

Green Tourism-Based CSR Practiced by the Management of Melasti Beach Tourist Area

Ni Wayan Agustini^{1*}, I Ketut Budarma², I Made Darma Oka³

^{1,2,3}Politeknik Negeri Bali, Indonesia

*Corresponding Author: agustiniadk@gmail.com

Abstract: This study aims to analyze the implementation of green tourism-based CSR (corporate social responsibility) by the regional head of the Melasti Beach management, Badung, Indonesia. The data collection methods used are observation, interviews, documentation, and focus group discussions. Furthermore, data analysis used descriptive qualitative analysis, including data reduction, data presentation and drawing conclusions. The results show that CSR activities of the Ungasan Bupda (Baga Utsaha Padruwen Desa Adat) in managing Melasti Beach includes four aspects, namely economic aspects, social aspects, cultural aspects, and environmental aspects. All CSR activities carried out are a reflection of the theory of sustainable tourism by paying attention to the economic, social, cultural, and environmental sustainability.

Keywords: beach, corporate social responsibility, green and sustainable tourism

Introduction

Tourism development in Bali has the main objective to improve the welfare of the community. One of the efforts to improve the welfare of the community is carried out by optimally empowering local communities in tourism activities so that they directly feel the benefits of tourism development. Yudanato in Yoga & Wenagama (2015) explains that tourism has an important role in increasing employment, encouraging equitable distribution of national development, and alleviating poverty which in turn can improve people's welfare.

In the development of tourism cannot be separated from the principle of sustainable tourism development. UNWTO states that the guidelines for sustainable development and processing of tourism practices apply to all forms of tourism, whose principles refer to issues of environmental sustainability, economics, and social aspects to ensure long-term sustainability. According to Azam and Sarker in Arismayanti (2015), the concept of green tourism is a term used for sustainable tourism practices which include economic, socio-cultural and environmental sustainability.

The understanding of Corporate Social Responsibility (CSR) began to be known since the 1970s, now it is a form of innovation for the company's relationship with the community and consumers. CSR is now widely applied both by multi-national companies and national or local companies. CSR is about values and standards related to the operation of a company in a society. CSR is defined as a business commitment to operate legally and ethically that contributes to improving the quality of life of employees and their families, local communities and the wider community within the framework of realizing sustainable development (Feronika et al., 2020).

Social responsibility is very important to consider in corporate planning because people are increasingly critical of thinking about the impact of the operation of a company. The implementation of CSR by the Ungasan Bupda (Baga Utsaha Padruwen Desa Adat or Business Unit Belonged to and Managed by the Traditional Village) in the Melasti Beach management is one of the efforts that can support sustainable tourism activities and can be done to optimize the positive impact and minimize the negative impact caused by the company's operational activities. Corporate social responsibility is the social responsibility of a business that is committed not only to increasing company profits financially, but also to the socio-economic development of the region in a holistic, institutionalized and sustainable

manner (Suharto, 2007). CSR as a concern for companies that set aside a portion of profits (profit) for the benefit of human development (people) and the environment (planet) in a sustainable manner based on appropriate and professional procedures (Edhi, 2009).

Mandarić & Milovanović (2016) explain that corporate social responsibility is a company strategy to achieve competitive advantage through reducing the negative impact of its business on society and the environment. Research by Luu (2011), explains that sustainable tourism can help overcome many of the negative impacts associated with tourism development. Many low-income countries have a problem with a lack of tourism planning. CSR can be used as a focus to promote sustainability in the tourism industry. CSR can help with a number of issues facing tourism related to promoting sustainable tourism practices.

Based on this background description, it makes researchers interested in conducting this research to find out how the implementation of green tourism-based CSR by the Ungasan Regional Head in the management of the Ungasan Melasti Beach tourist area.

Methodology

This study analyzes the application of green tourism-based corporate social responsibility by Bupda Ungasan in the management of the Melasti Beach tourist area. Data collection techniques were carried out by structured interviews, observation, documentation, and conducting focus group discussions (FGD). Qualitative data is data that is not in the form of numbers but in the form of an explanation or explanation that aims to gain insight into the topic under study.

It uses a qualitative descriptive analysis. Creswell & Poth (2016), mention qualitative research is a type of research that explores and understands the meaning in a number of individuals or groups of people originating from social problems. Sugiyono (2016), stated that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This study analyzes the implementation of CSR carried out by the Regional Head of Ungasan, Melasti Beach Tourist Area, Ungasan Village.

Results and Discussions

Results

Melasti Beach is one of the beach tourism destinations that applies the concept of harmonization of Tri Hita Karana which presents a blend of natural beauty of the beach and culture. Melasti Beach is a BUPDA managed directly by the Ungasan Village community and led directly by the Ungasan Customary Bendesa. In its management, the Melasti Beach tourist area is protected and regulated in the Perarem customary rules of Ungasan Traditional Village No. 2 of 2018 concerning the Establishment and Management of the Unit for the Melasti Coastal Area of Ungasan Village. Managed by professional management where all employees are appointed from the Ungasan Village community. By managing Melasti Beach as a tourist attraction, jobs are created for the Ungasan Village community. It can also generate profits and increase local revenue (PAD).

Based on this, the results obtained from the management of the Melasti Beach Area are channeled back to the Ungasan Village community through programs made by the village. The CSR practices carried out by the Ungasan Bupda were created and planned by the village institution through village programs. The CSR program was created with the aim of the welfare of the relevant stakeholders. The results of the Melasti Coastal Area management are handed over to the village to carry out the village programs that have been made. The management principle is applied as an effort to create sustainable tourism.

Discussions

The implementation of CSR carried out by the Ungasan Bupda is able to create management

of the area, village institutions and local communities that are independent and empowered to develop their own regions. This is in line with research conducted by Juniari & Mahyuni (2020), it was found that CSR practices implemented by Monkey Forest Ubud were created and planned by village institutions through village programs.

According to The World Business Council for Sustainable Development in Rahman & Deti (2009), defining CSR as a business commitment to contribute to sustainable economic development, working with company employees, their families, the local community and society as a whole in order to improve quality of life.

The results showed that the implementation of CSR from the Ungasan Regional Government in the management of the Melasti Beach tourist area, CSR activities were divided into four aspects, namely economic, social, cultural and environmental aspects.



Figure 1. Providing Assistance to the Ungasan Village community
(Source: Ungasan Bupda, 2021)

The economic aspect of corporate social responsibility includes the economic impact of the company's operational activities. This aspect is often misinterpreted as a company's financial problem so that this aspect is assumed to be easier to implement than the other two aspects, namely social and environmental aspects. The economic aspect is not as simple as reporting the company's financial/balance sheet, but also includes the direct or indirect economic impact on the company's operations in the local community and on parties that affect other companies. The key to success from the economic aspect is the company's economic performance (Chahal & Sharma, 2006). Wibisono explained that essentially profit is additional income used for the sustainability of the company. The concept of triple bottom lines, the company is not only responsible to shareholders by bringing the maximum profit. Companies must also realize that directly or indirectly the profits obtained cannot be separated from the support of stakeholders. Companies should set aside a little profit for the interests of stakeholders (Putra, 2016).

In the practice of CSR carried out by the Ungasan Bupda in the economic field, namely by providing job opportunities to local communities, thus will be able to improve the economy of the local community. The provision of financial assistance and basic necessities to employees and the community. With the management of Melasti Beach as a tourist attraction, it has a positive impact on local communities because people get jobs and opportunities to do business such as selling in the beach area and opening other businesses. It is said that all employees who work in the Melasti Beach area are local residents of Ungasan village. In this case, the Ungasan Bupda focuses more on providing job

opportunities for local communities because this will have a greater impact on the sustainability of the community's life itself. In addition, the provision of basic food assistance was also carried out in an effort to mitigate the impact of the current Covid-19 pandemic.



Figure 2. CSR activities in social aspects
(Source: Ungasan Bupda, 2021)

CSR programs related to social aspects are the newest aspects than other aspects and are a major concern for several companies today. The social aspect has the meaning of being responsible for the social impacts caused by the company, either directly or indirectly. The essence of the social aspect is respect for people or respect for others (Chahal & Sharma, 2006; Winia et al., 2019). Society has an influence on the existence of the company. Every operational activity of the company will have the potential to have a positive or negative impact on the community around the company. If the company pays attention to the social aspect, the company will be able to achieve sustainable development and development. The emergence of community resistance to the company because this social aspect is ignored, so that it can create conditions that are not conducive to the company's activities (Wijaya, 2015; Oka et al., 2019). Research conducted by (Yenti & Syofyan, 2013) shows that the social aspect has an influence on the company's image, this shows that the existence of revolving fund assistance from the company to the community around the company's environment can help the surrounding community in improving welfare.

In the CSR practices carried out by the Ungasan Bupda in the social field, namely by fostering training students, providing training to employees, blood donation activities, donations to banjars, providing donations for religious ceremonies for the community and employees such as tooth cutting ceremonies, death, and Ngaben ceremonies. Activities carried out in social aspects such as coaching student training and also employee training are carried out in order to increase the knowledge and insight of students who are being trained and can increase the quality of employee work.

In the practice of CSR carried out by the Ungasan Bupda in the field of culture, it is carried out in an effort to maintain the preservation of customs and culture. The CSR activities carried out by the Ungasan Bupda include donating funds and participating in religious ceremonies, such as the odalan temple ceremony. In addition, Melasti Beach is also the place where the Melasti ceremony is held in Ungasan Village once a year before Nyepi. The development of cultural arts with the construction of a cultural stage that will be used as a venue for regional dances such as the Kecak which will collaborate with 15 banjars in Ungasan Village. Other activities carried out include providing training in the Kecak dance, training in sekaa truna truni, the celebration of the Language month which is celebrated every year in February, donations for the celebration of Pengrupukan and making ogoh-ogoh.



Figure 3. CSR activities in cultural aspects
(Source: Ungasan Bupda, 2021)

The wisdom of local communities in Bali is used in human relations in regulating people's lives. Local wisdom is categorized as social capital that is given the best possible attention in the implementation of development (Rosilawati & Mulawarman, 2018). Balinese culture is closely related to Hinduism (Mudana et al, 2018; Mudana et al, 2021). There are three pillars in interpreting religion, namely religious philosophy, practicing ethics and performing ceremonies (Sukarsa, n.d, 2010). Culture has been the most vital pull factor attracting tourists to visit the island, cultural sustainability goes hand in hand with tourism sustainability on the island. Culture has been utilized by both private sectors in tourism and governmental policy as the capital of tourism development. For Balinese in general, culture is an asset and also a capital for them to live on tourism. Tourism is manipulated in such a way to generate foreign exchanges and also used to sustain their culture for both, traditionally and commercially (Budarma & Suarta, 2017).



Figure 4. CSR activities in environmental aspects
(Source: Ungasan Bupda, 2021).

CSR requires companies to increase the capacity and quality of life of the community and be more responsible for the environment in which they operate. If we look at Law Number 23 of 1997 concerning Environmental Management (UU PLH), it is emphasized that everyone has the right to play a role in management and must maintain the environment. This means that there are regulations that mandate community participation in supporting CSR so that it is very necessary for the realization of a good, sustainable, and beneficial environment for the community and the company. In Law no. 23 of 1997 concerning Environmental Management also still emphasizes the obligation for parties to make efforts to

provide true and accurate information regarding environmental management so that the meaning of CSR and understanding of CSR can be reflected through this provision (Feronika et al., 2020; Oka & Darmayanti, 2020).

The environmental aspect is the company's obligation to the environmental impact resulting from operations and products, eliminating emissions and waste, achieving maximum efficiency and productivity depending on available resources, and reducing practices that can have a negative impact on the country and the availability of next generation resources. Companies must be aware of all direct and indirect environmental aspects related to their business performance, service delivery, and product manufacturing. This environmental aspect or environment dimension reflects where the company has an obligation to the resulting impact on the environment from the company's operations (Mardikanto & Soebianto, 2012; Darmayanti & Oka, 2020). Creating a healthy and safe environment, managing waste properly and creating environmentally friendly products are obligations that must be carried out by companies (Ulum, 2014).

In the practice of CSR carried out by the Ungasan Bupda in the environmental field, it is carried out to maintain the sustainability of the tourist area owned. In this case, the CSR activities carried out are related to the preservation and arrangement of the environment by carrying out regular beach cleaning, cleaning of temples, planting trees and repairing prayer facilities. With the management of Melasti Beach as a tourist attraction, it is very important to pay attention to and preserve the environment, so that the company's activities do not damage the surrounding nature.

Conclusions

The implementation of CSR carried out by the Ungasan Bupda is the responsibility of corporate social responsibility by applying the theory of sustainable tourism which includes four aspects, namely economic, social, cultural, and environmental aspects CSR activities carried out in the economic aspect, namely opening employment opportunities for local communities and providing business opportunities for local communities by selling in the area on the beach, the provision of financial assistance and basic necessities is also carried out in an effort to mitigate the impact of the Covid-19 pandemic that occurred. Activities related to social aspects such as fostering student training, providing training to employees, blood donation activities, donations for banjars, providing aid funds for religious ceremonies for the community and employees such as tooth-cutting ceremonies, deaths, and cremation ceremonies such as those related to the preservation and arrangement of the environment by carrying out regular beach cleaning, cleaning of temples, planting trees and repairing prayer facilities. Activities related to cultural aspects such as donating funds and participating in religious ceremonies, such as temple odalan ceremonies. Other activities carried out include providing training in the Kecak dance, training in sekaa truna truni, the celebration of the Language month which is celebrated every year in February, donations for the celebration of Penggrupukan and making ogoh-ogoh.

It is recommended to the Melasti Beach management to remain consistent in carrying out these corporate social responsibility activities in order to maintain economic, social, cultural and environmental sustainability. The Ungasan Village community is expected to continue to support and participate in the implementation of CSR activities carried out by the company.

References

- Arismayanti, N. K. (2015). Pariwisata Hijau Sebagai Alternatif Pengembangan Desa Wisata di Indonesia. *Jurnal Analisis Pariwisata*, 15(1), 1–15.
- Budarma, I. K., & Suarta, K. (2017). The role of local value in global sustainable tourism development paradigm. The case of tourism in Bali. *Journal of Business on Hospitality and Tourism*, 2(1), 218–233.

- Chahal, H., & Sharma, R. D. (2006). Implications of corporate social responsibility on marketing performance: A conceptual framework. *Journal of Services Research*, 6(1), 205.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Darmayanti, P. W., & Oka, I. M. D. (2020). Implikasi Pengembangan Pariwisata Berbasis Masyarakat bagi Masyarakat di Desa Bongan. *Jurnal Ilmiah Hospitality Management*, 10(2), 142–150.
- Edhi, S. (2009). *CSR dan Comdev: Investasi Kreatif Perusahaan di Era Globalisasi*. Bandung: Alfabeta.
- Feronika, E. S., Silva, K. R., Raharjo, S. T., & Resnawaty, R. (2020). Tanggung Jawab Sosial Perusahaan Bidang Lingkungan. *Prosiding Penelitian Dan Pengabdian Kepada Masyarakat*, 7(1), 1. <https://doi.org/10.24198/jppm.v7i1.28557>
- Juniari, N. W., & Mahyuni, L. P. (2020). Implementasi Corporate Social Responsibility dalam Mewujudkan Pariwisata Berbasis Masyarakat Berkelanjutan. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 21–28.
- Luu, T. T. (2011). Corporate social responsibility and sustainable tourism. *Business and Economic Research*, 1(1).
- Mandarić, M., & Milovanović, V. (2016). The Role of CSR in the Development of Sustainable Tourism in Serbia. *TISC-Tourism International Scientific Conference Vrnjačka Banja*, 1(2), 412–429.
- Mardikanto, T., & Soebianto, P. (2012). *Pemberdayaan masyarakat dalam perspektif kebijakan publik*. Alfabeta.
- Mudana, I. G., Ernawati, N.M., & Voda, M. (2021). Analysis of the Evolving Cultural Tourism Implementation in Bali Indonesia, *Multicultural Education (ISSN: 1068-3844)*, Vol, 7 No 6 (2021), p. 608-619, <http://ijdr.com/me>, <https://doi.org/10.5281/zenodo.5035637>. Scimago Link: www.scimagojr.com/journalsearch.php?q=145057&tip=sid&clean=0.
- Mudana, I. G., Suamba, I. B. P., Putra, I. M. A., & Ardini, N. W. (2018). Practices of Bali Tourism Development, Threefolding, and Tri Hita Karana Local Knowledge in New Order Indonesia. *Journal of Physics: Conference Series*, 953(1), <https://doi.org/10.1088/1742-6596/953/1/012108>.
- Oka, I. M. D., & Darmayanti, P. W. (2020). Environmental factors: dominant motivation of the Bongan community to support the development of tourist village. *Journal of Business on Hospitality and Tourism*, 6(1), 104–112.
- Oka, I. M. D., Winia, I. N., & Sadia, I. K. (2019). The implication of the development of serangan tourist village from the economic perspective. *International Conference on Social Science 2019 (ICSS 2019)*, 1169–1173.
- Putra, A. S. (2016). Pengaruh Corporate Social Responsibility terhadap Profitabilitas Perusahaan (Studi Empiris pada Perusahaan Sektor Industri Barang Konsumsi yang Terdaftar di Bursa Efek Indonesia Tahun 2010-2013). *Nominal, Barometer Riset Akuntansi Dan Manajemen*, 4(2), 16–22. <https://doi.org/10.21831/nominal.v4i2.8002>
- Rahman, R., & Deti. (2009). *Corporate social responsibility: Antara teori dan kenyataan*. Medpress.
- Rosilawati, Y., & Mulawarman, K. (2018). Corporate Social Responsibility Melalui Kearifan Lokal dalam Program Konservasi Sungai Ayung. *Jurnal Ilmu Komunikasi*, 16(2), 172. <https://doi.org/10.31315/jik.v16i2.2693>
- Sugiyono, P. D. (2016). *Metode Penelitian Manajemen (5th ed.)*. Alfabeta.
- Suharto, E. (2007). Pekerjaan Sosial Industri, CSR dan ComDev. 1–12. [files/242/Industri dan Comdev - 2007 - Pekerjaan Sosial Industri, CSR dan ComDev.pdf%5Cnhttps://www.mendeley.com/research/pekerjaan-sosial-industri-csr-dan-comdev/?utm_source=desktop&utm_medium=1.14&utm_campaign=open_catalog&userDocumentId=%7Bfa1edbc3-3dc](https://www.mendeley.com/research/pekerjaan-sosial-industri-csr-dan-comdev.pdf%5Cnhttps://www.mendeley.com/research/pekerjaan-sosial-industri-csr-dan-comdev/?utm_source=desktop&utm_medium=1.14&utm_campaign=open_catalog&userDocumentId=%7Bfa1edbc3-3dc)
- Sukarsa, I. M. (2010). *Spiritual Economics Dalam Era Globalisasi Ekonomi*. Denpasar, Supporting Paper. Seminar Regional. Kampus Unud.
- Ulum, M. C. (2014). *Manajemen Bencana: Suatu Pengantar Pendekatan Proaktif*. Universitas Brawijaya Press.
- Wijaya, H. F. (2015). Pengaruh Corporate Social Responsibility terhadap Citra Perusahaan (Survei pada Masyarakat Penerima Program CSR PT. Pindad (Persero) di Kelurahan Sedayu, Kecamatan Turen, Kabupaten Malang). *Jurnal Administrasi Bisnis*, 19(1).
- Winia, I. N., Oka, I. M. D., & Pugra, I. W. (2019). The Implementation of the Community-based Tourism at Tista Tourist Village. *International Conference On Applied Science and Technology*.
- Yenti, Y. E., & Syofyan, E. (2013). Pengaruh konservatisme akuntansi terhadap penilaian ekuitas

dengan good corporate governance sebagai variabel pemoderasi (Studi empiris pada perusahaan manufaktur yang terdaftar di PT BEI). *Wahana Riset Akuntansi*, 1(2), 201–218.

Yoga, I. G. A. D., & Wenagama, I. W. (2015). Pengaruh Jumlah Kunjungan dan Pengeluaran Wisatawan Mancanegara terhadap Produk Domestik Regional Bruto (PDRB) Provinsi Bali Tahun 1996-2012. *E-Jurnal Ekonomi Pembangunan Universitas Udayana*, 4(2), 44511.