

COUNTRY/REGION REPORT (April 2020)

ESTABLISHING A RESPONSIBLE DESTINATION: A RECOMMENDATION TO IMPROVE COMMUNITY AND SOCIAL ENVIRONMENT HARMONY IN COASTAL AREA OF SANUR, BALI

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Every nation has its role to maintain the sustainability of the environment together with the efforts to lift the economic level of the society. Indonesia insists to participate in undertaking the role, in every possible sector, including tourism.

Prior to the tremendous outbreak of COVID 19 issue and the assumption of nature exploitation for the sake of man's benefit, local community together with the government, media, and industry in Sanur area, led by the academicians identifying a proper recommendation to stimulate sustainable tourism destination that will, in turn, contribute the quality improvement of the economy and socio-culture preservation.

Sanur is one of the oldest tourism areas in Bali, visited by the tourists since the 1930s. This fact is leaving no alternatives but to adopt a sustainable strategy that can benefit both the society and the ecosystem surrounding the area. Sanur is located east of Denpasar, Bali Indonesia and can be reached in about 20 minutes from Ngurah Rai airport. Overall, the area of Sanur has a coastal lowland, river and swamp with a slope of 0-2 meters above sea level (BPS Denpasar City, 2018).

Determining the recommendation that assembles those origins involving the participation of stakeholders. Among the stakeholders are Sanur village authority, the local government of Bali, Tourism association, academicians, as well as media. The proposed strategy to improve community economy and socio-culture will be considered holistic and representing.

Recommendation to Improve Community Economy in Sanur Area

Bearing no doubt that in improving the economy, local communities must play an active role in building, owning and managing tourism facilities and services directly. Thus the community can receive direct economic benefits.

Sanur does not have an absolute advantage but has comparative advantages such as sunrise, waves that are not so high, and a sloping beach making it suitable for recreation areas for children and adults. These advantages is potential to draw visitors.

Sanur's competitive advantage is having open management, inviting all communities to participate in the development and development of Sanur through Sanur Foundation (YPS). Planning and development of Sanur can be carried out by YPS through the use of networks, information and technology, which are guided in an integrated manner with the participation of the community.

Additionally, based on the results of the FGDs, structuring of buildings is mainly needed in supporting the souvenir shops/kiosks on the beach. As one of the Strategic Areas of

National Tourism (KSPN) pilot destinations, it is expected that the kiosks along the Sanur beach present good standards in building design, rental premises and waste treatment. The east side of the jogging track is expected to not contain buildings, because it will obstruct the view of the beach so that it requires socialization and coordination of many parties ranging from government, industry, and the community. Settling these stalls requires a collaborative destination development communication pattern among stakeholders.

Recommendation Strategies for Preserving Socio-Culture in the Sanur Area

The results of focus group discussions in the socio-cultural aspects in Sanur are as follows: that culture preserved by local people is one of the attractions for tourists. Sanur is located in a very strategic position with rice fields in the west, black sandy beaches and thick spiritual atmosphere in the north, in the west there is also spiritual tourism and in the middle, there are attractions such as sports tourism.

Sanur has a balance in terms of natural and spiritual scenery. Cultural preservation by the community through Tri Hita Karana activities, that covers activities in the preservation of spiritual activities, custom activities and activities that display preservation and appreciation to nature.

Some places in Sanur can be developed as cultural tourism. As an example, The Segara Tengah Temple in the Intaran area is a unique temple, only appears on the surface when the new moon phase begins, has a coral reef that can be developed into a heritage tourism area but needs to be done a thorough study involving stakeholders so that it does not damage the sanctity of the Temple or the coral reef.



Sunrise in Sanur (Source: Google)



Vendors in Sanur (Source: Google)

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