

# Penta Helix's Perspective: The Green Tourism at the Tourist Village in Bali, Indonesia

*by Darma Oka*

---

**Submission date:** 14-Nov-2022 12:52PM (UTC+0700)

**Submission ID:** 1953321785

**File name:** 2022\_Pentahelix\_JEMT\_3\_59.pdf (1.39M)

**Word count:** 10737

**Character count:** 57857

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIII

Issue 3(59)

Summer 2022

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



Editor in Chief  
**Ramona PÎRVU**  
University of Craiova, Romania

Editorial Advisory Board

**Omrans Abdelnaser**  
University Sains Malaysia, Malaysia

**Huong Ha**  
University of Newcastle, Singapore,  
Australia

**Harjeet Kaur**  
HELP University College, Malaysia

**Janusz Grabara**  
Czestochowa University of Technology,  
Poland

**Vicky Katsoni**  
Technological Educational Institute of  
Athens, Greece

**Sebastian Kot**  
Czestochowa University of Technology,  
The Institute of Logistics and International  
Management, Poland

**Nodar Lekishvili**  
Tbilisi State University, Georgia

**Andreea Marin-Pantelescu**  
Academy of Economic Studies Bucharest,  
Romania

**Piotr Misztal**  
The Jan Kochanowski University in  
Kielce, Faculty of Management and  
Administration, Poland

**Agnieszka Mrozik**  
Faculty of Biology and Environmental  
protection, University of Silesia, Katowice,  
Poland

**Chuen-Chee Pek**  
Nottingham University Business School,  
Malaysia

**Roberta De Santis**  
LUISS University, Italy

**Fabio Gaetano Santeramo**  
University of Foggia, Italy

**Dan Seligsteanu**  
University of Craiova, Romania

**Laura Ungureanu**  
Spiru Haret University, Romania

ASERS Publishing  
<http://www.asers.eu/asers-publishing>  
ISSN 2068 – 7729  
Journal DOI: <https://doi.org/10.14505/jemi>

## Table of Contents:

1	<b>Gendered Perceptions for Identifying Ecosystem Services in the Arid Ecosystem of Wadi Araba in Jordan</b> Amani AL-ASSAF, Abeer ALBALAWNEH, Amgad HJAZIN, Rabab KABARITI, Lana ABU NOWAR, Jafar ALWIDYAN, Ghadeer ALBASHBSHEH, Mai DIAB, Wafa'a ABU HAMMOUR, Safaa ALJAAFREH, Salsabeel AL-SHISHANY, Nizar HADDAD	605
2	<b>The Impact of Environmental Factors on Families with Disabilities as an Object of Structural Modeling</b> Tatyana PRITVOROVA, Dinara TEMIRBAYEVA, Yelena GORDEYEVA, Nurgul KUTTYBAEVA, Bakyt SPANOVA	619
3	<b>Environmental and Legal Regulation of Radioactive Pollution Management</b> Aktoty RZABAY, Bolat SERIYEV, Erbol BEISOV, Gulnura KOPBASSAROVA, Damira KURMANBAYEVA	633
4	<b>The Role of International Criminal Law in Violations of the Environment During Armed Conflict</b> Abedalrag AL-DLABEEH, Ahmad Hussein ALSHARQAWI, Rami AL KLOUB, Abdel-Kareem Ottallah KARABSHEH	643
5	<b>Product and Service Quality and Growth of Agriculture Firms in Nigeria. Implication for the Environment Management</b> Kelvin Agbarha EGBERI, Justina OBOREH	649
6	<b>Legal Significance of Digitalization of Environmental Information in Ensuring Environmental Safety</b> Dauren BEKEZHANOV, Aktoty RZABAY, Olzhas NESIPBAEV, Feruza KOPBASSAROVA, Halibati HALIBIYATI	656
7	<b>Assessment of Particulate Matters Especially PM<sub>2.5</sub> and PM<sub>10</sub> Concentration During and Before Lockdown in the Various Metropolitan Cities of India</b> Gourav Kumar SINGH, Shivom SINGH, Swapnil RAI, Nimisha JADON	665
8	<b>Correlation of Changes in Waste Generation in the Year Before and During the Pandemic in Surakarta City</b> Mega Mutiara SARI, Iva Yenis SEPTIARIVA, I Wayan Koko SURYAWAN	674
9	<b>Analysis of Sustainable Development of SMEs in Agriculture</b> Anargul BELGIBAYEVA, Oxana DENISSOVA, Marina KOZLOVA, Irina SAVCHENKO, Azat TLEUBAYEV, Gaukhar SIXIMBAYEVA	681
10	<b>Theoretical and Methodological Principles of Investment Support for Innovation-Oriented Development of Agrarian Production</b> Oleksii ZORIA, Iлона YASNOLOB, Oleksandr GALYCH, Oleksandr CHERCHATYI, Yuriy TIUTIUNNYK, Svitlana TIUTIUNNYK, Tetiana DUGAR, Oleksandr KALIAN, Tetyana MOKIENKO	695
11	<b>Problems of Sustainable Development of Single-Industry Towns. Example of Karaganda Region</b> Akmaral MAIMURUNOVA, Turlybek KAZBEKOV, Zhanat MYRZABEK, Zhanna SHUGAIPOVA, Botagoz SAPAROVA, Zhanargul ZHUGUNISSOVA	707
12	<b>Management Policies Implication for the Agricultural Land Conversion Sustainable Control Strategy in Bali Province</b> I Dewa Putu Oka SUARDI, WIDHIANTHINI, Gede Mekse Korri ARISENA, Raden SUYARTO, Anak Agung Keswari KRISNANDIKA	721

Editor in Chief

Ramona PÎRVU  
University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser  
University Sains Malaysia, Malaysia

Huong Ha  
University of Newcastle, Singapore,  
Australia

Harjeet Kaur  
HELP University College, Malaysia

Janusz Grabara  
Czestochowa University of Technology,  
Poland

Vicky Katsoni  
Technological Educational Institute of  
Athens, Greece

Sebastian Kot  
Czestochowa University of Technology,  
The Institute of Logistics and International  
Management, Poland

Nodar Lekishvili  
Tbilisi State University, Georgia

Andreea Marin-Pantelescu  
Academy of Economic Studies Bucharest,  
Romania

Piotr Misztal  
The Jan Kochanowski University in  
Kielce, Faculty of Management and  
Administration, Poland

Agnieszka Mrozik  
Faculty of Biology and Environmental  
protection, University of Silesia, Katowice,  
Poland

Chuen-Chee Pek  
Nottingham University Business School,  
Malaysia

Roberta De Santis  
LUISS University, Italy

Fabio Gaetano Santeramo  
University of Foggia, Italy

Dan Seligsteanu  
University of Craiova, Romania

Laura Ungureanu  
Spiru Haret University, Romania

ASERS Publishing  
<http://www.asers.eu/asers-publishing>  
ISSN 2068 – 7729  
Journal DOI: <https://doi.org/10.14505/jeml>

13	<b>Management of the Competitiveness of the Region in the Context of Sustainable Development Based on the Concept of "Evidence-Based Policy"</b>	732
	Dametken TUREKULOVA, Raushan DULAMBAYEVA, Lyazzat MUKHAMBETOVA, Mussa NIYAZOV, Aibope ABZHAPPAROVA, Ainura OMAROVA	
14	<b>Developing a Conceptual Model to Implement the Employee Ecological Behavior in Organisations</b>	746
	Juhari Noor FAEZAH, Mohd Yusoff YUSLIZA, Yusoff Noor AZLINA, Jumadil SAPUTRA, Wan Kassim WAN ZULKIFLI	
15	<b>Meta-Analysis ELECTRE III and AHP in Evaluating and Ranking the Urban Resilience</b>	756
	Robert KOSOVA, Daniela Halidini QENDRAJ, Evgjeni XHAFAJ	
16	<b>Improving the Program-Targeted Management Methodology and Its Practical Application for the Sustained and Environment Development of Agro-Industrial Complex</b>	769
	Olessya LEMECHSHENKO, Gulmira NAKIPOVA, Galymzhan AKHMET	
17	<b>Species Diversity of Mangroves in Central Zambales, Philippines</b>	782
	Shirly C. SERRANO, Nipon TANGTHAM, Surat BUALERT, Suthee JANYASUTHIWONG	
18	<b>Influence of Environmental Factors of Influence on the Volume of Financing in the Agro-Industrial Complex</b>	790
	Zhibek OMARKHANOVA, Olessya MISNIK, Gaukhar MATAIBAYEVA, Gulzhan MUKASHEVA, Gulden ZHOLDYAKOVA, Shynar RAMAZANOVA	
19	<b>The Impact of the Comprehensive Ban Due to the COVID-19 on the Quality of Ambient Air in Jordan. Study for 15<sup>th</sup> March to 15<sup>th</sup> April of 2020 Period</b>	802
	Tareq AL-BILLEH	
20	<b>Characteristics of Mangrove Fisheries in Essential Ecosystem Area Ujungpangkah, Indonesia</b>	812
	Dhira K. SAPUTRA, Bambang SEMEDI, Ade YAMINDAGO, Citra S.U. DEWI, M.A. ASADI, Andik ISDIANTO, Dian ALIVYANTI, R. D. KASITOWATI, Arief DARMAWAN, Arief SETYANTO, O.M. LUTHFI, Dwi C. PRATIWI, Sulastri ARSAD	
21	<b>The Crime of Water Assaulting</b>	821
	Abdullah ALKHSEILAT, Majd ALMANASRA, Noor ALKHAWAJA	
22	<b>From Environmental Management Systems to Airport Environmental Performance: A Model Assessment</b>	831
	Elen Paraskevi PARASCHI, Ioulia POULAKI, Athina PAPAGEORGIOU	
23	<b>Applying the Theory of Planned Behaviour to Tourism-Related Waste Behaviour in Marine Protected Areas: The Aliwal Shoal Case Study</b>	853
	Carrigan HARPER, Claudine ROOS, Francois Pieter RETIEF, Reece Cronje ALBERTS, Dirk Petrus CILLIERS	
24	<b>Cimatario National Park, In Queretaro, Mexico: Towards Sustainable Tourism</b>	877
	Ana-Karen HUERTA-MENDOZA, Laura FISCHER	
25	<b>Penta Helix's Perspective: The Green Tourism at the Tourist Village in Bali, Indonesia</b>	884
	I Made Darma OKA, Dewa Made Suria ANTARA, Made RUKI, KANAH, Putu Widya DARMAYANTI	
26	<b>Destination Image, Tourist Satisfaction and Loyalty in the Eco-Tourism Environment</b>	897
	Nur Aini Fitriya Ardiani ANIQOH, Nikous Soter SIHOMBING, Sarman SINAGA, Sahat SIMBOLON, Sunday Ade SITORUS	

Call for Papers  
Fall Issues 2022  
Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

*Journal of Environmental Management and Tourism* is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

<b>Deadline for submission:</b>	31 <sup>th</sup> July 2022
<b>Expected publication date:</b>	September 2022
<b>Website:</b>	<a href="https://journals.aserspublishing.eu/jemt">https://journals.aserspublishing.eu/jemt</a>
<b>E-mail:</b>	<a href="mailto:jemt@aserspublishing.eu">jemt@aserspublishing.eu</a>

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT Full Paper Template.docx](#), then send it via email at [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu).



DOI: [https://doi.org/10.14505/jemt.v13.3\(59\).25](https://doi.org/10.14505/jemt.v13.3(59).25)

## Penta Helix's Perspective: The Green Tourism at the Tourist Village in Bali, Indonesia

I Made Darma OKA  
Bali State Polytechnic, Indonesia  
[madedarmaoka@pnb.ac.id](mailto:madedarmaoka@pnb.ac.id)

Dewa Made Suria ANTARA  
Bali State Polytechnic, Indonesia  
[dwsuria@pnb.ac.id](mailto:dwsuria@pnb.ac.id)

Made RUKI  
Bali State Polytechnic, Indonesia  
[maderuki@pnb.ac.id](mailto:maderuki@pnb.ac.id)

KANAH  
Bali State Polytechnic, Indonesia  
[kanah@pnb.ac.id](mailto:kanah@pnb.ac.id)

Putu Widya DARMAYANTI  
Denpasar Tourism Academy, Indonesia  
[putuwidya4@gmail.com](mailto:putuwidya4@gmail.com)

### Suggested Citation:

Oka, I.M.D. *et al.* (2022). Penta Helix's Perspective: The Green Tourism at the Tourist Village in Bali, Indonesia. *Journal of Environmental Management and Tourism*, (Volume XIII, Summer), 3(59): 884 - 896. DOI:[10.14505/jemt.v13.3\(59\).25](https://doi.org/10.14505/jemt.v13.3(59).25)

### Article's History:

Received 18<sup>th</sup> of January 2022; Received in revised form 7<sup>th</sup> of February 2022. Accepted 26<sup>th</sup> of April 2022; Published 3<sup>rd</sup> of June 2022. Copyright © 2022 by ASERS® Publishing. All rights reserved.

### Abstract:

This study explores the implementation of the green tourism (GT) in the tourist village in Bali using Penta Helix perspective. The data were collected through observation, interview and library research. The informants were determined using the sampling purposive method. The data were analysed using mixed method. The result shows that the GT has been well implemented in the tourist village, as shown by the following things: the tourist village has been developed by preserving the environment; the tourist village has been able to improve the vitality of the local economy; the tourist village has been able to maintain the cultural diversification; and the tourist village has been able to introduce new experience to tourists. The result shows that the environmental, the local economic, the culture and experience achievement contribute to the GT.

**Keywords:** green tourism; tourist village; Penta Helix; perspective.

**JEL Classification:** Q57; Z32.

### Introduction

The existence of the tourist village in Bali cannot be separated from the role played by the penta Penta Helix actors in their contribution to the rural development. The greater the role played by the Penta Helix actors in the rural development the more opportunities the tourist village will have to develop. Meyliani *et al.* (2018) and Putra (2019) state that the extent to which a rural program is successful cannot be separated from the role played by the Penta Helix actors, especially the local people, in supporting the development of the tourist village. It is realized that the Penta Helix actors' contribution strongly supports the tourist village's image as the basic capital for developing the tourist village into a sustainable destination. Such an image will directly determine the tourist village's sustainability.

Every tourist village does its best to maximize its positive image and to minimize its negative image (Labato *et al.* 2006); Putra and Pitana (2010); Oka and Darmayanti (2020). The tourist village's image does not only rely on the element of the human resource but it also relies on the extent to which the management can empower the strength elements and opportunities and the extent to which it can minimize the weakness elements and challenges encountered, meaning that the development of the tourist village should pay attention to the sustainability of the touristic aspects such as the environmental, economic and social aspects as well as the local people's cultural order. It is expected that the development of the tourist village can empower all the Penta Helix actors in such a way that it can empower every strength and opportunity and minimize the weakness and challenge it encounters to make the tourist village sustainable.

The development of the sustainable tourism is intended to develop the local potentials obtained from the natural, socio-cultural and economic resources, contribute to the local government and, at the same time, improve the local people's welfare. Alavalapati and Adamowics (2000), Reid *et al.* (2004), Gelbman and Timothy (2011), and Nunkoo *et al.* (2012) state that the model of equilibrium between the economic, environmental and socio-cultural significances and the local people's empowerment significance is required to develop tourism. Oka *et al.* (2021a) also mentions that the development of tourism positively contributes to the local people's economic, social and cultural life. To this end, what is so importantly and necessarily socialized from the beginning is that the tourism-related activities positively and directly contribute to the local people and the environmental preservation. Attention needs to be paid to the local people's participation in the development of sustainable tourism. The participation of the local people is absolutely needed as they are the owner. They are obliged to control the development of tourism and deserve a significant proportion of what is generated by the tourism-related activities (Trejos and Chiang, 2009). However, according to Budiasa and Ambarawati (2014), the local people are still less empowered, and they tend to be used as the object of the tourist village development. The intrinsic obstacle of the community-based tourism includes the local people's dependence on the government's policy, especially the top-down political system and their limitation to the formal education-related knowledge. They hope that they have priority over others in the tourist village development to make them more motivated to be responsible for maintaining and preserving the potential they have. Junaid (2021) and Astawa *et al.* (2019) state that the local people can be empowered by optimizing three strategies; they are educating them, assisting them with hospitality skills, and implementing marketing involving the Penta Helix actors.

The contribution of the Penta Helix actors is badly needed in the tourist village development. Principally, the decision of making a village as a tourist one is intended to develop the uniqueness of its culture as a form of touristic activity by empowering the people living in it. Currently there are 155 tourist villages in Bali. This tourist village is spread over nine districts/cities (Bali Government Tourism Office, 2020). Each tourist village has its own uniqueness. The percentage of the number of tourist villages from each district/city are: Badung Regency (7.10%); Bangli (20.00%); Karangsem (12.90%); Buleleng (20.00%); Denpasar (3.87%); Tabanan (14.84%); Klungkung (11.61%); Jembrana (3.87%) and Gianyar Regency (5.81%). The tourist village development should be able to optimize the natural and cultural strengths. In this way, economically, socially and environmentally, it can be sustainably developed. Sadia and Oka (2012), Oka *et al.* (2019), Winia *et al.* (2019), Darmayanti and Oka (2020) state that the rural tourism development is intended to develop the local potential coming from the nature and socio-culture which can economically contribute to the local people. However, the local human resources are still too weak to support the tourist village development and constitute the challenge that should be anticipated in the sustainable tourism development.

The researchers investigating the sustainable rural tourism from the view point of stakeholders are Kayat (2008), Hidayah *et al.* (2019), Utama and Trimurti (2019). They state that the tourism development has benefited those living in the rural areas. Tourism has been able to improve their economy and their awareness of maintaining their culture and environment. However, Putra (2019) states that not all the stakeholders in tourism play important roles in the rural tourism development. According to the local people, academicians and social entrepreneurs play less important roles in the tourist village development. Ansell and Gash (2008) and Utomo and Satriawan (2017) state that a collaborative strategy among the stakeholders is required to empower the local people effectively. In this way, they can feel that the tourist village development benefits them. Saayman and Giampiccolli (2016) state that sustainable development is an alternative form focused on supporting those who less benefit from the tourism development. This is carried out in order to empower the local people so effectively that the gap can be minimized.

Green tourism (GT) is part of the sustainable tourism promoted in the development of the tourist village. Doods & Juppe (2001) state that the implementation of the GT is not only focused on the environmental, social and economic preservation but also on the attention paid to the role played by tourists in actively participating in the environmental preservation. The local people should be seriously empowered by and for them. Doods & Juppe

(2001) and Okazaki (2008) state that the local people's participation is an integral part of the green tourism as their participation in its management is aimed at fulfilling their needs and interests represented in the development project.

The participative approach is intended to improve the local people's understanding by reducing the negative impact and improving the positive impact of tourism through the optimal role played by the Penta Helix actors. All the Penta Helix actors in the tourist village development should be maximally involved to make the rural tourism able to develop perfectly. Maturbongs and Lekatompessy (2020) state that a collaboration among the Penta Helix actors is needed from the time when the rural development is planned. The role played by each actor is that it should do its best to develop tourism in such a way that it can positively contribute to the local people and the natural preservation. Yuniningsih *et al.* (2019) state that the Penta Helix model-based collaboration among the actors has not been maximally implemented yet. Putra (2019) states not all the tourism stakeholders proposed by the Penta Helix model have played important roles in the rural tourism development. The Penta Helix actors such as academicians and social entrepreneurs, according to the local people, play less roles in the tourist village development; however, the business actors and government have shown their positive roles in the tourist village development. Therefore, it is necessary to investigate deeply "how the Penta Helix actors perceive of the implementation of the green tourism in the tourist village". It is expected that the perception of each Penta Helix actor can be used as the basis for making the policy relevant to the green tourism development in the tourist village. In this way, the tourist village development can contribute to the local people's welfare.

### 1. Literature Review

Green tourism (GT) is an important component of the sustainable tourism. Initially, GT is defined as the journey to the flora, fauna and cultural heritages as the main tourist destinations. Then it is defined widely enough to include the friendly environmental journey to any destination to reduce negative impacts through the attempts made to preserve all resources (Graci and Dodds, 2008). GT is highly important to support the journey which supports the natural and cultural aspects, and, at the same time, appreciate and conserve the natural resources and cultural diversity. According to Dodds and Joppe (2001), as a concept, green tourism can be divided into four components. They are:

- a. The environmental responsibility, namely protecting, preserving, and improving the natural environment to ascertain the long-term ecosystem sustainability.
- b. The local economic vitality, namely supporting the economic and business activities of the local people for the sake of their economic sustainability.
- c. The cultural diversity, namely appreciating and respecting the cultural diversity of the local people to ascertain their welfare as the sustainable owner.
- d. The experience achievement, namely giving experience to enrich the local people's view by actively and harmoniously participating in maintaining the people's involvement, their nature and culture.

The four components mentioned above are currently promoted to develop the tourist destinations in Bali. This is intended to maintain the environmental preservation and improve the local people's welfare. Several researchers define GT as a concept which is relevant enough to be applied to the tourist destination development (Ikthiagung and Radyanto, 2020). One of the attempts which can be made to introduce a tourist destination is the green marketing. In the Green Tourism Marketing (GTM) the consumer awareness of the friendly environmental product should be created and maintained. GTM can generate economic benefit and sustainably protect the nature. GTM should be able to create and maintain the awareness of consuming the friendly environmental product (Kinoti, 2011; Hasan, 2014).

The approach to the green tourism development is almost the same as that to the sustainable tourism development. The former gives more emphasis on the sensitivity to the natural environment in the tourism development. According to Cooper (2011, 121), there are three pillars supporting the sustainable tourism; they are the economic sustainability, the social sustainability, and the environmental sustainability. The development of the sustainable tourism is intended to allow the touristic activities to be enjoyed by the future generation. Therefore, the green tourism development in the rural areas needs to involve the Penta Helix actors to make it sustainable.

Penta Helix refers to the socio-economic development model which inspires the knowledge-based economy to pursue innovation and entrepreneurship through beneficial collaboration and partnership among the government, academicians, industries, social organizations, and entrepreneurs (Tonkovic, Veckie & Veckie, 2015). The Penta Helix model is introduced by Triple helix in Etzkowitz and Leyesdorff (2000) where the trilateral network involving academicians, companies and government work together to acquire profit from the innovative research projects



developed in the educational institutions. The projects are developed in such a way that they will become commercial products.

The difference is that in the Penta Helix model the roles played by the local people and social media in the rural tourism development are added. The two actors play important roles in promoting what they have planned to do together to contribute to the socio-economic growth of the tourist village. The best innovation will be achieved if they, as the key actors, have strong collaboration and partnership (Von Stamm 2004). It is expected that the Penta Helix actors will be able to stimulate the green tourism development in the rural areas if their contribution is high enough. The development of the green tourism in the rural areas should be certainly based on the local wisdom. Apart from that, the green tourism development in the rural areas needs an effective collaboration among the actors. In the context of your research paper the literature review should be a critical synthesis of previous research in the subject field. The evaluation of the literature leads logically to the research question. Who is doing what? Who has done what? Who first did it or published it? Taken from published papers, research monographs, catalogues etc. Based on primary sources. Offering a probably new, structured view of the field of study.

## 2. Methodology

This current study uses the qualitative and quantitative data. The study was conducted in several tourist villages in Bali. The data were collected through observation, in-depth interviews, and library research. The informants, from whom some data were also obtained, were the Penta Helix actors who are knowledgeable of the implementation of the green tourism in the tourist village. The key informant was determined using the sampling purposive method and each Penta Helix actor was interviewed. The data obtained from them were compared to the Penta Helix perception of the implementation of the green tourism in the tourist village. Added together, 16 informants were interviewed. The research conducted in July 2019-May 2021.

The data on the Penta Helix actors' perception of the implementation of the GT were obtained through a number of questionnaires distributed. The questionnaire was distributed using the stratified random sampling method. The number of samples refers to what is proposed by Solimun (2002) which testing the people's opinion, the number of the informants should be at least between 5 and 10 multiplied by the number of variables. The study uses 20 variables. Therefore, the sample of the study includes 150 respondents to make it more representative (30 from each Penta Helix actor). The Likert scale was descriptively and quantitatively used to explore the Penta Helix actors' perception of the implementation of the green tourism in the tourist village. The research design is restricted in such a way that it can explain the implementation of the green tourism in the tourist village qualitatively using both the quantitative and qualitative combined analysis.

The respondents were requested to fill up the questionnaire containing the evaluation of the perception of the four components of the GT and referring to what is proposed by Dodds and Joppe (2001). The score provided ranges from 1 to 5 and was analysed using the Likert scale. Kusmayadi & Sugiarto (2000, 94) state that the Likert scale is an instrument used to measure people's opinion ranging from very positive to very negative to show the degree of their agreement and disagreement. The result of measurement was analysed using the scale ranging from 4,20 to 5,00 (very good), 3,40 to 4,19 (good), 2,60 to 3,39 (good enough), 1,80 to 2,59 (poor) and 1,00 to 1,79 (very poor). It is expected that such a measurement can reveal comprehensively the Penta Helix actors' perception of the implementation of the GT in the tourist village.

Figure 1. Methodology design



Afterwards, the Confirmatory Factor Analysis (CFA) was used to prove whether the Penta Helix actors' perception of the implementation of the GT in the tourist village is significantly or insignificantly influential. The local people's perception of the GT in the tourist village is represented starting from variable X1 to X20 adopted from the four factors determined. After the four common factors (elements), namely the environmental responsibility factor (F1), the vitality of the economic factor (F2), the vitality of the cultural factor (F3), and the experience achievement factor (F4) were determined, several results of the confirmation test were obtained. It is through this factor analysis,

the factors and variables affecting the Penta Helix actors' perception of the implementation of the GT in the tourist village could be obtained. Description and justification of the research methods used.

### 3. Case Studies

The discussion about tourism cannot be separated from both its positive and negative and direct and indirect impacts on the local people's life. This current study explores the implementation of the GT in the perspective of the Penta Helix actors. Based on what is proposed by Dodds and Juppe (2001), the implementation of the GT can be grouped into four factors; they are the environmental factor, the economic factor, the cultural factor, and the experience achievement factor. The characteristics of the respondents can be described as follows:

#### 3.1. The Respondents' Characteristics

The existence of the respondents' characteristics in the current study can be observed from four criteria; they are the age group criteria, the sex criteria, the marital status criteria, and the educational level criteria (Table 1). Based on the age group, the Penta Helix actors evaluating the implementation of the GT in the tourist village dominantly range from 25 to 34 years of age (35.33%), followed by those of 45-54 years of age (20.6%) and those of 35-44 years of age (16.70%). The data show that the Penta Helix actors dominantly participating in evaluating the implementation of the green tourism in the tourist village range from 25 to 34 years of age, indicating that the young people have seriously paid attention to the rural tourism as they are the generation that will continue the tourism development in the rural areas.

Table 1. The Respondents' Characteristics

No.	Criteria		Frequency	Percentage
1	Age-based Group	< 25 years	19	12.67
		25-34 years	53	35.33
		35-44 years	25	16.67
		45-54 years	31	20.67
		≥ 55 years	22	14.67
	Total		150	100.00
2	Sex	Male	112	74.67
		Female	38	25.33
	Total		150	100.00
3	Marital Status	Married	98	65.33
		Single	52	34.67
	Total		150	100.00
4	Education	Senior High School	16	10.67
		Diploma 1/2/3	31	20.67
		Strata 1	72	48.00
		Master	27	18.00
		Doctor	4	2.67
	Total		150	100.00

Source: Result of the study

Based on the sex group, 74.6% of the respondents are male and 25.33% are female. Viewed from the marital status, most of them (65.33%) are married and 69 (34.67%) are single. Viewed from the educational level, 10.6% are senior high school graduates. 20.67% are diploma graduates, 48.00% are bachelors, 18.00% are masters, and 2.67% are Doctors of Philosophy.

#### 3.2. Validity Test and Reliability Test

It is expected that the validity and reliability test can be statistically used to measure the variables in a valid and reliable manner. In the beginning the questionnaire instrument testing involved 30 respondents, based on what is proposed by Sugiyono (2014, 207) that in the external validity testing the tested sample includes 30. The result of the validity test in the current study shows that the 20 questions of every indicator of the variable included in the questionnaire are stated to be valid as the count r value is >0.30. Then, it is stated that if the correlation of every indicator is positive and >0.30, then that factor is a strong construct, or the construction validity of the instrument is good. In this current study the SPSS for windows program was used to test the validity of every item of the statement included in the questionnaire classified into four factors; they are the environmental factor, the economic factor, the cultural factor, the environmental factor, and the experience achievement factor.

The reliability test shows the extent to which a measurement can give the same result if the same subject is measured again. The reliability test is used one time when the data are collected. The alpha cronbach formula is used to analyze the questionnaire with the scale ranging from 0 to 1, in which one instrument is stated to be significantly reliable if the value of the cronbach alpha is  $>0,6$  (Simamora 2001, 77).

In this current study the four factors, namely the environmental responsibility factor, the economic vitality factor, the cultural factor and the experience achievement were tested. The environmental responsibility factor includes five items of question; they are the government has issued the regulation used to regulate the green tourism intended to preserve the rural natural environment (x1); the academicians have synergized with the local people in what to do to preserve the natural environment (x2), the business actors (the tourism actors) contributing to the maintenance of the natural environment (x3), the media have promoted the way of preserving the natural environment (x4), and the local people supported the way of preserving the natural environment (x5). The local economic vitality factor includes: the government has encouraged the tourist village development in order to create new job opportunities for the local people (x6), the academicians have developed the local manpower to acquire competitiveness in tourism (x7), the tourism actors have made such a good effort that the local people have a priority over the non-local ones to fulfill the need for employees when recruiting employees (x8), the media have promoted the existence of the tourist village in order to increase the number of the visits made by tourists (x9), and the local people have been aware that the development of the green tourism in their village can improve the economy of their families (x10). The cultural factors includes: the government has encouraged the tourist village development to preserve the local people's cultural diversity (x11), the academicians have taken part in the elucidation program as to the impact of the rural tourism (x12), the tourism actors have appreciated the uniqueness of the local people's culture (x13), the media have promoted the existence of the local culture in order to increase the number of the visits made by tourists (x14), and the local people have been aware that the rural tourism development can improve their awareness of preserving the local culture (x15). The experience achievement factor includes: the government has created a wide access to the acquisition of new experience/the uniqueness of the tourist village for tourists (x16), the academicians have conducted research on the tourists' satisfaction to visit the tourist destination as their contribution; the tourism actors have invited tourists to be directly involved in the local people's cultural activities (x18); the media (journalists) have published the tourists' experience in the tourist village through the social media (x19); tourists have acquired new experience in the implementation of the green tourism in the tourist village (x20).

The four factors, each represented by 5 items of statement above, lead to the degree of significance, namely 0.928, meaning that the questionnaire is reliable enough to be used as the research instrument. Based on the results of the validity and reliability tests above, it can be concluded that the research instrument used is valid enough as it can produce a good moment product and is reliable enough as its value is relatively consistent, namely it is  $>0.60$ . As the validity and reliability results are fulfilled, questionnaire remains the instrument used in the study. The answer is based on their respective comprehension. The results of the analysis of all items and the data frequency are verbally narrated based on what can be interpreted from the following respective dimension.

### 3.3. Rating of the Local People's Perception

The Penta Helix actors' perception of the implementation of the GT in the tourist village refers to what is proposed by Dodds & Juppe (2001) who distinguish its elements into four; they are the environmental responsibility factor, the economic vitality factor, the cultural factor, and the experience achievement factor. The Likert scale is used to assess the perception. In the initial step *highly agree* is converted into 5; *agree* is converted into 4; *uncertain* is converted into 3; *less agree* is converted into 2 and *disagree* is converted into 1. Table 2 shows the evaluation rating of the Penta Helix actors' perception of the implementation of the GT in the tourist village as follows.

Table 2. The Penta Helix's Perception of the Implementation of GT at the Tourist Village

Factors	Variables	Option					$\Sigma$	Average	Criteria
		5	4	3	2	1			
Environment	Environment regulation (x <sub>1</sub> )	340	248	51	6	0	645	4.30	Very Good
	Synergized with the local people (x <sub>2</sub> )	315	256	69	0	0	640	4.27	Very Good
	Contributing to the natural environment (x <sub>3</sub> )	370	248	36	2	1	657	4.38	Very Good
	Promoted the way of preserving the natural environment (X <sub>4</sub> )	230	292	84	6	0	612	4.08	Good
	Local people supported the way of preserving the natural (x <sub>5</sub> )	320	240	72	4	0	636	4.24	Very Good

Economic	Created new job opportunities for the local people (x <sub>6</sub> )	385	216	54	0	1	656	4.37	Very Good
	Developed the local manpower (x <sub>7</sub> )	330	244	69	0	0	643	4.29	Very Good
	Priority the local people (x <sub>8</sub> )	330	280	30	6	1	647	4.31	Very Good
	Promote the existence of the tourist village (x <sub>9</sub> )	265	240	93	10	0	608	4.05	Good
	Improve the economy of local people (x <sub>10</sub> )	280	308	51	0	0	639	4.26	Very Good
Cultural	Preserve the local people's cultural diversity (x <sub>11</sub> )	455	180	42	0	0	677	4.51	Very Good
	The elucidation program of the rural tourism (x <sub>12</sub> )	310	248	75	2	0	635	4.23	Very Good
	Appreciated the uniqueness of the local people's culture (x <sub>13</sub> )	325	284	42	0	0	651	4.34	Very Good
	Promoted the existence of the local culture (x <sub>14</sub> )	260	236	96	14	0	606	4.04	Good
	Improve the awareness of preserving the local culture (x <sub>15</sub> )	345	256	42	6	0	649	4.33	Very Good
Experimental	Wide access to the acquisition of new experience (x <sub>16</sub> )	420	204	45	0	0	669	4.46	Very Good
	The tourists' satisfaction in tourist village (x <sub>17</sub> )	300	244	87	0	0	631	4.21	Very Good
	Tourists involved in the local people's cultural activities (x <sub>18</sub> )	350	268	39	0	0	657	4.38	Very Good
	Published tourists' experience in the tourist village (x <sub>19</sub> )	205	280	105	6	1	597	3.98	Good
	New experience of the green tourism (x <sub>20</sub> )	315	264	60	0	1	640	4.27	Very Good

Source: Data Processed, 2021

### 3.4. Analysis of the Factors

The testing result of the Penta Helix actors' perception of the implementation of the GT in the tourist village can be seen in Table 3. The four factors (the environmental responsibility factor, the economic vitality factor, the cultural factor, and the experience achievement factor) are used to measure the Penta Helix actors' perception of the implementation of the GT in the tourist village as spelled out in the research variables with 20 indicators. All the indicators can be measured and used to measure the Penta Helix actors' perception of the implementation of the GT in the tourist village.

Table 3. KMO dan Barlett's test of the Penta Helix's Perception of GT at the Tourist Village

No	Types of Measurement	Factors/elements				
		Environmental	Economic	Cultural	Experiential	
1	Kaiser-Meyer Olkin Measure of Sampling Adequacy	.717	.738	.724	.722	
2	Bartlett's Test of Sphericity	Approx. Chi-Square	135.815	86.675	124.827	112.870
		df	10	10	10	10
		Sig.	.000	.000	.000	.000

Source: SPSS Data Processed, 2021

Several testings are done in order to know whether there is correlation or not. (a) The Kaiser Meyer Olkin (KMO) Test is carried out in order to know whether the sample is reasonable or not. The factor analysis is regarded as being reasonable if KMO is >0.05, and (b) the Barlett's Test of Sphericity used to test the sample variables varies.

From the correlational matrix the inter relation among the environmental responsibility factor, the economic vitality factor, the cultural factor, and the experience achievement factor and the inter relation among the variables by testing the model accuracy using the Kaiser Meiyer Olkin (KMO) test and the Barlett test of all the factors and research variables can be identified. Simultaneously, the model used to obtain 0.851 using the Bartlett test leads to the significant value, that is 0.000. Then the accuracy of the model used in each factor is partially tested. The result of the KMO test used to test the variable forming the environmental responsibility factor is 0.717, and the result of the Barlett test shows the significant value, that is 0.000. The result of the variable forming the economic factor using the KMO test is 0.738, and that using the Barlett test shows the significant value as well, that is 0.000. The result of the cultural factor tested using the KMO test is 0.724 and shows the significant value, that is 0.000.

the result of the experience achievement factor tested using the KMO test is 0.722 and shows the significant value too, that is 0.000.

Table 4. Total Variance Explaining the Penta Helix's Perception of the CBT at the Tourist Village

No	Factors/elements	Initial Eigenvalues		
		Total	% of Variance	Cumulative%
1	Environmental	2.295	45.904	45.904
2	Economic	2.097	41.944	41.944
3	Cultural	2.268	45.362	45.362
4	Experiential	2.223	44.463	44.463

Sources: SPSS Data Processed, 2021

Table 5. The Analysis Factor of the Penta Helix's Perception of the Implementation of GT

Factor	Variable	Coefficient Correlations	Determined	Remark
Environment	Environment regulation (x <sub>1</sub> )	0.738	>0.60	Significant
	Synergized with the local people (x <sub>2</sub> )	0.799	>0.60	Significant
	Contributing to the natural environment (x <sub>3</sub> )	0.639	>0.60	Significant
	Promoted the way of preserving the natural environment (X <sub>4</sub> )	0.540	>0.60	Not Significant
	Local people supported the way of preserving the natural (x <sub>5</sub> )	0.793	>0.60	Significant
Economic	Created new job opportunities for the local people (x <sub>6</sub> )	0.669	>0.60	Significant
	Developed the local manpower (x <sub>7</sub> )	0.733	>0.60	Significant
	Priority the local people (x <sub>8</sub> )	0.510	>0.60	Not Significant
	Promote the existence of the tourist village (x <sub>9</sub> )	0.635	>0.60	Significant
	Improve the economy of local people (x <sub>10</sub> )	0.671	>0.60	Significant
Cultural	Preserve the local people's cultural diversity (x <sub>11</sub> )	0.731	>0.60	Significant
	The elucidation program of the rural tourism (x <sub>12</sub> )	0.619	>0.60	Significant
	Appreciated the uniqueness of the local people's culture (x <sub>13</sub> )	0.643	>0.60	Significant
	Promoted the existence of the local culture (x <sub>14</sub> )	0.541	>0.60	Not Significant
	Improve the awareness of preserving the local culture (x <sub>15</sub> )	0.803	>0.60	Significant
Experiment	Wide access to the acquisition of new experience (x <sub>16</sub> )	0.715	>0.60	Significant
	The tourists' satisfaction in tourist village (x <sub>17</sub> )	0.723	>0.60	Significant
	Tourists involved in the local people's cultural activities (x <sub>18</sub> )	0.648	>0.60	Significant
	Published tourists' experience in the tourist village (x <sub>19</sub> )	0.447	>0.60	Not Significant
	New experience of the green tourism (x <sub>20</sub> )	0.765	>0.60	Significant

Source: SPSS Data Processed, 2021

The result of each factor using the KMO test shows that the result is >0.05, showing that the model of analysis used is accurate for the four factors, meaning that each factor contributes to the Penta Helix actors' perception of the implementation of the GT in the tourist village. Then, the result of the test conducted is interpreted based on the values obtained from the result of analysis after the factors investigated are regarded as suiting the model accuracy test. The analysis of interpretation also describes the other types of information obtained from the qualitative data sources such as those obtained from the informants interviewed.

The results of all the statistical analysis and the data frequency of all the variables are more clearly verbally narrated based on the interpretation of each factor as follows:

#### a. The Environmental Responsibility Factor

The result of the data processing of the five variables (X<sub>1</sub>, ...X<sub>5</sub>) determined in the environmental responsibility factor shows that simultaneously the variables of this factor significantly contribute to the Penta Helix actors' perception of the implementation of the GT in the tourist village. The cumulative contribution of the values of all the variables of this factor is 45.904 (Table 4), showing that the eigen value of each variable shown through

the cumulative contribution of the value of each component significantly contributes to the Penta Helix actors' perception of the implementation of the GT in the tourist village. Then, the correlational coefficient value of each variable indicator of the environmental responsibility factor shows that there is one insignificant variable, namely the variable that the media have promoted the way of preserving the natural environment (4x) as shown in Table 5 showing that the value is 0.540.

This is supported by the cross tabulation of the Penta Helix actors' opinion (Table 2) showing that the degree of the Penta Helix actors' perception of the variable indicator that the government has issued the regulation used to regulate the green tourism to preserve the rural natural environment is 4.30 (very good), that the degree of the Penta Helix actors' perception of the variable indicator that the academicians have synergized with the local people to preserve the natural environment is 4.27 (very good), that the degree of the Penta Helix actors' perception of the variable indicator that the tourism actors have contributed to the maintenance of the natural environment preservation is 4.38 (very good), and that the degree of the Penta Helix actors' perception of the variable indicator that the media have promoted the way of preserving the natural environment is 4.08 (good). This means that, according to the Penta Helix actors, the GT has been well implemented in the tourist village and has been in accordance with the concept of the GT as the existence of the natural environment developed as the tourist village is getting cooler and well-preserved. This is clarified by the informants (Nyoman Artawan, Hendra Darmawan, Made Rata, and Wayan Suardana) who, basically, state that the implementation of the GT in the tourist village can maintain the existence of the environment which is still natural. Related to this, Alavalapatai and Adamowicz (2000); Darmayanti *et al.* (2020) state that it is necessary to keep the economic significance and the natural environment really balanced in the development of a tourist destination by empowering the local people in such a way that they will become more aware of and highly responsible for the development of the tourist destination they have. Gelbman and Timothy (2011) also state that it is necessary to pay such a serious attention to the physical environment element when developing a tourist destination that it can be enjoyed by the future generation.

#### b. The Economic Vitality Factor

The test result of the economic factor is 0.738, higher than the value determined in the model of analysis used, that is, 0.05, meaning that statistically the model used for the economic factor is accurate as the degree of its significance is 0.000. Then, the result of the factor analysis of variable X6, ... X10 shows that the eigen value of one component of the economic factor that can imply that the total diversity is 41.944% (Table 4), meaning that the eigen value of each variable shown through the cumulative contribution of the value of each component of the economic factor significantly contributes to the Penta Helix actors' perception of the implementation of the GT in the tourist village. The correlational coefficient value of each variable indicator of the economic factor shows that the value of one variable is <0.60 (Table 5), meaning that one variable, that is, the value of the variable that the media have promoted the existence of the tourist village in order to increase the number of the visits made by tourists is 0.510, lower than 0.60. However, the other variable of this factor is influential. This is supported by the cross tabulation of the local people's opinion (Table 2), showing that the degree of the Penta Helix actors' perception of the variable indicator that the government has encouraged the tourist village development to open new job opportunities for the local people is very good, that the degree of the Penta Helix actors' perception of the variable indicator that the academicians have developed the local manpower to acquire competitiveness in tourism is very good, that the degree of the Penta Helix actors' perception of the variable indicator that the tourism actors have made such a good attempt that the local people have priority over the non-local people in the recruitment of employees is very good, that the degree of the Penta Helix actors' perception of the variable indicator that the media has promoted the existence of the tourist village in order to increase the number of the visits made by tourists is good, and that the degree of the Penta Helix actors' perception of the variable indicator that the local people have been aware of the green tourism development in their village in order to improve the economy of their families is very good as well.

The same thing is also revealed by Nyoman Turut, Nyoman Mokoh Wijaya, and Wayan Sukadana, the informants. Essentially, they state that the implementation of the GT in their village can improve the active role played by the local people in the touristic activities. As well, they state that the local people have so harmoniously synergized to organize the touristic activities that the tourist village development has economically benefited them. However, as far as the research conducted by Scott (2012) and Mahfud (2015) is concerned, in the development of a new tourist destination it is necessary to determine that the social benefit should be higher than the economic benefit to make it sustainable and to allow it to be enjoyed by the future generation. This is supported by the finding of the research conducted by Reid, Mair & George (2004), Trejos and Chiang (2009), and Dewi *et al.* (2013) that the local people are the important actors in the GT development, starting from the time when the touristic activities are planned and implemented to the time when they are evaluated in their village. Then, Ishii (2012), Agarwal

(2012), Cole (2012), Suasapha and Paturusi (2015) and Priatmoko, Kabil and David (2021) state that the tourist village development can cause the local people's economy and welfare to improve.

### c. The Cultural Factor

The value obtained from the cultural factor is  $>0.05$ , that is, 0.724, indicating that the model used in the factor component is statistically accurate. The value of significance obtained through the factor analysis is 0.000. The result of the factor analysis of the five variables observed (X11, ... X15) showing that one factor component determining the variables included in the cultural factor whose eigen value can imply the total diversity is 45.362% (Table 4). Viewed from the extent to which it is influential, as a whole, the variables of this factor significantly contribute to the Penta Helix actors' perception of the implementation of the GT in the tourist village, meaning that it is so important to pay attention to the cultural factor to make the tourist village sustainable in the future. Then, the correlational value of each variable indicator of the cultural factor shows that there is only one variable whose value is  $<0.60$  (Table 5), namely the variable that the media have promoted the existence of the local culture in order to increase the number of the visits made by tourists to the tourist village.

The result of the cross tabulation of the Penta Helix actors (Table 2) of the implementation of the GT in the tourist village shows that the degree of their perception of the variable indicator that the government has encouraged the development of the tourist village to preserve the local people's cultural diversity is very good, that the degree of their perception of the variable indicator that the academicians have elucidated the local people as to the impact of the rural development is very good, that the degree of their perception of the variable indicator of the uniqueness of the local people's culture is very good, that the degree of their perception of the variable indicator that the media have promoted the existence of the local culture in order to increase the number of the visits made by tourists to the tourist village is good, and that the degree of their perception of the variable indicator that the local people have been aware that the development of the tourist village can improve their awareness of preserving the local culture is very good. This is supported by the opinion given by the informants named Gede Mudana, Wayan Nadi and Made Citra Dewi that they have been aware that the implementation of the GT can improve the local people's awareness of preserving their culture and anticipate the negative impact of the foreign culture. They are aware that the goal of the tourists coming to visit the tourist village is to see the local people's cultural diversification. This is supported by the result of the research conducted by Gelbman and Timothy (2011) and Oka *et al.* (2021b) stating that it is seriously necessary to pay attention to the cultural element in the tourism development as culture characters features what is desired by tourists during their visits to the tourist destination.

### d. The Experience Achievement

The value obtained from the experience achievement factor is  $>0.05$ , that is, 0.722, showing that the model of analysis used in this component of this factor is statistically accurate as its value of significance is 0.000. The result of the factor analysis of the five variables observed (X16, ...X20) shows that one factor component determining the variables included in the factor has the eigen value that can imply that the total diversity is 44.463% (Table 4). Viewed from the impact it contributes, it can be stated that all the variables of this factor, as a whole, significantly affect the local people's evaluation of the implementation of the GT in the tourist village, meaning that the experience achievement factor also plays an important role in the decision made by tourists to choose the tourist village to visit. The correlational coefficient value obtained from each variable indicator of this factor is  $>0.60$ . However, the variable that the media have published the tourists' experience in the tourist village through the social media (Table 5) does not show the same value, meaning that four variable indicators of the experience achievement factor are really influential, and one variable is not.

The result of the cross-tabulation analysis of the local people's perception (Table 2) shows that the degree of the local people's perception of the experience achievement factor is positive enough. This is supported by the opinion given by the Penta Helix actors that the government has created a wide access to the acquisition of new or unique experience in the tourist village for tourists (very good), that the tourism actors have invited tourists to get directly involved in the local people's cultural activities (very good), that the media (journalists) have published the tourists' experience in the tourist village through the social media (good), and that tourists have acquired new experience in the implementation of the green tourism in the tourist village (very good.). Justification is given by the four informants (Wayan Wira Widana, I Made Rata, and I Nyoman Winia) who state that the tourist village developed by involving tourists to actively participate in the environmental preservation causes them to feel that the new experience they acquire is different from what they do in their respective country, meaning that the implementation of the GT in the tourist village has involved tourists as they are also obliged to be responsible for the environmental sustainability, allowing it to be enjoyed by the future generation. Nunkoo *et al.* (2012) states that it is important to

pay attention to the local government's behavior and the local people's view in the development of the sustainable tourism.

### Conclusion

Based on what is described above, it can be concluded that the green tourism (GT) has been implemented based on the following criteria: the tourist village has been developed by preserving environment; the green tourism has been able to improve the vitality of the local economy; it has maintained the cultural diversity and giving new experience to tourists. The answers given by the Penta Helix actors to the 20 items of question are very good and good, meaning that it has been recognized that the implementation of the GT in the tourist village has positively contributed to the sustainability of the tourist village. The result of the statistical test shows that the four factors, namely the environmental responsibility factor, the vitality of the local economy factor, the cultural factor, and the experience achievement factor, according to the Penta Helix actors' perception, has significantly affected the implementation of the GT in the tourist village. Apart from that, the test result of each variable shows that the 16 variables tested in the study have been significantly influential. However, four variables are not significantly influential. They are the variable that the media have promoted the way of preserving the natural environment, the variable that the media have promoted the existence of the tourist village in order to increase the visits made by tourists, the variable that the media have promoted the existence of the local culture in order to increase the number of the visits made by tourists to the tourist village, and the variable that the media have published what is experienced by tourists in the tourist village through the social media. That indicates that the implementation of the GT in the tourist village, based on the Penta Helix actors' perception, has maintained the sustainability of the existence of the tourist village for the future. This condition proves that the development of the GT can give multiplier effect to the local people. They are getting aware of preserving environment, improving their economy, preserving their culture, and giving new experience to the tourists visiting the tourist village.

### Acknowledgements

The Indonesian government through the Directorate General of Research and Development of the Ministry of Research, Technology and Higher Education has funded this research so that it can be completed on time. The informants in each tourist village who have been willing to provide information in data collection.

### References

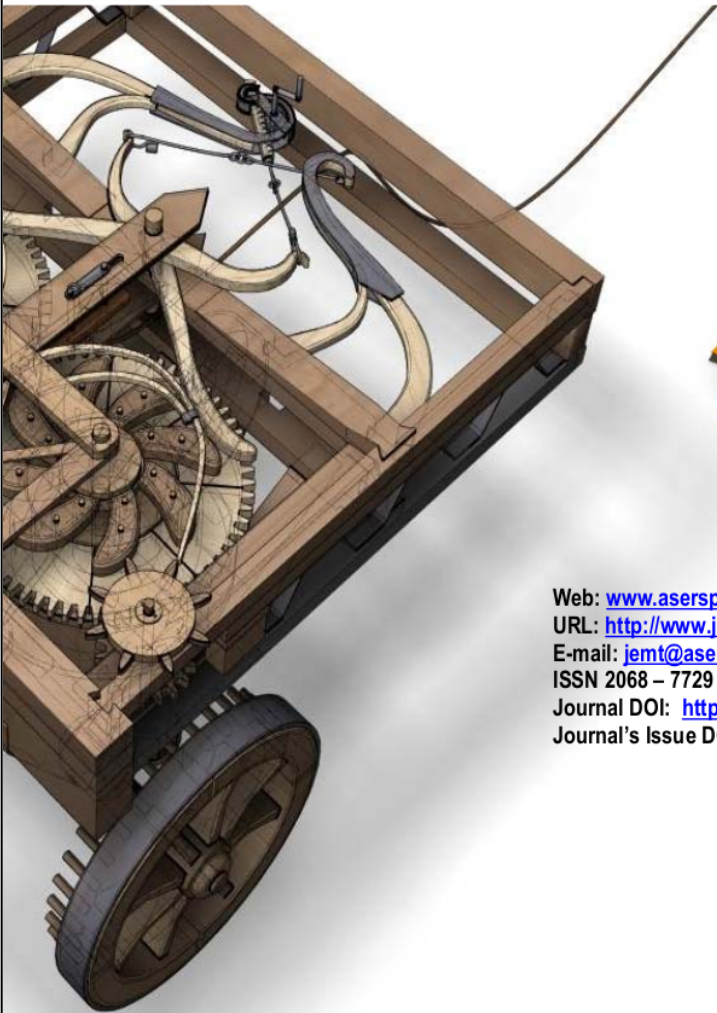
- [1] Agarwal, S. 2012. Resort economy and direct economic linkages. *Annals of Tourism Research* 39, no. 4: 1470–1494. DOI: <https://doi:10.1016/j.annals.2012.04.001>
- [2] Alavalapati, J. R. R., and Adamwicz, W. L. 2000. Tourism impact modelling for resource extraction regions. *Annals of Tourism Research* 27(1): 188–202.
- [3] Ansell, C., and Gash, A. 2008. Collaborative governance in theory and practice. *Journal of Public Administration Research and Theory*, 18(4): 543–571. DOI: <https://doi:10.1093/jopart/mum032>
- [4] Astawa, I.P., Tjokorda, G.D., and Sugiarta, I. G. 2019. Developing a harmonious culture-based sustainable event model in Bali Tourism Village. *Geojurnal of Tourism and Geosites*, 25(2): 446–462. DOI: <https://doi:10.30892/qtg.25214-372>
- [5] Budiasa, I W., and Ambarawati, I. G. A. 2014. Community-based agro-tourism as an innovative integrated farming system development model towards sustainable agriculture and tourism in Bali. *Journal ISSAAS* 20(1).
- [6] Cole, S. 2012. A political ecology of water equity and tourism: a case study from Bali. *Annals of Tourism Research*, 39(2): 1221–1241. DOI: <https://doi:10.1016/j.annals.2012.01.003>
- [7] Darmayanti, P. W., and Oka, I. M. D. 2020. Implications of community-based tourism development for the community in Bongan Village. *Jurnal Ilmiah Hospitality Management*, 10(2): 33–41. DOI: <https://doi.org/10.22334/jihm.v10i2.167> (in Indonesian)
- [8] Darmayanti, P. W., Oka, and I. M. D., Sukita, I.W. 2020. Development of Kaba-Kaba Tourism Village in the perspective of the local community. *Jurnal Ilmiah Hospitality Management*, 11(1): 15–23. DOI: <https://doi.org/doi:10.22334/jihm.v11i1.173> (in Indonesian)
- [9] Dewi, M. H. U., Chafid, F. and Baiquni, M. 2013. Development of a tourism village based on local community participation in Jatiluwih Tourism Village, Tabanan. *Kawistara. Jurnal Ilmiah Sosial Humaniora*, 3(2): 117–126. DOI: <https://doi.org/10.22146/kawistara.3976> (in Indonesian)



- [10] Gelbman, A., and Timothy, D. J. 2011. Border complexity, tourism and international exclaves A case study. *Annals of Tourism Research*, 38(1): 110–131.
- [11] Hasan, A. 2014. Green Tourism. *Journal of Tourism Media*, 12(1): 1-15.
- [12] Hidayah, N. A., Hutagalung, S. S., and Hermawan, D. 2019. Analysis of the Role of Stakeholders in the Development of the Dutch Colonial Heritage Gutter Tourism in Pajaresuk Vil. *Jurnal Ilmu Administrasi Publik*, 7(1): 55–71. (in Indonesian)
- [13] Ishii, K. 2012. The Impact of ethnic tourism on hill tribes in Thailand. *Annals of Tourism Research*, 39(1): 290–310. DOI: <https://doi.org/10.1016/j.annals.2011.05.004>
- [14] Junaid, I. 2021. Community empowerments strategy for economic opportunities in Selayar Islands Regency, South Sulawesi. *Masyarakat, Kebudayaan Dan Politik*, 34(1): 72–80. DOI: <https://doi.org/10.20473/mkp.v34i12021.72-80>
- [15] Kayat, K. 2008. Stakeholders' perspectives toward a community-based rural tourism development. *European Journal of Tourism Research*, 1(2): 94–112.
- [16] Kinoti, M M. 2011. Green Marketing Intervention Strategies and Sustainable Development International. *Journal of Business and Social Science* 23(5): 263.
- [17] Kusmayadi and Sugiarto, E. 2000. *Research Methodology in the Field of Tourism*. PT. Gramedia Pustaka Utama. (in Indonesian)
- [18] Labato, L. H., Radilla M.M, Tena, M.A, and Javier, S.G. 2006. Tourism Destination Image, Satisfaction and Loyalty; A case study in Ixtapa-Zihuatanejo. Mexico. *Tourism Geographiec*, 8(4): 343–358. DOI: <https://doi.org/10.1080/14616680600922039>
- [19] Mahfud, M. A. Z, Haryono, B. S, and Anggraeni, N. L. V. 2015. The Role and Coordination of Stakeholders in the Development of the Minapolitan Area in Nglegok District, Blitar Regency. *Jurnal Administrasi Publik*, 3(12): 2070–2076. (in Indonesian)
- [20] Meyliani, L., and Rizky, L.N. 2018. Desire to move forward: Ranuklindungan Village strategy in realizing a tourism village. *Kepariwisata dan Hospitalitas*, 2(2): 63–76. (in Indonesian)
- [21] Nunkoo, R., Ramkissoon, H., and Gursoy, D. 2012. Public trust in tourism institutions. *Annals of Tourism Research*, 39(3): 1538–1564.
- [22] Oka, I.M.D., Suci, N.G.N., and Mecha, I P.S. 2021a. The Community-based Tourism at the Tourist Village in the Local People's Perspective. *Geo-Journal of Tourism and Geo-sites*, 38(4): 988-996.
- [23] Oka, I. M.D., Darmayanti, P. W., and Sonder, I. W. 2021b. Turtle conservation in Serangan Island: the implementation of community-based tourism concepts in tourism development. *PalArch's Journal of Archaeology of Egypt / Egyptology*, 18(2): 172–182.
- [24] Oka, I. M. D., and 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. DOI: <https://doi.org/10.22334/jbhost.v6i1.195>
- [25] Okazaki, E. 2008. A Community based tourism model: its conception and use. *Journal of Sustainable Tourism*, 21(10): 511–529.
- [26] Priatmoko, S., Kabil, M., Purwoko, Y., and David, L. D. 2021. Rethinking sustainable community-based tourism: a villager's point of view and case study in Pampang Village, Indonesia. *Sustainability*, 13: 3245. DOI: <https://doi.org/10.3390/su13063245>
- [27] Putra, I. N. D., and Pitana, I. G. 2010. *Pro-People Tourism Paves the Way for Alleviating Poverty in Indonesia*. Kementerian Kebudayaan dan Pariwisata, Indonesia. (in Indonesian)
- [28] Putra, T. 2019. A Review on Penta Helix actors in village tourism development and management. *Journal Business Hospitality and Tourism*, 5(1): 63–75.
- [29] Reid, D.G., Mair, H., and George, W. 2004. Community tourism planning a self-assessment instrument. *Annals of Tourism Research*, 31(3): 623–639. DOI: <https://doi.org/10.1016/j.annals.2004.01.007>
- [30] Saayman, M. and Giampiccoli, A. 2016. Community-based and pro-poor tourism: Initial assessment of their relation to community development. *European Journal of Tourism Research*, 12: 145–190.

- [31] Sadia, I. K., and Oka, I. M. D. 2012. Motivation of balinese workers to work at mediterranean shipping company (MSC). *Jurnal Sosial Humaniora*, 2(3): 221–236. (in Indonesian)
- [32] Scott, J. 2012. Tourism, civil society, and piece in Cyprus. *Annals of Tourism Research*, 39(4): 2114–2132. DOI: <https://doi:10.1016/j.annals.2012.07.007>
- [33] Simamora, H. 2001. Human Resource Management. STIE YKPN (in Indonesian)
- [34] Solimun. 2002. Multivariate Analisis, *Structural Equation Modeling (SEM) Lisrel dan Amos*. Brawijaya FMIPA
- [35] Suasapha, A.H, and Paturusi, S. A. 2015. CBT in management at Kedonganan Beach in *Pariwisata Berbasis Masyarakat Model Bali*. Magister of Tourism, Udayana University (in Indonesian)
- [36] Sugiyono. 2014. *Management Research Methods*. Alfabeta (in Indonesian)
- [37] Timothy A.B. 2015. *Confirmatory factor analysis for applied research*. The Guilford Press.
- [38] Trejos, B., and Chiang, L.-H. H. 2009. Local economic linkages to CBT in Rural Costa Rica, Singapore. *Journal of Tropical Geography*, 30: 373–387. DOI: <https://doi:10.1111/j.1467-9493.2009.00375.x>
- [39] Utama, I.G.B.R., and Trimurti, C. 2019. The correlation of attraction with revisit intention of agritourism Pelaga Badung Bali, Indonesia. *SINTESA Prosiding*, 315–321. DOI: <https://doi:10.9744/ijbs.2.2.119-124>
- [40] Utomo, S. J. and Satriawan, B. 2017. Tourism village development strategy in Karangploso District, Malang Regency. *Neobis*, 11(2): 142–153. (in Indonesian)
- [41] Winia, I. N., Oka, I. M. D., and Pugra, I. W. 2019. The Implementation of the community-based tourism at Tista Tourist Village. In *International Conference on Applied Science and Technology 2019-Social Sciences Track* (ICASTSS 2019). DOI: <https://doi:10.2991/icastss-19.2019.15>
- [42] Bali Government Tourism Office. 2020. List of Rural Tourism in Bali. Available at: <https://disparda.baliprov.go.id/wp-content/uploads/2019/10/tabel-32.-1.pdf>

ASERS



 **ASERS**  
Publishing

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v13.3\(59\).00](https://doi.org/10.14505/jemt.v13.3(59).00)

# Penta Helix's Perspective: The Green Tourism at the Tourist Village in Bali, Indonesia

## ORIGINALITY REPORT

15%

SIMILARITY INDEX

15%

INTERNET SOURCES

2%

PUBLICATIONS

8%

STUDENT PAPERS

## PRIMARY SOURCES

1	Submitted to Universitas Islam Indonesia Student Paper	4%
2	download.atlantis-press.com Internet Source	3%
3	staff.najah.edu Internet Source	2%
4	archives.palarch.nl Internet Source	1%
5	jbhost.org Internet Source	1%
6	repository.ubharajaya.ac.id Internet Source	1%
7	ecampus.imds.ac.id Internet Source	1%
8	Submitted to KDU College Sdn Bhd Student Paper	1%
9	business.kainar-edu.kz Internet Source	1%

10

doaj.org  
Internet Source

1 %

---

11

Submitted to Michigan Technological  
University  
Student Paper

1 %

---

Exclude quotes On

Exclude matches < 1%

Exclude bibliography On