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MASTER THESIS

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Towards more sustainable tourism development in Bali

Ivana Petrocova

Abstract

Bali is struggling with plastic pollution on the Seminyak beach. A sustainable tourism approach is used to comprehend how government and other stakeholders in tourism industry and environment come together and result in unsustainable waste handling and plastic pollution on the island of Bali. Bali is a significant case study, because tourism is an economic driver and tourists seek clean environment. Following a one-month long fieldtrip to Bali and interviews, findings were discovered. The factors, cause and consequences of Bali's plastic pollution regarding role of government, NGOs and private sector, local community participation and mishandling of waste are discussed. The political, social and environmental elements that converge and result in plastic pollution on Seminyak beach are creating political conflict of interest as well as environmental challenges. In near future, image of Seminyak beach may impact Bali's tourism and economy in future.

Abbreviations

ASEAN	Association of Southeast Asian Nations
BBPB	Bye Bye Plastic Bags
BPS	Social and population: Statistics Indonesia
BTB	Bali Tourism Board
CBT	Community-based tourism
CSR	Corporate Social Responsibility
LDC	Less Developed Countries
NGO	Non-Governmental Organization
OECD	The Organization for Economic Co-operation and Development
OIOV	One Island One Voice
RAL	Regional Autonomy Law
STD	Sustainable Tourism Development
TBL	triple bottom line
TNC	Trans-National Companies
UNEP	United Nations Environmental Program
WTO	World Tourism Organization

CONTENT

1. INTRODUCTION

The travel and tourism industry is considered to be the largest industry in the world. The promotion of tourism has emerged to be favorite economic strategy for number of communities due the economic profitability (Andereck, Valentine, Knopf, & Vogt, 2005; Ioannides, 2003; Krannich & Petrzelka, 2003). However, the attention is paid only to economic increase rather than possible consequences on destination, as it is commonly believed that growth mostly enhance quality of life (Daly, 1990; Morris, 1980; Seers, 1979; Sen, 1999). Yet, growing evidence has proposed the fact that economic growth does not always mean general improvement (Holden, 2008; Sen, 1999). Therefore, the development goals of destination were identified with the notion of sustainability in order to address issues of environmental responsibility (Holden, 2008; World Commission on Environment, 1987). Moreover, with increasing number of tourists, there is an increase in degradation effect on tourist destination. However, the concept of sustainability in tourism has arisen, in order to address negative effects of tourism activities. The sustainability notion has evolved into something that is acceptable as an attractive and politically applicable approach to tourism development (Sharpley, 2003). Sustainability includes all necessary aspects that form a total tourism experience such as economic, socio-cultural and environmental aspects (Briguglio, Archer, Jafari, & Wall, 1996; Butler, 1991; Sharpley, 2000; Vellas & Becherel, 1999; WCED, 1987).

1.1. Tourism impact on environment in Bali

Similarly, as other tourist places, Bali has entered innovation and globalization process through tourism (MIT, 2011; Liu, 2003). This phenomenon in Bali is not recent, because Bali has been flourishing for almost a century, since first tourists from Europe have visited in 1920s. In 2015, Bali has welcomed around 4 million visitors from both several Western countries and Asian countries. The number of tourists has been outgrown by domestic tourists with more than 7 million visitors (Bali Government Tourism Office, 2016). According Cole (2012) the enormous influx in tourists has shown outcome in environmental impacts such as water inequity, pollution, traffic congestion, etc. A *Sustainable Development Strategy for Bali* has been acknowledged in Balinese's government and later on included in 5-year development plan from 1994-1999, according to Mitchell (1994). Nowadays, in 21st century, pollution and lack of environmental sustainability still prevails and is becoming even larger problem. Furthermore, tourism is extensively known as a human activity, which relies on natural resources and at the same time tourism exhausts them. In contrary, tourism has also the ability to generate positive effect on the environment by supporting environmental conservation and protection through

awareness of environmental values and it can help as a tool to finance protection of natural places through concept of CSR. Thus, tourism has one of a kind two-way relationship with nature that has been noticed by the UNWTO in the context of climate change (UNWTO 2003, 'Djerba Declaration', as well as UNEP's 2011 Green Economy Report).

Indonesia ranks as the second largest marine pollutant in the world after China with mismanaged plastic waste. According to Statistical Yearbook of Indonesia (2009), the number one industry of plastic waste is food and beverage industry followed by textile industry. Despite the waste management problem in Indonesia, which cannot keep up with the raising number of tourists each year and its waste is piling up illegally, the Indonesian tourism ministry tends to increase number of inbound tourists from almost 10 million a year to 20 million by 2020 with help of SIA (Singapore Airlines). Tourism activities contribute largely to waste disposal, because more tourists account for greater development of bars, restaurants and beach clubs as well as for its waste disposal, due to firm's practices that are not eco-friendly. Therefore, the desire to double number of tourists puts an enormous pressure on infrastructure as well as on ecosystem in Bali and it does not go in accordance with Sustainable Development Strategy for Bali, nor Universal Agenda 2030 (UN, 2015). Therefore, this thesis is guided by the consecutive research question and research aims, which are supporting the main research question:

1.2. Research question:

How the government, NGOs and private stakeholders address the issue of visible plastic pollution on Seminyak beach in Bali?

1.3. Research aims:

- Examine the current Balinese sustainable tourism development political strategies to achieve sustainable tourism development.
- Understand the role of government, NGOs and private sector and how are these actors addressing the environmental challenges in Bali
- Seek to understand how tourism influence local community in Bali

2. METHODOLOGY

The aim of this chapter is to suggest the philosophical assumptions supporting this research, as well as to present the research strategy at the empirical techniques employed. This chapter also specify the scope and limitations of the research design. Therefore, in this chapter, the research methodologies for this paper will be justified, enabling others to comprehend this research. Furthermore, this chapter will allow to support a transparent and logical flow, which role is to guide through empirical data collection.

The philosophical assumptions supporting this research comes from a worldview of a *constructivist*. Constructivism is typically seen as an approach to a *qualitative* research. Crotty (1998) recognized that humans engage with their environment and make sense of it. The social constructivists emphasize the importance of specific contexts in which people live and work in order to comprehend the settings of the participants by visiting specific context and collect information personally. The fieldwork was conducted in Bali during the one-month period February - March 2018. Furthermore, the information was interpreted and later it was shaped by my own experience. The meaning was generated from data collected in the field. Therefore, the main data collection techniques applied in this research study were semi-structured interviews, participant observation and TripAdvisor reviews.

This chapter is subdivided into five sections. In the first, chosen research design describes the research approach followed in ethnography research. The next section is about literature review. The third section is describing data collection through a fieldwork such as interviews and concrete empirical cases as a part of qualitative ethnographic research, followed by validity of research and finally limitation of methodology will be discussed.

2.1. Research design

A *qualitative* research design is proposed in this paper as the most suitable form of conducting data, because *phenomological* research is a design that is necessary in order to examine and analyze my lived experience about a phenomenon in Bali context. To be able to analyze the sustainable issue that Bali is facing, I have to find myself within the setting, which will be later evaluated. *Ethnography* is a type of research that allows me to fully comprehend the certain situation in depth (Eisenhardt, 1989) and therefore it is a suitable form of methods for this project, as it understands the context of phenomenon over prolonged period. Ethnography also involves my personal observations and interviews among with desk research, literature review and consideration of articles and websites.

2.2. Literature Review

After the topic of this thesis was chosen along with focus areas of research, the keywords were defined for relevant literature (Bryman, 2008). A clear characterization of keywords in regard to case allowed me to get an outline about what has been already recognized in this field. Therefore, I was able to allocate and position this case within a theoretical setting, which presented the gaps in the research or where to search for unanswered questions (Bryman, 2008). It enabled me to see what theories and concepts are relevant and what controversies might be useful to focus on in this thesis. Desk research within the Balinese field had a lot to offer, however the most research topic in Bali was merely focused on water scarcity rather than plastic pollution occurring on the Seminyak beach in raining season. The water scarcity in Bali is a result connected to marine pollution, which is not addressed in detail in scientific articles about Bali, therefore I have decided to analyze it on my own. Bali is a popular tourist island that has a great potential for a research within hospitality and sustainable tourism development field.

2.3. Qualitative Research

Chosen research in Bali setting was based on individual experience and the uniqueness of this fieldwork based on the contemporary situation, circumstances and the involvement of the researcher. Thus, a qualitative approach was applied, in order to get in-depth analysis of the chosen beach and experiences. Qualitative research is appropriate form of understanding people's behavior and motives behind the action (Hennink, Hutter & Bailey, 2011). Moreover, a qualitative approach can help a researcher to comprehend why and how (Denzin & Lincoln, 1998; Flick, 2002).

This approach is paying attention to the explorative and explanative of the research (Attride-Stirling, 2001). Indeed, the reason for choosing qualitative research was to explore Balinese context in depth with my personal embodiment in this culture in order to analyze of what I have explored, by collecting qualitative data, which I will interpret into analysis. Selecting this approach permitted me, to follow the idea of interpretivist epistemology (Bryman, 2008), where I can clarify and explain data according to my subjective understanding of information I have gathered through various qualitative data collection methods, including participant observation and semi-structured interviews. The notion of epistemology demonstrates in the analysis why sustainable tourism in Bali became the focus of my research. Furthermore, within this notion, the knowledge I gained will be interpreted by myself, which becomes a subjective location in

regard of how and why I am presenting the information to the scientific field (Longino, 1990; Dalmiya & Alcoff, 1993).

Qualitative research also includes a social constructionist ontology (Bryan, 2008), which is crucial in order to be able to deep dive into a Balinese setting and analyze its tourism sustainability practices. I did not want to limit the tourism research in Bali only from ontological aspect, as this aspect focuses on what already exists, I rather wanted to include epistemological perspective, which collects empirical knowledge related to my personal encounters. Moreover, this perspective has been developed into being more acceptable in scientific studies, because epistemology in tourism setting relates to the "relationship between tourism research and tourism itself" (Botterill, 2001, p. 211), therefore a social science should be a mediator between the expert wisdom and the society.

The accomplishment of tourism should always be seen within the setting of the situation and current construct it takes place in, thus epistemology and ontology are intertwined to a certain degree in this research. As a result, objectivity, is absent in interpretation and it cannot happen in the direction of this research (Denzin, 2012). Additionally, for this particular research, an objective viewpoint is not applicable, because tourist experience is not limited to one viewpoint. Applying personal experience can aid to satisfy the inadequate number of primary data collection. Interviews are very crucial as words and experiences which are acknowledged as valuable data for the analysis (Marshall, 1998; Bryman, 2008).

2.3.1 Fieldwork

A fieldwork or participatory research was conducted in Seminyak, Bali from 14th of February until 11th of March in 2018.

Moreover, fieldwork was based on short-term ethnography approach. Ingold (2008) argues that ethnography is recognized as a purpose to "to describe the lives of people other than ourselves, with an accuracy and sensitivity followed by detailed observation and prolonged first-hand experience". Although, Ingold has limited ethnography definition to explain only description of people lives, this fieldwork goes beyond description, as it also tries to understand the people's lives, and experience their lives through embodiment. Moreover, ethnography approach includes visits, among other places, also in local communities, which apply more observational methods (Pink & Morgan, 2013).

A field work in Bali was not planned and researched prior to travel. Primary intention to visit Bali was solely intended as a travel trip. The trip to Bali was a part of traveling across Asia, firstly short visit in Tokyo, following by spending one month in Phuket, Thailand and

lastly flying to Bali in Indonesia. Even though, Thailand was a destination with purpose of a vacation, I started to practice the observation of tourism, there. We were group of five people, five tourists coming from different countries and I was paying attention to what was happening in my surrounding. That was the moment; I realized that Bali is a destination I want to a research in. Therefore, once we arrived in Bali, I was ready to observe the setting closely.

When arriving to Bali, I did not have an idea about the research, yet, as I did not do background check beforehand. Giving the fact it was my first visit in Bali, I wanted to stay in the touristy area, where a lot of things were happening, which would be easier for my data collection. As a matter of fact, me and my boyfriend have arrived in Bali exactly on Valentine's day. This was the reason why, we paid our very first visit to the Seminyak beach in the evening, to watch the sunset. Seminyak beach was less than ten minute walk from our Airbnb house. Staying one month in hotel would cost us fortune, also we were looking for authentic experience, which Airbnb provided, because house was missing walls in kitchen and living area and few exotic animals became part of our lives there.

Arriving to the beach was both magnificent and disappointing. The beach was 3 km long and large in size and many people socialized there just to watch the sunset. Beach was not crowded, but definitely very popular spot, mostly during the evening around sunset hour, which was 18:30. People would hang out on colorful bean bags, socialize, drink beer, listen to music and enjoy the sunset. The picture 1 was taken on cloudy day in popular bar La Plancha about an hour prior to sunset, when people started to get together, which explains front row empty seats. I could not help but notice trash on the beach as a result of low tide on the picture 2 and overflowing bins with trash on the picture 3.

Picture 1 *- La Plancha beach bar*

Picture 2 *– plastic garbage on Seminyak beach during low tide*

Picture 3 *– overflowing bins with trash on Seminyak beach*

I looked around and trash bins were overflowing with garbage, leaving area around the trash bin also covered in garbage, due to the fact that trash bins were emptied out just once per day. There were two trash bins every hundred meters across beach, therefore I would not claim there were not enough of them. Thus, on one hand, I embodied myself in role of tourist; watching a magnificent sunset, rich in color in tropical setting, on the other hand I have observed my surrounding.

That was the time, when it became clear to me, what to do the research about. I have decided to do my research about Seminyak beach, one of the top tourist attractions in Bali, not only because it was convenient, but also because I felt personally attached to this issue as a tourist, because as a tourist I did not like the state of the beach. I was hoping that by doing the research

about it, I could find insights and propose practical solution for decision makers in Bali to help fighting plastic pollution. Plastic pollution puts tourism in Bali in danger, because of unsatisfied travelers visiting Seminyak beach. Moreover, tourism is number one economic driver in Bali and with decrease in number of visitors, there will be loss of jobs in tourism industry as well as loss in economic profits for Bali. Although, Bali offers many places to visit, but Seminyak beach is one of the most popular among tourists. Because of its location and size this beach accommodates hundreds of bars and restaurants among other tourism services including watersports.

Location of Bali ensures that tourists come all year around, because tourists tend to escape cold winters and Australians visit Bali mostly during summer time, as they experience winter back in Australia. Plastic pollution on the beach is reported to be seen during the monsoon time. Thus, it is important to keep the beach clean during the monsoon season from September till March, otherwise Bali will experience strong seasonality.

Therefore, during my fieldwork in Seminyak, I have observed my surrounding and interviewed five local stakeholders, who are either working in hospitality business, NGOs, organizing events or representing tourism board. Half of the interviews had semi-structured character and were audio-recorder, other half were structured interviews conducted via email. I had friendly conversations also with taxi drivers, but due to their low English level, I ended up with unanswered or misunderstood questions.

2.3.2. Participant observation

During the fieldwork in Bali, participant observation as a method of primary data collection was chosen among other methods. The participant observation took place in Seminyak beach, where I observed trash spit out of ocean during low tide, tourists watching the sunset and socializing with family and friends and locals offering various services. Moreover, I also observed the every day practices, but most importantly practices in hospitality industry such as beach clubs, restaurants, bars and coffee shops. The reason, why I focused on observing hospitality industry was that food and beverage industry ranks number one pollutant of plastic. Thus, plastic straws and plastic cups are easy to spot in food and beverage businesses. I observed whether the businesses were cautious about plastic pollution and used eco-friendly materials instead. Moreover, I participated in my observation by ordering beverages like fresh coconut water, fresh juices, smoothies, cocktails, which always come with a straw. It was also evident to recognize the types of straws, which included plastic, bamboo straw, paper straw or

plastic-looking straw made out of corn with #iamnotplastic sign to not ensure customers acknowledge the business uses eco-friendly straws. See picture 4.

Picture 4 – *plastic-looking #iamnotplastic straw*

The participant observation was chosen as a method, because it helped me to develop an understanding for Balinese context and enabled me to take part in everyday routines alongside with locals and tourists. Furthermore, I gained a confidence and trust among locals, who shared valuable information through small talks in taxi, bars or shops, which directed me to One Island One Voice organization, which listed companies participating in beach clean ups and eco-friendly practices. This is important, especially when I want locals to feel and speak in relaxed manner rather than them being stressed of my presence.

2.3.3. Semi-structured interviews

In compliance with research methods, I chose to prepare an interview guideline focusing on most significant areas of topics for my research.

Due to the fact that I conducted interviews with different stakeholders from various backgrounds and industries, I had to change the questions accordingly, to fit within the context. Some questions were added to general interview guideline after interviews were conducted. The reason to do so was that based on previous interviews, a new topic of interest was uncovered. Additionally, I wanted to hear another opinion on that new topic, in order to validate

the data. The interviews were semi-structured as new questions were also asked during the interview, based on direction of the conversation, enabling flexibility to adapt to the flow of interview. This meant, I had to customize each question for each interview based on the background of interviewee and spend more time in preparation process, which I did not consider to do otherwise.

The aim of semi-structured interviews was to comprehend rather than to generalize, searching for a deep and detailed reply about the topic of research (Bryman, 2008). Therefore, a conversational interview was suitable for the desired result and purpose (Galetta, 2013). In order for an interviewee to feel comfortable, I have agreed to schedule meeting in their familiar setting, such as office or their restaurant. Additionally, a semi-structured interview enabled me to maintain a conversation in the area of interest as well as leaving the space for an interviewee to turn and explore other directions of the topic (Galletta, 2013; Brotherton, 2008; Bryman, 2008).

Adaptable question arrangement and phrasing enabled me to be flexible and follow to the flow of the discourse and adapt to new aspects which came up during the interview. Allowing flexibility in the interviews, interviewees could reflect on previous events and make experience real (Galletta, 2013; Bryman, 2008). This could cause a drift in the direction of initial topic, however, this enabled me to gather data and information that would not normally be generated otherwise. Moreover, qualitative interviews are often being longitudinal research allowing follow-up interviews with interviewees in case, new areas of topic come up throughout the research (Bryman, 2008).

After contacting numerous companies vie email that were being listed as a members of One Island One Voice (OIOV) project, which take part in beach clean ups and are recognized as green companies fighting the plastic pollution in Bali, in area of Seminyak, up to 10 km kilometers, I have unfortunately received only few replies. Some of the respondents stated they were too busy to sacrifice their time to me, but later agreed on filling the questions online via email. Other respondents replied after being contacted personally, rather than through general email inquiry. To gain a personal email was an obstacle, I have tried different methods of initial contact. Sending an email to general email address, typically will not work. Calling to a company, might either leave you without a reply or you get stuck at the reception that will more likely not put you through to a relevant person. I tried social media as a contact method and turned out to be most successful. Typical response on Instagram or Facebook was within 1-2 days, with a specific email address of a person, who will be able to help me. Therefore, sending an email to a concrete person in charge of possibly answering my questions, was a way to go. I

also tried to show up announced, without prior schedule appointment. It worked only one time, when I have been able to conduct an interview.

Three out of five interviews were being audio-recorder through a face-to face interview. Therefore, only 3 interviews were transcribed. Two other interviews were written by interviewee and sent by an email with additional follow up questions, as they were too busy to meet or replied after my fieldwork was over. By audio-recording the interview, I had possibility to fully immerse into the conversation and not being distracted by writing notes. Written interviews, were kind of limited, because not only the number of words was lower, but it was not as spontaneous as face-to-face interview.

2.3.3.1. Empirical cases

In this section, comprehensive insights into collected interviews will be given including situational setting, atmosphere as well as overall experience, which are all crucial factors for the research.

Interview 1: *Tourism Board Bali*

The first interview conducted, was in fact with one of the representatives from Tourism Board Bali in Denpasar. I chose to interview one of the representatives, in order to gain insights on Balinese context. The semi-structured interview was not scheduled, due to the fact that when I first sent an email with an intention to schedule the appointment, I have not received a reply within the week. Therefore, I have decided to go there personally, hoping to get an interview. It was Saturday and I was hesitant about opening hours, so I checked on Google business hours, which said they are open on Saturday, too. I did not want to waste any time collecting the data, so I just took a taxi from Seminyak to Denpasar, which is around thirty-five minutes' drive, and pop-up unannounced. Obviously, building was closed, driver took me back home and I was fifteen dollars lighter.

First thing Monday morning, I drove back to try my luck again. I did not know what to expect, whether they are open, whether anybody would be able to talk to me. I entered the building, but nobody was behind the reception desk, so I have decided to knock at one of the doors. They have directed my upstairs, where one of the doors with Tourism Board sign was there. I have noticed some people inside the room behind the glass door, but nobody came out and it seemed like they had a board meeting. I did not want to disturb them, so I have just waited. Few minutes later, one of the representative was rushing up the stairs, probably late for the meeting. I stopped her for a quick explanation of what I need, but she was in hurry, in

meantime, door opened with a woman, who agreed to talk to me after meeting was over. After ninety minutes later, I came back with the mission not to leave until I have my data.

In the rush, I forgot to ask her name or position on the board, as back in my head was the fact she is busy and do not have a lot of time to talk to me. However, she invited me inside the meeting room, where another ten people sat behind the tables. We sat down at the edge of table, to be distant from the group and have a little privacy. Record the interview on my phone was acceptable for her and we started. During the interview, she was very pleasant person to talk to and she also spoke slowly with nice English. I sensed, she might have given more interviews as her replies were very well formulated. We got interrupted by the noise of the group few times, but we just continued and ignored them. After thirty minutes, we were interrupted by her colleague and she announced to ask her last question, as she needs to go. I panicked a little as I had more questions prepared and wanted to ask her everything. One question led to another and after five more minutes we terminated the interview, with smiles and warm goodbyes. This semi-structured interview was audio-recorded and later transcribed (Appendix 1).

Interview 2: *Rip Curl-surfing school*

Saturday, the same day as I returned disappointed from closed Bali Tourism Board building in Denpasar, I pushed myself to go and pay a visit to Rip Curl- surfing school. Rip Curl was on my list of businesses to interview, as I found out they organize beach clean ups in Seminyak and are located just fifteen minutes' walk from my place. I arrived less than an hour before official closing time and introduced myself to a receptionist. She was willing to chat with me, however she recommended me to show up another day, when the girl in charge of clean ups is at work. I agreed, and she gave me her WhatsApp number.

With the beginning of new week, I have decided to contact Ainun and schedule the meeting. She returned my message quickly and agreed to meet me on Thursday at 10:00 am. When I arrived, the place seemed to be busy with surf students. I found Ainun easily, as I have seen her picture on WhatsApp. She is a short Balinese girl with a smile face and positive energy. We introduced ourselves and started brief conversation, when I realized I should be recording, already. I politely interrupted her with an intention to find a quiet place where I can start recording. We concluded that the best place to have an uninterrupted semi-structured interview is on the Seminyak beach, just across from surf school. Although, it was morning, we could feel the heat of the rising sun, therefore we sat under the umbrella, close were the surf students had their lesson. It was a nice sunny morning, with beautiful view and sounds of crushing

waves. The conversation felt easy, as I knew she had a time to talk to me and we were not under the pressure. This interview was audio-recorded and then transcribed (Appendix 2).

Interview 3: *Potato Head beach club*

After few unsuccessful calls and emails through reception to get to talk to someone more competent, I decided to use social media as a contacts method. Instagram, helped me to get an email for an adequate person responsible for the topic I wanted to discuss. In a very short period of time Scott and I set up meeting at Potato Head via email. I accessed the club and requested to announce my presence to Scott.

After 15 minutes, I started to get annoyed with waiting and anxious about missing upcoming sunset. I felt like having a scheduled meeting would not keep me waiting so long, especially when people were gazing at me, because it made me uncomfortable. However, I wanted to gather information from Scott among only few people, who got back to me and were willing to meet for an interview, so, I kept waiting. While waiting, I observed my surrounding to help me pass the time faster. People were eating, and drinking, sunbathing, swimming and celebrating birthdays. I noticed that every drink on the table was solely being in glass material with bamboo straw, I did not see any plastic material around.

30 minutes later, I politely interrupted another staff member and explained why I am here, she promised to return with news shortly. Within five minutes Scott came to greet me and due to loud party music, he proposed to go someplace quieter. I followed him to more distant bar restaurant, with softer music and no customers around. I got a feeling; I was stealing his precious time, as it was his first day back at work after he returned from Australia. Despite this, we had pleasant conversation and he didn't mind spending 30 minutes explaining to me what projects they work on now and in near future. This interview was as well semi-structured and audio-recorded and transcribed (Appendix 3). I was impressed with the beach club's creativity to fight plastic pollution. He even gave me his business card to contact him whenever I need more information. His Australian accent was sometimes a challenge to comprehend and it led to misunderstood words but audio-recording aided me to catch every word he said. I also made it back, just in time to enjoy yet another magical Balinese sunset.

Interview 4*: Bye Bye Plastic Bags (BBPB)/ One island one voice (OIOV)*

BBPB and OIOV are both Balinese projects founded by two teenage sisters. OIOV is a project, which organizes beach clean ups in various locations across Bali, about every third day.

OIOV is mobilizing various stakeholders from small and large businesses in Bali, which participate in one of the biggest beach clean ups. The organization makes sure that after trash is collected, it is responsibly recycled in partnered recycled stations. On the other hand, BBPB project's intention is to bring awareness to plastic pollution and substitute plastic materials with eco-friendly materials. They bring awareness through different events not only locally, but also on global scale. They have been part of and presenting at World Ocean Summit event organized in Bali in 2017, which I have interviewed as well. Therefore, I have contacted OIOV upon WOS recommendation, as they have referred this project to me. I have received email saying girls are too busy with traveling to events and presentations, however, they have agreed on clarifying my questions, via email. I was a little skeptical at first for collecting data this way, as I would prefer asking new questions, if the conversation would lead different direction. Despite this, I really wanted to gain some information from popular project as this one. Since BBPB and OIOV are organizations very popular in Bali, I agreed to send an email with the questions. Few days later, I have received an email with answers. Going through the email, I decided to ask one last question and they followed up with me almost instantly.

Interview 5: *The Legian Beach Hotel Bali*

The Legian Bali is a hotel participated in beach clean organized by OIOV. I have found this hotel listed online among other businesses on OIOV webpage. I tried to contact as many listed firms as possible and I got lucky to get answer from this hotel. Unfortunately, the time when I received a reply, was a little late, because I have been back to Europe and could not meet the director of human resources as well as a chairman of Clean Seminyak Organization, personally. However, he allowed me to deliver prepared list of questions via email. He replied abruptly, with short and direct answers. Not only I could not follow up with the questions during his answers, but also other disadvantage of written interview was the fact he did not unfold deeper answer.

When reading through his last answer, I sensed like he got offended with the questions. I realized that maybe it is a sensitive topic to discuss, because locals love their nature and seeing plastic pollution maybe leaves them feeling unhappy and powerless. In his answers, he wanted to point out that blaming locals for pollution is not fair, as it is rather a global problem. I feel like he put his guard up and by being defensive, he answered questions shortly. I was hoping to gain more descriptive information, but getting answers e-mailed has its limitation, as I am not able to unfold his answers by asking more question. This could affect my interpretation of the information in analysis.

2.3.4. Reviews

In order to find a pattern and deeper understanding of tourist's feedback on Seminyak beach, I have decided to collect reviews from online platform called TripAdvisor, which allows people share experiences from specific tourist destination for a wide audience, interested in the same particular destination. Online reviews are difficult to categorize into either qualitative or quantitative data, because they show signs of both. Not only you can easily spot patterns and trends in reviews based on stars given and headlines expressing the main point for number of stars given and number of reviews on the same topic of interest, but also gain a deeper understanding of various motives behind the review.

In recent years, online world as a mediator for a communication and expression became the center of attention (Jepsen, 2006). Tourists tend to share their travel experiences in form of blogs and reviews for purpose of information for potential tourists interested in destination. According to McIntosh (1972), sharing a personal experience with wide online audience, is influencing tourism industry, because tourism is selling a service, an experience, which depend on good tourist's experience. Thus, tourists as future travelers, seek online experiences in order to make a decision, whether to visit specific location (Guernsey, 2000). The experiences are shared on global scale; therefore, it is affecting a substantial number of future customers.

Even though, there are still a lot of arguments how online sources as reviews can be applied as a basis for gathered data within scientific discourse research (Johnson & Kaye, 2004; Banyai & Glover, 2011), I have decided to apply the information from reviews, because it can add to validity of this research. Based on the value of travel reviews in tourism industry, quotes from reviews about Seminyak beach from people around the globe, allows me to get in-depth insight of the issue. Additionally, it provides opinion of a tourist and his perspective on the issue.

Based on subjectivity and identity of each experience there were various descriptions and ratings on Seminyak beach. In order not to be limited to only one viewpoint and opinion, I have chosen to select few quotes from 47 reviews, more specifically max ten reviews per each star rating, because there are total of more than 4 thousand reviews on Seminyak beach. Moreover, the reviews will be selected only from two-months period February and March 2018, as this is the time-period I have visited Seminyak beach in Bali myself. Afterwards, I will look for a pattern and trend in tourists' experiences with Seminyak beach. All 47 detailed reviews divided by number of stars can be revised in Appendix 6.

2.4. Validity / Reliability

For a long period of time there has been ongoing argumentation among researchers whether the notions of validity and reliability can be applied in the qualitative research (Lincoln & Guba, 1985; Seale, 1999; Stenbacka, 2001). Additionally, validity and reliability concepts have been linked only to quantitative research, concluding generalizability and quality of the research. Therefore, some researchers argue that if generalization is not possible, then the research has no value (Morse, l999). However, it is also argued that in qualitative research, generalization is not relevant nor important. Thus, for this research the generalization is not significant, due to fact that tourist experiences on the Seminyak beach are individual and unique and cannot be generalized. Despite this, some tourists share similar experiences and therefore pattern in reviews could be found and summed up into general findings.

2.4.1. Data triangulation

The notion of mixed method is typically regarded to as 'triangulation' (Webb et.al., 1966). Triangulation allows the researcher to incorporate different methods when examining a certain phenomenon or subject (Smith, 1975). The procedures should be perceived as interdependent on each other, where a sequence promotes the researcher to benefit from the leverage of each method (Denzin, 1978).

This sequence leads to raising accuracy and validity of the project result (Jick, 1979). Over the years it has been justified that mixed method is valuable for conducting research as it can potentially close the gap between theories and reality, by having subjective experience in the specific context (Blaikie, 1991; Mathison, 1988). Data triangulation is referred to as *"using the same approach for different sets of data in order to verify or falsify generalizable trends detected in one data set"* (Oppermann, 2000, p. 142). This approach enables me to disqualify unfavorable effects and limitations of using only one approach. The analysis of different reviews enables me to include the angles to the research and analysis that would otherwise depend on my subjective view. Oppermann (2000) argues that this mixed method used in research are characterized as 'cross-validation of results'. Although, this method might not increase objectivity of the research (Fielding & Fielding, 1968). Therefore, this research is not claiming to refer to 'objective truth', because the tourist experience is viewed from subjective angle.

The significance of scientific research is to a certain extent reliant on the ability of each researcher to validate the credibility of their findings. The characteristics of such an ability is to include participant and nonparticipant observation. When a researcher starts to participate in

his/her observations by asking questions or conduct interviews and actively investigating the issue, then the observation changes from nonparticipant to participant. That is the reason why, I did not come prepared for research in Bali, as I wanted to observe surrounding myself and gradually research it with the flow of circumstances.

Hansen (1979) argues that in ethnographic research is reliant on resolving both external and internal design issues. External reliability recognizes the problems of whether individual researchers would discover the same phenomena or produce the same constructs in the same environment. On the other hand, internal reliability addresses the degree of matching the data with the original researcher, which means if two individual researchers were researching tourism sustainability in Bali, they would gather similar almost identical knowledge about the specific issue they have researched. The reason why, I have included appendix with reviews from Seminyak beach, gathered from TripAdvisor was to validate my personal perception of the beach with other tourists visiting the same location. To notice the trash on the beach was quite obvious, however to research what was causing this disruption took deeper understanding the context of Bali through interviews with actors operating in that context.

It is argued that participant observation used in ethnographic research can be applied as a way to enhance the validity of the research, because observations can help the researcher to have better comprehension of the natural setting and phenomenon. Thus, validity becomes stronger once additional methods are used among observation, such as conducting interviews, document analysis, surveys or other quantitative/qualitative strategies (DeWalt, 2002). In order to increase validity and reliability of my personal observations in Bali, I was able to conduct five interviews with stakeholders from both public and private backgrounds. I was trying to get as many meetings as possible, however I could not affect the result of how many people got back to me. I sent out follow up e-mails in form of friendly reminders to answer my e-mail, which worked only in couple of times. People that have contacted me, were willing to give me firsthand information about topic of interest.

2.5. Limitation of Methodology

As mentioned in validity and reliability section, the chosen research method shows the signs of limitation and has been criticized by researchers. Although, I am aware of the considered limitations of the research approach chosen, I chose the strategy to use multiple methods to collect the data as well as multiple interviews were conducted with several stakeholders debating same topic of interest, in order to increase credibility of this study. According to phenomological approach, the result of this study will never be generalizable for

every country facing tourism sustainability issue like Bali. Despite the fact, this research cannot represent all cases, as the context of each country is different, however, it still can contribute to case of Bali, to become more sustainable tourism destination.

Moreover, investigation behind the validity and reality of the reviews used in this research did not happen, however, I have been present on the Seminyak beach myself at the selected period of time and can confirm and share the same or similar opinions on beach situation and issue. Additionally, all reviews are matter of individual experience and subjectivity, therefore one cannot expect the exact same opinions and view on issue. Thus, I have paid my attention not only to reviews that were written on the same time as I was doing my fieldwork in Bali February-March 2018, but also the reviews across all rating level satisfaction. Meaning, if my experience of Seminyak beach was rather negative, I did not select reviews only with negative experiences to support my subjective opinion, because I wanted to enable different views on the topic to be present in order to increase the credibility of my statement. Additionally, data triangulation was not used to limit this study to the five interviews conducted but use those interviews in relationship with variety of Seminyak beach tourism experiences. In order not to consider different viewpoints on Seminyak beach and Balinese tourism, I have conducted interviews with various stakeholders from both private and public sectors. However, I came across limitation, which I have realized after leaving Bali. The fact is that all private firms that I conducted interviews with, have already adopted sustainable actions in their everyday operation. Therefore, I did not gain an information from private businesses, which have not adopted the sustainable practices, yet. This has limited my knowledge about why private businesses have not been applying sustainable practices, I did not learn their point of view.

Numerous researchers have pointed out the limitations connected to participant observation method of gathering data. DeWalt (2002) argues that there is a difference in who is conducting a research based on gender. Moreover, he explains that male and female researchers are able to access distinct knowledge, as they have access to distinct people, environment, and bodies of insights. Furthermore, participant observation is conducted by a biased human who gathers data and the researcher must acknowledge how his/her gender, sexuality, ethnicity, class and theoretical approach may have an impact on the observation, analysis and interpretation.
Me being a female could affect the flow of the interviews, which I have conducted face-to-face with two local women. The atmosphere seemed to be easy-going and relaxed in between us and I think they were not afraid to trust me and open deeper about the issue. I could feel them being pleasant towards me and friendly. I might have felt more reservation in answers coming from local males towards me being a female, but I have not, because I did not experience it in face-

to-face interview. I had a personal interview with a male, but he was not a local, he came from western country were female is far more respected than in Bali and acted professional in his behavior. I admit, there might have been impact in his behavior towards me being a woman, but he hid it behind professionalism and I could not recognize it myself.

On that note, using an Instagram as a contact method, might have given me the advantage to gain information, because not only my I have a profile picture there, but also my profile has an open-access to my personal information. They might have built a trust in me being a real person and learn thing of two from my personal life through scanning my profile. Moreover, this is visible in the success rate among contact methods. Instagram or Facebook as a contact method scored 100% response rate, where my personal information and pictures were possible to look through and might evoked a feeling of trust. On the other hand, email address and phone call scored below 50% response rate. Both phone call and email address do not offer any personal information other than phone number or email address. Thus, I can see the limitation in gathering data, as other researcher could gather different interviews, by not using social media as contact method.

According to Schensul and LeCompte (1999), participant observation represents a whole immersion in an unknown culture to study lives of others through researcher's involvement as an all-time resident. However, they call attention to the fact that most researchers are not full participants in community livelihood, because there are several things affecting whether an observer is admitted in the community, involving appearance, ethnicity, age, gender. Another reason, why it depends on a researcher to be accepted in the community is structural traits. Some researchers are not being accepted in the community, because locals lack trust in them, local's discomfort with having a stranger there, threat to researcher or community, and local's lack of capital to further support the observer in the research.

DeWalt and Wayland (1990) argue that other limitation connected to participant observation is the magnitude he/she will be involved in the lives of the participants and whether to involve in the situation as well as the bias of n ethnographer. They state that the researchers should apply other methods than just participant observation, because there is a probability that they will neglect the negative angles of the locals. Moreover, ethnographer's bias is one of the angles of qualitative research that has developed into the view that qualitative research is subjective, rather than objective.

Ratner (2002) notes that qualitative researchers believe that one can be either objective or subjective and cannot possess both at the same time. Meanwhile, others believe that both can synchronize, that one's subjectivity can accommodate acknowledgement of the world of others.

This can be achieved in a way, where a researcher reflects on one's bias and then is able to acknowledge these biases and substitute them with those, which aid him to become more objective. Following this way of reflection, the ethnographer should apply more than one method of gathering information to make sure that what he/she thinks is being told, replicates the comprehension of the participant. Moreover, applying more than one strategy in gathering data, will allow richer judgement of the social context (Breuer & Roth, 2003).

The quality of my observations in Bali, depends upon my skills of observation, documentation and interpretation of what has been observed. More importantly, the crucial were early stages of my research process in order to make authentic observation.

3.THEORY
TOURISM SUSTAINABILITY

Sustainable development reached strength with the publication of 'Our Common Future' after which it provided groundwork for conferences on the matter. Sustainable tourism development (STD) has drawn important attention in numerous scientific researches specifically in tourism researches since the late 80s. As stated by Buckley (2012) the concrete term 'sustainable tourism' was first adopted nearly twenty years ago. In the first ten years, primary structures in tourism, economic and environmental operation were being researched. In the second half a variety of different approaches to theory and critiques were acknowledged involving Sharpley (2000), Gossling (2002), Liu (2003), Saarinen (2006), Lane (2009b), and Liu (2013). Sustainable tourism has developed as a negative and responsive concept in reaction to a numerous tourism issues, including environmental devastation and severe socio-cultural impacts (Bramwell & Lane, 1993). Progressively, tourism development has been perceived as the answer that is able to generate favorable changes through the concept of sustainable tourism, which has been a key in recognizing directions to secure favorable benefits, as well as forming the ways of development and management discipline (Bramwell & Lane, 2012).

STD has, however, been recognized as essential socio-economic driving force (Dahles, 2000; Moscardo, 2005; Nyaupanea, Morais, & Dowler, 2006; Ong & Smith, 2014; Sneddon, Howarth, & Norgaard, 2006; UNEP & WTO, 2005) and as an environmental management instrument (Buckley, 2012; Butler, 1991).

There are variety of definitions on sustainability and sustainable development. However, the most acknowledged definition of sustainable development is '*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*'

(WCED, 1987). This definition indicates the link among economic development, social impartiality and environmental conservation and each aspect support the other. Characterization of sustainability includes the three main aspects of sustainability and highlights socio-cultural and environmental issues as essential parts of tourism progress.

The World Tourism Organization (WTO) has outlined the theory and regulations of sustainable tourism accordingly: 'Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development; a suitable balance must be established between these three dimensions to guarantee its long-term sustainability' (United Nations Environment Programme and World Tourism Organization 2005). As its foundation's responsibility, sustainable tourism recognizes the needs of tourists, tourism industry, environment and local's communities while resolving contemporary and future economic, social and environmental influence.

Liu (2013) puts focus on definition of 'sustainability', which indicates the crucial role of states in planning a stable development in life circumstances for era to come; 'sustainable development' is more progress adjusted and correlated with changes that make enhancement in conditions for those included in such progress; and 'sustainable tourism' is characterized as all kind of tourism that are in agreement with contribution to sustainable growth. It demands both sustainable development of tourism's input to the economy and society and the sustainable use of environmental sources, which will be reached by the acceptance and appropriate management of tourism requirement. Liu (1994) explained tourism growth as a changing process of coordinating tourism resources with the requirements and desires of actual tourists or future tourists.

Bramwell and Lane (2012) are concerned that 'there is considerable evidence that tourism is becoming less sustainable, primarily as a result of the sector's rapid growth and limited progress towards implementing more environmentally friendly operations on a global scale' and they emphasize the role of the government on pushing ahead demanded policies and they stress the urgency for social systems to be transformed. Since 1991, they have tried to suggest fresh pillars of sustainability into tourism, in order to raise a new concern and direct and encourage social scientists to explore cautiously issues relevant to these concepts and to widen the understanding of the challenges as well as put the practices into action in order to reach the sustainability intentions in all of its pillars.

According to Sharpley (2003), over the past twenty years, the notion of sustainable tourism development has turned into being nearly universally acknowledged as desirable and politically proper approaches to tourism growth. Therefore, tourism industry should be inspired to grab

'clean green' tourism, which translates into businesses, which are doing their best to reduce the environmental influence of their managements. If a place strives for sustainable tourism growth, then tourism businesses must support this objective through their activities. Dwyer et al. (2009) explained that tourism businesses should follow a Triple Bottom Line (TBL) way to sustainable growth to secure that businesses accommodate social, environmental and economic information into operational decision-making. Businesses must strive for reaching sustainability in their managements if the destination as a whole is to comply with sustainability regulations (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009).

Therefore, STD is not a recent notion. Yet, real tourism development has been confirmed difficulty to translate its theoretical concept into practical development methods (Buckley, 1996; Buckley, 2012; Font & Harris, 2004; Hall, Gössling, & Scott, 2015; Lansing & De Vries, 2007; Mowforth & Munt, 2016; Richards & Hall, 2000; Saarinen, 2006; UNEP & WTO, 2005). According to Higgins Desbiolles (2010), the main challenge in contemporary tourism discussions is the disappearance of reaching the sustainability. Moreover, she claims that the sustainability notion is not competent, as the low implementation of sustainability foundation in tourism industry persists recklessly unsustainable. Levin (2012) named this problem a wicked planning problem, which is an expression to illustrate a problem that is difficult or impossible to resolve, because of inadequate, changing demands that are frequently challenging to identify. Additionally, as a result of complicated inter-reliances, the intention to resolve one facet of a wicked problem may create other troublesome, for example a climate change symbolizes a super wicked problem, because (a) not enough of time, (b) no central state authority, and (c) those searching for resolving the problem are also causing it.

In order for tourism to become sustainable, an appropriate harmony among economic, socio-cultural and environmental pillars is crucial (Hall et. al., 2015; Neto, 2003; UNEP & WTO, 2005). In complexation of reaching the harmony, STD should be acknowledged as endless mechanism demanding the involvement of all relevant stakeholders, powerful political authority and regular tracking of results (Miller & Twining-Ward, 2005; UNEP & WTO, 2005). As an outcome, rationale for STD is a lasting use for economic, socio-cultural and environmental capability for the bigger prosperity of not only tourist's establishments, but also the local community (Richards & Hall, 2000). As an outcome, numerous scientists (Bramwell & Sharmann, 1999; Hall, 2000; Mowforth & Munt, 2016; Simpson, 2008) advise that governments should be able to make a sustainable development a priority for tourism, as they regulate a wide scale of tools that can impact the sustainable tourism development, especially by following Universal Agenda 2030 (UN, 2015).

3.1.Economic sustainability

Worldwide tourism has increased sharply during the last 60 years. It developed into one of the broadest international economic sectors and important provider to numerous national and local economies (Coles & Hall 2008). Yet, one of the obstacles in determination of economic influence of tourism is the fact that it does not belong to standard industrial categorization and thus it is a matter of diverse understanding in terms of its economic input (Hall & Coles 2008; Hall & Lew 2009). The increase of international tourist arrival crossed the mark of 1,322 million in 2017 and it is expected to grow at rate 4-5% in 2018 (UNWTO, 2018). These facts confirm the economic significance of tourism. Tourism industry is in top five export earners in over 150 countries and in number one in 60 countries (UNCTAD 2010; UNWTO & UNEP 2011). UNWTO (2006: 1) highlights numerous reasons why tourism sector is reasonable economic growth sector for less developed countries (LDC); (a) it is consumed as product, spending money in local businesses, (b) it alleviates poverty through job offerings, (c) creates awareness of tourism destination, (d) need for infrastructure can benefit locals, too.

Yet, global tourism growth strategy to reach welfare balance and poverty alleviation has been seriously criticized (e.g. De Kadt 1979; Chok et al. 2007; Hall 2007; Telfer & Sharpley 2008; Hall & Lew 2009; Truong et al. 2014). Additionally, economic leverage followed by global tourism growth may not be articulated as assumed due to benefit restoration by outsider investors (e.g. Chok et al., 2007). According to Blake's study (2008) in African countries, tourism industry accounts for below-mediocre shares of salary for poor, this indicates low capability of tourism industry to reduce poverty (Blake, 2008). Moreover, to contrary proof for tourism being able to alleviate poverty, tourism also negatively influences the source exhaustion (Gössling 2002; Hall 2010c) and worldwide environmental shift (Gössling & Hall 2006b; Scott et al. 2012). According to Hall (2010c: 135) 'Tourism may contribute to poverty alleviation but the benefits of tourism need to be weighed up against all its costs, including the effects of climate change'.

3.2.Socio-cultural sustainability

The presence of local community plays a significant role in supporting tourism growth and strengthens its long-term sustainability as a wide foundation for tourism growth planning (Hall et al., 2005). According to Bopp et al. (2000), the sense of community is 'the quality of human relationship that makes it possible for people to live together in a healthy and sustainable way. Therefore, cultivating a sense of community allows people to feel linked, inspired and working together to shared objective. Sense of community can be understood as the ability of locals to

be involved in development plans (Cupples, 2005). Although, local community might possess the ability of being involved in tourism development strategy plans, due to power inequity among government and other actors, locals are often not included in sustainable tourism development process.

Wolf (1977) states that socio-cultural influence can be summed up as people impacts, it is influence acknowledged by local communities as an outcome of the straightforward and indirect relations with visitors. More concretely, it indicates the way, in which tourism affects shift in shared and individual systems, attitude patterns, community framework, lifestyle, and quality of life (Hall & Lew 2009). A promptly developing body of literature has occurred that studies the sociocultural influence of tourism. In contrary to economic influence of tourism, the sociocultural influence is frequently seen as negative in the literature (Fennell, 2015). Researches are questioning whether or not tourism growth contributes with benefits to the local communities. According to Jafari (2001), results of sociocultural studies within tourism highlight one of two aspects; advocacy or controversy. The advocacy aspect contains positive influence such as the spread of global peace, conservation of heritage and culture, an alleviation in religious, racial or language barriers, and improved acknowledgment for one's own culture. The controversy aspect illuminates negative influence, containing trends of xenophobia, prostitution, increased crime, breakdowns in family framework and commercialization of cultural tradition. Although, Hightower (2002) argues that another aspect that is also important when considering negative impacts of tourism are frequently low salaries for tourism employees, in some cases these may be under the average living standards, however, he did not consider the other triggers within country's context, which might have influence on the wage, due to complex relationships and power among actors.

Wall and Mathieson (2006) claim that sociocultural influence of tourism is broadly negative and sum up data within common influences: (1) overcrowding of infrastructures, accommodation, services as visitors share with hosts, (2) escalation of undesirable actions (e.g. prostitution, gamble, crime), (3) foreign workers are occupying managerial and professional jobs, which comes with greater responsibilities and higher salaries, compared to jobs offered to locals, (4) progressive destruction of local's language and culture as host communities rapidly endorse the language of visitors.

Marsh (1975) and Dana (1999) name social and cultural impacts as 'incremental intangible costs' that are naturally hard to measure and may be neglected by the time major, inevitable shifts in society happen (Wall & Mathieson 2006). Moreover, socio-cultural influences are profoundly reliant on local circumstances, as well as the kind of tourist growth being assessed.

Commonly, the more quicker and bigger tourism growth, the more influence is visible (Hall & Lew, 2009). However, measurable elements and connected social signals that contribute to the social prosperity and quality of life for local communities encompass financial security, work recruitment, health, personal safety, accommodation status, physical environment and pleasure opportunities (Hall & Lew, 2009). Therefore, it is suggested that tourism industry can possess positive socio-cultural influences that can improve prosperity of locals.

3.2.1. Community Based Tourism (CBT)

Participation of local community is argued to be essential in order to help employ tourism as an instrument for economic development and poverty mitigation (Barasa, 2010; Scaglione, Marx, & Johnson, 2011), producing ''less negative effects and disruption of rural cultures" than tourism projects suggested through top-down decision-making approach (Salazar, 2012, p. 11).

This has driven to the evolution of such alternative forms of tourism as community-based tourism (CBT), ecotourism and rural tourism (Goodwin & Santilli, 2009; Scaglione et al., 2011; Scheyvens, 2002). According to Goodwin (2009, p.4), CBT stresses out that: ''social, environmental and economic needs of local communities are met through the offering of a tourism product." Mitchell & Coles (2009) argue that some CBT actions were successful in involving and training poor communities and allocating tourism progress across local community.

However, CBT comes with limitations, because CBT highlights community gains and enhancement as a motivator (Mogelgaard, 2003) and this non-financial approach limits the framework's ability to produce sustainable economic results to the poor host communities (Ndivo & Cantoni, 2015). Moreover, this model has been recognized as economically unsustainable, because of number of following determinants; deficiency of a trade-off between expenses and profits, untenable marketing products, increasing labor diversification, social tension, troubles with local decision-making, lack of local tourism firm knowledge and training (Gascón, 2013; Mitchell & Coles, 2009; Scaglione et al., 2011). Further, the tourism industry is defined as high seasonal, meaning failing to provide all year-round source of welfare. Additionally, weak participation of the local communities in tourism business emerges in financial leakages while the rest of the profits ends up in social elite (Jamieson, Goodwin, & Edmunds, 2004; UNWTO & SNV, 2010). Moreover, engagement of local community is restricted to the determinants such as deficiency in skills and competences, lack of economic capital, bad organization, segregation by organized formal industry activities, lack of market power arisen from lack of holding over resources of market value and lack of government

assistance that mostly supports formal industry (Ashley et al., 2001; Barasa, 2010). Therefore, producing financial benefits for host communities claims for measures of the structure of industry and limitations that hold down their engagement in the tourism sector (Ndivo & Cantoni, 2015).

Despite this, the CBT concept still endures appealing mostly because of the limited attempts made to monitor its profits to conservation and local communities (Goodwin, 2009; Scaglione et al., 2011). Tourism advantages to the poor rely on whether and how they can be involved financially in the industry, which depends on the sphere of critical elements such as type of tourism being promoted, planning regulations, market context and access to financial assets and coaching (Ashley et al., 2000, 2001). Moreover, local community empowerment through CBT may rely on determinants such as personal characteristics (e.g., intellectual features) and socio-political and environmental characteristics having impact individual or group decisions to act (Croes, 2012; Robeyns, 2005; Rowlands, 1997). Further, Robeyns (2005) stresses ''that we need to scrutinize the context in which economic production and social interactions take place, and whether the circumstances in which people choose from their opportunity sets are enabling and just'' (p. 99). Acknowledging the directions in which local contexts are infused with power inequality among local communities and other stakeholders in tourism growth decisions (Church & Coles, 2007; Nunkoo & Ramkissoon, 2012; Timothy, 2007).

3.3. Environmmental sustainability

The tourism sector can have unfavorable natural, financial and social impacts. These effects are mostly connecting with the construction and operation of tourism infrastructures such as roads and airports, and of tourism buildings, including resorts, hotels, restaurants, shops, golf courses and marinas. Therefore, tourism can put huge pressure on the destination and lead to soil erosion, increased air, soil and marine pollution, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires (UNEP, 2014), which led to Universal Agenda 2030, including 17 sustainable development goals (UN, 2015) to address and preserve the environment among other goals.

Despite the fact, tourism has also the ability to add to conservation of nature and poverty alleviation. Moreover, the worldwide influences of tourism accumulated growing societal emphasis towards climate change, biodiversity loss, fossil fuel consumption, disease transmission, and cultural commoditization. Until lately, the positive economic influences of tourism were main focus, with smaller attention to environmental and social issues. These unwanted issues have turned into increasing concern for the protection and conservation of

natural resources, human welfare and the long-term financial prosperity of communities (Choi & Sirakaya, 2006; UN, 2015). As a resource-reliant sector, tourism must acknowledge its responsibility to its surrounding. Tourism growth that persistently ignores surrounding worry is not probable to possibly stay in long-run (Pigram, 1990).

Thus, Universal Agenda 2030, which was globally agreed on sustainable development goals, became an answer to balance the local's quality of life by promoting resident's financial benefits, by conserving the natural surrounding and meeting the tourists' demands in order to satisfy high-quality experience. However, the matter concerning negative impacts of tourism only developed as important challenge in the 70s- 80s (pp.36 De Kadt 1979; Hall & Page 2006). Greater public worry about the influence of natural resource management started to develop and was being added to legislation (i.e. *United States National Environmental Policy Act* enacted in 1969) and the national environmental protection agencies were established (e.g. the *United States Environmental Protection Agency* (EPA) established in 1970) (Hall & Lew 2009).

Tourism is individual's movement that both rely on natural resources and assist to its exhaustion. This correlation can be direct or indirect, while all tourism acts may be unavoidably local; they contribute to phenomena of worldwide importance (Gössling 2002; Gössling & Hall 2006a). Tourism consumes energy and produce greenhouse gas emissions, expanding pressure on worldwide water sources, influencing land use and adding to biodiversity loss and unsustainable food consumption. Although, worldwide freshwater consumption by tourism industry is estimated to be less than 1 %, the freshwater used for infrastructure construction, fuel, and food production was taken out of equation, resulting in much higher percentage (Gössling et al. 2012). Moreover, with increasing numbers of individuals acknowledging the long-term effects of man-made surrounding degeneration, there has lately been a change in behavior towards natural environment (Duncan 2013). As pressure became more intense between urgency of conserving the environment and the necessity to guarantee economic growth, the Universal Agenda 2030 has become substantial part for harmonizing these priorities (UN, 2015).

Finally, sustainable tourism firms can be promoted as sustainable substitute with possibilities in areas where contemporary economic acts have harmful impacts on the local's destination, but where biodiversity and cultural resources could be an asset of an income (Rukuižienė, 2014). Thus, in the corporate context, sustainability includes operating the triple bottom line (TBL), which does not only involve economic, but also socio-cultural and environmental risks, duties and possibilities (Hotel Analyst 2012). This stimulates the concept of corporate social responsibility (CSR) (Blowfield & Murray 2011; Porter & Kramer 2011; Hillenbrand et

al.2013), which is 'a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis' (European Commission, 2001).

3.3.1.CSR

The tourism sustainability discussion has aimed the attention on the destination stage rather than micro-stage of the business (Dwyer, 2005). Observational evidence from hospitality sector has showcased that financial accomplishment is the topmost preference, while natural environmental accomplishment is the bottom priority (Blackstock et al., 2008; Bohdanowicz et al., 2005; Bramwell et al., 2008; Mihalic et al., 2012). Thus, acknowledging and admitting sustainability plans has been effortless for public stakeholders than for private stakeholders, particularly for corporate businesses since their main focus is financial objectives. Moreover, businesses have been much passive to debate or discuss the environmental and socio-cultural angles of their usual businesses procedures and cautious to speak on topic of sustainability (Mihalic, 2014). Yet, other sustainability-angled notions such as TBL or CSR have been part of corporate world. In this regard, businesses are invested in CSR attitude only to the magnitude that it adds to business objective, which is at the end motivated by profit (Chettiparamb and Kokkranikal, 2012). This market-directed perspective can be seen by the argument often used by tourism sector to reverse bigger environmental dedication. Companies frequently insist on the fact that low customer interest and low eagerness to pay more for environmentally acceptable products is inadequate incentive to become better at environmental performance (Budeanu, 2005). Market direction focusses on production of remarkable value for customers and thus remarkable performance for company and differentiate between financial responsibilities and others. It prefers financial benefit over sustainable growth (Heikkurinen and Bonnedahl, 2013).

3.3.2.Fresh Water

Tourism is being massively dependent on fresh water. Tourists use up fresh water directly, including usage of water for hygienic purposes, as well as when participating in a large scale of activities (e.g., spas, saunas, wellness areas, swimming pools). Visitors also use water in terms of hotel gardens, golf courses and construction of infrastructure and not directly in food and fuel (pp46, Pigram 1995; Gössling 2001; Hoekstra & Hung 2002; Worldwatch Institute 2004; Chapagain & Hoekstra 2008; Gössling et al. 2012). Although, locals also use the water in their households, there has been a strong proof that tourism boosts overall water usage

(Gössling et al. 2012). On global scale, water consumption by tourism is below 5%, however there is a number of countries, where tourism is dominant consumer of water and security (e.g. Caribbean, China, Indonesia, and Mediterranean) (see Table 3.6).

Table 3.6 Important tourism regions facing water security threat

Region	Tourism importance (% GDP)	Water security threat	Tourism > 5% of domestic water use
Caribbean	High	High	Barbados
Mediterranean	High	Low-High	8 countries
Southeast Asia	Medium-High	High	Thailand, Indonesia
New Zealand & SW Australia	High	Low	no
East Africa	High	High	unknown
West Coast USA	High	Low	no
Coastal zone Brazil	Medium	Low-High	no
Indian subcontinent	Low	High	India
China	Low	High	no

Source: Derived from Vörösmarty *et al.* (2000) and Gössling *et al.* (2012)

Such an excessive level of water usage, in addition to pollution development and climate change, has placed escalated pressure on water resources (WWAP, 2012). Having in mind global tourism increase and water resource decline in some areas, shift in the availability of quality water may have unfavorable influences on tourism, demanding recognition for water consumption patterns within the industry. Higher standard hotels are inclined to spend more liters of water per tourist, due to the conveniences offered such as spas and numerous large swimming pools, sport, health centers and laundry services (Bohdanowicz & Martinac 2007). Although, there is restricted studies that research water use within tourism life-cycle, studies suggest a high level of water usage (Roselló-Batie et al., 2010) With the maintaining tourism growth and the trend towards higher-standard place to stay and more water-excessive acts, burden on water is going to escalate, particularly in areas with high-level of water security threat like in Indonesia (Vörösmarty et al. 2000). Tourism industry may drive towards the competition with other consumers, which may happen once fresh water availability is very limited. As a consequence, tourism growth may evolve into less practicable or maybe even impossible with the increase of costs linked to fresh water scarcity. Regional rivalries over fresh water consumption have already been recognized and are envisaged to rise in the future due to rising demand and declining inventory (Gössling et al. 2012). Pollution, population increase and climate shift are producing further burden on fresh water resources to the magnitude, where water is no longer debated on local or national level, but also on worldwide range (Hoekstra & Mekonnen 2012). In order to tailor water circumstances, the tourism sector should participate in

strategic and unified water operation. This involves measuring water usage, reduce/recycle the water, invest in water-preserving Technologies and educate visitors and employees, among others. Thus, it may develop into positive financial benefits, but as with other environmental source-related measures, powerful policies are required to guarantee their successful application (Gössling et al. 2012).

3.3.3.Waste management

Solid waste management is known as managed processing of waste substances through restoration procedure to destruction (Chirico, 2009) and it includes control of production, deposition, collection, transportation, handling and disposal of solid waste with the goal of conservation environmental quality, human health and protection of natural resources (Daskalopoulos et al, 2009; Lin, 2008). Moreover, solid waste regards to non-liquid material that is invaluable to the owner (Zhu et al., 2008) such as kitchen waste, plastics, paper products, rubber, leather, bone, glass, metal, etc. (Shakya & Tuladhar, 2014) are produced by households, hotels, offices, shops, markets, yards, schools, organizations, etc. (Borongan & Okumura, 2010). Furthermore, waste is classified by producer into household, domestic, commercial, institutional, industrial and agricultural (UNEP, 2011 & UNCED, 2010). According to Al-Maaded (2012), solid waste management depends on managerial processes, practical selection and state-of-art strategies. Lenox and King (2004) argue that efficient reduction, reusing and recycling of waste are gained with assistance of appropriate equipment and use of experienced employees (Field & Sroufe, 2007), because inexperienced employees reduce the success rate (Lapre et al., 2000). Therefore, the 3Rs model is designed for waste management handling (Zhu et al., 2008). Used as preservation approach, the importance is put on reduction, reusing and recycling of bio-degradable and non-biodegradable waste (Ogunrinola, & Omosalewa, 2012) and supply with eco-friendly possibility to manage waste (Crown, 2012). After the 3Rs proceeding is complete, the maximum benefit is reduction of waste amount (Magutu, & Onsongo, 2011, Moore, 2009; 2011). The first R stands for reduction and protection from waste produced, the second R stands for reuse of waste substances such as secondhand store, and third R stands for recycle. Some materials cannot be reused, however, can be converted into new product or raw material through the procedure of transformation. Together, the 3Rs intend to reach sustainable solid management, which also is connected with other international issues such as climate change alleviation.

3.4.Political sustainability

Sustainable tourism has emerged into an area of academic attention and has been endorsed in tourism policy-making by both the public and private subdivisions at all stages of governance and in organizations like United Nations Environment program (UNEP), United Nations World Tourism Organization (UNWTO), and the World Travel and Tourism Council (WTTC) (Hall, 2011). Since 90s, states and global organizations were evidently interested in controlling the tourist sector and informing both locals and participants. Community chiefs and other local actors also initiated pressure to modify tourism product in order to conserve the surrounding, sustain local culture and products, and distribute tourism benefits with local residents. Green, sustainable and eco-friendly are popular terms in tourism policy papers, regulations and promotional materials (Bowman, 2011). Growth and application of sustainable tourism certification is a procedure that can develop into a significant discussion and policy-making procedure about the kind of tourism development that a country hopes to maintain. Moreover, organizational power has a leading role in appealing the adoption of environmental regulation by life-cycle deliberation for lowering negative influences and by requesting certain performances, such as the exclusion of toxic substances from the production of electronic products or limitation of industrial releases and emissions to nature. Furthermore, for a successful application of sustainable growth strategies, by having the top management's formal obligation is critical (Adriana, 2009). The discussion and participation of local actors in strategies growth characterization add to empowering new angles about the local situation and to guarantee that all the preferences of diverse stakeholders and their point of view about the potential measures of interference are recognized in the evaluation of situations and the characterization of a strategy for local growth (Logar, 2010; Stagl, 2006; Tosun, 2000). According to Castellani and Sala (2010), study showcased evidence that European Charter process meets the requirements of broaden the notion of involvement from simple discussion to the active participation of local actors, both in the planning procedure and in the application procedure; it can aid to create an overall assessment of environmental, social and economic backgrounds, while also recognizing the opinion of the local community (Zolfani et al., 2015).

Therefore, some critiques attempted to incorporate a fourth aspect, a political sustainability (Ritchie and Crouch, 2000). Although, it was unfeasible to characterize this political aspect as the fourth pillar, due to the fact that unlike economic, socio-cultural and environmental pillars it does not associate with tourism influences directly, therefore it was never emerged, even though it needs the informed engagement of all relevant destination stakeholders, a critical mass and strong political guidance and control to allow its application (Mihalic, 2013; UNWTO,

2004). However, some recognized the political aspect through a discussion about three needs that must be enough to make tourism sustainable.

States have completed a significant task in STD through policies and laws that enclosed sustainable tourism development goals in Universal Agenda 2030 (UN, 2015). States usually take part in tourism challenges such as policy making (Bramwell & Sharmann, 1999; Farmaki, 2015; Regeringen, 2014; Simpson, 2008), cooperation between stakeholders (Bramwell & Sharmann, 1999; Dredge, et al., 2011) and tourism growth (Farmaki, 2015; Moscardo, 2011; Simpson, 2008). Indeed, tourism academics comply that is important to incorporate STD into all stages of policymaking on local, regional and national stages, encouraging the role of governments as a significant actor in STD (Bramwell & Sharmann, 1999; Farmaki, 2015; Ruhanen, 2013). States frequently consider tourism as a path to improve financial growth and development (Hall, 2000; Mowforth & Munt, 2016; Simpson, 2008) and long-established planning approaches to tourism (Getz, 1986; Hall, 2000). The concept that consider tourism growth is only have positive impacts is questioned by numerous academics (e.g. App & Crompton, 1998; Bramwell, 2004; Faulkner & Tideswell, 1997; Getz, 1986; Hall et. al., 2015; Haralambopoulos & Pizam, 1996; Lansing & De Vries, 2007; Nyaupanea et all., 2006; Richards & Hall, 2000; Simpson, 2008).

3.4.1.Action plans, strategies and guidelines

Since 80s, the global community has been progressing towards regulation of tourism for more sustainable results. Global organizations such as UNWTO have participated in that regard, but with varied success. The UNWTO's environmental attention was finally addressed by 1989 World Tourism Conference's Hague Declaration on Tourism (Perez-Salom 2000; Roe & Urquhart 2001), and the Mediterranean Action Plan was found by group of experts known as epistemic community, encouraging international pollution controls by making impact on governmental education, goals and global relationships (Haas 1989). That being said, it is apparent that different countries must see beyond domestic policy in creating their sustainable tourism plans, and recognize global value systems, even when they support different points of view. Global governance, thus, maintain influential authority over states, however for the states that not follow spirit of global governance, they risk being banished (Jenkins & Mkono, 2015).The climate change discussion has intensified into regular debate on tourism legislation; the sector's connections with pollution, especially through air travel, has evoked a large amount of theories (Belle & Bramwell 2005; Amelung et al. 2007; Buzinde et al. 2010; Hares et al. 2010; Buckley 2011; Cohen et al. 2011; Scott 2011; Zeppel & Beaumont 2012). Moreover,

policy agreements for climate change and tourism rely on value- motivated decisions made in context of ambiguity and complex economic, socio-cultural and political relations among local and global stakeholders (Belle & Bramwell 2005:32).

4. ANALYSIS

Balinese context

The following two subsections give a description about context in Bali describing its geography, brief statistics about the area, the role of NGO and government, as well as education level.

4.1.Tourism in Bali

Bali is one of the 17.500 islands located in Indonesian archipelago, east of Java. Total population of Indonesia is over 260 million, whereas Balinese population crossed over 4,2 million (Worldpopulation, 2018).

Bali has its own provincial government, responsible for local governance and legislation involving most angles of tourism development. Bali, one of the most attractive tourist destination in South-East Asia (ASEAN), reached recording 5,3 million tourist arrivals in 2017, which is almost 20% more than in previous year (BPS, 2018). Tourism provides more than 65% of Bali's Gross Regional Domestic Product (BPS, 2013) and employs estimated 60% of island's labor force (Picard, 2009). *Kuta* and *Seminyak* are the most popular tourist regions in South of Bali (Lonely Planet, n.d.).

Moreover, with a constant influx of mass tourism, the prosperity of Bali's tourism created change in land use, spiking in traffic and waste disposal, and overstepping the carrying capacity

of the island stressing water supplies in the South of Bali (Cole & Browne, 2015). With that being said, Tourism Ministry set target to attract 7 million tourists in 2018, which is a confident target in regard to pressure on environment. Furthermore, Indonesia's recent tourism strategy objective is to double its tourist arrivals by 2020. Thus, governments marketing budget has climbed up to 75 million US dollars in 2015 aiming to promote numerous destinations, prioritizing Bali (Bloomberg Business, 2015). Therefore, the plan is to allocate money on Bali as a tourism destination, which is already popular among tourists and that way saving the costs of developing new destinations. With carrying capacity in mind, Indonesia's latest tourism strategy might need additional examination and debate to involve more balance growth across the wider archipelago, than just focusing on few regions in Bali.

4.1.1.Education in Indonesia

Although, analysis of education system is beyond the scope of this research, it is necessary to acknowledge key facts in order to better understand Balinese context. Indonesia ranks on bottom in quality of education system, despite its constant 5-6% of annual economic growth, classifying as lower middle-income country, according to World Bank (2018). The reason why, Indonesia ranks so poorly, is because less than 50% of teachers possess the minimum skills and qualifications. Moreover, 20% of teachers are being absent from work. According to OECD (2016) on average 6% across OECD countries students do not study further than primary school, which is relatively a low percentage. However, in Indonesia this is far more than average accounting for 43%. When it comes to upper secondary or higher education in Indonesia, 53% lacks this level of education. The lack of quality education in Indonesia has enormous indirect consequences on the environment, because lacking knowledge about preservation of the environment will result in its degradation by the actions, which are harmful, but not recognized by locals as one.

Before Western countries brought plastic material to Bali, Bali was using eco-friendly material sustaining environment; *"we are eco-friendly, very actually, we love nature so much… usually we never use plastic."* Although, Bali used leaves and paper and lived more sustainable life, the reason was not the fact that Balinese people chose to protect the environment, but because there was no plastic material introduced in their island; *"so when the discovery of plastic bags, everybody is happy, because it is very effective, very efficient, even we put it on our head for protection from the rain."* Once plastic was brought by Westerners to Bali, Balinese adapted plastic material quickly in their everyday lives. However, when a new discovery came that plastic is harmful for the environment, Balinese people panicked, because

they realized it will take a long time to visit every village and educate people about plastic impact on the environment; "*Then, the world evolved and said, this is bad…But plastic bags already use already in the village, so now we have to go the village and tel them no, this is bad. And one by one, you know how many 4 hundred villages here. ...*laughing*... so its slowly doing and this like a process of changing the way people think, the way people act, takes some time.*"

In Bali the education is poor quality and there is low number of scientists and researchers who can easily spread the newest terminology to local Balinese, mostly because attention of government is paid to other priorities such as access to basic needs. This results in lack of knowledge that Balinese people possess in connection to tourism, sustainability and its terminology; "*we do not do research, we do not have that.*" Therefore, when it comes to plastic, Balinese people hardly understand the composition and consequences the plastic has on the environment. This fact became apparent, during the interviews I have collected, where Balinese people admitted that they are not educated well enough to consider consequences of plastic on their environment until being directly told and explained. Connection between plastic pollution on the Seminyak beach and plastic use in tourism industry is something that not many Balinese people identify with;" *…we do not know it is bad, but we must start to educate.*"-says Bali Tourism Board (BTB). Similarly, in the interview with Scott from Potato Head beach club, was suggested that it is a mistake to think, Balinese people "*do not want to do the right thing, they just do not know about it. I think as soon as the government decides to properly educate, people will get better. […] I mean, education is the key, it is awareness.*" It has been suggested by Scott that it is locals' illiteracy that is causing the persistence of plastic pollution on the Seminyak beach rather than lack of their unwillingness. Organization OIOV, recognized the lack of awareness about plastic pollution among Balinese people and therefore decided to spread education through campaigning, because they believe education is the key to change, moreover arguing that "*if people are not aware of the problem - how can we expect them to do something about it.*" Balinese are not aware of their actions, when using plastic material and need to be educated to acknowledge impacts of their actions on environment.

4.1.2.Role of NGO the One Island One Voice (OIOV) in Bali

Albeit, non-governmental organizations (NGOs) are often condemned, when participated in tourism initiatives, due to lack of commitment, funds, power and understanding of local community's needs (Mader, n.d.), NGOs in Bali, such as One Island One Voice (OIOV) proves the opposite. OIOV is a NGO, established by two Balinese teenage sisters, who wanted to *"start*

as a sticker campaign to highlight the shops, restaurants, and hotels that were plastic bag free." The motivation behind the campaign, was to gain knowledge about needs on local level and bring awareness to solve the problems. Ultimately, to diminish plastic pollution on the island of Bali and therefore, few programs were developed throughout the last 4 years. Since the establishment, this NGO *"has spoken to 18,000 students across 13 countries in 8 different languages. They have become a well-known international movement of inspiration and youth empowerment."* NGO like OIOV is now considered as an organization, which local community and private sector trusts more than their government, due to high level of bureaucracy and corruption. Indeed, the issue of multiple layers of bureaucracy in Indonesia was also acknowledged by Olken (2005) who states that it constructed chances for high levels of corruption. Moreover, Campos (2001) argues that Indonesia belongs to most corrupt countries in the world.

Private sector often turns to OIOV for an advice or consultancy regarding environmental sustainability. When private firms in Bali, operating not only in hospitality industry, want to adapt sustainable practices, then they have to learn where to search for the support elsewhere, because they are not going to receive it from Indonesian nor Balinese government. For example, private company Rip Curl, likewise Potato Head, found out about non-governmental organization OIOV, which provides support for private businesses interested in conserving the natural surrounding; *"for the clean-up with OIOV is like many sponsors is like they give us a bag to clean like that."* OIOV, not only spreads the awareness, create sustainable projects, produce alternative bags, offer consultancy and raise funding, but also support any private business, that decides to implement green practices. The OIOV organizes beach clean- up events and also provides useful information for private businesses, where to dispose waste for example. This reflects the findings of Kalisch (2001), who states that NGOs play positive role in the delivery of the benefits to communities through tourism initiatives; these roles could be in form of an investment, advocacy, campaigning and consultancy. NGOs can provide more sustainable and prolonged benefits to communities (Jamal & Getz, 1995; Murphy, 1998) due to creating increased networking and resource sharing - triggering skills transfer (Jepson, 2005). Thus, NGOs in Bali like OIOV plays an important role, which supports private companies in doing the right thing, to conserve the nature, because that is not on the priority list of the Indonesian government. Balinese governmental authorities believe, the outcome of their actions is in God's hands and they have no control over it: "[…] *we call faith, we just do, what we think we can, and the result is not our responsibility […] we believe, the result is given to us, because of all the actions that has occurred […]."* Detaching the feeling of responsibility for the

outcome to resolve the issue, might be the reason why NGOs entered the scene. The similar reaction towards responsibility was detected in the email interview with The Legian Bali Hotel chairman, who showcased discontent with idea of tourists assuming that Balinese people are responsible for the trash on the Seminyak beach, he named it '*unfair*'. The fact this interview was conducted via email, I asked in the last question to add anything, he feels it is worth to be discussed that I have not mentioned in my questions, he replied: "*Actually I do not fell good talking about plastic waste as many people assume that the plastic waste come out from the sea because of Balinese people, [...].*" Without a doubt, a plastic waste is the global issue, unfortunately, Seminyak beach, is a place where plastic waste on the beach becomes most visible. Therefore, Balinese locals, governments, private businesses and tourists are all responsible for the pollution. However, nobody takes full accountability and action to change the way Balinese handle this ongoing predicament. That is when NGOs stepped up, raised funds, took an action and have been spreading the awareness ever since, they were established. Cleaning of the beach is not enough, because it will not stop for plastic waste to come back every monsoon season and pollute the Seminyak beach all over again. The understanding of the cause and the right handling process of the waste management is necessary to be re-established in order to diminish the continuous situation.

NGOs in Bali are eager to fight the plastic pollution and they have become a support net for private businesses, which are dedicated to help the natural conservation. NGOs proved to not only plan the actions necessary for the protection of the environment, but they have made the first step towards its implementation, spreading the awareness, searching for funds and investment opportunities and actual execution of the various projects, they have discovered are feasible. Although, NGO is supposed to be a mediator between local community and government, NGOs in Bali are far more capable, reliable and trusted among private companies than governmental institutions, who do not share the same priorities, when it comes to sustainable tourism development in Bali. Therefore, NGOs have ability to empower local community through the permanent participation of local actors in project implementation. OIOV is consulting the private firms with the contacts of the legitimate waste companies, who will handle the waste properly; "*One voice, uhm from them I say like please give me the suggestion where I have to take garbage to, so they give like contact like that.*" Therefore, NGOs gained power and stepped in role of an active participant in matters that should be the responsibility of the government in Bali. This is relevant to what Goldring (1998) argued that by financing local development projects through NGO projects envolved into efficient mechanisms to gain the political authority or to get their voice heard.

In the following section political aspect of sustainability will be analyzed through released political strategy plans based on the assessment, whether the strategies fit the Balinese context its tourism sustainability.

4.2. Political sustainability

In order to assess tourism sustainability in Bali and suggest solution for the predicament, in this section, political aspect of tourism sustainability will be analyzed. The most suitable strategy plans both short and long-term, will be selected, introduced with short description and later analyzed. The intention of political sustainability analysis is to discover, to what degree a government recognizes the issue, meaning if they acknowledge the plastic pollution as the challenge that is currently happening in Bali and if the subject is being addressed by taking strategies to solve the problem. Furthermore, to discover what are those actions that will help to not only diminish plastic pollution, but also conserve tourism sustainability.

When doing online research, I have found out that Balinese government have not released any strategy plans concerning sustainability, mainly because Bali is a rather a province than a country and therefore strategy plans applied to Bali are proposed either by Indonesian government or in wider context by Association of South East Asian Nations (ASEAN). Indonesia consists of 400 provinces and 17,000 islands, therefore, addressing the environmental challenges in each province is rather difficult to mention in political strategies resolving tourism sustainability by Indonesian government. Provinces in Indonesia vary greatly, not only in size and number of population, but also in tourism arrivals and its impacts. Not to mention the degree of generalizability in strategy plans of ASEAN. The fact that Bali is not able to address its issues through environmental strategy plans, it is necessary to acknowledge and introduce strategy plans on larger scale with wider reach of provinces and assess whether those plans could apply and adapt to Balinese context, or the challenges Bali faces are rather kept silent.

According to OECD (2014) Green growth studies, national environmental strategies that are focusing on green growth vary greatly in Association of South East Nations (ASEAN), including Indonesia. However, there have been identified three categories by OECD addressing environmental strategy plans; (1) National Green Growth Strategy, (2) National Sustainable Development Strategy, and (3) National Climate Change Strategy. Although, countries across Southeast Asia have already formed national plans to undertake environmental issues, only two countries focus on green growth and Indonesia is none of them. Sustainable development strategies are more broad concepts than green growth strategies as it includes balance between

economic, social and environmental objectives. Green growth strategies are rather narrower in their focus, as they address sustaining of only natural assets. National climate change strategies assess contribution to climate shift and acclimate to its required impacts. Indonesia, country with population of almost 250 million, created the total of 3 environmental strategies, all within the same category addressing climate change only. Thus, Indonesia, has not developed a green growth nor sustainable development strategy. National green growth strategies and national sustainable development strategies are non-existent in Indonesia. Therefore, this study will not analyze climate change strategies established by Indonesia, because after the review of those strategies, the conclusion has been made that those strategies do not fit into the scope of this research.

Moreover, there has been identified two Indonesian National Development Plans. (1) National long-term development plan (2005-2025), which is not available in English and (2) National mid-term development plan (2014-2019), which is rather a short summary of a strategy plan with no detailed implementation and actions. Therefore, these national development plans will not be evaluated in this research, either. Thus, other strategy plans, which address tourism sustainability will be identified, selected and analyzed.

Based on the literature review, this research identified the following four comprehensive sustainable tourism strategy plans to fit Balinese context. (1) *Transforming our world: The 2030 Agenda for sustainable development* (UN), (2) *ASEAN Tourism Strategic Plan 2016-2025* (ASEAN, 2015) and (3) *Strategy and Implementation of solid waste reduction in Indonesia 2010-2015* (Ministry of Public Works, Indonesia).

4.2.1.Transforming our world: The 2030 Agenda for Sustainable Development (UN, 2015)

This Agenda was created by United Nations representatives, which met in New York from September 25-27 in 2015, while Organization celebrated 70th anniversary. United Nations' heads of governments and high representatives have decided on new global sustainable development goals. This Agenda was planned to be built upon accomplishments of *Millennium Development Goals* and detect their incomplete tasks in order to finish them. The aim is "*to implement this plan in all collaborative countries*," including Indonesia, within fifteen years, by 2030.

Vision

This Universal Agenda seeks to resolve the following global issues; to stop the poverty and starvation, to fight for inequalities in and in between the countries, to develop peaceful societies,

to defend human rights and promote gender equality and the empowerment of females, to guarantee the continuous conservation of the environment and its natural resources and thus create conditions for sustainable development. This Agenda also seeks to implement these goals in every country, nation and level of society taking individual's policies and priorities into account. These goals are outcome of *"two years long comprehensive public consultation and engagement with civil society and other stakeholders around the world."* (UN, 2015, pp.3). This intensive work has been done by the Open Working Group of the General Assembly on Sustainable Development Goals and by the UN, whose Secretary General prepared a report in December 2014. UN recognizes in the vision of Agenda that the goals and targets are greatly ambitious. Indeed, not only the Agenda aims to fix the numerous challenges worldwide, which have been persistent for centuries, but also thrives to resolve those issues within relatively short time framework on global scale, with no country left behind. In order to shape this Agenda, several previous documents on sustainability has been reestablished including; *the Rio Declaration on Environment and Development, the World Summit on Sustainable Development, the World Summit for Social Development, the Programme of Action of the International Conference on Population and Development, the Beijing Platform for Action and the United Nations Conference on Sustainable Development.* The major pitfalls of these documents were being identified and are planned to be addressed effectively with a new approach.

Goals

Agenda for sustainable development was established to be implemented in every country collaborating with UN. Therefore, Indonesia is supposed to implement 17 sustainable goals on national and regional level by 2030. The 17 sustainable goals are; (1) end poverty in all its forms, (2) end hunger, achieve food security and improved nutrition and promote sustainable agriculture, (3) ensure healthy lives and promote wellbeing for all at all ages, (4) ensure inclusive and equitable quality education and promote lifelong learning opportunities for all, (5) Achieve gender equality and empower all women and girls, (6) ensure availability and sustainable management of water and sanitation for all, (7) ensure access to affordable, reliable, sustainable and modern energy for all, (8) promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, (9) build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation, (10) reduce inequality within and among countries, (11) make cities and human settlements inclusive, safe, resilient and sustainable, (12) ensure sustainable consumption and production

patterns, (13) take urgent action to combat climate change and its impacts, (14) conserve and sustainably use the oceans, seas and marine resources for sustainable development, (15) protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss, (16) promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels, (17) strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

Although, all of 17 sustainable goals are applicable for Indonesia, some might have higher priority than the others. For example, Tourism Board in Bali recognized three main issues, Bali is currently facing; traffic congestion, rubbish and water scarcity. Since, this research is dedicated to find a solution for a plastic pollution on Seminyak beach, after reviewing the goals in Agenda document by UN, goal number 12 & 14 have been identified as the most relevant solution for Balinese beach, while followed by accomplishing the individual targets within the goals. Goal 12 states *to ensure sustainable consumption and production patterns*, which can be achieved through 11 accompanying targets. Goal 14 states *to conserve and sustainably use oceans, seas and marine resources for sustainable development* and this goal can be achieved through 10 targets.

In order to meet the targets, further actions are necessary, which involves practices that cannot be done simultaneously, but rather require prioritizing of actions followed by hitting the targets one by one. Thus, individual goals are intertwined and create complexity of actions, which demands prioritizing those actions, in order to progressively unfold target's achievements and overall goals. For example Goal 12 and 14 that are in scope of this research are not possible to be achieved in Bali, because the priority in terms of sustainability might be rather Goal 4, which is quality education. Goal 6 to ensure sustainable management of water might be at high priority for Bali, since the fresh water resources are soon to vanish, due to excessive use of water in tourism industry, including spas, swimming pools, constructions of hotels, etc.

However, conservation of water is a challenge, because of the waste pollution, which is result of poor waste management and lack of awareness. Bali showcases complexity of actions and importance of prioritizing of individual goals. Each country has different priorities and therefore, it is necessary to acknowledge the context of each country.

Target 12.4.

"By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment"(UN, 2015). In order for Bali to achieve this target, proper waste management has to be put in place by 2020. Unfortunately, current Balinese waste management is not reliable, not only the recycling is not yet adapted in Bali, but also illegal dumps of waste are occurring in both marine and land territory in Bali, resulting in plastic pollution of touristic Seminyak beach. Thus, responsible waste management and recycling practices needed to be adapted in the first place in order to diminish impact on human health and the environment. Therefore, *Target 12.5.* "*by 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse"* needs to be accomplished first. Thus, it is not possible to accomplish Target 12.4. by 2020, because Target 12.5. by 2030 is necessary to be achieved prior.

Target 12.6.

*"Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle."*Although, Bali is home to various international companies, there is also inconsiderable amount of small businesses, especially in hospitality industry. Since, food and beverage industry are number one plastic pollutant in Indonesia, significant change would occur if these private businesses in Bali, would adapt sustainability actions. Not only the awareness of plastic waste would spread in between local employees and tourists, but also thee would be a decrease in plastic waste and plastic pollution on the beach. This strategy would go well with *Target 12.8*. *"By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature."* Some of the targets for example target 12.A. and 14.A.demand scientific knowledge, which Bali is lacking due to poor education system. This brings Bali back to 'square 1' or the beginning, where in order to achieve sustainability, goals must by prioritized in logic order for Bali to follow.

Implementation

As a result, the 17 Sustainable Development Goals and 169 targets are demonstrated in this Universal Agenda along with three aspects of sustainable development: the economic, social and environmental. These goals and targets require partnerships on global scale to guarantee the implementation. However, Universal partnerships demand the engagement among

governments, private sector, civil society, and other stakeholders. To achieve the goals, public sector is assumed to collaborate closely together on implementation with local authorities on regional level. Typically, there is a hardship in collaboration between public and private sector within one country, therefore, a universal partnership is rather considered as an ideal or romanticized among UN representatives.

Moreover, as acknowledged in Agenda document, the implementation of the goals and targets will demand vital financial support, which is supposed to be endorsed by each country's public sector, mobilizing domestic resources in order to pursue the sustainable development goals and targets. Additional financial resources are supposed to be available through private sector in each country. Indeed, finances on wide implementation scale like this are crucial, because without financial support, implementation of the goals is rather impossible. Governments are also responsible in regular follow up of implementation progress on each level, in order to provide liability. The implementation progress will be evaluated by gained data, which are key to decision-making process according to UN. Although, data are key in implementation process, they are also difficult to measure and collect regularly on each level, not to mention required financial support.

Universal Agenda might be the ultimate sustainable development strategy that each country can apply, including Indonesia and Bali, however, the context of each country requires prioritizing the individual sustainable goals, especially when places like Bali showcase complexity. Therefore, another tourism strategic plan will be analyzed, which is more specific for Indonesian and Balinese context, as this strategic plan was developed to target Southeast Asian Nations. The sustainability goals proposed by UN will be compared to those created by ASEAN and analyze, whether ASEAN sustainability goals correlate with the Universal Agenda.

4.2.2. ASEAN Tourism Strategic Plan 2016-2025 (ASEAN, 2015)

ASEAN Tourism Strategic Plan 2016-2025 (ATSP) is a plan, which was endorsed by ASEAN Tourism Ministries in Nay Pyi Taw, Myanmar January 25, 2015. The ATSP was reestablished and built upon previous plan called *the ASEAN Tourism Strategic Plan 2011-2015*. However, the current strategic plan seeks to improve an economic development by including more 'green' and 'knowledge based' practices and become more *"competitive, sustainable, and more socio-economically inclusive and integrated tourism destination"* (ASEAN, 2015). The focus areas in this document, were determined by ASEAN National

Tourism Organizations (NTOs). Moreover, the purpose of this document contains two strategic directions with several actions and activities; (1) *to enhance the competitiveness of ASEAN as a single tourism destination* and *(2) to ensure that ASEAN tourism is sustainable and inclusive.* To stay within the scope of this research only the second strategic direction will be analyzed in this paper, which is concerned with sustainable tourism development.

Vision

The vision for ASEAN tourism over the following ten years 2025 is: *"By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socioeconomic well-being of ASEAN people."* The vison of this strategic plan seeks the sustainable tourism development, which is correlating with the sustainable goals proposed by UN.

Goals

In the strategic direction pursuing sustainable tourism, this document recognized only 5 strategic activities within 3 strategic actions.

Activity 2.1.1 seeks to develop and implement the strategy on participation of local communities and private sectors in tourism development. Although, this strategic activity is supposed to be achieved in ASEAN, Bali has already adopted the practices of participations of local communities in decision-making process more than a decade ago. According to representative of Tourism Board in Bali, tourism board consists of ten actors including; *"association of hotel and restaurant, association of travel agency, association of tourists, guides, associations of bus owners. all these stakeholders of the...within the tourism industry. Additionally, this also include a village chief. […]Yes, everybody is included.[…] the communities are included and this is the one of the reason of success of Bali tourism Board. And it becomes the model a prototype of tourism board in Indonesia."* Moreover, the success of this model including representatives from various associations participating in decision-making process was adopted in the whole Indonesia.

The third strategic action plan is concerned with *increasing responsiveness to environmental protection and climate change.* This is rather a very broad strategic action, lacking the focus and the highest priority of the specific actions. Furthermore, only 2 strategic activities were identified in order to support this strategic action. *Activity 2.3.1 work with official bodies and organizations to address environmental, and enhance climate change responsiveness* and

.Activity 2.3.2 prepare a manual of guidelines for incorporating environment and climate change mitigation, adaptation and resilience. As mentioned earlier, Indonesia established three guidelines addressing a climate change as proposed by this ASEAN document. However, guidelines addressing *National Green Growth Strategy* and *National Sustainable Development Strategy* has not yet been developed by Indonesia, according to OECD (2014) in Green Growth Studies.

Climate change guidelines address very narrow and specific type of environmental sustainability, rather than sustainable tourism development. Upon reviewing *Indonesian Climate Change Sectoral Roadmap (2009),* one of the sections was dedicated to waste mitigation. Even though, this document was rather concerned about improving emission status, few solutions towards improved waste management were identified, due to review of waste management assumptions. These assumptions showcased the outcome of waste management practices in Indonesia, suggesting that 45% of waste ends up in open dumping, along the fact, there has been no waste reduction recorded, but rather increase in waste production. The waste reduction was supposed to happen by 2019, however the lack of activities connected to awareness of recycling results in continuous waste pollution to this day.

Implementation

The implementation, monitoring and evaluation is suggested to be done on regional level by NTOs.

Even though, AESEAN strategic plan is supposed to be better suited for Indonesia, as it understands the context of Southeast Asian countries, sustainable practices in tourism are very limited in this document. In this case, acknowledging the context, Bali should follow the implementation of sustainable practices established by UN in Universal Agenda rather than proposed practices of ASEAN.

There has been one more document that addresses sustainable tourism strategy established by Indonesia, however, this document has narrow specification in protection of cultural landscape such as World Heritage Site. Although, this document has been established by Ministry Tourism in Indonesia, which is suggesting sustainable tourism strategy in its country, due to its narrow focus, which does not comply with the scope of this research, the document will not be analyzed. Instead, *Strategy and implementation on solid waste reduction in Indonesia 2010-2015* will be reviewed.

4.2.3.Strategy and implementation on solid waste reduction in Indonesia 2010-2015 (Ministry of Public Works)

In order to look for a cause of waste pollution on the Seminyak beach, I have decided to analyze strategy plan for waste reduction in Indonesia. I understand, the document's purpose is not to achieve sustainable tourism, however, it impacts the sustainable tourism in Bali greatly and therefore will be analyzed in this paper, since Indonesia, and ASEAN failed to deliver proper sustainable tourism development strategies. This document has a form of PowerPoint presentation rather than a long and detailed Word Document.

The document was established in collaboration with Ministry of Public Works, Directorate General of Human Settlement and Directorate of Environmental Sanitation Development. The status of the waste in Indonesia recommend that waste production increases 2-4% each year, which has an effect on increased environmental pollution, it is also disclosed that open disposal operates at 90%. However, this document recognizes the fact that waste has value and economic potential, moreover, suggesting that recycling, reusing and reduction should be enhanced in implementation plan in order to fight the waste pollution on the Seminyak beach, which affects tourism activity in Bali. The proposed action plan regarding waste pollution in Indonesia identified restraints due which, successful implementation of this action plan might fail, such as lack of waste management program and planning, low priority on governmental agenda due to low budget, limitation of guidelines, lack of technology due to finances.

Thus, the government acknowledges status of mismanaged waste and recognizes the actions that are necessary to be undertaken, in order to reduce waste generation and improve environmental status, however, due to lack of finances, the waste handling is low priority. The government of Indonesia is not aware of the importance and effects of waste handling on tourism sustainability, which might be crucial for Bali, where tourism accounts for majority of income. The action plan was supposed to be implemented by 2015, visiting Bali in 2018, there were no signs of proper waste handling, which was observed by tourists and also local businesses.

4.3. Social sustainability
The sustainable tourism growth and its relationship with locals' behavior is a topic of large attention to many researchers (e. g. Allen et al., 1988; Andereck and Vogt, 2000; Carmichael, 2000; Gursoy and Rutherford, 2004; Jurowski et al., 1997; Ko and Stewart, 2002; Lindberg and

Johnson, 1997; Perdue et al., 1987). The scope of this thesis researches both the impact of tourism on local's behavior as well as how the community-based tourism is involved in decision-making process in Bali. Tourism in Bali plays important economic, but also social role. Although, Pizam (1978) argues, there is an evidence that most of tourism acts lead to unfavorable behavior from locals towards tourism and visitors, Balinese people consider tourism in Bali as a part of their everyday life and tourism activity in Bali is recognized as a natural among locals. Not only Balinese residents love presence of tourists, but they try to keep promoting Bali as a tourist destination, despite the negative impacts and pressure on resources.

When asked representative of Tourism Board, what kind of impact does she think, tourism have on locals, she explained that due to cultural exchange, Balinese people embrace tourists. *"[…] Bali loves tourists, so we are very open to every culture that we see are new and different to us and this impact has been embraced by people of Bali. […] Tourism has become everyday life…"* Moreover, Balinese people recognize the increased negative effects such as difficulty with water, rubbish and congestion, with raised number of tourism activity. Although, like any other country, Bali prefers hosting quality tourists, according to Tourism Board representative, however, Bali does not blame the tourists for increased environmental challenges; "*So there are issues we have to address, but are we saying this is wrong type? No."*

Hall & Lew (2009) state, most of businesses are dependent on tourism, therefore, tourism activity in Bali is considered as contribution to social prosperity, quality of life for locals, financial security, work etc. Indeed, my interviewee agrees, tourism is the most important for Bali; "*Definitely, it is the only one. The only economic bone of Bali, we do not have anything else, no gold, no silver under the ground to dig, so.*" Even though, education level in Indonesia is poor, Bali stands out from other Indonesian provinces, regarding the capability of providing full range of tourism experiences (e.g. tour guides, cuisine) in profitable manner, according to World Bank (2016). Indeed, during my fieldwork in Bali, I observed Balinese people working in tourism industry and they were good in English, bearing in mind the poor quality of education they have received. For example, when I was traveling short 10 minutes distances by taxi, I have noticed that every taxi driver spoke at least basic English and some taxi drivers would continue conversations during whole trip, I could not help but ask, whether they learned English language at school. The answer was always no, explaining, they learned the language themselves by talking to tourists on everyday basis. This situation proves the willingness and need for locals to learn the English language, in order to communicate with tourists, as they recognize the importance of communication for their businesses within tourism industry. According to Turner (1986) locals who can assess the contemporary or potential value of

tourism regarding to the costs connected to its growth, they are more likely to change and continue supporting tourism development. Although, most of Balinese people work in tourism about 60% (BPS, 2013), but it does not mean they see the potential value in tourism, but rather choose this industry, because of governmental support and promotion of tourism industry. Indeed, Indonesia's tourism strategy seeks to double its tourist's arrival by 2020, by expanding budget to $75 million in 2015 and promoting Bali as a top priority in Indonesia (Bloomberg Business, 2015).

4.3.1.Community Based Tourism (CBT)

CBT is largely discussed within sustainable theories, where participation of local communities, including all stakeholders, play important role in decision-making process. It has been argued that when locals are participating in decision-making process, they tend to strengthen tourism development (Andereck et al., 2005; Gursoy and Rutherford, 2004; Lindberg et al., 1997; Pizam, 1978; Uriely and Reichel, 2002). Bali, as the only province in Indonesia, acknowledged the significance of having all important tourism stakeholders on tourism board, and therefore, has decided to offer a seat to ten various Balinese stakeholders within tourism industry;

> *"[…] each of the chairman of various stakeholders sits on the board of directors, which we call Bali Tourism Board. These stakeholders include association of hotel and restaurant, association of travel agency, association of tourists, guides, associations of bus owners. all these stakeholders within the tourism industry.*

Moreover, when asked Bali Tourism Board (BTB), whether, local community sits on board of tourism directors; *"Yes, the villagers, the communities are included and this is the one of the reason of success of Bali tourism Board. And it becomes the model a prototype of tourism board in Indonesia. […] all these board of directors decide where the tourism for Bali goes."*

Although, BTB claims that Bali tourism board became a prototype model in the whole Indonesia, due to active participation of local communities in decision-making process, it rather remains questionable, because Judisseno (2015, pp.165) implied that Indonesia could have followed the Balinese model, however, it remains unclear whether Indonesia have actually did follow it; "*Bali itself provided the model that the government could have followed in developing other tourism areas outside Bali... followed by other programs to encourage the local community to become involved."* Even though, it is claimed that a local community is involved and participate in tourism development process, Basri (2012, pp.213) argues that in reality,

communities were rather the objects of the programs, than active partners in programs formulation to develop their area and "*community simply followed what the tourism village facilitator told them to do.*" A community involvement approach in tourism development process has been encouraged as an essential part of sustainable tourism development. This approach is considered to have ability to boost a community's competence by diminishing tourism's negative effects while endorsing its positive impacts (Haywood, 1988; Jamal & Getz, 1995; Murphy, 1985).

In 1999, the Regional Autonomy Law (RAL) was passed in Indonesia, which meant decentralization of governance to outlying regions. Balinese communities in regions with decent attractions, amenities and accessibility (the 3As), were pleased with the enforcement of the Regional Autonomy Law (RAL). Moreover, Bali received a special autonomy (Nugraheni, 2005), with the provincial government, due to the fact that people in that provinces shared the same vision in regard to the importance of tourism for their livelihood. Even though, local community in Bali is involved in tourism decisions, the negative effects of tourism not only persist, but rather increase. As it was mentioned in document established by Public Works, suggesting the annual increase of waste generation is 2-4%, where about 90% is openly disposed. Not resolved negative issues might backfire in tourism in Bali, leaving locals without jobs and prosperity, for example, as a result of tourists' disgust towards beach in Seminyak. Selected reviews on TripAdvisor showcases the turn off for tourists visiting Seminyak beach between February and March 2018 in Bali, see all 47 reviews in Appendix 6.

"*Overall Bali is quite dirty. Trash everywhere. The Seminyak and Kuta beach strip is probably the dirtiest beach I've ever experienced.*" – Christian S.

"*The place is so dirty I don't know how anyone can want to come here! We stayed in Seminyak for 4 nights thinking it would be a beach holiday but we took one look at the beach and we couldn't understand how this place is advertised as a beach destination.*" – Sam B.

Bali's is a tropical island and one of the top attractions is a beach. Tourists are traveling to Bali all year around to escape the cold weather in their home countries for few days, but they are disappointed once they visit Seminyak beach, as they notice piles of rubbish also in the water. Not only tourists were disappointed with the lack of clean beach, but also pointed out in the review, that if the situation with garbage on the beach will not get better, Bali might lose tourists;"*If you want a beach holiday don't go here the beaches are disgusting litter everywhere. People say they try to clear it up but I'm sorry if you want tourists to come here you need to try harder.*" – Tarmigan50.

However, Ketut Mudi, The Legian Bali, has a different perception on this situation, stating that he is not afraid of the fact that tourist will stop coming to Bali due to dirty beaches; *"I am not afraid of this situation. The pollution/waste always come out from the sea water... this happen from years ago."* His explanation is that Seminyak beach has been dirty for years now, yet, tourists are still arriving. Locals want to achieve a prosperity through tourism activities and postpone addressing negative effects that come with tourism, which reflects the findings of Andereck and Vogt (2000) who argued that Balinese are aware of the tourists having the negative influence on their environment, but they are *"willing to put up with some inconvenience in exchange for tourist money"* (Var, Kendall and Tarakcoglu, 1985, p. 654). As if, locals would rather withstand increasing negative effects of tourism, than spend finances on resolving the issue. Additionally, the marketing money is spent on promoting already popular tourist destination Bali, which rapidly increases tourist arrivals. Indonesia' s strategy is to double the tourist's arrivals by 2020 (Bloomberg Business, 2015), yet do not pay the necessary attention to piles of rubbish on the popular tourist beach. The reason for not addressing the issues connected with waste handling and caution of plastic pollution by government, according to Chin et al. (2015) might be the fact that it has been a conflict of interest where the different priorities between central, regional/provincial, and local governments were not solved in Bali.

In addition, Tourism Board (BTB) notes in the interview that government gave power to Indonesian provinces five years ago and since then it has been not working out well for them. She explains, the reason behind failed province empowerment is the fact that Indonesia consists of 34 provinces and it is difficult to manage; *"we give the power to provinces. Not nothing, some yes. But then again you give power to 400 more people, not easy. So, you give power to one president or 400 people?"* Although, the Regional Autonomy Law was supposed to support tourism sector of local economies in Bali, Judisseno (2015) states that the implementation of regional autonomy has not yet progressed the tourism industry, because he has identified two factors, which are slowing down the process of tourism development in Bali, which are (1) the disparity of Tourism Ministry Work programs and 2) bad coordination between central and local governments, because every province has its own priorities, with most of the regions not preferring the tourism (Judisseno, 2015). Thus, Tourism Ministry cannot dictate programs in districts, even if they have tourism potential, because has led to a breakdown in coordination between central and local governments, therefore division of authority has weaken the central government's capability to regulate directly with the Department of Tourism in the region, as Judisseno (2015) explains.

In order to resolve the challenges Bali is facing in terms of environmental sustainability, NGO One Island One Voice, recommends collaborating with the government "*from the bottom up, as well as, the top down.*" Resolving the issues from only top down or only bottom up, might not be the most successful way to achieve sustainability in Bali, but rather combination of both, because due to extreme changes in Bali's tourism development (Mowforth and Munt, 2009) the lack of proper control in tourism development was apparent (Wong 1998; Hunter 1995; Dahles and Bras, 1999). Moreover, government and international tourism firms have an influential impact on education, awareness and promotion of proper behavior by supporting more sustainable practices to tourism development (Clausen & Gyimothy, 2015), with the help from NGOs, who as argued by Goldring (1998) finance community development programs and thus gain political influence or get the voices heard.

Therefore, in the next section, the importance of control among tourism development as well as Balinese people will be analyzed.

4.3.2.Need for control and ban

It has been advocated by BTB representative that due to lack of control in Bali, people lose interest in obeying the rules such as traffic lights or disposal of trash. She argues, Bali has a law, but not the people who obey the law; "*the law is there, for you not to throw rubbish, for you not to do this, for you to have red light, traffic light, you know? Traffic light red, everybody goes.*" She also suggested that technology is what Bali needs to obey the rules, as the technology helps to control people's behavior towards law; "*control becomes easy when you have technology.*" She explains that it is not in their behavior does not depend on their culture, but behavior depends on the environment people are in. She gives an example that she might act different in Singapore, because policemen and CCTV are installed everywhere to watch over people and are able to catch them easily when breaking the law. Not only people breaking the law have to pay an expensive fine, but also if they refuse to pay the fine, they have the tools such as information about the bank account that helps them receive the fine one way or another.

"[…] *in Indonesia, we do not know somebody's bank account. So, if you do not want to pay, okay, cannot. What police come to my home and take my car? Cannot! No control! […] No, it is not my culture, but it is about environment you make of controlling people.*"

Balinese people tend to break rules and laws more often in their own country, because they are aware of weak control system there. Control system does not possess a power to punish people breaking the law, as a result people are more likely to break the laws and illegal dumping

of waste is more common. Thus, proper education of Balinese alongside with strengthened control system, which would warn locals and tourists, who are misbehaving towards environment, might make a change. This relates to what BTB expressed; *"locals need to be controlled,"* in order to diminish illegal dumping, which pollutes rivers, seas and oceans. Not only locals need to be controlled, but also tourists, as BTB stated in the example, where underwater sign was built, to remind locals and tourists, not to destroy environment; *"by going to underwater in Nusa Penida [...] we built sign for people to not leave their footprint underwater. [...]even tourists do not put plastic bag or water bottle in the ocean, bring it with you and dispose it for yourself."*

When asked in the interviews, what would help to decrease garbage on the Seminyak beach, suggesting implementation of polices such as eco-tax, beach entrance fee, or other financial incentive with the purpose of employing more people responsible for clean beach, I got a unite answer proposing financial incentive would not work, but rather a ban of plastic use. According to chairman of Legian Bali Hotel, the production of plastic needs to stop, otherwise the generation of plastic pollution will continue; *"My opinion is to reduce or stop producing plastic. If the production still continues, the waste will be there."* Similarly, Ainun working at Rip Curl, recognized that a change has to come from people living on island, which will start using plastic material less often, moreover proposing that ban for plastic use might work the best; *"If just collect money and then tell people to clean it is not gonna, for me not make less rubbish...It is just like change as much as plastic with not plastic...like from the government, ban something."*

OIOV organization has gained power and support from local businesses, who are on the mission to ban plastic bags completely from Bali; *"Plastic bag is something that has already been banned in other countries around the world, so we knew it was possible."* OIOV's mission is to ban plastic bags on the island of Bali. They have decided to run a pilot test in one of the villages in Bali to learn, whether it is possible, what does it require and how successful the outcome will turn out to be. First step was to negotiate with government and get permission to run such a test. The pilot test started *"in 2014, Pererenan Village in Bali became our Pilot village where we worked to create an example of a plastic bag free village."* After OIOV gained the permission to implement practices, which will create a plastic bag free village, the next step was to bring an awareness, followed by many presentations at schools and many meetings with local communities were held to educate the village about the mission they strive to accomplish in their village. In order for locals not having to use plastic bags, alternative bags are being donated since 2014 on regular basis at least once a month. The organization claims that to this date *"the village is still not 100% plastic bag free but they have reduced the number of plastic*

bags given drastically." OIOV claims that they have managed to sustain themselves and is continuing *"making efforts to raise funds that will properly sustain organization and drive more impactful programs."* Indeed, as argued by (Kalisch, 2001), NGOs have ability to play a positive role in the delivery of benefits to local communities through tourism leadership regarding investments, advocacy, campaigning and consultancy.

The Rip Curl marketing worker suggests that starting small with change at the bottom, for example ban of plastic straws seems like a good place to begin. Another idea of how to influence local's perception of plastic is within the business itself. Potato Head beach club took the initiative and implemented a rule within a work place, which forbids the employees to buy plastic material for the company in terms of plastic bottles, but also forbids employees to bring any form of plastic to the workplace. Upon spreading the awareness and getting explanation from managers about why employees are not allowed to use plastic, the staff is happy to help the plastic fight; *"our staff bringing these things on our property, they are not allowed to anymore. Yeah, but staff... as long as you explain to our staff why, they are very happy to."* This reflects the findings of Graves et al. (2013), who suggests that staff member's pro-environmental behavior has been characterized with environmentally responsible activities. Moreover, according to Ones and Dilchert (2012), the environmentally responsible behaviors include recycling, reusing, influencing/encouraging others, etc.

Additionally, in relation to what Lee et al., (2009) argues, CSR plays a substantial role in order to improve worker's attitude and behavior towards the company. Therefore, CSR is the reason why, plastic free practices in Potato Head workplace function. The other reason, might the power of the management, who control the behavior of the employees. If an employee does not obey the rules of the company, he/she might lose a job; *"it is not their choice to be sustainable, they have to be. We do not accept otherwise, you know. If I get any problems, then I just talk to boss and do whatever he say."* The actions that will lead to sustainable tourism practices, require the support of local society, however, locals must be first educated and informed, in order to pursue sustainability. Control from authorities, is a tool, which might aid not only to spread the awareness among locals and tourists, but also educate them about proper sustainable practices.

4.4. Environmental sustainability

Rubbish on the Seminyak beach, as a result of marine pollution, leaves visible trash during low tide. Tide cycle in one day is changing every 6 hours between low and high tide. According to tide forecast in Seminyak beach (MagicSeaWeed, 2018), low tide occurs every 12 hours,

therefore, twice a day a trash is being piled on the Seminyak beach. Some people I have interviewed, argue trash comes from locals and tourists in Bali, other suggest trash comes from Java, which is another island in Indonesia, due to change of current direction, or they assume, the trash is rather a global problem and there is no target group to blame. Even though, the opinions diversify, the result of plastic pollution on Seminyak beach is an outcome of open waste disposal, which is dumped illegally; "*we know that a lot of waste from Indonesia goes into the oceans, we know that.*"- Scott. Indeed, according to Cole & Browne (2015), due to high influx of tourists, Bali's tourism has led to waste needing disposal issue among other challanges influenced by mass tourism.

Moreover, interviewees agree that rubbish is seasonal thing and it occurs during specific time of the year; "*Only during the monsoon season, which is around September all the way to April, because of the change of weather, the change of water tide.*" Certainly, monsoon season lasts quite a long time. Most of the year, which is 8 months, rubbish is visible on the beaches according to BTB, yet, this issue is still not taken seriously, by government. This relates to what Chin (2015) explains as conflict of interest and conflict of priorities, which occur among central, regional/ provincial and local governments in Bali. Therefore, non-governmental organizations such as OIOV, is the one taking action into its own hands, by addressing the issue through multiple programs they have not only created, but also collected funds for and implemented, after a discussion with government to give a permission. Even though, government agreed with implementation of programs such as (1) Pilot Village- plastic free village, (2) Mountain Mamas social enterprise-women making alternative bags from donated cloths and (3) River Booms- river trash collector, government gave a permission, but all work was done by NGO.

On the other hand, Ainun, suggests the rubbish is visible "*from November to December time, we call it like rubbish time ... no tourists.*" Although, they might not have the tourists that period of time, rubbish persists on the beach, much longer than the end of December, therefore, when tourists start arriving, the rubbish is still there. Ketut, from the Legian Hotel, explains that "*the pollution/waste always come out from the sea water on December-late February.*" During my fieldwork, which continued until mid of March, confirms the presence of trash on the beach being still visible.

In the next section, you will be presented with the image of Seminyak beach, perceived by tourists, who wrote a review on TripAdvisor within mid-February to mid-March 2018.

4.4.1.Image of Seminyak beach

Pickel-Chevalier (2014) argues that Western tourists are quite responsive towards apparent cleanliness of the surrounding, which represents a nature for them, tourist sites such as Seminyak should benefit from active cleaning, which is not publicly financed, but comes from private companies (Gede Putu Wardana, 2003). Many firms within tourism and hospitality industry are located on or within short distance to Seminyak beach. The firms like Rip Curl surf school not only depends on tourists, but also on the beach cleanliness and clean water, because this company teaches tourists, how to surf, which requires beach training as well as use of waves in the ocean. Therefore, polluted beach with plastic and polluted water might create a negative experience for a tourist. Additionally, a visible pollution, especially of the ocean, can dispirit Western tourists from arriving. According to Pickel-Chevalier & Ketut (2016), the beach itself is the type of a landscape which is typically enjoyed by Westerners and Seminyak beach is frequently visited by tourists, but hardly ever by domestic visitors. In order to ensure a tourist's satisfaction of the surf lesson, clean surrounding plays an important role in tourist's experience and that is why beach clean-up events are organized by also by private companies, who depend on clean environment; *"yeah we are surfing school and then we use beach ... we also clean up like, you know, like daily."* Although, private companies take own initiative to clean up the Seminyak beach, the amount of rubbish is still prevailing, and tourists keep writing negative reviews. According to Pie chart 1, state of the Seminyak beach in terms of cleanliness was mentioned in 35 out of 47 reviews across all rating stars (see appendix 7). Pie Chart 1

Reviews of the Seminyak beach by tourists

35	Cleanliness	14	Entertainment – music, sports, bars
12	Sunset		
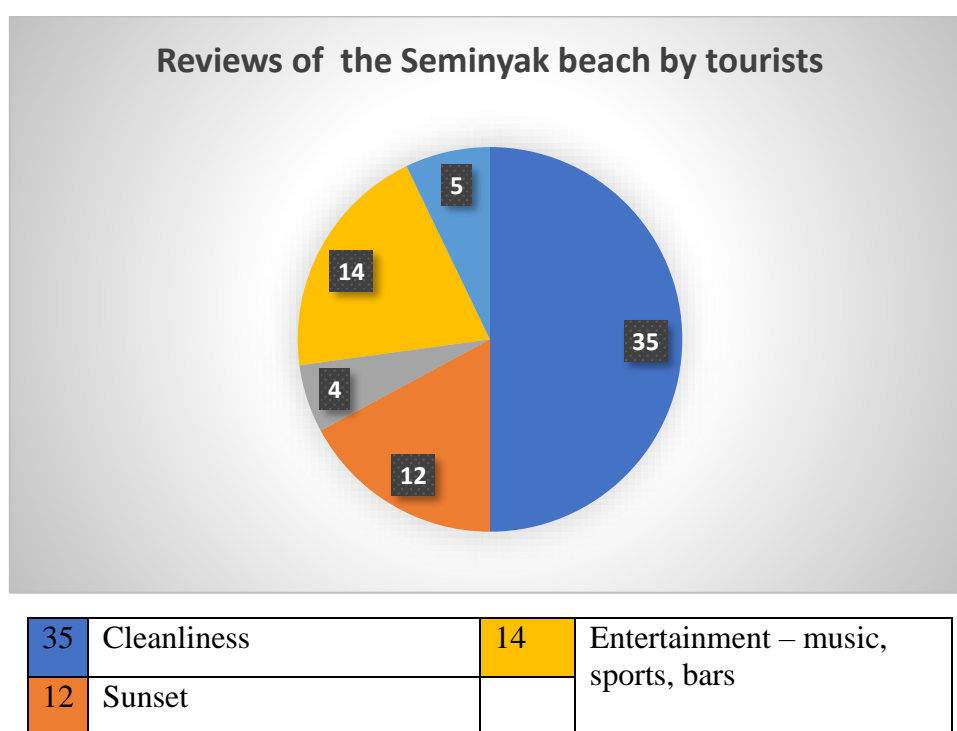
4	View	5	Atmosphere

This Pie chart 1, showcases what a tourist experienced, when writing a review on TripAdvisor in 2018 between mid-February and mid-March. The most common thing, tourist paid attention to when visiting Seminyak beach was the cleanliness of the beach and surrounding, where 35 out of 47 tourists referred to it in their review. Followed by the second and third most referred word in the review, which was entertainment and sunset with 14 and 12. Some tourists also appreciated atmosphere and view in Seminyak beach. Please note, one tourist could refer to all of five words when describing the beach in their review.

Indeed, tourists pay attention to clean environment, furthermore, they rate the beach based on the cleanliness. There have been total of 17 reviews with given rating 2 or less and all of them mentioned dirty state of the beach in their review, not to mention 10 of them calling Seminyak beach such as *dirty, worst beach or garbage dump* in the headline of their review. 16 out of 17 low ratings (2 or less) did not mention any other word about Seminyak beach other than the state of beach in terms of its cleanliness. Meaning that in tourists' minds only the negative image of Semyniak beach prevailed and all the beautiful sunsets they watched or music they have listened to was forgotten by their negative experience. On the other hand, tourists, who rated Seminyak beach high (4 or 5 stars), tend to appreciate more than one thing about the beach, where they not only mention sunsets, but also atmosphere, entertainment, etc. Additionally, the beach was rated 4 or 5 stars, even though, 25% of them mentioned dirty beach in their review and advised the potential visitors to be aware of trash. Therefore, positive memories such as nice atmosphere, sunsets and entertainment overcame the negative comments. Tourists vising Seminyak beach vary in their experience and their level of how much they are bothered by visible trash. Some visitors could not overcome the poor state of the Seminyak beach, ignoring all the other things beach has to offer, but on the other hand, some visitors were able to appreciate sunsets and atmosphere, despite the rubbish.

4.4.2.Open waste disposal

Duncan (2013) argues, environmental sustainability is the notion that ensures balance between economic growth through satisfied tourism and urgency of environmental preservation in Bali. Tourism in Bali depends on natural resources and therefore, puts an enormous pressure on its exhaustion. Thus, it is necessary for tourism industry, to recognize its responsibility to its environment, as ignoring might lead to short-run of tourism in Bali (Pigram, 1990).

In the scope of this project, the focus of sustaining the environment preservation will be analyzed through waste management angle in Bali, because during the fieldtrip in Bali, waste management was identified as a partial cause for tourism industry concern towards conserving the nature. Due to tourism being main economic driver in tiny island of Bali, hospitality industry has quite an impact on the environment. Although, food and beverage industry has been recognized as number one plastic pollutant, followed by textile industry (BPS, 2013), hospitality industry has also a potential to diminish the plastic pollution through sustainable practices, due to its dominant position in Balinese tourism market. These practices stimulate the concept of corporate social responsibility (CSR) (Blowfield & Murray 2011; Porter & Kramer 2011; Hillenbrand et al.2013), which is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis (European Commission, 2001). In order for private company to adapt sustainable practices, company's own funding is necessary, because Balinese government has not yet offered any financial incentives to private firms to support environmental sustainability. When asked the private companies such as Potato Head and Rip Curl, whether a government support them, Scott explained; "*No, it is only internally fund, I must say the biggest motivator is not just the fact that tourism is everything for us [...] I have to support to essentially force whatever rules that we can afford.*" Private companies in Bali began to realize, they cannot entirely rely on Balinese government to take an action and conserve the future of tourism by protecting natural environment. Since, private businesses rely on tourism, they have to take an action by themselves to solve the problem internally. Therefore, it is not about private companies to choose, whether they want to implement sustainable practices, but rather if they can afford them. However, Scott suggests, there are possibilities where to get investments to implement the sustainable projects within the business, when there is a problem with lack of financial resources in the company; "*you know a lot of outside investment comes from places like World Bank [...] they got World Bank meeting here in October in Bali.*"

Open waste disposal is common not only in Bali, but also in the whole Indonesia. Rip Curl has often turned to OIOV and asked for a suggestion, where to dispose waste in order to protect the environment; "*they give like contact like that. Because I do not want to just like put it to truck ...because like uhm from OIOV they have also like a lease of a places where you can...aha* (dispose)." Potato Head shows distrust in waste management as well. Scott explains that in Bali, private business has an ability to choose a waste management company. Apparently, there is more than one company collecting the garbage, and not all of them are to

be trusted. Potato Head puts effort in choosing the correct waste management company; "*we choose company very carefully …. That hopefully ensures that waste that we do actually send out of here is actually recycled.*" Even after choosing the 'right' company to collect the waste, the distrust persists and therefore, Potato Head hires another company to spy on the waste company, to ensure proper handling of already separated garbage as they promised; "*and then actually we pay another company to then track their trucks. [...] Yes, so they actually put GPS on their trucks, we pay another company to do that.*" The companies are blaming waste management for being irresponsible for the proper handling of the waste. Chirico (2009) argues that solid waste management is known as managed processing of waste substances through restoration procedure to destruction and it includes control of production, deposition, collection, transportation, handling and disposal of solid waste with the goal of conservation environmental quality, human health and protection of natural resources (Daskalopoulos et al, 2009; Lin, 2008). Rip Curl identifies problem in waste handling in Bali, by noting that "*important thing also, when the like end of the rubbish (landfill), [...] if there is not good handles also, it is not good.*"

Moreover, Scott from Potato Head argues that it takes a lot of unnecessary effort, money and time for private companies to additionally deal with waste management firms that are not to be trusted in Bali and hopes that one day government will be able to step up and solve this problem instead of private firms; "*the biggest things that could happen is when government gets involved, then it weights off the pressure.*" It has been implied by Scott that maybe pressure from tourism industry such as hospitality sector, could potentially get government to face the issues with open dumping when; "*hotel and hospitality are demanding that waste management companies do the right thing.*" Scott as a director of sustainability in Potato Head, suggests a solution for illegal dumping proposing 'community waste management hubs', which are supposed to not only collect the waste, but also educate community how to separate.

Indeed, lack of trust among private businesses and waste management companies is evident in Bali. Therefore, private companies have to put an extra effort to get to know the waste management company they chose, otherwise their separated garbage might end up mixed on the landfill and all separation would be for nothing. This proves there is a gap between governmental organizations and addressing of environmental problems in Bali. To fill this gap, locals, NGOs, private organizations put their own resources in order to fight the plastic pollution, by investing into campaigning, beach clean-up events, internal recycling and ban of plastic within the company, substitution of plastic materials with alternative ones.

4.4.3.Plastic has a value- Recycling

Indonesia and Bali are mishandling the waste, which is a serious problem when preserving the nature in order to achieve environmental sustainability, because open dumping lead to marine pollution and consequently the plastic pollution on the beach is visible and tourists are dissatisfied with the experience. Private sector expressed distrust towards waste management company and put extra effort to ensure proper handling of the waste in order to not lose customers, which are ultimately the tourists; *"for now, hospitality is 98% of our business, so in other words it is critical, it is everything."*

To diminish open waste disposal, the government needs to invest in recycling plans, according to sustainable director at Potato Head; *"the government needs to invest in large recycling plans, in some way every other country does."* Indeed, Zhu et al (2008) also suggest that the 3Rs model is designed for waste management handling used as preservation approach towards environmental sustainability and the importance is put on reduction, reusing and recycling of bio-degradable and non-biodegradable waste (Ogunrinola, & Omosalewa, 2012). However, some materials cannot be reused, but can be converted into new product or raw material through the procedure of transformation (Crown, 2012). Together, the 3Rs intend to reach sustainable solid management, which is also is connected with issues such as climate change alleviation and possibly leading towards environmental sustainability in Bali.

In addition, local community in Bali needs to be educated about the fact that it is possible to create a value from plastic for example from returning glass and plastic bottles in exchange for money. By realizing the waste has a value, local bounders will be keen towards recycling and consequently alleviation of the open dumping; *"as soon as the bounder realizes that the waste they have… has a value, then it is a tipping point then they will start support proper waste separation."* In order for private businesses to diminish plastic waste and their footprint, little changes were incorporated in their concept.

Rip Curl - *"We at school we not provide like a plastic bag for the student after they finish, we have like a reuse bag at the car, if they have like wet, we put there after come to the hotels it is just a gift like that…A long time ago, we also use the water cup, plastic cup for the drinking water to the student, but now we changed to like a bottles reuse … We try to be more like eco-friendly and like we work at the beach and of course we want beach clean, if not clean the surfing with the plastic is of course that is bad."*

Potato Head about straws; *"We use bamboo yeah; out here we use metal in this part here […]*

Yes, so, I mean, to be sustainable really, I mean you've gotta, have you really hit this from every angle, you have to think of every part of the footprint. So lets talk about zero waste. Zero waste is really important to us [...] for example with banned plastic our staff bringing this things on our property, they are not allowed to anymore."

If the private sector would implement small changes in their everyday operation, plastic pollution would start diminishing from beaches and tourist's experience would increase.

4.5. Economic sustainability

Developing into a prosperous tourist destination has influenced Bali and the way in which locals live, as most of Balinese livelihoods rely on this industry (Baker and Coulter, 2007). True, BTB sates that tourism is the only economic driver in Bali; "*Definitely, it is the only one. The only economic bone of Bali, we do not have anything else, no gold, no silver under the ground to dig."* Indeed, this reflects the national statistics of BPS (2013), which indicates that Bali is Indonesia's dominant tourism destination, because it contributes over 65% to Bali's Gross Regional Domestic Product and gives jobs to about 60% of the Balinese labor force. Increased tourist arrivals have had consequences on Balinese society among which is also an income, increased standard of living, but also transformation in Balinese economic, social and natural environments (Hitchcock and Darma Putra, 2007; Cabasset-Semedo, 2011).

Economic benefits and opportunities for Balinese locals have been identified as a result of tourism activity. However, with economic benefits come also negative impacts such as spatial inequalities, power issues and raised concern over dominant transnational companies (TNCs). Typically, Balinese locals, who are not involved in tourist regions in Bali, due to distance, have expressed unfavorable views about tourism activity, because they have not benefited from it. Unlike Balinese locals working in tourism industry encouraged the opportunities that tourism has offered (Gursoy, 2002). Wacik (2010) argues that Indonesian government released National Program for Community Empowerment, which goal was to enhance welfare of the poor areas in society by generating job opportunities, enhance community skills to start own businesses in tourism area, which applies mostly to province of Bali.

Budhiastra (2016) argues that despite the fact that Bali produces 783 trillion per year in tourism industry, it is not evident, where the money goes, because according to him, income level in Bali is rather low, especially in hospitality sector. According to Torres and Momsen (2005) majority of the profits generated in tourism industry in Bali goes to the entrepreneurial elites, the government and TNCs, which results in economic inequality. Moreover, economic

inequality in Bali is also caused by ethnic diversity, postcolonial economic supremacy of TNCs and low level of education (Chin, 2015). Furthermore, Akama (1996) and Ziffer (1989) proposed in their study that economic inequality in Bali is due flow of economic profits, generated in tourism, to outside actors or the government, while Balinese are left with restricted benefits.

According to Chin (2015), Balinese, who work directly in tourism, for example, hoteliers, taxi drivers, tour operators, vendors, agreed that they are over-dependent on revenue from tourism and they see it as a concern, due to previous bombing events in Bali 2002 and 2005, which drastically lowered tourism arrivals by 38% according to Bali Tourism Authority (2004). *"For now, hospitality is 98% of our business, so in other words, it is critical, it is everything*."- Scott. Similarly, Ketut has the same perception that Bali relies on tourism; "*Too important, because we depend on tourism. People who travel to Bali are our clients."* This reflects the findings of Baker and Coulter (2007), who stated that over-dependence on tourism in Bali can be seen by connection between locals' income working in tourism industry and the number of tourist arrivals, the higher the number of tourists, the higher the income for Balinese people working in tourism. Moreover, it is argued that Balinese are usually working at the bottom of the hierarchy where dependence on tourism is high Baker and Coulter (2007).

4.5.1.Business/ corporate sustainability - CSR

Although, evidence shows, Balinese are over-reliant on tourism, the government does not seem to be urgent in solving the problem regarding the waste disposal management, which results in pollution on tourist beach Seminyak. As have been previously stated, Balinese are not making a connection between environmental pollution and dissatisfaction of tourists in Bali, which will consequently lead to worsen quality of life for locals, as income relies on tourism activity in Bali. This is relevant to what Liu & Var (1985) referred to as local's underestimation of costs linked to tourism development, while overvaluation of the profits that they will gain.

Director of sustainability at Potato Head, Scott argues that this local's ignorance towards environmental issues in Bali, will hopefully decrease the number of tourist arrivals and intimidate their livelihoods, because he believes this will result in hospitality revolution; "*and I hope that it does steal tourists…people might have heard about it, in every industry they mind their own self-interest, so I think it will change the hospitality."* This agrees with Holden (2003), who argues that tourism stakeholders should have moral reasoning for conservation ethic, meaning that*; ''All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth*

satisfying equitably the needs and aspirations of future generations'' (WTO 2001:3). Therefore, the tourism-environment relationship is mutual, where tourism impacts protection of environment, which in return influences the quality and features of tourism. This is relevant to what (Saarinen 2006) call 'reductionist approach' to sustainable tourism, although, environmental policy has insufficient influence of its implementation in tourism market, some tourism suppliers prove the obligation towards environmental conservation and protection. This obligation is also an innovation labeled 'corporate social responsibility' (CSR), which represents eco-tourism, tourism market competitiveness and company strategy. Moreover, CSR, comes with benefits, as stated by UNEP (2005, pp.8); *''can have significant business advantages for a company, in terms of its cost savings, market share, reputation and preservation of its main business assets—the places and cultures their clients are willing to pay to visit''.* According to Brundtland report (1987), the matter of sustainability for a firm relates to the corporate sustainability, which means to endorse company's strategies and activities that meet the needs both of a firm and consumers, while conserving, sustaining human and natural resources (IISD, 2001).

As stated by He et al. (2018), customers are willing to pay for 'green' services that protect environment. Additionally, not only the demand for green tourism has been growing among consumers, but in order to keep up with demand and ensure competitiveness on the market, it is argued by Budeanu and Chesworth (2007) and Su and Swanson (2017) that enterprises are adapting green operation. Moreover, it is suggested by Scott that customers recognize the importance of sustainable practices and are ready to support them in tourism industry, but now it is up to companies in Bali to adapt those 'green' practices; *"People would come here and tourists, they do not need to be convinced that the sustainable is the right way to go, you know… As long as our customers care, then hopefully every other hotel will do the same thing as well."* This is supported by Lin & Huang (2012) on how environmentally cautious consumers, show stronger preference for, and higher satisfaction with, green service. However, as argued by Kim et al. (2016), tourists, who are receiving environmentally friendlier service, their satisfaction still depends on the quality service they receive. Furthermore, the environmental awareness of customers would have impact on their purchasing behavior (see Bagozzi & Dholakia, 2006; Chen & Tung, 2014; Miller, Rathouse, Scarles, Holmes, & Tribe, 2010).

Therefore, adapting sustainability practices in tourism businesses will be beneficial for Balinese environment as well as to maintain business' competition on the Balinese market, because according to Scott, in tourist areas of Bali such as Seminyak, the competition is high among tourism enterprises. Moreover, due to competition, the tourism industry is changing fast

in Bali; *"that industry is moving into the right direction, it might counter the expansion of hospitality in Bali. I hope the movement is fast enough, if you look in Seminyak, I think the answer is yes, I think it is moving fast enough, it just has to happen in the rest of Bali as well, I think Bali is extremely progressive."* Indeed, competition happen also in tourism industry to reinforce product quality, promote innovation, boost tourist experience and according to Kim and Wicks (2010), impact of TNCs generate both knowledge and competition with domestic companies to push the destination towards better competitiveness; *"and I think it is becoming cool, becoming popular, becoming more practice, trendy yeah to be green to be sustainable."* Thus, hospitality in tourism industry needs to empower its ability to make a change and contribute to environmental preservation, because according to Mitchell et al. (1997) model, stakeholder has a salience in form of three features regarding: power (to influence people), urgency (call for an action) and legitimacy (legal claims). Since, the gap between government and addressing the environmental issue is present in Bali, tourism industry has a capability to aid to close the gap.

5.Conclusion

Through examination of causes and consequences of plastic pollution on Seminyak beach in Bali, this thesis found out a gap of government's responsibility in addressing the environmental challenges in Bali. This might endanger the future of tourism in Bali as Bali is leading tourist destination in Indonesia and tourism is the main economic driver for the island, moreover, locals depend on tourism (Baker and Coulter, 2007).

Political approach uncovered the fact that Bali does not have proper sustainability action plan to follow, in order to achieve sustainable tourism development. According to OECD (2014) only two countries focus on green growth across Southeast Asia, which have formed national plans to undertake environmental issues, however not Indonesia. Although, ASEAN strategic plan is supposed to be better suited for Indonesia and Bali, as it understands the context of Southeast Asian countries, the document is firstly addressing the topic of competitiveness within tourism industry, and mention sustainable practices. However, there are only 5 strategic activities presented in the document, which does not cover all aspects of tourism sustainability like Universal Agenda. Therefore, Universal Agenda might be the ultimate sustainable development strategy that each country can apply, including Indonesia and Bali respectively, however, the context of each country requires prioritizing the individual sustainable goals, as Bali showcases complexity in power relationship.

The findings show that despite the fact that local community is involved in tourism development in Bali, the negative effects of tourism still persists, which might be due to Regional Autonomy Law, giving regions/provinces power to make decisions in tourism development, which created conflict of interest and different priorities (Chin, 2015). The results show that community-based tourism in Bali, requires both bottom-up and bottom-down approach, as proposed by NGO, due to lack of proper education and skills, locals need guidance and control from authorities in tourism development (Wong 1998; Hunter 1995; Dahles and Bras, 1999) in order to achieve prosperous involvement in tourism planning process. Moreover, Balinese governmental authorities believe, the outcome of their actions is in God's hands and they have no control over it and are not responsible for the results. Tourists blame locals for plastic pollution, but some locals expressed that it is unfair to say they are the one responsible for the pollution, as it is a global problem and need to be solved globally.

The interviews analysis identified that NGOs in Bali are eager to fight the plastic pollution and they became a support net for private businesses, which are dedicated to help the natural conservation. NGOs are gaining power and trust among locals and private sector, finding investments and addressing the plastic pollution challenges, therefore taking the responsibility of the regional government. This reflects the findings of Kalisch (2001) NGOs proved to not only plan the actions necessary for the protection of the environment, but they have made the first step towards its implementation, spreading the awareness, searching for funds and investment opportunities and actual execution of the various projects. Therefore, NGOs are filling the gap with their actions.

The results of Trip Advisor's reviews show the negative experience of the tourists, who visited Seminyak beach within one month from mid-February til mid-March 2018, noticing the plastic pollution on the beach and in the water. Pickel-Chevalier (2014) argues that Western tourists are quite responsive towards apparent cleanliness of the surrounding, which represents a nature for them. Balinese are not making a connection between environmental pollution and dissatisfaction of tourists in Bali, which will consequently lead to worsen quality of life for locals, as income relies on tourism activity in Bali. This is relevant to what Liu & Var (1985) referred to as local's underestimation of costs linked to tourism development, while overvaluation of the profits that they will gain. There has been identified over-dependence of Balinese on tourism, according to Chin (2015), Balinese, who work directly in tourism, for example, hoteliers, taxi drivers, tour operators, vendors, agreed that they are over-dependent on revenue from tourism and they see it as a concern, due to previous bombing events in Bali 2002 and 2005, which drastically lowered tourism arrivals by 38% according to Bali Tourism

Authority (2004). Moreover, it has been identified that Balinese want to achieve a prosperity through tourism activities and postpone addressing negative effects that come with tourism, which reflects the findings of Andereck and Vogt (2000) who argued that Balinese are aware of the tourists having the negative influence on their environment, but they are willing to put up with some inconvenience in exchange for tourist money (Var, Kendall and Tarakcoglu, 1985, p. 654).

The plastic pollution is product of waste mishandling, which means illegal and open dumping are common and are causing plastic pollution in Bali. According to Cole & Browne (2015), due to high influx of tourists, Bali's tourism has led to waste needing disposal issue among other challenges influenced by mass tourism. As a result, private sector shows distrust in waste management companies in Bali and therefore, need to make an extra effort to make sure the waste management they hire to dispose the garbage is handling the waste properly and recycles the already separated trash.

Sustainability approach in tourism development in Bali uncovered that private sector is starting to adopt 'reductionist approach' to sustainable tourism, because, environmental policy has insufficient influence of its implementation in tourism market, and therefore, tourism suppliers prove the obligation towards environmental conservation and protection (Saarinen 2006). Additionally, not only the demand for green tourism has been growing among consumers, but in order to keep up with demand and ensure competitiveness on the market, it is argued by Budeanu & Chesworth (2007) and Su & Swanson (2017) that enterprises are adapting green operation. Bottom-up approach towards environmental sustainability was undertaken by private sector, which believes that the tourism-environment relationship is mutual, where tourism influences protection of environment, which in return influences the quality and features of tourism. At last, private sector is hoping for governmental support to take some weight off the shoulders, but in meantime, empowerment of NGOs is crucial for sustainable tourism development in Bali.

Due to Balinese/Indonesian government not taking responsibility and not addressing the environmental issues, the gap was identified. However, this gap is filled up by actions of NGOs and private sector trying to mitigate the gap by addressing the environmental issues Bali is facing.

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7.APPENDICES

Appendix 1: Interview with Bali Tourism Board

1. What does Bali Tourism do?

We are made of 10 stakeholders, within Bali so each of the chairman of various stakeholders sits on the board of directors, which we call Bali Tourism Board. These stakeholders include association of hotel and restaurant, association of travel agency, association of tourists, guides, associations of bus owners. all these stakeholders of the...within the tourism industry. additionally, this also include a village chief. so, in Bali we have villagers who are focused on tourism, which is the most of villages in Bali, and this village chief also sits on the board. and then, academicians, we have specific academies and university of faculty of tourism and many of these in Bali and they also have association of universities who are offering a tourism as faculty and they sit also on the board. so, all these board of directors decide where the tourism for Bali goes.

2. So it is a large scale of stakeholders?

Yes, everybody is included.

3. So also a local people and local community is included?

Yes, the villagers, the communities are included and this is the one of the reason of success of Bali tourism Board. And it becomes the model a prototype of tourism board in Indonesia. We are made and appointed and founded in year 2000 and then by 2009 the national government of Indonesia with a presidential degree by the president issue a law to say that tourism board like this must be in every area of Indonesia.

4. What is your goal in tourism in Bali?

We are focused on ensuring a quality tourism for Bali. Quality tourism means a lot of different aspects, which includes sustainability, ethical tourism, and also ensuring that tourists that we attract are the kind of tourists we want to attract.

5.What kind of impact does tourism have on locals?

There are 3 types of impact that we would like to highlight, first and formost of course on the community impact, the people of Bali loves tourists so we are very open to every culture that we see are new and different to us. and this impact has been embraced by people of Bali. I give you an example not now, even 60 or 70 or 100 years ago maybe in the 1900s artists from Europe came here, and we dont put them away. we liked them to come and we like to embrace their understanding, their culture, and we learn from each other, and of course they learn from Bali too. So a lot of artists live in village in Sanur, Lemejur, a lot of other artists live in Ubud, so they interact with people in Bali, and people of Bali, the community of Bali also affect them by their knowledge.

6. What are negative impacts of tourism?

Every affec is always positive and negative and in Bali we believe that. Black is always with white, white is always with black, so this element is important to have an understanding. there is always an impact on something but for our oneself what we call soul of Bali must always remain the same. I have friends who go to the temple with sunglasses, but they still pray so is it positive or is it negative I dont know. Impacts are hard to answer, but I believe there is always a positive and negative impacts all the time, but it also depends on the person who receive it. So, if I use sunglasses I have my head gear and I have my cerome, am I good or bad not really, it doesnt matter. what matters is important within the heart, within the soul of people.

7. What does sustainable tourism mean to you and what do you do to reach sustainability in tourism?

Like I said, my terminology is not sustainable. our terminology means quality tourism. And quality tourism means sustainability, ethical and also getting the tourists that we want to have. Not the type of tourists that dont appreciate our culture and who dont want to interact with us. So, why we want to have this kind of tourists, maybe we dont. but we like quality tourists, doesnt mean quality means only tourists who stay in 5 star hotels, no, quality tourists means tourist who want to interact with culture of Bali and well want to openly freely give and take.

8. So where do you find these tourists, and how do you approach or how do you select?

This is interesting part about Bali. The promotion part, we have never been able to sharply target something. But with Gods help we always get the correct result, I dont know why, but this is what we call faith, we just do, what we think we can, and the result is not our responsibility. The result is from out there. So, we get some result which we think is good, but we have some problems, which is maybe because of our action, maybe because of other things, beyond our control, so, we must address such issue. There are issues to be addressed with higher number of tourists , means they are, we are having difficulty in terms of water, in terms of rubbish, in terms of congestion. So there are issues we have to address, but are we saying this is wrong type? No, we believe, the result is given to us, because of all the actions that has occured and we must address the issues.

9.How do you address those issues? Through projects or programs?

Yes, we identify 3; water, rubbish, congestion. This 3 are the main, the main problems of Bali. And is it caused by tourism? Maybe. Maybe it is caused by more things. Tourism has become everyday life, so, maybe there are some things we have to change in the way we do things. I know a lot of Balinese they are not very. Not eco-friendly, we are eco-friendly, very acually, we love nature so much, but maybe because of the new....for example plastic. Plastic bag, ok? Previously, plastic bag is new, its trendy, its a western thing, so we are wowed by it. we think it is so efficient, effective, because water cannot come in through plastic, usually we never use plastic.

10.What did you use before?

Leaves, paper. Leaves, also water cannot come through but not so effective, because sometimes it comes through anyway. So when the discovery of plastic bags, everybody is happy, because it is very effective, very efficient, even we put it on our head for protection from the rain. Then, the world evolved and said, this is bad. Uh, then what do we do? so we havent gone there yet. We are not in the phase, we are in the stage of "?" the long time ago in the west, we realized effective, efficient, we dont know it is bad for environment. we dont do research, we dont have that and maybe some of us dont understand the result of the research that the western people have done. This is not biodegredable, ooooh, I dont understand the word biodegredable. We are not at that stage yet, maybe within the next few years, but the world is already faster, the world has already used plastic so many years and then now they are already not using plastic and now

we are like; oh, it is bad, we dont know it is bad, but we must start to educate. And the process like in the west, the process takes time. In the west it also takes time. Some people still use plastic even until now, even you find this is not biodegredable how many ten, 20 years. but people still use plastic. So now here in Bali, very difficult for us to educate at the same time and change the way we do things at the same time. it is not easy. But we try, we have to try to change the way people do things, but this cannot be overnight. It takes the process of many many years. Many westerners are telling us oh this is bad, okay, or I think is bad, okay, now we know and then now we try to educate more people. But plastic bags already use already in the village, so now we have to go the village and tel them no, this is bad. And one by one, you know how many 4 hundred villages here. ....*laughing*... so its slowly doing and this like a process of changing the way people think, the way peple act, takes some time. So we try as easy as quickly as possible, but it will still take time.

11. Have you heard of World Ocean Summit that took place last year here in Bali?
Yes,

12. Government said on that event that they will donate 1 billion dollars to reduce marine pollution, what changed since last year? Do you see some progress in this promise? Did you go to summit?
I didnt go to summit, but I know there is such a commitment and to be honest within the Bali Tourism Board we are also commited for our ocean. A lot of programs we do, but small steps, you know, this cannot be big steps. We are provincial organization not national so when you go national then you have all the law you can say no to somehing. If I say no to Bali and tourists from other island come here, already cannot do, because they dont have same law in other islands, so not easy, even, tourists from Europe bring drugs. Europe okay to have drugs but you come here, they didnt know...okay...so not not because they want to not do something but they didnt know, so they have to follow the local. But this is a border but in other island no borders, so people can come in anytime and throw plastic anywhere maybe not effective. But ocean we try to do things pushing little little steps of what we can do. So, one of the way is every year we have the tourism day on 27th of September, so last year we celebrated tourism day 27th of Sepember by going to underwater in Nusa Penida, one of the islands, we build sign for people to not leave their footprint underwater. Please, keep it as it is, dont take reef or dont destroy underwater and we do awerness, we can media to come and tell them: this is the signange, dont

do this and people please, even tourists dont put plastic bag or waterbottle in the ocean, bring it with you and dispose it for yourself so lot of this programs.

Me: Yes, because I noticed when I came to Bali and went to Seminyak beach I noticed, when there is low tide, there is a lot of rubbish on the beach.

Her: This rubbish we know is seasonal because of the water flow. From Java, must go up of Bali, but because of Bali and Java there is a water, so they come here and then go Seminyak, Kuta. We cannot, we cannot do anything. We can make a....

13. So its from Java that rubbish go here, not from Bali?

I dont know, maybe Bali also, yeah, I dont know, but many people do the research in Jawa rubbish also, because it is supposed to go up to the north, but because of the water between Java and Bali, so they come in and then they cannot go to the big ocean of Australia, so they go up like into Kuta and Seminyak and Legian and those area.

14. so you said it is a seasonal, so it is only in?

Only during the monsoon season, which is around September all the way to April, because of the change of weather, the change of water tide.

15. You said tourism is very important for Bali...

Definately, it is the only one. The only econmic bone of Bali, we dont have anything else, no gold, no silver under the ground to dig, so.

16. Bali is becoming more and more popular and do you think Bali can keep up with increased number of tourists?In terms of like you said water equity, its traffic.

We are not keeping up well, but we have to address the issues, I am not saying we can, but we are trying to find solution.

17. Which direction are you planning to go? Legal direction to somehow ...

Legal? We have all the law, the law is there. Nobody is monitoring the law. The law is there, for you not to throw rubbish, for you not to do this, for you to have red light, traffic light, you know? Traffic light red, everybody goes..."laughing" ....

18. Do you think the Indonesian culture is too, not weak, but not fine people who are breaking the law?

No, its control.

19. Control from?

Human, human being, you must give them an environment to control it. I go to Singapore, I dont throw rubbish on the ground, because in Singapore if they catch you, you have to pay 1000 dollars, so maybe in your country also, people dont do that because they have the control. But here the control is not there. So, if you dont have control, if you do good or bad its the same. So why you want to do good, hmmm, not sure, if it is because it is coming to the heart okay I want to do good today, but tomorrow maybe I am urgent and red light and okay I go. Because there is no control and control becomes easy when you have technology. so in Singapore no need policemen anywhere, they have CCTV to catch you, you are recorded to throw the rubbish, so this is proof you throw the rubbish, 1000 dollars, you dont want to pay?I cut the money from your bank, because i know your bank account, but in Indonesia, we dont know somebody's bank account. So, if you dont want to pay, okay, cannot. What police come to my home and take my car? Cannot! No control.

20. They dont have maybe even the power to do that.

Exactly. So, no technology, no control. So, when you want to do control, you have to have 3 things, people, technology and the willingness to control. Maybe willingness we have, the government wants to control, maybe they will educate the people, okay, but if you have no technology, how can 350 mil. people you want to see everyday? Not possible, you have to have control. Okay, last question.

21. Are you, as tourism is number one important for you, arent you afraid that because of, I read for example on TripAdvisor that many tourists are complaing oh, its so dirty, the beach, arent you afraid they will stop coming because of pollution on the beach or arent you afraid that you are not addressing the issue...

Of course we are afraid. And we are addressing the issue, I am addressing the issue, but I am gonna take time, I cannot address the issue immediately. Tomorrow, I pass the law no plastic bag in Bali and immediately everybody not use? I dont think so.

22. Do you have this power to do this project?

We already have the law. The law is here, nobody is listening, look at that. We already have traffic light.

23.Would you say it is in culture maybe?

Not the culture, environment I call it. I here like this, but if I go to Singapore I am different. So is this my culture? No its not my culture, but its about environment you make of controling people. In Singapore you have 4 million people and you have CCTV in every corner, even in the car you have the ticket, so when they go through express way...(makes clicking sounds)...already discount 10 dollars, so its the system.

24. For example in Japan I was, they dont have any bins, trash cans, nothing and they are super clean, how is it possible?

Exactly, how is it possible? How many million people they have. We have 350, so we have to educate 350 people, I think people, technology and willingness. Willingness is there. I am sure every human want to do something good, but the other, it must be 3. And these 3 not easy to accomplish, it takes time and we will get there. The government is committed, but it takes time. And if each country in Europe is small,...(making sounds)...for us, the entire Europe, try to do it one time in Indonesia. Cannot. In entire Europe, is entire Indonesia, it is huge we have 17.000 islands, so where do you start.

25. So maybe it is better to give power to provinces?

Already. That was 5 years ago, we give the power to provinces. Not nothing, some yes. But then again you give power to 400 more people.not easy. So you give power to one president or 400 people. Sometimes you dont know which one to take, we try, one time we give power to president, now, okay, maybe we give power to 400 provinces. We give power to 400 provinces now we tried, maybe not, now maybe we come back to president again. I dont know, this process takes long time.

Thank you for your time, I would spend more time, but I know you are busy.

With pleasure, thank you Ivana, say hello to Trump. *laughing*

1. About tourism here.

Yeah I am not really like a know about tourism.

2. yes, but you have tourists in your company as well.

Yeah.

3. So maybe we can start like, what is your position in the company and how long you work?

I am a marketing communication manager and I work here like 2 years and half. I start at sales before and it is like now more to marketing communication and media.

4. How did you end up doing project with one island one voice (OIOV)? Or how did you get into beach clean ups?

ah, first time of course like this is from ourself yeah. If we are like aware of course we want to...keep it clean..yeah and then we want people also doing the same, because if we love our Earth, we want to do it. And before, because this year it is a second time. The first time I just come to one of the beach and then I do clean up, but I know it is like through Instagram, from Facebook, from media mostly and like I join one of the beach, because they have like an event. So if we register there, they will come there. So I registered myself just to join the cleaning. So, that is one year before and this year I say like why not we organize and join to organize the events like with a Rip Curl Surf of School, because yeah we are surfing school and then we use beach and then why we also clean up like you know like daily of course, if we do like together and that time maybe we will bring many people to do the same. But of course it is just a...yeah actually like a school is already also like aware like that, because we at school we not provide like a plastic bag for the student after they finish, we have like a reuse bag at the car, if they have like wet,we put there after come to the hotels it is just a gift like that.

5. You are plastic aware that is not good for the environment.

Yeah we try to like less plastic, we still...yeah...you know we still..it is like kind of a difficult but we try. Before like a long time ago we also use the water cup, plastic cup for the drinking water to the student, but now we changed to like a bottles reuse so it is like less like that. We try to be more like eco friendly. and like we work at the beach and of course we want beach clean, if not clean the surfing with the plastic is of course that is bad. Also for the ecosystem it is not good.

6. The rubbish comes from Java?
Actually, is like the rubbish comes from land. We, is like it can be from here as well, people also come from here, so we actually need to like from the house, from the neighbourhood also they can care. You know just cleaning at the beach, but outside we have to clean as well, but if like...actually like the event like this is good to have, not only one a year, because it is like sometime people only remember that year and then it is like nearest time they still remember okay clean, but after like maybe 2 or 3 months it is just like come back, but you know, in the winter is like more often to make like people like more aware.

7.How often do you organize? Every week or a month?
Actually like a in our school we dont organize like so biglike that but at school we always have like office cleaning. Since this we want to make like more, but we not start again, but since we organize we want to make like more like that. Even just for us, you know.

8. You are, Rip Curl, is international company?
This is a Rip Curl school of surf so it is like school in Bali.

9. Tourism is very important for your business, or also Balinese people try surfing or it is only tourists?
Actually we have like local as well, but mostly we have like from tourists, because they come to Bali, if they remember Bali is like still yeah they remember we have surfing, so its like what it is famous for. You go to Bali you start surfing.

10. Do you get financial support from government or someone to clean up? Or is it only your company that...
It is like a for the clean up at the beach, no just us ....but for the clean up with one island one voice is like many sponsors is like they give us a bag to clean like that.

11. Tis OIOV is an organization that helps to clean up the beaches around Bali or what is it exactly?

I am not sure about them, but it is like a non-profit, NGO like that and they, I think they start from Isabelle an done who is like a have Bye Bye Plastic Bag (BBPB), yeah so it is like teenagers that goes reallly, yeah they started, that and maybe they have like idea. Because they saw Bali and then they also live in Bali, so they made like the project. and I think they not only just doing that like one, one year, but they laso have like workshops to from the plastic how you make and if you search on their website on their instagram, uh they have workshop here at the school, to teach the students.

12. Do you think this problem with plastic, because it is mostly when tide is low and you can see the gabage on the beach. Do you think that it can be somehow prevented? What do you think can help to stop the garbage?

To stop actually it is like from ourselves from land, because it is from people and big companies, who use the plastic, because if on the land we are like clean, because it comes from rivers, then the ocean is clean. It is like from us using it on the land, less plastic, less plastic...

13. Is your company or are you scared that maybe people or tourists stop coming here, because they dont like rubbish on the beach. Do you think it is that big of a problem or it is not so bad? What do you think? Arent yo like scared that tourists say oh, dont go to Bali, because it is too much garbage.

Yeah, actually, yeah, because now is media also blow up there and there is like dont come to Bali this time, we have like, from November to December time, we call it like rubbish time or the season is like if that time no tourists and then we also like no people to, we work like at the tourism you know, it is like, so..it is important yeah.

14. I see people in the morning, they clean, is it once per day, or do you know how often?

They clean everyday, they have like a big tractor always like, but still when you see like this. Actually, to make like really clean, even like this I am like, uh, still...even for the candy, uh..and important thing also, when the like end of the rubbish, you know, it is like a place to recycle, if there is not good handles also, it is not good. Even you collect, you put and then not back to recycle on the end of the times, is like not ..that is why when we organize from OIOV also as who is gonna collect the trash.

15. Is it a private company? Or is it a government who?

This depends on you, organize, because like here we organize with Coca-Cola. At the time I call Coca-Cola guy to collect our rubbish and yeah.

16. How does it work here, if you as a company have rubbish you pay money for the waste per kg or do you know how it works with rubbish here?

Actually, we have to pay , but I am not sure, if it is per month. But actually as I know, we also have like the rubbish, what you call...if you give the rubbish there, it is like the end of transport...they have as well, I am not sure maybe they put there, because ...

17. Dont you know if Coca-cola have some partnership with government they can collect?

No, I am not sure, because like when I collect One voice, uhm from them I say like please give me the suggestion where I have to take garbage to, so they give like contact like that. Because I dont want to just like put it to truck and bring, I dont want ...of course we also concern, because like uhm from OVOI they have also like a lease of a places where you can...aha

18.I found that actually numer one pollutant is food and beverage industry, so it is restaurants, bars, they use a lot of plastic bags and plastic straws, so it is like more tourism, it will be more bars, more restaurants and more plastic?

Yeah, it is like difficult as well yeah.We have to ban the plastic producer or what, yeah, before people think it is like a simple like practic, but then not recycled good and now it is like many I dont know like artificial plastic or something, that says #iamnotplastic they are from like...but it is more expensive to get this...thats also like they want to save money to get like more profit and it is like from the organization they have many plastic to is like...plastic but not plastic, I mean like , I have a friend also work for Warung, there is also like really care of that thing yeah so it is like this straw, or bamboo, you know.

19. Do you think people, here in Bali are already aware of the pproblem with plastic?

Not all, it depends, because it is like.We need more people to be aware of...for me I think now it is like still less. Less people aware than people who is like oh there is someone who will clean so just throw. And then if like simple thing, if we go by daily...all is from us so how. I want like product that is really good but I also need to use, you know, so it is like. But also at that time when I am like send a poster from beach clean up, many people are like ah okay lets clean and

other people also like ah, why you clean, because why you do clean up, because I dont want to look dirty, it is like ah that will come back anyways, just need to be...yeah if some people are thinking like you better other thinking who want to clean, other than 1% doesnt think to clean, we better to think like cleaning.

20. You said that you dont use plastic, are you involved also in some other programms, some awareness?

Hmmm, no. No, I mean, actually I really want to like involve office more, also for this company, because we really want to like inform people, governmental organizations is like really aware of...just like if we have like our...what you call...because we have like many agents like, we have like bora bora restaurants or something like that, also walking place like that.

21.So you get tourists from other places promote for you?

Ehm, so like if they have also like the program like that, of course we want to support so, we want to start as well.

22. So basically it all came from your idea, from you?Do you think Rip Curl would be doing it, if you didnt start?

Yeah, because it is like I am a marketing communication, so its like, I see it like the company can do this and then I talk to my boss and of course it is like a supportive like since, like before he is like...but no one who is like, lets make this, lets make that. It is like if we talk yeah we are like aware, we want to help. We cant just talking, need action to do.

23. Have you heard of WOS event? it was here here last year in Bali.

I think I heard it, but I am not.

24. Okay, because they want to clean marine pollution and then make some goal for the future and Balinese government they promised to spend 1 billion to reduce marine pollution here in Bali. Then I was reading more about it and it was about people who have business idea how to make money from using or recycling, It was something diffrent what I thought it was. So it was more for private sector who have money to invest to earn more money on plastic business idea.

I mean we know, what that. Sometime people also, but you know, they use it for other purpose, yes even like the place for the end of the waste? Sometimes like people who collecting they do it for other purpose you know, is like, not from really good heart actually.

25. I have some things maybe law, how do you think they could be effective.
Yeah like from the government, ban something.

26. Do you think for example if tourists arrive to airport and for example collect tax from tourists upon arrival some small fee, it is called like eco-tax and then government can use this money too maybe pay more peple to clean the beach.How effective do you think this idea is? Very effective or low effective, or no effect?
If just collect money and then tell people to clean it is not gonna, for me not make less rubbish, you know the plastic. It is just like change as much as plastic with not plastic.

27. You dont even think that maybe to pay the fee to enter the beach is not also good idea?
No, it is like what help, it is from the government also together, how to make new idea for the plastic bag. Because it is like for the fabric, for the company, for big company who...It is like, if we say like we ban the plastic, of course we cannot be like that, It just needs to change, like law, we bring our own straws so it is like place is no straw, start with that. Like before, we dont have like plastic bottle before, we dont have that, but then because people, how to easier bring the water if I go, of course they make it and there is like this innovation, oh bottles and its like from there maybe we start to use reuse bottles, bring ourselves, but it is also like from the company that sells like that bottles, maybe from them also can use reuse bottles or something, you know?

28. I studied in Denmark and they have recycle like, if you go to grocery store you have the machine, When you buy plastic bottle, you pay extra for the plastic, but then when you return the bottle you will get money back.
Yes that is what I say, ban .. even when you bring trash you get money back, that is good, but we need someone who will take care of that. I heard we have here in Bali before, but there is no person with responsibility who taking care. Maybe we notice like one division, which is like really taking care of. So now it is not like cleaning, maybe people think that is like people who clean is not good job, they help us, it is not like we...

29. Are tourists willing to help you?You have also tourists or students helping you clean?

Yeah, so we at the time we also with a student clean, I also, this is out of the cleaning at school, still on this day maybe like weeks ago its like I come with my friend who is just some sad and then still my friend said do you know the flashmob? Yeah?But I think flashmob is like day plan to do. Some people plan to do this. Yeah but that lets bring people to do the same.

30. Flashmob is like the eefect if someone see you doing they will come?
yeah, and then we say like this, if we do flashmob to clean and then people will clean yeah, that is good. I saw something like tourists it is like two ladies it is like cleaning so many rubbish there, I was just walking and talk to my friend and then okay that is good when we start, okay why just not start and then I go one to this bar and then we ask for the bag and then we collect and two ladies: Oh gosh you do as well. Okay and then is like.

31. Do you think people prefer to instead of beach to go to beach clubs, because of the rubbish, do you think they are like oh, beach is not so nice, lets go to beach club instead?
No. They still come like whatever. But it is like from us in land that ...reduce this

1. We can start like what is your position here?

So I am a director of well 3 different areas, risk, compliance and sustainability.

2. What does it mean?

So risk certainly is safety and security. Compliance is essentially corporate management, managing coping systems and sustainability is exactly that it is the control on environment of our footprint. Which for us essentially now has 2 different aspects one is internal, which means controlling our the sustainability footprint and the second part is outreach essentially working with other organizations in order to improve the level of sustainability in Bali.

3.How important would you say tourism is for this company?

So we are lifestyle Hospitality Company, so the bigger part of that for us is lifestyle. Now, even though, most of our businesses are of course hospitality, is in hospitality. We would like to think that of course, we want to grow in both parts of that business. But having said that, for now, hospitality is 98% of our business, so in other words it is critical, it is everything.

4. How did you get involved with one voice one island? That is how I found you are part of beach clean ups.

I mean, we...how did that happend...ehm...I guess I was put in touch with Seray, one of our boys, through mutual partners in MPH. So MPH is one of our local partners, so MPH is essentially what this company does essentially they are trying create, what should be solution for Bali, which is community waste management hubs, so in another words, hubs community that collects waste, they of course teach the community how to separate properly, organic/inorganic, and then they create community hub with (not understandable word) and they send back in to its primary resource, plastic etc. So it is through them, we became..

5. I saw, that you for example stopped, you are not using any plastic and plastic straw, you use bamboo straws.

We   use   bamboo   yeah;   out   here   we   use   metal   in   this   part   here.

6. Are you a part of some other sustainability programs or projects?

Yes, so, I mean, to be sustainable really, I mean you've gotta, have you really hit this from every angle, you have to think of every part of the footprint. So lets talk about zero waste. Zero waste is really important to us.

7.That is what you do here?

Well, no it is, what we are trying to do. I mean, it is zero waste is very very long road. Now, everywhere, what it means to us is essentially what I have done is, I had everyone of my department, essentially log every item and material that we found unsustainable. Okay, and this is not just plastics it is also all types of wood, it is also types of species of animals and even human treatment of animals.

8. So it is a very large scale

Yeah, yeah, so essentially, we have register of these things, which are now required to them to find solutions to get rid of them, you know, and it doesn't have to be all at once, because these things costs money.

9. It also takes time, on those projects do you maybe get some support from the government of Bali, I mean Indonesia or some financial..no nothing? So it is up to you as private company to deal with this?

No, it is only internally fund, I must say the biggest motivator is not just the fact that tourism is everything for us, but also I see he is crazy about the environment, so he has made it very clear that I have to support to essentially force whatever rules that we can afford. So zero waste is one, essentially we have 3 gold goals as a company, to be zero waste, to be climate neutral.

10.What does it mean climate neutral?

Climate neutral means, essentially, you know carbon trading. Somethings that happens very often in Europe, very easily, somewhere in Australia actually implemented them, stopped with the change of government, essentially what it means is that we will commit to being climate neutral, we will engage with the organization, there is one, the one I want to engage with that we will actually within next 30 days, the UN partner called climate change now, where we

register, we monitor and record and report all about to gas commission. We take steps to reduce them and of course we pay for absence.

11.Are you planning, I know, I am not sure if it works like that, but If you have zero waste or zero carbon waste, you can sell it to some other companies that produce more.

Yeah, that is usually, carbontrading, but of course we dont have that ability, no, because. Actually sorry, we have, actually we had considered whether or not we could register as a register for carbon crypts and actually become carbon credit producer, now , but we are on our way from doing that I think, you know, at the moment we are focus on on just fixing ourselves first and then if we ever find ourselves in positive directory then of course that will be great. And then of course the third area, the third goal that we are chasing is a protection of Bali water. Bali has a water crisis that is coming.

12.Does it impact your business? Is the water inequity somehow..

No at the moment, it doesnt, but we know that it will.

13.I was reading some articles and research about water inequity here and I heard that locals are restricted to use the water during the day so that hotels and food and beverage industry can use it.

I have never heard of that, but having said that I mean, that would be terrible.

14. They prefer tourism industry to use water rather than locals.

I hope that is not true, I have never heard that, but having said that reality is that there is not going to be enough water for everybody. We know that. What we did, which is little bit different is instead of having draw holes, which drill down more holes..every every hotel has a hole that get water from the (cant understand)...instead of doing that actually we dug much deeper and actually into destinalated sea wate, deoxyganated sea water. So essentially we essentially drill far far deeper bring out deoxygenated sea water and then put it through special machine.

15. You are going much further than the...

Hey, that was very very expensive plan to get there, which gives us drinking quality water.

16. Can you drink tap water?

No, not yet and we might never go there, largely because pipes were not always been used for that, but what we are doing is where we will open very very soon a plant. That takes the water from that plant and then its actually puts nutrients back into, because the problem is the process takes almost everything out of the water and it makes taste a little bit not the best, because it is too clean. We will actually put nutrients back into, minerals back in and then of course we will bottle it so actually we are in about month we wont have to bring any water from anywhere. That should be great. We are looking forward to that.

17.How does it really work here in Bali and for company with waste disposal. Do you for every kilo you produce or...

No, you pay per truck load really, so we have we pay to company to come and collect the waste. Now what we do that is really important is waste separation. We choose right company. We choose company very carefully and actually. It costs, no, the company we use is quiet good they dont charge too much. Also, we are very strict with our separation. Separating into 6 categories, glass, metal, paper, plastic, organic and inorganic sorry the residual that means leftover. That hopefully ensures that waste that we do actually send out of here is actually recycled and then actually we pay another company to then track their trucks.

Oh, if they really dumped it where they are supposed to?

Yes, so they actually put GPS tracks on their trucks, we pay another company to do that.

18.Is it true that sometimes some companies dump their garbage into the ocean?

Uhm, I dont know it could be true and we know that a lot of waste from Indonesia goes into the oceans, we know that, Of course it has been reported but now I dont know whether Bali is responsible for, or how much is responsible for that, but we all know that we could, we must be paying.

19.I read articles that they made research on Indonesians and Balinese people and they seem to lack control, they dont really… if they see someone doing something illegal they dont really go and find the company they seem like, not that they dont care, but they just dont...

I think that Indonesia is like any country, I have heard the same things in Australia, you know that, every country can do far better with not just having the laws about dumping but they need to do better with regulation and actually applying the laws, but I think we can all see that Bali

has amount the rubbish that washes up on the beach here, we know, of course that we can all be better and the problem, the point is as well that we are trying to push the industry as fast as we can to do the right thing.

20.Do you think there is some connection with education system here and people how they do things like for locals?
Yes, of course. I mean education is the key it is awareness. It has been very (cant understand due strong Australian accent) to do things without staff, like for example with banned plastic water bottles, with banned plastic cups, with banned plastic bags and not just banning them from our company buying them but also our staff bringing this things on our property, they are not allowed to anymore.

21. You are going really strictly..
Yeah, but staff... as long as you explain to our staff why, they are very happy to.

22.I had interview with tourism board and they said that locals lack education and they are like oh, plastic is so effective and efficient, but they dont realize consequences.
It is not that they dont want to do the right thing, they just dont know about it. I think as soon as the government decides to properly educate, people will get better.

23.Obviously, food and beverage industry is number one pollutant of plastic, and do you think like more tourists comes to Bali the more plastic will...
It is very hard to say, I hope that we are, that industry is moving into the right direction, it might counter the expansion of hospitality in Bali. I hope the movement is fast enough, if you look in Seminyak I think the answer is yes, I think it is moving fast enough, It just has to happen in the rest of Bali as well, I think Bali is extremely progressive, People would come here and tourists, they dont need to be convinced that the sustainable is the right way to go, you know, and I think it is becoming cool, becoming popularous, becoming more practice, trendy yeah to be green to be sustainable. As long as that is the case as long as our customers care, then hopefully every other hotel will do the same thing as well.

24. On TripAdvisor you can see many bad reviews on Seminyak beach, how dirty it is, and destination like Bali they are living of tourism, arent you scared that maybe tourists will not like it and stop coming to Bali?

I think that is the greatest motivator for hotels, whether or not they are scared of it. I think it is the greatest part of it, because they have to understand the press that was in BBC yesterday, it was in Australian newspaper last week, it is something that it is in people's minds now. And I hope that it does steal tourists, because of that will then...people might have heard about it, in every industry they mind their own self interest, so I think it will change the hospitality.

25. This company is owned by Australian I suppose?
Indonesian.

26. What do you think can be done in terms of either law or in terms of maybe ...what coud be done to maybe start improving, or what would you as a company what would you suggest other hospitality industry to start doing. What is the first step for them to...
I think the first step is to start to work with Wests management companies that are good at their jobs the biggest things that could happen is when government gets involved, then it weights the pressure and waste management company is doing the right thing with the waste. In order to do that they also need to invest in recycling plans. The government needs to invest in large recycling bounds, in some way every other country does. Once you invest in recycling plans then the plastic that is in local bunges has value and that is the tipping point, when the local bounder, you know bounder the council?

27. Like when you return plastic bottle and get money?
Yeah, like that, yes exactly. The local bounger is the council here, as soon as the bounger realizes that the waste they have, even if it is properly separated and prepared as value, then it is a tipping point then they will start support proper waste separation. So essentially it is gonna happen from two different directions properly, the government will get on board with large scale waste management, but also local hopefully local hotel and hospitality are demanding that waste management companies do the right thing.

28. Have you heard of event World Ocean Summit? Have you participated?
I have heard of it, yeah. Not yet no. What is it?
…Last year it was in Bali and this year is in Mexico, Indonesian government promised put 1 billion to reduce marine pollution, which was pretty ambitious.

And of course they got World Bank meeting here in October in Bali. Yeah there is World Bank meeting this year, so they will get another very big motivator for them, because you know a lot of outside investment comes from places like World Bank.

….I know they have been doing some projects, like who comes up with the best sustainable project for the reduction, they will be announced at the event and it was kind of weird, because they didnt say like if they would proceed with the winner's project, they just said that winner will get a watch, which seems pretty...like I dont know if they would actually start working on that project.

Yes I am not sure. I mean, whoever comes with an idea that is that good I think probably they will end up make it happen anyway, you know, we are discussing a lot of different projects that are large in scale, that could help the all of Indonesia. And again, we wouldn't care about winning a watch or winning award. It will be about getting it done. We are opening 3 hotels within next 2 years, Potato Head yeah.

29. You have more locations right, in Australia?

Not yet no, we are opening in Australia at some point, but no we have 4 restaurants in Jakarta, one in Singapore, one in Hong Kong, but most of our extension will be here in Bali. Now, we are committed to doing certain things like for example, every of our projects in the future we will pay for and then a waste management facility to the community, we are committed to do this with every one of our properties. As most of our properties are up there, in Canggu, in Pemuteran, in Tabanan and they are gonna be more green, so we are committed to voice, to ensure we are completely sustainable. The project that we welcome next year will be completely off grid, we are part of green school.

What is it like NGO?

No, it is a school, it is essentially just a school, but it is school with 5% of sustainability, if you can you should go and see them.

Is it for outsiders?

They run tourists, yeah. It is a shame actually, when are you leaving. Just look it up and see if you can go and talk to them. It is just a school that is focused on sustainability, they are group partners of ours, because then of course they are the one to come up with lot of the ideas.

Okay, so they come up with ideas and then you implement them?

Yeah. They are school, they are normal school like from primary school to graduation.

Is it like afterschool activity?

No, it is a school. It is a normal school, except a lot of what they study happens to be about sustainability, they do a lot of subjects too. They do math, they do science.

Is it a private school?

Yes, probably yes. They have some foreigner students and local students. So we are gonna start working with them to make a scholarship program, to try and have as many local students together as we can. They've got biofuel program.

So who are those teachers, because I know that here is like teaching level is pretty poor.

They come from all over the place, a lot of them are international. We are using 34.000 liters of cooking oil and frankly we want all that to go into biofuel. We want to transition everyone of our company vehicles to biofuel, which should take us 2 years or something and that is the end

…I didnt even expect that hospitality place like this has actually department just like, you are in charge of sustainability, it is not very common to have.

You know, I dont need a department, because every of our department it is not their choice to be sustainable, they have to be. We dont accept otherwise, you know. If I get any problems, then I just talk to boss and do whatever he say. It is not about one department that tries to, you know like CSR department. We dont like the idea of having like CSR person who just does things, we want every one of our department heads and staff at every level to do this. Our company mission is very clear to provide good times and do good in the world. Those two things side by side.

Thank you, I think we covered...

Yeah if you have any questions, let me know.

1.   Please, introduce yourself first.

Bye-bye Plastic Bag is a social initiative driven by youth to get the people of Bali to say NO to plastic bags. The campaign was launched in 2013 by founders and sisters, Melati (17) and Isabel (15) Wijsen. Since then, BBPB in Bali, has grown to include a volunteer team students from local and international schools around the island + changemakers of all ages.

2.   Young co-founders of Bye Bye plastic bags are also co-founders of OIOV, what does it stand for?

One Island One Voice - This campaign started as a sticker campaign to highlight the shops, restaurants, and hotels that were plastic bag free. This was a way to promote all those local eco champions who were already saying NO to plastic bags. One Island One Voice has grown into an alliance of all of those on the island who support our mission to ban plastic bags. In Feb this year, organizations and individuals from all over Bali came together to participate in Bali's biggest clean up. We mobilized close to 20,000 people over 120 different locations around Bali to clean-up 65 tons of trash in one day.

3.   Why have you started BBPB?

Plastic bags were something we saw given away everyday and they are not necessary. We always bring a reusable bag with us so why can't others too. Plastic bags is something that has already been banned in other countries around the world so we knew it was possible. Plastic bags are also something that the consumer has control over saying NO to. They can refuse a bag. It seemed like a good place to start.

4.   What is your reach beyond Bali, are you international company?

Bye-bye Plastic Bag not a company. "The BBPB Team has spoken to 18,000 students across 13 countries in 8 different languages. They have become a well-known international movement of inspiration and youth empowerment. In 2016, BBPB went global and has since established 17 new BBPB groups in international cities. We have created a Starter Kit to get teams started and understanding the plastic scene in their community and once they complete this, we send them the official BBPB Handbook with all of our learnings and expectations of each BBPB Team. Melati and Isabel are also esteemed speakers at a variety of environmental events around the world - always standing for youth and giving this generation a voice at the table. "

5.   How BBPB was born?

We had a lesson in class about impactful world leaders and change-makers, such as Nelson Mandela, Martin Luther King, Lady Diana, and others. We were 10 and 12 at the time. We went home that day thinking about what we can do living on the island of Bali as kids, that will make a difference? What can we do right now? We didn't want to wait until we were older to stand up for what we believe in, so we didn't. We started to brainstorm all the issues Bali was facing and we chose garbage because that is what most impacted our daily lives. As we would play in the rice fields or walk on the beach we saw plastic bags clogging the gutters and piling up in the rivers, by the side of the road and in the rivers. We saw this as a realistic problem we could tackle. Growing up on the island surrounded by ocean we see the negative impact plastic has. There's no escaping it here. The plastic problem is so in your face, and we thought "who's going to do something about it?" But that's just it, you often forget that you are that one person it takes to start the change. Also, we learned that so many other countries around the world had already placed a ban or tax on plastic bags so we thought - If they can do it, Bali can too!

6.   Do you think that the situation of plastic pollution on Balinese beaches as well as in ocean can be due to lack of quality education and awareness in Bali? Please, elaborate.

We believe very strongly that education is the key to change. A big part of our campaigning is spreading awareness about the plastic issue because if people are not aware of the problem - how can we expect them to do something about it. We spread awareness through school and community presentations, workshops, setting up booths at community events, various campaigns. In 2014, BBPB completed version 1 of their educational booklet. This 25-page booklet was created for primary aged students in Indonesia to learn about the harms of plastic. The book was printed in color and distributed among 30 schools across Indonesia + shared freely in PDF form.

7. Would you consider your company as a social enterprise, if yes, what does it mean for your company?

8. Do you donate a part of your products or profit to some cause?

9. Basically, you are innovative company who sells biodegradable products, right? What else do you do, what other projects are you part of? I saw you were part of TED talks as well.

10. Who is your target group to sell your products to?

11. Food and beverage industry followed by textile industry is number one plastic pollutant, are those industries also the number one customers of your products? Or who is?

12. How is your product more/less expensive with comparison to plastic products?

13. Do you think that Bali and Balinese businesses can afford your product?

From No. 7 to No. 13

Other BBPB Projects:

A: Mountain Mamas Social Enterprise Project: Making Alternative Bags in the Mountains - In 2017, BBPB committed to starting a social enterprise project with the women from the village. The women will be making alternative bags, using collected and donated cloth materials, such as old hotel sheets, clothes, etc. The bags will be sold across Bali retailers.

Bringing the circular economy to life, BBPB is excited to be a part of the solution by reusing materials that may otherwise be wasted, creating job opportunities for women to support themselves, and producing a lifetime bag for consumers (individual or local retails) to use as an alternative. PLUS for every one bag sold, one bag will be donated to a local community member. In exchange for these bag donations, BBPB requests the support of waste management education, which BBPB will deliver through their education booklet. It's a win-win for all!

B: Pilot Village - In 2014, Pererenan Village in Bali became our Pilot village where we worked to create an example of a plastic bag free village. We took the time to meet with local govt to get support to make this village our example. We then did many school presentations and met with community through various meetings. We got alternative bags donated which we distributed every Saturday for years and still do at least once a month so the village does not have to give out plastic bags. The village is still not 100% plastic bag free but they have reduced the amount of plastic bags given drastically.

C: River Booms - Melati and Isabel have partnered with the <u>Ocean Recovery Alliance</u> and the <u>Global Alert Project,</u> to build river booms in several of Bali's southern river mouths. River booms collect trash that would otherwise flow into the ocean or get stuck on the coastline. Data is then collected on what is flowing through the river mouths and uploaded to the Global Alert database, which is a phone app and desktop application to track trash Hot Spots. With photos and locations of the bigger areas, we can then use this to guide clean-ups, and talk to officials or other sponsors to help us prevent this from happening in the future. Here are two short videos: <u>http://bit.ly/GlobalAlert</u> and <u>http://bit.ly/GlobalAlertIntro1</u>

14. What is the current regulation on plastic disposal? Do you think the control and waste management in Bali is doing a good job?

It is important to work through issues from the bottom up, as well as, the top down. BBPB works with the government to push for new regulation on plastic bags. Implementing a charge on plastic bags, is the first step towards a total ban and changing mindsets. Check out our Timeline of Significant Events to see the details of what has happened over the years and links to important docs we have obtained or presented to govt.

15. Have you heard of the event World Ocean Summit that was in Bali in 2017? Have you participated?

Yes, Bye-bye Plastic Bag participated as speaker World Ocean Summit by Economist: Bali, February, 2017

16. There is just one more question, I am curious about. I went through your answers and I noticed that you donate a lot of stuff as well as work on our projects, print books and giveaway. It all cost money. I am just curious where do you get money from?

Over the years, BBPB has managed to establish itself with modest donations from family, friends, and supporting organizations. BBPB keeps making efforts to raise funds that will properly sustain organization and drive more impactful programs.

1. **Firstly, please, introduce yourself and company.**

   I Ketut Mudi, Director of Human Resources of The Legian Bali and also as chairman of Clean Seminyak Organization

2. **How important is tourism for this company?**

   To important because we are depend on tourism (people who travel to Bali are our clients)

3. **You are involved in beach clean up. Why and How did you start to get involved with Oneislandonevoice (OIOV)?**

   We involve on beach cleaning every day, not only on special event and starting from 10 years ago we formed a kind of informal organization which concentrate on beach cleaning. Our organization name is Clean Seminyak with 8 hotels and 1 restaurant as our members and now we have 10 workers just to clean the beach every day. And during Biggest Bali Clean Up we got information from Bali Hotel Association then, we organized our team to come down to the beach and we can gather around 250-300 hundred people on the beach at that time.

4. **How does OIOV help you to fight plastic**?

   Frankly speaking this is the first time I heard about OIOV

5. **Do you get financial support from someone to organize this or the initiation comes from the company itself?**

   No. We finance by our self. We donate some money every month to our organization treasure

6. **Bali as a paradise for tourists is now facing marine pollution problem, especially Seminyak beach is suffering from garbage, who is responsible for this mess?**

Actually this is difficult question for me because I do not have the answer. However we should take responsible for this.

7. **Do you think there is enough awareness among locals that plastic use is bad for the environment? Do you think locals are well educated about this issue?**

I am not talking about local people only because I am sure this about global issue, however because of the sea water movement, the plastic come out to our beach on the certain period of the year. Education for local community, I can say even though need to continue on now days on ward.

8. **How do you think this problem can be fixed?**

Must be fixed on global process on only by Bali in which is very tiny island

9. **Food and beverage industry is number one pollutant of plastic, therefore, more tourism equals more plastic pollution?**

I am not sure with this, because everyone now producing plastic waste. My opinion is to reduce or stop producing plastic. If the production still continue the waste will be there.

10. **Can Bali keep up with rising number of tourists? (natural resources, etc.)**

For sure yes

11. **Tripadvisor shows many bad reviews on Seminyak beach as very dirty. Aren't you afraid tourists stop coming, because of pollution?**

I am not afraid of this situation. The pollution/waste always come out from the sea water on December-late February. This happen from years ago, however the characteristic of the waste are different now.

12. **Do you think government is doing well with waste management?**

Not yet, but we on behalf of our organization have shouted loudly to them

13. **Are you involved in some other program like no plastic bags? Or what do you do to to fight plastic pollution?**

We need plastic but we use bio degradable plastic

14. Have you heard of the event World Ocean Summit that was in Bali in 2017?

Have you participated? Yes we participated if not mistaken the name is ICC (International Coastal Clean up)

15. Please feel free add anything, I did not ask but would be worth to discuss.

Actually I do not fell good talking about plastic waste as many people assumpt that the plastic waste come out from the sea because of Balinese people, it could come from other islands, then because of the sea water movement the waste come out in bali island. That is not fair.

Appendix 6: TripAdvisor reviews

Excellent 5-stars reviews, 10 out of 1011, on Seminyak beach copied on the date 9.4.2018

Elaine C
☑ 6

⊙⊙⊙⊙⊙ Reviewed 3 weeks ago

Chill and relax

Finding a place to dine by the beach with some acoustic live music? Then you will love Seminyak like we do. My BF and I visited the beach for 4 consecutive nights at the same beach side stall for their amazing view, and live music. Stalls were set up on the beach itself , facing the sea and bean bag chairs were lay out with a table for dinning makes it even more relaxing. The staff were really friendly too.

Show less

Ask Elaine C about Seminyak Beach

👍 Thank Elaine C

anubhavwash...
Kolkata (Calcutta), India
☑ 10 👍 6

⊙⊙⊙⊙⊙ Reviewed 3 weeks ago ☐ via mobile

Good beach.

Perfect for walks and relaxing. Just few steps from Courtyard Marriott hotel. Very happening place compare to other beaches in Bali.

Ask anubhavwashere about Seminyak Beach

👍 Thank anubhavwashere

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Lord P
☑ 2

⊙⊙⊙⊙⊙ Reviewed 4 weeks ago ☐ via mobile

Paul daphne

Very worth while to visit lively beach great for surfing people friendly and relaxed. Super sun sets

Ask Lord P about Seminyak Beach

👍 Thank Lord P

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Jennifer L

⊙⊙⊙⊙⊙ Reviewed March 2, 2018

Clean and Crowd

Clean, good for enjoying your sunday after stress working. I like to come here a lot. never bored seeing the ocean

Ask Jennifer L about Seminyak Beach

👍 Thank Jennifer L

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Tazim Z

⊙⊙⊙⊙⊙ Reviewed March 1, 2018   ☐ via mobile

Oh what a Viewww!!! 😎

Nothing like laying on a bean bag under a colorful Arabian style umbrella, smoking shisha with catchy loud music in the background and relaxedly enjoying the pre-evening beach breeze and sunset @ Seminyak Beach. Simply awesome!!!

Ask Tazim Z about Seminyak Beach

👍 Thank Tazim Z

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Kylie S
Brisbane,
Australia

⊙⊙⊙⊙⊙ Reviewed February 21, 2018   ☐ via mobile

Seminyak Beach

You will find the beach has black sand and accommodates many bars & restaurants
There is no escaping beach sellers, with sarongs, paintings and other trinkets with thier well rehearsed "I give you good deal"
The beach is littered with rubbish, broken glass and other not so friendly beach items.
During the day its hot, with some what rough conditions.
The beach offers direct walking access to Kuta in the south, or Potato Head in the north.
At night the beach comes alive with bean bags, colourful umbrellas and beach dining.
Definitely go explore and make your own decision. For me, its not a swimming beach.
Show less

See all 3 reviews by Kylie S for Seminyak
Ask Kylie S about Seminyak Beach

👍 Thank Kylie S

Adam H
⇱ 19 👍 10

⊙⊙⊙⊙⊙ Reviewed February 19, 2018 ☐ via mobile

Sunset

An amazing sunset there was not to many persons there on the night we went there i would say a must stop for any person havi g a holiday in bali. Amazing photo opportunities

Ask Adam H about Seminyak Beach

👍 Thank Adam H

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Ochi T
⇱ 41 👍 8

⊙⊙⊙⊙⊙ Reviewed February 15, 2018 ☐ via mobile

Perfect Sunset

Perfect sunset, nice beer and lite bites; the unbeatable combination. We loved to spend time here until the sun was down.

Ask Ochi T about Seminyak Beach

👍 Thank Ochi T

Marian P
⇱ 4

⊙⊙⊙⊙⊙ Reviewed February 12, 2018 ☐ via mobile

Family holiday

Great beach but at this time was pretty dirty with washed up rubbish - mainly plastic . Have to say the locals were out early morning to clear each day .

Ask a question about Seminyak Beach

👍 Thank Marian P

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

819brp
⇱ 65 👍 7

⊙⊙⊙⊙⊙ Reviewed February 4, 2018 ☐ via mobile

Lovely beach, shacks and surfing. Live music on some days

Semknyak beach was nice place to go surfing, enjoy sunset or listen to live music in one of the shacks. Good for an early morning jog also - but be careful of the open gutters on the beach.

Ask 819brp about Seminyak Beach

👍 Thank 819brp

Very good 4-stars reviews, 10 out of 1075, on Seminyak beach copied on the date 9.4.2018

You have to pay for a seat

Reviewed February 27, 2018   via mobile

Miss-Athena27
Brisbane,
Australia
92   11

As an Aussie, I was unaware that you had to pay for a shaded seat - although I do recommend it in on a hot summers day. Although it's a little expensive for Indonesian standards, it will make your time on the beach a little more enjoyable. You will encounter lots of locals trying to sell you sunnies, hazard, jewellery and other nick nacks. Just kindly reject their offers and enjoy the beautiful view.
Show less

Ask Miss-Athena27 about Seminyak Beach

Thank Miss-Athena27

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Always good to visit at sun set

Reviewed February 20, 2018   via mobile

trustascot
Perth,
Australia
438   152

We have been a regular visiter to the beach over many years and little has changed. Hawkers in plenty but once you no how to handle them they add to the scene. BINTANG is cold and offered at a cheap price so grab a beer relax and enjoy the sunset.
Show less

See all 26 reviews by trustascot for Seminyak
Ask trustascot about Seminyak Beach

Thank trustascot

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Seminyak and ubud revisit

Reviewed February 14, 2018   via mobile

Kevin T
11   2

Though it was raining hard this morning, it was a nice walk!

There were a bit of rubbish on the beach at some places but it was raining , so guessing all the rubbish are being washed out onto the beach but like I've said it was a very nice walk by the sea .
Show less

See all 3 reviews by Kevin T for Seminyak
Ask Kevin T about Seminyak Beach

Thank Kevin T

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Beach with a view

Reviewed February 5, 2018

kathryn s
11   5

This area of beach is better than double six beach. Much cleaner and less rubbish. Also, you can hop into bars for a drink or just for sunset view at any bars around. Come here for chilling by the beach instead of double six beach

Ask kathryn s about Seminyak Beach

Thank kathryn s

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

gensivalingam
George Town,
Malaysia
3

◉◉◉◉◯ Reviewed February 28, 2018

Tuor

Can be improved more especially cleanliness. safely also can be concern here as very large number of tourist in this place

Ask gensivalingam about Seminyak Beach

👍 Thank gensivalingam

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Vtan888
Singapore,
Singapore
21 12

◉◉◉◉◯ Reviewed February 28, 2018 ☐ via mobile

Pretty beaches but big waves

Most hotels around seminyak have private beaches. Tend to have strong waves so might not be ideal for swims. Along the seminyak main road there are many restaurant and pubs. Hip and busy so great for a night out..

Ask Vtan888 about Seminyak Beach

👍 Thank Vtan888

JoeCool_KL
Kuala Lumpur
402 163

◉◉◉◯◯ Reviewed March 3, 2018 ☐ via mobile

Nice beach for sunset

Seminyak beach is black sand beach and the sea is generally clean to swim in. The best part of the beach is the sunset. As seminyak is on the west part of Bali, you will get spectacular sunsets each day. There are some restaurants with lots of chairs and lounge for guests to have drinks and watch the sunset.
Show less

See all 13 reviews by JoeCool_KL for Seminyak
Ask JoeCool_KL about Seminyak Beach

👍 Thank JoeCool_KL

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Huxter09
Numurkah,
Australia
78 35

◉◉◉◉◯ Reviewed March 3, 2018 ☐ via mobile

Mornings at the beach

Seminyak beach , a long greyish sand beach with endless swell atm. Not a lot of crowd and like everyone else, we're wondering where all the tourists are . Is Mt Agung and it's low rumbles keeping tourists away ? Suits us as we can have our pick of beach lounges , cold drinks at hand and out three year old grandson to entertain us while his Daddy surfs.Bosrd hire seems cheap but our boy has his one of his own , designed for North Narrabeen but handling Bali's surf beautifully .Horse riding along the beach too and not much sign of the litter problem we'd be warned about . Hazy day but just beautiful and a bit of breeze to cool us down . Perfect
Show less

Reviewed 4 weeks ago

Pretty

The beach itself is very nice and there are a lot of restaurant and resorts on the beach. I often go to beach to enjoy the sunset.

Ask jaceka49 about Seminyak Beach

👍 Thank jaceka49

jaceka49
Jacksonville,
Florida
☑ 6

Reviewed 5 weeks ago   📱 via mobile

Same line with kuta beach

The sun set is owesome. The beach is near many hotel ,. I was not able to enjoy since the beach is dirty. Many garbage from the visitor. As visitor . We must come and go without leave something in the beach.

Ask anton10186 about Seminyak Beach

👍 1   Thank anton10186

anton10186
Pekanbaru,
Indonesia
☑ 52 👍 32

Average 3-stars reviews, 10 out of 711, on Seminyak beach copied on the date 9.4.2018

Reviewed February 15, 2018

Dirty

We came in February and it was dirty with trash. From what we heard, the storm pushed all trash from other islands to the beaches. So hopefully it will be nicer when you go.

Ask julia_le84 about Seminyak Beach

👍 Thank julia_le84

julia_le84
San Jose,
California
🔗 9

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Reviewed February 14, 2018

Nice (I think)

First time we went down to the beach, there was a lot of trash on the beach. Maybe thrown up by some rough seas, but it was a little disconcerting to have to step over it. Now it appears there has been some effort to clear it up, but some still remains.

It didn't impact our stay at all, but worth noting. Look past that, and it's still beautiful.

Show less

See all 3 reviews by Paul E R for Seminyak
Ask Paul E R about Seminyak Beach

👍 Thank Paul E R

Paul E R
United
Kingdom
🔗 13 👍 5

Reviewed February 18, 2018 📱 via mobile

DIRTY BEACH

Quite disappointed with the beach. It was dirty and trash is on the shore. I didn't swim and I dare not to swim. Maybe it was because of the weather since it's wet season but still, they could have done better!

Ask jana mae c about Seminyak Beach

👍 Thank jana mae c

jana mae c
🔗 7

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Reviewed February 16, 2018 📱 via mobile

Quite dirty but many bars

This is the dirtiest beach I've seen in Bali so far. They clean it regularly but still there is a lot of garbage.
Good for surfers-beginners. Sand and small waves (white water). No good schools nearby though (at least I haven't come across).
There is a lot of bars on this beach. The ones that are close to the entrance are very expensive, the further the cheaper. There are people trying selling you goods but not a lot of them and they pass if you ignore them.

Show less

Ask Евгения Л about Seminyak Beach

Евгения Л
🔗 4 👍 1

Reviewed February 19, 2018

sunset sunset

I know its popular and well known, but as far as beaches are concerned it is just a beach. There are so many nicer, cleaner and more picturesque beaches in the world...must admit on a nice evening sunset it does look romantic.

Ask Ontheroadagain4648 about Seminyak Beach

👍 Thank Ontheroadagain4648

Ontheroadag...
Sussex Inlet, Australia
11 10

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Reviewed February 19, 2018

Dirty beach

Trash everywhere on the beach. Cleaned regularly, but it is just piled up at the back of the beach. Not too bothered by traders hassling. If you don't engage in conversation, they leave you alone.

Ask ebatancs about Seminyak Beach

👍 Thank ebatancs

ebatancs
Melbourne, Australia
9 1

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Reviewed March 1, 2018 📱 via mobile

Nice sunset

What a beautiful bechwalk. But no swim - unless you like swimming with plastic litter. But all the beanbag cafees are soo nice ≡

Ask Heidi G about Seminyak Beach

👍 Thank Heidi G

Heidi G
Tromso, Norway
14 3

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Reviewed March 1, 2018 📱 via mobile

Kuta over Seminyak

May be it's us, but after visiting beaches at Kuta and Nusa dua, somehow Seminyak was a let down. It's not bad. It's decent infact. But it neither has hustle of Kuta nor the serenity of Nusa dua..

Ask Priyansh M about Seminyak Beach

👍 Thank Priyansh M

Priyansh M
7 4

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Reviewed 4 weeks ago   ☐ via mobile

Spectacular Beach

Seminyak Beach is a lot quieter than Kuta or even Legian..... beautiful place for a stroll first thing in the morning or late of an afternoon to watch the sunset.

Ask Mark D about Seminyak Beach

👍 Thank Mark D

Mark D
Newcastle, Australia
☐ 353 👍 118

Reviewed March 2, 2018   ☐ via mobile

Beauty lost in modern waste

A good place to unwind and catch the rays. Beach has vast array of hotels bars and restaurants, covering the whole cost spectrum. From a photograph or seaside pool, is fits the postcard image. The negative is unfortunately the swim in the ocean or walk... More

Ask TonyCondon about Seminyak Beach

👍 Thank TonyCondon

TonyCondon
Sydney, Australia
☐ 38 👍 13

Poor 2-stars reviews, 7 out of 292, on Seminyak beach copied on the date 9.4.2018

422shaunm
🔲7 👍1

⦿⦿○○○ Reviewed February 6, 2018 ▢ via mobile

Not impressed

We were looking forward to some beach time in the sun. Unfortunately Seminyak beach was covered in trash very very dirty, not impressed.

Ask 422shaunm about Seminyak Beach

👍 Thank 422shaunm

🏳

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

SiddiM
🔲72 👍59
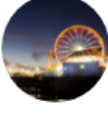
⦿⦿○○○ Reviewed February 4, 2018 ▢ via mobile

Beach with dirt

This beach has a scenic view , surrounded my multiple shacks but unfortunately not maintained. You see garbage lying all around, shacks aren't clean and hygienic , there were no sea guards.... There were no swings- which is like the usp of Bali ! Overall... More

Ask SiddiM about Seminyak Beach

👍 Thank SiddiM

🏳

Blazing P
🔲9 👍4

⦿⦿○○○ Reviewed February 12, 2018 ▢ via mobile

Not sure what the hype is about?

I found Seminyak beach a little off putting with so much rubbish washed up along the sand. 😣 Not sure why so many people travel to Bali for the beach life when the jungle is so much more beautiful 🌿

Ask Blazing P about Seminyak Beach

👍 Thank Blazing P

🏳

MichelleR1965
Camberley,
United
Kingdom
🔲8 👍1

⦿⦿○○○ Reviewed February 15, 2018 ▢ via mobile

Hmmmm

The guys looking after the beds do a great job of clearing what is the dirtiest beach we've been too. So much rubbish coming ashore. I certainly would not swim in the sea. Such a shame as it's such a nice sandy beach

Ask MichelleR1965 about Seminyak Beach

👍 Thank MichelleR1965

🏳

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Albywon
Sydney, New
South Wales,
Australia
🔲2269 👍
817

⦿⦿○○○ Reviewed February 14, 2018 ▢ via mobile

Garbage dump

This is not what you see on the tourism photos. Plastic waste as far as the eye can see. It spoils the beach but it also spoils the harmony. Bali is not a beach paradise with this spoiling it that is for sure. 2203

Ask Albywon about Seminyak Beach

Lost paradise. Welcome to an ocean rubbish dump.

Reviewed 4 weeks ago

Seminyak Beach was probably beautiful once. But not anymore. An early morning walk will reveal the beach and waters edge completely...yes completely...covered in plastic trash debris. The poor labourers from beachfront posh hotels and the odd restaurant try valiantly to rake up this rubbish before... More

Ask a question about Seminyak Beach

Thank Danielle S

Danielle S

Very dirty

Reviewed February 21, 2018

Beautiful shore line and sandy beach but extremely dirty please wear shoes as their is broken glass and rubbish everywhere

Ask jotage2017 about Seminyak Beach

Thank jotage2017

jotage2017
Melbourne, Australia

Terrible 1-star reviews, 10 out of 264, on Seminyak beach copied on the date 9.4.2018

Kaztravels74
Adelaide,
Australia
33 24

○○○○○ Reviewed 2 weeks ago ☐ via mobile

Filthy

Walked from very clean Double 6 to main Seminyak and it was filthy, covered in rubbish and barely anyone on the beach. We couldn't get off quick enough and the taps we found next to the beach weren't working (to wash our feet). Yuck. No... More

Ask Kaztravels74 about Seminyak Beach

👍 Thank Kaztravels74   🏳

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Pierre/Mary W
Adelaide,
Australia
4 2

○○○○○ Reviewed March 3, 2018 ☐ via mobile

Mr

We had the chance to visit the beach at Seminyak. Our biggest surprise was to find the beach covered with rubbish. Plastic everywhere and no one seems to care. I spent one month in 1982 and we called Bali a small paradise. To return there was very disappointing and if nobody care about pollution let's continue this way and have a great holiday on the communal tip.

Show less

Ask Pierre/Mary W about Seminyak Beach

---

janet m
Cape Town,
South Africa
32 19

○○○○○ Reviewed February 28, 2018 ☐ via mobile

Dirty Disgusting Beach.

As far as beaches go, this has got to be the worst beach I have ever seen. I was her a year previous and returned to see if it had been cleaned since, it had not.
It had raw sewage coming down a river which continues to flow down the river a year later. There were no white horses in the sea but brown horses of sewage. Coming to Bali for this beach would be a big mistake.

Show less

Ask janet m about Seminyak Beach

👍 2 Thank janet m   🏳

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Marijka T
Brisbane,
Australia
6 2

○○○○○ Reviewed February 27, 2018

Nappies being washed up on the beach all day

I can't say I have ever seen that much domestic waste being washed up on the beach. It is being cleaned many times during the day but not great to go in the sea.

Ask Marijka T about Seminyak Beach

👍 1 Thank Marijka T   🏳

Barry M
Perth,
Australia
183 95

○○○○○ Reviewed February 27, 2018

Absolutely disgusting. So polluted its thick with rubbish

Once beautiful Bali is now the most polluted island in the world with its water literally thick with rubbish of all types. Nappies and bags and all sorts of disgusting items wrap around your face if your foolish enough to swim in it. This beach and its waters are literally toxic and J advise you not to swim at the beach. It smells and the rubbish piles high on the sand.
Show less

tarmigan50
Norwich,
United
Kingdom
10 2

○○○○○ Reviewed February 25, 2018

Like sunbathing in a rubbish dump!!

If you want a beach holiday dont go here the beaches are disgusting litter everywhere. People say they try to clear it up but im sorry if you want tourists to come here you need to try harder. It is not good for an island the rely on tourism. Please tell me why i would want to pay to sit on your sunbeds surrounded by rubbish get a rake and a bin bag and clear it up PLEASE. Its such a shame as the rest of the island is beautiful. Go to Sanur sunbeds half the price and no rubbish.
Show less

See all 3 reviews by tarmigan50 for Seminyak
Ask tarmigan50 about Seminyak Beach

👍 Thank tarmigan50

Sam B
9 3

○○○○○ Reviewed February 24, 2018 📱 via mobile

Dirty!! Awful!

The place is so dirty I don't know how anyone can want to come here! We stayed in Seminyak for 4 nights thinking it would be a beach holiday but we took one look at the beach and we couldn't understand how this place is advertised as a beach destination.

The waves are so high and rough you cannot swim in the sea, and the sand has so much rubbish it's disgusting. Poor wildlife! Such a shame.

Even large 5 star resort hotels didn't seem to care to clean up the patch of sand that their hotels overlook.

We ended up sending the 4 nights in Seminyak around a pool. Will not be returning.
Show less

Appendix 7: TripAdvisor reviews analysis

	rating	clean	sunset	view	entertainment	atmosphere	headline	high rate despite dirtiness	low rate because of dirtiness
1	5 stars			1	1	1	atmosphere		
2						1			
3			1		1				
4		1		1		1	clean		
5			1			1	view		
6		1			1			1	
7			1				sunset		
8			1		1		sunset		
9		1						1	

10	4 stars	1	1		1		entertainment	1	
11		1						1	
12		1			1	1	view		
13				1					
14			1		1		sunset		
15		1						1	
16					1				
17		1	1		1		sunset		
18		1			1				
19			1		1				
20		1	1					1	
21	3 stars	1					dirty		1
22		1							
23		1					dirty		1
24		1			1		dirty		1
25		1	1				sunset		
26		1					dirty		1
27		1	1		1		sunset		1
28							decent		
29			1						
30		1			1				
31	2 stars	1							1
32		1		1			dirty		1
33		1							1
34		1							1
35		1					garbage dump		1
36		1							1
37		1					very dirty		1
38	1 star	1					filthy		1
39		1							1
40		1					dirty disgusting		1
41		1							1
42		1					absolutely disgusting		1
43		1					rubbish dump		1
44		1					dirty		1
45		1					worst beach		1
46		1					plastic rubbish		1
47		1					dirty		1
	total	35	12	4	14	5	15	6	22

image of beach
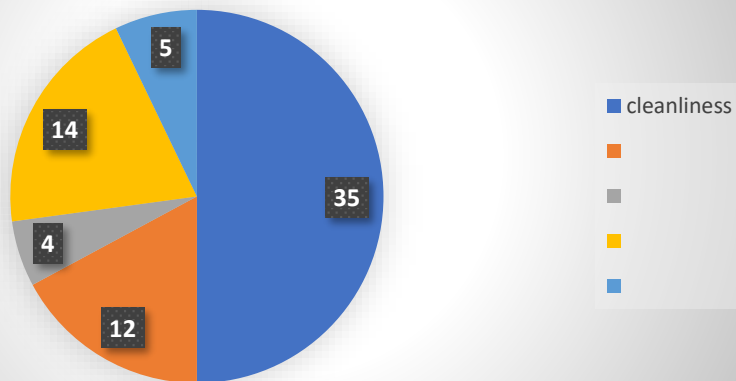
35 cleanliness

12 sunset

4 view

14 entertainment

5 atmosphere