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zhao judy <judy.zhao@iieta.org>

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If you have any questions, please do not hesitate to contact us.

Ms. **Judy Zhao** | Assistant Editor

judy.zhao@iieta.org

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zhao judy <judy.zhao@iieta.org>

Tue, Jun 20,
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to

Dear author,

We are writing to inform you that we have completed the initial evaluation of your submission to IJSDP. Your paper has met the initial criteria for publication, and we are pleased to inform you that it has been sent for review process.

We will keep you updated on the progress of the review process and notify you of the outcomes as soon as possible.

If you have any questions, please do not hesitate to contact us.

Ms. **Judy Zhao** | Assistant Editor

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International Information and Engineering Technology Association
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Dr. I Gusti Bagus Rai Utama <raiotama@undhirabali.ac.id>

Tue, Jun 20,
3:00 PM

to zhao

Dear Editor,

I plan to add some results of field surveys we have conducted specifically related to the management of ecotourism programs in conservation forest border areas.

The addition of the above data is part of our ongoing project. The purpose of the addition is to improve the quality of the research results and the meaning of the research results that we have conducted.

Please respond.

Sincerely,

Dr. Utama
Corresponding author

--

Dr. I Gusti Bagus Rai Utama
<https://sinta.kemdikbud.go.id/authors/profile/179706>

SUSTAINABILITY OF BALI ECOTOURISM DESTINATION IN TERMS OF MARKET SHARE BASED ON VISITOR HASHTAGS

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ABSTRACT

Objective: This initial research is to determine the market potential and sustainability Bali ecotourism destination related to the five ecotourism destinations, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

Method: This study uses descriptive statistics powered by the Google Trends Tool to determine the popularity of the five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

Results: The West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintamani, Lembongan Mangrove, and finally the Lake Buyan area. Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany. The five Ecotourism areas in Bali have experienced fluctuations in visitors in the last five years from 2018 to the present. However, West Bali National Park, Batur Geopark Museum, and Bali Mangrove are almost stable.

Conclusions: This research shows that Bali tourism destination managers can direct the promotion of ecotourism to several destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

Keywords: Ecotourism, Tourism Bali, Market Potential, Tourist Destination, Market Segmentation.

1. INTRODUCTION

The Central Bureau of Statistics noted that Indonesia's forest area was 125.82 million hectares in 2020. That number did not change from the previous year. In detail, an area of 29.58 million hectares of Indonesia's forests are protected forest areas. Then, 27.41 million hectares are nature reserves and nature 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 of convertible production forest. Meanwhile, the size of the forest area in the country has experienced a downward trend in the last five years. On average the average decline reached 0.21% from 2015-2020 [1]; [2]. The factors of this decline have not been known in depth, and one of the efforts to mitigate the decline in protected or conservation forest area is by using the protected or conservation forest areas is by implementing a management model based on community empowerment in the management model based on community empowerment of conservation forest buffer villages. The logic is that if village communities are prosperous with the existence of conservation forests, then they will tend to protect them well. protect it well. One form of conservation forest management is through development of ecotourism programmes.

However, to ensure the correct direction of ecotourism, there are some basic principles that must be followed. Several principles have been suggested by various researchers, but the most common principle was coined by The International Ecotourism Society [3]. Ecotourism is about bringing together biodiversity, culture and sustainable travel. It ensures that communities are embraced and take part in ecotourism activities [3]. The values of good ecotourism are minimising 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 [4]; [5].

Based on the above-mentioned principles of ecotourism, the notion of ecotourism includes the following activities, but is not limited to nature hiking, diving, wildlife watching, and cultural tourism with the concept of attention to conservation and sustainability of key ecotourism aspects applicable to rural areas where biodiversity, climate, conservation areas, and cultural heritage are essential [6]; [7].

This research is a preliminary study before conducting in-depth observations and surveys of ecotourism destination management in five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This initial research is to determine the popularity of search keywords related to the five ecotourism destinations [8]; [9]; [10].

2. LITERATURE REVIEW

The scope of this research is marketing research that focuses on market segmentation analysis based on geographic factors to determine visitor segmentation on five ecotourism destinations. This research is a preliminary study in five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This study uses descriptive analysis with the help of the Google Trends Tool to determine the popularity of five priority destinations using the Google Trends Tool [11]; [12].

Currently, online reviews are a form of electronic word of mouth delivered by people who have purchased products or services, commented on, and posted who have previously used a product or service [13]. Another understanding of online consumer reviews as a form of electronic word-of-mouth promotion can be said as a new and influential way of marketing that also plays a role in the decision-making process [14]. From several opinions, online reviews are reviews that have been posted on online media by consumers who have purchased or used products or services and can lead to potential purchases for the next consumer [15]; [16].

This study also refers to previous research by researchers [17] which uses several online review indicators, namely general persuasiveness, general credibility, susceptibility to online product reviews, and content. According [18] argue that there are several conditions for effective online consumer assessment, namely online assessment that is useful in facilitating the consumer purchasing decision process. Online consumer ratings are useful as a benchmark for other users to measure decision-making. The amount of information is so large that only comments and opinions that influence consumer decision-making are of value. The expertise of reviewers is one of the hallmarks of online consumer reviews, which are generated anonymously by individuals. The amount of information from various sources to filter information, users can follow a market expert (Market Mavens) who is an expert in a particular field. A highly skilled person is someone who has more knowledge about a product or service. On social media or the internet, someone who writes or writes a review about the information on the internet will attract others to discuss it because that person feels and is considered an expert. Consumers can identify market experts and follow them when making purchasing decisions. Market experts are defined by the extent to which a source of information is considered and identified by someone with expertise in a particular area of interest. Timeliness of Online Consumer Review is an information search process, consumers are faced with relevant information in bulk related to a certain period [11]; [19].

The value of the online consumer rating is the value of the message in the online consumer rating which is divided into two, namely messages that focus on positive things (benefit gain) and vice versa, namely messages that contain negative things (benefit loss). In online consumer reviews, negative and positive messages can be given simultaneously. The completeness of the online consumer assessment is the completeness of the online consumer assessment, which is used to measure how detailed an assessment is. Online consumer reviews on social media or the web vary from simple news stories to more detailed and complex explanations based on facts, because consumers need more detailed and specific information to make decisions in unfamiliar situations [20]; [11]; [19].

Social media marketing strategy is the basis for the above discussion to create concepts for individuals and then put them together [21]; [22]. Following are some steps of marketing strategy through social media: (1) Direct customer contact: Social media can be used as a means of creating service to customers. Customers contact the company using messaging, rating, or posting a status on a personal account. In companies with immediate and relatively fast reactions, there is a closeness with customers that is often not accessible by other media. (2) Stakeholder building: Using a Group, blogs and forums can be used to create a purposeful network for the common good. While this is only possible for a particular product and service, the meeting of users with a genuine interest in the product and the possibility of exchange can almost only occur on social networks. (3) Events: Taking advantage of a Concert or event is a popular way to reach customers, especially in the culinary trade. (4) Interactive Campaign: Through

Sweepstakes, distributing vouchers, a game app and surveys are ways to attract consumers by engaging potential customers. (5) Sales and Distribution: Sales of products have declining inventory and other sales concepts can be realized here by using the help of franchises or third parties. (6) Reputation, Image, and Authority: By disseminating information about the expertise possessed in the form of campaigns with content that is interesting to build a reputation thus increasing the value of profitability. (7) Viral Marketing: Downloading Content with a unique concept can encourage users to share the content. This content is managed virally by being distributed by many users. This marketing is done by people who are usually called influencers. (8) Search engine optimization: With the existence of Social Networks, what is mentioned (Social Signals) can be sent to search engines by entering keywords. Profiles on social media accounts such as Twitter, Instagram, and Facebook are usually indexed by search engines. High Interaction Rates (Likes, Comments, Shares) are signals that have this added positive allowing search engines to know that users find the offer attractive. (9) Social media monitoring: Monitoring services and reports on social media have a greater opportunity for companies to conduct research. This data can be managed in many ways. This method is often used by a company to find out customer interest and build a sense of customer loyalty or it is also used to achieve targets within the company by conducting regular monitoring. (10) Traffic (Timeline): Marketing with this method is considered effective in generating user interest to visit blogs or websites. The concept of attractive content has such an important competition [23]; [24]; [25].

3. METHODOLOGY

Google Trends offers a service that can help users find the latest topics. Google Trend is the service in question, with multi-featured tools, especially for marketers [26]; [12]. This study uses descriptive statistics powered by the Google Trends Tool to determine the popularity of the five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.. Google Trends has become a fairly complete service tool because it has many interesting functions and features; Displays topics that are widely discussed, search for commonly used keywords by comparing performance between keywords, and generate views in a simple and easy-to-understand way in the form of trend graphs, and query keywords with high mode [19].

4. RESULTS AND DISCUSSION

Based on the results of an analysis using Google Trends, it is known that the popularity of each ecotourism destination in the world is as follows:

4.1 Popularity of West Bali National Park

The West Bali National Park areas are administratively part of Gerokgak Sub-district, Buleleng Regency. The community is mostly dependent on the agricultural sector and only a small portion is dependent on the utilisation of marine resources and tourism. Beach tourism activities in the West Bali National Park area do not have a significant impact on the socio-cultural life of the local community. socio-cultural life of the local community [27].

Although the people in the West Bali National Park area, especially the people of Gerokgak Sub-district, are included in the coastal community, most of their livelihoods do not depend on marine resource utilisation or tourism activities, but on the agricultural sector. tourism activities but rather from the agricultural sector. From an economic point of view, the positive impact of the implementation of tourism activities on economic revenue in this area is not so great because community participation in tourism activities is low. This is due, among others, to the fact that the community does not have skills in the field of tourism, opportunities for work are closed, limited business opportunities, lack of capital, and ignorance of business opportunities. business opportunities [28]; [29] .

In terms of socio-cultural life socio-cultural life of the local community, beach tourism activities in tourism activities in the West Bali National Park areas also do not have a significant impact on the socio-cultural life of local communities. also does not have a significant impact on socio-cultural degradation. This is thought to be due to the low level of community participation in the organisation of tourism activities, the prohibition of lodging in the area by the local government. In addition, foreign tourists mostly visit the West Bali National Park area only for a day because they are bound by tour packages, so the community rarely interacts directly with tourists [29]. The Ecotourism Location Map is shown in Figure 1. West Bali National Park as follows:



Figure 1. West Bali National Park

Source: <https://palm-living.com/west-bali-national-park/>

Google Trend Analysis Results of West Bali National Park shows that ecotourism has fluctuated over the last five years. In 2019 to 2021, it was seen to have decreased, but at the end of 2021 to 2023 it increased again.. The trend of West Bali National Park popularity can be seen in Figure 2 below:

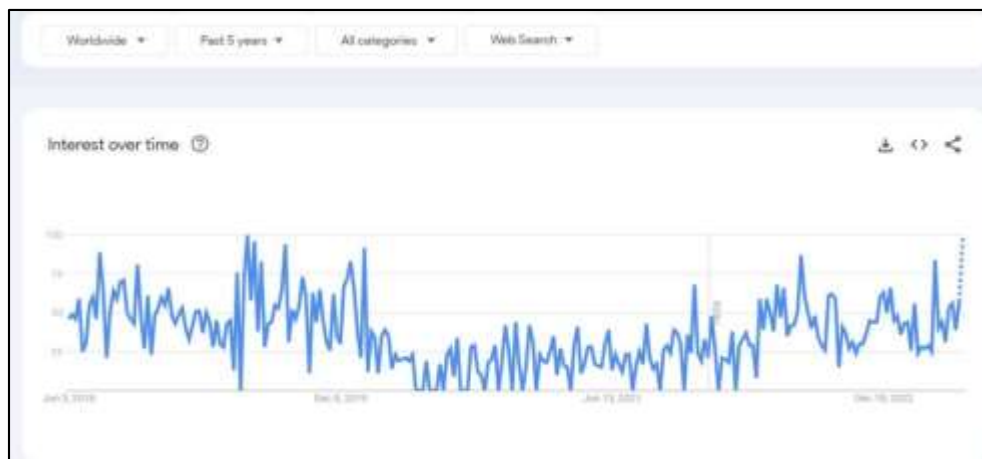


Figure 2. Google Trend Analysis Results of West Bali National Park

Source: Online Search with Google Trends, (June 2023).

The search topic West Bali National Park is mostly related to the following keywords: Puluhan a tourist area in Jembrana Regency, Biophysical environment, Semeru which is an active volcano on Java Island, Way Kambas National Park in Lampung, Karangasem a regency in Bali, Gili Trawangan, Menjangan Dynasty Resort, and East Bali Tour. Some of these keywords are correlated with the search for West Bali National Park. Results of google trend analysis as shown in Figure 3 below:

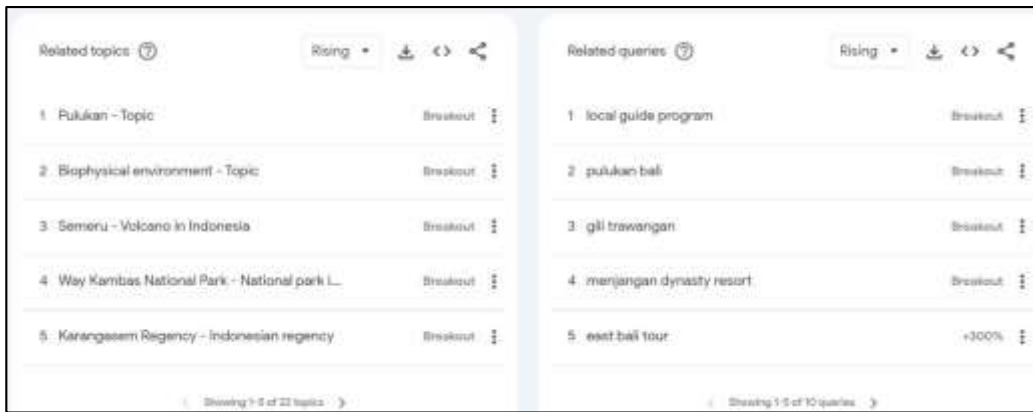


Figure 3. Results of Google Trend West Bali National Park Analysis based on topics related
Source: Online Search with Google Trends, (June 2023).

The correlation implications of some of the keywords above indicate that someone who does tourism activities in the West Bali National Park, they also have an interest in visiting some of these places, and if the keyword equation is a hotel or inn, it indicates that they stay around the hotel.

4.2 Popularity of Museum Geopark Batur

Bangli Regency is one of the northern Bali regions that has tourism potential in the form of mountains. The most famous tourist attraction is Lake and Mount Batur. But actually Bangli Regency, especially in the Kintamani area, does not only have beautiful lakes and Mount Batur as its natural attractions [30]. The Batur Kintamani Geopark Museum is a new tourist attraction owned by Bali. The museum was inaugurated on 1 April 2016 by the Minister of Energy and Mineral Resources, Sudirman Said [30]. In this Batur Geopark Museum, visitors can find out the history and geopark of Mount Batur more closely.

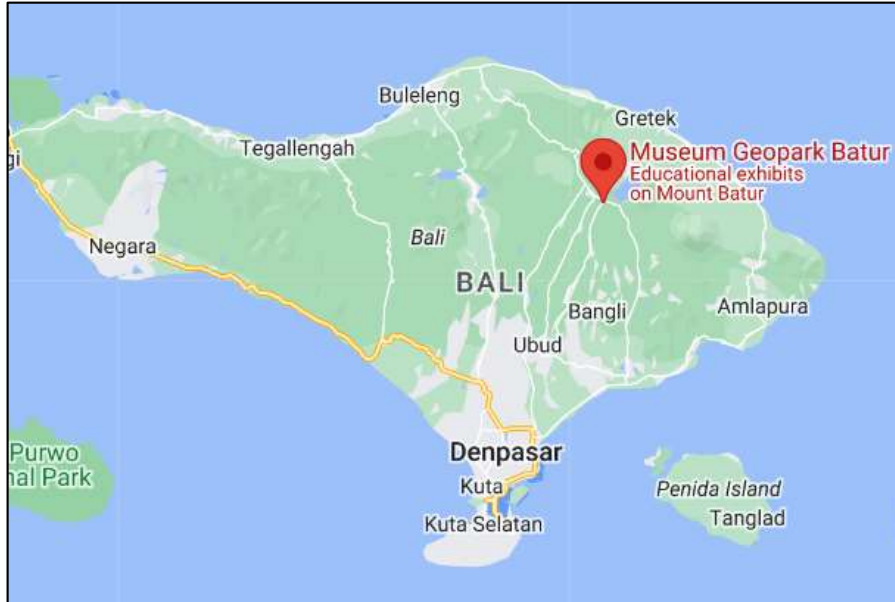


Figure 4. Museum Geopark Batur
Source: <http://www.baturglobalgeopark.com/>

Since the operation of the Batur UNESCO Global Geopark (BUGG) Management Agency has had a positive impact in increasing the Regional Original Revenue (PAD) of Bangli Regency, not even a year of operation since 2019 the revenue raised has almost reached half of the target. According to Bangli Regent I Made Gianyar, the development of the performance of the BUGG Management Banda has been extraordinary, which used to never reach 15 billion in revenue but is now predicted to reach 25-27 billion [31]; [32].

Since 2018 until now, the results of google trend analysis show that the development is still on average low and fluctuates, but has a fairly prominent difference with visits to other ectourism. The Kintamani Geopark Museum does not appear to be affected by the Covid-19 pandemic. The trend of popularity of the Batur Geopark Museum can be seen in Figure 5.

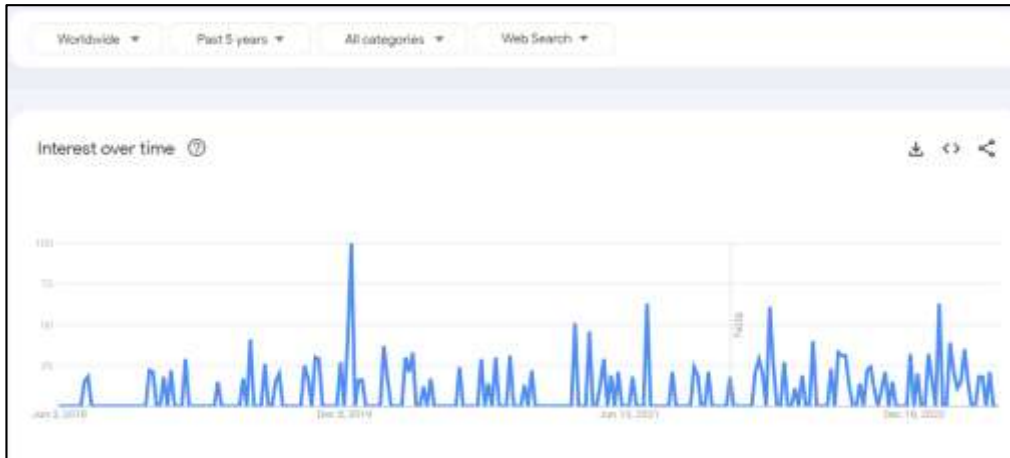


Figure 5. Museum Geopark Batur Google Trend Analysis Results
Source: Online Search with Google Trends, (June 2023).

The search for Batur Geopark Museum on Google Trend Analysis Results shows that there are several keywords with strong correlations, such as the keywords Bali, Lake, Lake Batur, Bali Museum, and UNESCO as shown in Figure 6 below:

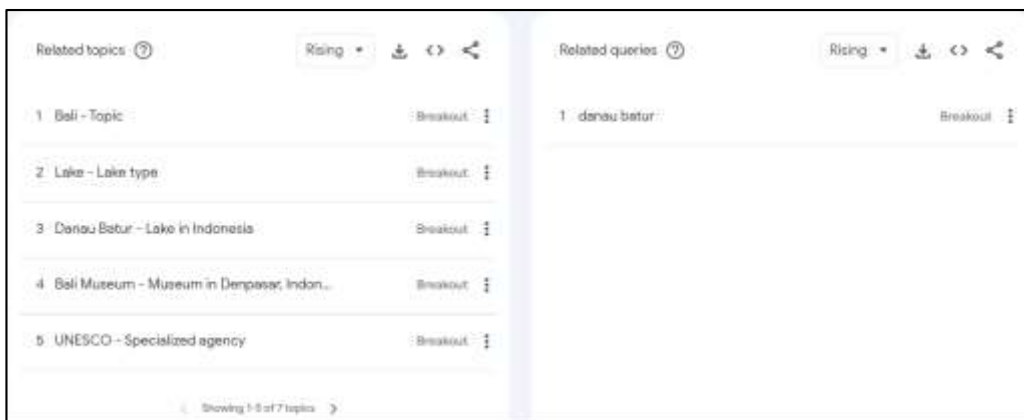


Figure 6. Museum Geopark Batur Google Trend Analysis results based on related topics. Source: Online Search with Google Trends, (June 2023).

The implication for Museum Geopark Batur is to pay attention to some of these keywords as triggers for searching the location of the Museum Geopark Batur for first-time visitors. For the manager of the Batur Geopark Museum can use some of these keywords as hashtags on social media as a backlink to a more detailed search about the Batur Geopark Museum. Some words that can be used as hashtags are #bali, #lake, #danaubatur, #UNESCO.

4.3 Lake Buyan Popularity

The Lake Buyan-Danau Tamblingan Nature Park is entirely very steeply sloped. The southern part of the forest boundary, especially between the two lakes, is also very steeply sloped. Areas with steep and moderately steep slopes are found between Lake Buyan and Lake Tamblingan. Some areas to the east and south of Lake Buyan and Lake Tamblingan (around the lakes) have gentle to flat slopes [33]. The forest type in Lake Buyan and Tamblingan Nature Park is a mountainous tropical rainforest (highland) characterised by high rainfall, always wet conditions with a relatively high diversity of plant species. The type of forest vegetation in Lake Buyan-Danau Tamblingan Nature Park is included in the mountain tropical rainforest type with conditions that are generally intact and natural [7].

In addition to intact natural forests there are also jackfruit (*Artocarpus* sp) reforestation plants in 1986/1987 located on the edge of Lake Buyan and Lake Tamblingan, plantation forests with Damar

(*Agathis alba*), *Rasamala* (*Altingea excelsa*) and *Cempaka* (*Mechelia champaka*) and shrubs which are Murbai reforestation classes. Based on the results of observations in the field, the types of fauna found in the Lake Buyan-Danau Tamblingan Nature Park area consist of jungle fowl (*Gallus sp*), cuckoos (*Pycnonotus goievier*), grey macaques (*Macaca fascicularis*) and other species, especially Aves. Indirect encounters can be found through faeces, tracks and sounds such as the Deluk (*Melogale orientalis*), Scissors (*Dicrurus renifer*) and Kepecit (*Estrilda amandava*) The diversity of species in this area is relatively less than that of other species. in this area is relatively less than in the Batukahu Nature Reserve, this is due to the lack of food sources available [33].



Figure 7. Lake Buyan, Bali
Source: Google Map, June 2023

From the Google Trend Buyan Lake Analysis Results, the Buyan Lake area seems to be experiencing an unstable trend in popularity. It had experienced an increase in popularity in 2018 to 2020, but an increase occurred in early 2023. The trend of Lake Buyan's popularity can be seen in Figure 8.

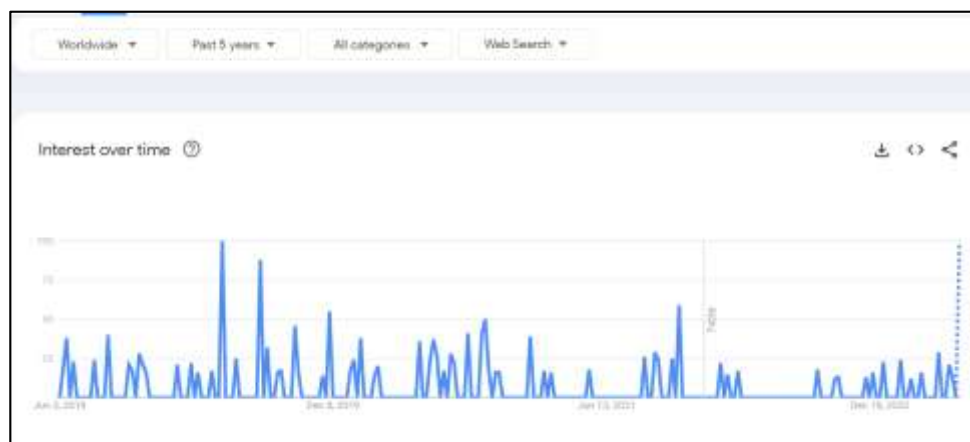


Figure 8. Google Trend Buyan Lake Analysis Results.
Source: Online Search with Google Trends, (June 2023).

The Buyan lake area is closely correlated with several topics such as Camping area, Besakih, Uluwatu Temple, Mountain, Logging or accomodation, and Buyan Lake as shown in Figure 9 below:

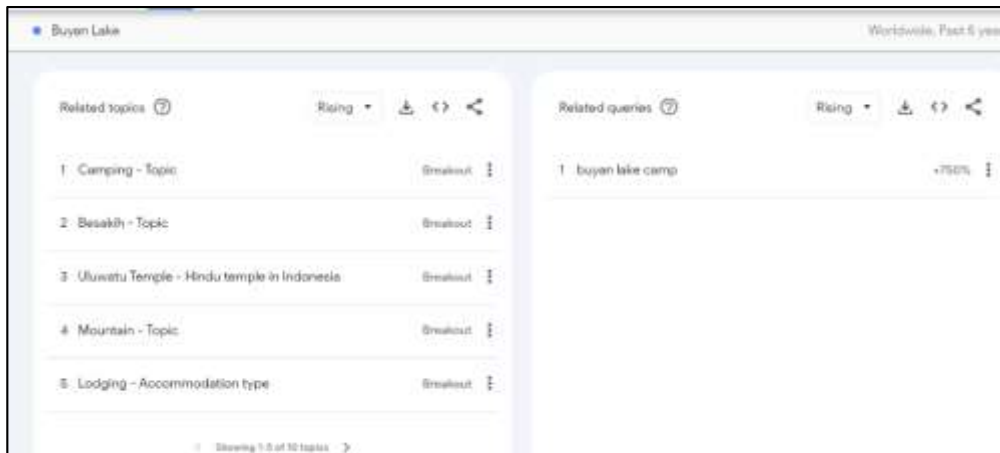


Figure 9. The results of the Buyan Lake Google Trend Analysis are based on related topics. Source: Online Search with Google Trends, (June 2023).

The implication for Buyan Lake area is to pay attention to some of these keywords as triggers for searching the location of the Buyan Lake area for first-time visitors. For the manager of the Batur Buyan Lake area can use some of these keywords as hashtags on social media as a backlink to a more detailed search about the Buyan Lake area. Some words that can be used as hashtags are #camping, #mountain, #lakebuyan.

4.4 Popularity of Bali Mangrove Destinations

Mangrove ecosystems that have a very unique can be utilised as a natural resource that has the potential to be used as an ecotourism area [34]; [35]. The utilisation of mangrove areas to be developed into one of the ecotourism areas is a very rational alternative utilisation applied in coastal areas because it can provide economic benefits and environmental services without exploiting mangroves. coastal areas because it can provide economic benefits and environmental services without exploiting mangroves [36]. Ecotourism activities integrate tourism activities, conservation, and empowerment of local communities [37]; [38]. 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 world of tourism [39]. This model is a manifestation of the desire to develop environmentally friendly, sustainably managed, and responsible tourism, environment, managed sustainably, and responsibly, is conservative and provides greater benefits to the increase in income, provide greater benefits to increase income and welfare of local communities [37]; [38]; [35].

One of Bali's natural resources that has high potential to realise a nature-based tourism model, as an alternative tourism, integrates conservation values, is sustainable, and is able to provide economic benefits for improving the welfare of local communities. welfare of local communities. Ecotourism has now become an alternative tourism that is in demand by the public because it offers something different, namely beauty and environmental education. Ecotourism also supports sustainable economic development efforts because it provides employment opportunities for the community and becomes one of the sources of community income [39]. Ecotourism is starting to lead to environmental and ecological preservation which is often referred to as ecotourism. So it needs to be explored and developed in order to make tourists aware and care about the environment [40]; [35].



Figure 10. Bali Mangrove, Denpasar
Source: [37]; [38]; [35].

From Google Trend Analysis Results, Bali Mangrove appears to be in a fairly stable popularity since 2018, and even seems to be unaffected by the Covid-19 pandemic. This destination is often used as a destination for state MICE delegation guests because of its location close to Nusa Dua Resort where the delegates stay. The trend of Bali Mangrove popularity can be seen in Figure 11.

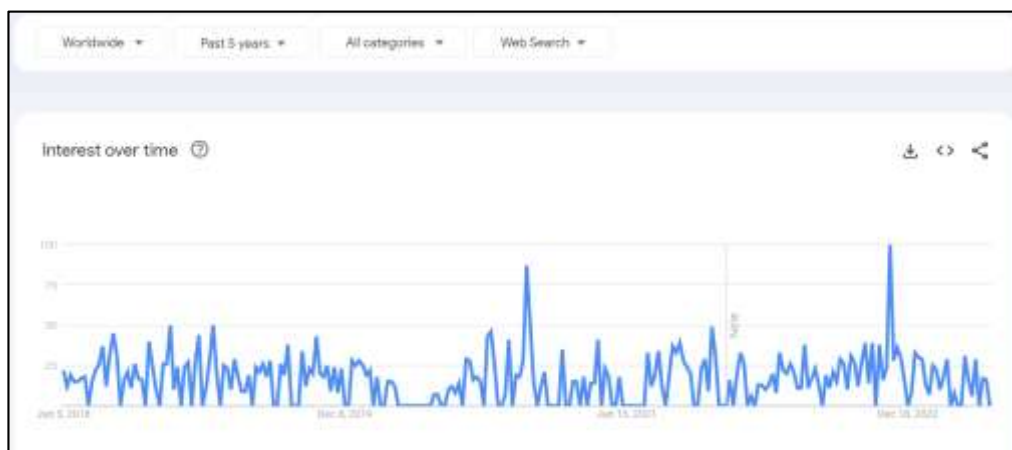


Figure 11. Google Trend Analysis Results Bali Mangrove
Source: Online Search with Google Trends, (June 2023).

Bali Mangrove Google Trend Analysis based on related topics shows some keywords that are quite strongly correlated such as Ecology, Geography, mangrove forest, as shown in Figure 12 below:

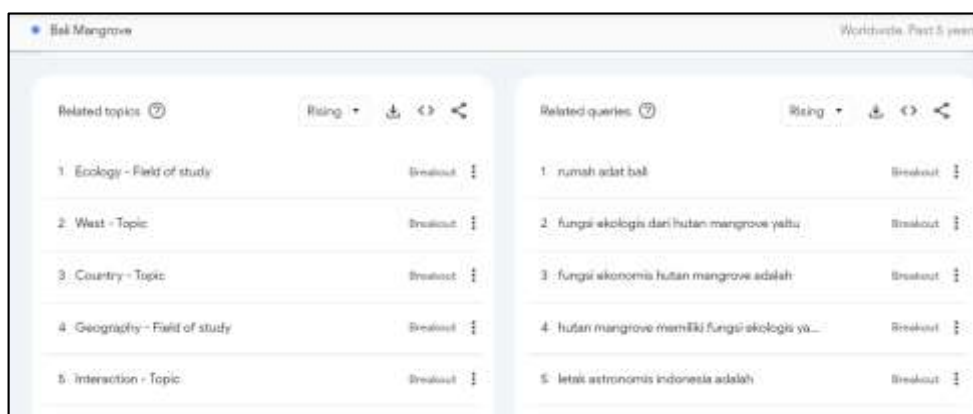


Figure 12. Bali Mangrove Google Trend Analysis based on related topics.
Source: Online Search with Google Trends, (June 2023).

The implication for Bali Mangrove destination managers is that they can pay attention bahwa keberadaannya berkorelasi dengan anggapan pengunjung bahwa Bali Mangrove terkait dengan isu ecology, geography, fungsi ecologis, hutan mangrove, dan fungsi ekonomis. Beberapa kata kunci tersebut dapat menjadi tagar yang kuat misalnya #ecology, #geography, #fungsiecologis, #hutan mangrove.

4.5 Popularity of Lembongan Mangrove Destinations

The number of plant species in the mangrove forest is 11 types of true mangroves and 13 types of mangrove association plants. The dominating species are *Rhizophora stylosa*, *R. apiculata*, *R. mucronata*, *Sonneratia alba* and *Lumnitzera racemosa*. The diversity of mangrove forest species in Lembongan is in the good category with a diversity index of 1.86 [41]; [38]

Mangrove zonation on Lembongan island is still natural vegetation, because it still follows the natural zonation pattern of mangrove forests. The natural zonation of mangrove forests is in the front zone (near the sea) generally dominated by *Sonneratia*, *Avicennia*, the middle zone is generally dominated by *Rhizophora*, *Bruguiera* and the back zone (closest to land) is generally dominated by *Bruguiera*, *Lumnitzera* and types of mangrove association plants [41]; [38]. The introduction of plant species, growth zoning, the uniqueness of mangrove species and the uniqueness of their habitat support the attraction for mangrove tour activities. Some of the uniqueness of mangroves for tourist attractions include mangrove plant fruit types (ball shape, cinder, chilli-like), root systems (supporting roots, breath roots, knee roots), mud habitat and tides, and the role of mangrove ecosystems for environmental conservation [41]; [38].

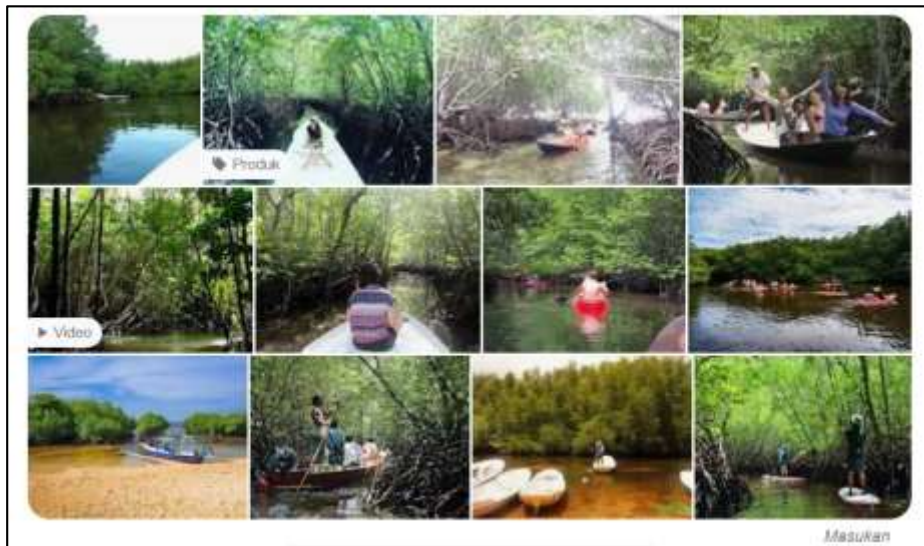


Figure 13. Lembongan Mangrove

Source: [41]; [38]

Lembongan Mangroves are an integral part of the protective function of the relatively small and low-lying island of Lembongan. The existence of mangrove ecotourism can of course have multiple functions as a tourist attraction to carry out several tourist activities such as walking around the mangrove area, fishing, and the like. The Google Trend Lembongan Mangrove Analysis Results show that since 2018 until now, this destination has experienced unstable fluctuations. At the beginning of 2020 until the end of 2021, it appears to have decreased. Lembongan Mangrove trend can be seen in Figure 14.

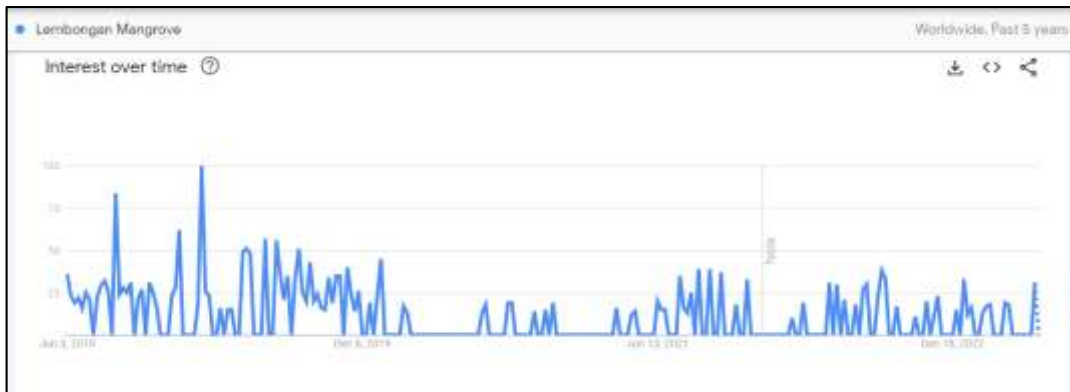


Figure 14. Google Trend Lembongan Mangrove Analysis Results
Source: Online Search with Google Trends, (September 2022).

From the Google Trend Analysis Results of Lembongan Mangrove based on related topics, there are several keywords that are strongly correlated with Lembongan Mangrove, such as Indonesia, Blue Lagoon Nusa Ceningan, Sandy Bay Beach Club, and Nusa Penida, as shown in Figure 15 below:

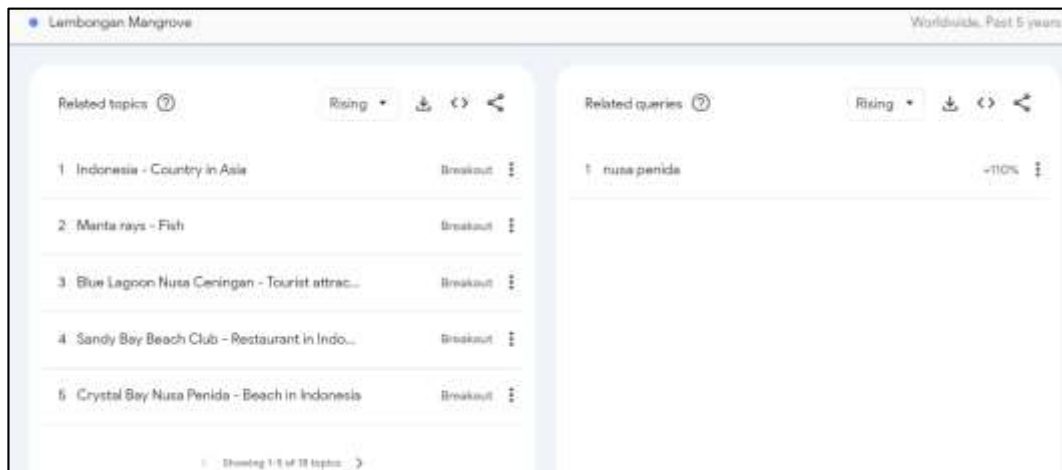


Figure 15. Google Trend Analysis Results of Lembongan Mangrove based on related topics.
Source: Online Search with Google Trends, (June 2023).

Some of the keywords above can be used as hashtags that have a strong correlation with the popularity of Lembongan Mangrove. Lembongan Mangrove can use some of these words to increase its popularity on social media by posting the following hashtags #Indonesia, #BlueLagoon, #Nusa Ceningan, #SandyBayBeachClub, and #Nusa Penida.

4.6 Segmentation Comparison of Bali's Five Ecotourism Destinations

When viewed from the Popularity of Bali's Five Ecotourism Destinations from the Results of Google Trend Analysis of Bali's Five Ecotourism, it can be explained that the tourist segmentation of Bali's Five Ecotourism Destinations are Australians tourist, Dutch Tourist, Belgian Tourist, Swiss Tourist, and German Tourist as shown in Figure 16.

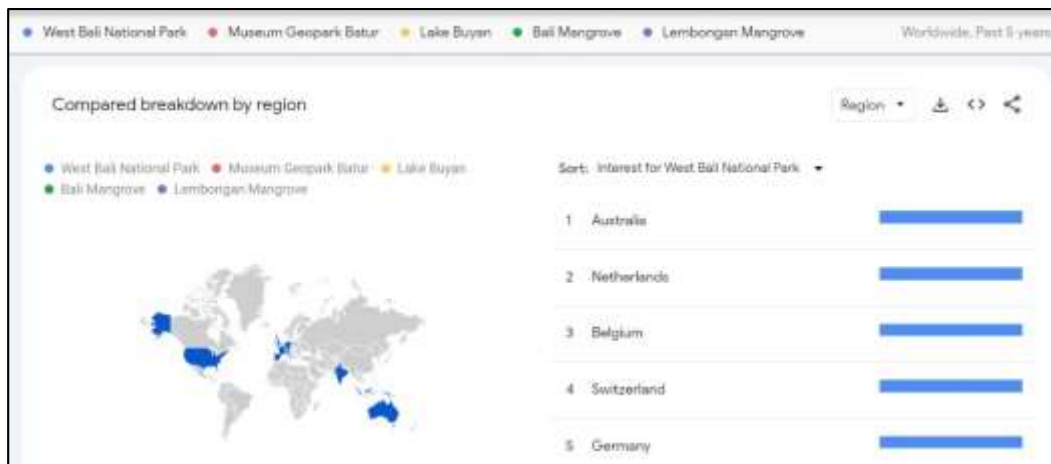


Figure 16. Results of Google Trend Analysis of Bali's Five Ecotourism Destinations. Source: Online Search with Google Trends, (June 2023).

In Figure 16, it appears that the development of ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries mentioned above, so specifically for Bali ecotourism promotions can be directed to Australia, the Netherlands, Belgium, Switzerland, and Germany. This also indicates that tourists from these countries like ecotourism adventures in the form of protected forests, lakes, and mangroves in several areas in Bali.

5. CONCLUSION

From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintamani, Lembongan Mangrove, and finally the Lake Buyan area. Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany.

The five Ecotourism areas in Bali have experienced fluctuations in visitors in the last five years from 2018 to the present. However, West Bali National Park, Batur Geopark Museum, and Bali Mangrove are almost stable.

The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

This research was only conducted online using google trends analysis so that not many facts in the field can be conveyed, so it is recommended to conduct research using survey and observation methods related to the type and diversity of ecotourism flora and fauna in some of these areas. And what is more important is to conduct research related to the impact of ecotourism on social, and economic for the community nearby the ecotourism.

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Introduction & Literature Review:

1. **Repetitive Information:** There seems to be a repetition of information in both the introduction and the literature review. For example, the five ecotourism destinations in Bali are mentioned twice in the introduction and again in the literature review. Reducing redundancy would help make the text more concise and reader-friendly.
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3. **Structure of Literature Review:** The literature review could benefit from a more organized structure. It currently has a narrative style, but it might be more effective to structure it thematically or chronologically. This could help the readers to better understand the evolution of the topic.
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be rephrased to "Online consumer ratings serve as valuable benchmarks for other users' decision-making processes."

6. **Definition of Concepts:** Terms like "Market Mavens" and "Timeliness of Online Consumer Review" could be defined more clearly to ensure understanding.

Methodology, Results and Discussion

1. **Clarification on Methodology:** The paper does not thoroughly explain the methodology used to analyze Google Trends data. It would be beneficial to provide more details about how the data was collected, the time period of the data, and the specific aspects analyzed. This would give the reader a better understanding of how the results were obtained and could be replicated.
2. **Explicit Connection of Results to Research Questions:** While the paper provides data and analysis on the popularity of West Bali National Park and Museum Geopark Batur, it does not clearly connect these findings to the overall research objectives or questions. It would be beneficial to explicitly state how these results answer the research questions or contribute to the overall objectives.
3. **Discussion of Implications:** The paper presents the results, but it lacks a substantive discussion about what these results mean in a broader context. The authors should discuss the potential implications of their findings and how they contribute to the existing body of knowledge or how they could influence future research or policy.
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2. **Discussion of Implications:** The authors have provided some implications of their research, suggesting that destination managers in Bali could target promotion of ecotourism to certain countries. This is a good start, but the authors could delve deeper into these implications. For example, how might these strategies be implemented? What could be the potential impact on Bali's tourism industry?
3. **Limitations and Recommendations for Future Research:** The authors have acknowledged limitations of their research and provided recommendations for future studies. However, this could be expanded to discuss the potential limitations of the Google Trends data, and why certain countries were chosen for analysis. Furthermore, the authors should explain why they believe survey and observation methods could offer valuable insights, and what specific questions these methods might help answer.
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The Bali Ecotourism Destination Management to Create Local Small Business

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ABSTRACT

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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.

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:

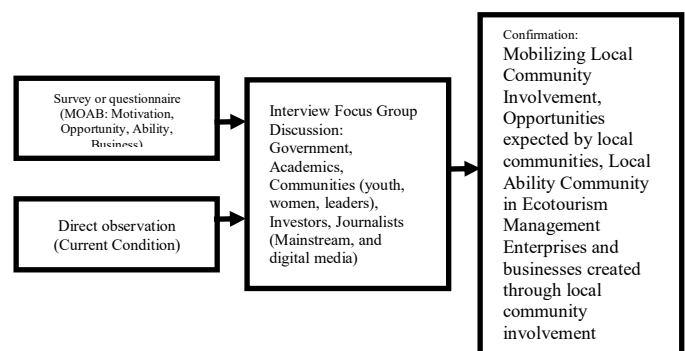


Figure 1. Research Method Flowchart Ecotourism Destination Management to Create Local Small Business

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 km², while Lake Tamblingan has an area of about 1.45 km². 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.

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The Bali Ecotourism Destination Management to Create Local Small Business

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ABSTRACT

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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.

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:

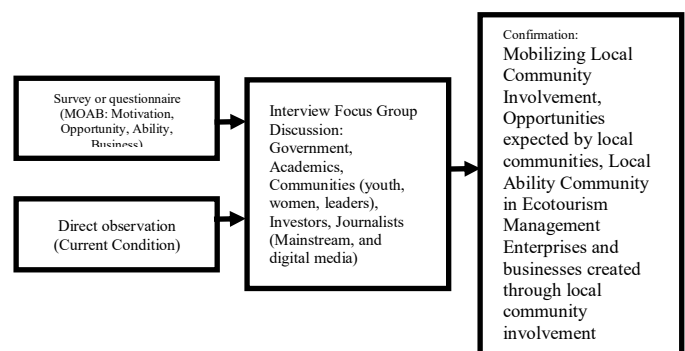


Figure 1. Research Method Flowchart Ecotourism Destination Management to Create Local Small Business

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.



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

2. 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].

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 km², while Lake Tamblingan has an area of about 1.45 km². 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.

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