

**THESIS**

**GREEN TOURISM IMPLEMENTATION  
IN KEMENUH MONKEY RIVER,  
GIANYAR, BALI**



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**POLITEKNIK NEGERI BALI**

**BALI STATE POLYTECHNIC  
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**TOURISM PLANNING STUDY PROGRAM  
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2025**

## **THESIS**

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## PREFACE

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# **GREEN TOURISM IMPLEMENTATION IN KEMENUH MONKEY RIVER, GIANYAR-BALI**

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## **ABSTRACT**

Kemenuh Monkey River is one of tourism destination that located in Sukawati district, Gianyar regency, Bali. It is a nature-based tourism destination rich in biodiversity and cultural heritage. The area is characterized by a pristine river ecosystem, the presence of long-tailed macaques (*Macaca fascicularis*), and local communities that maintain strong traditional and spiritual practices. However, increasing environmental pressure from tourism development highlights the urgent need for a shift toward sustainable practices through the implementation of green tourism. This study aims to analyze the implementation green tourism at Kemenuh Monkey River through a multidimensional framework encompassing environmental, social, cultural, and economic aspects. And also, to analyse the model of green tourism implementation at Kemenuh Monkey River. This study uses a descriptive qualitative design. Data were collected through observation, interviews, focus group discussions, and literature review.

From the research results, it is known that efforts have been made to implement green tourism. The implementation of green tourism is also in line with the local wisdom of the community, Tri Hita Karana. The philosophy includes a harmonious relationship between humans and God (*parahyangan*), fellow humans (*pawongan*), and the natural environment (*palemahan*) which become strong foundation in forming a green tourism model rooted in local wisdom. Environmentally, the area requires integrated waste management and ecological conservation. Socially and culturally, community participation and the preservation of local wisdom are essential to ensure identity-based tourism development. The implementation of green tourism is also outlined in traditional regulations/awig-awig. Economically, green tourism has the potential to enhance local economic growth through employment opportunity, profit sharing to the village, and eco-friendly businesses and community based enterprises. Preliminary findings indicate that Kemenuh Monkey River holds significant potential to serve as a model for green tourism in Bali. Effective implementation requires cross sector collaboration to raise awareness among all stakeholders to implement green tourism in accordance with the tri hita karana philosophy.

**Keywords:** Green tourism, ecological conservation, community participation, local economic growth, Tri Hita Karana

# **CHAPTER I**

## **INTRODUCTION**

### **1.1. Background**

Gianyar as the one of authentic regent in Bali, which is famous for its tourist attraction and still strong in the local cultural values of the area. Thus, community life is still based on culture and is imbued with Hinduism that is a source of attraction for foreign or domestic tourists to visit this district. Apart from natural beauty, historical and ancient relics are quite interesting tourist attractions to visit. Likewise, there are adequate transportation, hotel and telecommunications facilities. As well as other facilities such as restaurants, spas and recreation which are quite widely developed in the Gianyar district area.

One of the tourist villages that is currently developing in Bali is the Kemenuh Tourism Village which is located in Gianyar Regency. Kemenuh Village is situated in Gianyar Regency, and Sukawati District. With a population of around 4,000 people and an area of 734 Ha. Kemenuh Village is divided into 11 Banjar Dinas and 6 Traditional Villages. On the north side, Kemenuh Village is bordered by Peliatan Village, to the south by Batuan Village and Sukawati Village, toward the west by Batuan Village and Mas Village and east by the Petanu River. Kemenuh Village has an area of 734 Ha and is divided based on its designation, namely 75 Ha for residential areas, 205 Ha for rice fields, 235 Ha for plantations, and others, such as public facilities, roads and places of worship covering an area of 219 Ha.

Natural tourist attractions in Kemenuh village include the Petanu River which stretches along the east side of Kemenuh Village from upstream (Kintamani) and downstream (Sukawati). The water flow never dries up even in the dry season, and forests along the Petanu River mixed. Here with natural conditions and an unspoiled environmental situation along the west side of the Petanu River. Along the Petanu river is the habitat of long-tailed macaques with the Latin name *Fascicularis Macaca*. The Petanu river area is also the sacred area of Pura Dalem Kemenuh, Pura Prajapati and Pura Beji. Beji Temple has a spring that is widely used by residents. The uniqueness of this place gives rise to ideas for developing tourist destinations.

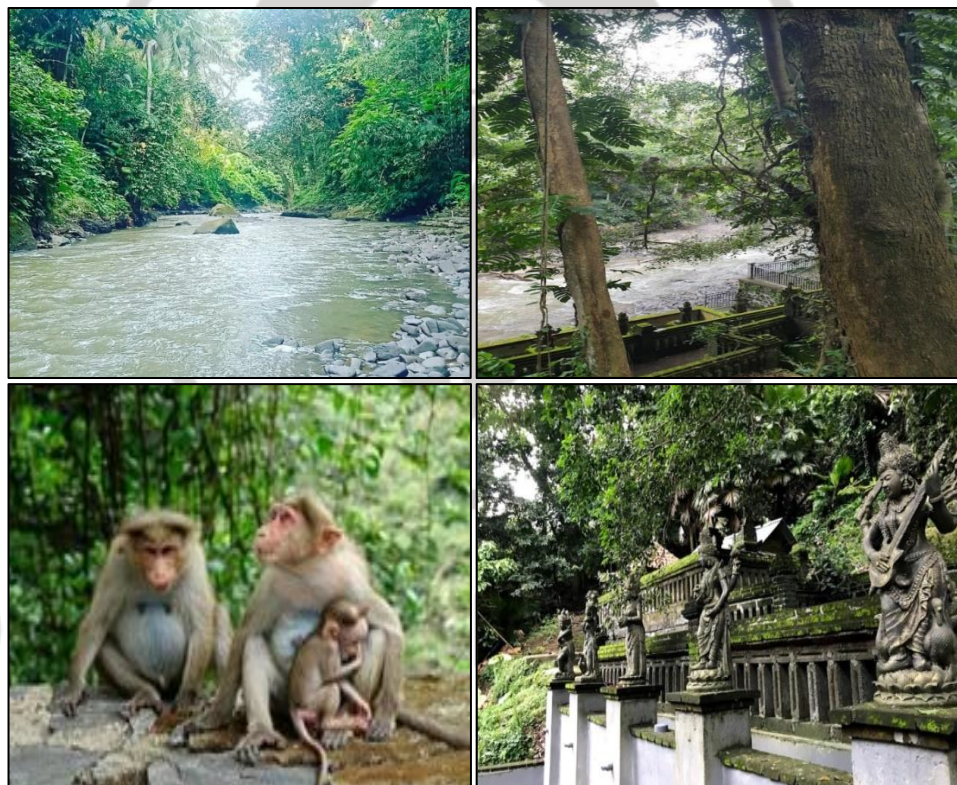


Figure 1 1 Petanu River, Monkey, and Pura Beji

Tourism stakeholders supported by Kemenuh village figures and officials took the initiative to build a new tourism destination based on nature conservation. And the

monkey ecosystem which is their habitat, called the Kemenuh Monkey River. The idea for developing the Kemenuh Monkey River area has been implemented since 2017. Its strategic location in the southeast area of Ubud center will be an alternative destination to the Ubud Monkey Forest which is already very busy and a source of traffic jams. The holy spring in the Beji temple area is also used for religious tourism/purification (melukat). The implementation of the development of this tourist attraction received great support from the residents of the Kemenuh community (internal) as well as support from the Gianyar regional government (external). This is proven by the community's spirit of mutual cooperation in cleaning up and organizing the area as well as assistance from the Gianyar regional government in the form of installing lights along the roads in the Kemenuh Monkey River area.

Tourism is an intricate activity that can be seen as a vast system, comprising numerous elements including economic, ecological, cultural, political, and others. Income generated from tourism plays a significant role in the economies of developing nations regarding earnings, job creation, and balance of payments impacts. Due to this, numerous developing countries have started to actively seek out tourism as a way to generate employment, diversify their economies, and acquire foreign currency (Adnyana, 2020). Recognizing the substantial potential, tourism stakeholders are becoming increasingly proactive in managing tourist regions, whether those are overseen by the government or the community. Furthermore, individuals are beginning to gain awareness from economy impact of tourism. Based on (Soewarni et al., 2019), the beneficial effects of the tourism economy are: (1) expanding employment, (2) increasing business opportunities, (3) increasing income, (4) maintaining local culture.



Tourism is being progressively utilized as a means of economic advancement by numerous developing nations, consequently assisting in job creation and enhancing local infrastructure. The tourism industry has a significant impact on Bali particularly. However, the swift growth of the sector has fostered the rise of various contradictions concerning the division within local communities, the exploitation of natural resources, the commodification of culture, and the exploitation of human resources (Gorda & Anggria Wardani, 2020). Issues occur when development is expedited, with minimal or no thought given to the product life cycle or surroundings. From a socio-cultural perspective, tourism leads to the commodification and exploitation of culture, particularly in Bali, resulting in the deterioration of Balinese cultural values (Laksmi Dewi et al., 2023). Moving forward, there will be growing pressure to create tourism products with a sustainable emphasis, aiding in adaptation to the local environment and guaranteeing its protection. A key concern impacting the tourism sector in recent years is sustainable tourism.

Sustainable tourism involves creating a travel concept that can produce lasting effects. This includes environmental, social, cultural, and economic impacts for both current local communities and visiting tourists in the present and future. Development sustainability is essential through proficient planning with well-defined guidelines concerning extensive and detailed development. This objective can be reached by educating and training individuals engaged in tourism alongside government and organizational efforts to promote initiatives that focus on the link between tourism and the environment (McDonagh & Prothero, 2014).

The phrase sustainable tourism is becoming more commonly used today. Nevertheless, many specialists claim that there is no clear definition of sustainable tourism, and sustainable tourism embodies a strong ideological character rather than a tangible tourism practice. The development of the sustainable tourism concept is driven by the negative effects of tourism activities, particularly when mass tourism becomes prevalent. Mass tourism arises due to insufficient planning and management that focuses solely on economic development without considering the socio-cultural and natural resource carrying capacity. Therefore, the introduction of the sustainable tourism development concept is anticipated to address the long-term negative effects of tourism (Rauf, 2015).

Green tourism is a category and designation of sustainable tourism where the activities involved promote the understanding of tourism activities grounded in knowledge and experience. The environmentally responsible aspect and the preservation of local culture aim to foster greater participation of local communities via local businesses and ultimately bolster the economic development of the local community (Laksmi Dewi et al., 2023). Green tourism is part of supporting sustainable tourism which must be implemented in this business sector. Judging from the tourist attractions being developed, it really emphasizes the preservation of biodiversity. Environmentally sustainable refers to the characteristic of not causing harm to the environment or exhausting natural resources, thus fostering a long-term ecological equilibrium (Mudana et al., 2021). An environment that is maintained and not damaged due to the impact of business exploitation will keep nature genuine. By not

littering, especially inorganic waste, will make the environment more enjoyable for the next generation.

In Bali, local wisdom has long guided community life, one of which is reflected in the philosophy of Tri Hita Karana, emphasizing harmonious relationships between humans and God (parahyangan), humans and fellow humans (pawongan), and humans and nature (palemahan). The Provincial Government of Bali reinforced this principle through the issuance of Regional Regulation (Perda) Number 5 of 2020 concerning the Standards of Organizing Cultural Tourism in Bali. This regulation mandates that all tourism activities be based on the regional development vision "Nangun Sat Kerthi Loka Bali" and the Tri Hita Karana philosophy, while providing operational standards across environmental, cultural, social, and economic dimensions in an integrated manner.

Considering the unique attraction of Kemenuh Monkey River, several efforts have been made to develop this tourism. Alongside the beneficial effects of tourism expansion, it has also been found to have a significant negative impact on environmental sustainability, which can disrupt the monkeys' natural habitat. There are concerns that tourism development will adversely affect village socio-cultural life given that the tourist destination is located within a sacred temple area. This tourist location is relatively new in this area, and no research has yet been conducted regarding the implementation of green tourism at this site. The aim of this study is to evaluate the implementation of green tourism, particularly concerning environmental and sociocultural aspects, to bolster the concept of sustainable tourism in Kemenuh Monkey River. This study also aims to evaluate and develop a green tourism model



based on the application of local wisdom of the Balinese Tri Hita Karana community so as to maintain environmental and cultural sustainability.

By identifying that green tourism has been put into practice, it is anticipated that ecosystem sustainability can be preserved and the sanctity of temples can be upheld, which significantly affects the community's socio-cultural life. The author also seeks to develop a model of green tourism for Kemenuh Monkey River so that green tourism be implemented optimally. Optimal execution of Green tourism results in a positive perception among tourists who visit, which subsequently affects their satisfaction and then impacts their loyalty to return. (Rahadiarta I G, Wiranatha A S, 2021). Good implementation of green tourism is demonstrated by the development of sustainable tourism which has a positive impact on the environmental ecosystem, economic growth and maintained local social and cultural life.

## **1.2. Formulation of Problem**

Based on the background description that has been stated, problem formulation in this research are:

1. How is the implementation of the green tourism at Kemenuh Monkey River?
2. What is the model of green tourism implementation at Kemenuh Monkey River?

## **1.3. Objective of The Study**

The objectives of the study are divided into general objectives and specific objectives.

### **1.3.1 General Objective**

The objective of this research is to investigate the enhancement the concept of Green Tourism in Kemenuh Monkey River.

### **1.3.2 Specific Objective**

- a. To analyze the implementation of the green tourism in Kemenuh Monkey River.
- b. To design a model of green tourism implementation at Kemenuh Monkey River.

### **1.4. Significances of The Study**

The significance of this research consists of theoretical benefits and practical benefits.

#### **1.4.1 Theoretical Benefit**

The theoretical benefit from this research is in the form of contribution to the Green Tourism area. This research expected to broaden the insight in terms of the implementation of green tourism to enhance the concept of sustainable tourism, particularly for new tourism destination.

#### **1.4.3 Practical Benefit**

- a. For Student as Researcher:

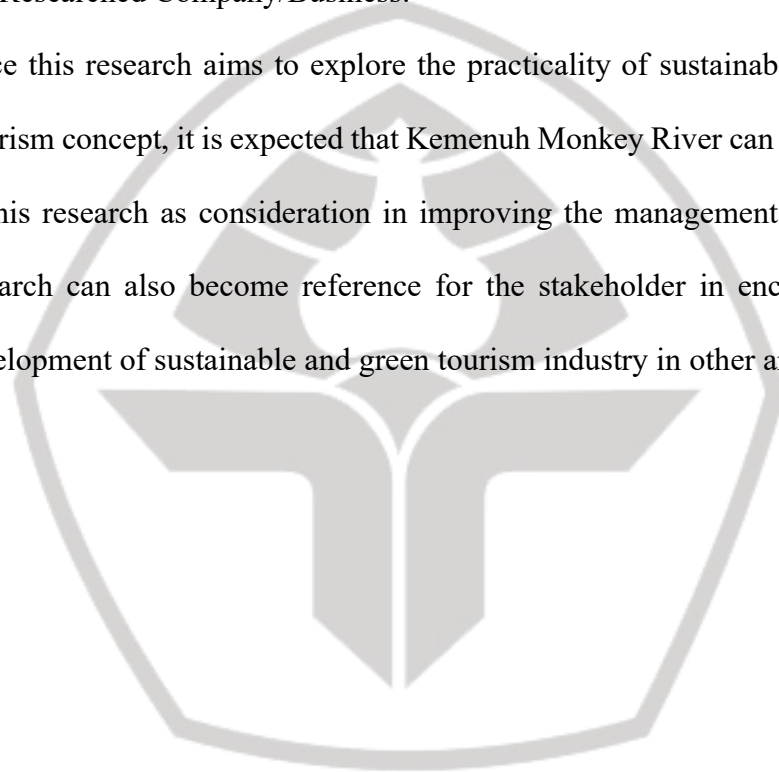
This research is expected to give strengthen the student's knowledge and give additional experience in the tourism area, especially dealing with the implementation of green tourism in promoting the concept of sustainable.

b. For Politeknik Negeri Bali:

This research is expected to be used as reference for the other students who want to conduct research deals with sustainable and green tourism area. Moreover, this research can also give additional publication with the affiliation of Politeknik Negeri Bali.

c. For Researched Company/Business:

Since this research aims to explore the practicality of sustainable and Green Tourism concept, it is expected that Kemenuh Monkey River can use the result of this research as consideration in improving the management system. The research can also become reference for the stakeholder in encouraging the development of sustainable and green tourism industry in other area.



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## **CHAPTER VI**

### **CLOSING**

#### **6.1 Conclusion**

From the research results above, the following conclusions can be drawn:

##### **6.1.1 Implementation of Green Tourism in Kemenuh Monkey River**

Kemenuh Monkey River is a tourist destination that combines natural beauty, environmental conservation, artificial tourism and spiritual tourism. The unspoiled beauty of the Petanu River, long-tailed monkeys, and trekking in the forest area along the Petanu River are the main objects offered by the Kemenuh Monkey River. Another attraction is artificial tourism such as artificial waterfalls, flying fox species (Kalong) and other tourist attractions. In this area there are also natural springs, so spiritual tourism has been developed, namely a place of purification for local and tourists. This natural tourist attraction is also equipped with a natural restaurant and souvenir shop supplied by local residents.

The implementation of green tourism cannot be separated from the active role of related stakeholders. The success of sustainable tourism requires a harmonious perception and real participation from all stakeholders. This collaboration also reflects the importance of a local value-based approach, where social and cultural aspects must be the basis for sustainability practices.

From the data that has been collected and analysed, the implementation of Green Tourism in Kemenuh Monkey River includes:

a. Environment

Kemenuh Monkey River implements the principle of environmental conservation through various activities and management of environmentally friendly destinations. The existence of wild animals such as long-tailed monkeys is allowed to live freely in their natural habitat without direct exploitation. River trekking and bathing activities are designed to raise tourist awareness of the importance of the Petanu River ecosystem, with natural paths that do not damage the surroundings. The use of local and natural materials in the construction of facilities, as well as the cleanliness of the area, reflects integrated conservation efforts.

b. Social

Kemenuh Monkey River has involved Kemenuh Village residents in the management and development of this tourist destination. The involvement of local residents in operational activities, tourism services, and facility management creates a sense of ownership of this tourism. This area has provided real social benefits, such as opening up employment opportunities, strengthening relationships between residents, and empowering local communities. The implementation of green tourism is also regulated in traditional regulations or awig-awig.

c. Culture

Spiritual tourism in the form of melukat (self-cleansing ritual) carried out in natural springs is a strong representation of the preservation of Balinese culture. This activity is not only a spiritual attraction but also a means of cultural education

for tourists. The management of the area still maintains local values and traditional wisdom, religious ceremonies that are aligned with the tour schedule, and the delivery of cultural narratives through local guides. The implementation of green tourism is also in line with the local wisdom of the community, namely Tri Hita Karana. The Tri Hita Karana philosophy which includes a harmonious relationship between humans and God (parahyangan), fellow humans (pawongan), and the natural environment (palemahan) is a strong foundation in forming a green tourism model rooted in local wisdom.

d. Economic

Economically, this destination contributes significantly to community income through direct and indirect employment opportunities. Local products marketed in souvenir shops, local guide services, culinary businesses such as Alassé Café, and tourist ticket systems are the driving force of the village economy. The distribution of economic income to traditional villages and village communities also has a positive economic impact. An inclusive and community-based business model ensures a more equitable distribution of economic benefits, reduces inequality, and encourages sustainable local growth.

### **6.1.2 Green Tourism implementation model**

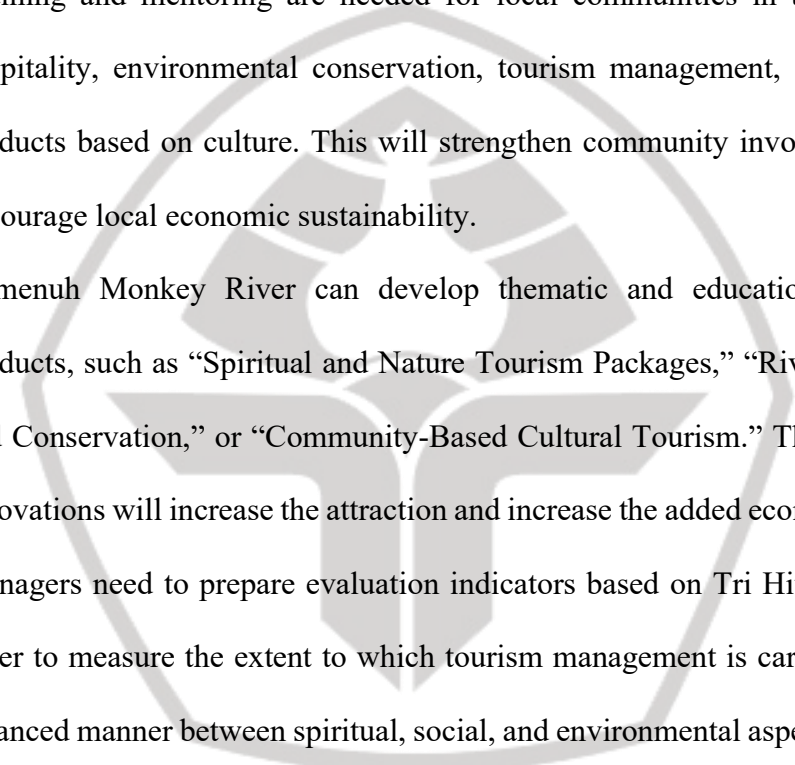
Green tourism is a strategy used in the travel and tourism sector that aims to reduce negative effects on the natural and cultural environments while promoting awareness, respect, and regard for the sustainability of the environment and culture in travel destinations. Green tourism aims to protect cultural variety, protect the environment from tourists, and provide fair economic benefits to local communities.

The Green Tourism implementation model in Kemenuh Monkey River is a concrete representation of sustainable tourism principles integrated into the management of nature-based, cultural, and community-based destinations. This model not only emphasizes environmental conservation efforts, but also unites social, economic, and cultural aspects within the framework of responsible and sustainable tourism development.

The implementation of Green Tourism is supported by related stakeholders. The government, in this case the village government, traditional villages and local communities, managers, investors and academics synergize together to realize green tourism in Kemenuh Monkey River so that this tourist destination not only has a positive impact on the economy but also maintains ecology and has a positive impact on the socio-culture of the community. On the environmental aspect, the models applied are ecological observation, river trekking and waste management. In the environmental aspect, involving the community in the tourism process, and ensuring the implementation of green tourism is stated in the traditional regulation/awig-awig traditional village. The cultural model applied is to display cultural tourism attractions including spiritual tourism in the form of purification or melukat. The existence of Kemenuh Monkey River is also expected to have a positive impact on economic growth in the form of employment opportunities and profit sharing to the village and village communities.

## **6.2 Recommendations**

Based on the analysis above, the suggestions that can be recommended to Kemenuh Monkey River are:

- 
- a. The village government and tourism managers need to conduct continuous socialization regarding the principles of green tourism based on Tri Hita Karana to all tourism actors and the community. Education for visitors regarding the importance of protecting the environment and respecting local culture must also be part of the education program.
- b. Training and mentoring are needed for local communities in the fields of hospitality, environmental conservation, tourism management, and creative products based on culture. This will strengthen community involvement and encourage local economic sustainability.
- c. Kemenuh Monkey River can develop thematic and educational tourism products, such as “Spiritual and Nature Tourism Packages,” “River Trekking and Conservation,” or “Community-Based Cultural Tourism.” These product innovations will increase the attraction and increase the added economic value.
- d. Managers need to prepare evaluation indicators based on Tri Hita Karana in order to measure the extent to which tourism management is carried out in a balanced manner between spiritual, social, and environmental aspects. Routine evaluations will help identify the strengths and weaknesses of program implementation.
- e. To realize green tourism as a whole, synergy is needed between managers, the community, local governments, and educational institutions. The government needs to provide supporting regulations, as well as incentives for tourism actors who apply the principles of sustainability.



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