

ROLE OF TOURISM IN BALI ECONOMY, INDONESIA

Made Antara^{a*} and Made Sri Sumarniasih^b

^aDepartment of Agribusiness, Faculty of Agriculture and Lecturer at Tourism Doctoral Program
University of Udayana, Denpasar, Bali, Indonesia

^bDepartment of Agroecotechnology, Faculty of Agriculture and Lecturer at Agriculture Doctoral Program
University of Udayana, Denpasar, Bali, Indonesia

Corresponding author: email: antara_unud@yahoo.com; phone: 08123841814

Abstract

Bali is one of the provinces in Indonesia and in the 2015 Bali was ranked second out of 10 best islands in the world according to the magazine published by the American "Travel and Leisure" and his website contains the results of voting on the 10 best island world of hundreds of thousands of islands as a destination travel and places to relax. The Indonesian government is currently very hope that tourism becomes source of foreign exchange complementary foreign exchange from exports of agricultural commodities and oil and gas. Therefore, the Indonesian government to allocate the funds relatively large to promote tourism in Indonesia to the world, which hopes to increase tourist arrivals. Of 10,406,759 people of foreign tourists visiting Indonesia in 2015, a total of 3,766,683 people (36.39%) come directly to Bali. It shows how much value the contribution of Bali tourism to the National Tourism. The purpose of the study was to identify the role of the tourism sector in the Bali economy and formulate a recommendation for future tourism development. The scope of this study is Bali regional macro using macroeconomic data and using qualitative descriptive analysis method. The role of tourism to the economy of Bali can be seen from the increase in tourist arrivals which comes directly to Bali as the motor of the economy of Bali, contribution of Bali tourism sector to the Bali economy, and the absorption of labor by the tourism sector. The study results showed that if the tourism is represented by the trade, hotels and restaurants sector, the tourism contribution to the economy of Bali (Gross Domestic Regional Product, GRDP) amounted to 27.82% in 2010 increased to 31.35% in 2014. However, if tourism represented by the tertiary sector (services sector), contribution of tourism to the economy of Bali (Bali GRDP) amounted to 65.28% in 2010 increased to 68.28% in 2014. Many economic activities in Bali related directly and indirectly to tourism services, so that economic activity is widely absorb workforce. If tourism is represented by trade, hotels and restaurants sector, the number of labor who work in tourism as many as 571 274 people (26.24%) in 2010 increased to 628 585 people (27.64%) in 2014. If tourism is represented by the tertiary sector (services sector), then the number labor who work in the tourism as much as 1,046,530 people (48.96%) in 2010 increased to 1,178,201 people (51.81%) in 2014. So, based some of the facts, tourism has a role in Bali economy. Based on the results of the study can be recommended that the development of tourism in Bali should be maintained and even improved because of their role as a driver of the economy of Bali. But its development must be harmonized with the development of other sectors such as agriculture and small industry/handicraft, because these three sectors are interrelated to one another. Agriculture with its aspects of the culture and customs is the capital of Bali tourism development, while tourism is a blessing for the people living in Bali.

Keywords: Tourism, Economy, workforce, Bali