

European Institute of Innovation, Entrepreneurship and Technology (EIET)

Course: Planning and Management of Sustainable Tourism Spaces

Assignment: 3

Date: 22.09.2025

Student Details

Name: Partek

Matriculation Number: DE240202

Program: B.A. in Tourism and Recreation

Institute Campus: Berlin

Date of Birth: 24.04.2002

Assignment 3

Question 1: Evaluate Destination Resource Management

For this question, I have selected Bali, Indonesia as the destination. Bali is one of the world's most famous tourism destinations, known for its beaches, temples, rice terraces, and cultural festivals. Its natural and cultural resources are central to its tourism development.

Planning and Management of Natural Resources:

- Bali's coastal zones, beaches, and coral reefs attract millions of tourists each year. To manage these resources, the government has introduced zoning regulations and community-based coastal management initiatives. However, challenges remain due to over-tourism, plastic waste, and coral degradation.
- Protected areas like Bali Barat National Park safeguard biodiversity and limit development in sensitive areas. Trekking and eco-tourism activities are managed under conservation guidelines.

Planning and Management of Cultural Resources:

- Bali's Hindu temples, rituals, and festivals form the cultural backbone of tourism. Regulations restrict construction near sacred sites, and cultural performances are promoted responsibly.
- UNESCO-recognized rice terraces in Jatiluwih highlight the traditional Subak irrigation system, a model of cultural landscape management.

Improvements Recommended:

1. Stronger waste management and plastic reduction policies to protect beaches and marine ecosystems.
2. Implementing stricter visitor limits at overcrowded temples and rice terraces to avoid over-commercialization.
3. Greater promotion of offbeat locations to spread tourist flows and reduce pressure on hotspots like Ubud and Kuta.
4. Expanding renewable energy use in tourism infrastructure to reduce environmental impact.

In conclusion, while Bali has made progress in planning and managing its natural and cultural resources, sustainable practices must be deepened to balance economic benefits with long-term conservation.

Question 2: Key Elements of Destination Development

Successful destination development requires the integration of several key elements: attractions, accessibility, amenities, image, and ancillary services. Bali provides a useful example of how these elements interact.

1. Attractions:

- Bali offers diverse attractions: beaches, temples, rice terraces, and nightlife. These natural and cultural attractions are the primary reasons for visitation.

2. Accessibility:

- Bali is served by Ngurah Rai International Airport with connections worldwide. However, internal transport remains challenging, with heavy traffic and limited public transit.

3. Amenities:

- The island offers a wide range of accommodations, from budget hostels to luxury resorts, alongside restaurants, spas, and shopping options. Basic infrastructure, however, faces pressure during peak seasons.

4. Image:

- Bali ' s global image as a “ paradise island ” attracts millions. Marketing campaigns highlight wellness, spirituality, and cultural richness, though over-tourism has started to damage this image.

5. Ancillary Services:

- Tour operators, guides, event planners, and financial services support the tourism ecosystem. Many community-based organizations also help connect visitors with authentic experiences.

Improvements Needed:

- Investment in sustainable transport systems such as electric buses and bike lanes to reduce congestion.
- Promotion of cultural tourism beyond the main hubs to diversify Bali ' s image and protect authenticity.
- Upgrading waste treatment and water management systems to meet the demands of mass tourism.

In summary, Bali illustrates the importance of balancing core elements of destination development with sustainability.

Proper coordination of attractions, accessibility, amenities, image, and services will ensure long-term success.