

The management of Cau Belayu Tourism Village based on green tourism business scheme

I Putu Krisna Arta Widana^{1*}, I Ketut Utama²

¹Hospitality Study Program, Politeknik Negeri Bali, Indonesia

²Tourism Business Management Study Program, Politeknik Negeri Bali, Indonesia

Email: ¹krisnaarta.widana@pnb.ac.id; ²tomsutama@gmail.com



Abstract

Purpose: The purpose of this research is to know the implementation of green tourism business scheme by the management of the Cau Belayu tourism village to be a sustainable and environmentally friendly tourist destination.

Research methods: This research is using descriptive analysis research with qualitative description. Data were collected through interviews, observations, and related documentation. The selected informants are determined based on the criteria from the author. Data were analyzed using activities that occur simultaneously, namely data reduction, data presentation, and drawing conclusions or verification.

Results and discussion: The result shows that the development of tourism in Cau Belayu village is welcomed by the surrounding community because it is considered to have a positive impact on their lives and there are 10 green tourism business schemes which can be implemented in Cau Belayu tourism village to support a sustainability tourism village activities, namely compulsory, management and marketing, social involvement and communication, energy, water efficiency, purchasing, waste, travel, natural and cultural heritage, and innovation.

Conclusion: The management of Cau Belayu tourism village is generally growing and developing well, but it is still not optimal because there are still several obstacles. The implementation of 10 green tourism business schemes in particular has not been fully implemented, however, the direction of the Cau Belayu tourism village management policy has led to green tourism business schemes.

Keywords: the management, green tourism, green tourism business scheme, tourism village

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Introduction

By the end of the 20th century dramatic changes in the global economy laid aside traditional economic resources, agriculture and industrialization, to be replaced by different services industries, telecommunications, information technology, banking and travel and the tourism industry which currently leads the world economy. Tourism is no longer the activity undertaken by people, in which they go out for a particular period to spend leisure time, but also as a view to see the available business opportunities. Despite of difficulties and crises, tourism has managed to deepen its roots in the contemporary culture by the end of the twentieth century (United Arab Emirates Ministry of Economy, 2014).

As a result, the world is going through a dramatic period of social, cultural, civilizational, economic and environmental development which led to a so-called “new tourism era” with its special features and own trends. One of the key trends is the appearance of new types of tourism like green tourism. Green tourism satisfies the requirements of environment and its protection from pollution through programs in which entertainment and protection complement each other. It is described as sustainable tourism, alternative tourism as well as balanced tourism.

Green tourism has become the center of the world interest and the specialization of many tour operators, there are a lot of tourists who look for accommodation at eco-friendly green hotels, as a requirement. It is a responsible eco-friendly type of tourism attracting well-educated and clean, natural, environment lovers, and levels of tourists. Environment is the backbone of tourism activity and clean environment is a guarantee and a key factor of tourism attraction.

It should be indicated that new trends in environmental protection are taken into consideration to achieve the green tourism business scheme, in order to apply an integrated environment system to reach a sustainable tourism policy that abides with local environment laws and reduces employment costs through the optimal use of natural resources and improvement of the images of tourist facilities.

The green tourism business scheme can be used for the management of tourist attractions in Bali. One of the tourist attractions that are developed by the Indonesian government through the ministry of tourism and creative economy is a tourism village. A tourism village is a business that can be developed to improve the welfare and income of local communities while still paying attention to environmental sustainability. Cau Belayu tourism village is one of the tourism villages located in Cau Belayu Village, Marga District, Tabanan Regency. Cau Belayu tourism village was confirmed as a tourism village through a Tabanan's Regent Decree Number 180/1286/03/HK & HAM/2020.

Cau Belayu tourism village has the potential to be developed. Potential tourist attractions owned by Cau Belayu tourism village, namely the Pengempu waterfall which has a height ranging from 15-20 meters, sports tourism such as rock climbing, trekking, tubing, and spiritual tourism which is located near Pucak Geni temple. This development effort aims to make Cau Belayu tourism village as one of tourist destination in Tabanan Regency.

In developing the Cau Belayu tourism village, good management is needed for the sustainability of the Cau Belayu tourism village, which currently the management of Cau Belayu tourism village is still carried out in groups. The management of Cau Belayu tourism village begins with the initiation of community groups from 4 hamlets, namely Cau Belayu, Babakan, Padangaling, and Seribupati. Therefore, this community group formed a tourism awareness group (*Pokdarwis*) which was confirmed by the Tabanan's Regent Decree Number 180/576/03/HK & HAM/2020 which had 30 members.

The results of interviews with the Cau Belayu village head, I Putu Eka Jayantara and Chairman of the tourism awareness group (*Pokdarwis*), I Wayan Sumastra, interview on 17 October 2020 related to the management of the Cau Belayu tourism village, which currently does not have proper management because the tourism potential exists in each hamlet and privately owned land. It needs understanding and agreement to disputes occur, especially regarding the results of the management of the Cau Belayu tourism village. From the description above, the author intends to implement a tourism village business scheme based on green tourism so that Cau Belayu tourism village becomes a sustainable and environmentally friendly tourist destination.

Research methods

This research is a descriptive analysis research with qualitative descriptions. Qualitative research is a research process that is carried out naturally according to the objective conditions in the field without any manipulation, as well as the types of data collected, especially qualitative data (Arifin, 2011). In addition, the use of descriptive analysis method aims to analyze by describing more deeply related to the object of research, so as to produce authentic and inter subjective research. Based on the above concept, the author directly observes related objects, interviews informants, and relates them to documents. The author then analyzes all the data and formulates an appropriate management scheme to manage the Cau Belayu tourism village.

The research location used in this research is the Cau Belayu tourism village, Marga District, Tabanan Regency, Bali Province. Cau Belayu tourism village was chosen as the research location because this village is a tourism village which has just been inaugurated by the Tabanan Regency Government and is also an assisted village of the Tourism Department Politeknik Negeri Bali.

This research used a purposive sampling method, namely a sampling technique with certain considerations (Sugiyono, 2015). Based on this method, the selected informants are determined based on the criteria that is determined by the author. The criteria determined by the author were that the sample was a community who knew the process of forming the Cau Belayu tourism village represented by the Head of Cau Belayu village and village secretary, the informants was willing to answer questions that had been prepared by the author represented by two people from each hamlet (Figure 1), and the informants willing to provide data and documents related to the development and management of the Cau Belayu tourism village, represented by the Chairman of the Cau Belayu village tourism awareness group (*Pokdarwis*).



Figure 1. Interviews with informants
(Source: Author documentation, 2020)

The data collected from interviews, observations, and related documents were analyzed using interactive analysis techniques. The interactive analysis technique consists of three activities that occur simultaneously, namely data reduction, data presentation, and

drawing conclusions or verification. Based on the description above, the data analysis technique in this research was carried out through stages, namely 1) recording all findings of phenomena in the field either through observation, interviews, and documentation in the form of field notes, 2) reviewing field notes from observations, interviews and separating data which are considered important and insignificant, this work is repeated to check the possibility of classification errors, 3) describe the classified data for the benefit of further research by taking into account the focus and research objectives, 4) make a final analysis related to the business scheme of the management of the Cau Belayu tourism village.

Results and discussion

The development of tourism in Cau Belayu village started with the increasing number of local community visits and some foreign tourists visiting the Pengempu waterfall (Figure 2). At first, the Pengempu waterfall area was used as a place for religious ceremonies, namely *melasti* which is carried out once a year. Seeing the tourism potential in the Pengempu waterfall, several community leaders took the initiative to form a group to manage the Pengempu waterfall (I Wayan Sumastra, interview on 17 October 2020). The obstacle faced in managing the Pengempu waterfall is the ownership of the land around the waterfall Pengempu privately owned by Belayu Cau villagers, which means that the land owners around the Pengempu waterfall have the right to use their land to convert it into a permanent building or sell it to other parties that could damage the sustainability around the Pengempu waterfall. The obstacles faced were then discussed with the management of official village and traditional village. From the results of these deliberations, they agreed to form a tourism awareness group (*Pokdarwis*) which later could help provide explanations for tourism activities to the local community and develop tourism potential in Cau Belayu village as well as including tourism village as one of the businesses that will be managed by the village-owned enterprise (*Bumdes*) of Cau Belayu village.



Figure 2. Pengempu waterfall
(Source: Cau Belayu tourism village, 2020)

The development of tourism in Cau Belayu village is welcomed by the surrounding community because it is considered to have a positive impact on their lives, having an impact on increasing the quality and quantity of their agricultural and livestock products, small industries are more developed, places and culture and tourist destinations in the Tabanan area are more accessible to the community broad (I Putu Eka Jayantara, interview on 17 October 2020). Furthermore, tourism development in Cau Belayu village is expected to be able to cover all hamlets in Cau Belayu village. Therefore, it was agreed to create a Cau Belayu tourism village development program. The expectations of the community are very high in participating in the implementation of the Cau Belayu tourism village development program. This is because the community is aware of the ecological potential of their village. This is also supported by the Tabanan district government which focuses on developing new tourism areas to go to tourism villages based on natural potential by providing training and promoting tourism villages in Tabanan district.

From the results of field observations, the management of Cau Belayu Tourism village can be done by implementing the green tourism business scheme (Figure 3).

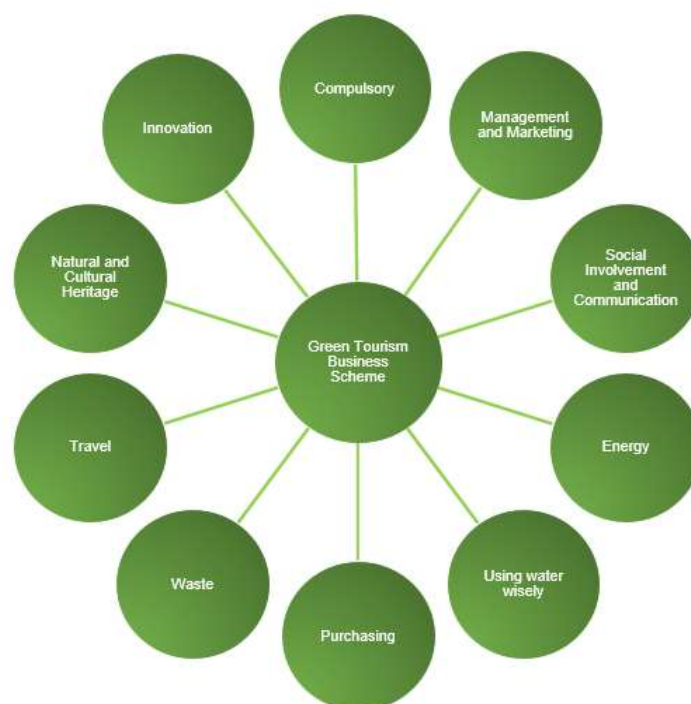


Figure 3. Green tourism business scheme
(Source: GTBS, 2020)

This green tourism business scheme has 10 schemes that are implemented in the Cau Belayu tourism village, which are compulsory, management and marketing, social involvement and communication, energy, water efficiency, purchasing, waste, travel, natural and cultural heritage, and innovation.

Compulsory - compliance with environmental legislation and commitment to continuous improvement in environmental performance. In this case, the official village of Cau Belayu, tourism awareness groups (*Pokdarwis*), the village consultative body (*BPD*), and village-owned enterprises (*Bumdes*) have coordinated with the Tabanan Regency government to make Cau Belayu village as one of the tourism villages in Tabanan Regency through the

issuance of a Tabanan Regent Decree Number 180/1286/03/HK & HAM/2020. This coordination was also carried out with the Cau Belayu traditional village and the Babakan traditional village regarding customs *relaw (awig-awig)* in supporting the existence of the Cau Belayu tourism village. Cau Belayu village and the existing traditional villages are committed to making improvements and upgrading of tourism village facilities in a sustainable manner, for example repairing trekking routes by strengthening road bodies, improved access to the Pengempu waterfall from the main road, making flower gardens, and providing garbage dumps.

Management and marketing - demonstrating good environmental management, including staff awareness, specialist training, monitoring, and record keeping. Based on field observations, the Cau Belayu tourism awareness group (*Pokdarwis*) has participated in many trainings related to the management of the tourism village, both held by the local government and the provincial government of Bali, however environmental management in Cau Belayu Tourism village has not been running optimally because it is currently still in progress on the development stage of tourism village activities to build business schemes that maintain environmental sustainability. From the green tourism business scheme, the management of the Cau Belayu tourism village can carry out management starting from the green management file, where all data related to the management of the tourism village is paperless or in digital files as much as possible. Furthermore, the management of Cau Belayu tourism village and also Cau Belayu village officials can make a green action plan, for example the construction of water irrigation facilities at Pengempu Waterfall by paying attention to the structure of the watershed and the presence of existing trees. In terms of marketing, the management of Cau Belayu tourism village can do green marketing where the marketing of Cau Belayu tourism village are carried out through social media, websites and brochures while still including the green policy along with a commitment to environmental preservation. In addition, green marketing can also be done by creating green events such as easy gardening, trekking with Paddy's plantation, and camping in natural area.

Social involvement and communication of environmental actions to tourists through variety of channels and range of actions. The attractions in Cau Belayu tourism village are packed with green policies where tourists are not only invited to enjoy the existing tourist attractions, but are also invited to preserve the environment. One example, trekking attraction is combined with environmental preservation such as plant nurseries. Environmental education communications are also conveyed to tourists regarding the types of trees that grow in Cau Belayu tourism village and the benefits of these trees in daily life. The Cau Belayu tourism village management also collaborates with existing groups such as farmer groups, livestock groups, and youth groups who become local informants during social interactions in Cau Belayu tourism village. In terms of environmental promotion, Cau Belayu tourism village also promotes physical and spiritual health and wellbeing tourism. Spiritual tourism in the form of *melukat* can be done at Beji Langse in the Seribupati hamlet area, as part of the Pucak Geni temple and also water tourism in the form of tubing along the river while enjoying the green nature.

Energy - efficiency of lighting, heating and appliances, insulation and renewable energy use. In Cau Belayu tourism village, the use of renewable energy does not yet exist because all lightings, heating, and equipment still use electricity. However, the management of Cau Belayu tourism village has made a strategic plan for energy efficiency by using solar cell lighting that comes from sunlight and batteries. This has been discussed and a proposal will be submitted

to the local government for village development assistance related to the realization of renewable energy.

Water efficiency - good maintenance, low consumption equipment, flush reduction, lessening pollution impacts through offset, rainwater harvesting as well as using eco-cleaners. The village of Cau Belayu has an abundance of water reservoirs because it has a natural spring that has been clinically tested for drinking water by the Health Office of the District of Tabanan. In terms of water efficiency, the Cau Belayu village has made village-owned water company (*PAM Desa*) which is distributed to people's homes. From the observation, the water supply is still available even though the *PAM Desa* has been made, so that the water supply will be used to support the activities of the Cau Belayu tourism village, namely by making refill drinking water and later in the form of bottled drinking water. This plan has been included in the Cau Belayu tourism village development program and is currently in the process of submitting a refill drinking water supply proposal through the community service grant from Politeknik Negeri Bali.

Purchasing environmentally friendly goods and services, for example products made from recycled materials, use and promotion of locally grown food and drink, ethical and fairly traded items and the use of sustainable timber. Product promotion is carried out by the Cau Belayu tourism village, namely by utilizing the existing plants and trees in the Cau Belayu village. When tourists arrive, they are given a welcome drink made of filtered water from cinnamon leaves that is available in Cau Belayu tourism village. In terms of providing drinking water to tourists, Cau Belayu tourism village will use refill drinking water produced by Cau Belayu village-owned enterprise (*Bumdes*). Furthermore, food is served using *besek* (woven bamboo) which is environmentally friendly, recyclable, and the raw material is readily available and sustainable (Figure 4).



Figure 4. Example product made from recycled materials (*besek*)
(Source: Author documentation, 2020)

Minimize waste by adopting the principle of “eliminate, reduce, reuse, recycle”. The results of observations in Cau Belayu tourism village, waste handling can be divided into two, namely household waste and livestock waste. Household waste is handled by Cau Belayu village in collaboration with the Tabanan Regency Sanitation and Environment Agency in terms of transporting waste. Livestock waste is handled directly by the owner of the farm, where the waste is recycled for compost and the results from this recycling are used as organic fertilizer for food production such as corn and sweet potatoes which are bought by village-owned enterprise (*Bumdes*) and sold back as animal feed.

Travel - aims to minimise visitors travel impacts by adopting more responsible travel options, promoting local and national public transport services, cycle hire, local walking and cycling options, and use of alternative fuels and efficient vehicles. In this case, the management of Cau Belayu tourism village is working with agro-tourism management in the Seribupati hamlet in providing environmentally friendly transportation, namely pedicab (Figure 5). Tourists can take a pedicab around the Cau Belayu tourism village which is then continued by trekking to enjoy the existing tourism potential. Furthermore, the management of Cau Belayu tourism village will also provide bicycles to get around the village. Given the limited funds available, the facilities to support activities in the Cau Belayu tourism village were built in stages.



Figure 5. Environmentally friendly transportation (pedicab)
(Source: Author documentation, 2020)

Natural and Cultural Heritage - on site measures aimed at increasing biodiversity and preserving cultural values, for example wildlife gardening, ecological reserves and refuges, cultural events and iconic buildings, as well as providing information for visitors on the wildlife on and around the site. In terms of natural and cultural heritage preservation, tourists visiting Cau Belayu tourism village can see green nature because most of the Cau Belayu village area is forest and agriculture. In terms of culture, tourists will be invited to learn Balinese dancing, make Balinese offering (*canang*), Balinese cuisine, and also make Balinese carving in one of the people's houses and can interact and also see local community activities.

Innovation - measures which are innovative through the application of novel techniques and technology or the adaptation of traditional methods into a modern context all of which must demonstrate a positive contribution to sustainable development. From the observations, Cau Belayu tourism village has implemented innovative steps in the development of Cau Belayu tourism village, for example by developing an Android-based smart village application to provide information related to Cau Belayu village and its tourism potential. The village smart application is still under the development and trial stages, however, the village internet network infrastructure has begun to be explored by inviting internet providers to Cau Belayu village who can later support the management of Cau Belayu tourism village. In terms of promotional innovations for the Cau Belayu tourism village, it has been done by making promotional videos

that was uploaded to the Youtube channel and also promotions to educational institutions to simultaneously provide advice and input regarding the management of the Cau Belayu tourism village.

Conclusion

Through in-depth observation, in this research it can be concluded that the management of Cau Belayu tourism village in Marga District, Tabanan Regency, has the support from local community. The management of Cau Belayu tourism village is generally growing and developing well, but it is still not optimal because there are still several obstacles, especially related to agreements with private land owners. It also relates to the availability of facilities and infrastructure as well as the availability of budgets in the development of supporting infrastructure for the tourism village, so a business scheme is needed to ensure the sustainability of the Cau Belayu tourism village.

The green tourism business scheme is expected to be able to maintain and preserve the economy, socio-cultural life of the community, and the environment in the Cau Belayu tourism village. The concept assessed in the management of the Cau Belayu tourism village by implementing 10 green tourism business schemes in particular has not been fully implemented, however, the direction of the Cau Belayu tourism village management policy has led to a green tourism business scheme which later can be used as one of the village income and also as a basis assessment to get an award in the tourism sector.

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