



Tourist' Perception And Interest In Visiting Climate Change In The Tanjung Benoa Tourism Area In 2025

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Abstract

Climate change refers to long-term changes in global or regional weather patterns, which can involve changes in temperature, rainfall, wind speed, and other weather phenomena. This research aims first to analyze tourists' perceptions of climate change and its impact on the tourist attraction of Tanjung Benoa, second to determine the influence of climate change on tourists' interest in visiting Tanjung Benoa, third to identify factors that influence tourists' decisions in choosing tourist destinations amidst the issue of climate change. Using qualitative methods, data was collected through a survey of 50 domestic tourist respondents. The research results show that most tourists are aware of the impact of climate change on the ecosystem and natural beauty of Tanjung Benoa, although there are still those who do not understand this issue. Tourist interest in visiting again is quite high, especially in the 25-29 year age group. However, climate change such as coastal erosion, rising sea levels and damage to coral reefs could threaten the region's tourist attraction. It is hoped that this research can become the basis for developing resilient and environmentally friendly tourism in Tanjung Benoa.

1. Introduction

Tourism is a multi-complex system, with various aspects that are interrelated and influence each other. In the last few decades, tourism has become a source of driving community dynamics in socio-cultural change (Takome et al, 2021). Tourism has potential that is worthy of being managed and is a sector that must be developed optimally from existing resources. And tourism is one of the development sectors which is expected to be able to achieve a level playing field in Indonesia's economic improvement sector, through various aspects listed in it such as foreign exchange earnings, equal distribution of people's

economic income, expanding employment opportunities and moreover, tourism is currently also burdened with an economic approach with participate in alleviating poverty (Ekomila, 2017). Bali always attracts domestic and foreign tourists. One of Indonesia's main tourist destinations is Bali, which is famous throughout the world. Bali is famous not only for its natural beauty, especially its beaches, but also for its unique and interesting culture and art. The tourism sector is concentrated in South Bali and several other areas. The main tourist attractions are Kuta and the surrounding areas, such as Legian and Seminyak; eastern areas of the city, such as Sanur; city centers, such as Ubud; and southern areas, such as Jimbaran, Nusa Dua and Pecatu. Bali is a complete tourist destination with many interesting tourist attractions, such as Kuta Beach, Tanah Lot Temple, Padang-Padang Beach, Lake Beratan Bedugul, Garuda Wisnu Kencana (GWK), Lovina Beach with its dolphins, Besakih Temple, Uluwatu, Ubud, Munduk, Kintamani, Amed, Tulamben, and Menjangan Island are some examples. Bali now has many tourist centers for educational children. These include a zoo, a three-dimensional museum, a water park, and a turtle hatchery. Bali Island is located to the west of Lombok Island and to the east of Java Island. One of the main attractions of the island of Bali is the beauty of its beaches. Many tourists come to Bali to enjoy the beauty and attractions of the beaches. One of the tourist attractions in Bali which is famous for its marine tourism is Tanjung Benoa Beach.

Tanjung Benoa is a village that is famous for its marine tourism. Geographically, this area is located at the southwest tip of the 'foot' of the island of Bali. Tanjung Benoa Village is lucky to be blessed with a natural beach like the one it has today. Tanjung Benoa beach has a safe, comfortable and beautiful sea. The sea coral is still intact, so the waves will break outside, before touching the shoreline. Because of this, the terms "shallow sea" and "deep sea" are known on Tanjung Benoa beach. This means that in this shallow sea all watersport activities can be carried out. Climate change in Tanjung Benoa is not a sudden event, but a gradual process that is exacerbated by human activities. Phenomena such as La Nina further worsen the situation by triggering extreme weather such as increased rainfall, rising sea levels and changes in wind patterns. The direct impact of climate change threatens the sustainability of coastal ecosystems, infrastructure and the tourism sector which is the backbone of the regional economy (Kardini et al, 2020).

Tanjung Benoa Watersports is located on Jl. Segara Geni No.3, Tanjung Benoa, South Kuta District, Badung Regency, Bali Province. The Tanjung Benoa beach tourist attraction in Bali, which is located in the Tanjung Benoa area, is one of the beach tourist attractions most favored by tourists. Tanjung Benoa Beach offers many interesting things. The Tanjung Benoa tourist attraction in Bali, also known as the Tanjung Benoa watersport, has white sand with calm sea water and beautiful underwater views (Mulyadi et al, 2019). Pt. Ceria Tours & Travel-Bali stated that the Tanjung Benoa Bali tourist spot is always filled with tourists, both from within the country and from abroad. Tanjung Benoa watersports has always been a tourist favorite, even though the island of Bali has many places for marine activities. The large choice of games and very cheap ride prices are the reasons. Apart from water sports, there are additional games such as parasailing, jet skiing, banana boating, free birding, snorkeling and tours to turtle island. Tanjung Benoa has everything a tourist needs, including white sand beaches and marine experiences. Many choices of hotels, restaurants and SPA activities are available at Tanjung Benoa Beach, which is currently very popular with domestic tourists. This beach has the potential to continue to be developed as a marine tourism area.

As one of the popular marine tourism destinations in Indonesia, Tanjung Benoa is very vulnerable to the impacts of climate change. Rising sea levels threaten coastal erosion and saltwater intrusion into coastal areas, while changes in weather patterns can cause a decrease in sea water quality and damage to coral reefs. This condition not only has an impact on coastal ecosystems, but also has the potential to reduce the tourist attraction of Tanjung Benoa. Tourists are increasingly aware of the importance of sustainable tourism and tend to choose destinations that pay attention to environmental aspects. Therefore, understanding tourists' perceptions and interests in climate change is very important for formulating sustainable tourism development strategies in this region.

It is hoped that the results of this study will provide broad benefits. For tourism business actors, the results of the study can be a reference in developing tourism products that are more environmentally friendly and sustainable. Regional governments can utilize the study results to formulate policies that support climate change adaptation and mitigation efforts. Meanwhile, for the wider community, the results of this study can increase awareness of the importance of protecting the environment and playing an active role in nature conservation efforts. Overall, the study of the impact of climate change in Tanjung

Benoa is an important step in efforts to build a resilient and sustainable tourist area. By involving various parties, from the government, business actors, to the community, we can together overcome the challenges of climate change and ensure environmental sustainability for future generations.

2. Methods of Implementation

This research uses a qualitative approach to explore in depth the perceptions and interests of domestic tourists towards climate change in the Tanjung Benoa tourist area. The population in this study were all domestic tourists visiting Tanjung Benoa, while the sample was taken randomly with a target number of 50 respondents. Sampling was carried out by distributing questionnaires to tourists who were at different points in the Tanjung Benoa area. Each point will be visited by two researchers to maximize data collection time.

The main instrument used in this research is an interview questionnaire which consists of a combination of a Likert scale, open questions and closed questions. This questionnaire is designed to measure tourists' level of understanding about climate change, their concern for the environment, and the factors that influence their decision to visit Tanjung Benoa. In-depth interviews were conducted to explore further information regarding tourists' perceptions and experiences related to climate change issues.

Data analysis will be carried out qualitatively using thematic analysis techniques to identify the main themes that appear in the data. In addition, comparative analysis with similar studies and spatial analysis will be carried out if possible. It is hoped that the results of this research will provide a comprehensive picture of domestic tourists' perceptions and interest in climate change in Tanjung Benoa, as well as provide relevant recommendations for sustainable tourism development.

Thus, it is hoped that the results of this research can provide a more accurate and in-depth picture of the perceptions and interests of domestic tourists towards climate change in Tanjung Benoa, as well as provide relevant recommendations for the development of sustainable tourism in Tanjung Benoa.

3. Results and Discussion

3.1 Results of Respondent Interviews

Based on the results of a survey we have conducted, the profile of visitors to Tanjung Benoa is quite diverse. The 25-29 year age group is the largest group of visitors, showing the younger generation's interest in this tourist destination. In addition, the percentage of male visitors is slightly higher than female. These findings provide a clearer picture of the target market that tourism actors in Tanjung Benoa need to target. Based on the results of a survey we conducted, the following is the distribution of visitors to Tanjung Benoa based on gender and age.

This information is very useful for understanding the tourist market and designing more effective tourism development strategies. The majority of visitors to Tanjung Benoa are men. The percentage of male visitors reached 62.7%. Female visitors also have a significant contribution. Even though the number is fewer than men, the percentage of female visitors reaches 37.3%.



Figure 1. Tanjung Benoa tourist condutions.

3.2 Tourist Perceptions and Interest

Tourists' perceptions of climate change in Tanjung Benoa are shown in the diagram of tourist awareness of climate change, tourists' understanding of the impact of change, the effects, and concerns about the future.

Table 1. Table of Tourist Awareness of the Impact of Climate Change in Tanjung Benoa.

level of consciousness	Percentage
Just normal	19,6 %
Less aware	23,5 %
Not aware	9,8 %
Realize	41,2 %
Very aware	5,9 %

(Source: observation result, 2025)

Tourist awareness of climate change shows that 21 people felt the impact. This explains that 41.2% of tourists are aware of climate change. However, the second and third places were followed by 12 people who were less aware and 9 people who were just normal. This explains that 23.5% and 19.6% of tourists are less aware of climate changes occurring around them. The causes include a lack of literacy and listening to environmental news.

According to tourists, the threat of climate change to the natural beauty of Tanjung Benoa is 39.2% sure that it will happen, namely 20 people. However, it was followed by 35.3% of ordinary people or 18 people. Below is a pie chart showing the threat of climate change to the natural beauty of Tanjung Benoa.

Table 2. Level of belief in the threat of climate change to natural beauty in Tanjung Benoa.

level of confidence	Percentage
Just normal	35,3 %
Doubtful	9,8 %
Not sure	13,7 %
Certain	39,2 %
Very sure	2,0 %

(Source: observation result, 2025)

The results of these observations indicate that tourist awareness regarding the threat of climate change to the natural beauty of Tanjung Benoa needs to continue to be increased. By increasing public understanding of this issue, it is hoped that it can encourage active participation in environmental conservation efforts.

Table 3. Existence level of perception of the influence of climate change in Tanjung Benoa.

level of existence	Percentage
Just normal	7,8 %
Doubtful	27,2 %
Nothing	18 %
Have	37 %
Very much there	16,8 %

(Source: observation result, 2025)

The majority of respondents (37%) believe that climate change has an influence on Tanjung Benoa. This shows that there is quite high awareness among respondents regarding the potential impact of climate change on the environment and society in the region. Around 27.2% of respondents felt doubtful or unsure about the effects of climate change. This percentage shows that there are still some people who do not have a clear understanding or sufficient information regarding this issue. A smaller percentage (18%) stated that climate change had no influence at all on Tanjung Benoa. This may be due to several factors, such as a lack of information, a lack of direct experience with the impacts of climate change, or the existence of different views on this issue. Around 16.8% of respondents felt that climate change had a big impact on Tanjung Benoa. This percentage shows that there is a group of people who have very high awareness and may have felt the direct impact of climate change.

Tourist interest in Tanjung Benoa tourism is shown in a diagram of the possibility of tourists visiting Tanjung Benoa again. This table is categorized into five possibilities, including very small/not, small, quite large, large, and very large. For more details, see the table below:

Table 4. Level of Likelihood of Tourists Returning to Tanjung Benoa.

level of existence	Percentage
Small	31,4 %
Very small/Not	15,7 %
Quite large	27,5 %
Large	13,7 %
Very large	11,8 %

(Source: observation result, 2025)

The majority of respondents (37%) are quite likely to visit again. This indicates that most tourists are satisfied with their previous visit and have the potential to visit again in the future. Around 31.4% of respondents have a high probability of visiting again. This percentage shows that there is a group of tourists who are very satisfied with their visit and are very likely to become loyal visitors. Around 15.7% of respondents have a very high probability of visiting again. This group is a market segment with great potential and needs to be maintained. The remainder (around 15.7%) have a very small possibility of visiting again. This percentage indicates there are problems or deficiencies that need to be addressed to increase visitor satisfaction in this group.

3.3 Origin of Tourist Respondents

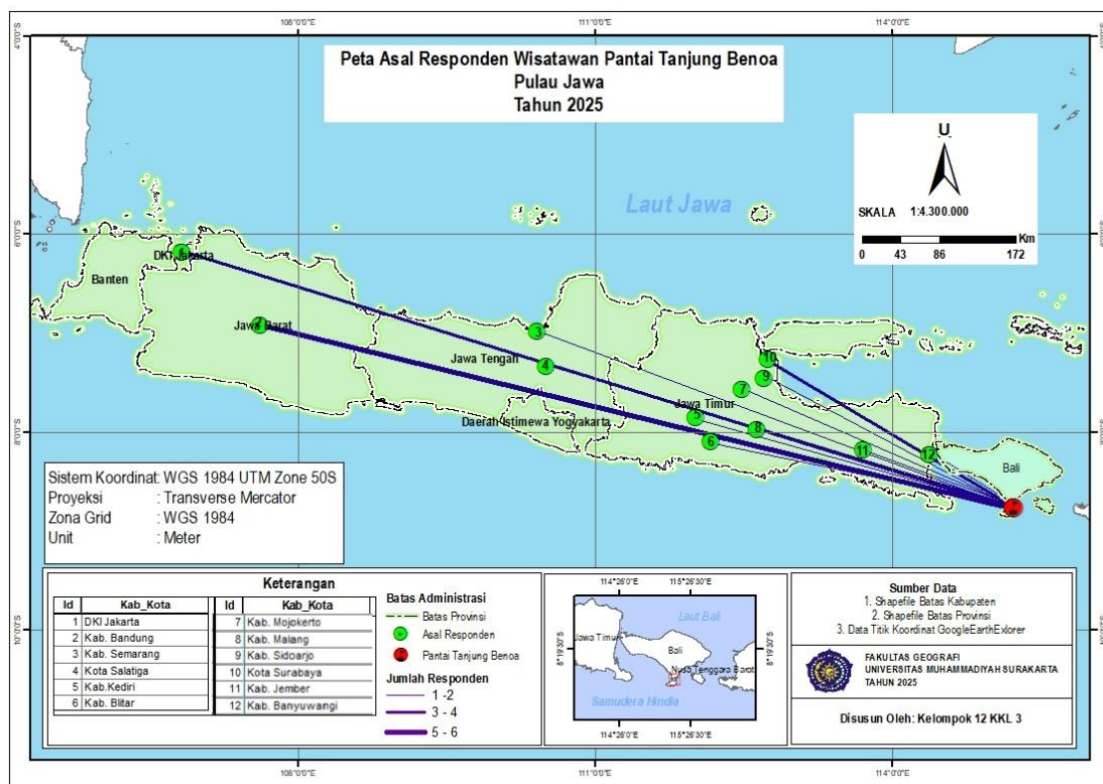


Figure 2. Map of the distribution of tourist respondents from Tanjung Benoa Beach, Java Island.

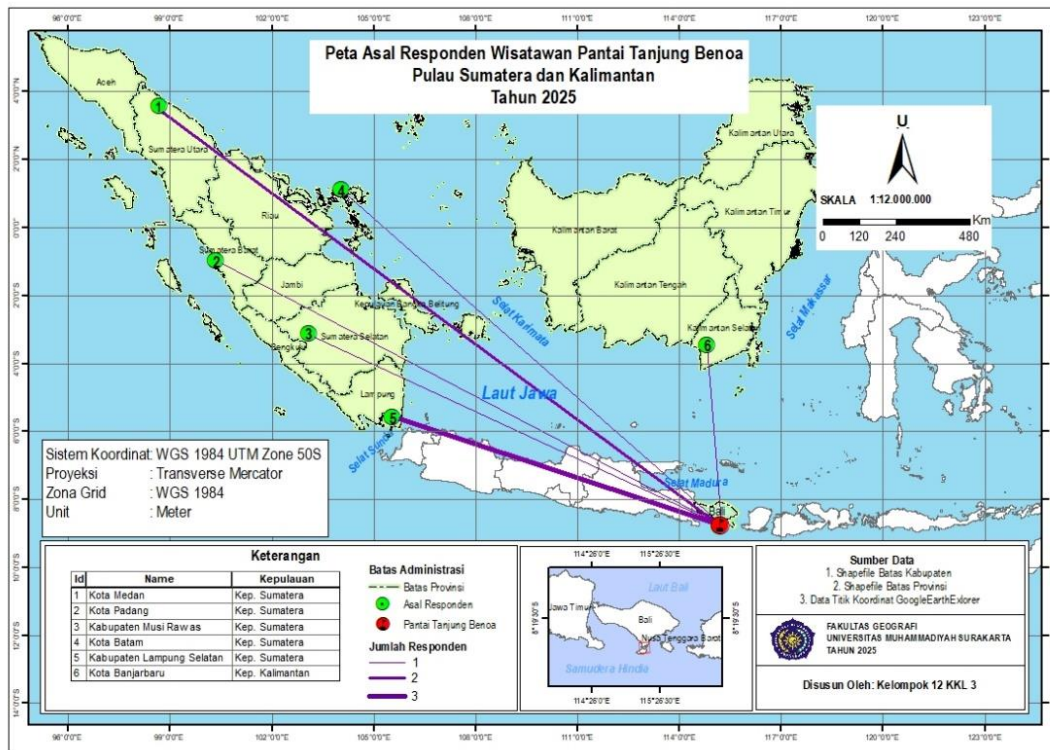


Figure 3. Map of the distribution of tourist respondents from Tanjung Benoa Beach, Sumatera and borneo Island.

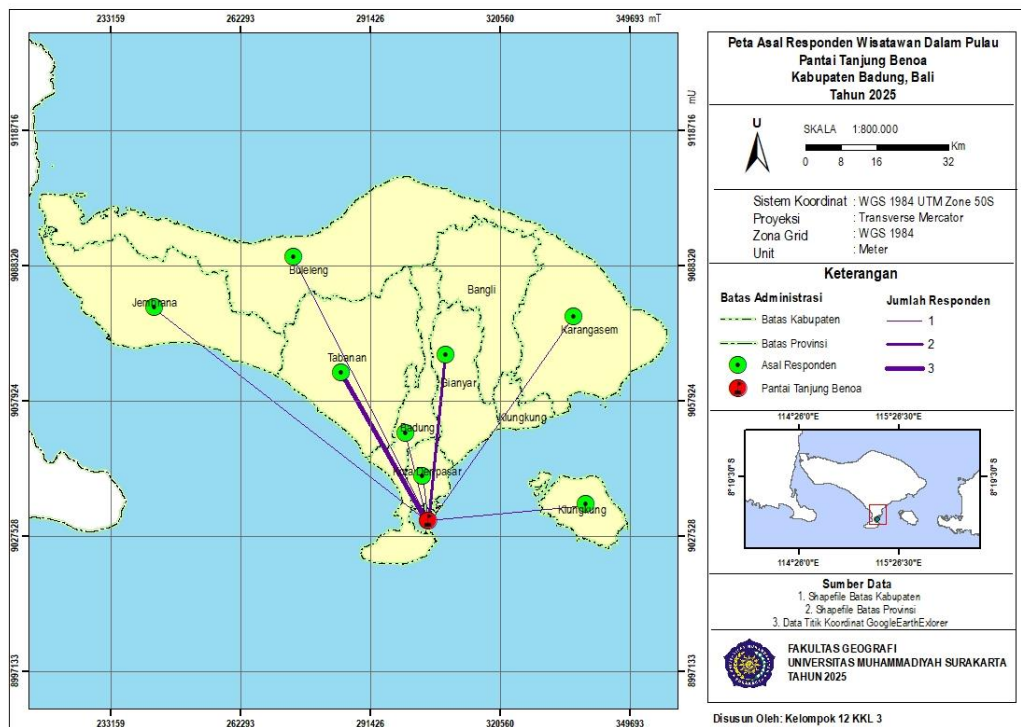


Figure 4. Map of the distribution of tourist respondents from Tanjung Benoa Beach, Bali Island.

4. Conclusion

This research focuses on tourists' perceptions and interest in the impact of climate change in the Tanjung Benoa tourist area, Bali, which is famous for its marine tourism. The research used qualitative methods with a survey of 50 domestic tourist respondents. The research results show that the perception of tourists is that most tourists are aware of the impact of climate change on the natural beauty and ecosystem of Tanjung Benoa, however, the level of awareness still needs to be increased because there are some who do not understand or are unsure about this issue. Regarding tourist interest, the majority of tourists have a fairly high to high probability of visiting again, showing their satisfaction with the tourism experience in Tanjung Benoa and the young tourist segment (aged 25-29 years) dominates visits, which shows the interest of the younger generation in this destination. The impact of climate change itself, threats such as coastal erosion, rising sea levels and damage to coral reefs can reduce the tourist attraction and environmental quality of Tanjung Benoa. For recommendations, it is important to increase tourist awareness about climate change through education and promotion of sustainable tourism. Collaboration between the government, business actors and the community is needed to develop policies for adapting and mitigating the impacts of climate change. This research is the basis for formulating a management strategy for the Tanjung Benoa tourist destination that is more sustainable and resilient to climate change.

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