

Undagi Farmers Village:

The Implementation of the Concept of Green Tourism in the Tourism Development

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Abstract—This study explores the implementation of the concept of green tourism in the development of tourism at a tourist destination known as Undagi Farmers Village. It is one of the tourist destinations at Timpag Village which offers the nature and culture as tourist attractions. The data were collected through observation, in-depth interview, and documentation. The informants were selected from those who understand the implementation of green tourism in the development sustainable tourism. The data were descriptively and qualitatively analyzed. The result of the study shows that Undagi Farmers Village has implemented the concept of green tourism in the development of tourism, as reflected by the facts that (1) the destination offers the unspoiled nature; (2) the integrated empowerment of the local people in the development of tourism increases their economic vitality; (3) the green tourism presents the local people's cultural and traditional activities; and (4) the green tourism involves the tourists who come to visit it in the touristic activities in order to obtain new experience. It is expected that the development of the green tourism-based tourist destination can make the local people more aware of preserving the nature and culture for the future generation.

Keywords—implementation, destination, green tourism, village

I. INTRODUCTION

Tourism was developed for a variety of purposes, among others: as a driver of economic growth, a source of foreign exchange, opening jobs and generating growth in related sectors, namely agriculture, fisheries and manufacturing industries. Tourism can also improve education, arts and culture revive endangered and the preservation or conservation of the environment. Bali that rely on tourism sector mention that tourism brings economic benefits as well as a wide range of issues related to destruction of the environment and the burden on local communities caused by the high cost of living and others. Sustainable development should be pursued, especially to alleviate the poor. The purpose of sustainable development is the implementation of economic development in integrated development environment [1].

The community of Timpag village also did the same thing. To this end, the local people endeavor to exploit the potential resources in such a way that they can be packaged into

sustainable tourist attractions. The development of sustainable tourism is relevant to the potential the local people, who dominantly work as farmers, have and is intended to have a dual effect on them. It is expected that the agricultural products they produce are not only for consumption but also for sales to tourists.

The people living at Timpag Village enthusiastically support the sustainable tourism at their village. They are aware that the nature and culture they have are the tourist attractions which are already available at the village. Their enthusiasm is followed up by their leaders through intensive communication that the implementation of the concept of green tourism can contribute to the development of sustainable tourism. The local people expect that the development of green tourism will neither degrade their culture nor their nature; instead, it can make them more aware that they should preserve the nature and culture. They also expect that the development of green tourism can economically benefit them, as stated by Nyoman Gempar Aryadi (Secretary of Timpag Village) whom was interviewed on 15 June 2019. This is in line with the results of the studies conducted by Ishii [2]; Agarwal [3]; Suasapha and Paturusi [4] in which it is stated that the development of a tourist destination at a village can economically benefit its people.

The local people are aware that the touristic activities at their village can economically support their families. The rural sustainable touristic activities should be maintained to improve the local people's prosperity. Sutrisna [5], Cole [6], Oka and Pugra [7] and Oka & Sumawidari [8] state that tourism sector has been able to improve society's economy. The reason is that different types of businesses related to tourism can lead to the creation of job opportunities for labor force.

Timpag Village has three developing tourist destinations; they are (1) Bendungan Telaga Tunjung, (2) Pondok Edukasi Uma Urip, and (3) Undagi Farmers Village; each has its own uniqueness. Bendungan Telaga Tunjung mainly functions as a dike where irrigation water is distributed. Apart from that, it also functions as a tourist destination. It is a huge dike with a green view, causing it to be a good place where tourists can go to take their own pictures (selfie). In addition, tourists can also see an interesting terraced view from the hill. Pondok Edukasi

Uma Urip is a tourist destination where tourists can go to do the touristic activities they like. It offers beautiful terraced rice fields completed with the spots where tourists can go to take their own pictures (selfie). Undagi Farmers Village offers another alternative where tourists can go to directly watch and feel how the local people's everyday life is, starting from when they get up in the morning to what they do at night. Going around the village which is still natural, meeting the local people with their friendliness, and trying to consume the foods that are specific to Timpag Village can contribute to the warm holiday atmosphere for tourists.

Among the three destinations, this article focuses on the description of the existence of Undagi Farmers Village. The reason is that how it packages the nature, culture and experience for the tourists visiting the village as the implementation of green tourism is excellent. However, the management should incessantly prepare what integrated steps should be taken to organize and manage the tourist destination to make it sustainable. The challenge it encounters to develop green tourism is that Undagi Farmers Village should be developed in an integrated way so that it can benefit the stakeholders, the local people as the owner of the area in particular, and the government and the tourism agents in general. In relation to that, this article discusses the implementation of the concept of green tourism in the development of the tourist destination of Undagi Farmers Village. It is expected that the implementation of green tourism can economically, socially and culturally contribute to the local people.

II. RESEARCH METHODS

The qualitative data are used in this study. The data were obtained from a purposive sampling, meaning that the data were collected starting from one of them who understands the existence of tourism at Timpag Village. The number of informants was 9 people using in-depth interviews. Data collection started with informants I Nyoman Gempar Aryadi (Secretary of Timpag Village), I Nyoman Wira Widana (Founder of Undagi Farmers Village), and continued with other informants. After the information obtained was regarded as being enough, the data collection was discontinued. The data were descriptively and qualitatively analyzed, meaning that the data were processed, classified, analyzed and interpreted in such a way that the phenomenon explored would be socially, academically and scientifically valuable. According to Bungin [9], the focus is what to do to find out what type of thinking is reflected by or what rationality is hidden behind the social phenomenon related to the development of green tourism.

III. RESULTS AND DISCUSSION

Currently, travelling cannot be separated from life style, even travelling is more important than any attempt that is made to fulfill career and financial needs. Travelling around the world and finding new places and atmosphere accompanied by several beloved people is one of the dreams which everybody wants to come true in the future. One of the things that tourists

want to do is visiting a tourist destination which is completely different from their daily life. It is this which is offered by Undagi Farmers Village, where tourists can watch and do their activities during holiday. Therefore, the positive image of this tourist destination should be maintained, even it needs to be improved as the visit they make will directly and indirectly promote it through social media or they will promote it to their friends and colleagues that they have been in a new tourist destination which is different from the other tourist destinations. Such information will spread. They will publish what they have done during their holiday at this destination, causing people from different parts of the world to talk about it.

The image of Undagi Farmers Village is highly meaningful as it can determine the process of selecting what tourist destinations that will be visited by tourists. Hall and O'Sullivan in Zahra [10] state that there are three factors that can cause a tourist destination to survive for a long time; they are (1) the oral information given by a tourist after he/she comes back to his/her country; (2) the image made by the media; and (3) what the local government intends to do and its policy. An image can be viewed as a mental figure of a set of attributes reflecting its motivations in different dimensions so that it becomes influential in the process of selecting a destination.

The change in the travelling trend from mass tourism into quality tourism requires that the concept of sustainable tourism should be developed to include ecotourism, tourist village, agro tourism, spiritual tourism, green tourism and the community-based tourism. This is intended to maximize the development of a destination [11]. Therefore, the village's leaders intend to develop sustainable tourism which is also referred to as "green tourism".

The development of green tourism is intended to develop the local potential which a village has and includes the nature and the socio-cultural activities it has which can contribute to the local government and improve the local people's prosperity. Alavalapati and Adamowicz [12], Reid, et al. [13], Gelbman and Timothy [14], and Nunkoo et al. [15] state that it is necessary to develop tourism in such a way that the economic, environmental and socio-cultural benefits become balanced and that it can empower community. Oka et al. [16] also states that the development of tourism can positively contribute to the local people's economic, social and cultural life. Therefore, in the attempt which is made to empower community that is importantly needed to be socialized from the beginning is that tourism should positively contribute to the local people and the environmental preservation.

The approach to green tourism is almost the same as that to sustainable tourism. The approach to the latter gives more emphasis on the sensitivity to the natural environment when developing tourism. Cooper [17] states that there are three pillars that support the development of sustainable tourism; they are economic sustainability, social sustainability, and environmental sustainability. Sustainable tourism needs to be developed so that the future generation can enjoy it.

Green tourism is the expansion of sustainable tourism. It used to be defined as an activity of travelling to a tourist destination where the main tourist attractions are flora and fauna and cultural heritages. Then its definition includes environmentally friendly travelling in order to minimize the negative impact by preserving the natural resources and adapting such a good program that it can preserve every natural resource [18]. Green tourism is so important to help the activity of travelling support the natural and cultural aspects, preserve the natural resources and appreciate cultural diversity.

Dodds and Joppe [19] state that the concept of green tourism can be divided into four components; they are:

- Environmental responsibility; namely, protecting, conserving and improving the natural environment to ascertain the long term sustainability of the ecosystem.
- Local economic vitality; namely, supporting the economic and business activities of the local people for the sake of their economic sustainability.
- Cultural diversity; respecting and appreciating the local people's cultural diversity to ascertain that they are the sustainable landlords.
- Experience achievement; giving experience to enrich the local people's insight by actively and harmoniously participating in any attempt which is made to maintain the involvement of people, the nature and culture.

What is stated by Dodds and Joppe is referred to in the explanation of the existence of Undagi Farmers Village in this present study. They state that green tourism is made up of four components; they are (1) the environmental responsibility; (2) the local economic vitality; (3) the cultural diversity; and (4) experience. Viewed from the components of green tourism, the existence of the tourist destination of Undagi Farmers Village is as follows:

A. The Environmental Responsibility

The local community is getting more active in preserving their environment. They are aware that preserving environment will enable them to live more harmoniously. This is the general philosophy of the Balinese people. The fact that they have constructed a tracking lane seriously around the village shows this. It takes tourists 30 minutes to go around it on foot. The land used for constructing the tracking lane is non-productive land with a natural view. Its construction does not degrade environment. On the way tourists are offered to visit Beji Temple, where they can see 7 showers of holy water. The holy water in the beji (bathing place) is arranged in such a way that it can show the strong image of having magical powers. The beji is constructed with 7 showers which are about 1.5 m high. The holy water needed for the festival performed at Pura Desa, which is located in Banjar Undagi, is taken from the Beji Temple, where tourists may also go to purify themselves (melukat). Purification is a procession through which people can purify themselves physically and spiritually. The procession is commonly led by a priest (pemangku). Before

someone is purified using the holy water, prayers are said for him/her. However, he/she can purify him/herself without being led by the priest. The tourists who visit this place believe that purifying can make them feel comfortable and tranquil.

Tourists often use the spots around the Beji Temple to take their own pictures (selfie). The pond constructed around the temple can aesthetically enrich the environment before water is made to flow to the surrounding rice fields. Tourists can see goldfish and carp dancing gently to amuse them. Along the tracking lane, tourists are made to be spoiled by the beautiful and natural view of the nature. Apart from that, they can also see the process of plowing the rice fields and planting rice traditionally while enjoying the view of the terraced fields.

B. The Local Economic Vitality

The development of green tourism at Banjar Undagi seriously needs to empower the local people; in other words, green tourism should be developed by, from and for the local people. Their participation is an integral part of sustainable tourism as it is intended to make their interests and needs represented in the development project [20]. The participatory approach is aimed at increasing the local people's limited capacity and minimizing the negative impact and maximizing the positive impact of tourism. Dewi et al. [21], Oka et al. [22] and Winia [23] state that the community-based development of tourism is expected to enable the local people to be the important agents starting from when it is planned to when it is implemented. In this way, tourism can economically, socially and culturally maximizes benefit the local people. It is this which is expected from the development of Undagi Farmers Village as one of the tourist destinations at Timpag Village. The development was pioneered by one of the community's leaders named I Nyoman Wira Widana in 2017. The objective is empowering the unoccupied local people's houses, namely the houses that are kept unoccupied as the owners have to go the cities where they are employed. These houses are used as the homestays for the tourists who intend to enjoy the pure and natural rural atmosphere.

The local people feel the economic benefit they obtain from tourism as the tourists who visit the village spend one night or a few nights at their houses. I Ketut Mudana, who manages the homestay at Banjar Undagi and was interviewed on 30/07/2020, said that the direct involvement of the local people when serving tourists could improve their economy. It is confirmed in the statement that the concept of green tourism which is referred to in the development of Undagi Farmers Village demonstrates that it has enabled the local people to fulfill their needs. So far, there are four houses belonging to the local people used as the homestays. They are alternately managed when there are guests who intend to spend one night or several nights there. The same finding was also found in the studies conducted by Sadia [24] and Oka et al. [25]. They stated that being motivated to improve economy and intending to increase social status mainly motivate labor force to get directly involved in touristic activities.

The involvement of the related stakeholders only facilitates and motivates the local people as the main agents in the development of tourism at Banjar Undagi as they are better familiar with the local natural phenomenon and culture. In addition, they can also determine the quality of the tourist product the village can offer. In relation to that, the involvement of the government, private parties and local community in the development of tourism requires the local people's participation. What is perceived by all the stakeholders should be made to be the same and the local people should be provided with as many opportunities as possible to be the main agents in the development of green tourism, as what has been done at Undagi Farmers Village which turns out to enable the local people to improve their economy.

C. The Cultural Diversity

The development of the concept of green tourism at Undagi Farmers Village is expected to be able to make the local people get aware that they should maintain their culture. Besides, they also desire that the development of tourism can economically benefit them. This indicates that the local people do not want that the nature and culture they have will be degraded by the development of tourism at their village. They are getting more aware that the development of tourism at their village requires them to preserve the cultural traditions (gamelan, dances, and traditional menus) in order to support the touristic activities, as stated by Head of Sekeha Tabuh and Tari (gamelan orchestra and dance clubs) at Banjar Undagi named I Wayan Sukantra, who stated that when there were several guests who intended to spend one night or several nights at the homestay they were amused with the traditional gamelan while having dinner. In other words, when they are having dinner they watch one traditional dance or more traditional dances performed by the art club. They are also invited to dance together on the stage.

Ni Wayan Erni, head of the Family Welfare Education club (PKK), stated that those who served the guests who spent one or several nights at the homestay starting from having breakfast to having dinner were the club's members. The menus they prepare are the traditional Balinese menus (known as *bergedel*, *sate*, *tahu*, *tempe*, and *keripik gonda*). They are all traditionally served. This shows that the local people actively participate in the touristic activities when tourists come to spend their holidays at Undagai Farmers Village.

The participation of the local people in the development of tourism in Undagi Farmers Village is inevitable. The reason is that tourism cannot be sustainably developed without their support. There are four forms of their participation; they are, first, the participation in decision making, meaning that the local people are involved in making decisions; second, the participation in implementation, meaning that they are involved in every operating activity done to support tourism; third, participation in benefits, meaning that they are eligible for the results obtained through the development of tourism; and, fourth, participation in evaluation, meaning that they are involved in supervising the touristic activities.

D. The Experience Achievement

I Nyoman Wira Widana, one of the community's figures, whom was interviewed on 20/06/2020, stated that "as a villager who also manages a Tour and Travel Agent that collaborates with a French tour and travel agent intends to contribute something to his home village by utilizing the land and houses that are less frequently used by the owners". Furthermore, he also stated that the tourists visiting Undagi Farmers Village felt satisfied as they could directly watch the process of how the local people ran their lives, starting from when they got up in the morning to how they did their agricultural activities (how they processed their traditional meals and rice fields, danced together, how they planted rice). The tourists staying at the homestay can watch or get actively involved in the local people's daily activities. These types of experience are new to the tourists visiting Undagi Farmers Village. Therefore, they should be well and professionally served. In this way, they obtain really new experience, causing the destination to have a positive image.

According to Beerti and Martin [26], the image of a tourist destination can be created through individual and collective feeling or knowledge, external influence from friends and relatives, advertisement and past experience. Tourists will happily expose the positive image through the social media. According to Budiasih [27], the development of information technology and its derivatives such as Facebook, twitter, e-mail, blog, online and so forth plays an important role in inspiring tourists to travel to tourist destinations. This creates an image in the consumer mind, depending on to what extent social and cultural resources show their friendliness. The management's ability to understand and fulfill what is expected by the consumer from the touristic product offered is the most important thing.

IV. CONCLUSIONS AND SUGGESTION

Based on what was described above, it can be concluded that Undagi Farmers Village has implemented the concept of green tourism. This can be seen from the fact that the four components of green tourism, namely the comprehensive preservation of the rural environment, the fact that the development of the destination has been able to economically benefit the local people; the fact that the development of the destination has been able to preserve the local culture, and the fact that tourists have obtained new experience which is totally different from that obtained in another place. Therefore, it can be stated that Undagi Farmers Village has implemented the concept of green tourism well.

It is suggested to (1) the government that it should support and supervise the concept of green tourism regularly and sustainably to make the nature and culture well preserved and maintained, and (2) the management that it should incessantly implement the concept of green tourism in the development of the tourist destination of Undagi Farmers Village, causing it to be able to compete with the other similar villages.

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