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Environmental Impact of the Tourism Development of Community Based Tourism in GiliTrawangan North Lombok

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Abstract

Gilitrawangan is one of economic support sector in Lombok Island which has enormous impact, and local communities' role involved that acquire the impacts of various aspects, the development of tourism is not only giving positive outcome, but also negative impact as the deteriorating income gap within community groups, the worsening inequality within regions, the loss society control to economic resources, the emergence of neo-colonialism or neo-imperialism and so on. This study aims to determine factors on tourist attraction and benefit of the development of eco-tourism in GiliTrawangan, North Lombok seen from social and economic aspects.

This research study used qualitative descriptive analysis approach: the data collected in this study was in the original condition or natural. This technique was used to get direct impact on local communities especially those working in tourism of GiliTrawangan, North Lombok and to determine the sample size of 200 respondents consisting of 100 local respondent and 100 tourists Respondent.

The results obtained in this study were: the factors that attract tourists to do tourism activities in GiliTrawangan namely (1) potential beach factor as the tourist attraction resulted in 91%, (2) facility factors as the tourist attraction resulted in 65%, and (3) service and hospitality factors resulted in 94%. While there was positive impact on the tourism development impact in GiliTrawangan seen from the economic aspect that was able to increase the local income, the tourism activities has brought the negative impact on the surrounding environment particularly the issue of the erosion of local culture because people tend to imitate the behavior of foreign tourists who do not fit the local culture values.

Keywords: the impact of tourism, community-based, sustainable tourism

I. Introduction

Preservation of tourism development (sustainable tourism) can be said an absolute considering the scarcity or even the absence of other sources that can be exploited for the welfare of its inhabitants (Bagus, 1992: 62). One of the tourist destinations that experience the development of tourism is very rapid is West Nusa Tenggara. The province of West Nusa Tenggara (NTB) is part of a group of islands called "Lesser Sunda Island". West Nusa Tenggara is located in the south of the island of Bali, which is south of the equator. West Nusa Tenggara consists of two main islands, namely Lombok Island and Sumbawa which hundreds of small islands and coral islands surrounding the seas (Department of Culture and Tourism of West Nusa Tenggara, 2015).

As one of the famous tourist destinations in Indonesia, West Nusa Tenggara offers a wide range of natural beauty, culture and activities of interest to tourists. Exotic tropical island, beautiful beaches with stunning white sand, clear blue sea with beautiful underwater scenery it's become challenges for tourists to swim, dive, surf or just sunbathe to enjoy the warmth of the sun.

The development of tourism sector in Lombok generally experienced a very rapid development, along with development in various sectors of the economy. This is because the tourism sector is a main sector that contributes

considerably to Lombok's economic growth rate, so it needs to be continuously developed, in accordance with the conditions, potentials aspect, and other resources owned by each region. The condition and potential resources owned by each region, are spread across all districts in Lombok according to the characteristics of the region.

Lombok is an island in the Lesser Sunda Islands or Nusa Tenggara is separated by the Lombok Strait from Bali to the west and the Alas Strait to the east of Sumbawa. The island has an area of 4,725 km². With all the potential of the natural beauty, the hospitality of the people, the arts and culture that it possesses, Lombok can be relied upon as a source of income increase from the tourism sector mostly in the form of marine tourism objects. One of the marine tourism areas in Lombok is three small islands. Gili Air, GiliMeno and GiliTrawangan (Gili in Sasaklanguage means island) are groups of three small islands in northern West Lombok. These three islands have a stretch of white sand beach and beautiful underwater scenery and is perfect for diving and fishing. Blue coral only found in two places of the world, in addition to the Caribbean sea can also be found between GiliMeno and Gili Air. GiliTrawangan is the largest island of the three islands located in the northwest of Lombok. The journey to Gili only takes about two hours from the city of Mataram (Department of Culture and Tourism of West Nusa Tenggara, 2015).

GiliTrawangan is big influence of the economic supporting sectors on the island of Lombok. GiliTrawangan is said to be an industry multiplier effect, which means that this industry has an impact on and influential to other sectors of the economy, such as hotels, restaurants, music industry, entertainment, and also give benefit for conserve Lombok culture itself, because in every activity organizers always insert elements of art and culture of Lombok, whether in terms of decoration, entertainment and the uniqueness of nature and attractions that have elements from the island of Lombok (Department of Culture and Tourism of West Nusa Tenggara, 2015).

The attraction of the GiliTrawangan area is the quiet village life, aquatic conditions suitable for swimming, snorkeling, diving, canoeing and fishing activities, as well as having marine biological resources characterized by coral reef ecosystems and marine biodiversity, where the air has not been polluted and hospitality, restaurants, diveschool and other facilities that can be used to support tourism development.

The natural beauty that is supported by the customs of rural communities that are quite thick becomes the mainstay of this region compared with other coastal areas in GiliTrawangan and this was enough to make this area favored by the tourists to stay and settle. Excessive development of tourism facilities in the GiliTrawangan Tourism Area, especially the construction of hotels and restaurants, triggered the arrival of citizens from various regions to find work in the area. This is due to the thought of the stakeholder of tourism to provide tourism facilities.

Lately, the type of marine tourism or coastal small islands that are on the rise and in demand by tourists abroad is the conservation tourism area or marine protection, such as the Marine Reserve and Marine National Park. It cannot be denied that, especially tourism activities undertaken on small islands hasan economic impact of improving living standards of local people. The development of the number of tourists visiting or vacationing to GiliTrawangan which in the Department of Culture and Tourism of West Nusa Tenggara Provincial Government is as follows:

Table 1.1
Number of Tourist Visits ToGiliTrawangan
Year 2011-2015

Year	Number of Tourist (person)	Percentage (%)
2011	337.616	-
2012	426.919	26,45
2013	486.870	14,04
2014	503.341	3,38
2015	535.525	6,39

Source:Department of Culture and Tourism of West Nusa Tenggara, 2016

Base on Table 1.1 shows that the number of tourist visits to GiliTrawangan from 2011 to 2015 has increased. But the increase in the number of visits base on the percentage decreased from the year 2013 amounted to 14.04% and in 2014 amounted to 3.38% and increased in 2015 6.39%. According to the Regional Tourism Promotion Agency of North Lombok Regency, to increase the number of tourist arrivals in 2016, West Nusa Tenggara Tourism Office has made various efforts one of them together with local tourism actors will enhance the image of tourism North Lombok regency can be known to the world.

Environmental tourism in GiliTrawangan experienced a positive trend which is the problem of how environmental tourism is packaged to remain attractive by not leaving the uniqueness of the local community where this tourism is developed so as to provide economic benefits for the local community. For that there needs to be management with clear concepts and forward-oriented, because it has a very good prospect.

Development of environmental tourism in GiliTrawangan has long been developed, but until now there have been no studies that lead clearly how exactly a good concept in the development of environmental tourism so that really can provide benefits directly for people residing in the region.

Based on survey results and interviews with one of the lodging managers in GiliTrawangan explain as follows; The change of the social and economic paradigm in GiliTrawangan occurred along with the entry of tourism, local people who used to be fishermen and garden workers began to leave the daily and switch as industrialist society, by starting to pursue the industrial world, especially tourism which slowly growing in GiliTrawangan. The development of tourism industry in GiliTrawangan attracts people who want to work so that the local production of food production decreases, but with the tourism industry also serves as a forum to develop and manage the potential tourism of GiliTrawangan and also to empower local communities.

Tourism activities in GiliTrawangan also have a role for the local communities involved will be affected by various aspects, the development of tourism is not only positive but also has negative impacts such as the worsening of income gap between community groups, the worsening of inequality among regions, the loss of community control To economic resources, the emergence of neo-colonialism or neo-imperialism and so forth (Pitana, 2005).

The impacts caused by the existence and development of tourism activities can not only be seen in terms of positive, but the negative impacts must also be seen and considered. Negative impacts that arise if not handled seriously of course will be detrimental to society. Therefore, in this study, researchers studied about the positive and negative impacts of the existence of tourism development on the socio-economic life of people in GiliTrawangan, North Lombok regency. Referring to the background, the formulation of the problem as the basis for the development of this research is 1) to know the characteristics of tourists, 2) what factors are the attraction of tourists to conduct tourism activities in GiliTrawangan, and 3) what are the benefits of environmental tourism development in GiliTrawanganNorth of Lombok seen from the social, and economic aspects.

II. Research Methods

Research Approach

Research on the impact of the development of community-based environmental tourism in GiliTrawanganNorthLombok is a qualitative research that describes a phenomenon, then linked with other phenomena through interpretation to be described in a quality that is close to reality (Muhajir, 1998: 18). Sampling and distribution of questionnaires is done by purposive sampling method is a technique used if researchers have certain considerations in setting the example in accordance with the purpose of the study. Based on the samples that can be drawn from the population depends heavily on the research objectives, the type of instruments used, the cost and time (Kusmayadi, 2000: 141). This technique is used because the authors want a direct impact that occurs on local communities, especially those working in GiliTrawangan of North Lombok and by determining the size of the sample as much as 200 respondents consisting of 100 respondents of local communities and 100 respondents of tourists.

III Results Discussion

Profile of GiliTrawangan

GiliTrawangan is located in Gili Indah area. Gili Indah is an area of three small islands located within a village government that is Gili Indah village. Some people call this region as Gili Mantra namely GiliMeno, Gili Air and Trawangan. GiliTrawangan is the largest island of the three small islands or the other. GiliTrawangan is also an island whose height above sea level is quite significant. Initially GiliTrawangan only populated no more than 500 people, over time the population increased to about 800 people, then in the 1980s GiliTrawangan began to be promoted as a tourist area. On that time, GiliTrawangan is not much favored place and does not have much tourism facilities and has only a few tourism facilities such as the first guest house that was given the name PakMajidin, so the inn is attract other tourism facilities have sprung up to this area, GiliTrawangan has the most facilities compared by two other Gili who are adjacent to GiliTrawangan. GiliTrawangan area is under the management of the Director General of Coastal Marine and Small Islands who formed an UPT with the name of National Aquaculture Conservation Center, which is located in Kupang, NTT since 2001.

Tourist Attractions GiliTrawangan

The Beach is Charming

The beach in GiliTrawangan is one of the most beautiful beaches in the world. The water is crystal clear, and warm. When the tourists doing water activities, it will feel the feeling like floating in a giant bath pool. Along the coast it is the perfect place to float with the waves. In the middle of the beach, the waves make the heart surfers surfacing fast. On the southeast side of GiliTrawangan beach has soft white sand, warm and attract visitors to swim, snorkel, fishing and sunbathing. On the west side of GiliTrawangan if the good weather is the best place to see the red sunsets are so fascinating that Mount Agung, Bali. While on the east side of GiliTrawangan we can see the sunrise which is underlined by Mount Rinjani. Beach with sparkling white sand, clear water and beautiful underwater scenery is becomes a tourist attraction. In addition to this small island tourists can also see a collection of tropical fish with a variety of stunning colors, if lucky too can see the life of the turtles among the beautiful coral reefs.



Figure 1.1 GiliTrawangan Beach

Free Area Traffic.

GiliTrawangan is free from traffic congestion, factory smoke such as motorcycles, and misleading cars. This is based on community agreements set forth in village legislation (awig-awig). The means of transportation used in this place is the traditional transport of cidomo and bicycle.

Snorkeling

Nice snorkeling spot on the west coast. Here the water is so calm with the ocean currents from north to south and temperature 23 degrees Celsius. This area has more than enough place to dive and also one of the cheapest and safest places in the world to learn to dive with warm, calm sea temperature and clear visibility. GiliTrawangan tourism object also provides a place for tourists who want to learn diving with PAD qualification and SSI license (professional safety standard and environmental standard). The place is like in Blue Marlin Dive, Dream Divers, Manta Dive, Big Bubble and Trawangan Dive. In addition, the Ombak Diving Academy is the largest diving academy with 100% track record of the best safety level.



Figure 1.2 Snorkeling Activity

Nightlife

GiliTrawangan is very famous for its reputation as a party island. This is because every time there is a party or party that takes place in bars and restaurants. Sometimes every bar has a weekly rotation schedule for a beach party, complete with DJ music and fire dancers that are favorites for the young generation who dominate the island visit. Europeans refer to this island as the smallest island in the world that has an Irish bar.

Economic Sector Tourism GiliTrawangan

Accommodation

GiliTrawangan has a very rapid development than two other Gili. Accommodations in GiliTrawangan range from simple lodging to luxurious hotels. Bungalow from woven bamboo wall and thatched roof or reed can still be found in this place. The number of lodging in GiliTrawangan in 2015 is 144 hotels (55.38%) with a total of 1,712 rooms and 985 employees. Homestay amounted to 116 (44.62%) with 517 rooms and 207 workers (Source; Department of Culture and Tourism of West Nusa Tenggara, 2015). Five-star hotel with luxurious facilities, large-scale restaurant, ATM, dive shop, money changer, travel operator, fast boot service, tennis club, fitness center located at Vila Kelapa, health center at Vila Ombak, art market and some shops Sell a variety of goods ranging from pearl to sarong can be found on the beach GiliTrawangan.

Infrastructure (facilities)

The main road in GiliTrawangan partly uses paving block and partly using dirt road. This is the main access to some hotels and homestay. Electrical supplies for hotels and homestays are sourced from PLN and generators. While the water facilities are sourced from distilled sea water. The telecommunication network in GiliTrawangan is quite advanced with fast Wi-Fi facility.

Characteristics of Respondents

Tourist Characteristics

Based on the survey conducted, as many as 100 foreign tourists who are doing tourism activities in GiliTrawangan are used as respondents. The importance of the description of the characteristics of respondents because of the aspects of nationality, gender, age, education, and employment, influence the impact of tourism development in GiliTrawangan itself. Based on research conducted, from 100 respondents, tourists are classified based on the origin of the country into three areas (traffic conferences) that exist throughout the world (area 1, area 2, and area 3). Area 1 (TC 1): America, area 2 (TC2), namely: Europe, Africa, Middle East (Middle East), and area 3 (TC 3), Asia, and Australia (IATA, 2000, 1-4). Of the three areas for tourists coming from area 1 of which consists of Canada consists of 11 people, Brazil as many as 5 people. Tourists who come from area 2 of Europe, consisting of France as many as 56 people, Netherlands (Netherlands) as many as 4 people, Sweden as many as 4 people, Belgium as many as 8 people, Switzerland as much as 2 people. While the tourists who come from area 3 of Asia consists of the Philippines as many as 6 people, Thailand as many as 4 people. The results clearly show that tourists who come to GiliTrawangan mostly come from European countries that amounted to 74%. Tourists from other countries are quite a lot of tourists from the American which amounted to 16% and the Asian region reached 10% of the total tourists who visit GiliTrawangan.

Viewed from the gender that most of the foreign tourists who have been doing tourism activities in GiliTrawangan are tourists with male gender, which is 57% and female by 43%, it shows that men do more activities of tourism compared to with women.

Age greatly affect the motivation in travel. To carry out travel activities by traveling a considerable distance (overseas), age is one of the determining factors. The best time to travel is during the productive age. This means that tourists who are still able to physically, financially and have time to spare, then make use of it to travel. Of the 100 tourists who visit GiliTrawangan, 48% are tourists who have conducted water activities are dominated by tourists who are categorized as productive age and in the second rank as much as 17% aged between 31 to 40 years.

For tourists who are aged under 20 years the number is only 9%, while tourists who are at the age of 41 to 50 years the number is 18%. A very interesting thing from the observation is that tourists aged 50 years and over (elderly) are still eager to do marine tourism activities that amounted to 8%.

Base on the 100 tourists, it turns out that the number of highly educated tourists (university and diploma) ranks the highest of 48% has got S1 degree, and, 27% have diploma degree, followed by those with medium or equal education as much as 19% and 6% have Postgraduate degree. From the data can be said that highly educated tourists who do a lot of travel activities.

To reduce the saturation in doing work activities, need to set the time to relax, feel the other atmosphere outside the work environment. One way is by doing activities to travel to a tourist destination. From the perspective of occupation or profession of respondents, base on the 100 tourists who visit GiliTrawangan most of the tourists work as professionals / experts. They travel to GiliTrawangan by doing tourism activities with the aim of relaxation, breathing fresh air, and see the daily life activities of the community, as well as social and cultural activities of the local community. Most tourists who visit GiliTrawangan (26%) have jobs as experts / professionals. As many as 36% are entrepreneurs, 18% are private employees, and 5% are civil servants. Students are 11%. In addition to working as an employee or private employee, of all respondents 4% of tourists do not work, but they have other professions such as retired, volunteers, and even some who do not have a job.

Respondent Characteristics of Local Communities

Respondents of local communities working in GiliTrawangan are dominant with male gender, as they work as surfing employees, diving requires strong physical strength. Respondents based on age who work in GiliTrawangan most in the age range 21-30 years that is as much as 45%, because this age is a productive age to work especially work that rely on physical strength. Based on the education of the local people who work in GiliTrawangan, most of them have high school / vocational education 41%, and even 6% already have Diploma / Bachelor degree, this is proof that local education level is good. Earnings of respondents per month at most in the range of IDR. 1,001,000-2,000,000 of 56%, and the livelihoods of respondents prior to GiliTrawangan work as farmers and entrepreneurs mostly, this is because the local people see a change by working in GiliTrawangan, the existence of GiliTrawangan tourism is proven to absorb the workforce with The entry of new employees who were previously students. As for the duration of work, as many as 71% of them start working in the span of 1-5 years, and about 23% of them just work as surfing employees, diving in the span of 6-10 years.

Key Factors That Become Tourist Attraction to Conduct Activities in GiliTrawangan

Tourist motivation arises because of the pull factor of the tourist destination that can provide a new atmosphere. Factors of attraction are factors that offer a place that can meet the needs and desires of tourists. The pull factor is the destination-specific attributes (Pitana, 2005: 66). The dimensions of the attraction factor according to Norman et al (2001: 123) are the surrounding natural, atmospheric and climate conditions, tourism infrastructure, budget for meals and accommodation, cultural and historical attractions, handicraft attractions, upscale facilities, local communities and opportunities Recreation in the open area. The opinion is not much different from the opinion of You et al (2000: 16) on the dimensions of the first pull factor, the activity available at the destination, the second facilities of the trip and the last infrastructure is environmental quality.

In this study the dimensions of tourism attracting factors to travel to GiliTrawangan namely: first, the potential of GiliTrawangan beach as a place of marine tourism activities, second marine tourism facilities while the latter is the factor of service and hospitality. To find out the factors that attract tourists to do tourism activities in GiliTrawangan needed to collect opinion / assessment of tourists about tourism development in GiliTrawangan. This activity is done by spreading question sheets to tourists who have been doing tourism activities in GiliTrawangan.

Tourist Activities

GiliTrawangan offers various tourist activities that can be done by tourists. These activities include:

Dive

Diving is one of the main destinations of tourists visiting GiliTrawangan. According to information from the Tourism Office of North Lombok Regency, 75% of tourists who come to GiliTrawangan do dive activities. For dive sites, there are about 25 divespots (diving points) scattered throughout GiliMatra area.



Figure 1.3 Touring dive activities

Snorkeling

Snorkeling is one of the most popular activities by tourists. Unlike the dives that require special skills, everyone can do snorkeling. Snorkeling activities are conducted in relatively shallow waters so that underwater scenery can be enjoyed clearly. At the time of snorkeling, the most interesting activity is feeding the fish. Tourists can put bread or biscuits into bottles to then be fed to the fish in the water. In the coastal areas are usually crowded by tourists, usually reef fish that are in the location is already familiar with tourists and not hesitate to get closer.



Figure 1.4 Tourist Images Doing Snorkeling

Surfing

Surfing activities are usually done in the west of GiliMeno which has a large wave or south of GiliTrawangan. On a typical day this activity is usually not so crowded. New surfing activities will be very crowded between December and January when the waves are high.



Figure 1.5 Tourist Images do surfing activities

Glass Bottom Boat

Underwater scenery can also be enjoyed without having to snorkel or dive. By using a glass-based boat, tourists can see and enjoy the underwater scenery from aboard.



Figure 1.6 Tourist Image view underwater scenery

Sun Bathing

Sun activities are activities that are generally favored by foreign tourists. This activity can be done around the beach or near the pool around the inn.



Figure 3.7 Tourists do sunbathing activities

Photo hunting

Being in the coastal area would be very loss if not take the time to perpetuate themselves with the camera. The three island have beautiful scenery with their own uniqueness for photography lovers.

Culinary tour

Once exhausted with all-day tour activities, visitors can eat a variety of dishes provided by local cafes and restaurants. For tourists who want a cheap dinner, every night art market in GiliTrawangan provide a variety of menu stalls eat five-footed.



Figure 1.8 Art market in GiliTrawangan

Potential Factor of GiliTrawangan Beach

The result of filling the answer sheet by the respondents found the opinion of tourists about the potential factor attraction as a tourist attraction to conduct tourism activities in GiliTrawangan. Following the opinion of tourists to coastal conditions, 91% of the 100 respondents argue the good condition of coastal GiliTrawangan and 9% of respondents argue less good. 100 tourists who fill out different motivation questionnaires, more details are outlined in the following paragraphs.

Fifty (50) tourists who do water recreation activities argue: 88% said the condition of coastal GiliTrawangan either 19 respondents stated quite well, 20 respondents stated good and 9 respondents stated very good, 12% of respondents who argued not good about coastal conditions GiliTrawangan with the details of 1 respondent stated very ugly and 5 respondents stated ugly. This is because tourists who do recreational activities only see the condition of GiliTrawangan in general. Diving activity in GiliTrawangan is now increasingly enjoyed with scuba diving and snorkeling packages that are often marketed by Marine tourism company in GiliTrawangan, 25 respondents who fill the questionnaire of 11 people of whom are tourists who come to learn first scuba diving Time, 2 tourists who do diving activity in GiliTrawangan states GiliTrawangan coastal condition is good, 7 of which states quite good, 4 tourists said ugly and 1 tourists stated very ugly with 80% percentage stated good and 20% not good. This result suggests that activity for diving is good because nearly half of respondents think it is good.

GiliTrawangan Beach until now is still very interested tourists to perform various sports activities, from water sports are fun to physical exercise is dangerous. 11 respondents who do water sport activities have good opinion about the condition of coastal condition of GiliTrawangan, 13 from respondents stated that condition of coastal condition of GiliTrawangan is good enough, and 1 respondent stated that the condition of coastal of GiliTrawangan is ugly, with percentage: 96% stated good and 4 % not good. This result means that the coastal condition of GiliTrawangan is very good for water sport activities proven from 25 respondents only 1 people who think not good.

Rating of tourists to the quality and natural beauty of GiliTrawangan beach should be known because all marine activities cannot be separated from the quality and beauty of Natural Resources owned. From the results of questionnaire collecting in can 98% of 100 respondents stated the quality and natural beauty of GiliTrawangan beach either, some marine tourism activities can create pleasure among visitors. The opinion of tourists who do marine recreation activities argued 78% of the respondents stated good to the quality and natural beauty of GiliTrawangan and 22% said not good, with details of 63 of 100 respondents stated quite well, 15 respondents said better and 23 respondents said less good. This opinion is caused by some garbage in the waters and the coast of GiliTrawangan.

For the quality and beauty of the coastal environment GiliTrawangan, the respondents who do diving activities argue 65% stated good and 35% not good with the details: 49 respondents stated the quality and beauty of GiliTrawangan beach good, 16 respondents said good enough, 19 respondents said ugly and 16 Respondents believe the quality and beauty of GiliTrawangan beach environment is very bad. The low rating of divers on the beauty and beauty of the coastal environment is due to the poor coral reefs, dirty beaches of various activities and pollution. Result of questionnaires that have been collected, can be seen the potential factor of GiliTrawangan beach is still good enough for various kinds of marine tourism activities. In general, tourists who do water recreation activities will not pay attention to the condition, and beauty of the public beach in detail unlike the special interest of diving tourists.

Tourists who do water recreation tour is very satisfied with the coastal conditions of GiliTrawangan which has a fairly wide beach with white sand, calm water and ramps suitable for marine tourism activities that are fun, the beach is still beautiful with trees that are still shady, in Around the beach there are still many elements of tradition such as the traditional fishing boats (jukung) and there are still many holy places of Hindus. The factor that attracts tourists to dive tourism is GiliTrawangan beach has diving places that are not too far away and shallow enough to find coral, that is why many tourists come to learn scuba diving or called intro diver

(beginner divers). The potential that attracts tourists to water sport activities on GiliTrawangan beach is because it has a reef edge.

Facility Factors Of GiliTrawangan Tourism Object

Facility, is a very basic thing required by all layers of stakeholders. The existence of public facilities becomes more important its existence if it is in a place of tourism destinations. Without the support facilities in GiliTrawangan, tourism activities in GiliTrawangan are very difficult to operate. The existing facilities in GiliTrawangan is a means of supporting tourists to be able to create a sense of comfort in visiting the tourism object. So it is important to know the opinions of tourists who have been doing tourism activities in GiliTrawangan, in order to attract more tourists visit again. The result that has been in the facility factor to get the lowest research on tourists, the result of questionnaires gathering is 65% out of 100 tourists stated the existing facilities in GiliTrawangan good and 35% stated inadequate. From the results obtained by sixty-two percent of the facilities factor is not enough to be able to attract the motivation of tourists to conduct tourism activities in GiliTrawangan. Here's the more detailed questionnaire collection.

Five 50 respondents from tourists who do water recreation activities argued 20 of them stated that the existing facilities in GiliTrawangan quite good, 19 respondents stated good and 11 states inadequate, with percentage of 78% of respondents stated good 22% said less good. This is caused because of the business stakeholders in marine tourism already have facilities from companies that can provide comfort for tourists. The Results of the answer sheet collection of tourists who undertook diving activities: 56% of respondents said the existing facilities in GiliTrawangan good and 44% stated inadequate. The details are: 14 respondents thought the facilities of tourism object in GiliTrawangan quite good and 11 of them stated less.

The result of the opinion of tourists who visited GiliTrawangan to do water sport activities on tourism facilities in GiliTrawangan 48% stated good and 52% stated inadequate from the details of 12 tourists stated tourism facilities in GiliTrawangan quite good, tourists declared good and 13 Tourists declared inadequate. The low rating of tourists on facility factors due to inadequate and usable public facilities. The lack of basic facilities to support the tourism activities such as toilets, parking, garbage and others. Such as the lack of public bathrooms, the lack of trash, the mooring of boat and the lack of efforts and facilities to save the coastal environment.

Facilities factor that attract tourists to do tourism activities in GiliTrawangan due to the various types of marine tourism business, start water recreation, sailing, fishing, various water sports, to surf activities. The hotel accommodation company, restaurant and art shop located in GiliTrawangan area is one of the factors that attract tourists to do GiliTrawangan tourism activities.

Service Factors

Tourism destination is ensured in it has various forms of activities, and attractions that can be done and which can be seen. So in the tourism objects that have activities that can be done or can be seen by tourists, it is necessary that the service can facilitate tourists. Likewise hospitality owned by one of the tourism objects greatly affects the sustainability of tourism object. In GiliTrawanganisland, every visit tourists feel different hospitality from the community. The results of questionnaire collecting; 94% of 100 respondents said that the hospitality they feel good and 6% of them argue less good, following the more detailed questionnaire.

All respondents of tourists who do recreational activities of water express hospitality that is felt good with 27 of them thought the public in GiliTrawangan quite friendly, 15 respondents stated friendly and 8 respondents again very friendly opinion. Here are the opinions of tourists who do diving activities to the public hospitality. The result was 92% of the respondents thought that the hospitality they felt was good, and 8% thought it was not good: 15 respondents said they were friendly enough, and 8 respondents were friendly, and 2 respondents said unfriendly.

The results of questionnaires gathering from tourists who came to participate in water sport activities are 84% of respondents said that hospitality they feel good and 16% opinion less good, with details: 7 respondents stated the community in GiliTrawangan quite friendly, 9 of them expressed friendly, 5 of them stated very friendly, and 4 respondents expressed unfriendly.

Tourism in GiliTrawangan has various types of marine tourism services, it is very necessary to know the opinions of tourists to services obtained. From the questionnaire collection 88% of 100 respondents thought their service was good and 12% of the respondents thought it was not good, following the detailed outline of the questionnaire. Tourists who do water recreation activities believe that the service they get when doing water recreation activities 84% of the 50 respondents stated good and 16% opinion is not good. With the details of 24 respondents stated that the service in the can when doing good water recreation activities, 18 of them stated quite well and 8 respondents thought the services obtained less good.

For the opinion of the tourists who do the diving activities 88% of respondents think that the service they get very good, and 12% of respondents argue less good, with the details of 16 respondents said services obtained when diving is felt quite well and 6 respondents said the services obtained good, And 3 respondents thought the service was not good. All respondents who do water sport activities on GiliTrawangan beach stated that the service obtained during water sport activities are good, with 17 respondents said good service, 7 of them are quite good, and 1 respondents think service is not good.

So the factors that attract tourists to do tourism activities in GiliTrawangan is hospitality and service owned GiliTrawangan tourism destination. In addition it still has a beautiful atmosphere and good natural potential such as coastal conditions that have white sand, calm water, wide beach lips. The quality of the beauty of GiliTrawangan beach is also capable of attracting tourists like the waves, marine life that can still be enjoyed in some diving sport.

The Impact of Environmental Tourism Development in GiliTrawangan is seen from Social and Economic aspect.

Social Impacts of Tourism Development GiliTrawangan

The people around GiliTrawangan are mostly Muslims, most of the people's livelihoods, which used to be fishermen, now turn as merchants, open small stalls on the beach, and sell services such as traditional transportation services such as the driver of Cidomo, and others. around the beach of GiliTrawangan almost throughout the coastal area built hotels, cafes, entertainment venues and so forth. But among the hotels there is a mosque built by the local community. How exactly the impact of tourism activities on social life of the community.

Based on direct observation of existing conditions:

- a) The occurrence of acculturation of local culture with foreign culture. This tourist area has a number of visitors who are not a few good local tourists and foreign tourists, with this foreign tourists make the acculturation of culture, for example from the beginning of the community around using sarongs as everyday clothes they are now using clothes like tourists.
- b) The decline in the values of the community. With the existence of this tourism activity to make the population become selfish so that the values of kinship between the surrounding population becomes less.

From the results of interviews and observations of respondents who were sampled in this study include:

- 1) From a person working as a 32-year-old merchant juice having a wife and a 3-year-old child based on researcher's observations, his appearance tends to mimic westernized behavior or style. For example, ignorance, the use of tattoos here and there, using earrings are quite a lot of left and right ears, this indicates a shift in local cultural values. When asked his opinion about tourists who used to alcohol drink and use a bikini or half-naked while riding a bike or a walk on the beach according to him no problem because he also drink even though he knows according to the religion adopted that is Muslim religion banned.
- 2) Associated with the growth of his son as a result of the large number of tourists from abroad with a life so free, and very different cultural values, according to the respondent there is no problem to the development of his generation.
- 3) With the development of tourism is apparently without going through formal education, although not complete primary school was concerned able to communicate in English fluently. This is due every day dealing and communicating directly with foreign tourists. It is said that almost all children who live in GiliTrawangan region can communicate with English language.
- 4) According to coach Cidomo named Aryanto, his behavior is almost the same, indifferent, using tattoos on both hands, wearing earrings and so on. Likewise his views on the tourists, who drink liqueur, use a bikini

or half-naked, that's the usual thing he witnessed. He is also accustomed to drinking despite his confession of Muslim. It also shows a shift in local religious and cultural values.

Then, in terms of social entry of foreign tourists in the area of GiliTrawangan also give negative impact, such as the case of teenage pregnant out of wedlock which makes the occurrence of early marriage even though that occurred in the scale is not too large. The impact is inseparable from the entry of foreign culture that is contrary to the values of norms and religions, therefore it is necessary for the awareness of the community itself so as not to follow the things that are negative. This tourist area has a number of visitors who are not a few good local tourists and foreign tourists, with this foreign tourists make theacculturation of culture, for example from the beginning of the community around using sarongs as everyday clothes they are now using clothes like a tourists

In GiliTrawanganitself there is no police so that it affects the weakening of security which is likely to happen will be used by the terrorists to stay or stay temporarily in the place by manipulating the passport in order not to be known its true identity. And the infinite free nature possessed by the place is likely to make transactions and drug use, drinking in the area will be possible without the police knowing it. This opinion is reinforced by the results of research directly from the people who live and work in GiliTrawangan. The positive impact of tourism development in GiliTrawangan enables residents of the area to master foreign languages, Indigenous people who can speak foreign languages, possibly can be done as a guide by the foreign citizen, The people residing in GiliTrawangan more appreciate the time by estimating the time with Well, and with the growing popularity of GiliTrawangan, it has a good impact on North Lombok Regency, which is easier to introduce tourist destinations outside of GiliTrawangan.

The occurrence of acculturation of local culture with foreign culture. This marine tourism area has a number of visitors who are not a few good local tourists and foreign tourists, with the existence of foreign tourists this makes the acculturation of culture, for example from the beginning of the community around using sarong as everyday clothes they are now using clothes like tourists, Which has been considered commonplace by the GiliTrawangan community. The decline of the values of community mutual cooperation. With the existence of this tourism activity makes the population become selfish so that the values of kinship among the surrounding population to be reduced. The amount of waste that is still in the waste is not in place. The presence of waste around the tourist area will disrupt the scenery and the existing ecosystem on the water. The development of community-based tourism in a region should not forget the indigenous local community in the area of tourism development itself. The involvement of local people is very influential to the success of tourism development so the community will be very happy and contribute to the development of tourism. So vice versa if the community is not involved in tourism development so people can act negatively and oppose the development of tourism development in GiliTrawangan. Based on the results of research that almost 92% of local people agreed that the existence of GiliTrawangan tourism provides social benefits, including:

- 1) Improve the quality of life of local communities in terms of education.
- 2) Improving the quality of life of local communities in terms of health.
- 3) Improve the condition and quality of housing for local communities
- 4) Improve the quality of life of local people in terms of welfare so as to have time for recreation.

So far 61% of local people expressed disagreement that in the development of GiliTrawangan tourism cause negative impacts such as:

- 1) Lack of free time for family
- 2) Causing disruption of local community activities related to social activities in the community

Negative impacts that may arise as a result of the existence of GiliTrawangan tourism may have to be anticipated by GiliTrawangan government and the local community in general. Social impacts become one of the impacts expected by local communities because with the development of this region is expected to increase their quality of life in terms of social improvement. After being developed to date GiliTrawangan tourist area has given quite a lot of changes for local people especially in terms of social improvement. Based on observations and social impact interviews felt by local communities can be explained as follows:

- a. Increased Education of family members

The real impact on the level of education felt by the respondents is the increased ability of the community or respondents to get a better education as well as the education of their children who are in higher school after working in GiliTrawangan tourist area. Even most of the respondents are able to send their children to the lecture level.

b. Health improvement of family members

Improved aspects of health perceived by the community or respondents are better able to meet the needs of their family health. The existence of Puskesmas level one with adequate facilities located in their village, so that will be easier for treatment. Better able to seek a doctor or hospital if necessary because of the income received from their work on the GiliTrawangan.

c. The condition of family housing is getting better

The respondent's impact is the improvement of housing facilities, such as they can repair the house, then they can add or replace the home appliances with the better. They are able to buy the needs for luxury goods such as television, mobile phones and other electronic devices so that their homes look more feasible.

d. The need for recreation

Although not a basic requirement for the respondents but some of them stated that they can do recreation more often after working in GiliTrawangan tourist area. If previously most respondents did not have time to do recreation because of their unscheduled work schedules. Respondents can now enjoy recreational activities especially when they do not have work schedules. Although most of the respondents are more utilizing their income to meet other needs such as daily food expenses, child education fees, medical expenses and other daily expenses.

Economic Impacts of Tourism Development GiliTrawangan

The existence of tourism development in GiliTrawangan affects the economic and social impact in North Lombok Regency (KLU), seen from the change of income and behavior of KLU community. The investors who come to GiliTrawangan have created jobs because in GiliTrawangan has many buildings 144 Hotel (GiliTrawangan), 56 Hotels (GiliMeno), 69 hotels (Gili Air), restaurants and cafes reach 168 places, and 130 shelters Located in 3 Victory Tour Park. The local community initially fishermen or many farmers who turned into traders in GiliTrawangan, such as selling soft drinks, snacks, masseuse, coachman cidomo, washing laborers and tourist guides.

It turns out that the growing economy in GiliTrawangan affects the income of the community that is from the former fishermen with income not up to one million, moved to GiliTrawangan become the owner of guest house or inn whose income reaches approximately 100 million per year. And there is also a similar having a lodging for a day with a minimum income of 10 million in a month, where as a farmer income from harvest once a year is less than adequate. The existence of GiliTrawangan tourism development is also invite immigrants from Bali to sell traditional food in GiliTrawangan with 3 million per month income, where the income when in Bali as a trader traditional food less than IDR.100.000, - in a day. There are also alcohol traders admitted that they were only unemployed who did not finish junior high school, after the development of tourism GiliTrawangan as a tourist destination, monthly income can reach 10 million even up to 20 million during certain days. GiliTrawangan destination is also good influence on the cidomo coach who can afford the income in a day to reach 200-300 thousand. Revenue as a cidomo coach is three times than before the tourism GiliTrawangan who only work as sellers of snack around. And as a housewife with only rely on income from her husband now sells juice in GiliTrawangan. The income of selling juice is very helpful to the family's economy that is each day able to earn an average income of IDR.500.000, -from capital of IDR.100.000, -. On certain days such as holidays can generate more than 500,000, -. This income can be said to be high enough for a housewife.

The change of profession, income change that is sufficient, adequate job vacancy and the people who work in GiliTrawangan is able to send their children to one of the universities in Mataram and Bali, and able to build a house where they live, is an impact positive for people whose education is only elementary and junior high. But with the positive impact of GiliTrawangan tourist destination, does not rule out the existence of any negative impacts both on the environment and the community GiliTrawangan North Lombok itself. Similarly, there is a dispute between the residents of North Lombok Regency and Bugis Native tribe, on the land ownership of GiliTrawangan tourist destination which until now there is no settlement either from the local government or the people of North

Lombok regency. The low level of education of the people of Lombok Utara Regency has a negative impact on the pattern of thinking of the people. Can be seen with the price of land area of North Lombok is very expensive and the number of foreign tourists or people outside the District of North Lombok want to have land around the island of Gili, both for investment and for home. With the high price of land in the District of North Lombok makes a lot of people who sell the land. The result of the sale of this land is not properly managed by the community, even just for the pilgrimage that makes the community when the pilgrimage home does not have to be occupied. Even from the sale of land that the number of people trading outside the city without having the ability to trade that makes the lack of business to make them unemployed outside the city and can not to return. For people whose human resources are still weak, do not have the ability to grow and even lagging behind its progress in GiliTrawangan.

Observation of the results of the analysis of some respondents who worked GiliTrawangan. The existence of GiliTrawangan is more beneficial for newcomers, because of the expertise such as interacting, trading, other skills that easily develop their skills to be productive in GiliTrawangan. While the people of North Lombok District itself because they have limited skills education, so they only occupy the informal places that are not too provide income that can change the economy such as corn sellers and masseuse. Where that was just as fishermen, housewives, and farmers, each month their income is not up to one million.

The economic impact of GiliTrawangan tourism development is conducted to be able to measure the extent to which tourism development has provided economic benefits for local communities. Based on the results of research can be explained that the majority of local communities have an opinion that the development of GiliTrawangan tourism has provided economic benefits for them. Almost 95% of the respondents of local community expressed their approval that the development of GiliTrawangan tourism provides benefits such as:

- 1) Increasing employment opportunities for local communities
- 2) Increase family economy
- 3) Provide opportunities to seek additional income
- 4) Providing business opportunities for local communities
- 5) Increased revenues
- 6) Encouraging local people to invest in tourism (restaurants, transport services and diving services, surfing).

Economic impact is one of the most expected impacts of the existence of a destination, such as the GiliTrawangan destinations of North Lombok. The existence of GiliTrawangan destination to date has shown many roles in increasing the added value in the economic activities of the GiliTrawangan community. Based on observations and interviews the economic impacts felt by local communities can be explained as follows:

- 1) Increasing employment opportunities for local communities.
One of the positive impacts of GiliTrawangan's development is the increasing employment opportunities for local communities.
- 2) Increased family economy.
Most people feel that their family's economy has improved. Their income after working in the GiliTrawangan destination is enough to increase revenue. The economies of their families who previously worked as farmers, laborers or working on plantations rely solely on the harvest season. Now the needs of the family economy can be met, such as basic necessities, to the increasing need for their children's schools because of their fixed income.
- 3) Opportunities to seek additional income.
The range of job opportunities that existed after GiliTrawangan's destination has grown, so people can seek additional income to meet their family's needs. In addition to having a regular job or a major job they can also seek additional income by working as:
 - a. Transportation Service (Glass bottom boat)
The existence of transportation services (glass bottom boat) in GiliTrawangan is very needed, especially for tourists who want to do the activity of seeing nature or panorama in the sea. In addition to working with travel agents for sales, diving companies, this snorkeling also sells directly. The diving company, snorkeling utilizes transport services (glass bottom boat) to deliver tourists to see the underwater panorama. Delivery will certainly incur additional charges. Most of the glass bottom boat services in GiliTrawangan are not permanent employees of the lodging business and they also have other jobs, in one way they can earn an additional income of about IDR. 300,000 to IDR. 500,000.
 - b. Bicycle rental service
The existence of bicycle rental services in GiliTrawangan is also very needed, especially for tourists who want to do the activities of nature viewing and activities of local communities in GiliTrawangan.

In addition to the people working permanently in one of the inns, they also make additional money by renting out bikes. Bicycle rental per day at a price of IDR. 35.000, - up to IDR. 50.000, -.

- 4) Providing business opportunities
As one of the destinations in North Lombok, GiliTrawangan also opened many business opportunities for the community. The real impact the local community gained with the existence of this destination is the opportunity to get business opportunities such as lodging business, restaurant, food stalls, bicycle rental, and rental of diving equipment, snorkeling.
- 5) Increased income
The entry of tourism in the GiliTrawangan destination, will certainly give effect to the economic changes of the community, especially for local people who are directly involved in the field of tourism. Various opportunities, and work that can be done can make people's income becomes more increased. People who work as an employee can earn more money than before, with various professions ranging from opening lodging businesses, restaurants, food stalls, and rental of equipment for diving purposes, to as a manager. Based on the results of research that with the development of tourism in GiliTrawangan, give impact to the average income of local people in GiliTrawangan. Income before the development of GiliTrawangan tourism by 67% they have income \leq IDR.500.000, and 12% have income IDR. 501.000 - IDR. 1,000,000 and 21% have no income. This is because they do not have jobs or are still unemployed.
After the development of tourism GiliTrawangan there is a significant increase in community income. Can be seen increase 43% have income with range IDR. 501.000 - IDR. 1,000,000. 25% have income IDR. 1,001,000 - IDR. 2,000,000. And 23% have income IDR. 2,001,000- IDR. 3,000,000. 9% have income more than IDR. 3,000,000, -
- 6) Gives an opportunity to invest
Apart from business opportunities and job opportunities, local people can also invest in establishing lodging businesses, restaurants, Diving, snorkeling, and so forth. The existence of village regulations to not grant permanent business permit, in other words by contracting even by way of investment or joint venture, then people / companies from outside the village can make business lodging, restaurants, and so forth. Most of the existing lodging, restaurant, diving, snorkeling businesses are the result of cooperation between businessmen from outside with the village, most of which are located in Denpasar. The existence of the regulation is directly or indirectly beneficial for local people to enjoy the impact of tourism development GiliTrawangan.

Conclusions And Suggestions

Conclusion

Based on the results of research that has been done, can be concluded as follows:

- a) Characteristics of tourists who visit GiliTrawanganis dominated by European tourists as much as 74%, and belong to the productive age.
- b) Factors that attract tourists to tourism activities in GiliTrawangan North Lombok are (1) potential factor as coastal tourist attraction with 91% result, (2) tourism facility factor of 65%, and (3) Service and hospitality factors with 94% yield.
- c) This tourism activity gives influence to the surrounding environment either positive or negative influence. Positive influence from the economic point of view can increase the income of the local community. Compared to other places outside GiliTrawangan. It can be said that the income of the community with education does not complete Elementary School but has the ability to communicate using English is high enough to be able to meet the needs of his family.
- d) This tourism activity also makes local government revenue increased so that this tourism area need to be preserved and its beauty to attract more tourists, especially foreign tourists. This tourism activity also has a negative impact on the surrounding environment, especially the problem of the dissolution of cultural values of local communities because people tend to imitate the behavior of foreign tourists who actually do not match with the local cultural values.
- e) If viewed from a social point of view that the some people could speak foreign languagesfluently from the level of education on average only the highest graduate elementary school, making it a positive impact for

the community itself. However, the negative impact of the existence of GiliTrawangan is a cultural bluff that was still thick will characterize Lombok as a religious society but influential from the existence of foreign tourists who bring their culture to GiliTrawangan.

Suggestion:

For more guarded tourism activities in GiliTrawangan is considering the impact of tourism on the social and economic life of the surrounding community is large enough in this case the government not only pay attention to the positive impact but the government also needs to take steps how to minimize the negative impact caused.

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