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**GREEN DEVELOPMENT PRACTICE IN TOURISM PRODUCTION ON
TOURIST ATTRACTION AT HIDDEN CANYON, GUWANG**



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GREEN DEVELOPMENT PRACTICE IN TOURISM PRODUCTION ON TOURIST ATTRACTION AT HIDDEN CANYON, GUWANG

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Abstract

The aim of this research is to examine the 17 sustainable development goals which have been set by United Nations, to give the implementation of product and also the model that emerges in developing sustainable tourism in Hidden Canyon, Guwang. The data collection method is using the observation, interviews, and documentation studies. Data analysis technique including data reduction, data presentation, and conclusions drawing. The results showed that there are 4 goals that are not in accordance with sustainable development goals these are goals number 5 about gender equality, goals number 7 about affordable and clean energy, goals number 10 about reduced inequalities, and goals number 17 about partnership for the goals. Moreover, there are some green products and activities that can be implemented in Hidden Canyon there are, restaurant and bar, swing, rural tourism, and air Toya Beji, with implementing the green product such as using environmental friendly materials, recycleable materials, community based tourism, and also selling the local food and drink. The model that emerges in developing the Hidden Canyon is using the combination between pentahelix theory and 17 goals of sustainable development goals.

Keywords: sustainable development goals, development model, sustainable tourism

PRAKTEK PENGEMBANGAN HIJAU DALAM PRODUKSI PARIWISATA PADA ATRAKSI WISATA DI HIDDEN CANYON, GUWANG

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Abstrak

Penelitian ini bertujuan untuk mengkaji 17 tujuan pembangunan berkelanjutan yang telah ditetapkan oleh PBB, untuk memberikan implementasi produk dan juga model yang muncul dalam pengembangan pariwisata berkelanjutan di Hidden Canyon, Guwang. Metode pengumpulan data menggunakan observasi, wawancara, dan studi dokumentasi. Teknik analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa terdapat 4 tujuan yang tidak sesuai dengan tujuan pembangunan berkelanjutan yaitu tujuan nomor 5 tentang kesetaraan gender, tujuan nomor 7 tentang energi yang terjangkau dan bersih, tujuan nomor 10 tentang pengurangan kesenjangan, dan tujuan nomor 17 tentang kemitraan untuk sasaran. Selain itu, ada beberapa produk dan kegiatan hijau yang dapat diterapkan di Hidden Canyon diantaranya, restoran dan bar, ayunan, wisata pedesaan, dan air Toya Beji, dengan menerapkan produk hijau seperti menggunakan bahan yang ramah lingkungan, bahan yang dapat didaur ulang, berbasis masyarakat. pariwisata, dan juga menjual makanan dan minuman lokal. Model yang muncul dalam pengembangan Hidden Canyon menggunakan kombinasi antara teori pentahelix dan 17 tujuan tujuan pembangunan berkelanjutan.

Kata kunci: tujuan pembangunan berkelanjutan, model pembangunan, pariwisata berkelanjutan

Summary

This research aims to examine the 17 sustainable development goals that has been determined by United Nations, to give the implementation of product and also the model that emerges in developing sustainable tourism in Hidden Canyon, Guwang. The data collection method is using the observation, interviews, and documentation studies. Data analysis technique including data reduction, data presentation, and conclusions drawing. The results of the research showed that there are 4 goals that are not in accordance with sustainable development goals, there are goals number 5 about gender equality, goals number 7 about affordable and clean energy, goals number 10 about reduced inequalities, and goals number 17 about partnership for the goals. Moreover, there are several products and activity that can be implemented in Hidden Canyon there are restaurant and bar that selling local product such as nasi ayam betutu, nasi campur, or local liquor called arak. Besides of that, the materials also using environmental friendly materials that is using wood that fully gotten from the forest industry which is legal, and management of Hidden Canyon also tend to plant trees so basically it will become sustainable. Moreover, there are rural tourism that can be implemented to introduce the local culture to foreigner about melukad activity, and also there is a swing which is a famous activity that can be found in Bali. The last is about the model that emerge in order to develop the tourist production in Hidden Canyon. Researcher is using a combination between 17 sustainable development goals and pentahelix. The pentahelix is help to control the 17 sustainable development goals in Hidden Canyon.

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an interesting field and is currently being discussed by many parties. The law on tourism defines tourism as various things related to tourism activities and is supported by various facilities and services provided by related parties such as the community, businessmen, government and local governments. The concept of green tourism products is stated as ecologically responsible travel, visiting native areas, to enjoy and appreciate natural beauty (including local culture) and promote conservation, has the least negative effect and provides opportunities for local communities to engage in tourism activities, but the development of green tourism has not developed much in the community (Darmawati, 2018) Green tourism cannot be carried out by only one element of the actor, the development of green tourism must be carried out by all parties involved either directly or indirectly with green tourism activities. All related parties must have concern and commitment to implement green tourism development.

Awareness of green tourism tourists towards environmentally friendly services starts from the results of research (Crocker, 2008) showing the results of a travel survey that 85% of tourists have responsibility for the environment as green consumers and research (Clausing, 2008) found 38% of tourists have chosen and

looked for lodging with facilities The following year, green tourism was continued by (Power, 2009) that green tourism tourists expressed satisfaction with if green tourism was managed with concern for the environment. Sustainable tourism has economic, environmental and socio-cultural dimensions. Nature is the most important resource in tourism.

The destruction of nature is a threat to sustainable tourism in a destination, therefore tourism development must include the environment as part of tourism resources that need to be developed in terms of its quality and diversity, from the economic impact, tourism has become a source of income for the nation but the most important is tourism should contribute to a positive impact on the livelihoods of local people in a destination, including in helping to alleviate poverty. Meanwhile, from the socio-cultural aspect, tourism is not able to prevent the transformation of culture to the negative side, contribute to the preservation of heritage and develop the capacity of the local community. According to the United Nation Environmental Program/UNEP (2009) in (Sutawa, 2012) there are several tourism problems, such as:

- 1) Tourism development is not oriented to local economic growth
- 2) Tourism development ignores tourism social norms so that tourism has no hope of building community awareness and capacity in order to maintain environmental quality improvement in their area.
- 3) Tourism development depends on the integrity of the ecosystem; it is not integrated with conservation efforts and the application of the carrying capacity principle.

- 4) Tourism development does not include the development and strengthening of local communities including the organization and management of its objectives

Gianyar Regency is one of the regencies in Bali that has been very developed in the tourism sector. Gianyar Regency is one of the international and national tourist destinations, Gianyar has various tourist attractions that are rich in the repertoire of arts, culture and handicrafts where this is an attraction for tourists. One of the tourist attractions in Gianyar district, Guwang village, is the Hidden Canyon Beji Guwang, this tourist attraction offers views of the river flanked by rock cliffs on the left and right which are brownish black, a typical view of the Canyon scenery like the Grand Canyon in Colorado America. The unique scenery of this hidden valley has succeeded in attracting tourists to come visit to see the natural scenery while walking along the river and even come just to take photos between the steep cliffs. In the results of research (Risti & Anom, 2018) Hidden Canyon Beji Guwang now has many obstacles, including the lack of quality human resources in terms of language, lack of supporting facilities, lack of optimal promotion, and the absence of safety, health, and security aspects for tourists. want to develop green development practices in the production of tourist attractions in the Hidden Canyon river, it needs to be emphasized again, that the author focuses researchers on the production process but will not discuss in depth the distribution process in the hope that research will focus more on the production process

1.2 Research Problem

Based on the problems above, the formulation of the problem in this study is as follows.

- 1) How is the sustainable condition in Hidden Canyon based on green development practices
- 2) What is the green product that can be implemented in Hidden Canyon
- 3) What is the model that emerges from the design in the hidden canyon production based on green development?

1.3 Research Purpose

Based on the formulation of the problem above, the objectives of this study are as follows.

- 1) To analyze the sustainable condition in hidden canyon based on green development practices
- 2) To find a green product that can be implemented in Hidden Canyon
- 3) To find a model that emerged from the design in the production of hidden canyon rivers based on green development

1.4 Research Benefits

The research benefits expected by researchers are divided into two, namely practical benefits for practitioners of the Bali State Polytechnic and hidden canyon tourist attractions, and academic benefits so that this research can be used as a reference or reference for further research.

1.4.1 Practical Benefits

Practical benefits are divided into three parts, namely benefits for students, benefits for the Politeknik Negeri Bali, University of Angers, and Hidden Canyon tourist attractions.

- 1) Students are able to apply the knowledge gained during lectures using existing theories for the realities that occur in industry
- 2) Bali State Polytechnic can use this research as a reference to improve the quality and learning process at the Bali State Polytechnic campus, especially in related subjects
- 3) Hidden Canyon can get a positive contribution from research in the form of green development practices for the production of tourist attractions

1.4.2 Academic Benefits

The expected academic benefit is that the research results can be used as a reference for efforts to develop tourism science, especially applied science in the field of tourism, and it is also useful as a reference for students who conduct studies on green development practices in the production of tourist attractions that can be applied to the Hidden Canyon river. However, it is possible that other tourist attractions can also have the potential to carry out green development practices

1.5 Systematics of Writing

In this study, the systematics of writing are arranged based on chapter by chapter which will be described as follows:

1) CHAPTER I INTRODUCTION

This chapter contains the background of the problem, the phenomena found at the research locus, problem formulation, research objectives and benefits, and research systematics.

2) CHAPTER II LITERATURE REVIEW

This chapter contains the theoretical foundations related to research, frameworks of thinking, and the results of previous studies that are relevant to the research that will be discussed

3) CHAPTER III RESEARCH METHODS

This chapter contains the research locations, research models, research flowcharts, types and sources of data, data collection methods and techniques, data analysis techniques, and techniques for presenting the results of data analysis.

4) CHAPTER IV GENERAL IMAGE

This chapter contains about the research object and general information about the research location, management, and funding of the tourist attraction

5) CHAPTER V RESULTS AND DISCUSSION

This chapter contains about the results and discussion of the research problems and also to find out the model and green product that can be implemented in this tourist attraction.

6) CHAPTER VII CONCLUSIONS

This chapter contains about the conclusions that can be concluded of the research. The conclusions is mainly about the research problems number 1, number 2, and number 3.

7) CHAPTER VIII LIMITATIONS OF RESEARCH

This chapter contains about the limitations of the research. The limitations of research explain why this research has a limitations

CHAPTER VII

CONCLUSION

Based on the results of the study, the conclusion that can be drawn by researchers is that Hidden Canyon has not been said to be sustainable based on the characteristics that have been determined by the United Nations. Hidden Canyon has criteria that do not match goals number 5 on gender equality, goals number 7 on affordable and clean energy, goals 10 on reduced inequalities, and goals number 17 on partnership for the goals.

The products and activities that can be displayed and added to the Hidden Canyon tourist attraction are in the form of restaurants, bars, swings, and rural tourism. The products used in restaurants and bars are also environment friendly, meaning they will not damage the ecology. In addition, the researcher applies the concept of community based tourism where the involvement of local residents is very large which has an effect on sustainable economy, as well as social and cultural sustainability because the goods provided are in the form of goods or products originating from Bali.

The design of the tourism development model in Hidden Canyon based on the pentahelix concept is combined with 17 sustainable development goals. By using pentahelix as a distributor and supervisor in order to achieve the sustainable development goals set by the united nations, it is hoped that Hidden Canyon will be able to develop in the future and successfully run sustainable tourism.

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