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# 12 The Concept of Sustainable Tourism Implementation Based on Environmental Management Accounting on Tourist Villages in Bali

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**Abstract**— This research aims to find out the concept of sustainable tourism implementation based on environmental management accounting in Tourism Villages in Bali. The research methods used in this research are qualitative methods with data collection techniques through interview studies and documentation. The results of data processing show that the participation of tourism actors in implementing sustainable tourism based on environmental management accounting in Tourism Villages in Bali is still not maximal. The process of empowering the community to open accommodation services in the form of homestays that use the principle of green tourism, local transportation services, the availability of craft and arts communities, and local guides is still very rare. When compared with the principles and criteria of tourist villages with their implementation in Bali, it can be seen that there are aspects of green tourism in some components of tourist villages. The results of this study support the theory of sustainable tourism based on environmental management accounting.

**Keywords**— sustainable tourism, environmental management accounting, green tourism

## I. INTRODUCTION

Various phenomena of environmental damage due to the exploitation of natural resources by many industries are increasingly alarming. This phenomenon has caused various ecological disasters that certainly threaten the sustainability of human life. Countless ecological disasters as well as progressive degradation of the Earth's ecosystems, encourage people to hold accountable governments and businesses [1].

Tourism is a very important sector in both developed and developing countries. Tourism has various positive impacts such as generating jobs, increasing the country's foreign exchange, improving infrastructure. But on the other hand, tourism that is not well-management has a negative impact, including the issue of environmental destruction. Therefore, it is important to apply the concept of sustainable tourism so that the potential of existing and well-managed tourism can further provide benefits for its citizens and the negative effects that arise are not left alone.

The emergence of tourism as a major industry is one of the most remarkable changes taking place in global economic activity. Tourism development is seen as a way to improve a country's economy and social well-being, but if these developments are not handled carefully, tourists will migrate to competing destinations or attractions [2]. In the future, there will be increasing pressure to develop tourism products with a sustainable focus, help adapt to the local environment, and ensure their preservation [3].

Responsible tourism sector is tourism that provides benefits for tourists, the environment, local residents, and the government. Environmental problems faced by countries that have great potential in the tourism business, encourage the birth of the concept of sustainable tourism [4]. In general, sustainable tourism requires tourism actors to consider their operating objectives in three aspects, namely financial performance, environmental performance, and social performance. The concept of sustainable tourism is a concept of public awareness as a tourism businessman on the importance of responsibility to maintain the sustainability of tourism

for the next generation by reducing problems that will damage tourism supporting resources, especially the environment. Tourism is increasingly being used as a tool of economic development by many third world countries, helping to create jobs as well as improve local infrastructure.

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism is tourism that fully takes into account the current and current economic, social and environmental impacts, addressing the needs of visitors, industry, the environment, and the communities around the area [5]. According to [6], environmental sustainability is very closely related to the concept of sustainability because it includes efforts to improve public welfare and health. A broken environment has dramatic and harmful effects on health, education, gender equality, and economic development. In response to these challenges, it takes awareness and responsibility of tourism actors to the environment.

Corporate awareness and responsibility for the environment is realized one of them by the inclusion of environmental costs (environmental costs) into the company's accounting practices. Awareness and responsibility for the environment requires companies to invest and spend money to maintain the environment and make their reporting. The consequences of this social and environmental accounting discourse ultimately gave rise to the concept of environmental management accounting in the face of challenges to create better environmental conditions. In order to improve sustainable environmental performance, environmental-based innovation from the aspect of accounting is called environmental management accounting.

According to [7], environmental management accounting is a technique that generates, analyzes, and uses financial and non-financial information to improve a company's environmental and economic performance, as well as contribute to sustainable business. In line with [8] research, in recent years, business interest in Environmental Management Accounting has increased and has been promoted as a way for companies to manage environmental and economic performance more easily in achieving sustainable business. According to [9], as an accounting framework, Environmental Management Accounting aims to understand more deeply the economic environmental information required by corporate decision makers and understand how these needs can be met by internal information providers.

In Indonesia in particular, one of the business sectors that is a problem in the aspect of environmental conservation is the tourism sector. This is in accordance with the statement of the Minister of Tourism in 2018 that Indonesia's tourism sector is still

seen as environmentally unfriendly and has not sided with conservation, reflecting the 2017 Travel and Tourism Competitiveness Report (TTCI) assessment by the World Economic Forum. On the pillar of environmental sustainability, Indonesia is ranked 31 out of a total of 136 countries [10]. Based on the Travel and Tourism Competitiveness Report (TTCI) in 2019, Indonesia is also still ranked at the bottom in terms of environmental sustainability, which is ranked 135 out of a total of 140 countries [11]. Therefore, research on sustainable tourism seeks to address the problems that need to be considered by tourism actors, especially those related to environmental protection based on environmental management accounting or environmental management accounting. In this case, environmental management accounting can be a tool for reporting activities related to the environment, environmental cost efficiency, and evaluation of performance achievement. As we know, accounting standards that exist today are generally only financially based that has a short-term perspective. Good environmental strategies are needed to overcome various environmental problems that arise, one of which is by disclosing and categorizing environmental costs according to their utilization using environmentally based accounting concepts [1].

One of the areas that is a tourism icon with the greatest tourism potential in Indonesia is Bali. According to [12], tourism business in the region nicknamed the Island of the Gods showed a slowdown. Research from Colliers International Indonesia shows the slowdown is due to plastic waste problems, as well as environmental problems such as congestion, beach abrasion, and criminality. Some of these problems that make the tourism business in 2019 become stagnant compared to previous years. The island of Bali and the Indonesian state in general are in the spotlight related to waste and environmental issues.

Therefore, research on environmental management accounting is very important to do as an example for the tourism industry in Bali in managing the environment and responsible for the use of natural resources part of the concept of sustainability. Without being accompanied by the spirit of sustainable development, tourism development will only lead Bali to the brink of destruction. Tourism development in the future must be able to accommodate two interests, namely the interests of economic growth and environmental conservation. It is time for Bali Tourism to develop the vision of saving the natural environment, providing the greatest economic benefits to the local community, and respecting local culture and values. From the presentation, it can be formulated the following problems. First, how is the overview related to

sustainable tourism and environmental management accounting? Second, how to implement sustainable tourism based on environmental management accounting in Tourism Villages in Bali?

## II. METHODOLOGY

<sup>37</sup> This research method uses a qualitative approach that emphasizes the natural condition of objects, qualitative data analysis, and research results emphasize meaning in generalizations [13]. Natural objects are objects that develop as they are and the presence of researchers does not affect the dynamics of the object. Research questions are oriented towards phenomena or cases with the aim of finding interactive patterns of actual circumstances and circumstances that should occur (14). The phenomenon explored related to the implementation of sustainable tourism based on environmental management accounting in tourism villages in Bali. Data collected through in-depth interviews, documentation, and observations. Key informants are tourism village managers who have a gold category of assessment by the government as many as three people, Bali provincial tourism office as many as two people, two professors in tourism from Udayana University, tourists as many as three people and one person businessman from Kelana Tour and travel. The selection of informants is based on the ability to understand the problems discussed and further used descriptive analysis aims to describe phenomena using words or numbers and present a profile, type of classification, or stage framework to answer the question of who, when, where, and how in processing data and information derived from documentation and interviews, then presenting it to answer research problems [15]. The length of each informant's interview averages 2 hours and begins previously submitting a letter of application for an interview by e-mail.

## III. RESULT AND DISCUSSION

### 3.1 Overview of Sustainable Tourism and Information of Bali Province

The results of the in-depth interview explained that sustainable tourism consists of the main issues of how to manage nature, build socio-cultural resources in local communities, so that later it fits the basic criteria to promote their economy. This view is in line with the results of Rahadian's [16]. There are several characteristics of sustainable tourism, including minimizing negative impacts on the environment by using clear standards such as standards of carrying capacity of tourist destinations, can increase

contributions to regional development, can minimize the use of natural resources that cannot be updated, support environmental conservation and preserve biodiversity. <sup>35</sup> results of other studies obtained when viewed from a social point of view are able to support the welfare of the community and can suppress local ownership. The application of the concept of sustainable tourism, the tourism industry not only benefits economically, but at the same time can empower the community and can maintain the environment. To support this, it takes a variety of parties who must work together. Stakeholders (consisting of governments, locals, tourists, as well as business owners or business people) should be able to cooperate and support each other. In this case, business people have a role that is just as important as other stakeholders. Building and running a business in order to run in harmony with the community and the environment. Stakeholders of business owners consist of hotel owners, restaurants, travel agents, taxi services, retail businesses, and others.

Bali province is one of the most visited tourist destinations in Indonesia. Bali Island is one of the small islands located in Indonesian waters that are thought to be very large to have an impact on the world of tourism in Indonesia. The attraction of the island of Bali that is able to distinguish it from other areas in Indonesia, among others, is the natural beauty, culture, and a variety of culinary characteristics on the island of Bali. Various and complete types of tourist attractions on the island of Bali, ranging from beaches, rice fields, forest and lake areas, mount merapi, waterfalls, and artificial tourist areas such as tourist villages are also known to the world. Art is also not spared from the view of tourists who visit [17].

The tourism sector acts as a foreign exchange earner and introduces the culture of the nation and the homeland. For the community itself, this sector provides jobs and business fields that are quite broad. Likewise, the tourism sector which is one of the supporting elements in establishing relations between nations is carried out through reciprocal relations from transportation and telecommunication activities to and from abroad. In addition, the tourism sector also has a strategic role and function in economic development in Indonesia. In the framework of national development, the National Medium Term Development Plan (RPJMN) has determined that tourism development is continued and improved by developing and using the source and potential of national tourism to make reliable economic activities to increase national income revenues [18].

The development of the tourism industry has not only had an impact on increasing the country's foreign exchange receipts, but has also been able to expand opportunities to try and create new jobs for the

community in overcoming unemployment in the region. The development of this industry has also become an important agenda in building public awareness to always maintain and conduct environmental conservation from various des[9]ction [19],[20]. In terms of economics that tourism activities can contribute to regional revenues, which are sourced from taxes, parking and ticket levies or can be from the number of hotels in Bali province, the num[9]r of restaurants, the number of travel agencies, and the existence of tourism will also grow economic businesses that string together and support activities so as to increase people's income [20], [21],[23].

### 3.2 Overview of Environmental Management Accounting

The results of the interview found that Environmental management accounting includes collecting costs, production, inventory, and waste and performance costs for planning, developm[7]t, evaluation, and control over business decisions. The goal is to improve the efficiency of environmental management by assessing environmental activities from the point of view of environmental costs and benefits or effects (economic benefits), as well as producing environmental[27] protection effects (environmental protection). The results of this study are in line with Singh, [24] where environmental assessment can also be seen from environmental costs. Jasch and Savage's research [25] shows there are many benefits of environmental manag[36] accounting information that can be categorized into three broad areas including compliance, namely compliance with cost efficiency with environmental regulations and policies implement[6] by the company; environmental efficiency, i.e. simultaneous reduction of costs and environmental impacts through more efficient use of energy, water, and materials in internal operational activities and f[6]l production; as well as strategic position, namely the evaluation and implementation of effective and environmentally sensitive programs to ensure the long-term competitiveness of a [34]pany.

The application of environmental management accounting is the first step that becomes the solution to environmental problems. The application of environmentally based accounting will encourage the ability to minimize the environmental problem[4] it faces. The purpose of this accounting application is to improve the efficiency of environmental management by assessing environmental activities from the point of view of costs (environmental costs) and benefits or effects (economic benefits). The application of environmental management accounting to the company will reduce the occurrence of environmental pollution around the company.

### 3.3 Environment Management Accounting as Implementation of Sustainable Tourism in Tourism Villages

Indonesia places tourism as a leading sector, because tourism has had a positive impact on the provision of employment and foreign exchange acquisition. Bali tourism is known as a cultural tourism destination, in this case the cultural element of Bali becomes [2] main attraction. The potential of tourist villages is the customs of the local community as a tourist attraction such as daily life, traditional ceremonies, traditional houses, indigenous cultures and arts, traditional beverage food, natural wealth, and others. Therefore [2] the opportunity for the development of tourist villages is very large as an effort to diversify tourist destinations in the context of cultural tourism development[2]9, [26].

An important element in the development of Tourism Vi[13]e is the involvement of the village community in every aspect of tourism in the village. People are directly involved in tourism activities in the form of providing services and services whose results can increase people's income outside of their daily activities [19], [27]. In relation to the environment, the interview results found that tourism villages in Bali have started implementing sustainable tourism based on environmental management accounting. However, the participation of local communities in implementing sustainable tourism based on environmental management accounting has not been maximized.

The process of empowering the community to open accommodation services in the form of homestays that use the principle of green tourism, local transportation services, the availability of craft and arts communities, and local guides is still very rare. It is even seen that the community is less involved in the planning process of this tourist village, especially in the aspect of environmental concern. However, when compared with the principles and criteria of tourist villages with implementation in Bali has shown the specific aspects of green tourism in some components of tourist villages [28], [29],[30].

The steps that can be done by local governments and tourism actors in Bali are to do maximum environmental management and optimize in implementing sustainable tourism based on environmental management accounting so that tourist villages in Bali can become tourist destinations that have an advantage in environmental aspects because it prioritizes environmental protection and sustainable environmentally friendly tourism.

#### IV. CONCLUSION

Based on the analysis and discussion, it can be concluded that the participation of local communities in implementing sustainable tourism based on environmental management accounting in Tourism Villages in Bali is still not maximal. The process of empowering the community to open accommodation services in the form of homestays that use the principle of green tourism, local transportation services, the availability of craft and arts communities, and local guides is still very rare. It is even seen that the community is less involved in the planning process of this tourist village, especially in the aspect of environmental concern. However, when compared with the principles and criteria of Tourism Village with implementation in Bali, this has shown the conformity of green tourism aspects in some components of Tourism Village. Therefore, it needs maximum management in the future, especially in terms of implementing sustainable tourism based on environmental management accounting.

The concept of sustainable tourism based on environmental management accounting is very important to be applied to tourism villages located on the island of Bali, which is an island that has a diversity of natural tourism potential and cultural tourism so as to make Bali as a major tourist destination in Indonesia that desperately needs the concept of sustainability in managing its environment. The tourism industry also needs to apply the concept of sustainable tourism as a form of accountability to the environment due to the use of natural resources that are widely carried out by businesses such as hotels, villas, restaurants, agrotourism, and others. Tourism development in the future must be able to accommodate two interests, namely the interests of economic growth and environmental conservation.

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