

Potential Resources for Development of Sustainable Green Tourism in Sangkan Gunung Village, Karangasem Residency, Bali Province

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Abstract- The present tourism trend shows that conventional tourist products begin to lose attractiveness since the tourist shifts interest to more quality tourist activities that allow active involvement. Green tourism with special-interest activities becomes the right offer made to the tourist. A related definition defines green tourism as sustainable tourism, namely tourism which causes no damage in the destination. The village of Sangkan Gunung has a lot of potentials to be developed into products of green tourism which attract tourists with high awareness of the importance of environment in life. The development of green tourism is potential to provide positive impacts for the local community. Utilizing the CBT concept, the local community will necessarily be empowered first whereby to make them aware of their own capability to develop the available local potentials. The objective of this research is to study the various potentials identified within the local tourism-aware community group ('pokdarwis') of Sangkan Gunung village now targeting to establish green tourism in their village. The data is obtained through interview and group discussion using soft system methodology. It is found that there are a lot of natural resources potential for utilization into green tourism in conformity with the present trend of the tourist market demand.

Keywords: *resources, green tourism, tourism-aware group, soft system methodology.*

I. INTRODUCTION

The conventional tourist products have begun to be ignored by tourists who start shifting attention to more active and quality tourist activities. This type of tourism offering this mode of involvement is known as special-interest tourism. This becomes the increasing

choice of tourists because this kind of tourism is not just for pleasure but also for learning and knowledge enrichment goal. Therefore, the orientation in the tourist consumption mode shifts to the kind of tourism that values environment, culture and attraction. This attitude on the part of the tourists represents their awareness of various negative impacts of the more conventional tourism that have caused degradation upon existing environment quality. Responding appropriately to this phenomenon, mainly for the sake of environment preservation, consideration of the environment preservation should be given priority in the process of designing tourist products [1] in the destination.

The tourists with special need-fulfillment goal do not consume luxurious facilities but, instead, focus upon involvement in activities and social interaction during their stays in the destination. Enjoying the panoramic beauty of mountains, rivers, rice fields, and trekking and other health-generating activities are given priorities. This phenomenon is in line with the explanation given by the Cultural Department of our government that special-interest tourism is that kind of tourism which fulfills the tourist's special interest under the special motivation of visiting tourist objects that provide ample opportunities for physical engagement on their part in the destination. In this case their enjoyment should have solid nuances of the authentic characteristics of the objects under concern in the destination [2].

Through marketing network utilizing the service of marketing representatives can be carried out the product and service sales [3]. Girish and Dipa [3] state that this mode of marketing needs to be adopted in

rural community tourism operation because this kind of marketing is in trend nowadays. [4] Souiden *et al.* (2011) explains in his study that the conspicuous consumption needs to be designed by the village tourism-conscious group based on the fact that consumers keep searching prominent or luxurious products not just for basic benefits, but for increase of social status as well. This matches the concept 'conspicuous consumption' defined as the motivational process used by the individual to improve their social attitude through consuming/using consumption products that bring or symbolize status of an individual and others in their surroundings.

The conspicuous consumption theory explains that people use actual products to show ownership and wealth to other people [5]. Peng and Liu (2016) [6] explain that at present people in the world begin to be concerned with environment as something so central even to the attention of academicians so that they make necessary attempts to bring innovations to environment. This is triggered by people's awareness of the rich knowledge that can be obtained from environment whereby to preserve it for the benefit of future generations [7]. Green tourism products can be categorized as precious products parallel to conspicuous consumption products which are of high value to the tourists as environment lovers.

Based on the exposition above the researcher is interested in choosing this topic whereby to identify and explore the village potentials that could be transformed into green tourist products. This research is, at the same time, an attempt to realize the change occurring in the mindset of the tourist-minded 'Pokdarwis' group (as the primary stake holder) in their dream of establishing green tourism in the village of Sangkan Gunung under the pressure of the current ever growing market demand. In this case, the change of mindset and green tourism development to be implemented in Sangkan Gunung village are to be done with reference to tourism system model along with the ever growing green tourism trend.

Village/ community-based tourism is established through the integration of accommodation and supporting facilities available in the structure of the community's life with all its tradition and way of life. The study conducted by Bagiana, and I Nyoman Mahendra Yasa [8] explains the various ways of program development designing for villages possessing attractive attributes that conform to the implementation of the 'Sapta Pesona' seven tourist-attractive resources whereby to generate the necessary capability to come to term with the competitors which, in that way, indicates the capability of the organization in mobilizing the village's potentials toward creating excellence as the goal of the organization [9].

The establishment of green tourism in the village should be prioritized because it can improve the community's economy [10]. Therefore, promotion

pertaining to green tourism needs to be improved since it creates opportunities for marketing tourist products to such markets now becoming ever more nature-oriented in attitude and, therefore, much caring about environmental issues. The targeting of such kind of market can guarantee the necessary sustainability of the alternative tourist products needed for the future generations in fostering ever more solid cultural integrity in their life [11].

Responding to the various concepts of green tourism, the strategy of green tourism development under concern in this study is necessarily focused upon village/community-based tourism. This is in line with the concept of green tourism which assumes that a lot of villages at present are rich in potential resources not yet fully exploited and developed, particularly in relation to IT utilization in matters of marketing. Therefore, this, now, is taken as a very important concern on the part of the village/community thinkers. Opinions are already solid enough in assuming that if the existing potentials are well managed the positive impacts will soon be achieved toward the establishment of a wealthy community in the village concerned as well as in the villages existing in its vicinity through making use of the opportunities for involvement in creative economy [12].

The development of the village under green tourism program should be so done that it highlights its difference (i.e. its specific rural characteristic) from the urban tourism. The attributes of rural green tourism are prominent not only in terms of product design, but also in terms of its marketing. This difference is used as the important basis to account for the targeted visitors concerned with valuing the importance of experience in the destination.

The contrast between these two kinds of experiences, namely between the rural and the urban, namely the contrasts between the pure and clean versus the polluted, quietness versus noisiness, the original versus the artificial, as well as the secure versus the insecure, should be seriously taken into account. The emphasis on these contrasts is very essential in the marketing process because this will provide early information to the would-be tourists as the basis for the consideration whether to travel to the one destination or to the other, the urban or the rural (since they are quite likely to be already fed up with certain conditions of life in their countries). This idea is in conformity with the marketing research conducted by [13] Rodrigues *et al.* (2010) which is in the opinion that such contrasts needs to be emphasized so that it will be easier to identify the new market segment based on market behavior.

The previous studies emphasize that village community-based/rural tourism is the most attractive tourism for the visitors because of its ample opportunities for escape from the fatigue caused by the

crowdedness of messy urban condition in their countries of origin as the strong trigger of stress. Therefore, the encouragement to establish clean and secure rural tourism is a quite good idea due to the ideal that what is to be established is a whole condition characterized by peace, quietness, relax, tranquility, all in their respective authenticities. Rodrigues *et al.* (2010) suggest through their study that the marketing of rural tourism can be integrated with the marketing of green tourism. This is because at the centers of both of these kinds of tourism is the authentic and beautiful rural atmosphere quite significantly spacious for the fulfillment of basic and positive human needs such as the needs for affection, esteem, etc .

In fact, the chance for social interaction can also be emphasized in the marketing of this kind of tourism in response to the visitors' demand. Therefore, active participation of the local community is badly needed at present through their involvement by holistically expressing their creative ideas over all of the village/rural potentials developable into relevant products on the basis of systematic thinking [14]. This done, necessary dynamic automatically gains application in response to the need for changes parallel to the constantly shifting human needs in the present trend.

The success of an organization (such as that of the rural Amertha Giri 'Pokdarwis' tourism-oriented group) as found in this study much depends on the accurateness of studying human being as the most essential element in the development program. Close attention to this is a must since tourist product management puts service at its center, the primary source in the fulfillment of the tourists' needs and their satisfaction. Improving the capability of the 'Pokdarwis' to make use of the opportunities through improving their skill in transforming the available resources into attraction products of attribute values in their village they should be constantly stimulated and encouraged through system thinking. The programs adopted which are so far capable only to offer monotonous services should be replaced. Therefore, it is essential that right steps in development be ensured to rightly respond to the post Covid-19 market demand.

Travelling for the purpose of escaping from monotonous routines is the very basic need of human being, and it is for this kind of travelling that changes need to be made through developing the available resources into the right products whereby to welcome the promising post Covid-19 era. However, this should be done without neglecting the inter-actors solid coordination in tourist business upon realization that it is they who are much involved in destination development [16].

Based on the exposition presented above, there are 2 (two) problems to be addressed and given the necessary answers in this study. Those problems are

related to the attempts made by the Amertha Giri 'Pokdarwis' tourist-oriented group in developing rural community-based tourism in the village of Sangkan Gunung by adopting the right model for green tourism development.

II. METHODOLOGY

2.1 Location and Time of Research

Sangkan Gunung village is the location of the research, and the research was conducted from May to September 2021.

2.2 Research Population and Sample

The population of this study were all members of the 'Pokdarwis' concerned with potential resources development who held activities at Pondok Taman Sari attraction center. The structure of their organization comprises a coordinator, a manager, a deputy manager, and leaders in charge for riding, tubing, swing, trekking and cycling activities.

2.3 Research Instrument

The main instrument used in this research is a structured interview checklist tailored to the research priorities. The content of the check list covers potential resources to be developed into green tourism products and the modes of community involvement.

2.4 Type of Data

The type of data in this research is qualitative data in the form of information obtained through in-depth interviews with informants and also in the form of feedback obtained from group discussion concerning matters in the conceptual model being designed.

2.5 Data Collection

There are several ways of collecting the data in this study, namely:

- *Observation.* The focus of this soft system methodology aims to create a system of activities and human relations in an organization. In the context of this research, the aim of using this SSM is to structure the problems identified in the 'Pokdarwis' (tourist-concerned group) of Sangkan Gunung village, Karangasem regency. The researcher assisted by the research team members visited Sangkan Gunung village periodically to identify problems being faced in the village and then conducted interviews with Pokdarwis members in that village. It is this group that would explore the problems they faced. Recording was also done concerning the available resources as potential assets in the village which can be developed into products of green tourism. In this village the researchers always

communicated with the head of the 'Pokdarwis', Mr. Kadek SujanaYasa, as well as with its members consisting of Nyoman Martha, I Wayan Suder, Putu Tedi Arsa, Parnata, Suadnyana, and Eko. Mr. Kadek Sujana yasa serves as the driving force for the establishment of 'Pokdarwis Amerta Giri'. And it was from this source that the necessary information was obtained concerning their condition such as their lack of understanding in managing the potential natural resources in their village into green tourism products.

- *Literature Study.* The theoretical information was obtained from the last few years' publication utilized for the necessary academically well-informed status of the study. The literatures under concern were mostly those related to tourist industry and resource management. In addition to the information derived from literature study, there is also some secondary data in the form of assessments by previous researchers about the condition of Sangkan Gunung village.
- *In-depth Interview.* The researchers already had some fairly clear picture concerning Sangkan Gunung village based on the information obtained through direct contact with the 'Pokdarwis' members as described above. However, some more detailed information is still needed concerning their understanding of green tourism based on theoretical concepts. The resource persons are selected based on their possession of sufficient capability and capacity. Those interviewed are members of the 'Pokdarwis' who belong to the initiating and development team for existing attraction facilities, as well as those who become tour leaders, leaders for Trekking, Swing, Tubing, namely those who know the tourists' needs best. The fundamental questions asked to the informants concerned the current trends in green tourism.
- Given the existing potential that allows it to be developed. This is based on the research objective, which is to identify the competencies that the 'Pokdarwis' members must have regarding green tourism trends. As for the nature of the existing problems, which was learned from the information so far obtained, particularly from the interviews, the researcher became able to form an overall picture of the condition of the 'Pokdarwis' members who as a whole can be considered as having no sufficient understanding of the current trends in green tourism. Based on the result of the interview with the members of the organizing board of the Amertha Giri

'Pokdarwis' tourist-oriented group in the local village (comprising the organization's Head, Coordinators, and Head of tourist attraction section) can be achieved an effective operation system established by accounting for the essential local factors toward the problem solution to achieve the goal. In order to learn what and who are involved in the problems and the interconnection of those problems, it is relevant to do the analysis by adopting the CATWOE frame (comprising counting such components as the Client, the Actor, the Transformation process, the World view, the Owner, and the Environmental constraints). This needs to be done on the realization that the development process is quite likely to face constraints (namely environment constraints) when attempting changes toward the better.

2.6 Data Analysis

The data analysis in this study uses a soft system methodology, which is an approach to solving complex and unstructured problem situations with a holistic analysis using system thinking. The focus of this soft system methodology is on the aim to create a system of activities and human relations in an organization. In the context of this research, the aim of using this SSM is to structure the problems found in the 'Pokdarwis' (tourist-concerned group) of Sangkan Gunung village, Karangasem regency.

The researchers, as already mentioned before, did as many visits as necessary to Sangkan Gunung village in order to identify the problems being faced in the village and then conducted interviews with the local 'Pokdarwis' members. They, as expected, turned out to find serious difficulties in understanding and coping with the problems they faced so that they became quite eager to provide necessary information. A record was also made concerning the existence of local resources as potential local assets that could be developed into products of green tourism. And it was from this source that the necessary information was obtained concerning the lack of understanding on the part of the 'Pokdarwis' about how to manage the potential natural resources available in their village into green tourism products.

Based on the root definition embodied in each defined element the problems already identified were then entered into the model. In this approach, the researcher necessarily intervened in the problem situation to determine the kind of customer (tourists and society) to be targeted. The researcher here acts as a facilitator in the problem solving process. By choosing the informants who are the true owners of the problems, then the problems could be better handled for solution through the application of the conceptual model of human resources development of which the

aim is to identify human activity system based on the problem description.

III RESULT AND DISCUSSION

The methodological approach adopted in this study is survey technique and the data analysis is based on soft system methodology [18] (Checkland, Peter, 1999), in which the process is started with problem identification not yet well structured in the study location, and then continued with the identification of the village's potentials capable of transformation into the village's attractive attributes, all done with close reference to the well established tourism system by taking into consideration the current tourist trend. [19] In line with the study by Bungez Corina Larisa (2016) in "the Importance of Tourism to a Destination's economy", the objective of this study is to observe the activities so far done by the local 'Pokdarwis' tourist-oriented group in exploiting and utilizing the local potentials through system-based thinking and action, all for achieving high competitiveness capability [20] as found practiced in small tourist destinations in Italy through the study conducted by Goffi, G. and Marco Cucculelli reported in "Components of Destination Competitiveness."

The data collected in this research, including the information obtained from the interviews, shows that Sangkan Gunung village is very rich in potential resources that can be developed into green tourism products. Among the prominent resources it is important to mention here the Sudamala Spring which has the potential to be developed for Spa (Solum per Aqua) products such as health therapy utilizing water as its basic component. At the same time the existence of this spring is potential to be developed into a bathing attraction with the mineral springs constituting the focus of the attraction [19].

The village of Sangkan Gunung is located in the District of Sidemen, Karangasem Regency, Bali Province. The 'Adat' customary village of Sangkan Gunung is composed of 4 (four) 'Banjar' community units, comprising the 'Banjar' of Sangkan Gunung, Sidemen "Banjar", Pakel 'Banjar', and Luah 'Banjar'. The administrative village of Sangkan Gunung, on the other hand, comprises 9 (nine) administrative 'banjar', inclusive of those 4 (four) 'adat' customary 'banjars' already mentioned plus five other 'banjars' in their status just as administrative 'banjars' which include the administrative Sanggem 'Banjar', Mijil 'Banjar', Ipah 'Banjar', Ogang 'Banjar', and Dukuh 'Banjar'. (Notes: the same term 'Banjar' is used for both the 'adat' customary unit and the administrative unit of village community organization). The visitors to Sangkan Gunung village can enjoy the natural beauty

of green mountains and forest and vast area of cultivated rice field, all offering freshness for relaxed life. The village of Sangkan Gunung is one of the villages in the Regency of Karangasem with the potential to be developed into green tourist destination. More than just its natural resources there are other potentials to be developed as the village's attractive attributes [20].

The Amertha Giri 'POKDARWIS' tourism-oriented group as a community organization with its share in developing, and so is responsive in the village development, is capable of creating the necessary conducive atmosphere for the implementation of the established 'Sapta Pesona' seven main attractive attributes. And its implementation can certainly bring prosperity, too, to the communities in vicinities. The involvement and empowerment of the community in such a way in the village development will help create the prosperity and advancement of the rural communities.

The success of the Amertha Giri 'Pokdarwis' tourism-oriented group of Sangkan Gunung village is shown by their readiness to present a number of attractions from which the visitors can make the right choice based on their preferences during their stays in the destination. The fact that Sangkan Gunung village is located in rural mountainous area makes it good for agricultural cultivation. It is a village quite potential for such plants as 'durian', coconut, etc. Its cultural potential, too, is capable to offer entertaining performing arts such as the 'Janger' dance, the drama 'gong', etc. However, along with the progress of time, the local community has forgotten the traditional culture and arts. So, in order to counter this condition the community should assume or be assigned with the subject role (no longer merely as the object) in any program run in the village. This is a kind of empowerment strategy by which to encourage the community to revive and maintain the traditional culture and arts by fusing themselves in various related cultural and creative art activities. The culinary potential in this village is also quite promising to offer varied food product for visitors. Such local food (side dish) as 'Lawar' (made from bamboo shoot and 'kelor' leaves as raw materials) needs to be introduced as the village's attribute. And a number of sport activities such as swing, tubing, cycling, trekking, and camping are ready for visitors' enjoyment in this village.

Other communities in the vicinity are also allowed a chance (by the 'Pokdarwis') to join the training on culinary as well as on correspondence, the latter being necessary as media for product marketing. The trainings themselves are facilitated by some training and education institution aimed at providing the local community with skill for the local product marketing despite, for the time being, its being just handled by WOM The need for such training is also in the

opinion of [21] who states that the empowerment of the community as important resource with provision of opportunities and knowledge for upgrading their own capacities is very important for their future when the products they are capable of producing will assume functions not only in terms of their intrinsic values but also, and perhaps more importantly, in terms of their social values reflecting the trend of the moment. Through such mode of consumption the visitors make use of the chance for showing their existence, particularly their social status [22]. Based on the visitors' behavior which reflects more intent concern upon the environment and ecology, the 'Pokdarwis' gains a new understanding in assuming the management task over the village's resources, namely management task conforming to the current tourism trend.

The positive attitude of the visitors toward the sustainability of the environment serves as a strong motivation for them to choose village rural tourist destination to visit, and this mode of visit should become precious feedback for the destination to make necessary improvement. It becomes a must or a duty on the part of the destination to effect fulfillment of the market needs and demand. Through the process of system thinking the 'Pokdarwis' through reference to the current world view can make necessary changes toward gaining the necessary solution of the problems being faced whereby to achieve the goal of the organization. The visitors' behavior brings an impact which, therefore, is capable of transforming and utilizing the available resources.

3.1 Existing Potentials in the Village of Sangkan Gunung

Based on the interview with the 'Pokdarwis' organizing board, this tourism-oriented group is quite prepared to make necessary changes in the management of the existing potentials. The result of the transformation through systemic thinking approach makes the 'Pokdarwis' realize that respect be necessarily given to the environment which is vitally needed by both the customers and the organization. The foundation upon which tourist products are designed and made is certainly the tourism system. The tourism system itself comprises 2 (two) essential components adoptable as conceptual model in carrying out and effecting development. These two components are in two-in-one condition, constantly integrated into one unity of the system. By these two essential components are meant the visitors' countries of origin and the tourists' destinations.

The first component is represented by the visitors' demand while the second component by the destinations' offer. These two components are constantly interacting. Therefore, the conceptual model of resource development into green tourism in the village of Sangkan Gunung will necessarily adopt

and implement this system in its real development process.

From the demand viewpoint the information concerning the tourist product market becomes important because demand allows the analysis of the tourist characteristics. Meanwhile, from the offer viewpoint what is important is the attractiveness of tourist products as attributes of the destination. Therefore, the relationship between demand and offer will explain the aspect related to product quality and the aspect related to consumers'/visitors' experience and perspective. In this case, if the destination can really offer products that match both the visitors' expectation and what they get and feel, then fulfillment or satisfaction of the needs on the part of the visitor/the tourist is achieved by their choice of destination [23].

The visitors' satisfaction reflects the meeting point as the point of equilibrium between the visitor's demand and destination's offer. In guaranteeing the fulfillment of the visitor's dynamic demand the destination becomes highly motivated and encouraged to be competitive in attitude which is given the necessary expression in the real behavior and action of product designing and development. The development of resources into green tourism should be based on solid planning before doing the next step of marketing promotion, namely the planning that takes into account the prospective benefit for the community, its impact on economy as well as on society and culture without damaging the environment [24].

Close reference on the part of the 'Pokdarwis' to tourism system will help in designing and providing the best services for the visitors. The process of marketing promotion in green tourism can bring an educative impact on the part of the visitors toward behaving in the way beneficial to the sustainability of green tourism in their every action in the destination. The tourism system is adopted as the conceptual model in establishing green tourism which is inherently capable of imparting the necessary learning about love toward the environment. Preliminary socialization of the established rules of conduct to the visitors should be appropriately done through the function of the tourist guide who will inform the visitors how to behave when making a visit so that secure feeling could be guaranteed on both the visitors and the local community when they become mixed in the location.

The following diagram shows a model of tourism system that can help in decision making on the part of those involved in the process of green tourism development in the village of Sangkan Gunung.

In the context of the plan for establishing green tourism in Sangkan Gunung village (motored/initiated by the 'Pokdarwis' tourism-

concerned group of that village), attention/priority should ultimately be given more to the supply aspect (in the supply-demand reciprocal relation/interaction) so that right products (as supply) could be designed in such a way in the destination as guaranteeing fulfillment of the tourists' needs (demand) which in that way will be quite capable of necessarily becoming the destination's prime attribute/attractiveness. Related to the worldview element of the CATWOE method of analysis, there is a need to account for the current tourism trend (stemming from the way the tourist perceives the meaning of life).

The tourism system model presented in figure 4.1, is usable as reference for the 'Pokdarwis' tourism-minded group in Sangkan Gunung village in gaining understanding of the supply-demand reciprocal relation on the basis of which they can then assume the right position in the supply task through designing the right products for the tourists' demand (or need satisfaction).

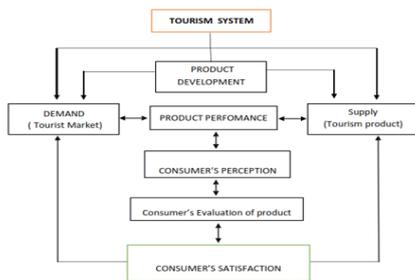


Figure 4.1. Tourism System Model

Source: Morachat, Chompunoot, 2003:17 [25]

The diagram in figure 4.1 above can be explained as follows. Demand exists in the visitor's consciousness of the environmental condition they like and want for which the destination should appropriately respond. This is not only consciousness upon the physical environment but also that upon the non physical. The mutual awareness of such demand and its corresponding offer between the visitor and the destination can guarantee conducive interaction between the visitor and the local community in the destination. Problem solution using system approach is done within the frame of environmental constraints and the adopted CATWOE system. The success of a destination to overcome the occurring constraints originating from external factor is needed in order to gain success in the management of a destination. To change the mindset through CATWOE analysis becomes the task of those involved in the development program. The change of mindset is determinant to the success being targeted.

Understanding the perception of the 'Pokdarwis' organization through system approach can help in finding solution for the problems already well structured. The fundamental aspect in this model is

who the actor is who assumes the task of problem solving and who the owner is who can stop the problems. These two components of the CATWOE system constitute the basic elements in the conceptual model of system thinking. The actor alone is the party with technical skill much needed in solving the problem, while the owner is the decision maker much needed more at the level of strategic thinking. Client is the party benefiting from the activities done and, therefore, causing the evolvement of the necessary motivating force, both in a pull way and in a push way, in the transformation process. The transformation process comprises activities that change the status quo condition (and its static tendency) into a currently expected condition.

Environmental constraint is a form of external force capable of affecting the whole transformation process, and even changing one's world view in coping with the problem being faced. And the world view provides the reason why solution needs to be done. Along with the general need to structure any problem faced in life, in the case of problem identification as initial step to the establishment of green tourism in the village of Sangkan Gunung, every problem identified is given due structuring. Therefore, based on the result of the interview concerning the village's potentials with the Amertha Giri 'Pokdarwis' organizing board, the existing potentials to be utilized are processed according to the tourism system presented in diagram 4.1.

The tourism system represents a world view that can be used in solving the problem faced in resource development in the village through system approach. The researcher's intervention is in terms of providing feedback to the organizing board of the 'Pokdarwis' in the form of information or knowledge that tourism system comprises 2 (two) components, namely demand and offer. Demand stems from and, therefore, represents the visitors with their overall needs, while supply includes quality services provided by the destination in response to the occurring demand.

Awareness should be fostered about the fact that the tourist visiting a destination is a stranger in that destination. The tourist as the client is the party making the benefit of the tourism being developed, and so do the local community [26]. This is in conformity with the analysis done at the transformation process which necessarily accounts for and understands the visitor's needs during their stay at the destination. The visitors' needs could include such things as: 1) transportation facilities, 2) recreation, 3) catering, 4) recreation activities, 5) accommodation facilities, 6) learning facilities. All these facilities are in the forms of both structure and infrastructure that should be available before launching the tourism promotion.

The interaction taking place between the visitor's needs and their fulfillment demands that the activity of

product development (green tourism) through the empowerment and employment of the resources be potential for development in the village of Sangkan Gunung. The creation of the village's attribute (branding) needs to be so designed that it has the necessary attractiveness for the visitors making visit to the destination [27]. Learning that demand represents the visitor's needs, it then becomes the task of the destination to provide their fulfillment during the tourist's stay at the destination. This is the point in which understanding the characteristics of the tourist is very essential (as input) in relation to product design development (as output). The product design should match the tourist's characteristics (process). The more varied the products offered the bigger the opportunities to reach more market segments. Green tourist products should necessarily specialize for niche markets so that the destination can intensively provide optimum services for the sake of the visitor's satisfaction. Transformation is done based on the result of group discussion using system approach with reference to system model as a solution to the problem by which the opportunities are open to the 'Pokdarwis' to learn the established 7 (seven) characteristics of the visitors having preference for rural village tourism. These 7 characteristics include: 1) Authentic Experience, 2) Cultural History Buff, 3) Explorer, 4) Gentle Explorer, 5) Selective, 6) Free Spirit, and 7) Virtual Traveler. However, of these seven characteristics of the tourist there are three characteristics that seem to have interest in the potential of the village under study and being developed now, namely the tourist with such characteristics as 1) Authentic Experience, 2) History Buff, and 3) Explorer (Canadian Tourism Commission).

3.2 Authentic Experience

The visitor with the tendency to enjoy Authentic Experience likes best the following types of activities: 1) Learning a lot of things such as places, times, cultures of the destination to be visited, at the pre-, whilst-, and post- visit; 2) the vast natural scenery (appreciated with amazement); 3) self-involvement in and fusion into local culture; 4) self development into what is given priority, their coming to the destination being not as a form of escape; 5) flexible self adjustment so that they feel comfortable and secure to exist in new environment; 6) gaining experience for self improvement by understanding other people; 7) exploring the culture through traveling and participating to those with necessary attitude of open-mindedness; 8) liking old traditional tales and culture as well as modern culture; 9) Exploring and learning many things related to time and culture; 10) doing on-going exploration by keeping planning the next travel programs; 11) in need of no recommended places for enjoyable and pleasurable travelling; and 12) enjoying

cultural experience, particularly that of the authentic cultures of the destination visited.

Learning the characteristics of the tourist with authentic experience orientation, the 'Pokdarwis' of Sangkan Gunung village should make use of the 'Tirta Sudamala' public bathing as component of wellness tourism, in which the component of water is so central in what has become popularly known as spa, an abbreviation for Solum Per Aqua meaning in principle that health can be achieved by water therapy. This 'Tirta Sudamala' public bathing can be packaged into a special product with its special capability of effecting a sense or feeling of balance between the physical, mental, and spiritual dimensions of the visitor's life while and after enjoying bathing at this bathing place. At this place the visitor can be offered with the 'melukat' ritual, a kind of traditional purification ritual using the 'tirta' holy water as its main medium, which will give a deep sense of inversion on the part of the visitor.

From the vicinity of the 'Tirta Sudamala' public bathing place can be enjoyed the vast natural scenery dominated by green plants capable of inciting a romantic feeling. The presence of a guide capable of providing a narration of the historical background and function of that public bathing place will truly make the tourist's experience a memorable one. Even so deep can be the memory that when returning to his home country the tourist cannot keep the experience for himself because of his eagerness and even impatience to tell his fellow friends, colleagues and relatives in the home country about such experiences. For the management of the destination this person-to-person message automatically serves as a means of direct promotion through words of the mouth of the returning visitor which is generally most effective.

The 'Pondok Merta Sari Melanting' complex serves as an attraction with its tree house as a scaffold from which a photographer can strategically take pictures and from which, too, can be enjoyed the beautiful flowing river deep down with its surrounding green forest and plantation. With the available swing facility at the location the visitor can do some sort of adrenalin test while swinging high forward and backward. Even the rice field and plantation scenery in other villages across and beyond the river adds freshness to the enjoyment of the visitor. Trekking arena is also available so that those visitors who are enjoying trekking activities can drop in for a cup of hot coffee and cold drinks as well as food of traditional culinary that become the attribute of the village.

3.3 Cultural History Buff

The tourists with the orientation of enjoying cultural history are generally marked by such characteristics as the following: 1) having preference for local historic sites, time and culture; 2) having a

hobby of fulfilling personal interest while traveling; 3) feeling secure of having experiences; 4) enjoying authentic atmosphere, luxury being not the thing targeted; 5) liking cultural attraction for enrichment of experience; 6) liking cultures of the past; 7) preferring independent visit activities in small group; 8) having interest in learning cultures other than their own; 9) loving history, the knowledge of which usable for self development purpose. Based on understanding such characteristics of the tourist, the existing potentials in the village of Sangkan Gunung can be so transformed that the products being designed and made can really serve as the right response to the need fulfillment of that type of tourist.

3.4 Explorer

Among the characteristics of the tourist of explorer type can be listed the following: 1) preferring to share experiences with close friends and family members; 2) spending money on goods of their right and well considered choice ; 3) visiting a limited number of places but ones rich in meaningful messages, particularly places with cultures other than their own; 4) interested in learning other cultures, but not necessarily intensively, and not liking things static; 5) interested in exploring historic objects. Based on these characteristics of the tourist with explorer tendency, the 'Pokdarwis' tourism-oriented group of Sangkan Gunung village can take these into detailed account so that they can rightly respond to the needs of this category of tourist by designing the right products for such needs fulfillment during their visit to the destination .

IV. CONCLUSION

Using system approach seems to be the best way to solve the problems being faced by the Amertha Giri 'Pokdarwis' tourism-oriented group in the village of Sangkan Gunung both in terms of identifying the local village's potentials for exploration, and in terms of utilizing those potentials toward establishing green tourism in that village. Quite a number of potentials can be identified and transformed into products to be offered to the visitors/tourists visiting the village, who can be categorized as visitors/tourists with of preferring to obtain the following experiences: 1) Authentic experience; 2) Cultural History Buff; and 3) exploration (as explorer). These three market segments will be able to gain need fulfillment and satisfaction through enjoying green tourist objects and facilities in the rural community-based green tourism in the village of Sangkan Gunung.

While the designing and creation of the products, facilities and services can be based on the established tourism system, such prominent local resources as the 'Tirta Sudamala' public bathing place and the 'Pondok Merta Sari Melanting' complex can respectfully be

transformed into Spa facilities, product and service (for the former) and sport and attraction ground (for the latter). Coupled with the spirit of innovation on the part of the 'Pokdarwis' within the frame of creative economy and the need to establish sustainable tourism in the village of Sangkan Gunung, it is quite likely that prosperity for the local community involved in the whole process of green tourism development in the village becomes achievable.

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