

## Social cultural issues during tourism development phase: case in Seminyak tourism area

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Abstrak

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Seminyak tourism area is now one of the favorite tourist destinations for foreign tourists as an alternative to Kuta tourism area. However; the existence of Seminyak area to accommodate the tourists who are not accommodated in Kuta which in fact is stagnant, raises several new problems. In other words, sustainable tourism is difficult to realize in this district. There are many positive consequences of tourism that can be increased if tourism is implemented and practiced in a more sustainable and appropriate way. Involving social aspects and customs is essential. Indigenous people of Seminyak must always be involved in planning and implementing tourism so that it leads to a more positive attitude. One of the key elements of sustainable tourism is community development, which is the process and capacity to make decisions considering a long-term, ecological, and equilibrium economy among all communities.