

Management model of tourism village based green tourism through a holistic approach in Blimbingsari Tourism Village, Melaya District Jembrana Regency

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Abstract: This study aims to design a tourism village management model in empowering the potential of tourism attractions and communities based on green tourism in Blimbingsari Village by using a holistic approach effectively. Data collection using survey methods, interviews, and Focus Group Discussion with judgment sampling method. Data analysis used descriptive methods based on input from selected people such as village heads, hamlet heads, youth association leader, tourism awareness groups and tourism actors in Blimbingsari village. Based on the results of the analysis, it shows a tourism village management model based on green tourism with a holistic approach seen from two aspects. In general, the management model related to the management of personal and communal tourism products goes through two stages, namely: 1) determining the unit according to operational demands, 2) making fair policies and rules in creating stability in operations. From the component aspect, management is carried out by involving all stakeholders who contribute to the development of the Blimbingsari tourism village, namely: government, private sector, community and managers. A holistic approach is applied when making fair policies that can meet the interests of the village and tourism product providers in Blimbingsari village. Its application also involves all stakeholders, because it can help develop a comprehensive tourism village that can create an integrated tourism village. So that the tourism village management model through a holistic approach will be able to create harmony in the community and be able to maintain environmental sustainability in the context of green tourism.

Keywords: effective, green tourism, holistic approach, integrated tourism village, management model

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Introduction

Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customs, daily life, has a typical village architecture and spatial structure, or unique and interesting economic activities and has potential. for the development of various components of tourism, for example: attractions, accommodation, food-beverage, souvenirs, and others tourist need. A tourist village is A rural area that has a unique and distinctive attraction in the form of: the physical uniqueness of the rural natural environment as well as the socio-cultural life of the community, which is managed and packaged naturally and attractively with the development of tourism support facilities in a harmonious environmental arrangement and good and planned management or one of the tourism activities that offers an overall atmosphere that highlights the authenticity of the village such as beautiful village natural scenery, culinary delights, souvenirs, homestays and so on (Sudibya, 2018). Based on the concept or definition of the tourist village above, the potential that can be developed can be in the form of historical heritage objects, areas or areas provided

by nature, and human works in the form of cultural works and traditions that develop in the community concerned.

In managing an institution, it is necessary to pay attention to the use of available resources in the region, the importance of analyzing the specific needs of the target group, and the weak points that must be overcome in implementing the program as a system (Hasanbasri, 2007) So that in the management of tourist villages it is necessary to pay attention to the elements or elements included in the tourist village and need to pay attention to the existence of all these elements and the system that has been implemented. In the management of the institution, it is necessary to implement the functions effectively in achieving the goals of an institution (Hamdi, 2020). Besides that, it is also necessary to have a management model which is a simplified pattern or picture that contains information about the process of a series of activities that will be carried out with the right synergy and interaction between the government, the community and the value of local wisdom to achieve the expected goals (Ari Atu Dewi, 2018). If the management system applied is still partial, there is a risk of various complications that tend to interfere with the development of the tourist village. So it is necessary to apply a management system with a holistic approach, namely the tourism development system including institutions, environmental and socio-economic impacts must be analyzed and planned comprehensively (Bahri et al., 2020). In the management of the tourist village, it is necessary to pay attention to and analyze the existence of the existing potential and the interests of the stakeholders involved in the tourism village that will be developed.

Regional Autonomy Law (UU.NO.10/2009, 2009) in which in the Law, development will be more focused in rural areas, so that social changes will occur from urbanization to ruralization (city people are happy/will go to the village for recreation) To provide benefits, both to the community in the tourism village in question and to the people who go on recreation to the village, an effective management model is needed. With an effective management model, it is also expected to create a tourism village that is green tourism (environmentally friendly tourism), which has a great influence on sustainable tourism because the concept of green tourism prioritizes the concept of being friendly with nature and the environment and makes a major contribution to the economy of local communities that are economic empowerment has not been affected by the government (Adnyana, 2020). The concept of developing green tourism with a focus on commitment from stakeholders by establishing synergy between the government, academics, tourism business actors and the media (Wardhani, R. S., & Valeriani, 2016). Therefore, the concept of green tourism is a form of tourism that has the best appearance in fostering learning experiences and appreciation in a sustainable manner in managing and improving the sustainability of the natural, cultural, social environment, destination resources and promoting higher quality survival in the future.

In the management of tourist villages, it is necessary to start with integrated village planning in order to create comparative and competitive advantages and to create sustainable tourism village development which is one indicator of green tourism. Where integrated planning or integrated planning approach is defined as a planning approach that prioritizes synchronization between sectors and actors and promotes innovation in various fields as a technique (Suharyanto & Sofianto, 2012) So that in regional development planning, several things are needed, such as the direction of function areas, spatial planning directions, facility and utility plans, transportation plans, indications of priority area programs, and activity development plans (Ariani & Suryawan, 2019)

In addition, in the management of tourist villages, it is very necessary to have a tourism village development strategy, especially management strategies. who often uses the term management strategy which is a science that combines management functions in the context of making strategic organizational decisions, in order to achieve organizational goals effectively and efficiently (Adam, 2018).

In the application of management strategies in the development of tourist villages, it is necessary to have technological support, in order to create efficiency and effectiveness in developing tourism villages or digitalization-based management. Because digitization is developing effectively in advertising, promotion, marketing, distribution of ideas/ goods and the provision of fast, precise and accurate information services (Ting, Wong, de Run, & Lau, 2015).

The digital marketing strategy through mobile applications in increasing room sales is through the promotion of products and services for brand awareness, strengthening online reputation and traffic growth, through social media, online banners on landing pages, optimization of SEO, SEM and keywords to facilitate search/ browsing, collaborate with influencers and travel bloggers and provide extra benefits in transactions made through mobile applications. With this strategy, it has an impact on ordering through mobile applications which dominate the market segment by 85% of the total market and increase sales from year to year (Nurtirtawaty, I Gusti Ayu Suci, Murni, Bagiastuti, & Ruki, 2021)

It seems that the management of tourist villages along with tourism facilities and infrastructure in the Belimbingsari tourist village does not involve all existing components, especially those outside Bali and outside Bali, namely the diaspora community. So that the existing potential has not been utilized optimally, because the management is still partial. Where at this time, there is a lot of potential, especially the natural potential that has not been managed properly, so there are not many tourism products that can be developed to be offered in the Belimbingsari tourist village.

Based on the description above, where the management of the Belimbingsari tourism village, especially regarding its potential and facilities and infrastructure, is still partial, the problems raised by this research are: it is necessary to design an effective tourism village management model through a holistic approach in the Belimbingsari tourism village.

Methodology

The approach used in taking respondents as a data source is purposive sampling (Utama, *et.al.*, 2012) which involves tourism stakeholders such as the village head, church leaders, neighborhood heads, head of Village-owned enterprises, Head of tourism awareness group, village leaders and farmer groups who work together. is in Blimbingsari Village. The method used to collect data, there are 4 methods, namely: observation, interviews, documentation, literature study and Focus Group Discussion (FGD). According to (Umar, 2005), the ideal number is 7-11 respondents who are selected to become FGD members taken from competent parties who know very well the condition of the Blimbingsari Tourism Village which involves tourism stakeholders such as the village head, church leaders, head environment, head of BUMDES, chairman of the Tourism Committee, village leaders and head of farmer groups. The analytical techniques used are: 1) Descriptive analysis techniques to explain the results of the analysis and help draw conclusions about the research results, 2) Synthetic analysis techniques are analytical techniques to develop an effective tourism village management model by considering the potential, natural existence of the village and tourism products. offered in the Blimbingsari Tourism village combined with the ideas that emerged in the implementation of the FGD.

Results and Discussions

Results

1. Overview of Blimbingsari Tourism Village

Blimbingsari village is one of the villages in the western part of the island of Bali, about 17 kilometers from Gilimanuk, precisely in the melaya sub-district, Jembrana district. This village was founded in 1939. Regarding the history of the formation of the village of Blimbingsari, it started with a riot in the city of Denpasar which was allegedly due to a conversion of belief, from Hinduism to Christianity. That's why the Dutch government had the desire to move a group of residents, at that time it was the served as assistant to Yansen as a representative of the Dutch Government. He approved the move plan to determine which land they would move to. A team consisting of Made Sela, Made Rungu and Nyoman Regig set out to inspect the land on foot for 3 days. They decided to choose the Malay forest which is now called Blimbingsari. With the development of development and tourism, the current atmosphere of Blimbing Sari village can be described as follows:



(Source: Research Doc, 2022)

Figure 1. Blimbingsari Tourism Village Today

The picture above is the Blimbingsari village office which is the center of the Blimbingsari village government which has been beautifully arranged. The environment and atmosphere of the village office is decorated with flower gardens and roads in the Blimbingsari village environment has been hotmic, so access to objects and tourist attractions in Blimbingsari village runs smoothly.

2. Tourism Potential and Attraction in Blimbingsari Village

In developing tourism in an area, especially the development of tourism facilities and infrastructure that will be used as tourism products to be offered to tourists, it is necessary to pay attention to the potential and attractiveness of the area concerned. The potential and attractiveness of an area is the appearance of existing resources in the area concerned, both natural resources and human resources as well as existing cultural resources that have their own charm. Each village has its own potential, some even have developed potential, but some have undeveloped potential to become a popular tourist attraction.

For natural resources in Blimbingsari village that have the potential to be developed into tourism products, in the form of:

a. Dams and rivers

This dam is named the Oraet Labora dam which is quite high, and has two sources of water, namely from Tukad Balian and Tukad Sanghyang. These dams and rivers have the potential to be developed into media for tourist attractions, where the current condition is as shown below



(Source: Research Doc, 2022)

Figure 2. Oraet Labora Dam

b. Fountain

The fountain is one of the sources of water that has a high historical value for the people of Blimbingsari, because it was here around 1939 that the founders of the village looked for water for drinking and other purposes. The shower water has the potential to be developed into a tourist attraction, where the condition can be seen below.



(Source: Research Doc, 2022)

Figure 3. Fountain

c. Waterfall

This waterfall is in the middle of the forest with quite clear water which is a historic place for the people of Blimbingsari. This waterfall is visited by many people around the village, even tourists, whose current condition is as shown below



(Source: Research Doc, 2022)

Figure 4. Waterfall

d. Bali starling bird breeding

Bali starling bird breeding is a community activity that synergizes with the government in preserving the environment, especially the endemic bird population that only exists on the island of West Bali.



(Source: Research Doc, 2022)

Figure 5. Bali starling bird breeding

e. People's Garden

Sometimes there are tourists who come and stay for a few days, such as tourists from Japan and Jakarta. To fill the time, they were invited to the garden to carry out activities starting with the introduction of agricultural tools, making planting media and seeding and planting techniques in the style of Blimbingsari Village, as shown in Figure 6.



(Source: Research Doc, 2022)

Figure 6. Tourist Activities in Residents' Gardens

f. Forest and Fauna atmosphere

Blimbingsari village is accompanied by the beautiful, cool and peaceful West Bali National forest with natural scenery that soothes the eyes and the melodious chirping of birds that live freely in their natural habitat. Especially for the Bali Curik bird or Bali starling, an endemic bird that only exists on the island of Bali, a beautiful bird with a melodious song that became the mascot of the West Bali National Park, where the atmosphere is as below.



(Source: Research Doc, 2022)

Figure 7. Forest and Fauna atmosphere

For human resources in Blimbingsari village, where their presence plays an important role in the development of tourist villages. Regarding the human resources in Blimbingsari, most of the young generation are outside, some even abroad whose education level is mostly highly educated in the tourism sector. Besides, there are some who become entrepreneurs (entrepreneurs), higher education educators (lecturers), teachers and ASN with great potential, most of whom are also outside. Seeing the potential of existing human resources, it is possible to help the development of the Blimbingsari tourism village into a more advanced tourist village

While the cultural resources, in the tourist village of Blimbingsari there are several cultural products in the form of churches and artistic creativity, namely jegog, in detail the cultural potential in Blimbingsari village, including:

a. Church and Contextual Worship

In the village of Blimbing sari there is a church called the Blimbingsari Pniel Church, a unique and historic church that has been named one of the churches with the most unique architecture in the world by the world church council, with carvings that tell the history of mankind and which have witnessed the history of God's inclusion of mankind, especially the people of Blimbingsari whose existence is as follows:



(Source: Research Doc, 2022)

Figure 8. Pniel Blimbingsari Church

While Contextual Worship is held once a month on the first Sunday from 09.00-11.00 local time. The implementation uses Balinese customs and culture, be it traditional Balinese clothing, Balinese language, or accompanying music using Balinese Gamelan percussion, the procession of which can be described in Figure 9 below.



(Source: Research Doc, 2022)

Figure 9. Contextual Worship at Pniel Blimbingsari Church

b. Musical Instruments and Jegog Dance

The jegog musical instrument is a traditional music from Jembrana Regency made of bamboo. At first, this art was used as entertainment to fill time when farmers chased away birds in the fields. In subsequent developments Jegog was developed by an artist named Kiang Gliduh from Sebulan Hamlet, Dangintukadaya Village around 1912. Besides being presented instrumentally, the art of jegog also serves to accompany a typical dance from the Jembrana region called the Jegog Dance. The Blimbingsari community also has a Jegog group, which is usually used to welcome guests, or as entertainment at night according to tourist requests. Before the performance, usually the participants of this jegog musical instrument are given training which can be described in Figure 10 below.



(Source: Research Doc, 2022)

Figure 10. Jegog training

c. Joged dance

The jogged dance is a folk dance in Blimbingsari village accompanied by the traditional jegog musical instrument. This dance is often performed when there are traditional ceremonies, such as weddings, thanksgiving and others. This dance is also staged to welcome tourists who visit the village of Blimbingsari whose picture in Figure 11 below.



(Source: Research Doc, 2022)

Figure 11. Joged dance

3. Tourism Facilities and Infrastructure

a. Tourism Facilities

Tourism Facilities are facilities and companies that provide services to tourists, either directly or indirectly, and which provide tourism products requested by tourists during their trips to tourist destinations. Tourism facilities provided by tourism business actors, both individual and joint (communal) in the Blimbingsari tourism village, can be divided into two types, namely:

- 1) The main tourism facilities (Main Tourism Superstructure), namely: Accommodation, Stalls/restaurants, Tourist Attractions, Event Organizers, Tourist Transportation, and tourist attractions
- 2) Tourism Complementary Facilities (Supplementing Tourism Superstructure), namely: trekking, Cycling Tours, Cocoa Fruit Picking Tours, and special interest tours

b. Tourism Infrastructure

Tourism facilities are facilities for the operation of tourism facilities or access to tourist objects and attractions in order to facilitate tourism activities. The tourism facilities in the Blimbingsari tourist village, namely:

- 1) Public infrastructure (General Infrastructure, in the form of roads, sources of fresh water (clean water), electricity, irrigation, telecommunications, and adequate toilets.
- 2) Many community needs (Basic Needs of Civilized Life), in the form of Puskesmas, traditional markets, and tourist information centers.

Discussions

Tourism village management is the management of tourism products that can be developed by looking at the potential that exists in the tourism village concerned. With holistic management, it is hoped that all existing potentials can be utilized optimally which can provide benefits for all components or all tourism actors in rural areas and can meet expectations and can provide satisfactory services to tourists.

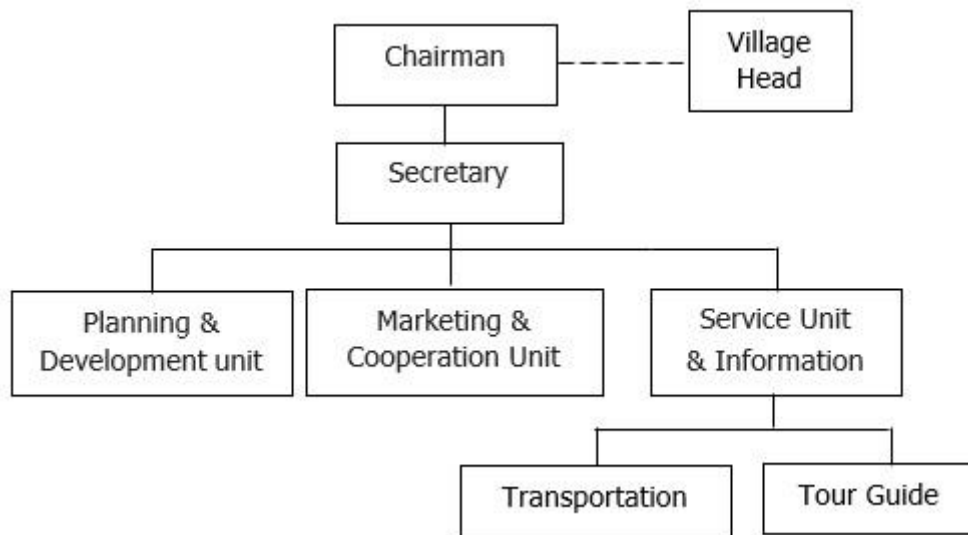
Regarding the tourism village management model based on green tourism with a holistic approach, it can be seen from two aspects, namely:

1. In general

The management model carried out from this aspect is related to the management of personal and communal tourism products which is carried out in two stages, namely:

a. Determine units effectively.

Seeing the existence of the Blimbingsari tourist village which has a lot of potential that needs to be developed, it is necessary to have a formal management model, namely determining units that are in accordance with operational demands by creating an effective management structure.



(Source: Analysis Result)

Figure 12. Blimbingsari Village Tourism Committee Organization Structure Model

The tourism village management structure designed as above is in accordance with a holistic approach that involves all components in the official village institution that are given the authority to manage tourist villages. So that later the planning made in the form of tourism products and packages, the policies and rules set will be more aspirational that can meet the interests of all components involved in the management of the Blimbingsari tourist village, which in turn can reduce various unexpected complaints. In addition, in placing people in existing units, it is hoped that they will be taken from the local community, but do not neglect professionalism. Thus, the management of the tourist village in Blimbingsari village will be able to achieve the expected goals and objectives

b. Making policies and rules

In the management of tourist villages, both for communal products and personal tourism products, in order to run effectively and create stability, policies and rules are very much needed.

Based on the results of the agreement in a meeting involving: village heads, BPD, tourism managers, customary community leaders, community leaders, representatives from homestay owners and representatives from the (culinary) industry, the following policies and rules are set:

1) For homestay the contribution is:

- a) Owner = 65%
- b) Manager = 25%
- c) Government/Village = 10%

If tourists come directly themselves, the contribution:

- a) Manager = 5%
- b) BUMDes = 10%

- c) Church guests = don't pay to BUMDes
- 2) For Culinary the contribution is:
 - a) Owner = 85%
 - b) Manager = 15%
- 3) For the home industry, the contribution is as follows:
 - a) Donation system = 100% owner (no contribution to manager)
 - b) Sales of products for Church locations:
 - Owner = 80%
 - Manager = 10%
 - Church = 10%
 - c) Sales of products for home locations:
 - Owner = 80%
 - Manager = 10%
 - BUMDes = 10%
- 4) For attraction
The attraction in question is the trekking in the Blimbingsari Tourism Village, classified into three based on the time and length of the terrain taken, there are 2 hours, 3 hours and 6 hours of trekking. The agreed rate is IDR 250,000/hour with a minimum of 2 participants. The calculation of the contribution is as follows:
 - a) Guide = 80%
 - b) Manager = 15%
 - c) BUMDes = 5%
- 5) For the Church it was agreed not to collect contributions only on a voluntary basis from tourists, because of that the church will make a donation box, so tourists who want to donate are welcome to enter into the box provided.
Determination of policies and rules based on an agreement in the Blimbingsari tourist village is the application of a holistic approach in managing a tourist village whose essence can meet the interests of all parties with justice.

2. From the Component Aspect

This management model is a management model that needs to involve various components or stakeholders which is also the application of a holistic approach in the management of tourist villages. Because involving various components can help develop a comprehensive tourist village that can create an integrated tourism village.

In this model, it can be seen the role of each party involved who will contribute to the development of tourist villages. Where the parties involved and their roles in the process of managing the Blimbingsari Tourism Village are:

- a. The government whose roles are: providing guidance, structuring environmental conservation, encouraging the community to realize Sapta Pesona, repairing and procuring infrastructure, tourism information, improving public spaces, empowering the Tourism Committee.
- b. The private sector whose role is to assist in marketing, as has been done by several travel agents who have been invited to cooperate, provide training to improve the quality of human resources.
- c. Communities whose role is to organize and provide tourism facilities and infrastructure needed by tourists
- d. The manager is the tourism committee whose role is to market the tourist village and handle tourists who travel to the tourist village of Blimbingsari

Conclusions

Based on the results of the discussion above, it can be concluded which is a short answer to the problems that occur, where the tourism village management model based on green tourism with a holistic approach is seen from two aspects, namely:

1. In general, the management model that is carried out is related to the management of personal and communal tourism products which is carried out through two stages, namely:
 - a. Determine units effectively that are in line with operational demands by creating an effective management structure. So that the management of the Blimbingsari tourism village will be able to achieve the expected goals and objectives.
 - b. Making policies and rules, where in the management of tourist villages, both for communal products and personal tourism products in order to run effectively and create stability, it is very necessary to have policies and rules that are the result of an agreement from the parties involved, namely: village head, BPD, tourism managers, customary leaders, community leaders, representatives of homestay owners and representatives of the (culinary) industry.
2. From the component aspect, namely a management model that involves various components or stakeholders, namely: government, private sector, community, and managers who will carry out their respective roles. So that with the existence of a holistic tourism village management model, it will be able to create harmony in the community and can maintain environmental sustainability in the context of green tourism.

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