



Tourism Potential and the Role of Tourism Communication in Developing Community-Based Ecotourism: A Case Study of Edelweis Park, Besakih Village, Bali

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Abstract

Tourism supports the agricultural and industrial sectors, on which Bali's income and economic growth depend. The presence of tourism is an alternative industry in improving the economic welfare of people in rural areas. The Covid-19 pandemic has had a major impact on economic, socio-cultural, and environmental aspects, including tourism in Bali Province. The objectives of this research are preparing a basic study on the potential of tourist objects and objects as well as the readiness of the participation of the people of Besakih Village in the model of developing tourist destinations of Edelweis Park as Community-Based Ecotourism and to find out tourism communication in introducing and developing community-based ecotourism in the tourist attraction of Edelweis Park, Besakih Village. This research is a type of Action research. The type of data to be used is perception data and existing data, allowing a quantitative approach in the form of qualitative descriptive analysis to examine the general description, demographics, and socio-economic characteristics of Besakih Village. The results of this study show that: (1) the results of the assessment of the elements of attraction of Edelweis Park tourist attractions, namely aspects of tourist attractions, accessibility, socioeconomic environmental conditions, accommodation, and supporting infrastructure, the average value of the assessment of the attractiveness of Edelweis Park tourist attractions is included in the category of quite potential; (2) Local governments and tourism destination managers need to design a tourism communication strategy that includes optimizing digital promotion, developing content based on local wisdom narratives, and utilizing visual media to attract tourists and convey messages related to conservation efforts.

Keywords: Tourism Communication; Tourist Destinations; Community-Based Ecotourism; Sustainable Tourism; Tourism Development

Abstrak

Pariwisata menjadi penopang sektor pertanian dan industri yang menjadi tumpuan pendapatan dan pertumbuhan ekonomi Bali. Kehadiran pariwisata menjadi salah satu alternatif industri dalam meningkatkan kesejahteraan ekonomi masyarakat di pedesaan. Pandemi Covid-19 telah memberikan dampak yang besar terhadap aspek ekonomi, sosial budaya, dan lingkungan, termasuk pariwisata di Provinsi Bali. Tujuan penelitian ini yaitu menyusun kajian dasar tentang potensi objek dan daya tarik wisata serta kesiapan peran serta masyarakat Desa Besakih dalam model pengembangan destinasi wisata Taman Edelweis sebagai Ekowisata Berbasis Masyarakat dan untuk mengetahui komunikasi pariwisata dalam memperkenalkan dan mengembangkan ekowisata berbasis masyarakat di objek wisata Taman Edelweis Desa Besakih. Penelitian ini merupakan jenis penelitian Tindakan (Action research). Jenis data yang akan digunakan adalah data persepsi dan data eksisting, sehingga memungkinkan dilakukan pendekatan kuantitatif berupa analisis deskriptif kualitatif untuk mengkaji

gambaran umum, demografi, dan karakteristik sosial ekonomi Desa Besakih. Hasil penelitian ini menunjukkan bahwa: (1) hasil penilaian unsur daya tarik objek wisata Taman Edelweis yaitu aspek daya tarik wisata, aksesibilitas, kondisi lingkungan sosial ekonomi, akomodasi, dan prasarana pendukung, nilai rata-rata penilaian daya tarik objek wisata Taman Edelweis termasuk dalam kategori cukup potensial; (2) Pemerintah daerah dan pengelola destinasi wisata perlu merancang strategi komunikasi pariwisata yang meliputi optimalisasi promosi digital, pengembangan konten berbasis narasi kearifan lokal, dan pemanfaatan media visual untuk menarik wisatawan serta menyampaikan pesan terkait upaya konservasi.

Kata Kunci: *Komunikasi Pariwisata; Destinasi Wisata; Ekowisata Berbasis Masyarakat; Pariwisata Berkelanjutan; Pengembangan Pariwisata*

Introduction

The economy in Bali Province is supported by three main sectors, namely the Agriculture, Tourism, and Industrial sectors. Tourism that supports the agricultural and industrial sectors is the basis of Bali's income and economic growth, where the presence of tourism is an alternative industry in improving welfare ekonomi masyarakat di pedesaan, however, tourism is an industry that is vulnerable to various disaster events, such as the eruption of mountains, the Covid 19 pandemic, causing a huge impact on tourism in Bali Province. The decline in tourism conditions will have an impact on local communities both from economic, socio-cultural, and environmental aspects for all Balinese people in particular and Indonesia in general.

According to Cohen (1984 in Pitana and Diarta, 2009), socioeconomic impacts are the impact on foreign exchange receipts, community income, employment opportunities, prices, distribution of benefits or profits, ownership and control, development, and government revenue. While Pizam and Milman (1984 in Pitana and Diarta, 2009) classify the socio-cultural impact of tourism into six, namely the impact on demographic aspects, livelihood (job change, job distribution), cultural aspects (tradition, religion, language), norm transformation (values, morals, sex roles), modification of consumption patterns (infrastructure, commodities), environment (pollution, traffic congestion). According to Richardson and Fluker (2004 in Pitana and Diarta, 2009) the impact of tourism on the environment, including the impact of the use of transportation equipment, the construction of tourism facilities, the operation of the tourism industry, pollution and other waste pollution).

Nasution *et al.* (2020) revealed that this pandemic brings risks to world economic activities, including Bali, especially in the fields of tourism, trade and investment. The tourism sector has experienced significant changes during this pandemic, especially during the New Normal. Policies and endemic period arrangements have been applied, especially in the tourism sector, in this case the Ministry of Tourism and Creative Economy has compiled the CHS (*Cleanliness, Health and Safety*) program as a new normal order in tourist destinations by involving tourism industry players and the creative economy who are expected to rise and be productive again after the pandemic.

One of the tourist destinations that is very suitable to be developed into community-based ecotourism is the tourist destination Edelweis Park, located in Besakih Village, Karangasem Regency, Bali. Based on preliminary studies conducted by researchers to the object of research by filling out questionnaires and direct interviews with 25 people, as many as 90 percent stated the natural attractions owned by the tourist destination Edelweis Park Besakih Village, precisely in Temukus Hamlet on the slopes of Mount Agung, very potential packaged into very potential and interesting ecotourism.

With *a view* of the expanse of silvery Balinese edelweis flowers arranged very beautifully, making tourists feel at home to enjoy the beautiful view of the flower garden, while *tracking* in the very beautiful Edelweis Park area, coupled with *spots* to take unique and interesting selfies. This can be a very potential source of income for the surrounding community. Ecotourism, also known as alternative tourism, entails visiting natural areas to learn, study, or participate in environmentally friendly activities, i.e., tourism based on the natural experience that helps local communities develop economically and socially. It focuses on learning about and experiencing nature, landscape, flora, fauna, and habitats, as well as cultural artifacts from the area (Rosilawati & Ariyati, 2021).

Community-based ecotourism can create employment opportunities for local communities, reduce poverty through ecotourism income from tourism services for tourists, guide fees, transportation costs, homestays, selling handicrafts, and so on (Sharpley, 2000). Also, a decreasing trend and/ or maintaining trend for the following types of tourism can be observed: ecotourism and agritourism, adventure tourism, dental, medical and wellness tourism, hunting and trophy tourism, heritage and museum tourism, luxury destinations and luxury tourism (Hernández-López et al. (2023). Ecotourism development in Edelweis Park is expected to have a positive impact on nature conservation and economic growth in Temukus Village, Besakih, Karangasem. This is in accordance with the opinion of Rosilawati (2021), saying that Sustainable tourism includes ecotourism as a sub-component. The perceived potential of ecotourism as a viable tool for long-term development is the primary reason why developing countries are now embracing and incorporating it into their economic development and conservation strategies (Rosilawati & Ariyati, 2021).

The formulation of the problems in this study is (1) What is the potential of the objects and tourist attractions of Edelweis Park as a community-based ecotourism?; (2) What is the role of tourism communication in developing a community-based Ecotourism development model in the Edelweis Park tourist attraction, Besakih Village?

Based on the formulation of the problem, the objectives of this study are: (1) Preparing a basic study on the potential of tourist objects and objects as well as the readiness of the participation of the Besakih Village community in the model of developing Edelweis Park tourist destinations as Community-Based Ecotourism; (2) To find out the role of tourism communication in compiling a model for community-based ecotourism development in the tourist attraction of Edelwiss Park, Besakih Village.

The development of Edelweis Park Tourism destination as a community-based ecotourism will create a creative economy business that has great potential for increasing economic growth, and also in an effort to maintain cultural values / local wisdom based on agriculture. Which agriculture in this case, farmers' edelweis flower plants, thus creating an agricultural sector that supports the tourism sector in Bali. Therefore, it is very important to explore the creative ideas of the community through active community participation with support from the Regional Government and related stakeholders in maintaining and developing the existence of natural tourism objects and community-based ecotourism, so as to create new job opportunities for the community in Temukus Village, Karangasem Regency, Bali Province.

Method

This research is a type of Action Research because it includes two stages of aspects, namely the research aspect includes basic studies on community readiness and participation in the development of Community-Based Ecotourism (CBE). While the action or enrichment aspect includes business development and assistance through various trainings on community tourism management as well as evaluation and

monitoring of activities. The determination of the location of the study was carried out by purposive sampling, namely in the tourist destination of Edelweis Park in Temukus Besakih Village, Karangasem Regency, Bali Province. The reason for choosing the location is that this area has natural potential, demographic and cultural characteristics that support the development of ecotourism areas and is supported by a geographical position close to Besakih Temple attractions so that it becomes an attractive tourist destination package. The target of activities is the community in Besakih village, the Regional Government and other relevant stakeholders. The type of data to be used is perceptual data and existing data so that the analysis method used in this study is a quantitative approach and in the form of qualitative descriptive, used to analyze the general description and demographic and socioeconomic community of Besakih Village. Quantitative descriptive analysis is used to analyze the general description of demographic and socioeconomic characteristics of village communities in the Besakih Karangasem village area. Quantitative descriptive analysis describes the data and information presented in narrative form. The descriptive method is a method in examining the status of a human group, an object, a set of conditions, a thought or a class of events in the present that aims to make a systematic description, picture or painting factual and accurate about the facts, properties, and relationships between the phenomena investigated. In other words, descriptive research is research that describes and describes phenomena by describing several variables related to the problem under study. Aspects of tourist objects and attractions consist of several indicators, namely (a) The uniqueness of resources consists of views of Edelweis flower gardens, plantations, mountain forests, traditional arts, and community culture; (b) The abundance of potential natural resources, including flora, fauna, water, forests; (c) Tourism activities that can be done, including enjoying the beauty of nature, the beauty of Edelweis Flower Park, tracking, farming, research and education, spiritual tourism; (d) Cleanliness and comfort of tourist attractions, including cool air, free from disturbing odors, free from garbage, free from noise, and good service to visitors; (e) Safety of tourist attractions, including no dangerous flows, no theft, no encroachment and illegal logging, no disturbing trust, and no dangerous diseases. Accessibility aspects include several indicators, namely road conditions, distance from the city center, road type and travel time from the city center. Aspects of socio-economic environmental conditions consist of several indicators, namely regional spatial planning, land status, population livelihood and education. Accommodation aspect with several indicators, namely the number of rooms and the number of accommodations. Aspects of supporting facilities and infrastructure (distance 10 km from tourist attractions) include (a) Infrastructure consisting of internet / Wifi networks, Puskesmas / Clinics, Electricity Networks, Drinking Water Networks; (b) Supporting Facilities, consisting of Restaurants, Shopping Centers, Souvenir Shops, Places of Worship, Public Toilets, Transportation.

Results and Discussion

1. Assessment of Objects and Attractions of Edelweis Park Besakih Village

The assessment of the tourist objects and attractions of Edelweis Park includes several elements of assessment, namely aspects of tourist attraction, accessibility, socio-economic environmental conditions, accommodation and supporting infrastructure. Aspects of tourist objects and attractions consist of several indicators, namely (a) The uniqueness of resources consists of views of vast and terraced Edelweis Flower gardens, footpaths for tracking, starting to build mountain tourist attractions; (b) The many potential natural resources, including flora, fauna, springs (c) Tourism activities that can be done, including enjoying natural beauty, tracking, farming, research and education,

spiritual tourism, camping; (d) Cleanliness and comfort of tourist attractions, including cool mountain air, free from disturbing odors, free from garbage, free from noise, and good service to visitors; (e) Safety of tourist attractions, including no dangerous vehicles, no theft, no encroachment and illegal logging, no disturbing beliefs, and no dangerous diseases.

Accessibility aspects include several indicators, namely road conditions, distance from the city center, road type and travel time from the city center. Aspects of socio-economic environmental conditions consist of several indicators, namely regional spatial planning, land status, population livelihood and education. Accommodation aspect with several indicators, namely the number of rooms and the number of accommodations. Aspects of supporting facilities and infrastructure (a distance of 10 km from tourism objects), including (a) Infrastructure consisting of, Puskesmas/Clinics, Internet Networks, Electricity Networks, Drinking Water Networks, Newspapers; (b) Supporting Facilities, consisting of Restaurants, Shopping Centers, Money Changers, Souvenir Shops, Places of Worship, Public Toilets, Transportation.

Table 1. Results of Assessment of the Attractiveness of Edelweis Park Besakih Village

No.	Aspects	Value	Score	Result
1.	Aspects of Tourist Attractions	145,70	855,25	Potensial
2.	Accessibility	116	556	Quite Potential
3.	Socio-Economic Environment Conditions	95	455	Quite Potential
4.	Accommodation	53	153	Non Potensial
5.	Supporting Facilities and Infrastructure	40	120,80	Non Potensial
Average			428,01	Quite Potential

Source : Data Primer, 2023, processed

Information :

122 – 394 : Non Potensial; 395 – 667 : Quite Potensial; 668 – 940 : Potensial

Based on the results of the assessment of the attractiveness of Edelweis Park attractions, the average value of the assessment of the attractiveness of Edelweis Park attractions is 428.01. Based on the classification in the business of developing tourist objects, Edelweis Park Tourism objects have an assessment of the attractiveness of objects that are potential enough to be developed into tourist destinations. Some aspects that become determinants in the attractiveness of tourism objects are aspects of tourist attraction with high value and potential, accessibility and socio-economic environmental conditions with a potential enough assessment for development into natural tourism objects.

The mainstay potential of Edelweis Park Tourism objects is the natural beauty in the form of edelweis flower gardens, as well as tourist attractions in the form of places to take selfies for foreign and domestic tourists. Congestion and noise need to be anticipated for the convenience of tourist attractions because road access is still relatively small, and the width of the road is still small, as well as limited public parking space at tourist sites.

The potential value of accessibility aspects is caused by several assessment indicators that are still low, namely the condition of the road that is considered still not good because there are several potholes even though the asphalt road and road width are still limited to about 4-5 meters so that vehicle traffic is difficult to walk in two directions, this causes congestion to still be seen. Not to mention that arterial roads to tourist attractions are also public roads for the community because of the location of residential areas that must cross the tourist attraction area.

Meanwhile, aspects of socioeconomic environmental conditions also show a potential assessment. Some indicators that contribute to the low assessment are regional spatial planning which is still in the process of being prepared. In the Spatial Planning Law Number 26 of 2007, spatial planning aims to realize harmony between the natural environment and the built environment, integration in the use of natural resources and artificial resources by taking into account human resources, and the realization of spatial function protection and prevention of negative impacts on the environment due to space use. Indicators of social characteristics of the community with the livelihood of the majority population are farmers and most of them are agricultural laborers not agricultural land owners so that economically, people's income is still quite low. Likewise, the level of education is still quite low, namely the majority of junior high school graduates and some others are high school and elementary school graduates.

The accommodation aspect still has a very low valuation. This is due to the limited availability of tourist facilities such as homestays and restaurants. Although there are villas and tourist cottages, but the number is limited and the price is relatively expensive so that it has not been able to accommodate tourists in large and limited quantities. Homestay is one of the accommodation facilities in the Tourism Village destination area that has regional nuances, natural, clean, healthy, safe, orderly and environmentally friendly. Quite a large profit that can be obtained through homestay management. Therefore, the pattern of homestay development must be able to become an example house for the local community, in managing a clean, healthy, and productive house.

The aspect of the availability of tourist facilities and infrastructure also shows a fairly low assessment. This is due to the lack of tourism supporting facilities such as the existence of restaurants, shopping centers, banks, souvenir shops, and public toilets as well as public transportation facilities. The availability of tourism supporting infrastructure is very important for both visitors and local communities. For visitors to tourist attractions, the availability of infrastructure facilities will provide comfort and brand image for superior products from tourist areas, so that later it will provide continuity of tourist visits and become a reference tourist destination for other tourists. Meanwhile, for local communities, the existence of infrastructure facilities is an important medium in the business development space that carries the uniqueness of local culture created from local communities, so that in the end it will create economic opportunities and improve the economic and socio-cultural welfare of local communities.

2. Readiness Assessment in Ecotourism Development

Community-based Tourism Destination Development is a rural tourism business that emphasizes the active role of the community. This is based on the fact that the community has knowledge about nature and culture which is a potential and selling point as a tourist attraction, so that community involvement is absolute. Community-based tourism patterns recognize the rights of local communities in managing tourism activities in areas they have customarily or as managers.

The assessment of readiness for community-based tourism development is divided into four aspects of assessment, namely socio-economic aspects, socio-cultural aspects, environmental aspects and management aspects. The socio-economic aspect includes several principles, namely the market, people's economy, the use of local resources, unit selling points, community participation in investment and profit sharing of tourism businesses. The socio-cultural aspect includes several principles of preservation, appreciation and regulation. Environmental aspects include environmental management, conservation and environmental awareness. The management aspect consists of the existence of institutions in the local community, the involvement of all stakeholders, capacity, regulation and sustainability.

Tabel 2. Results of the Assessment of the Readiness for the Development of Kendran Tourism Village.

No.	Principle	Value	Score	Result
1.	Socio-Economic Aspects	117	667	Potensial
2.	Socio-Cultural Aspects	57	335	Non Potensial
3.	Environmental Aspects	55	305	Non-Potential
4.	Management Aspects	85	485	Quite Potensial
Average			448	Quite Potensial

Source: Data Primer, 2023, processed

Information :

293 – 426 : Non Potential; 427 – 560 : Quite Potential; 561 – 694 : Potential

Based on the results of the assessment of the readiness of the development of Ecotourism Edelweis Park, the average value of development readiness is 448 Based on the classification in tourism object development efforts, the readiness of community-based tourism development is quite potential. Some aspects that are determinants in the readiness of Community Based Tourism development are socio-economic aspects with potential assessment and have the highest value, socio-cultural with non-potential assessment as well as environmental aspects, while for management aspects with potential enough value.

The socio-economic aspect in building readiness for community-based tourism development in the Edelweis Park Tourism Object in Besakih Village is potential to be seen in several aspects such as markets, people's economy, use of local resources, unit selling, community participation in investment and profit sharing. Market opportunities become an important factor in creating economic opportunities and continuity in the development of tourist attractions. Market growth is indicated by an increase in the number of tourist arrivals and growth in the number of local resource-based businesses. This process encompassed the empirical investigation of past tourism trends, as well as the examination of various influencing factors. The main objective of this research is to analyze religious tourism in the northeast of Romania and identify strategies for its sustainable development utilizing marketing techniques (Guriță & Scortescu, 2023).

So it will give multiplier effect in opening job opportunities and improving the welfare of local communities. So in supporting market opportunities, it is necessary to have a branding image of tourist objects and superior products of tourist areas The socio-economic aspect in building readiness for community-based tourism development in the Edelweis Park Tourism Object in Besakih Village is potential to be seen in several aspects such as markets, people's economy, use of local resources, unit selling, community participation in investment and profit sharing. Market opportunities become an important factor in creating economic opportunities and continuity in the development of tourist attractions. Market growth is indicated by an increase in the number of tourist arrivals and growth in the number of local resource-based businesses. by improving the optimization of local resource utilization. Meanwhile, the distribution of profits from tourism businesses has existed, although not directly to the community, but through traditional villages for religious activities. Tourism revenue can come from the imposition of a levy on entrance tickets for tourist objects both for foreign and local tourists. The proceeds from ticket sales are distributed to ticket officers, the Regional Government of Karangasem Regency, Besakih Traditional Village, Temukus Subak and Dinas Village.

The aspect of tourism management in assessing the readiness of community-based tourism development is quite potential. This aspect includes the involvement of all stakeholders starting from the participation of social institutions in the community, the benefits obtained by the community, the mechanism of profit sharing to no complaints

from the community. Another indicator in the management aspect is the improvement of community capacity in tourism management including group knowledge and skills, guide skills, the amount of training is still felt to be lacking. This is still an obstacle in the development of community-based tourism. Therefore, it is necessary to intensify training and skills education of tourism actors continuously, whose management involves the role of the community, by the community and for the community. This is because the potential for public awareness of environmental conservation is also quite high. So tourism management needs to also be supported by legality and code of conduct in every management process. So that in the future, community independence will be created in managing tourist areas with products that are also environmentally friendly as well.

Meanwhile, from the environmental aspect, which includes environmental management in creating a clean and beautiful area, many communities have also carried out community service activities. Such is the case with the use of the natural environment in maintaining environmental preservation and maintaining cultural arts and economic value of environmental sustainability. The same thing is also in the aspect of environmental awareness, the people of Besakih Village have a high awareness of the environment because they always stick to the principles Tri Hita Karana.

There are five basic principles of ecoisata development, namely the principle of preservation in Tourism Villages is Tourism Village activities that do not cause damage and pollution to the environment and local culture. One way to apply this principle is to utilize local resources that are environmentally friendly and managed by local communities. This is also an effort to prevent land use change, which tends to have an impact on damage to the environmental order far from the principle of preservation. Other principles are education, tourism, economy and local community participation. There are four evaluation dimensions of coastal ecotourism management, comprising ecological or environmental quality, social well-being, economic, and institutional dimensions of governance in management (Sarinastiti & Wicaksono, 2021).

3. The Role of Tourism Communication in Introducing and Developing Community-Based Ecotourism in the Edelweis Park Tourist Attraction, Besakih Village.

Tourism communication plays an important role in shaping the image of destinations and conveying sustainability messages to tourists. At Edelweis Park, promotional efforts are still limited, relying heavily on social media and word-of-mouth promotion. It is necessary to strengthen communication strategies based on local narratives, visual storytelling, and collaboration with the media and influencers to expand the reach of information. (Satria et al., 2024). Tourism education to visitors is also important to explain the importance of the conservation of the kasna flowers and the surrounding ecosystem. This communication can be done through information boards, tour guides, and training to the public on interpretive communication techniques. (Marroquín-Ciendúa et al., 2024).

Conclusion

The concept of ecotourism reflects the unique characteristics of tourism objects with the potential of natural resources and socio-economic and cultural conditions of the community. Research conducted by Edelweis Park tourist destinations in Temukus Hamlet, Besakih Village, will be used as a form of tourism development innovation that is able to accommodate natural potential, nature conservation, culture and local community empowerment, namely by developing a community-based ecotourism model. The assessment of the objects and attractions of Besakih Village includes several

elements of assessment, namely aspects of tourist attraction, accessibility, socio-economic environmental conditions, accommodation and supporting infrastructure. Based on the results of the assessment of the element of attractiveness Edelweis Park tourist attraction, the average value of the assessment of the attractiveness of Edelweis Park attractions is included in the category of quite potential. The community-based ecotourism development readiness assessment is divided into four assessment aspects, namely socio-economic aspects, socio-cultural aspects, environmental aspects and management aspects. Based on the results of the assessment of the readiness for the development of Edelweis Park in Besakih Village, the average value of readiness for the development of Edelweis Park in Besakih Village is quite potential. Tourism communication practices in this region are still classified as elementary and have not reached the expected level of optimization. The use of social media has been carried out, but it still needs to be strengthened in the narrative, educational, and promotional aspects based on the values of local wisdom and sustainability principles. Effective communication has a strategic role in building a positive image of destinations, increasing tourist literacy, and strengthening collective awareness of environmental conservation efforts. In an effort to develop tourism villages, a number of things must be done, namely: (1) Socialization of Ecotourism Destinations as alternative tourism based on community participation due to understanding in the community, in collaboration with Higher Education service activities; (2) Assistance is needed for tourism villages and Ecowisara destinations by the Bali Provincial Government and Regency / City Governments in collaboration with NGOs and experienced Universities / Academics, in order to oversee the process of internalizing the mind-set of tourism villages and overcome the feeling of abandonment that plagues most Pokdarwis administrators by other stakeholders; (3) A study is needed in the form of research on marketing strategies with special segmentation in collaboration with stakeholders, including ideas on strengthening local tourism activities with the creation of educational tours involving the participation of schools in Bali Province; (4) Further research is needed on strengthening tourism village institutions in Bali Province/District/City, in order to overcome operational, cultural, and structural barriers; (5) Local governments and tourism destination managers need to design a tourism communication strategy that includes optimizing digital promotion, developing content based on local wisdom narratives, and utilizing visual media to attract tourists and convey messages related to conservation efforts.

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