POLITEKNIK PARIWISATA BALI

Social Carrying Capacity of Tourism Development at Tanjung Benoa Beach, Bali

Made Wiranta

Politeknik Pariwisata Bali
Jln. Dharmawangsa Kampial, Nusa Dua Bali, Indonesia

* wiranta.99@gmail.com

ABSTRACT

Social Carrying Capacity is the response or reaction of the local community to the development of tourism in an area. Tanjung Benoa is a very popular tourist attraction among tourists who like water sports activities. However, the Covid-19 pandemic or better known as the Corona Virus is currently sweeping the world. The tourism industry is an industry that has been greatly affected by this pandemic. Declining tourist visits can have an impact on a destination, both in economic, socio-cultural, and environmental aspects. This study aims to determine whether the social carrying capacity at Tanjung Benoa Tourist Attraction has been exceeded or not. The data in this study were collected through questionnaires in six neighborhoods in Tanjung Benoa. Questionnaires were distributed to 100 respondents with a total of 35 indicators. The sampling technique in this study used Probability Sampling with the type of Proportionate Stratified Random Sampling which was then analyzed using descriptive statistics. Based on the research results, it is known that the social carrying capacity at Tanjung Benoa Tourist Attraction has not been exceeded. Local people still want tourism activities in Tanjung Benoa.

Keywords: social carrying capacity, Tanjung Benoa Beach, tourism impact

1. INTRODUCTION

Tourism is the most effective sector to boost Indonesia's foreign exchange. One of the reasons is because of the geographical location and diversity of natural resources, culture, culinary and wealth in the country. These resources are the main attraction for domestic and foreign tourists to visit Indonesia. Based on calculations made by the United Nation World Tourism Organization (UNWTO), the tourism industry accounts for 6% of world trade and contributes 9% to a country's Gross Domestic Product (GDP). The form is also diverse, ranging from investment, both directly and indirectly, or due to the domino effect. (www.kemenparekraf.go.id).

Bali is the center of tourism in Indonesia and also one of the leading tourist destinations in the world. Bali is an area that has tourism potential that offers natural beauty as well as culture and customs that have high value. Bali has nine regions consisting of eight

regencies and one municipality, including Jembrana Regency, Tabanan Regency, Buleleng Regency, Gianyar Regency, Klungkung Regency, Karangasem Regency, Bangli Regency, Badung Regency and Denpasar City, each of which has a tourist attraction. Because of the specific tourist attractions of each region, foreign tourists and domestic tourists make tourist visits to Bali.

Badung Regency is one of the most developed regencies in the tourism sector in Bali Province. Badung Regency borders Buleleng Regency to the north, Gianyar Regency, Bangli Regency and Denpasar City to the east, Indonesian Ocean to the south and Tabanan Regency to the west. Badung Regency has the greatest tourism potential among the regencies in Bali Province, and has been developed as a tourist destination.

Tanjung Benoa is a village located in the southeast of Bali Island which is included in the South Kuta District, Badung Regency. Tanjung Benoa Beach has a unique geographical location. Flanked by two seas and beaches that have white sand, calm sea water, and coconut trees around the beach, making Tanjung Benoa Beach no less than Nusa Dua Beach in the development of tourism on the island of Bali. Tanjung Benoa Beach is a very popular tourist attraction among tourists who like water sports activities. Tanjung Benoa Beach has white sand and calm sea, making this beach very suitable for water sports activities such as Parasailing, Snorkeling, Seawalker and many others.

However, the Covid-19 pandemic or better known as the Corona Virus has hit the world. Covid-19 cases in Indonesia were first confirmed in early March 2020. Since then, this pandemic has quickly spread to all regions in Indonesia. Based on Covid19.go.id data, as of Monday (26/7/21), the distribution of the Covid-19 pandemic in Indonesia was confirmed as 3,194,733 people who tested positive, of which 560,275 people were intensively treated, 84,766 people died, 2,549,692 people were declared cured, 44,728,320 people were declared to have had the 1st vaccination and 18,129,878 people were declared to have had the 2nd vaccination. (covid19.go.id).

The Tourism industry is an industry that is greatly affected by this pandemic. Based on BPS data (2021), there is a significant decrease in the number of tourists, both local and foreign tourists. The total number of foreign tourist visits to Indonesia in 2020 was 4.02 million. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. This significant decrease in the number of tourists greatly affects economic conditions because tourism plays an important role in increasing state revenue, foreign exchange, and employment. The Covid-19 pandemic threatens 13 million workers in the tourism sector and 32.5 million workers indirectly related to the tourism sector. (BPS, 2021).

People are encouraged to practice social distancing, where learning, working, and worshiping activities are carried out at home. WHO (World Health Organization) health protocols such as diligent hand washing, maintaining health and hygiene and always wearing a mask when leaving the house are also continuously echoed. This certainly has an impact on the economic condition of the community in general, where many people have been laid off because their place of work has stopped operating either temporarily or permanently with the covid-19 pandemic.

However, declining tourist visits due to the covid 19 pandemic can have an impact on a destination, both in economic, socio-cultural and environmental aspects, including visits to Tanjung Benoa beach. In connection with this, it is necessary to conduct a more in-depth research/study on Social Carrying Capacity at Tanjung Benoa Beach.

Savariades (2000) defines social carrying capacity as the maximum level of capacity utilization that can be absorbed/accommodated by an area without a decrease in the quality of the visitors' experience and without having an unacceptable adverse impact on the people who inhabit the area. While according to Mathieson and Wall (1982) carrying capacity is the maximum number of people that can be accommodated in a location without resulting in a decrease in the physical quality of the environment, without resulting in a

decrease in the quality of comfort of tourist visitors and without causing a negative impact on social, economic and cultural conditions around the tourist area.

Mohammad et al. (2014) state that the social carrying capacity dimension is associated to all the elements, which concern social communities, as well as the problems of interrelation between local resident population and tourists. In general, social carrying capacity is the reaction of the local people towards the tourism development of a place".

This research raises the topic of Social Carrying Capacity because there has been no research related to Social Carrying Capacity conducted in Tanjung Benoa. The level of acceptance of tourism activities by the local community at Tanjung Benoa Beach as well as the maximum level of capacity utilization that can be absorbed by Tanjung Benoa Beach without a decrease in quality, so that it does not have a detrimental impact on the Tanjung Benoa community. Therefore, the perception of the local community is needed in this research.

2. METHOD

The research was conducted at Tanjung Benoa Beach located in Tanjung Benoa Village, South Kuta District, Badung Regency, Bali. The population used in this study are residents of Tanjung Benoa Village who come from six existing neighborhoods, namely Kertha Pascima Neighborhood, Purwa Santhi Neighborhood, Anyar Neighborhood, Central Neighborhood, Tengkulung Neighborhood and Panca Bhinneka Neighborhood, who are at least 17 years old and above, physically and mentally healthy and have lived / settled for 10 years in Tanjung Benoa. 100 people were selected as respondents, with the sampling technique using Probability Sampling, with the type of Proportionate Stratified Random Sampling.

The data analysis technique used in this research is descriptive statistics with a quantitative approach, which can help in managing data, analyzing, and interpreting the data collected. A total of 35 indicators of social carrying capacity in this study were measured using a Likert Scale. And the data from the respondents' answers obtained were processed using the SPSS program. By using the Likert Scale, the variables to be measured are translated into variable indicators. Then the indicator will be used as a starting point for compiling instrument items which can be in the form of questions or statements. Aspects of the questionnaire statement that include positive and negative impacts from economic, socio-cultural and environmental impacts, will be given a value weighting consisting of Strongly Disagree (TTS) with a score of 1, Disagree (TS) with a score of 2, (N) Neutral with a score of 3, Agree (S) with a score of 4, and Strongly Agree (SS) with a score of 5.

The social carrying capacity indicators in this study have been tested for validity and consistency through validity and reliability tests. The instrument validity test in this study was carried out to show the validity of the instruments used in the study. With df = n-2 and with a sig of 5%, the r table is 0.36. And by comparing the results of r count which is greater than r table, then all statements on the instrument are declared valid. Meanwhile, the reliability test is a test to determine the level of consistency of a measurement, where the views or answers between respondents are consistent (stable) over time. In other words, these answers do not contain significant differences between respondents with one another. The instrument can be said to be reliable if it has a Cronbach's alpha coefficient of more than 0.6. And the results of the reliability test conducted on 30 respondents in this study have met the predetermined criteria.

3. RESULT AND DISCUSSION
3.1 Respondent Characteristics
The number of respondents in this study amounted to 100 people. The highest percentage of questionnaire distribution was in Anyar Neighborhood as much as 19%. The gender of the respondents was dominated by male respondents as much as 59%. The characteristics of respondents based on status are dominated by respondents who are married as much as 57%. The age of the local community who became respondents was dominated by respondents aged 15-24 years as much as 36%. Based on the length of stay, it is dominated by people who have lived since birth with a percentage of 79%. The last education of the community who became respondents was dominated by high school graduates / equivalent as much as 61%. The occupation of respondents is dominated by private workers as much as 33%. The monthly income of the community who became respondents was dominated by people who earned less than Rp. 3,000,000 per month.

3.2 Discussion
3.2.1 Indicators of Social Carrying Capacity, Positive Variables for Economic Impact.
The Tanjung Benoa community recognizes that tourism development at Tanjung Benoa Beach is able to have a positive impact on the economic aspect with an average score of 4.59. The most positive impact felt by the community lies in indicator X1.4, namely increased employment opportunities for local residents, with an average value of 4.69. This means that local communities feel an increase in job opportunities in the tourism sector that can increase their income and improve their welfare.

3.2.2 Indicators of Social Carrying Capacity, Positive Variables on Socio-Cultural Impacts.
The community of Tanjung Benoa Village recognizes that the development of tourism at Tanjung Benoa Beach has a positive impact in the socio-cultural aspect with an average score of 4.51. The positive impact in the socio-cultural aspect that is most felt by the community lies in indicator X2.8, namely the community becoming more active in developing Tanjung Benoa with an average score of 4.64. Local communities perceive that the development of tourism can encourage local communities to play an active role and participate in development in Tanjung Benoa. This can be a positive capital for the Head of Village to mobilize the community in the success of development in Tanjung Benoa Village.

3.2.3 Indicators of Social Carrying Capacity of Positive Environmental Impact Variables.
The Tanjung Benoa community recognizes that tourism development at Tanjung Benoa Beach is able to have a positive impact on environmental aspects with an average score of 4.41. The positive impact in environmental aspects most felt by the community lies in indicator X3.1, which fosters a sense of community concern for protecting the environment with an average value of 4.54. The community has become more concerned about the environment with the development of tourism in the Tanjung Benoa area. The community realizes that a well-maintained and well-organized environment will make tourists comfortable while traveling and will attract tourists to visit Tanjung Benoa again.

3.2.4 Indicators of Social Carrying Capacity Negative Variables on Economic Impact.
The Tanjung Benoa community chose neutral on the statement that tourism development at Tanjung Benoa Beach has a negative impact on economic aspects, with an average score of 3.26. This shows that the community does not feel the influence of negative impacts on economic aspects in Tanjung Benoa concerning differences in services, increased prices of goods, increased costs of living, and privatization of facilities and commercial areas in Tanjung Benoa. However, on indicator X4.4, namely the community feels that the community's economy in Tanjung Benoa depends on the tourism industry,

received an average score of 3.83. This is because the majority of people in Tanjung Benoa work in the tourism industry so that the community's economy is very dependent on the tourism industry. Moreover, during a pandemic like today, the economic impact felt by the Tanjung Benoa community is very large.

3.2.5   Indicators of Social Carrying Capacity Negative Variables on Socio-Cultural Impacts.

The Tanjung Benoa community does not agree that tourism development in Tanjung Benoa can have a negative impact on socio-cultural aspects, with an average score of 2.32. This shows that the Tanjung Benoa community does not feel the negative impact of tourism on socio-cultural aspects concerning cultural originality, quality of art, imitation of outside culture, siltation/decrease in the meaning of sacred art, fading of social values and norms, social inequality, reduced power and authority of the community in regulating its territory (alienated community). However, the community chose neutral on indicator X5.8, namely the development of the tourism sector makes people's behavior consumptive with an average value of 2.98. This shows that there is no influence on changes in people's behavior that become consumptive due to the development of the tourism sector in Tanjung Benoa.

3.2.6   Indicators of Social Carrying Capacity Negative Variables on Environmental Impacts.

The Tanjung Benoa community chose neutral on the statement that tourism development at Tanjung Benoa Beach can cause negative impacts in the environmental aspect with an average score of 3.12. This shows that the community does not feel the influence of negative impacts on the environment from tourism development in Tanjung Benoa concerning noise, traffic congestion, changes in open land functions and increased pollution and waste in Tanjung Benoa.

4. CONCLUSION

Based on the results of the analysis of tourism impact indicators on economic, socio-cultural and environmental aspects, it can be concluded that the social carrying capacity at Tanjung Benoa Beach has not been exceeded. This is based on the results of the analysis which show that the impacts felt by the community are more positive impacts, compared to negative impacts. The community of Tanjung Benoa Village recognizes that tourism development at Tanjung Benoa Beach is able to have a positive impact on economic, socio-cultural and environmental aspects with each variable getting an average value of 4.59 (Strongly Agree), 4.51 (Strongly Agree), and 4.41 (Strongly Agree). Meanwhile, for the negative impact variables of tourism on economic, socio-cultural and environmental aspects, each variable obtained an average value of 3.26 (Neutral), 2.32 (Disagree), and 3.12 (Neutral). This shows that the community does not feel the influence of negative impacts on economic, socio-cultural, and environmental aspects.

Although there is one indicator on the negative economic impact variable, namely the community feels that the community's economy in Tanjung Benoa depends on the tourism industry is strongly felt by respondents, on average, the negative economic impact of tourism development at Tanjung Benoa Beach is not felt by respondents. This shows that the local community wants tourism activities in Tanjung Benoa and proves that the positive impact of tourism development in Tanjung Benoa Beach is felt by the community more than the negative impact.

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