

Community Local Wisdom and Efforts to Create Quality Marine Tourism

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Abstract

Marine tourism has the potential to develop various activities because it is supported by nature, culture and tourist activities. However, coastal and marine areas are vulnerable to damage and overexploitation. Various problems encountered in coastal and marine areas, such as garbage, damage to coral reefs, excessive fish management, social problems, conflicts of interest or limited governance. Local wisdom has a fundamental role as a way of life for people in preserving civilization. Likewise, the roles and efforts of stakeholders to participate in contributing to monitoring and providing protection for coastal and marine areas so that they can provide sustainable benefits. This research uses a mix of quantitative and qualitative methods, especially the explanatory sequential mixed method. Data were analyzed using descriptive qualitative, Importance Performance Analysis and Customer Satisfaction Index. Data were collected by observation, questionnaires, and interviews by raising several cases in Indonesian territory related to local wisdom from a cultural perspective, the role of NGOs from a nature conservation perspective, and tourism assessment from a tourist market perspective. Local wisdom from a cultural perspective, a community that has potential and a central role in conservation and preservation efforts, resource development and science and technology that can be passed on to the next generation based on knowledge, values, skills, resources, decision-making and local solidarity. Stakeholders in terms of nature protection have a major role and potential contribution by supporting, implementing, advocating, engaging and influencing, and having a high commitment to realizing responsible and sustainable tourism. From a tourism point of view, it has several weaknesses related to the quality of tourist attractions in indicators, management, amenities and value for money, so that efforts are needed to improve the quality and variety of products, professional management, and various tourism activity innovations that have the value of novelty and meaningfulness for tourists.

Keywords

Local Wisdom, Community, Marine Tourism, Quality Tourism.

Introduction

For centuries the sea has been the heart of tourism and hundreds of millions of people around the world, taking a vacation still means going to the beach, especially for the annual summer vacation (Swarbrooke, 2020). Likewise in Indonesia, such as the beaches in the Kei Islands, Southeast Maluku with turquoise water, white sand as smooth as flour and a tongue of sand with a length of 2-3 km, which is a very charming charm of beauty. Or entertainment, cycling activities, cidomo rides and various culinary delights from the afternoon to the evening can be found along Gili Trawangan Beach, Lombok. Bali's beaches as tourist attraction not only because of its natural with the beauty of the sunrise and sunset, but also because of many cultural rituals that take place there. Many tourism industries, such as accommodation (resorts and villas), restaurants, bars and cafes are built along the coast to get beautiful offshore views.

Some beach activities are generally carried out by tourists, such as sitting while enjoying the fresh and calm scenery, sunbathing, swimming, rowing a boat, surfing, snorkeling, or diving. Indonesia also has great potential to develop marine tourism, not only natural potential, but also about the culture of people living in coastal areas, given the unique and different cultures of the people in each region (Arismayanti, 2017). Behind their extraordinary charm, the coast and the sea are widely used for tourism purposes and activities, making them very vulnerable to damage and overexploitation. Various problems are often encountered in coastal and marine areas, such as garbage (especially plastic waste), damage to coral reefs, overfishing, social problems, conflicts of interest and management.

Coastal areas are the areas most vulnerable to the effects of climate change, be it marine ecological life, physical coastal environments and humans above it (Subdirectorate of Environmental Statistics, 2020). In the hundreds of years since the industrial revolution, human activities have produced greenhouse gases which are the cause of rising earth temperatures, rising sea levels and global climate change. Climate change affects systems on earth and their interactions with humans. To overcome this, it requires commitment and awareness of related stakeholders (community, government, academics, industry, and tourists) to participate in contributing to maintaining and protecting coastal and marine areas so that they can provide sustainable benefits for life. This study seeks to review the role and efforts of stakeholders in their contribution to preventing and protecting marine

resources in particular, as well as the assessment of tourists on one of the qualities of marine tourism attraction.

Literature Review

1. Local Wisdom

Local wisdom is part of the community's culture into a way of life that contains regulated values, as control in society, and participation in preserving civilization. In other words, local wisdom is ideas, values, local views that are wise, full of wisdom, good value, which are embedded and followed by members of the community (Nadlir, 2014; Werdistira & Purnama, 2020). Local wisdom is also expressed as a set of life views, knowledge, and life strategies that are tangible in activities carried out by local communities, which are able to answer various problems in fulfilling their needs (Fajarini, 2014; Triyanto, 2017).

According to its form, local wisdom can be grouped into tangible and intangible forms (Haryanto, 2014). Tangible local wisdom includes a written value system (book, primbon, or lontar), building architecture, and relics of traditional objects. Intangible local wisdom in the form of words conveyed through verbal communication, in the form of norms, ethics, beliefs, advice, rules, or songs that contain traditional values and social values that are conveyed from one generation to the next.

Law of the Republic of Indonesia Number 32 of 2009 concerning Protection and Management of the Environment, Article 2 states that environmental protection and management is carried out based on the principles of local wisdom, apart from state responsibility, sustainability and sustainability, harmony and balance, integration, benefits, prudence, caution, justice, ecoregion, biodiversity, polluter pays, participatory, good governance, and regional autonomy. Article 70 also states that the community has equal rights and opportunities to participate in the protection and management of the environment. The role of the community can be in the form of social supervision; provide suggestions, opinions, proposals, approvals, complaints; and / or delivery of information and / or reports. The role of the community is carried out to increase awareness in environmental protection and management; increase independence, community empowerment, and partnerships; develop community skills and pioneering; fostering community responsiveness to carry out social surveillance; and developing and maintaining local culture and wisdom in the context of environmental preservation.

Local wisdom has functions that can be implemented or applied in life, such as (Sartini, 2004): 1) Conservation and preservation of Natural Resources; 2) Human Resources

Development; 3) Development of culture and science; 4) Advice, beliefs, literature and taboos; 5) Has social meaning; 6) Meaningful ethics and morals; and 7) Political meaning.

Local wisdom has six dimensions, namely (Mitchell, 2003):

The Dimension of Local Knowledge

Every community has the ability to adapt to its environment, because people have local knowledge in controlling nature. Such as public knowledge about climate change and a number of other natural phenomena.

Dimension of Local Value

Every community has local rules or values regarding actions or behavior that are adhered to and mutually agreed upon by all its members, but these values will change according to the progress of the community. The values of actions or behavior that exist in one group are not necessarily agreed upon or accepted in other groups of society, they are unique. Like the Dayak tribes with a tradition of tattoos and piercing in several parts of the body.

Dimensions of Local Skills

Every society has the ability to survive to meet family needs or what is called a substance economy. This is a way of maintaining human life that depends on nature, from hunting, gathering, farming, to home industries.

Dimensions of Local Resources

Every community will use local resources according to their needs and will not exploit on a large scale or be commercialized. People are required to balance the natural balance so that no attention is lost.

Dimensions of Local Decision-Making Mechanisms

In fact, every society has its own local government or what is called a tribal government. A tribal legal entity that orders its citizens to act according to rules that have long been agreed upon. Then if someone violates these rules, then he will be given certain sanctions with the Chief of the tribe as the decision maker.

Dimensions of Local Group Solidarity

Humans are social creatures who need help from others in doing their jobs, because humans cannot live alone. Like humans work together in protecting the surrounding environment.

2. Marine Tourism

The oceans cover two thirds of the planet's surface which illustrates the importance of the marine environment for life on earth. But the importance of the oceans, far beyond their size which determines the climate because the whole world is very much influenced by what happens in the oceans (www.greentumble.com, 2021). The ocean is the main source of food for everyone as an important source of protein. This causes the problem of overfishing. The oceans are also increasingly exploited because of the resources found on the seabed, including oil, natural gas and minerals. The marine environment is the oceans, seas, bays, estuaries and other major water bodies, including their interface and surface interactions, with the atmosphere and land to the sea with a high mean air mark (www.definitions.net, 2021).

Marine tourism includes recreational activities that move far from where someone lives and focuses on the marine environment (Orams, 2002; Rasna & Tantra, 2017). The marine environment in question is salty waters and tidal in shape. Marine tourism is all activities of a recreational nature whose activities are carried out on marine or marine media and include coastal areas, surrounding islands, and ocean areas in terms of their surface, or including marine parks.

3. Quality Tourism

Tourism is a variety of tourist activities and is supported by various service facilities provided by the community, businessmen, government and local governments (Law Number 10 of 2009). This law also describes the definition of tourism destinations in geographic areas that are within one or more areas where there are tourist attractions, public facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Tourist attraction is described as anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits.

Tourism products refer to experiences with the tourism industry, the public sector, and formal cultural intermediaries (such as travel agencies or excursions). The quality of

products and services during a trip is an important component. Services and activities can influence an individual's need or desire for certain experiences. If tourists are motivated by adventure, they will look for destinations that offer active recreational activities. Likewise, vice versa, therefore, the types and quality of products and services available in a destination can greatly affect the experience of tourists while traveling in that tourism destination (Ryan, 2002; Mustamin & Junaidin, 2018). Anderreck et al. (2006) argued that social interactions affect perceptions of the quality of experience. Therefore, it is the physical and social aspects of a destination that influence travel experience and evaluation. If the experience of expectations is met or exceeded, then gratification will result. Dissatisfaction occurs when the experience doesn't live up to expectations.

Quality tourism in this study is seen from two points of view of tourism, products and activities that create experiences based on the perceptions of tourists as connoisseurs, users and markets in tourism destinations. The point of view, namely everything that is available at a tourism destination that is offered to tourists, while the market point of view is related to something of value that is enjoyed and felt by tourists. Quantity and quality are closely related, because when service demand increases beyond capacity, the company or organization has effectively lost the opportunity to serve part or all of the tourists maximally, thus affecting the level of tourist satisfaction. Quality tourism lies in destination readiness, professional management, effective and consistent service delivery, the value offered and the ability to meet tourist expectations, as well as building a sense of trust and loyalty towards tourism products.

Tourism products are something tourists buy or do when visiting a tourism destination. Unlike other products that can be offered by one company or organization, tourism products are provided by various companies and organizations that complement each other. All the tourist products that are consumed create a tourist experience when visiting a tourism destination. Each service contributes to creating a tourist experience when visiting a tourist destination. Quality control is a challenge for a destination that can only be overcome by building synergy between existing stakeholders.

The quality size is not fixed and highly representative of time and space. Quality means different things to different people because no measure is uniformly accepted (Kachniewska, 2006). Quality has become one of the important factors in the international competition for business success and continuous quality improvement makes sense for business. It is aimed at the broad tourism sector, where a growing number of tourist destinations have led destination marketers and operational managers to develop offerings

in offering higher levels of service as a competitive strategy aimed at differentiating their products.

Quality in tourism is all services that meet the requirements and expectations of tourists at an acceptable price which is always in accordance with the quality of the underlying determinants, such as safety and security, cleanliness, accessibility, and harmony with the human and natural environment (WTO, 1993). The WTO defines quality as the primary objective for developing tourism and identifies the quality of the tourism experience, both tourists visiting and purchasing tourism services and communities receiving visitors and providing services. Quality provides the basis for tourism. It should be noted that the quality of tourism in such a context cannot be improved by individual companies, but requires a tourism organization or consortium and must be developed at the national and local levels. Tourists are increasingly in line with the quality of the products and services offered so it is very important for tourism destinations to differentiate their products from competitors, invest in the quality and desirability of satisfying segments and target markets.

The description of the concept of quality tourism in this study refers to references (Kachniewska, 2006) which define quality tourism and WTO (1993) which emphasizes the quality of all services available at tourism destinations and the quality of tourist experience. So the concept description of the quality tourism model is a simplified representation or abstraction of a system that emphasizes the quality of all services at a tourism destination that can meet the requirements and expectations of tourists as the basis for realizing sustainable tourism. The variable of the quality of tourism destinations used consists of nine (9) indicators, namely: tourist attractions; service; management; transportation; accommodation; restaurant; hospitality; destination image; and value for money (Gronroos, 2007; Rajaratnam et al., 2015; Anjos et al., 2017; Le and Dong, 2017; Mukherjee et al., 2017; Ryglova et al., 2017) then expanded to fifty-eight (58) attribute. The variable quality of the tourist experience consists of fourteen (14) indicators, namely: views of life; novelty; local culture; refreshment; meaningfulness; interaction; knowledge; peace of mind; recognition; environment; service providers; satisfaction; giving recommendations; and perceived destination quality (Kim et al., 2012; Schlesinger et al. 2015; Frenandes and Cruz, 2016; Ismail et al., 2016; Soteriades, 2017; Blazeska et al., 2018) then expanded to sixty-six (66) attribute.

Research Methods

This study uses a mixed method of quantitative and qualitative, particularly the explanatory sequential mixed method. Data were analyzed using descriptive qualitative,

Importance Performance Analysis and Customer Satisfaction Index. Data were collected by means of observation, questionnaires, and interviews. Destination quality uses indicators: tourist attractions, services, management, transportation, restaurants, accommodation, hospitality, destination image and value for money. The quality of the tourist experience uses indicators: views of life, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, peace of mind, recognition, environment, service providers, satisfaction, giving recommendations and perceived destination quality. Several locations of research studies are based on observations and research on the tourist attraction of Lovina Beach as a case study involving 100 tourists.

Results and Discussion

1. Sasi Culture as an Effort to Conserve Natural Resources in Maluku

The Sasi culture is one of the local wisdoms of the people in Maluku which is still being implemented today. This culture is one of the community's efforts to preserve existing natural resources. Etymologically, the word "sasi" is difficult to trace even though the word is better known in the Central Maluku region. Riedel JFG said that the word "sasi" comes from Sanskrit, which is from the word "witness". Cooley FL states that the word "sasi" is a native language originating from the cultural environment of Central Maluku, while other researchers say that "sasi" originates from North Maluku or to be precise the Ternate Sovereignty which means "oath or promise" (Puslitkebdikbud, 2015).

Sasi has a function of conservation and preservation of Natural Resources, which is a temporary prohibition to extract certain natural resources, in certain areas, as a conservation effort in order to maintain the quality and population of natural resources (animal and vegetable) (Marjanto, 2015). Sasi is an effort to conserve natural resources on the land and sea of the Maluku Indigenous People. Its practice is based on knowledge of society. Sasi regulates the time or period when a resource can be harvested so as not to disrupt its life cycle (Persada et al, 2018; Suryasa, 2019).

An example of the function of customary law in sea sasi, for example, is that a community group that wants to protect certain types of fish will be attached with a sasi mark. In a certain time, three months, six months or one year the sea area that is being stretched is marked, it means that fishing is prohibited there. Likewise, the function of customary law in forest sasi, the community is prohibited from taking forest products, such as: coconut, walnut, areca nut, cempedak within a certain time. If they are violated, they will be subject to moral and material sanctions in the form of money for adults, while for children only beatings with rattan are valid for all sasi violators.

Likewise, the culture of the Haruku Community, which until now has been actively and consistently implemented, be it forest sasi, land sasi, sea sasi, tributary sasi or river sasi and household sasi. Sasi has an important role in environmental and social management which is carried out based on the principles of responsibility, sustainability and mutual benefits (Asrul et al., 2017; Suwija et al., 2019). The customary holders or Kewang functions to consider whether or not to extend the time of sasi. Once a customary trial is held, when the sasi is opened, the customary community will gather to take it with great joy. The various forms of sasi boils down to one thing, namely human wisdom towards nature so that it remains sustainable.

From a cultural perspective, local wisdom has a central role in conservation and preservation efforts, resource development and science and technology that can be passed on to the next generation based on knowledge, values, skills, resources, decision making and local solidarity. Local wisdom that exists in the community is local knowledge that goes through a process from time to time which comes from the community's ability to overcome various problems of life. Local wisdom contains local values that are followed, ordered and obeyed by the community from creating to generation. Local people have the ability and mastery skills to survive and sustain their lives by utilizing various existing local resources and always strive to maintain the sustainability of these resources. Existing local wisdom that is supported by the government or organization that acts in accordance with the agreed rules and takes decisions, as well as the solidarity of local groups. Local wisdom is noble values that are appropriate in the order of community life to protect and protect the environment in a sustainable manner.

2. NGO Efforts in Responsible Marine Tourism (WWF Indonesia's Signing Blue Program)

As a maritime country with the second longest coastline in the world and the largest archipelago in the world, Indonesia has great potential which continues to grow in developing marine tourism. Responsible and sustainable marine tourism management is not easy to achieve. This requires great support, commitment and consistency in making it happen.

One international NGO that has a concern with various environmental issues is the World Wide Fund for Nature (WWF). WWF Indonesia itself initiated the Signing Blue program as an innovation and a forum for tourism service providers and tourists to participate in protecting existing marine natural resources. Signing Blue encourages the government, business people, society and tourists to take advantage of preserving the sea. Activities that involve tourism actors by implementing Responsible Marine Tourism support the

conservation movement in Indonesia which aims to minimize the negative impacts of tourism due to marine ecosystems, disturbance to marine species, increased waste and pollution, and various conflicts of interest.

The Signing Blue directs its members to fulfill the requirements outlined by three main principles, namely: Environment, Socio-Economic-Cultural, and Effective Management. The results are based on the level of commitment, willingness to apply best practices in marine tourism business, and efforts to educate and influence the parties concerned to count in responsible marine tourism. Production results are categorized from starfish 1 (early stage) to starfish 5 (highest stage).

Starfish 1 demonstrates knowledge of and commitment to responsible tourism businesses or practices carried out by these tourism businesses; Starfish 2 shows a strong commitment to implementing best practices in the business sector (minor implementation or less than 50% of internal staff are committed and implementing best practices); Starfish 3 shows awareness and willingness to implement Responsible Marine Tourism by involving the parties concerned (application of mayor or more than equal to 50% of internal staff who are committed and implementing best practices); Starfish 4 shows that it has awareness to educate in implementing and influencing other stakeholders to support responsible marine tourism practices (minor contribution or less than 50% contribution from related outsiders); and Starfish 5 shows the ability of innovative tourism programs and has a significant impact on environmental, socio-economic-cultural sustainability, and carbon footprint, and is able to influence policies and regulations in sustainable natural resource management (major contribution or contribution more than equal 50% from related outsiders).

As an interconnected element, the earth has an interrelated climate system, namely between the oceans, atmosphere and land which are interrelated and affect the global climate. With this understanding of connectedness, it is important to recognize that the effects of actions have multiple implications and impacts. Efforts to increase awareness of stakeholders in realizing and contributing to responsible tourism are very important because of the various implications and impacts that can be caused. Stakeholders in terms of nature protection have a major role and potential contribution by supporting, implementing, advocating, engaging and influencing, and having a high commitment to realizing responsible and sustainable tourism. In the future, the trend of demand for marine tourism attraction will continue to increase with new innovations in tourism activities above, in the middle and under the sea. But on the other hand, various problems will arise related to the limited existing marine resources, potential and territorial

management, waste and its various impacts, conflicts of interest, or an increase in the quality improvement of marine tourism products from time to time.

3. Quality of Marine Tourist Attraction (Case Study Lovina Beach, Buleleng Regency, Bali)

Bali has 354 tourist attractions (Bali Provincial Tourism Office, 2019) which is spread in its nine (9) regencies/city. The tourist attractions in Bali are classified into three (3), namely cultural tourism (35.03 percent), natural (57.34 percent) and artificial (7.63 percent). Tourist attractions in Bali are dominated by natural tourist attractions, with the number of natural tourist attractions based on beaches, there are 61 (30.01 percent) tourist attractions. Judging from the distribution of tourist attractions in nine (9) regencies/city in Bali, the highest number is in Buleleng Regency with 86 tourist attractions (24.29 percent), of which 46 (53.48 percent) are natural tourist attractions.

Lovina Beach is a beach-based natural tourist attraction located in Kalibukbuk Village, Buleleng District, Buleleng Regency. The trend of tourist visits in the last 5 years (2013-2018) has shown a decline of 3.73 percent (Bali Provincial Tourism Office, 2019). This beach has a calm, beautiful, peaceful, natural atmosphere and is not too crowded with visitors. The uniqueness of this beach is that visitors can watch the action of dolphins in the sea by riding a fishing boat moored on the beach. The dolphin attraction can be seen by visitors if they leave early in the morning before sunrise. The tourists gather on the beach around 05.30 to go to the middle of the sea. Visitors can rent a fishing boat which is provided for the trip with a rental price of around Rp. 150,000.00 per person for 2 hours. Visitors also get buoy facilities and breakfast.

Dolphins in this area only appear between 06.00-08.00 hours. At that time, dozens of dolphins were seen swimming on the surface of the water or jumping up and down. Apart from watching dolphins and sunrise, tourists can also do snorkeling, diving, or fishing and other relaxing activities. Unlike other beaches in Bali, Lovina Beach, which has black sand and unspoiled nature, is in the form of relatively calm waters. In the Lovina area, there are various types of accommodation, restaurants at relatively affordable prices. There are also dozens of art shops along the beach selling souvenirs in the form of clothes, bags, hats, and other knitted crafts. Other facilities include a large parking area, toilets, and a tourism information head office.

The characteristics of tourists visiting Lovina Beach are grouped based on variables of gender, age, level of education, occupation, nationality, motivation to visit, number of visits, sources of information, length of stay, mode of transportation used, and

accommodation used while traveling in Bali with reference to on the indicator grouping established by Smith (1989) and the UNWTO. The character of tourists visiting Lovina Beach tourist attractions is dominated by male tourists, but not significant (56 percent); adult tourists (25-44 years reaching 59 percent); education level (54 percent); and work (82 percent). The dominant tourists are from Europe (48 percent). Motivation of visits for tours and vacations. First-time visits (54 percent), as well as sources of information are based on family recommendations (66 percent). The length of stay of tourists ranged from 4-7 days to dominate (34 percent). When traveling, the dominant tourists use charter modes of transportation (64 percent) in the form of cars and motorbikes. This is a tourist business when traveling with this mode of transportation, tourists who feel comfortable and flexible and available if they want to visit other places in Bali. Meanwhile, the type of accommodation chosen by tourists during their tour is predominantly commercial accommodation (87 percent) in the form of hotels, villas and homestays located around Lovina Beach.

The quality of the tourist attraction of Lovina Beach is measured using nine (9) indicators and fifty-eight (58) attributes. The indicators used are: tourist objects, services, management, transportation, restaurants, accommodation, hospitality, destination image, and value for money.

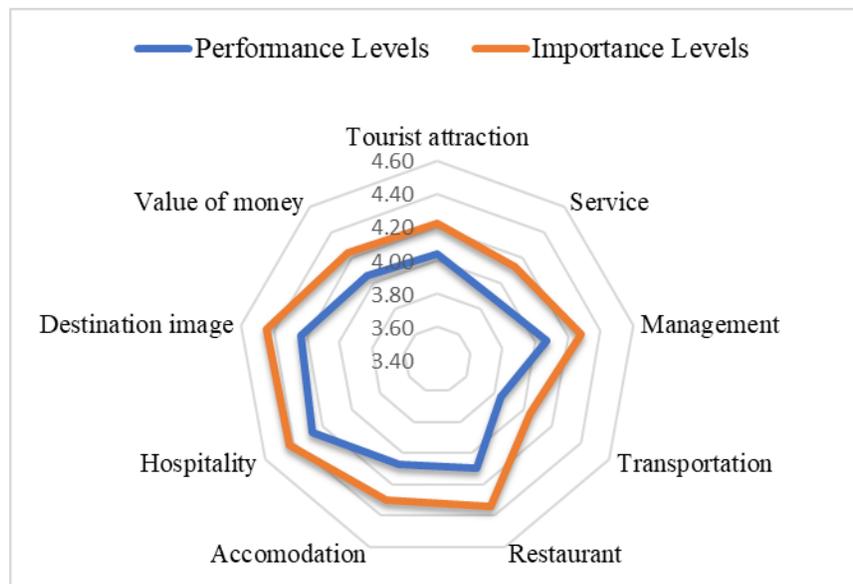


Figure 1 The Comparison of Performance and Importance Score Average Quality of Lovina Beach Tourist Attractions

The relationship between the performance score and importance on the tourist attraction of Lovina Beach shows that the level of performance (blue) is lower on all indicators and

attributes of the quality of tourism destinations than the importance score (red). So it can be said that the level of performance of a tourist attraction needs to be improved because it has not met expectations or has not satisfied tourists.

Based on the results of the assessment of the level of performance and the level of importance of the quality of the Lovina Beach tourist attraction, a calculation is carried out which is then depicted in a Cartesian diagram. The level of importance and performance contained in the Cartesian diagram is a score of importance and total performance assessment. Each attribute is positioned in a diagram. The total score for the assessment of the level of performance shows the position of an attribute on the X-axis (3.99), while the position of the attribute on the Y-axis (4.20) is indicated by the total score of the level of importance of the attribute.

Table 1 Quadrant I Quality of Lovina Tourist Attraction

| Indicators | Attributes |
|----------------|------------------------------------|
| Service | Security officer services |
| Management | Destination cleanliness |
| Restaurant | Variations in types of restaurants |
| | Menu prices in restaurants |
| Accommodation | Variation of accommodation types |
| Value of money | Benefits received by tourists |

In quadrant I contains indicators and attributes that are considered important by tourists, but in reality these attributes are not in accordance with tourist expectations. The level of performance of these attributes is lower than the level of expectations of tourists for these attributes. The performance of the attributes contained in this quadrant must be further improved in order to satisfy tourists. Quadrant I is the main priority for tourist attractions to improve the quality of tourism destinations. Based on this quadrant, indicators of service, management, amenities (accommodation and restaurants) and value for money should receive attention and improve quality.

The Quality Satisfaction Index of Tourist Experience on Lovina Beach Tourist Attractions is measured using fourteen (14) indicators and sixty-six (66) attributes. The indicators are: view of life; novelty; local culture; refreshment; meaningfulness; involvement; knowledge; peace of mind; recognition; environment; service providers; satisfaction; giving recommendations; and the perceived quality of the destination.

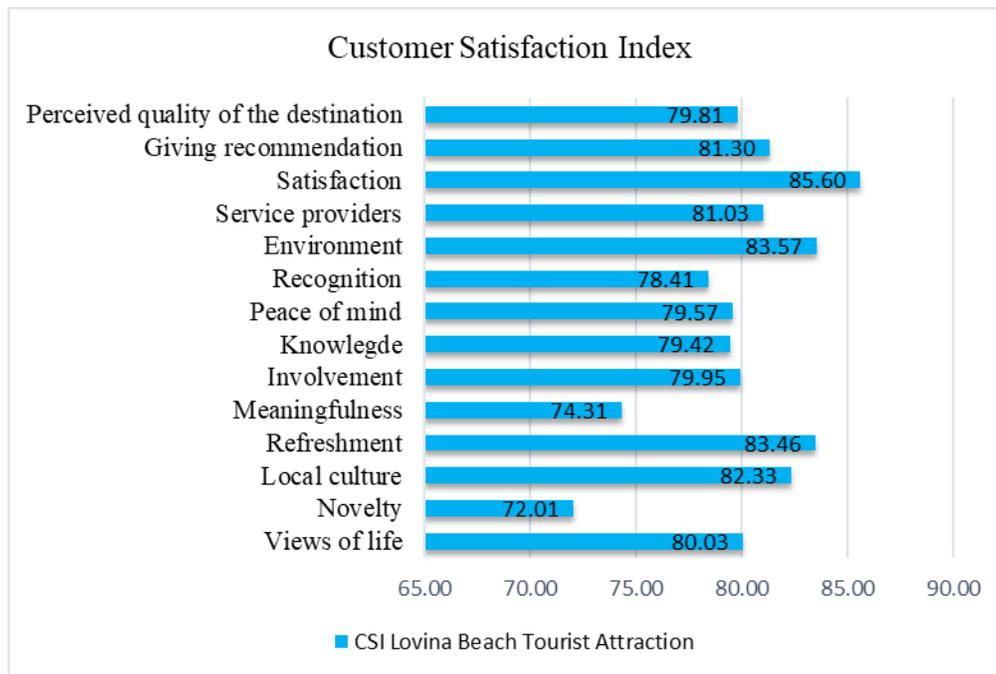


Figure 2 CSI Value Quality of Tourist Experience on Lovina Beach Tourist Attractions

In Figure 2 it can be seen that most of the indicators on the quality of the tourist experience show the average value of being satisfied (80.06). The highest assessment is the satisfaction indicator (85.60 / very satisfied) and the lowest assessment is the novelty indicator (72.01 / satisfied). Expectations of tourists will continue to develop according to changes in the environment as well as the increase in information and tourist experiences that affect the level of satisfaction felt by tourists. People who have a big role in determining product quality and customer satisfaction. Tourists who use their hopes as a reference standard can be used as an evaluation of quality. However, increasing tourist satisfaction must be followed by meeting the needs and welfare of the community as the host with various roles played in social, cultural and economic life, as well as improving the quality of the environment for the sustainability of superior tourism.

Conclusion

Local communities as cultural owners are expected not only to provide protection, but also to be able to manage their potential, as well as manage various impacts (environmental, social, economic impacts, both positive and negative). Challenges in the future dimensions of local wisdom are not only seen from the knowledge, values, skills, resources, decision-making mechanisms, and solidarity of local groups (Mitchell, 2003), but also must be supported by local management based on the previous dimensions, in which all members of the community have the right and opportunity to play an active role

and contribute in managing their potential and territory, namely being involved in planning, organizing, directing and supervising various existing activities, especially tourism developing in the region. This is very important to develop a sense of belonging, a sense of pride, and the ability of community management to protect existing resources, so that they can provide benefits and welfare to the community.

Maritime tourism is very potential to be developed considering the existence of various natural potentials supported by the cultural potential of the local community, as well as innovative tourism activities that can be carried out, both above (coastal), in the middle and under the sea by referring to local wisdom believed by the community and regulations exists in that country / region. It should be remembered that in tourism development, including marine tourism, it must be based on local potential, involving local communities, conservation and sustainable efforts by paying attention to the carrying capacity and capacity of the region which aims to provide welfare and increase the capacity of the community, preserve the ecosystem and culture, and improve the regional economy. The principle of marine tourism development must refer to the existing regulations in each region / country by zoning the use of marine space with the aim of structuring, regulating and preventing conflicts of interest.

On the attraction of marine tourism, in this case Lovina Beach being a case study in this research, there are indicators that need to be improved in order to satisfy tourists, including indicators of service, management, amenities (accommodation and restaurants) and value for money. The tourist experience quality satisfaction index shows an average value of 80.06 (satisfied). The quality of the tourist experience on the tourist attraction of Lovina Beach needs to be improved, especially in the indicators of novelty and meaning. The quality of marine tourism from a market point of view requires efforts to improve the quality and variety of products, professional management, and various tourism innovations that have novelty and meaningful value for tourists.

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