

STRENGTHENING REGULATIONS ON TOURISM HUMAN RESOURCE CERTIFICATION AND INFRASTRUCTURE TO SUPPORT SUSTAINABLE TOURISM IN BALI

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Abstrak

Pariwisata merupakan sektor vital bagi perekonomian Bali, menyumbang 44% dari total devisa pariwisata Indonesia. Namun, pertumbuhan industri ini menghadapi tantangan serius terkait eksploitasi sumber daya alam dan budaya. Artikel ini membahas pentingnya sertifikasi infrastruktur dan sumber daya manusia (SDM) dalam mendukung pariwisata berkelanjutan di Bali. Dengan menggunakan metode penelitian kualitatif normatif, artikel ini menganalisis regulasi yang ada, termasuk Undang-Undang Nomor 10 Tahun 2009 dan Peraturan Daerah Provinsi Bali Nomor 5 Tahun 2020. Hasil penelitian menunjukkan bahwa sertifikasi SDM dan infrastruktur pariwisata sangat penting untuk menjaga kelestarian ekosistem dan budaya lokal. Meskipun telah ada regulasi, implementasi di lapangan masih kurang optimal, dengan banyak pekerja pariwisata yang belum tersertifikasi dan infrastruktur yang tidak memenuhi standar keberlanjutan. Oleh karena itu, diperlukan pengaturan yang lebih spesifik dan komprehensif terkait sertifikasi, termasuk sanksi dan pengawasan, untuk memastikan pariwisata di Bali dapat berkelanjutan dan memberikan manfaat bagi masyarakat lokal serta lingkungan.

Abstract

Tourism is a vital sector for Bali's economy, contributing 44% of Indonesia's total tourism revenue. However, the growth of this industry faces serious challenges related to the exploitation of natural resources and culture. This article discusses the importance of infrastructure and human resource (HR) certification in supporting sustainable tourism in Bali. Using a normative qualitative research method, this article analyzes existing regulations, including Law No. 10 of 2009 and Bali Provincial Regulation No. 5 of 2020. The research findings indicate that the certification of HR and tourism infrastructure is crucial for preserving the local ecosystem and culture. Although regulations are in place, implementation on the ground remains suboptimal, with many tourism workers not certified and infrastructure failing to meet sustainability standards. Therefore, more specific and comprehensive regulations regarding certification, including sanctions and oversight, are needed to ensure that tourism in Bali can be sustainable and beneficial for local communities and the environment.

1. Introduction

According to Law Number 10 of 2009 concerning Tourism, tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of tourist attractions visited in a temporary period. So that tourism is defined as all forms of tourist activities supported by various facilities and services provided by the community, entrepreneurs, and central and local governments. The tourism industry is no stranger to economic life in Indonesia, especially Bali as the largest tourism foreign exchange supporter in Indonesia. The total foreign exchange of IDR 107 trillion in 2024 generated by Bali managed to contribute 44 percent of the total Indonesian tourism foreign exchange which reached IDR 243 trillion (Sandi, 2025). Therefore, tourism is also the biggest contributor to economic growth in

Bali, which reaches around 66 percent of Bali's economy (Sandi, 2025). The popularity of Bali tourism is not without reason, the island is famous for its tropical white sandy area equipped with the beauty of its underwater biodiversity which is the right choice for snorkeling and diving, as well as the waves that are able to become a favorite for surfers to surf. The beauty of the green trees and rice fields, which are famous for their sophisticated water management system called subak (Pamayun, G.P., 2018:5), also presents a landscape like a living painting. In addition, the peacefulness of the countryside, the friendly, smiling and cheerful people, the religious ceremonies that can be witnessed in daily life that imply a noble culture (Pamayun, G.P., 2018:5) also characterize Bali's tourism attraction that always presents a living heritage of the combination of nature, culture, and life.

Like a double-edged knife, the condition of Balinese tourism that is able to support the economy also goes hand in hand with the utilization of natural or cultural resources presented as an attraction. Excessive commercialization in this case has the potential to result in exploitation that endangers natural resources and Balinese culture itself. Therefore, special attention is needed for Bali's tourism industry to be sustainable. McIntyre (1993) in saying that since 1993 the World Tourism Organization (WTO) has signaled the need for sustainable tourism development based on the concept of sustainable development which has now been widely accepted as an essential approach to all types of development including tourism (Ruastiti, N.M., 2019: 130). This has also been stated in Article 2 of Law Number 10 of 2009 concerning Tourism which states that "sustainability" is one of the principles in the implementation of tourism. UNWTO which is the World Tourism Organization defines Sustainable Tourism as tourism that takes full account of future economic, social and environmental impacts, responding to the needs of visitors, the (tourism) industry, the environment and the host community (Rahayu & Saragih, 2022: 53). So it can be concluded that sustainable tourism is tourism that is not only oriented towards economic benefits, but how to maintain the scope it touches such as social, environmental, and cultural so as not to be exploited and can still be enjoyed by future generations by paying attention to all possible impacts or obstacles that will be caused along with how to prevent and overcome these possibilities.

One of the supporting factors for the realization of sustainable tourism in Bali is the certification of infrastructure and human resources or tourism workers themselves. The quality of infrastructure should be according to standards that do not damage the area or natural ecosystems that become tourist attractions where the tourism support infrastructure is built or used. Likewise, HR (Human Resources), in this case related tourism workers should have certified abilities as the main pillar that is in direct contact with tourists and natural areas or ecosystems that are tourist attractions.

The regulation of standardization and certification in tourism has actually been regulated in Law Number 10 of 2009 concerning Tourism (Articles 53-55) and Regulation of the Minister of Tourism (*Permenpar*) Number 9 of 2021 concerning Standard Guidelines for Sustainable Tourism. Even in Bali itself, it has also been regulated in the Regional Regulation (*Perda*) of Bali Province Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism. But unfortunately, implementation in the field is often still not in accordance with existing regulations. This is evidenced by Bali's inclusion in the 'Fodor's No List 2025' list, which is a warning to improve its tourism governance with a community-based approach, pay attention to ecosystem sustainability, and actively involve local communities so that Bali is not only a destination that attracts tourists, but also empowers local residents and preserves its natural beauty (Azhari, 2024).

Based on the background of the problem in this study, there are 2 (two) problem formulations that can be discussed in this article, namely regarding how the importance

of certification of tourism infrastructure and supporting human resources in supporting sustainable tourism in Bali.

2. Method

The author uses a qualitative research method that is normative with a conceptual and statutory approach in this study. The author analyzes a combination of opinions and legal writings to be studied later and gain an understanding and conclusion about the problems discussed.

This study uses various sources including primary legal sources, secondary legal sources, and other written works that are relevant to the topic of discussion including journals, written works, articles, theses, news, and books.

3. Result and Discussion

3.1 Certification of Human Resources or Tourism Workers in Bali

Human resources or workers in the tourism industry is one of the important elements in the development of tourism, because it is something that intersects directly with tourist areas and tourists who come. They not only have a role as tour guides, but also pillars of the guardian of the tourist area itself. Not only maintaining the safety of visitors, but also maintaining the sustainability of the tourist area. Because in this case, they are the “leaders” who have the authority and obligation to explain what tourists can or cannot do, how to use existing tourist support facilities, including raising awareness and telling how to preserve these tourist destinations. Therefore, human resources or workers in the tourism industry have an important role in realizing sustainable tourism.

Given the important role of human resources or workers in the tourism industry, we need to pay attention to their quality and competence. Competence includes the knowledge, skills, and attitudes needed to carry out tasks and achieve goals (Sutapa, et al, 2024: 140). The way to ensure this is by standardization and certification to ensure the “appropriateness” of a person in becoming a worker in the tourism industry, both hotel services, tour guides, and other supporting human resources. Although it has been regulated in national law and is also contained in the Regional Regulation (*Perda*) of Bali Province Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism, its implementation is still often contradictory. As of 2019, the Chairman of the Regional Management of the Bali Province Federation of Tourism Workers Unions (PD FSP Par) SPSI, Putu Satyawira Marhaendra, said that there were still 58 thousand tourism workers who had not been certified (Dinata, 2019). This is certainly an urgency for tourism development in Bali.

One of the factors causing this is the lack of supervision and counseling of regulations related to this matter. Regional Regulation (*Perda*) of Bali Province Number 5 of 2020 does not explain how sanctions, supervision, and accountability in the regulation of tourism worker certification, so that more specific and comprehensive arrangements are needed in this regard. Competent human resources can create innovation, increase efficiency, and provide superior services, thereby providing a competitive advantage for the destination organization (Sutapa, et al, 2024: 141), therefore certification of tourism worker competence is an important step in developing a better and more sustainable tourism industry.

3.2 Certification of Tourism Supporting Infrastructure in Bali

In general, infrastructure can include two main categories, namely physical infrastructure and social infrastructure (Mardiyani and Izharudin, 2024:300). Physical infrastructure includes the commonly known elements of rough infrastructure such as roads, bridges, ports, airports, irrigation and drainage facilities, which are designed to support economic activities and facilitate the mobility of goods and people. Meanwhile,

social infrastructure includes health services, education, housing facilities, and other elements that support the development of human capital. The combination of the two forms a complementary ecosystem, where people's needs for basic services and economic activities can run optimally (Mardiyani, S. and Izharudin, 2024: 300). Infrastructure is often considered as one of the main pillars in driving economic growth (Mardiyani, S. and Izharudin, 2024:301). Likewise in the tourism sector, the development of tourism requires infrastructure development so that more tourists come to tourist destinations (Lasdianti, et al, 2022: 341).

Infrastructure in terms of tourism in short is everything that supports tourism activities and facilitates tourists in enjoying tourist destinations. Similar to tourism workers, infrastructure takes a big part in the development of existing tourism. This is synonymous with buildings, tools, or supporting facilities for tourist destinations that are used which of course are in direct contact with the natural resources and ecosystems of the tourist area. Infrastructure in the tourism industry should not only aim to provide safety and easy access for tourists, but also safe for the environment. Therefore, it is important to ensure the standardization and certification of tourism infrastructure that meets these two indicators.

Although it has been regulated in national law and is also contained in the Regional Regulation (*Perda*) of Bali Province Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism, the reality on the ground is still often not appropriate. This is evidenced by the large number of illegal villas, which can be seen from the decline in villa occupancy in Bali to 50 percent in 2024 from 80 percent in 2023 with the same number of tourist visits (Ginta and Hartik, 2025). As a result, it is not uncommon for these villas to be used as locations for criminal acts such as narcotics and prostitution that have occurred in recent years. This is certainly an urgency for the state of life of our surrounding environment. Another example is the boat facility at dolphin watching destinations that raises pros and cons regarding its impact on marine ecosystems, especially dolphin habitats. Because the engine boat with noise that makes dolphins rise and be seen on the surface has the potential to disrupt their natural communication with echolocation. Therefore, certification of tourism support infrastructure should be in accordance with standards that are not only safe for humans but also the ecosystem and nature that are in direct contact with it, this is important in realizing sustainable tourism.

4. Conclusion and Recommendations

Certification of human resources and tourism supporting infrastructure plays a major role in supporting the realization of sustainable tourism in Bali. These two elements have the same characteristics, namely direct contact with tourist areas including natural resources, ecosystems, and various things in it, so that the accountability of the concept of sustainability of a tourist destination can be ensured through proper standardization of these two things. The main standards that must be owned are safety and benefits that are not only oriented towards humans, but also the surrounding environment and ecosystems.

The author recommends more specific arrangements regarding the certification of human resources or tourism workers and supporting infrastructure oriented to the concept of sustainable tourism, including sanctions, supervision, and accountability in a comprehensive manner.

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