opportunity to participate in ecotourism management, and for that, they need better ecotourism management skills. If they are motivated, the opportunity to participate, and can participate, then they will be able to create small business opportunities related to ecotourism programs.

## SUGGESTIONS

Motivation is involved in ecotourism management can be increased by providing management opportunities that can increase community income through the creation of small businesses related to ecotourism potential. In this context, the government can provide limited management permits with clear rules to the community so that the forest managed as an ecotourism program remains sustainable.

The involvement of the pentahelix, such as universities, is needed to educate the community about the importance of conserving the surrounding forest so that the small businesses of forest-dependent communities are also sustainable. The role of village governments and communities around the forest is also important so that public awareness about forest conservation must also be continuously improved.

## ACKNOWLEDGMENT

This research was funded by the Ministry of Education and Culture, Research and Technology, Higher Education of the Republic of Indonesia for the 2023 fiscal year through a multiyear Fundamental Basic Research Grant 2023-2025.

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