



1st Asia Pacific Conference on Tourism & Hospitality Management  
(APCTHM-2020), Melbourne, Australia

ISBN: 978-0-6482404-7-1

Asia Pacific Institute of Advanced Research (APIAR)

[www.apiar.org.au](http://www.apiar.org.au)

## **SUSTAINABLE DEVELOPMENT PLAN IN COASTAL AREA: NUSA PENIDA, BALI, INDONESIA**

A.A. Ayu Arun Suwi Arianty & Kadek Feni Aryati  
Sekolah Tinggi Pariwisata Bali Internasional, Indonesia.  
*Corresponding Email:* arun@stpbi.ac.id

### **Abstract**

Bali is one of the most favorable tourist destinations in the world. It is proven by several awards putting Bali as one of the best destinations on earth. TripAdvisor Travellers' Choice Awards awarded Bali as the fourth World's Best Destination after Paris, London, and Rome. Internationale Tourismus Borse Berlin, Germany places Bali in Top 100 Destinations. Then, it is not surprising that the numbers of tourists coming to Bali is increasing year by year. According to Central Bureau of Statistic Bali, in 2018, the international tourist visiting Bali increased to 6.07 million from about 5.69 million in 2017<sup>(1)</sup>.

Bali has a lot of tourist destinations which can be visited by visitors, both domestic visitors and foreign visitors, such Kuta, Ubud, Jimbaran, and many more. In the last 10 years, one of islands in Bali, Nusa Penida has become one of the popular destinations in Bali. Bali has several islands which are separated from the main island, Bali Island<sup>(2)</sup>. They are Nusa Penida, Nusa Lembongan, Nusa Ceningan, Menjangan Island, and Serangan Island. Nusa Penida Island, Nusa Lembongan Island, and Nusa Ceningan Island are well known as three-sister islands. Geographically, they are included in the Klungkung Regency. Nusa Penida Island is the biggest among those three. This island consistently develops itself as one of the famous destinations in Bali after Kuta, Ubud, and Jimbaran<sup>(3)</sup>. In 2018, Nusa Penida was visited by 133.848 visitors<sup>(4)</sup>. Nusa Penida as a tourist destination offering religious tourism, especially for domestic tourist, and natural tourism, a diverse reef coral fauna<sup>(5)</sup>.

The Government of Klungkung plotted Nusa Penida as a sustainable tourism destination. But in achieving this goal, a great obstacle has to be faced and resolved. Ketut Gunawan, the Chairperson of Hotel and Restaurant Association (PHRI) Klungkung Region, stated that the community is not ready yet to manage the tourism activities occurring on their island as well as is not ready yet to implement sustainable tourism concept<sup>(6)</sup>. That is the biggest and greatest problem faced in creating and developing Nusa Penida Island as a sustainable tourism destination.

Considering the potencies of the Nusa Penida Island ( natural and cultural), this research concerns on encouraging the implementation of sustainable tourism concept in Nusa Penida Island. There were 3 research problems addressed through this research. Those were (1) the mapping of Nusa Penida Island's tourism assets or potencies both natural and cultural assets, (2) the approaches and tools used to do assets mapping, and (3) the application or implementation of assets mapping in the integrated tourism management to ensure the realization of sustainable tourism.

Regarding those 3 research problems mentioned earlier, the purposes or objectives of this research are (1) finding out the best approaches and tools for assets mapping, (2) exploring the

natural and cultural assets or Nusa Penida Island to support the tourism activities, and (3) developing a policy analysis framework in order to managing sustainable tourism development.

**Keywords:** Sustainable development, Indonesia, natural and cultural potencies, Nasu Penida Island.

---

