

Assignment 2:

Report: Destination Management: Bali in Indonesia

Completed by: Khaleda Ahmed-Tareq

Student Number: 2017486

Module: Sustainable Hospitality & Tourism Management

BMIH5006

Lecturer's Name: Dr. Huw Thomas

Contents:

Introduction	Page 3
Main Body	Page 3-7
Conclusion	Page 7
Recommendation	Page 8
Reference	Page 9-11

Introduction

This report will look into detail of the definition of sustainability, how this impacts the tourism and hospitality industry. Research and evaluate into the principles of sustainable tourism and how this is implemented within the chosen destination Bali in Indonesia. Look into the good practices of sustainability conducted and how this sets them apart.

The intention of this report is to analyse how Bali is setting an example of evolving around sustainable resources within the tourism industry. What problems they are currently facing and how they are resolving these issues. Study the area in detail, how the destination can impact or benefit the tourism industry and support the concept of sustainability alongside the transport sector.

The aim of this report is to present the findings carried out which will aid to determine and highlight the findings of any best practices, investigate any recommendation which will benefit the economy as well as the country.

Main body

As sustainability has become a huge concern for the people worldwide, the drive to make the world a better and safe place is evident in all sectors. It is vital to make sure that constant monitoring of the progress of sustainability within a business especially to educate and allow the future generation to value the concept and the means behind the reasons of the importance (Abel, 2019).

Is it crucial that everyone involved within the hospitality industry to understand the importance of sustainability whether present or for the future. They need to ensure the importance and awareness needed to ensure this element is integrated within the business and continue to improve (Chen et al, p392, 2012).

The chosen destination for this report is Bali in Indonesia. Indonesia has over 17,000 islands including Bali. It is known to be one of the most popular destination for tourism (Putri, 2021).

Due to the breath-taking beaches, lively traditional culture, never ending adventure from waterfalls to beautiful nature of greenery which include lakes, mountains, rice fields, flower gardens, rivers and the secret canyon (Putri, 2021).

Bali is known to have the best environmental friendly hotels, which gives them the best opportunity of attracting tourist to the area. Suarga Padang Padang, Sumberkima Hill, Fivelements Retreat, Sarinbuana Eco Lodge, Mana Earthly Paradise and Bali Eco Stay are only some of those examples of the famous places to stay (The Hotel Journey, 2022).

The one that tops them all in comparison against other resorts and hotels is Bambu Indah, being at the top of the list due to the vast positive impact of sustainability this hotel has to Bali. Which also sets them on the grid to be well established (Cullen, 2022).

Bali's resort takes the essence of natural luxury. From traditional family recipes through generations, tailored activities, rejuvenating natural life through examples of sustainability (Mood of Living, 2016).

According to Mood of Living (2016), it is a family owned hotel, established since 2008. The structure of the hotel was originally intended for homes for brides of noblemen which was later transformed into lodges and so connects the guests with the historic background (Mood of Living, 2016).

The hotel provides sustainable and organic experiences with a personal touch. Providing an ecological experience through lava stone for the pools and the experience through the natural rainforest surrounding the hotel. Balinese blessing guided by a local from the community, a ritual of water purification invites the guest to the culture, showing respect of the values of Bali (Mood of Living, 2016).

Use natural pools, volcanic rocks are used to filter water before it is released into the pools of the hotel. 75% of their ingredients are farm based and directly shipped to the hotel alongside owning their own organic vegetable garden (Holiab, 2022).

As stated within Jill On Journey (2022) the fundamental pillars of sustainable tourism are firstly environmental, protecting the nature and the climate. If natural resources are used then the environment and the nature will be sustained for the future. Secondly social, humans are the centre of all aspects. Ensuring well-being of all is maintained, whether this maybe within the workplace or in public, individual needs are required to be met to allow social sustainability. Lastly economic, a business will not be able to sustain for a long period of time if they do not resource responsibly and efficiently. Providing and offering benefits and offers for the region will promote the economic sustainability either through creation of job roles of improved infrastructure (Jill On Journey, 2022)

Some of the positives of the hotels and resorts that can be seen are that some houses are made from bamboo wood, handmade bathtubs used from sustainable materials. Location is amongst natural settings of organic fields and rice paddles, providing natural views to guest connects the tourist to the roots of the area.

Owners of Bambu Indah have strong eco-credentials and are founders of the Green School which is known to be the world most acclaimed, number one for providing education of sustainability (Forester-Walker, 2022).

The whole hotel is a true example of sustainability in every aspect, setting a standard of using 99 percent of natural materials within all contractual projects, recycle as many recycle materials and dealing with waste responsibly (Forestier-Walker, 2022).

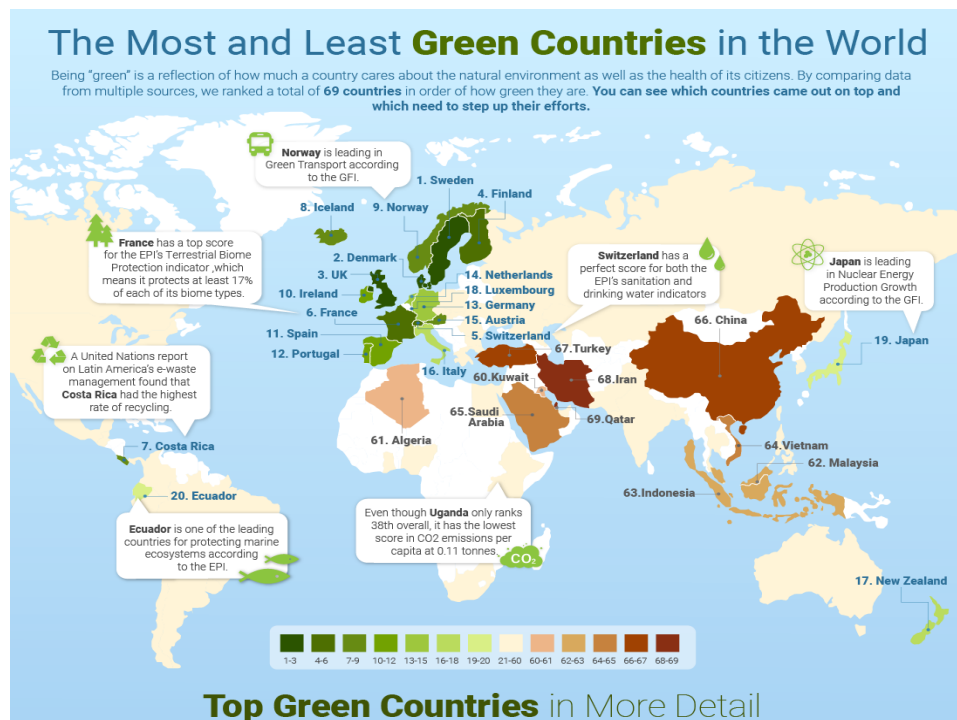
Other negatives which can be found according to Forestier-Walker (2022) are that is not suitable for children who are very adventures as the main deck overhangs a ravine, well set back from Ubud. Room paths are narrow and can be slippery on rainy weathers. Very natural wildlife elements can be experience, even within the comfort of your own room which may not always be within everyone's comfort zone. These are only some elements which can be seen as an example of drawback of the hotels within Bali due to the remoteness and the climate impacting the business.

Another area which needs to be considered for the tourism is the transportation sector. In order to have a sustainable transportation, many factors may have an impact and will need to be considered. The method of transportation which are available, are the vehicles efficiently able to go through most places, rural areas may be harder than cities which may mean cars are used more and may be the only option available. Reliability of the services of public transports may deter people from using the service.

Within the urban areas free shuttles are offered to retreat areas, alongside scooters which also can be rented out for guest (Holiab, 2022).

Costs of perchanse of the vehicle and transport may have an impact on the options of people choosing the method for their transport. Due to fuel increase, and prices of vehicles, prices of tickets, this may not be an easy option for most people.

Some countries have moved ahead with sustainability then others. According to Green Matters (2022), the United Nations 2022 Sustainable Development Report topped Finland to be the world's most sustainable country. Whereas Green Match (2022) states Sweden to be at the top followed by Denmark, UK then Finland. Indonesia can be seen to be lower down as more improvement and development is needed in order to establish the country. More activity within this area is needed, as being the 63rd on the list, a major work is requirement to be able to improve themselves and be recognised on this platform.



(Green Match, 2022)

The Government of Bali have made some implementation in order to make the country more sustainable within the nature and tourism sector. For example introducing the electric vehicle (EV) policy, made to be one of their priorities in order to reduce pollution and emission levels (Belgiawan et al, 2021).

Due to the booming tourism in Bali and the growth of the economy, Indonesia may have some influence in causing infrastructure stress, raise in carbon emissions and also cause problems with traffic, which all have impact to the climate change. They have developed a green school for the future to educate students to make a difference to the world, living more sustainably and providing innovative ideas to support their ambitions (Green School, 2022).

Due to increase level of tourism, Bali has been facing many other challenges. Continued threat on their traditional agriculture due to the demand of land to meet the population of the growth. Limited water provision capacity in order to keep for the agriculture, residential, industries and tourism (Ministry of Tourism and Creative Economy of The Republic of Indonesia, 2022).

The Growth 2050 roadmap has been developed to support these crisis arising and support the sustainable development and growth of tourism in Bali. Focused to deliver five objectives which are, improved livelihoods, growing visitor economy, better environment, reduce carbon and have an authentic Bali (Ministry of Tourism and Creative Economy of The Republic of Indonesia, 2022).

Developing strategies within 4 clusters products and markets, community and jobs, climate and environment, infrastructure and investments. This can be seen as an example set in attempt made by the

country to support cities and villages like Bali. Enabling them in contributing to support the 3 pillars in order to make the world a better place.

Butler's life cycle model explains about the evolution development and the life cycle of tourism, his theory comprises of six stages exploration, involvement, development, consolidation and stagnation. Explaining that it is not a static process but mainly experiencing change (Tourism Teacher, 2022).

Bali is currently within the development stage, showing increase in tourism, in order to match the tourism growth the need for more landscape and infrastructure is becoming the even more reason for development. According to Vanood (2022) to meet the future demand, investments are already in place to improve the infrastructure and accessibility. With upgrades to Benoa Port to accommodate the cruising demand and airport space. This can be seen as an example of strategies which have been developed and planned for the future and currently been executed in order to accommodate the needs of the future, which allows the scope of development for Bali.

When introducing Doxey's Irridex model, which defines the attributes of the local people and the communities responses to the growing tourism. Welcoming the early stages due to the potential social and economic benefits (Beeton, p39, 2006).

Further going through the stages of apathy and annoyance due to the inconveniences which may be caused. Later following into the antagonism stage where there will be a negative effect to behaviours of the local people (Beeton, p40, 2006).

An example of this can be seen from a review made by an Islander from Bali, Chong (2020), expressing his thoughts. Expressing that mass tourism development may positively influences the financial growth but due to meeting the demands and trying to hold grip of interest of the tourist, reshaping of cultural ceremonies and timings were needed. Also increasing tension between host and guest, alongside locals. Mass tourism has also resulted to increase in misbehaviour of the tourist to the local cultures and resulting in practises being diluted (Chong, 2020).

Conclusion

On the basis of findings on the report, it seems Indonesia have a lot of work to do in order to mark themselves on the global platform as being active and becoming more established countries for sustainability. The plans and strategies which they have in place by 2050 will indeed help them develop a much more friendly economy and support the environment. Support them in been able to accommodate the rising need of mass tourism and deliver a better service without comprising the morals of the country.

Recommendations

Although it can be seen that there are plans within the country to support the environment to make it more sustainable. Some recommendation which I believe may enhance and support their goals are firstly introducing vehicles such as Tuk Tuk's within the urban areas and also the major cities. Not only do they provide a memorable experience, it can seat up to six people, low to none pollution to the air as they are fully electric and environment friendly and also low on noise impact (Local Tuk Tuk, 2018).

According to studies conducting by Mi and Youngping (2022) who established bike sharing is a new method of transportation and growing popular across the world. All cities around the world have also implementing bicycles for more sustainable transportation system. They also develop a better healthy lifestyle and also create new job opportunity for the country (Plan4Sustain, 2022).

This allows more freedom to traveling for tourist or even the locals and will benefit the economy as well as the lifestyles of many.

Reference

Abel, A. (2019) *Why Sustainable Education Is Crucial for the Next Generation*. Available at: <https://www.spark-y.org/blog/2019/11/18/why-sustainable-education-is-crucial-for-the-next-generation> (Accessed: 24 November 2022).

Beeton, S. (2006) *Community Development Through Tourism*. 1st edn. Australia: LandLinks.

Belgiawan, P.F. et al (2021) *Electrifying Tourist Mobility in Bali, Indonesia: Setting the Target and Estimating the CO₂ Reduction Based on Stated Choice Experiment*. Available at: <https://www.mdpi.com/2071-1050/13/21/11656> (Accessed: 05 December 2022).

Chen, J.S. Legrand, W. and Sloan, P. (2012) *Sustainability in the Hospitality Industry*. 1st edn. London: Routledge.

Chong, D.K. L. (2020). *The side effects of mass tourism: the voices of Bali islanders*. Available at: https://www.researchgate.net/publication/336966561_The_side_effects_of_mass_tourism_the_voices_of_Bali_islanders (Accessed: 06 December 2022).

Cullen, S. (2022) *The world's most sustainable hotels: stay in eco-friendly style*. Available at: <https://thehoteljournal.com/worlds-most-sustainable-hotels/> (Accessed 21 November 2022).

Forestier-Walker, A. (2022) *Bambu Indah*. Available at: <https://www.i-escape.com/bambu-indah> (Accessed: 25 November 2022).

Green Match (2022) *The World's Greenest Countries*. Available at: <https://www.greenmatch.co.uk/blog/greenest-countries> (Accessed: 05 December 2022).

Green School (2022) *Solution Based Learning, Community Engagement & Enterprise*. Available at:

<https://www.greenschool.org/bali/support-us/biobus/> (Accessed: 05 December 2022).

Holiabie (2022) *Bambu Indah*. Available at:

<https://www.holiabie.com/bambu-indah> (Accessed: 25 November 2022).

Jill On Journey (2022) *The three pillars of sustainability in tourism*. Available at:

<https://jillonjourney.com/the-three-pillars-of-sustainability-in-tourism/> (Accessed: 25 November 2022).

Local Tuk Tuk (2018) *Why is Tuk Tuk the right vehicle for children?* Available at:

<https://localtuktuk.com/why-is-tuk-tuk-the-right-vehicle-for-children/#:~:text=Environmentally%20Friendly%20Vehicles,family%20does%20their%20ecological%20duty.> (Accessed: 05 December 2022).

Mi, Z. Zhang, Y. (2021). *Environmental benefits of bike sharing: a big data-based analysis*. Available at:

<https://discovery.ucl.ac.uk/id/eprint/10046880/1/Environmental%20benefits%20of%20bike%20sharing%20A%20big%20data-based%20analysis.pdf> (Accessed: 05 December 2022).

Ministry of Tourism and Creative Economy of The Republic of Indonesia (2022) *Green growth 2050 Roadmap for Bali sustainable Tourism development*. Available at:

https://vuir.vu.edu.au/35965/12/Green_Growth_2050_RoadMap_Bali.pdf (Accessed: 25 December 2022).

Mood of Living (2016) *Bambu Indah – Sustainable Boutique Hotel In Ubud, Bali*. Available at:

<https://moodofliving.com/bambu-indah-sustainable-boutique-hotel-in-ubud-bali/> (Accessed: 25 November 2022).

Plan4Sustain (2022) *Sustainable Business Models and Bike-sharing Systems*. Available at:

<https://plan4sustain.pt/2022/05/01/the-importance-of-sustainable-business-models-urban-bike-sharing-systems/> (Accessed: 05 December 2022).

Putri, Edira (2021) *Reasons Why You Should Visit Bali*. Available at:

<https://theculturetrip.com/asia/indonesia/articles/10-reasons-why-you-should-visit-bali/> (Accessed: 06 December 2022).

The Green Matters (2022) *The World's Most Sustainable Countries Have Made Being Eco-Friendly a Priority*. Available at:

<https://www.greenmatters.com/big-impact/most-sustainable-countries> (Accessed: 05 December 2022).

The Hotel Journey (2022) *Stay at the best eco-friendly hotels in Bali and tread lightly on your next island holiday*. Available at:

<https://thehoteljournal.com/best-eco-friendly-hotels-in-bali/> (Accessed: 06 December 2022).

Tourism Teacher (2022) *Butler's Tourism Area Life Cycle Model: A simple explanation*. Available at:

<https://tourismteacher.com/butlers-tourism-area-life-cycle-model/> (Accessed: 06 December 2022).

Vanood (2022) *Boosting Bali's infrastructure and accessibility*. Available at:

<https://www.vanoord.com/en/projects/boosting-balis-infrastructure-and-accessibility/> (Accessed: 06 December 2022).