



Evaluation of the Benefits of Tourism on the Social and Economic Conditions of Local Communities at Pandawa Beach, Badung Regency, Bali

Jessica Christine Hartanto^a, Natasha Erinda Putri Moniaga^b

^aFaculty of Tourism, Udayana University, Bali

^bFaculty of Tourism, Udayana University, Bali

ABSTRACT

This research aims to evaluate the benefits of tourism on the social and economic conditions of local communities in Pandawa Beach, Badung Regency, Bali. The tourism sector has become one of the leading industries in the world, providing many benefits to stakeholders, including local communities. However, many tourist areas still do not provide maximum benefits to local communities and do not involve the community in their development. The research will use evaluation to determine the positive benefits or impacts of tourism activities. The benefits of tourism must be felt by local communities who play an important role as owners of tourist areas. Involving the community in tourism activities can improve the quality of life and increase welfare. The study focuses on Pandawa Beach, a natural tourist attraction that is popular among tourists of almost all ages. The research will end with suggestions for minimizing the existing negative impacts and increasing the positive impacts of tourism activities.

Keywords: *sustainable tourism, development, tourist attraction.*

1. Introduction

The tourism sector has been transformed into one of the leading industries in almost all parts of the world. Attention to the tourism sector is increasingly widespread, this is due to the various benefits and benefits that can be obtained from tourism activities. With the many benefits of tourism, development must be planned in a mature and integrated manner to maximize benefits for tourism stakeholders, especially local communities and minimize negative impacts that may occur. However, it cannot be denied that many management of tourist areas still do not provide maximum benefits to local communities and do not involve the community in their development. Therefore, a research entitled "Evaluation of the Benefits of Tourism on the Social and Economic Conditions of Local Communities in Pandawa Beach, Badung Regency, Bali" was compiled to determine the benefits of tourism for local communities, especially in the social and economic fields.

In a tourism governance system, it is necessary to carry out evaluations both as a whole and in specialization. In general, evaluation is defined as a process that determines the value of a thing or object based on certain references and to determine certain goals. The process is carried out systematically to examine and determine an object with references that have been prepared, to find out whether an object has gone according to plan and achieved its goals, so that later it can be used for making certain decisions. It can be said that evaluation can only be done after something has happened because it functions as feedback. From the results of this evaluation it can be decided which ones need to be developed and what seems to need to be improved or changed. This is in line with the discussion in Hamzah's journal, et al (2018) regarding evaluating the impact of tourism on society in socio-cultural and economic aspects at Borobudur Temple. After the evaluation is complete, it ends with suggestions for minimizing the existing negative impacts and increasing the positive impacts.

However, evaluation does not always cover the overall positive and negative impacts of an operation. As in this study, the evaluation only focused on the positive benefits or impacts of tourism activities. Benefit as a noun can be interpreted as something that brings certain benefits to someone who receives it. The word benefit itself has synonyms for use and benefit, so it can be concluded that evaluation of benefits is an evaluation of things that have advantages or are positive. This positive thing can be said as a value or value. There is an example related to the benefits of an area of the Gita Nada Sekotong Lombok Marine Tourism Park written by Witomo, et al in 2020 to find out the value of the benefits of the coral reef ecosystem which is used as a tourist area there for the community's economy.

As one of the leading sectors, of course tourism has many benefits for both the government, the private sector, and especially for local communities. Tourism itself is a travel activity carried out temporarily from the original place of residence to the destination area with reasons not to settle down. Even though there are also negative impacts, tourism is considered to have a multiplier effect which is capable of being a driving force for other sectors, stimulating infrastructure development, encouraging exports, creating jobs and opening up business opportunities (Arida, 2019; Institute for Economic and Community Research UI, 2019). This is what makes tourism very closely related to social conditions and economic growth of a region or country.

With the existence of tourism activities it will invite the arrival of tourists. The presence of tourists indicates that there is socialization taking place with the outside community as well as spending money so that this can have an impact on the social and economic conditions of the local community. Social and economic conditions are conditions related to society in terms of social and economic terms. As revealed by Abdillah, et al (2016) in (Fyka, et al 2018) that these impacts can be in the form of positive impacts or benefits in the social sector such as increasing the skills of the population, transforming livelihoods and transforming economic norms and benefits in the form of employment, encouraging activity entrepreneurship and increase the income of the local community.

The benefits of tourism especially must be felt by local communities who play an important role as owners of tourist areas. This is in accordance with what was stated by Spillane (1994), where according to him the development of tourism itself is a planned development as a whole, so that optimal benefits can be obtained for the community both in terms of economic, social and cultural. Local community participation plays a very important role. According to Palimbunga (2018), tourism development that involves the community aims to create jobs for local communities, provide an understanding of tourism, and improve the economic conditions of the people. With more and more community participation in tourism activities, of course it can improve the quality of life of the local community itself so that welfare also increases.

To be able to provide maximum benefits, of course the manager must first understand the concept of tourist attraction in a destination so that the management operations run well. Tourist attraction itself is defined as something that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits. One example of a natural tourist attraction is the beach, which is the boundary between the land area and the sea area. Where the land area is the area that lies above and below the land surface starting from the highest tide line boundary. While the ocean area is the area that is located above and below sea level starting from the sea side at the lowest ebb line, including the seabed and the part of the earth below it (Triadmodjo, 1999). The beach tourism attraction is a popular tourist attraction that is preferred and is the destination of many tourists of almost all ages. This is because the atmosphere is calm and directly adjacent to the sea creating a very beautiful panorama, especially at sunset. Many people think that going to the beach can release all their burdens and fatigue from heavy daily activities. Therefore, the attractiveness of coastal tourism has the advantage that there are many enthusiasts and if accompanied by proper management it can invite many tourists to visit.

As mentioned in the previous paragraph, the location of this research was taken at a beach tourist attraction, precisely located in Kutuh Village, Badung Regency, namely Pandawa Beach. At first, this beach was named Secret Beach because of its hidden location covered or surrounded by cliffs and access to the location requires quite a lot of effort because you have to go down stairs and narrow paths. But then the government saw the potential of this beach so that facilities and infrastructure were developed to invite more tourists and it was turned into Pandawa Beach until now. Located on the edge of a cliff, Pandawa Beach offers a panoramic view of the sea coupled with artificial attractions such as canoeing and paragliding, of course it is very interesting to visit. With so many interesting tourist attractions, Pandawa Beach is able to invite tourists to come to visit, both domestic and foreign tourists. When compared to the various beaches in Bali, Pandawa Beach can be said to have developed very rapidly. The name Pandawa Beach itself still exists even in the midst of a pandemic like now. Reporting from tempo.co, tourist visits have gradually improved since November 2020 after experiencing a decline due to the Covid-19 pandemic. Pandawa Beach, which at that time began to reopen after the new normal policy, had followed the rules for implementing the health protocol and was able to slowly get back on its feet. Even though visits are dominated by domestic tourists, this proves that Bali tourism, especially in Pandawa Beach, is still a favorite tourist attraction for tourists. The Pandawa Beach area, which has been famous for a long time and has survived, certainly has benefits for the local community, both socially and economically. This study aims to evaluate the benefits of tourism activities for local communities, especially for those who work in the tourism sector.

Carrying out a study certainly has advantages and disadvantages if the research is not carried out. The advantage of researching the evaluation of the benefits of tourism on the social and economic conditions of local communities at Pandawa Beach is to find out whether a well-known tourist attraction such as Pandawa Beach can provide optimal benefits for local communities in their social and economic life. While the disadvantage if no research is carried out is that the tourism activities that have been running on Pandawa Beach so far cannot be identified for its benefits so that it cannot know what needs to be developed and what needs to be fixed or rearranged so that tourism on Pandawa Beach can provide benefits for the welfare of the local community. Seeing the advantages and disadvantages that have been described, it can be concluded that tourism activities on Pandawa Beach that are already running certainly require an evaluation regarding the benefits for the social and economic conditions of local communities so that they can be used as a reference for decision making for stakeholders involved in managing Pandawa Beach for tourism activities. which is even better and can provide optimal benefits.

2. Methodology

Data analysis technique is a process of simplifying data into simpler forms so that it is easier to understand and implement. Miles and Huberman explained that data analysis activities are carried out continuously until the data is saturated (Miles and Huberman, 2009:41). Miles and Huberman that technical data analysis is carried out through the following stages:

1. Data Reduction

Data reduction is a process of selecting, focusing, simplifying, and abstracting coarse data obtained in the field. Data reduction was carried out during the research, during field research, until the report was compiled. Data reduction is part of data analysis with a form of analysis that sharpens, classifies, directs, discards unnecessary data, and organizes data so that final conclusions can be drawn and verified.

2. Data Display (Data Display)

After the data is reduced, the next step is presenting the data. Presentation of data is the stage of compiling a set of information, so that conclusions can be drawn. In this case Miles and Huberman stated "The most frequent form of display data for qualitative research data in the past has been narrative text" (Milles & Huberman, 2009). The form most often used to present data in qualitative research is with narrative text. By displaying data, it will make it easier to understand what happened, plan further work based on what has been understood.

3. Conclusion Drawing/Verification

The final stage is drawing conclusions. Drawing conclusions is an attempt to find or understand meaning, regularity of patterns of clarity, and causal flows or proportions. According to Sugiyono (2015: 252), "Conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a description or description of an object that was previously dim or dark so that when examined it becomes clear, it can be a casual or interactive relationship, hypothesis or theory.

3. Results

3.1. Overview

Pandawa Beach is a beach located in Kutuh Village, South Kuta District, Badung Regency, Bali, and is about 3 kilometers from the tourist area of Nusa Dua and Uluwatu Temple. Behind the limestone cliffs, this beach has a million charms that can be developed as a tourist attraction. Pandawa Beach is surrounded by two cliffs, where on one of the cliffs there is a statue of five Pandawa (Yudhistira, Bima, Arjuna, Nakula, Sadewa) and Dewi Kunti. The 6 statues are placed each on the hill that has been hollowed out. This is related to the naming of the beach, namely Pandawa Beach, where the Panca Pandawa or Pandawa Lima are the 5 knight figures in the story of the Mahabharata. In the story, the five brothers used to be locked up in a cave called Goa Gala-Gala. To save themselves, they tried very hard to make a tunnel that led to a wilderness. It was in this forest that they later founded a kingdom called Amertha led by Yudhistira as its king. Their story is what inspired the local community to name this beach. The name 'Pandawa' was taken because it was inspired by the story of the Five Pandavas who succeeded in turning the wilderness into a large empire and the same is true for this beach. Previously, Pandawa Beach was hidden because it was located behind a steep hill and was difficult to reach. Only then was an access road made by dividing the cliff and this beach could be increasingly recognized by outsiders because access was easier to reach.

Today, Pandawa Beach is one of the destinations that invites many tourists, especially those who are visiting the Nusa Dua area. At first, this tourist area was not designed as a tourist attraction. Initially, in 1997, the residents of the indigenous Kutuh community wished to overcome the problem of access to the road for the implementation of the melasti religious ritual and support road access for the economy of the community who farmed seaweed, and agreed to split a cliff with a height of 100 meters above sea level. With the spirit of togetherness for 12 (twelve) years, namely in 2011 the access road to the beach was sufficiently feasible to be utilized, so that it began to be visited by many people. At that time this beach was better known as the Secret Beach because its location was hidden behind the cliffs and required quite a lot of effort to get there. Visitors to the beach are increasing day by day, and because of the potential to be developed into a tourism destination, various facilities and infrastructure and development of existing attractions have been built so that in the 13th year, precisely on December 27, 2012, the people of Kutuh Village decided to launch the beach area as a tourist area. During the inauguration ceremony, the Pandawa Beach Festival was also held for the first time. Along with its development, Pandawa Beach is increasingly inviting tourists and is known to various corners for its exotic beaches. Until now, Pandawa Beach offers many tourist attractions ranging from natural, cultural, to man-made attractions so that this beach is never empty of visitors and has become a beach in the Nusa Dua area which is famous among tourists.

3.2. Existing Conditions of Tourism on Pandawa Beach

The definition of tourist attraction according to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism states that tourist attraction is everything that becomes a means or purpose of tourist visits. Meanwhile, according to Yoeti, 1985 in his book entitled 'Introduction to the Science of Tourism', states that a tourist attraction is anything that attracts people to visit a certain area. Furthermore, tourist attraction is defined as anything that has uniqueness, beauty, and value which can be in the form of natural, cultural, and man-made diversity which is the target or destination of visits for tourists. Attractiveness/attraction is a significant component in attracting tourists. This means that an area can become a tourist destination if it has the potential to support it to be developed into a tourist attraction. What is developed into a tourist attraction is called capital or tourism resources. This element must be able to answer whether a tourism destination offers a variety of attractions that can attract tourists. There are three capital attractions that attract tourists, namely 1) natural tourist attractions, 2) cultural tourist attractions, and 3) man-made attractions themselves. As a tourist destination, Pandawa Beach has various attractions not only natural, but also cultural and man-made. Here are some of the tourist attractions in Pandawa Beach which have been grouped by source:

1). Natural tourist attraction

Natural tourist attractions are potential natural resources and have an attraction for visitors both in natural conditions and after cultivation. In general, natural tourism potential is divided into 4 namely flora and fauna, uniqueness and uniqueness of ecosystems such as coastal ecosystems and mangrove forests, natural phenomena such as craters, hot springs, waterfalls, lakes, and the cultivation of natural resources such as rice fields, plantations, livestock, and fishing business. This is in line with what was stated by Suwanto (1997) that nature tourism is a form of natural tourism activity that utilizes the potential of natural resources and environmental management. Below are the natural attractions in the Pandawa Beach area:

a. Beach

As the name implies, of course the main attraction of Pandawa Beach is the beach which has white sand and clear water complete with stunning natural scenery. There is no need to doubt the beauty of Pandawa Beach, coupled with the cool breeze and calm atmosphere, it is a special attraction for tourists.

The exoticism of this beach feels calming because Pandawa is not the type of wavy beach. Therefore, Pandawa Beach is very suitable as a place for relaxation, sunbathing, or swimming on the beach.

b. Sunset

Even though it is located in the south, Pandawa Beach also offers beautiful sunset views. Of course, this view will not be seen clearly compared to the beaches in the western area, but this is still an attraction that cannot be missed when visiting Pandawa Beach. If the sun is shining brightly and it is not covered by clouds, then this sunset view can be seen at the west end of the beach with an orange tinge that is very clear.

c. Coral Reef Conservation

Pandawa is a beach that has quite a lot of coral reefs. This is what underlies the government to socialize coral reef restoration in several locations in Bali, one of which is Pandawa Beach. Reporting from Republika.co.id, the coral reef and coastal ecosystem conservation program realized through the Indonesia Coral Reef Garden (ICRG) is led by the Coordinating Ministry for Maritime Affairs and Investment together with the Ministry of Maritime Affairs and Fisheries (KKP). This activity was carried out in 2020 with the aim of conserving coral reefs as well as providing guidance to local communities on how to cultivate coral reefs. When swimming on the beach, tourists can see various types of small fish and very beautiful coral reefs.

2). Cultural tourism attraction

Cultural tourism attraction is a tourist attraction in the form of creativity, taste, and human initiative as cultural beings. Cultural tourism attractions can be differentiated into tangible and intangible attractions. Tangible attractions such as cultural heritage, traditional villages with distinctive customs and cultural traditions of the community, as well as museums. While the attraction is intangible, such as the customary life and traditions of the community and cultural activities that are unique to a particular place, as well as arts such as dances, songs, etc. belonging to the local community which have their own characteristics and are authentic. The cultural tourism attractions in Pandawa Beach are as follows:

a. Kecak Dance Performance

Not only natural attractions, Pandawa Beach also offers cultural attractions of Balinese dance, namely the Kecak Dance. Tourists can also watch the Kecak Dance performance which is named Kecak Pandawa Fire Dance with an entrance ticket for Rp. 100,000.00 along with a free welcome drink. Reporting from an interview with Mr. I Wayan Duarta as Chair of the Planning and Development Agency for Pandawa Beach Tourist Attractions that this show was held based on requests from tourists so requests from tourists would be collected with a minimum payment system then the show would be held. This is because the number of people is not taken into account, the show can still be held with only a few tourists, the most important thing is the ability to buy the product.

b. Places of Art and Cultural Attractions Pandawa Beach

On the west side of Pandawa Beach, there is a large performance building which is usually used for the Kecak Pandawa Fire Dance and other dances. This building is located right next to the beach so that the natural atmosphere mixed with the culture is very strong and blends.

3). Artificial tourist attraction

The attraction of man-made products is classified as a special tourist attraction which is an artificial creation and other human activities outside of natural and cultural tourism. These man-made tourist attractions include recreational and amusement facilities or theme parks, integrated resort facilities, and recreational and sports facilities. Even though they have a natural theme, in the Pandawa Beach area there are also several artificial tourist attractions that also enliven Pandawa Beach, and it is not uncommon for tourists to visit to enjoy these artificial attractions, including:

a. Statue of the Five Pandavas and Dewi Kunti

Among the towering cliffs in the Pandawa Beach area, there are six statues namely the Five Pandavas and their mother, Dewi Kunti. This statue is included in an artificial tourist attraction which also attracts the attention of tourists when visiting Pandawa Beach. Most tourists stop to rest to enjoy the view of the beach from the main road as well as taking pictures of the existing statues.

b. Canoe Game

Not only beach views, but tourists can also enjoy small boats/canoes along the beach. Because Pandawa Beach doesn't have big waves, its calm currents are certainly an option for tourists who like views from the middle of the beach while enjoying the cool sea breeze. At the bottom of the beach there is also seaweed that can be seen from the canoe. The rental fee varies, for a canoe with a capacity of 1 person is IDR 25,000.00/hour, while for a capacity of 2 people it is IDR 50,000.00/hour.

c. Paragliding Game

Apart from canoeing, the manager also provides other interesting games that are no less exciting. If tourists want to do activities that are more challenging, there is also an artificial tourist attraction, namely paragliding for rent around the beach. This exciting tourist activity can be enjoyed by utilizing paragliding equipment rental services that are widely available. Usually, this game is carried out from the top of a cliff and accompanied by experienced experts. Rental rates also vary depending on the type of package taken. Usually, paragliding equipment is rented with rates starting from IDR 400,000.00.

d. Bicycle Rental and Other Transportation

The good Pandawa Beach route with beautiful and cool views is seen as a potential for developing transportation rentals for tourists who want to get around in the coastal area. Most tourists and people who live near the beach area often cycle casually through the streets of Pandawa Beach.

e. Massage and Spa

Along the beach, there are also several people who open places for massages and spas among traders selling food and drinks. This can be an option for tourists who want to enjoy wellness tourism in coastal areas.

f. Culinary tour

With so many tourists visiting, many local people around Pandawa Beach have started to open food stalls that vary from local Balinese food, seafood to western food. Usually, the owner of the food stall also provides umbrellas and chairs on the beach sand so that tourists can also enjoy food while relaxing on the beach or sunbathing.

g. Shopping tour

Apart from culinary tours, many local people also sell Balinese souvenirs and souvenirs such as clothes, fabrics, crafts, and art items. The price also varies depending on the type, but overall it is still affordable.

Access in tourism can be interpreted as all types of transportation facilities and infrastructure that support the movement of tourists from the tourist's origin area to tourism destinations as well as movements within the tourism destination area in relation to the motivation of tourist visits. Bintarto (1989) said one of the variables that can be expressed whether the level of accessibility is high or low can be seen from the number of network systems available in the area. The more network systems available in the area, the easier the accessibility is, and vice versa, the lower the level of accessibility, the more difficult it is to reach the area from other areas. Meanwhile, according to Tamin (2002), accessibility indicators can simply be expressed by distance. If a place is close to another place, it is said that the accessibility between the two places is high. If between the two places has a short travel time, it can be said that the two places have high accessibility. The development of tourism accessibility can include the provision and development of transportation facilities and infrastructure as well as road repairs that can make it easier for tourists. More narrowly, this element is related to the convenience of tourists in reaching destinations.

At first, access to the Pandawa Beach area was quite difficult because of its location behind high cliffs. However, with the development being carried out, Pandawa Beach can be visited by tourists as easily as it is today. Access to the Pandawa Beach location is very easy, with a distance of about 18 km from Ngurah Rai International Airport and can be reached in approximately 1 hour's drive. Meanwhile, the distance from downtown Denpasar is about 27 km, and can be accessed via the Bali Mandara toll road. The following will discuss road access and modes of transportation to Pandawa Beach.

The following are the facilities provided by the manager of the Pandawa Beach tourist attraction as a means to support existing tourism activities:

a. Counter

As a well-managed and well-known tourist destination among domestic and foreign tourists, Pandawa Beach certainly builds counters at the entrance as a fee which will later be used to develop the destination area. The following is a table regarding ticket prices for entering Pandawa Beach.

b. Gazebo

In the Pandawa Beach area there are quite a number of gazebos starting along the road near the cliff to the beach location. This gazebo is used for tourists to sit back and relax while chatting and enjoying the natural scenery or food and soft drinks. The photo above is one of the gazebos on the side of the road leading to the beach, near the statues of the Five Pandavas and Dewi Kunti. From this gazebo tourists can see views of the beach from a distance.

c. Toilet

Toilets are mandatory facilities in a tourist destination. At Pandawa Beach itself there are quite a number of toilets scattered throughout the area, especially along the stalls where they sell things. In addition there are also toilets near the parking area. While the photo documented above is a toilet near the Pandawa art performance and attractions, which is on the west side of the beach.

d. ATM

There is one business unit under BUMDA which is specifically for managing finances, namely the Village Credit Institution. This unit provides and is responsible for ATM machines in the coastal area to make it easier for local people and tourists when they need cash. But so far ATMs are still limited to BNI and Mandiri only.

e. Clinic

The management of Pandawa Beach can be said to be good because apart from focusing on developing its attractiveness, they also provide health services in the form of a clinic at the beach location, in addition to the local people who live there as well in case of accidents or other things that tourists don't want.

f. Sink

As a tourism destination, of course, Pandawa Beach must provide sinks at certain points. Apart from being a suggestion from the government during a pandemic, this is also an obligation for destinations so that tourists don't have any trouble when they want to clean their hands. In addition to the sink, there is also a faucet and a place to wash for tourists who have finished swimming or walking on the beach sand so that they can clean the sand that is still left on their feet or hands.

g. Shuttle bus

As explained in the accessibility section, there is a shuttle bus provided by BUMDA as a facility to support convenience for tourists who want to go around the Pandawa area to the Gunung Payung Beach tourist site which is still under management with the Pandawa. With such a design, tourists can enjoy the natural scenery with a cool breeze and take pictures too.

h. Parking area

The parking area at Pandawa Beach can be said to be very wide and can accommodate many vehicles, both motorcycles, cars, and tourist buses. The management has also mobilized the local community to arrange for cars and buses to park so that they are neater and more focused because quite a lot of tourism buses come to Pandawa Beach such as study tours for school children and from universities outside Bali.

i. Rubbish bin

Every tourist destination is required to have trash cans at certain location points in order to keep the environment clean and beautiful to look at. Moreover, Pandawa Beach, which has carried out the concept of sustainable tourism, should facilitate its destinations with trash cans. In the Pandawa Beach area itself there are many trash bins at several locations such as in the parking area, in community stalls, along the beach road, etc.

j. information Center

Information Center / Information Center is a supporting facility to help tourists obtain information about the destinations they visit. The Pandawa Beach information center is located in a strategic location so that tourists can find it easily, which is close to the parking area and the entrance to the beach. If you are confused, at several points directions are also provided along with directions to make it easier for tourists. In this information center, tourists can ask various information related to Pandawa Beach.

k. Location signboard

This location guide is intended so that tourists do not have trouble when they want to find something. The Pandawa Beach area can be said to be quite extensive, so it is necessary to have a location guide so that tourists can find the desired place easily.

l. Pandawa Beach area map

Still related to the signposts, at Pandawa Beach there is also an area map facility that can be found easily. This map is made in detail and complete with explanations.

m. Umbrellas and chairs on the beach

If tourists want to relax on the beach or sunbathe, local people as traders also rent out umbrellas and chairs for tourists. Almost along the beach there are umbrellas and chairs that can be rented from the stalls there. Apart from renting umbrellas and chairs, tourists can also order food from the shop and it will be delivered directly to the beach so that it makes tourists more comfortable.

The Pandawa Beach area as a whole is managed by BUMDA. BUMDA stands for Bhaga Utsaha Manunggal Traditional Village. Bhaga means body or container, Utsaha means effort, Manunggal means unity or integration, and traditional village is the indigenous people of Kutuh. Thus, BUMDA is an integrated entity or business entity owned by the Kutuh indigenous people. As the main controller over all the potential management and development of indigenous peoples' assets so that they can be economically efficient. In general, the purpose of establishing a BUMDA in Kutuh Village is based on the idea of the importance of managing all the potential of indigenous peoples in an integrated and integrated manner through a special agency or forum as a holding company, so that the management of business potential of indigenous peoples can be managed in an integrated manner, helping each other, strengthening each other, in synergy with one another. each other and the most important thing is to avoid the appearance of egoism in each village potential manager.

Based on the book Overview of BUMDes at Kutuh Village obtained through interviews with the management, it was explained that the basis for establishing a BUMDA was that the Kutuh Village government saw and understood that the indigenous people of Kutuh had many assets in the form of pelaba pura land, village Ayahan land, and village puponan land, which when calculated The total area is almost 25 Ha. In the provisions of customary law, awig-awig customary village, that the village's potential assets must be utilized optimally so that they are efficient and the results can be used to finance all needs for community obligations in carrying out religious activities, cultural customary activities, including operational activities of customary institutions in the village. traditional village. During the previous years, these assets were only idle land so that their presence did not provide any added value to the existence of the village. Then the village government realized that the authority over the management of Pelaba Pura land assets was the authority and responsibility of indigenous peoples through traditional village institutions, so to optimize these community assets, the village government initiated and encouraged traditional village institutions to immediately optimize asset management so that it was efficient for the welfare of the community. Based on the legal provisions contained in the customary village awig-awig and for the encouragement and guidance carried out by the village government, finally the indigenous people through customary village regulations number 01 of 2014, made Bhaga Utsaha Manunggal Traditional Village (BUMDA) Kutuh Village, as a forum integrated management of village business potential.

The existence of the Kutuh Village BUMDA which was an initiative of the Kutuh Village government was finally confirmed by the village government through Village Regulation Number 08 of 2014 dated December 2 2014, concerning Bhaga Utsaha Manunggal Traditional Village (BUMDA) of Kutuh Village. For this initiative and confirmation of governmental recognition, the Bendesa Adat Kutuh issued a Decree of the Bendesa Adat Kutuh Number 12/KEP.DAK/XII/2014 dated December 12 2014, concerning the Formation of BUMDes in Kutuh Village and it was launched on December 24 2014 by the Deputy Regent Badung I Wayan Sudiana, S.Sos., together with the opening of the 2014 Pandawa Festival III.

In line with developments in the management of the potential of traditional villages, in February 2015 the development of other business units began, namely the Gunung Payung Cultural Park pilot business unit, the goods and services management pilot business unit, the yadnya equipment business unit, and the tourism attraction pilot business unit. paragliding. Furthermore, starting in 2016, two pilot business units were developed again, namely the Cultural Arts Attractions pilot business unit and the Pandawa Mandiri Transportasi pilot business unit. Apart from these business units, a regional health and safety service unit has also been developed, as an integrated part of business management and the existence of traditional villages.

3.3. The Benefits of Tourism on the Social and Economic Conditions of Local Communities at Pandawa Beach

Talking about tourism is of course closely related to the influence it gives. In this study, the focus that will be discussed is the benefits of tourism activities at Pandawa Beach on the social and economic conditions of the local community. In this discussion will be divided into two, namely social conditions and economic conditions. Therefore, interviews were conducted with 10 local people living in the Pandawa Beach area. The local people who became informants had an age range of 40-72 years with overall family status. The selection of informants was carried out in such an age range because at that age, on average, the interviewees had experienced the atmosphere of Pandawa Beach from the beginning of its opening to the present so that they can provide answers regarding what benefits or changes have been felt since the opening of the Pandawa area as a tourism destination. . In terms of gender, the ratio is 1:1 with 5 males and 5 females. All informants are indigenous people of Kutuh Village who were born and raised in the Pandawa area, so that can be interpreted as meeting the required criteria.

a. The Benefits of Tourism on the Social Conditions of Local Communities

Humans are social beings who in their daily lives must interact with each other. The discussion this time is related to the social conditions of local people who have experienced changes and benefited from tourism activities on Pandawa Beach. Of course, for about 10 years operating as a tourism destination, Pandawa Beach has provided many changes and benefits in the social sector for local communities. There are many aspects in social conditions, but in this study there are 4 aspects, namely language, hobbies, education, and health. These four aspects were chosen because they were considered significant enough to examine changes in the social conditions of the local people of Kutuh Village, especially those living in the Pandawa Beach area. Here are the four aspects of his social condition:

1. Language

Language is the most prominent distinguishing feature because with language every social group feels as a unit that is different from other groups. The main function of language is as a tool for interacting, thinking, and conveying the meaning of belief in society. Of course, in social life there must be

social interaction and language is the most important tool for interaction so that a person's thoughts can be conveyed and understood properly. However, with the emergence of tourism and the large number of tourists attending, it will certainly affect the language in a village that manages the tourist area. Even though sometimes the changes are not much visible, the interactions that occur between guests and hosts certainly make the public have to be able to understand the language used by tourists or guests, especially if the tourists visiting are foreign tourists who cannot speak Indonesian.

People who live in the Pandawa Beach tourist area also feel the same way. Since Pandawa Beach has experienced an increase in tourist visits, more and more foreign tourists from various countries have come to see the beauty of this beach. With the increasing number of foreign tourists, of course local people feel that they must have the ability to speak foreign languages so that interactions with tourists can run more smoothly. Although not a foreign language as a whole and theoretically, most local people, such as traders who open stalls and canoe managers, are already able to practice English to communicate with foreign tourists, such as greeting, offering merchandise, and mentioning prices. This is in line with the opinion of the informants who as a whole said that basic English or which can be used to communicate with tourists is something that must be learned considering that more and more foreign tourists are visiting Pandawa Beach. Several sources also explained that they had learned more about English in order to be able to communicate longer and not be limited to buying and selling activities.

Considering the increasing importance of foreign languages, especially English, in schools there has been a lot of foreign language learning given since elementary school and even from pre-elementary school. This was also confirmed by one of the sources, Mr. Sudiantara. He said that social changes, especially related to language, were very obvious, especially among young people. Many young people can and are even proficient in foreign languages, both English and other foreign languages such as German, Mandarin, etc.

Although as a whole young people receive foreign language lessons through school, the large number of foreign tourists visiting makes them excited to learn foreign languages, especially English because it feels cool to be able to communicate with foreign tourists and also has a positive impact so that the practice of foreign languages becomes smoother. Therefore it can be concluded that social changes related to language are considered to provide benefits for local communities in Pandawa Beach.

2. Hobbies / hobbies

Hobby is an activity that is done in one's free time to relax one's mind. Hobbies are things that are popular, hobbies usually grow on their own without any guidance when starting for the first time. Only later when someone realizes their passion, they will begin to develop it either through classes such as tutoring and guidance or self-taught. When pursuing a hobby, time often does not feel so fast because the activities carried out are very enjoyable. But not only as something that is popular, hobbies can also be useful for self-development, for example, such as writing, making handicrafts, painting, playing music, sports, reading, etc. Hobbies are actually very diverse and different from each other so that they are seen as a feature of a person.

The existence of tourism activities on Pandawa Beach also brought changes to the people's hobbies. What is most visible is surfing or surfing activity which is mostly done by foreign tourists on the beach. This is indeed proven because quite often foreign tourists use motorbikes while carrying surfboards on the side of the motorbike. The existence of this tourist activity attracts the interest of the local community, especially the younger generation, to participate in learning about surfing. For most of the people there, the hobby of surfing is still rarely found among domestic tourists and local people themselves, so it can be said that this is something new. This provides new knowledge for them to learn the correct surfing technique. Then still related to the beach, there is also a hobby of playing canoeing. This was conveyed by several informants that after canoe management, some local people became interested in canoeing.

In addition, there is also the interest of the local community, especially young people, to art due to the development of artistic and cultural attractions in the Pandawa Beach area. As previously explained, Pandawa Beach also has cultural attractions, namely traditional dance and arts performances for tourists who are interested in the culture of the local community. With the high demand for tourists for the show, it certainly requires workers from local people who understand art to join in. This is what encourages women to learn about art and become a new hobby for those who were previously not interested in art. With more and more young people learning local arts, this is also one way to preserve the distinctive culture of the community as well as the introduction of this culture to outsiders through the performances that are held.

Then what follows is related to coral reef restoration which is a program from the government in 2020. This program teaches local people how to cultivate coral reefs in such a way. Communities who were initially very unfamiliar with coral reefs became aware of cultivation methods and there were also people who made it a hobby. Therefore, tourism activities and tourist arrivals to Pandawa Beach are considered beneficial for changing the hobbies of the local community.

3. Education

According to Law no. 20 of 2003, education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, society, nation, and country. Education is seen as one of the most important needs in life and must be fulfilled. This is proven because one of the factors that determines whether a country is advanced or not is through the level of education of its people. In addition, education can also educate human resources to become more qualified and can contribute to the progress of the nation. The government was also aware of this, so that Government Regulation number 19, article 2, 2006 was issued which stated that every child in Indonesia must have 12 years of education.

In Kutuh Village, education is considered very important. Local community awareness of education has begun to grow so that educational institutions are also developing. From the graph above, most of the community's education level is in high school/equivalent, which has fulfilled the 12-year education recommendation from the government.

As many as 2 people did not attend school, 2 people graduated from elementary school/equivalent, 4 people graduated from junior high school/equivalent, and 2 people graduated from high school/equivalent. This shows that the education of local people with an age range of 40-72 years is more likely to graduate from junior high school/equivalent and do not continue their education. Meanwhile, in the latest data graph from the official website of Kutuh Village, it is shown that the highest number are in high school/equivalent so that it can be concluded that there has been an increase in the minimum standard of schooling to high school and the local community is more literate about education. The sources also said that they would send their children to

school with a higher level of education than their parents, and up to S1. One of the sources said that the development of existing tourism also encourages parents to send their children to school as high as possible as long as there are costs so that the younger generation in the Pandawa Beach area becomes an educated and educated generation to continue developing tourism there.

4. Health

Health is a symptom in which the condition of the body and soul is in a productive condition both physically, mentally, socially and economically, where health is a condition of the body that is very important in carrying out activities in daily life. Health as one of the most important aspects of human life cannot be bought but can be patterned in living together by getting used to maintaining a healthy lifestyle. In a community environment, health is a key factor because if in a shared living environment health is not maintained it can have an impact on the whole community.

There are health facilities such as health centers, clinics, and private doctors around the Pandawa area. The Health Center is the Health Center I in Kutuh Village, which is located on Jalan Dharmawangsa. Apart from that, for the benefit of the local community near Pandawa Beach as well as tourists, a clinic was also built which is located right on the beach area, which is near the parking area of Pandawa Beach. This clinic was built so that people or tourists who get sick or experience unwanted accidents while at the destination can be treated immediately and there is no need to go to the Puskesmas which is further away from the beach area. Then regarding health counseling, from Kutuh Village itself counseling is often held with a routine schedule, usually programmed every 6 months. There are also vaccinations for children, rabies prevention, etc.

With the existence of well-programmed health services and counseling schedules, it can be said that the health of the people at Pandawa Beach is quite well maintained. The community, which initially did not pay much attention to health, became more aware of the counseling that was routinely carried out. The construction of a clinic near the beach location also brings its own benefits for people who live on the coast because they don't have to go far to go to the health center if the situation is urgent. Apart from that, tourists also feel safer because there are clinic facilities available if something unexpected happens.

b. The Benefits of Tourism on the Economic Conditions of Local Communities

The existence of tourism on Pandawa Beach also brings benefits not only to social conditions, but also to the economic conditions of local communities. This discussion will review the economic conditions of local communities from 2 aspects, namely as follows:

1. Livelihoods

Livelihood is a human activity to obtain a decent standard of living where one area differs from another in accordance with the level of ability of the population and demographic conditions. In this section, livelihoods are focused on the shift in the livelihoods of local communities in Pandawa Beach. Abdurrahmat in Mulyawan (2006) in Gunawan (2018) explains that the livelihoods of residents in an area will change according to their physical and socio-economic conditions, such as landscapes, increased knowledge, technology owned by the region with relatively fast or slow changes in time. This cannot be separated from the early development of tourism activities on Pandawa Beach by the local community. Initially, the majority of the community's work was as a seaweed farmer. Then naturally because tourists came, people began to switch to providing tourism business services. The process also occurs without any coercion, but purely from the thinking of the people who develop by themselves.

Nevertheless, there are still some local people who still survive as seaweed farmers at the beginning of the development of Pandawa Beach tourism. They still want to survive as seaweed farmers and do not wish to switch to tourism. However, along with the increasing number of tourists, it tends to be difficult to cultivate seaweed so that it can be said that agriculture is damaged. This is the time when they see that tourism has been busy and in the end the people who initially refused to participate as managers of the Pandawa Beach tourist attractions and opened businesses such as selling food and souvenirs. From the results of interviews, 90% of local people previously worked as seaweed farmers. However, now that tourism has developed, it is too late for them to fully switch to tourism and no longer work as seaweed farmers.

Although this job shift occurred naturally, BUMDA as the managing institution continues to strengthen local communities by providing outreach related to tourism. The people who work as traders also receive assistance such as getting food stock from BUMDA.

Local people's livelihoods in tourism provide greater benefits than when they become seaweed farmers. This is also accompanied by the rules stipulated by BUMDA and socialization that is often held so that people become more aware of how to trade properly and correctly. The local community is also given education on how to interact properly with tourists, using language that is polite, not pushy, smiles, and is friendly, in other words, prioritizes hospitality.

2. Income

One of the most important factors in looking at people's economic conditions is by looking at their income. Community income according to Rosyidi (2006: 100-101) is the flow of money flowing from the business world to the community in the form of wages and salaries, interest, rent and profits. With changes in income, of course it will change various aspects of life in society. In the Pandawa Beach tourist area, local people view tourism as bringing benefits in the economic field because when working in the tourism sector, the income is greater than when working as a seaweed farmer. This automatically also increases people's living standards and welfare also increases. During the interview, all of the interviewees agreed that tourism would bring benefits to the local community's economy because it can increase income so that people's lives are guaranteed by tourism on Pandawa Beach. For the range of income per day, traders can earn IDR 200,000.00 – IDR 300,000.00 during peak days. But if it's quiet, they might only get around IDR 100,000.00. This was stated more or less the same as the source who works as a canoe manager. For them, this income is considered sufficient to meet their daily needs and provide for their family, even though they cannot be categorized as prosperous because their irregular income per day is sometimes only enough to make a return on buying food ingredients for the shop's needs. Meanwhile, fees related to entrance tickets and vehicle tickets are managed by BUMDA.

Mr. Duarta also explained that as actors, the community obtains daily income from tourism activities. Then as customary village communities, they will also receive income or assistance, for example, like there are no more fees for traditional ceremonies, assistance when people get married or die. More than that, the community also obtains capital in the form of goods to be sold to tourists. Seeing the income received by the local community, it can be said that tourism on Pandawa Beach brings benefits to the economy of the village community so that their lives can be more organized and prosperous.

4. Conclusion

The rapid development of tourism on Pandawa Beach certainly has a significant influence, especially in the social and economic fields of the local community. Pandawa Beach itself, since its opening in 2012, is still the choice for tourists who vacation in Bali and want to enjoy the beach atmosphere. This is due to the various attractions offered at Pandawa Beach. The natural tourist attraction in the form of a beach is the main potential of this tourist area. However, along with its development, Pandawa Beach itself has also begun to open cultural and artificial attractions that are no less attractive to tourists. Along with the increasing number of tourists visiting, the management of Pandawa Beach continues to improve and build adequate accessibility in order to increase the ease of tourists reaching Pandawa Beach tourist destinations. Not only that, facilities that can support tourism activities have also begun to be built so that tourists feel comfortable. The BUMDA of Kutuh Village as the management party has certainly made various efforts so that Pandawa Beach can continue to develop and exist in the eyes of tourists. Therefore, the Kutuh Village BUMDA divides each business unit to focus on management, with a total of 8 business units. All of these business units have carried out their respective functions and roles, complementing each other in order to build tourism in the Pandawa Beach area even better.

As the main actors of tourism in Pandawa, local people are the main topic of discussion this time. With the hectic tourism activities on Pandawa Beach, of course it will bring benefits or profits to the local people themselves. Therefore, a review was prepared regarding the benefits of tourism on the social and economic conditions of local communities, which as a whole are viewed from 6 aspects. In social conditions there are 4 aspects, namely language, hobbies, education, and health. Then in economic conditions there are 2 aspects, namely livelihoods and income. Overall, based on interviews that have been conducted with 10 informants from the local community, it can be concluded that tourism activities at Pandawa Beach have indeed brought changes to these six aspects, and these changes are heading in a positive direction, namely existing tourism has benefited people's lives. locally in the Pandawa Beach area.

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