



The Concept of Sustainable Quality Tourism in the Development of Tourism in Bali

Luh Putu Suryani¹(✉), Indah Permatasari¹(✉), and Putu Eka Pitriyantini²

¹ Faculty of Law, Universitas Warmadewa, Denpasar, Indonesia
indah.permatasari1292@gmail.com

² Faculty of Law, Tabanan University, Tabanan, Indonesia

Abstract. Tourism industry is the highly developed industry in Bali, so it requires a development concept to manage the tourism industry in an appropriate manner. The concept of developing sustainable tourism is indeed very important to establish, but quality tourism is also an important aspect to be realized for both local and foreign tourists. This study examines two problems related to tourism, such as the meaning of the concept of quality tourism and the construction of the concept of sustainable quality tourism in tourism development in Bali. In the results of the study, it was revealed that quality tourism can be viewed from several supporting variables, both in terms of product dimensions, services, and other variables that have associations with quality and satisfaction. In the concept of developing quality tourism, the number of tourist visits is no longer a priority, but more emphasis is placed on tourist experiences. The creation of high-quality tourism is crucial, and rules and regulations, particularly those pertaining to tourism, should reflect this. It appears that there are no rules or regulations that directly address quality tourism when looking at the laws and regulations, particularly Law Number 10 of 2009 addressing Tourism. The idea of sustainable tourism is no longer sufficient in and of itself. It is essential to include the development of high-quality tourism in laws and regulations, particularly those that pertain to tourism. Since the principles of tourism administration, the principles of tourism administration, and the principles of tourism development are founded on the idea of sustainable quality tourism, it is crucial to integrate the notion of quality tourism development, particularly in the tourism law.

Keywords: Quality tourism · Sustainable tourism · Tourism

1 Introduction

The term "tourism" refers to a broad range of travel-related activities supported by a range of amenities and services offered by the local community, private sector, federal government, and state and federal governments. Article 1 Point 3 of Law No. 10 of 2009 Concerning Tourism governs this. Tourism and tourist attractions are closely related since they have an impact on both domestic and foreign tourists to Bali. According to the provisions of Article 1 Number 5 of Law Number 10 of 2009 Concerning Tourism, a tourist attraction is defined as anything that has distinction, attractiveness, and worth

in the form of a diversity of natural, cultural, and man-made richness and that is the purpose or goal of tourist visits.

Furthermore, Law Number 10 of 2009 concerning Tourism makes it abundantly clear that managing tourism in a way that respects religious values, active cultural traditions, environmental sustainability and quality, as well as national interests, is a significant part of national growth. Based on this, tourism has a sustainability and protection component that caters to national interests, societal culture, religious beliefs, and environmental sustainability and quality. In fact, it is stated in the provisions of Article 2 letter h that the notion of sustainability is one of the principles in tourism management. In fact, while looking at the provisions of Law Number 10 of 2009 concerning Tourism in terms of legal content, they do not clarify how to define quality or quality travel.

Bali is a place where the tourist sector is very important. Because the tourist industry has been so crucial to Bali's development, it is crucial to manage Bali as a top-notch travel destination. Therefore, managing the tourism industry requires a sound development concept. Sandiaga Salahuddin Uno, Indonesia's Minister of Tourism and Creative Economy and Director of the Agency for Tourism and Creative Economy, underlined the need of maintaining tourist confidence by promoting high-quality travel in keeping with the idea. This statement was issued on the official website of the Ministry of Tourism and Creative Economy. Numerous studies have also asserted the importance of high-quality travel because it has an impact on tourists. The standard of the tourist site is a crucial problem that needs to be taken carefully because it has an impact on how well tourists are served. The quantity of visitors to a destination is no longer important in quality tourism; what matters is how to improve the quality of the visitor experience at a destination. When attempting to offer top-notch tourism services, tourism destination service management will be very applicable. The tourism and creative economy can achieve this by establishing five strategic pillars, including the Pillar of Tourism Destinations and Creative Economy Products, the Pillar of Tourism Marketing and the Creative Economy, the Pillar of Tourism Industry and Creative Economy, the Human Resources and Institutional Pillars of Tourism and Creative Economy, and the Pillars of Creativity. According to the Decree Number: KM 5/UM.209/MPPT-89 on Guidelines for the Implementation of Sapta Pesona issued by the Indonesian Minister of Tourism, Post, and Telecommunications, "Sapta Pesona" refers to the seven components that are a part of every tourism product and act as a benchmark for improving the quality of those products. Security, Order, Cleanliness, Coolness, Beauty, Hospitality, and Memorability are all components of Sapta Pesona. The Sapta Pesona can be a supplementary element of high-quality tourism.

Just as crucial as promoting high-quality travel is the implementation of sustainable tourism. Tourism must be expanding swiftly in order for it to have a positive impact on the environment and for new investments to blend with it rather than harm it. This growth must be accompanied by an increase in the number of accommodations available, local populations, and the environment. This can be achieved if the positive impact is maximized and the negative impact is minimized. If the principle of sustainability is earnestly applied in the preparation of strategic plans and sustainable implementation, then the objectives of tourism development can be achieved maximally by having an impact on the ability of an area to improve the economy of its people. The guidelines for sustainable

tourism destinations cover environmental conservation, community economic development, community and visitor cultural preservation, and sustainable tourism destination management, as stated in Article 3 of the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 regarding Guidelines for Sustainable Tourism Destinations.

The expansion of the tourism industry may have both beneficial and detrimental repercussions. In reality, it is clear that the environment suffers as a result of the tourism industry's expansion. As a result, sustainable tourism is crucial for reducing the negative effects of the tourism industry's growth, one of which is the idea of sustainable tourism development. Sustainable tourism development is one approach for the industry that seeks to decrease the negative consequences of the business's expansion, notably on the environment, local culture, and other aspects. According to Indonesian Law Number 10 of 2009 regarding Tourism, the concept is the cornerstone for the expansion of the travel and tourism sector.

The advent of the idea of sustainable tourism development has advanced tourism development, particularly in Indonesia, which is not only concerned with mass tourism but also pays attention to the environment and components of sustainable growth of the tourism industry. The idea of mass tourism includes among its aspects the influx of as many travelers as possible to a certain location. Without consideration for sustainability, all natural and cultural resources are heavily monetized. While the idea of sustainable tourism is crucial, it is also crucial to emphasize excellent travel. Sandiaga Salahuddin Uno, Indonesia's Minister of Tourism and Creative Economy, emphasized how important it is to maintain tourist confidence by offering top-notch travel experiences. Therefore, it is impossible to develop sustainable tourism on its own. In particular, in the legislation relevant to tourism, it is essential to include the growth of high-quality tourism in the law. These circumstances motivate the present investigation to be carried out under the heading "A Study on the Concept of Sustainable Quality Tourism in the Development of Tourism in Bali."

2 Method

This study, which explores the issue of the legal void—the lack of rules pertaining to the idea of quality tourist development in Indonesian laws and regulations—is a normative legal study. Both primary and secondary legal sources are consulted in this study.

3 Result and Discussion

3.1 The Essence of the Concept of Quality Tourism as a Form of Sustainable Tourism Development

Worldwide, especially in Indonesia, the tourism industry is expanding quickly. As a result, the tourism industry starts to provide a profit for a nation's GDP. The provision of tourism services is the primary focus of the tourism company. The business includes all activities of providing services needed by tourists. These activities include services of travel and transportation, accommodation, restaurants, recreation, and other related

services, such as the services of information, telecommunications, provision of places and facilities for certain activities, money changers, and entertainment. Consequently, there are many different components that make up the tourism business. Statistics from the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency of the Republic of Indonesia show that 143,744 international visitors entered Indonesia in January 2022, up 13.62 percent from the total of 126,515 visits conducted in the preceding month. Based on these statistics findings, it is evident that even though Indonesia is still dealing with the Covid-19 outbreak, there has been an increase in foreign travel to the country.

The expansion of commercial and job prospects, promotion of regional development, introduction and utilization of Indonesian tourist sites and destinations, fostering a sense of patriotism and enhancing international friendships are all philosophical objectives of expanding tourism. Based on a summary of the provisions relating to tourism in Indonesian Law No. 10 of 2009. Along with a strategy for economic progress and equity for the welfare of the population, development that is concentrated on regional development, depends on the community, and empowers the community is advanced. Only a few of the topics covered in this development include accountability for the ethical use of natural and cultural resources, marketing, tourism destinations, research and technology, cross-sector ties, international cooperation, and empowering small companies. The idea of quality tourism is required to be able to establish sustainable tourism in order to accomplish this goal. This is being done to help Indonesian tourism endure or advance. Spending a single or tourist's time at a tourist destination while maximizing the entire tour is the essence of the concept of quality tourism. There are several reasons why the concept of quality tourism is important for tourists to enjoy, that is to say, that it deals with experiencing completely immersive kinds of tourism, learning new life-changing philosophies from the locals, contributing to the Sustainability of local communities, being an important part in environmental preservation, finding many new hidden gems on the destinations, and avoiding larger crowds for better enjoyments.

According to Priadi Wibisono, boosting the quality of human resources as a factor in visitor satisfaction is also a part of quality tourism, which goes beyond the development of infrastructure and amenities for the industry. The more satisfied tourists are with the service, the longer they will spend at the destination; the more tourists will spend money, and it will have an impact on the country's foreign exchange. Therefore, the focus of the concept of quality tourism does not lie in the number of tourists who visit but on how long tourists enjoy the tourist area. In addition to human resources, tourism products must also be of high quality. This is also aligned with the laws and regulations related to tourist areas, so that the conservation of nature and culture is a concern for the development of tourist attractions. The best growth and operation of the notion of quality tourism will therefore result from the alignment of development, regulation, human resources, and tourism products. In order to achieve quality tourism, *Sapta Pesona*, which comprises of aspects such as safety, order, cleanliness, coolness, beauty, hospitality, and memorability, can also be used as a supporting factor. The term "*Sapta Pesona*" refers to the seven elements present in each tourism product and is used as a benchmark to improve the quality of tourism products, according to the Decree of the Indonesian Minister of Tourism, Post and Telecommunications Number: KM

5/UM.209/MPPT-89 concerning Guidelines for the Administration of Sapta Pesona. Through the embodiment of the safety element in Sapta Pesona, tourists are expected to be able to feel a safe atmosphere whenever and wherever they are during their visit, both the sense of safety caused by the absence of criminal disturbances, public attitudes, as well as a sense of safety because the facilities and infrastructure are maintained and work accordingly. Through the element of order, tourists are expected to be able to feel an orderly atmosphere and the certainty of quality services wherever they are during their visit. Through the element of cleanliness, tourists are expected to enjoy a clean atmosphere, both in terms of hygiene and sanitation when and wherever they are during their visit. Through the element of coolness, tourists are expected to feel a cool and calm atmosphere caused by good gardening and environmental arrangement, when and wherever they are during their visit. Through the element of beauty, tourists are expected to be able to enjoy a beautiful atmosphere, both from the work of humans, arrangement of facilities and infrastructure, community service facilities and natural conditions. Through the element of hospitality, tourists are expected to feel the friendliness of the community, thereby giving the impression that tourists can be accepted in the community, especially those who provide direct services to the interests of tourists. Through the element of memorability, tourists are expected to get beautiful and deep memories from places they have visited as well as clean and comfortable accommodations, friendly service, high value cultural arts performances, enjoying delicious regional specialties and the availability of interesting and the availability of interesting souvenirs that are easy to take home.

The idea of sustainable tourism development alone cannot lead to the growth of the travel and tourist sector. The concept of quality travel must also be established and implemented if the Indonesian tourism industry is to advance, particularly in Bali. To preserve and improve the tourism industry's level of sophistication and quality is a compelling justification for creating a quality tourism concept. Maintaining tourist confidence through high-quality travel is essential, according to Indonesia's Minister of Tourism and Creative Economy and Head of the Tourism and Creative Economy Agency, Sandiaga Salahuddin Uno.

Regarding the meaning of "excellent tourism," no clear explanation is provided in the law. Nell Leiper defines tourism as the theory and practice of touring, or leisure travel. Meanwhile, what is meant by quality according to the Large Indonesian Dictionary is *mutu* 'the level of good or bad, or the level or degree of something'. The major emphases of quality of product, satisfaction, and environmental issues are frequently associated with the term "quality tourism," according to Gayle Jennings & Norma Polvitz Nickerson. According to Gayle Jennings and Norma Polvitz Nickerson, there are a number of factors that are connected to quality travel. The goal of high-quality travel is to satisfy individual emotional needs (tourists). Even from this, it is clear that the concepts of excellent travel and environmentally friendly tourism growth are interconnected.

3.2 Construction of the Sustainable Quality Tourism Concept in Tourism Development in Bali

High-end travel is essential to the expansion of the tourism industry, notably in Bali. The concept of remarkable travel was initially advocated in 2020 by Indonesia's Minister

of Tourism and Creative Economy and Head of the Tourism and Creative Economy Agency, Wishnutama Kusubandio. At that time, Indonesia's Ministry of Tourism and Creative Economy/Creative Economy Tourism Agency set the goal of shifting the focus of the nation's tourism strategy from quantity tourism (number of visitors) to quality tourism (quality of tourists). The fundamental components of excellent tourism, such as cleanliness, safety, and environmental sustainability, are strongly tied to the supporting variables. According to UNWTO (UN-World Tourism Organization) in its Practical Guidelines for Integrated Quality Management in Tourism Destinations, "quality of a tourism destination is the result of a process which implies the satisfaction of all tourism products and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment". Quality considerations also include morality, openness, and respect for the environment, including the natural, cultural, and social spheres. Comparatively speaking, the concept of developing a high-quality tourism industry is not governed by Indonesia's Tourism Law Number 10 of 2009.

The Law No. 10 of 2009 on Tourism's preamble states that tourism is an essential part of national development and that it is organized in a systematic, planned, integrated, sustainable, and responsible way while still offering protection for religious values, culture as it is practiced in society, environmental sustainability and quality, as well as the national interest. Accordingly, it may be claimed that sustainability is a component of tourism, yet the preamble of Law Number 10 of 2009 Concerning Tourism makes no reference of a quality component. The collection of administrative rules for the tourism business even mentions the idea of sustainability. The guidelines of Article 2 of Indonesian Law Number 10 of 2009 Concerning Tourism apply to this. The realization of tourist development based on sustainable principles results from the execution of tourism development plans that take into account the diversity, originality, and uniqueness of culture and nature, as well as human requirements for tourism. The terms of Article 6 of Indonesian Law Number 10 of 2009 Concerning Tourism specify this. Legally, Law No. 10 of 2009 Concerning Tourism does not apply to luxury travel. It is crucial that the idea of great travel is incorporated into legal standards, particularly those that govern travel. There are no specific laws governing quality tourism, according to the law, particularly Law Number 10 of 2009 concerning Tourism. The development of quality tourism is also crucial and must be incorporated into the law, especially in the legislation relating to tourism, because the notion of sustainable tourism is insufficient to be put into practice. As a result, it is crucial to incorporate the concept of quality tourist development, especially in tourism legislation, which is contained in the concepts of tourism administration, implementation, and development based on the concept of sustainable quality tourism.

Numerous more laws, particularly in the Province of Bali, also apply to tourism in addition to Law Number 10 of 2009 Concerning Tourism. Regional Rule of the Province of Bali Number 5 of 2020 Concerning Standards for Administration of Balinese Cultural Tourism is an example of such a regulation. As a result of the requirement for tourism

administration criteria based on Tri Hita Karana, which are derived from the cultural values and traditional knowledge of Sad Kerthi, this regulation was created with the goal of enhancing the quality, sustainability, and competitiveness of Balinese cultural tourism. According to Article 1 Number 10 of the Regional Regulation of the Province of Bali Province Number 5 of 2020 concerning the Standards of Administration of Balinese Cultural Tourism, the three factors that contribute to happiness are devotion to God, service to others, and love for the environment based on holy sacrifice (yadnya). According to Article 1 Point 9 of the aforementioned regulation, Sad Kerthi is a program to raise the bar of human resources, protect the sea and beaches, social harmony, and dynamic nature (jagat kerthi), as well as forests (wana kerthi) and lakes (danu kerthi) as sources of clean water. It also seeks to purify the soul (atma kerthi). The Indonesian government is focusing on quality tourism, which is consistent with the Tri Hita Karana and Sad Kerthi local cultural values that form the basis of the Bali tourist concept. In contrast to Indonesian Law Number 10 of 2009 concerning Tourism, the Regional Regulation of the Province of Bali Number 5 of 2020 concerning the Standards for Administration of Balinese Cultural Tourism prescribes the quality elements stated in the preamble, which is that in order to improve the quality of Balinese Cultural tourism, standards for administration are needed. These standards for administration should be based on Tri Hita Karana sourced from the cultural values and local wisdom of Sad Kerthi.

The provisions of Article 3 paragraph 3 of the Regional Regulation of the Province of Bali Number 5 of 2020 concerning Standards for Administration of Balinese Cultural Tourism actually govern the improvement of the quality of Bali's tourism administration, which includes the quality of travel destinations, the quality of the travel industry, the quality of travel marketing, and the quality of travel institutions. Additionally, according to the provisions of Article 3 paragraph 4 of Regional Regulation of the Province of Bali Number 5 of 2020 concerning Standards for Administration of Balinese Cultural Tourism, quality improvement is achieved through adherence to applicable product, service, facilities, and infrastructure standards as well as through the use of evolving digital technology as governed by the provisions of that Regional Regulation. The Province of Bali's Regional Regulation Number 5 of 2020 does control the raising of quality standards, particularly in the travel industry. But there must also be regulation of the idea of excellence as it is defined in Law Number 10 of 2009 Concerning Tourism and Regional Regulation of the Province of Bali and Law Number 5 of 2020 Concerning Standards for Administration of Balinese Cultural Tourism. Consequently, it is essential to include the idea of quality tourist development in legislation, especially in laws and regulations pertaining to tourism. It is also crucial to include the idea of quality tourist development in the rules, particularly in tourism regulations. The notion of sustainable quality tourism can be incorporated and made the norm in the principles of tourism administration, the principles of tourism implementation, and tourism development.

4 Conclusion

In terms of product dimensions, service, and other factors related to the quality and satisfaction of tourists, there are many supporting variables that can be used to understand

the meaning of the idea of quality tourism. The realization of quality tourism also depends on the quality of the tourism industry, the quality of the marketing for the industry, and the quality of the institutions that support the industry. The laws and regulations that are related to tourism need to incorporate high-quality policies for the development of the industry. There are no specific laws governing quality tourism, as can be found when looking at the law, particularly Law Number 10 of 2009. In actuality, the notion of quality tourism and the growth of sustainable tourism are closely related. The development of quality tourism is crucial and must be incorporated into laws and regulations, especially in legislation connected to tourism, as the notion of sustainable tourism alone is insufficient to apply. Because of this, it is essential to include provisions on the idea of quality tourist development in the law governing tourism as well as in the fundamental ideas guiding tourism administration and tourism growth based on the idea of sustainable quality tourism.

References

1. I Gusti Bagus Rai Utama, Strategi Menuju Pariwisata Bali yang Berkualitas (Strategy Towards Quality of Tourism Bali), *Jurnal Kajian Bali*, 3(2), p.15, 2013.
2. Ni Ketut Arismayanti, et.al., Quality of Bali Tourism Destination: Tourism Perspection, *International Journal of Psychosocial Rehabilitation*, 24(1), p.5230, 2020.
3. Delfta Tunjung Baswarani, Sumber Daya Manusia Berkualitas untuk Pariwisata Berkualitas, *WACANA (Ide dan Pemikiran)*, 19(2), p.1, 2021.
4. I Gusti Bagus Rai Utama, Strategi Menuju Pariwisata Bali yang Berkualitas (Strategy Towards Quality of Tourism Bali), *Jurnal Kajian Bali*, 3(2), p. 15, 2013.
5. I Nyoman Sukma Arida, 2017, *Pariwisata Berkelanjutan*, Sustain Press, Bali, h.18.
6. Ilham Junaid, Perencanaan Strategis Pariwisata Budaya: Mekanisme Menuju Pariwisata Berkelanjutan, *Jurnal Ilmiah Pariwisata*, 19 (1), p. 16, 2014.
7. Nyoman Sunarta and Nyoman Sukma Arida, *Pariwisata Berkelanjutan*, Slamet Trisida, Denpasar, p.16, 2017.
8. Ida Bagus Wyasa Putra, et.al, *Hukum Bisnis Pariwisata*, Aditama, Bandung, p. 17-18, 2003.
9. Alfanzars, Statistik Kunjungan Wisatawan Mancanegara Bulan Januari 2022, <https://kemenparekraf.go.id/>, 2022.
10. Wonderful Indonesia, 6 Reasons for You to Explore Quality, www.indonesia.travel, 2022.
11. Priadi Wibisono, Quality Tourism untuk Pariwisata Indonesia, *Warta Pariwisata Institute Teknologi Bandung*, 19(2), p.14, 2021.
12. Nell Leiper, The Framework of Tourism Towards a Defenition of Tourism, Tourist, and the Tourist Industry, *Annals of Tourism Research*, VI(4) p. 391, 1979.
13. Suharso dan Ana Retnoningsih, *Kamus Besar Bahasa Indonesia*, Widya Karya, Semarang, p. 271, 2017.
14. Gayle Jennings & Norma Polvitz Nickerson, *Quality Tourism Experiences*, Elsevier Butterworth Heinemann, UK, p. 8, 2006.
15. Gayle Jennings & Norma Polvitz Nickerson, *Quality Tourism Experiences*, Elsevier Butterworth Heinemann, UK, p. 304, 2006.
16. Tria Adha, Menteri Pariwisata Gagasan Quality Tourism di Sektor Pariwisata, <https://www.tim.esindonesia.co.id/>, 2020.
17. Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif, Rencana Straregis Kemenparekraf/Baparekraf 2020–2024, Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif, Jakarta, p.41, 2020.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

