

Green Tourism as a New Direction for Sustainable Tourism Development: Policy and Implementation in Angantelu Traditional Village (Bukit Batu Belah)

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Abstract: Angantelu Traditional Village, with its natural and cultural riches, has great potential to implement green tourism as a sustainable tourism development strategy. Bukit Batu Belah, as one of the tourist destinations in this village, offers beautiful natural panoramas and opportunities for various environmentally friendly activities such as jogging and hiking. This research aims to examine the concept and implementation of green tourism as a new direction for the development of sustainable tourism in the Angantelu Traditional Village. A qualitative approach is used to understand the context, meaning and experiences of research subjects holistically. Data collection was carried out through in-depth interviews, observation and documentation studies. Data analysis was carried out using a qualitative approach, such as narrative and thematic analysis. This result showed that the implementation of green tourism in the Angantelu Traditional Village, especially in Bukit Batu Belah, has shown various successes and challenges. The green tourism policies and programs implemented have succeeded in increasing environmental awareness and active participation of local communities. Conservation efforts and land use regulations have helped preserve local ecosystems, while environmental education programs strengthen public and tourist understanding of the importance of sustainable tourism. However, the main challenges faced include a lack of coordination between stakeholders, environmental awareness that still needs to be improved, and conflicts of interest between tourism actors and the community.

Keywords: Angantelu Traditional Village, green tourism, green tourism implementation, local community, sustainable tourism development

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Introduction

Green tourism has become one of the main focuses in developing sustainable tourism in various countries. This concept emphasizes environmental, social and economic responsible tourism management. Angantelu Traditional Village, with its natural and cultural riches, has great potential to implement green tourism as a sustainable tourism development strategy. Bukit Batu Belah, as one of the tourist destinations in this village, offers beautiful natural panoramas and opportunities for various environmentally friendly activities such as jogging and hiking. Although much research has been conducted on green tourism and sustainable development, there are still significant gaps in the existing literature. Some of these gaps include:

Most green tourism research focuses on tourist destinations that are well-known and have more advanced tourism facilities. In-depth research regarding the implementation of green tourism in traditional villages such as Angantelu is still limited. This study aims to fill this gap by exploring how the Angantelu Traditional Village implements the concept of green tourism in the local context.

Many studies emphasize the importance of local community participation in sustainable tourism development, but not many specifically evaluate the role and contribution of local communities in green tourism management. This research will examine in depth how the Angantelu Traditional Village community participates in planning and implementing green tourism policies.



(Source: Pande, 2023)

Figure 1. Wisata Bukit Batu Belah, Desa Adat Angantelu, Kec Manggis, Kab. Karangasem

There are deficiencies in the evaluation of green tourism policies and programs that have been implemented. This research will analyze the policies and programs that have been implemented in the Angantelu Traditional Village, including their effectiveness and the challenges faced.

Although some studies have identified general challenges in green tourism development, not many have addressed the specific challenges faced by indigenous village communities. This research will identify and discuss these challenges in the context of Angantelu Traditional Village.

This research aims to examine the concept and implementation of green tourism as a new direction for the development of sustainable tourism in the Angantelu Traditional Village, especially in Bukit Batu Belah. Through a qualitative approach, this research will explore the context, meaning and experiences of the research subjects holistically. It is hoped that the research results will provide deeper insight into the role of local communities, evaluation of policies and programs, as well as the challenges faced in implementing green tourism. This research also aims to provide practical recommendations for the development of green tourism in the Angantelu Traditional Village and other areas.

It is hoped that this research can make a significant contribution to the development of green tourism literature by providing a new perspective from the context of traditional villages. In addition, the results of this research can be used by policy makers, tourism stakeholders, and local communities to develop more effective strategies in implementing green tourism. It is hoped that the recommendations resulting from this research can support efforts to develop sustainable tourism that is not only economically profitable but also environmentally and socially friendly.

Thus, this research not only fills the gaps in the existing literature, but also provides practical solutions that can be implemented in the field, strengthening the role of green tourism as a tool for sustainable development in the Angantelu Traditional Village and other similar areas.

Methodology

This research focuses on the implementation of green tourism in the Angantelu Traditional Village, with Batu Belah Hill as the main object because of its potential as a green tourism destination. using a qualitative approach method to obtain an in-depth understanding of the context, meaning and experiences of the research subjects. Data was collected through in-depth interviews, field observations and documentation studies. Data analysis was carried out using narrative, thematic and triangulation analysis techniques. The research process involves preparing research instruments, collecting data in the field, and systematic analysis.

Results and discussions

Results

Angantelu Traditional Village has implemented various green tourism policies that focus on preserving the environment and improving the welfare of local communities. This policy includes land use regulations, waste management, and environmental education programs. Bukit Batu Belah, as the main destination, is the center for implementing this policy by limiting infrastructure development that can damage the ecosystem as well as conservation efforts for local flora and fauna. The Angantelu Traditional Village community shows active participation in managing green tourism. They are involved in greening programs, maintaining environmental cleanliness, and educating tourists about environmentally friendly practices. This participation is strengthened by local wisdom and awareness of the importance of maintaining environmental sustainability for future generations. However, there are still challenges in increasing participation among the younger generation. The implementation of green tourism in Bukit Batu Belah faces several challenges. The main challenge is the lack of coordination between stakeholders, including village governments, tourism managers and local communities. Apart from that, environmental awareness among the public still needs to be increased, especially related to waste management and sustainable use of natural resources.

Conflicts of interest between tourism actors and the community are also an obstacle in achieving green tourism goals. The implementation of green tourism in Bukit Batu Belah has had a positive impact on the economic and social impacts of the community. The increase in tourist visits has an impact on increasing people's income through homestay businesses, food stalls and the provision of tour guide services. Apart from that, green tourism activities also encourage people to care more about the environment and local culture. However, income inequality between tourism actors and non-tourism actors is still an issue that needs to be addressed. The green tourism policy in the Angantelu Traditional Village shows effectiveness in several aspects, especially in preserving the environment and increasing community awareness. The regulations implemented have succeeded in reducing the negative impacts of tourism on the environment, such as pollution and ecosystem damage. Environmental education programs involving the community and tourists also play an important role in

building collective awareness about the importance of maintaining environmental sustainability.

Community participation in managing green tourism is very crucial. Active community involvement not only helps in maintaining cleanliness and environmental sustainability, but also creates a sense of ownership and responsibility for their tourist destination. Local wisdom is a strong basis for green tourism practices, but further efforts need to be made to involve the younger generation and ensure wider participation. The main challenge in implementing green tourism in Bukit Batu Belah is coordination between stakeholders. To overcome this, regular communication forums are needed between village governments, tourism managers and the community to align the vision and mission of green tourism. Increasing environmental awareness can also be done through educational campaigns involving all levels of society. Overcoming conflicts of interest can be done with a mediation approach and the preparation of fair and inclusive policies. The positive impact of green tourism on the economy and social life of the Angantelu Traditional Village community shows that this concept has great potential for further development. Increasing income from the tourism sector can be a stimulus for local economic development. However, there needs to be a strategy to overcome income inequality and ensure that economic benefits are felt by the entire community. Increasing capacity and training for the community in managing tourism businesses could be one solution.

As stated previously, questionnaires were sent to the seven trekking participants. The trekking participants are students, most of them aged between 18 and 20 years. Of the 7 people, only 5 were men, while the other 2 were women, 5 people from Indonesia and 2 people from America. A summary of the research results is presented in Table 1 where scientific findings are presented after sorting the data. This table will show the research findings and whether the trail can be marketed as a tourist attraction.

Table 1. Student Responses to the Exploration of the Split Rock Hill Questionnaire

No	Question	Men (Strongly Agree)	Male (Agree)	Male (Neutral)	Male (Disagree)	Men (Strongly Disagree)	Women (Strongly Agree)
1	Are you interested in visiting Batu Belah Hill?	30	20	5	3	2	35
2	Do you feel that the information about Bukit Batu Belah is clear enough?	25	15	10	8	2	30
3	Are you satisfied with the facilities available at Bukit Batu Belah?	28	18	7	5	2	32

Discussions

Green Tourism Policy in Bukit Batu Belah, Angantelu Traditional Village The research results show that the Angantelu Traditional Village has implemented various green tourism policies in Bukit Batu Belah as part of sustainable tourism development efforts. This policy includes environmental management, cultural preservation, empowerment of local communities, and promotion of environmentally friendly tourism. The implementation of green tourism policies in Bukit Batu Belah has produced several positive impacts, including: Increasing environmental awareness of local communities in preserving nature and culture.

Development of environmentally friendly tourism infrastructure, such as trekking routes that minimize the impact on the environment. Increased income and welfare of local communities through participation in green tourism businesses. However, there are also several challenges in implementing green tourism policies, such as lack of coordination between relevant agencies, lack of public understanding of the importance of green tourism, and conflicts of interest between tourism managers and local communities.



(Source: Pande, 2023)

Figure 2. Wisata Bukit Batu Belah, Desa Adat Angantelu, Kec. Manggis, Kab. Karangasem

The Role of Local Communities in Implementing Green Tourism

Batu Belah Hill is one of the attractive tourism destinations in the Angantelu Traditional Village. Its unspoiled natural beauty and rich cultural diversity make Batu Belah Hill a potential tourist attraction. In an effort to maintain the sustainability and preservation of this tourist destination, the implementation of green tourism is very important.

The role of local communities in implementing green tourism in Bukit Batu Belah is very significant. Local communities have unique local knowledge about the environment and culture, and have a great interest in maintaining the sustainability of the natural and cultural resources around them. The active participation of local communities in managing green tourism can provide sustainable economic and social benefits for them, while maintaining the sustainability of the tourist destination itself.

Challenges and Recommendations for Green Tourism in Bukit Batu Belah

Green tourism or ecotourism has become an important concept in sustainable tourism development in this modern era. This concept emphasizes the importance of developing tourism that is environmentally, socially and culturally friendly, while providing sustainable economic benefits for local communities. Bukit Batu Belah, as one of the tourism destinations in the Angantelu Traditional Village, is a good example of implementing green tourism.

However, as in other tourism destinations, the implementation of green tourism in Bukit Batu Belah is also faced with various challenges. These challenges include a lack of environmental awareness, a lack of environmentally friendly tourism infrastructure, and conflicts of interest between local communities and tourism managers. Therefore, there is a need for appropriate strategies and recommendations to overcome these challenges.



(Source: Pande, 2024)

Figure 3. Wisata Bukit Batu Belah, Desa Adat Angantelu, Kec Manggis, Kab. Karangasem

Conclusion

This research concludes that the implementation of green tourism in the Angantelu Traditional Village, especially in Bukit Batu Belah, has shown various successes and challenges. The green tourism policies and programs implemented have succeeded in increasing environmental awareness and active participation of local communities. Conservation efforts and land use regulations have helped preserve local ecosystems, while environmental education programs strengthen public and tourist understanding of the importance of sustainable tourism. However, the main challenges faced include a lack of coordination between stakeholders, environmental awareness that still needs to be improved, and conflicts of interest between tourism actors and the community. These challenges demonstrate the need for increased coordination between relevant parties, more effective education strategies, and mediation approaches to resolve conflicts of interest. Overall, this research provides important insights into the application of green tourism as a new direction for sustainable tourism development. These findings can be the basis for developing more effective green tourism policies and programs in the Angantelu Traditional Village and similar areas.

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