

THE IMPACT OF TOURISM DEVELOPMENT ON SOCIO-CULTURAL, ENVIRONMENTAL AND ECONOMIC ISSUES (CASE STUDY: LES TOURISM VILLAGE, BULELENG-BALI)

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Article Info	Abstract
Keywords: Community-Based Tourism, Sustainable Tourism, Tourism Development, Les Tourism Village, Bali. Received: June 01, 2026 Approved: August 10, 2026 Published: September 30, 2026	This study examines the socio-cultural, environmental, and economic impacts of tourism development in Les Tourism Village, Buleleng Regency, Bali, and explores local community perceptions as a basis for sustainable tourism development. A qualitative case study approach was employed through direct observation and in-depth interviews with six stakeholders, including community leaders, tourism managers, and local residents. Data were analyzed using the interactive model of Miles and Huberman, comprising data reduction, data display, and conclusion drawing. The findings indicate that tourism development has strengthened cultural preservation, community participation, and environmental awareness. Local traditions and cultural identity are maintained through active community involvement in tourism activities. Environmental initiatives, including coral reef conservation, waste management, and reforestation, have contributed to improved environmental sustainability. Economically, tourism has created employment opportunities and increased household income through homestays, culinary businesses, handicrafts, and community-based tourism services. Local residents generally perceive tourism development positively and demonstrate a strong commitment to sustainable tourism practices. Theoretically, this study provides empirical evidence of how Community-Based Tourism (CBT) in a rural island setting balances the Triple Bottom Line of economic growth, socio-cultural preservation, and environmental conservation. Practically, it offers insights for local policymakers and community tourism groups (Pokdarwis) to strengthen sustainable zoning, retain local economic benefits, and promote authentic eco-tourism experiences. However, the findings are limited by the study's focus on a single rural village, which restricts their generalizability to other tourism contexts.

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INTRODUCTION

Tourism has become one of the most significant contributors to regional economic development and community welfare worldwide. Beyond its economic contribution, tourism also influences socio-cultural transformation, environmental sustainability, and the quality of life of local communities. Consequently, sustainable tourism development has become a major concern for governments, policymakers, and researchers seeking to balance economic growth with cultural preservation and environmental protection.

Community-based tourism (CBT) has emerged as an effective approach to achieving sustainable tourism development by actively involving local communities in tourism planning, management, and benefit-sharing. According to Zielinski (2020), community-based tourism promotes local empowerment while preserving cultural identity and protecting natural resources. Likewise, Hassan et al. (2022) reported that rural tourism development positively influences residents' satisfaction with their socio-economic conditions, environmental quality, and overall quality of life.

Despite these positive contributions, tourism development may also generate negative consequences if not managed sustainably. Farooq et al. (2025) argued that excessive tourism growth could lead to environmental degradation, commercialization of local culture, and unequal distribution of economic benefits. Therefore, balancing tourism growth with community welfare remains one of the major challenges in sustainable tourism development.

Les Tourism Village, located in Tejakula District, Buleleng Regency, Bali, represents an emerging tourism destination characterized by its marine attractions, coral reef conservation initiatives, traditional salt production, and distinctive cultural heritage. Since being officially designated as a tourism village in 2016, Les Village has experienced increasing tourism activities while maintaining strong community participation in tourism management.

Table 1. General Profile Of Les Tourism Village

Indicator	Description
Location	Tejakula District, Buleleng Regency, Bali
Tourism Village Status	Developing
Tourism Attractions	Coral reefs, snorkeling, diving, black sand beach, Melukat Yeh Anakan
Tourism Concept	Community-Based Tourism
Main Livelihood	Fisheries, tourism services, agriculture
Tourism Organizations	POKDARWIS, BUMDes, Community Groups

Source: Field Observations, interviews and village profile document (2025)

While previous studies have examined the economic and environmental impacts of community-based tourism (e.g., [Insert International Ref, e.g., Giampiccoli & Mtapuri, 2020]; [Insert National Ref, e.g., Sunarta et al., 2019]), limited research has comprehensively explored the interconnected socio-cultural, environmental, and economic dimensions of tourism development in rural contexts such as Les Tourism Village. Furthermore, few studies published in regional and international forums—including recent analyses in IJOTHE (e.g., [Insert IJOTHE

Ref])—have explicitly investigated local community perceptions regarding tourism sustainability in this specific destination.

This study addresses these research gaps by providing a comprehensive qualitative analysis of tourism development from socio-cultural, environmental, and economic perspectives while incorporating community perceptions as an essential component of sustainable tourism management. Unlike previous studies, which generally focus on a single dimension of tourism impacts, this research integrates socio-cultural, environmental, and economic perspectives within a community-based tourism framework. This integrated approach offers a more comprehensive understanding of sustainable tourism development in an emerging tourism village.

Accordingly, this study aims to analyze the socio-cultural, environmental, and economic impacts of tourism development in Les Tourism Village and to explore community perceptions toward sustainable tourism development as a basis for future tourism policy. Furthermore, this study seeks to contribute to the existing body of knowledge on community-based tourism by providing empirical evidence on how tourism development can simultaneously promote community welfare, environmental conservation, and cultural preservation within the context of an emerging tourism village in Bali.

METHODS

This study employed a qualitative research approach using a case study design to explore the socio-cultural, environmental, and economic impacts of tourism development in Les Tourism Village, Bali. A qualitative case study was considered appropriate because it enables researchers to gain an in-depth understanding of complex social phenomena within their real-life context. This approach also facilitates the exploration of community perceptions regarding tourism development from multiple perspectives.

The research was conducted in Les Tourism Village, located in Tejakula District, Buleleng Regency, Bali, Indonesia. The village was selected because it has developed as a community-based tourism destination that integrates marine tourism, cultural heritage, and environmental conservation. Officially designated as a tourism village in 2016, Les Tourism Village offers various attractions, including coral reef conservation, snorkeling and diving activities, traditional salt production, black sand beaches, and spiritual tourism. These characteristics make the village an appropriate case for examining sustainable tourism development.

The participants were selected using purposive sampling, focusing on individuals who possess knowledge and experience related to tourism development in Les Tourism Village. The participants consisted six of village officials, members of the Tourism Awareness Group (Kelompok Sadar Wisata – POKDARWIS), local community leaders, tourism business operators, and residents actively involved in tourism activities. Their diverse backgrounds enabled the researchers to obtain comprehensive information regarding the impacts of tourism development.

Primary data were collected through semi-structured interviews and direct observation. Semi-structured interviews were conducted to explore participants' experiences and perceptions regarding the socio-cultural, environmental, and economic impacts of tourism development. Direct observation was carried out to examine tourism activities, environmental conservation practices, tourism facilities, and community participation in tourism management. Secondary data were obtained from village profile documents, government reports, tourism-related publications, and relevant scientific literature. These sources were used to complement and support the findings obtained from the field.

The collected data were analyzed using the interactive model developed by Miles and Huberman (1994), which consists of three stages: data reduction, data display, and conclusion drawing and verification. During the data reduction stage, interview transcripts and field notes were organized and categorized according to the research objectives. The data were then presented descriptively to facilitate interpretation and identify patterns among the socio-cultural, environmental, and economic dimensions of tourism development. Finally, conclusions were drawn through continuous comparison between empirical findings and relevant theoretical perspectives.

RESULT AND DISCUSSION

Effects of tourism on social and cultural

The findings indicate that tourism development has generated positive socio-cultural impacts on the local community of Les Tourism Village. Tourism has encouraged the preservation of local traditions while strengthening community participation in tourism activities. One of the village's distinctive cultural characteristics is the absence of the Ngaben cremation ceremony, which differentiates Les Tourism Village from many other Balinese villages. Rather than diminishing local traditions, tourism has increased visitors' appreciation of the village's unique cultural identity. In addition, local residents actively participate in cultural events, environmental clean-up programs, and tourism management through the Tourism Awareness Group (Kelompok Sadar Wisata - POKDARWIS), reflecting a strong sense of collective responsibility toward sustainable tourism development.

Table 2. Summary of Socio-Cultural Impacts of Tourism Development in Les Tourism Village

Theme	Key Findings	Implications
Cultural preservation	The village maintains unique traditions, including the absence of the <i>Ngaben</i> ceremony.	Strengthens local identity and enhances cultural tourism attractiveness.
Community participation	Residents actively participate in tourism management through POKDARWIS, cultural events, and environmental activities.	Encourages social cohesion and collective responsibility.
Traditional knowledge	Traditional salt production has been developed as an educational tourism attraction.	Preserves indigenous knowledge while creating

		additional economic opportunities.
Social cohesion	Mutual cooperation (<i>gotong royong</i>) supports environmental conservation and destination management.	Enhances collaboration and strengthens community resilience.

Source: based on interview findings and field observations (2025).

Following the key findings, Les Tourism Village operationalizes these themes through specific community-led cultural and environmental initiatives. Culturally, the village preserves its unique *Bali Aga* heritage through distinctive customs such as practicing direct earth burial without the traditional *Ngaben* cremation ceremony alongside educational tours of artisanal *palungan* sea salt harvesting (Figure 1) and lontar palm sugar production. Environmentally, local community organizations and POKDARWIS lead active marine and terrestrial conservation efforts through guided eco-trekking around Yeh Mampeh Waterfall, sustainable net-based fishing education, and interactive "Adopt a Coral" reef transplantation programs (Figure 2).



Figure 1: Jadesta (Jejaring Desa Wisata) - Kementerian Pariwisata RI / Pemerintah Desa Les, Buleleng

Source: Primary Data (2025).

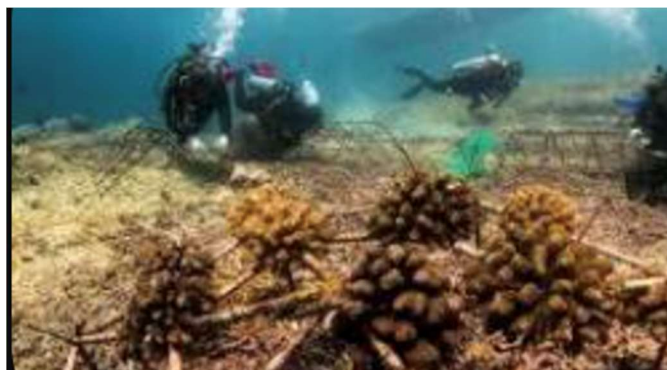


Figure 2: Yayasan/Kelompok Konservasi Terumbu Karang Pesisir Desa Les & Jadesta Kemenpar RI

Source: Primary Data (2025).

As summarized in Table 2, tourism development has contributed not only to cultural preservation but also to strengthening social relationships within the community. The active involvement of local residents in tourism planning and management demonstrates that

tourism is perceived as a shared responsibility rather than merely an economic activity. Traditional salt production, which has been transformed into an educational tourism attraction, further illustrates how local knowledge can be preserved while simultaneously generating economic value. These findings indicate that community participation plays a central role in maintaining cultural sustainability within a community-based tourism destination.

The findings support the concept of Community-Based Tourism proposed by Zielinski (2020), which emphasizes that local participation is essential for preserving cultural identity and ensuring sustainable tourism development. Similarly, Hassan et al. (2022) argued that rural tourism development improves residents' quality of life by strengthening community participation and social interaction. In contrast to the concerns raised by Farooq et al. (2025) regarding cultural commercialization, the findings of this study suggest that tourism development in Les Tourism Village has reinforced rather than weakened local traditions. This demonstrates that community-based tourism can successfully balance cultural preservation with tourism development when local communities actively participate in decision-making and destination management.

Tourism's Effects on the Environmen

The findings reveal that tourism development has encouraged greater environmental awareness among the local community of Les Tourism Village. Environmental conservation has become an integral part of tourism management, as the community recognizes that maintaining environmental quality is essential for sustaining tourism activities. Various conservation initiatives have been implemented through collaboration between local residents, village authorities, educational institutions, and environmental organizations. These initiatives include coral reef conservation, coastal clean-up activities, waste management, and tree planting programs, reflecting the community's collective commitment to protecting natural resources.

Table 3. Summary of Environmental Impacts of Tourism Development in Les Tourism Village

Environmental Aspect	Key Findings	Implications
Coral reef conservation	Community members actively participate in coral reef rehabilitation and marine ecosystem protection.	Supports marine biodiversity and enhances the attractiveness of marine tourism.
Waste management	Community-based waste management and coastal clean-up activities are regularly implemented.	Improves environmental quality and promotes sustainable tourism practices.
Environmental collaboration	Environmental conservation involves village authorities, educational institutions, NGOs, and local communities.	Strengthens collaborative governance in destination management.

Environmental awareness	Tourism has increased community awareness of environmental protection and sustainable resource management.	Encourages long-term environmental sustainability and community responsibility.
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Source: based on interview findings and field observations (2025).

Following the environmental aspects outlined in Table 3, Les Tourism Village operationalizes these key findings through targeted ecosystem protection and community-driven sustainability initiatives. Marine conservation is centered on coral reef rehabilitation and restoration programs where local fishermen, village authorities, and environmental NGOs collaborate to transition away from destructive fishing techniques and actively monitor local marine protected areas. Concurrently, regular community-led coastal clean-ups and decentralized waste management practices reinforce environmental awareness among residents and visitors, supporting long-term destination sustainability and collaborative resource governance. As presented in Table 3, tourism development has not only increased environmental awareness but has also encouraged active community participation in conservation programs. The involvement of multiple stakeholders in environmental management demonstrates that sustainable tourism requires collaborative efforts rather than relying solely on government initiatives. Coral reef conservation and waste management programs have become important strategies for preserving the village's natural resources while maintaining the quality of tourism attractions. These initiatives indicate that environmental sustainability has become a shared responsibility among local stakeholders, contributing to the long-term resilience of the tourism destination.

These findings are consistent with the principles of sustainable tourism proposed by the United Nations Environment Programme (UNEP, 2021), which emphasize that environmental conservation should be integrated into tourism planning and destination management. Likewise, the United Nations World Tourism Organization (UNWTO, 2022) highlights environmental sustainability as one of the fundamental pillars of sustainable tourism development. The findings also support Hassan et al. (2022), who argued that environmental quality significantly influences residents' satisfaction and the long-term sustainability of rural tourism destinations. Therefore, the experience of Les Tourism Village demonstrates that community participation and multi-stakeholder collaboration are essential for maintaining environmental sustainability while supporting tourism development.

Impact of Tourism Development on the Economy

The findings indicate that tourism development has generated positive economic impacts for the local community of Les Tourism Village by creating new employment opportunities and diversifying sources of household income. The development of tourism has encouraged local residents to establish tourism-related businesses, including homestays, food and beverage services, transportation, handicrafts, and traditional salt production. These activities have reduced the community's dependence on traditional livelihoods such as fishing and agriculture while providing additional income through tourism services. As tourism activities continue to grow, local residents have become increasingly involved in

entrepreneurship, demonstrating that tourism functions as an important driver of community-based economic development.

Table 4. Summary of Economic Impacts of Tourism Development in Les Tourism Village

Economic Aspect	Key Findings	Implications
Employment opportunities	Tourism has created new jobs in accommodation, food services, transportation, and tourism activities.	Reduces unemployment and improves local livelihoods.
Income diversification	Local residents obtain additional income through tourism-related businesses while maintaining traditional occupations.	Enhances household economic resilience and reduces dependence on a single source of income.
Community entrepreneurship	Tourism encourages the development of homestays, handicrafts, traditional salt production, and small-scale enterprises.	Strengthens local economic empowerment through community-based entrepreneurship.
Local economic development	Tourism stimulates supporting economic sectors and increases the circulation of income within the village.	Contributes to sustainable and inclusive local economic growth.

Source: based on interview findings and field observations (2025).

Following the key findings outlined in Table 4, Les Tourism Village operationalizes economic growth through community-driven micro-enterprises and diversified livelihood opportunities. The village expands local income beyond traditional agriculture and fishing by incorporating residents directly into the tourism supply chain offering locally managed homestays, transport services, and regional food culinary experiences. Furthermore, community entrepreneurship is actively fostered through hands-on educational tourism, where visitors participate in micro-enterprises such as traditional *palungan* salt production, organic lontar sugar crafting, and local handicraft workshops, ensuring income directly circulates within the community to build household resilience. Tourism development has expanded economic opportunities while strengthening the capacity of local communities to participate in tourism-related enterprises. The integration of traditional livelihoods with tourism activities demonstrates that economic development can coexist with cultural preservation. Traditional salt roduction, for example, has evolved into an educational tourism attraction that not only preserves local heritage but also generates additional income for local households. These findings indicate that tourism development contributes to community empowerment by encouraging entrepreneurship, increasing household income, and supporting the sustainability of local businesses.

These findings are consistent with Giampiccoli and Saayman (2018), who emphasized that community participation is essential for ensuring that the economic benefits of tourism are

distributed equitably among local residents. Similarly, Krittayarangroj (2023) argued that community-based tourism strengthens local economic resilience by promoting entrepreneurship and diversifying income sources. The findings of this study further demonstrate that tourism development in Les Tourism Village has not only improved economic conditions but has also encouraged inclusive local development by ensuring that tourism benefits are closely linked to community participation and the preservation of local resources. Consequently, tourism has become an important instrument for achieving sustainable economic development within the framework of community-based tourism.

Public Perception and Satisfaction

The findings indicate that local residents generally perceive tourism development in Les Tourism Village positively. Community members recognize that tourism has contributed to improving economic opportunities, strengthening cultural preservation, and enhancing environmental awareness. The active involvement of residents in tourism-related activities has fostered a sense of ownership and responsibility toward destination management. Rather than viewing tourism solely as a source of income, local communities perceive it as a collaborative effort to improve community welfare while preserving local traditions and natural resources. These positive perceptions reflect the community's confidence that tourism development has generated benefits extending beyond economic gains.

Community perceptions toward tourism development are shaped by three interconnected dimensions: economic benefits, cultural preservation, and environmental conservation. These dimensions collectively encourage stronger community participation in tourism planning and destination management. The findings suggest that positive perceptions emerge because local residents experience tangible benefits from tourism while maintaining their cultural identity and environmental quality. Consequently, community support has become a key factor contributing to the sustainability of tourism development in Les Tourism Village. While tourism development globally often introduces significant trade-offs, qualitative interview data from Les Tourism Village explains why negative perceptions remain exceptionally low. Informants consistently attributed the scarcity of major adverse impacts to the village's decentralized, POKDARWIS-led governance model and controlled tourist inflows. Rather than reporting severe socio-cultural erosion or environmental degradation, interviewees identified only manageable operational friction, such as occasional plastic waste accumulation during event weekends and minor seasonal variance in tourism revenue. As a local community leader observed, *"Because the community retains full ownership over land and tourism activities, commercial pressure has not displaced our traditional way of life."* Thus, the absence of major reported negative impacts reflects the effectiveness of community-based management in mitigating typical tourism-induced challenges.

These findings are consistent with Hassan et al. (2022), who reported that residents' positive perceptions of tourism are closely associated with improvements in quality of life, environmental conditions, and socio-economic well-being. Likewise, Zielinski (2020) emphasized that community participation is fundamental to the success of Community-Based Tourism, as local support determines the long-term sustainability of tourism initiatives. The findings also reinforce the argument of Giampiccoli and Saayman (2018), who stated that

tourism development is more likely to succeed when local communities actively participate in decision-making and perceive tourism as beneficial to their livelihoods. Therefore, the positive perceptions identified in Les Tourism Village demonstrate that sustainable tourism development depends not only on economic performance but also on continuous collaboration among local communities, government institutions, and tourism stakeholders.

CONCLUSION

This study examined the socio-cultural, environmental, and economic impacts of tourism development in Les Tourism Village, Bali. The findings indicate that tourism has positively contributed to cultural preservation, environmental conservation, and local economic development through active community participation. The study also highlights that Community-Based Tourism (CBT), supported by POKDARWIS and local stakeholders, plays an important role in achieving sustainable tourism development. These findings provide useful insights for policymakers and tourism practitioners in developing sustainable tourism destinations that balance economic growth with cultural and environmental sustainability.

The findings suggest that strengthening community participation through POKDARWIS and collaborative governance is essential for sustainable tourism development. Local governments and tourism managers should continue supporting cultural preservation, environmental conservation, and community empowerment to ensure long-term tourism sustainability. This study contributes to the literature on Community-Based Tourism by demonstrating that socio-cultural preservation, environmental conservation, and economic development are interconnected dimensions that support sustainable tourism development in rural destinations.

This study was limited to a qualitative case study conducted in Les Tourism Village. Therefore, the findings cannot be generalized to other tourism destinations. Future studies should involve multiple tourism villages and apply mixed-method or quantitative approaches to enhance the generalizability of the findings. Future research is encouraged to examine community-based tourism in different destinations using comparative or mixed-method approaches. Policymakers should also strengthen collaboration among local communities, government agencies, and tourism stakeholders to promote sustainable and inclusive tourism development.

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