

THE “SECRET GARDEN VILLAGE” IN LUWUS VILLAGE IS A GREEN TOURISM WHICH IS OFFERING FANTASTIC SERVICES TO MAINTAIN THE SUSTAINABLE TOURISM

by I Nyoman Kanca

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THE “SECRET GARDEN VILLAGE” IN LUWUS VILLAGE IS A GREEN TOURISM WHICH IS OFFERING FANTASTIC SERVICES TO MAINTAIN THE SUSTAINABLE TOURISM

Wayan Nurjaya, Nyoman Kanca, I Ketut Redjasa. Polytechnic State of Bali
iketutredjasa@yahoo.com

ABSTRACT

Bali Governor stated that “Bali Clean” and “Green” All of us who live in Bali Should support that statement. So does the “SECRET GARDEN VILLAGE” in Luwus village. This business goes green. Let’s say green tourism. The Secret Garden Village is the first tourism education in Bali. The soft opening has been done last week on 1st May. This research is aimed to know the activities of the Secret Garden Village to apply green tourism, to know what kind of services does he offers to maintain sustainable tourism in Luwus Village in Tabanan Regency. Data of this research are obtained from informants who know well the object of this research such as Mr. Billy Hartono Salim, the owner of Secret Garden Village, Mr. Putugede Arista DityaPradana, The Operational Manager of Black Eye Coffee, Mr. Andra Martin, the Architech of building design. Further, data was analysed descriptively. The result of this research showed that the activities of Secret Garden Village in Luwus Village were Truly “Green Tourism”. The service there is so fantastic one. The building are unique made of wood, steel, and concrete (beton). The visitor are offering sightseeing in museum, to see traditional beauty tools which are belonged to our ancestors, after that, visiting the factory outlet. The Black Eye Coffee also displays the specific animal Luwak, which produces “Luwak Coffee” as a sample only. The visitor can enjoy the rice field view while enjoy western food (barbeque specialist food). Most of workers there are from local people to increase their economic value. Those activities could attract and satisfying the visitors because they could get a new and memorable experiences. In other words that the present of Secret Garden Village could expand job available for local people and prosperous happiness.

Keywords : Secret Garden Village, Luwus Village, Green tourism, Fantastic Services, Sustainable Tourism.

INTRODUCTION

The Secret Garden Village is the first tourism education place in Bali, has done it’s soft opening last two weeks ago on May 1st, 2016. The soft launching ceremony was attended by many travel agents in Bali, transportation community, tourism communities and The Bali Tourism Board.

The welcoming ceremony was using Balinese tradition ceremony and offering discount promo, the entrance ticket is free, said the owner of The Secret Garden

Village, Mr. Billy Hartono Salim, on that event. During May this month, is free entrance ticket and is allowed to go around The Secret Garden Village areas.

Before soft opening, the management of Secret Garden Village has invited for gathering with many travel agents in Bali and beyond and also with mass media and electronic media to introducing the *body and beauty* areas and *black eye coffee*. Close discussion with *travel agents* has been done along one week full.

The Secret Garden Village is divided by four locations such as ;OemanHerborist, Black Eye Coffee, The Luwus Rice View and Body and Beauty. In the Body and Beauty area which is called Oeman Herborist is divided by some areas. When entering the OemanHerborist area, the visitor is introduced a museum. In that museum are displayed some traditional beauty tools which are belonged to our Indonesia Ancestors long-long time ago.

Herborist is cosmetic product which is made from *daunsirih*, *sereh* and *zaitun*.

After sightseeing in the museum, the visitor are offered to do sightseeing in Herborist factory outlet, to show the process of making cosmetics, which is sufficient with BPOM standard.

The following is watching video about the processing of beauty cosmetics in amphitheater. The visitors are also offered to visiting *beauty café*, *jamu corner*, spa corner beauty gourmet, fragrance bar and masker bar.

The management of The Secret Garden Village is targeting 50 percent of domestic visitors and 5 percent of foreigners, especially those Chinese tourists which is booming nowadays in tourism activities.

After long discussion while gathering with many travel agents in Bali, they gave positive respons to this place, said management.

SOME AREAS

At the right side of 4 hectares land of Secret Garden Village, also has a Black Eye Coffee area. The Coffee beans, are imported from all over Indonesia, such as from Java, Sumatra, Lampung, Toraja, Papua, Bali (Kintamani) and Flores.

Every area in Indonesia has a specific or different taste (coffee) said Mr. Gede Arista Ditya Pradana, The Operational Manager of Black Eye Coffee.

Beside those coffees which came from all over Indonesia, The Black Eye Coffee also has *Luwak Coffee*. The Luwak (animal), loves eating coffee beans, are also displayed there in *Luwak Villa*, just next to Black Eye Coffee area, so that, when the tour guide is explaining about *luwak coffee* to the tourists, they can see the luwak (animal) by themselves.

The building of Secret Garden Village was designed by a famous architect, Mr. Andra Martin. The building is so unique, how come ?, because the construction of the building is made from wood, steel and concrete (beton). Because The Secret Garden Village is so concerns with go green concept, let's say green tourism. Beside that, The Secret Garden Village is completed by two good restaurant, ie, "The Luwus" which is offering Balinese food menu and Asian food. The second restaurant which is located on the second floor is called *Rice View*, which is offering food menu (*Barbeque Specialist Food*).

While enjoying lunch which is cooked by Secret Garden Village Chef, the visitors can see beautiful teracering rice field, a memorable experiences in tourism education place in Luwus Village, Tabanan Regency.

The management of Secret Garden Village Plans, after promo period in May 2016, the price of entrance fee will be Rp. 50 Thousand for domestic visitor and Rp. 100 Thousand for foreigners one.

Nowadays, in Indonesia, especially in Bali, there is a movement from mass tourism into a specific tourism, let's say "eco tourism", that's applied by Secret Garden Village (SGV).

Most researchers believe that mass tourism makes negative effects to areas and social cultures (Damanik,2006:14)

Mass tourism can makes a bad effect as exploitation of Balinese cultures (Piliang,2004,in Ginaya,2011) and also make degradation of Bali areas. (SukmaAndika, 2009:15).

Mass tourism affects destroying jungle, decreasing nature biota and critical environments. (Budiarta 2012:64)

The Secret Garden Village in Luwus Village is applying eco tourism system because SGV has a responsibility in a virgin areas who has an aims of education, understanding and support to conserve the nature, to increase the economic of local community surround the destination country (Bulletin SGV : 2016:2)

Eco tourism is a journey of travelling to a certain tourism objects, nature or culture which has a participative character to guarantee the preserve of nature and cultures in the eco tourism areas. (Bjork 2001:87)

The Secret Garden Village follows the ideas of World Tourism organization (WTO) such as follows :

Sustainable tourism development meets the needs of present tourist and host regions while protecting and enhancing opportunities for the future.

It is envisaged as leading to management of all resources in such away that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential, ecological, process, biological diversity and life support systems. (WTO:2002:62)

RESEARCH METHODOLOGY

The research was done last month during may 2016 when the free entrance ticket period. In order to get the exact fact, the researcher went there twice a week for one month during may to see the real activities of all staffs there. I am as a researcher always join the local tour guide who explains in details about cosmetic tools which are displayed in the museum which is called OemanHerborist. When the visitors are brought into the factory, I am as a researcher follows the visitors while listening the local guide explaining about the factory, result of fabric, the useful of cosmetic soap, etc. The visitor then go sightseeing in the museum, the visitors are offered to do sightseeing in Herborist factory outlet, to show the process of making cosmetics, which is sufficient with BPOM (medicine department) standard.

In order to get a clear understanding about the processing of beauty cosmetics, I am as a researcher came into amphitheater, while watching the video.

When the local guide was explaining about many varieties of jamu in jamu café, and also spa corner beauty gourmet, fragrance bar and masker bar, I always listen to the guide explanations.

RESULT AND DISCUSSION

Nowadays, the economics of people are getting better. The Indonesian Government has decided the worker to work 5 days in a week, and get 2 days off. The workers need some refreshing for 2 days after doing jobs 5 days full. That is one of the ways about how to preserve a sustainable tourism (Bjork.P. 2001:97) According to Mr. Harris, it is said that :*sustainable tourism is tourism that is developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period and does not undermine. The physical and human environment that sustains and natures it.* (et al 2002:36) In accordance with the statement above, The Secret Garden Village looks after the Luwus Village well continuously for tourism purposes, not destroying the areas or biotas and try to increasing the prosperous of local community (Dalem 2002:107)

FANTASTIC SERVICES

One and the only The Secret Garden Village i saw giving a fantastic services for his visitors. It is really the fact I experienced there when I went there to do the research.

Starting from the parking area, the parking crew greets me warmly while helping me to get a good parking area. It was a fantastic service I thought (Guswai 2016:43).

Then the parking crew leads me to a ticket counter. The ticket crew explained to me that during may, one month full, the entrance ticket is free of charged. Soon appeared a young beautiful girl guide leads me to Oeman Herborist, a body and beauty areas, and a unique museum which displays some ancient tools for females.

The guide explains the use of every tools in a good manner and so nicely. Her explanations are easy to be understood because her voice is clear enough. I recognized it was a fantastic service has been offered to the visitors. (Puja Astawa,2005:163)

One thing which makes me surprised was that, the Herborist cosmetics products are made from *daunsirih, sereh* andzaitun.(Bulletin SGV 2016)

After visiting the museum, the visitors were offered to do sightseeing in Herborist factory outlet, to see the process of making cosmetics, which is sufficient with BPOM Standard. I noticed that all crews in Herborist factory were friendly in giving information about the amenities which have been produced. I noticed again here, that all crews offer a fantastic service to the visitors (Guswai,2016:33)

The following was watching video about processing of beauty cosmetics in amphitheater. In this theater was explaining about the processing of producing beauty cosmetics, from beginning until finish, ready to use.

When the visitors were offered to visiting beauty café, jamu corner, spa corner beauty gourmet, the guide again offered a fantastic service to the visitors. She explained everything which was displayed on the *etalage* and their function of each. I believe that this kind of service was the FANTASTIC SERVICE which was applied by all staffs there. (Moscardo 2003:148)

In the fragrance bar, we're displayed many kinds of perfumes. The essences of the perfume were aromatics and nice smell.

The visitors were allowed to taste the perfume on hands to experience it's smell nice. The price of those perfumes is so reasonable, not so expensive.

And here, in this fragrance bar I noticed that all shopkeepers were nice looking and nice attitude.

In general, I conclude that most staffs of Secret Garden Village have a strong commitment to offer the fantastic services for all visitors. It was satisfied visiting the Secret Garden Village in Luwus Village, one and the only tourist attraction which was offering such kind of tourism education. (Bulletin SGV 2016)

Long live Secret Garden Village. I love you so much. May God bless you.

CONCLUSSION

After I explaining the long story of Secret Garden Village, I noticed that The Secret Garden Village is one and the only tourism object which is offering a tourism education to the visitors.

Besides giving a worthful tourism education to the visitors, most employees there have a strong commitment to offer fantastic services to all visitors.

Such commitment is so worthful for foreigners and for domestic tourists.

I conclude that this kind of tourist objects is a new model. The Secret Garden Village applies a green tourism to preserve Indonesian tourism, especially for Bali tourism become sustainable forever. I am, as a researcher expects more new similar models of tourism objects would be created in Bali.

I believe that, if many more new creations of tourists attractions are exist in Bali, so that, six million tourists will come to Bali in this year 2016, as our government's expectations.

SUGGESTIONS

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There is no ivory without cracking. That's a kind of proverb since a long time ago. Although the work of all staff in Secret Garden Village have met the standard, but still needs a little bit suggestions for developing in the future.

In this good opportunities, I would like to offer some suggestions such as follows : English mastering of the parking men should be refreshed. When I came to SGV I noticed that a parking man spoke to a foreigner not so fluently. He found many difficulties in pronunciations and vocabularies.

It is advisable for the management of SGV to give free English course for all staffs. By increasing their knowledge and their skills in serving the SGV guests, I believe that the incoming tourists will be coming more and more to visit SGV.

The quantity of local staffs is only a few of them. It is better for the owner and management of SGV to recruit some more local staff to make the economy of society there surround SGV become prosperous.

In general, I as a researcher want to appreciate highly, the goodwill of the owner of SGV who has built a new tourism education object which has expanded the job field in Bali, especially in Luwus Village.

Long live Secret Garden Village, May God bless you.

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