

Green Development Practice in Tourism Production on Tourist Attraction at Hidden Canyon, Guwang

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

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

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

Keywords: sustainable development goals, development model, sustainable tourism

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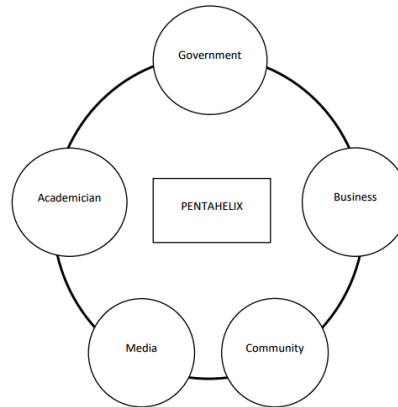
Introduction

The destruction of nature is a threat to sustainable tourism in a destination, therefore tourism development must include the environment as part of tourism resources that need to be developed in terms of its quality and diversity, from the economic impact, tourism has become a source of income for the nation but the most important is tourism should contribute to a positive impact on the livelihoods of local people in a destination, including in helping to alleviate poverty. Meanwhile, from the socio-cultural aspect, tourism is not able to prevent the transformation of culture to the negative side, contribute to the preservation of heritage and develop the capacity of the local community. According to the United Nation Environmental Program/UNEP (2009) in (Sutawa, 2012) there are several tourism problems, such as: 1) Tourism development is not oriented to local economic growth 2) Tourism development ignores tourism social norms so that tourism has no hope

of building community awareness and capacity in order to maintain environmental quality improvement in their area. 3) Tourism development depends on the integrity of the ecosystem; it is not integrated with conservation efforts and the application of the carrying capacity principle. Tourism development does not include the development and strengthening of local communities including the organization and management of its objectives. Gianyar Regency is one of the regencies in Bali that has been very developed in the tourism sector. Gianyar Regency is one of the international and national tourist destinations, Gianyar has various tourist attractions that are rich in the repertoire of arts, culture and handicrafts where this is an attraction for tourists. One of the tourist attractions in Gianyar district, Guwang village, is the Hidden Canyon Beji Guwang, this tourist attraction offers views of the river flanked by rock cliffs on the left and right which are brownish black, a typical view of the Canyon scenery like the Grand Canyon in Colorado America. The unique scenery of this hidden valley has succeeded in attracting tourists to come visit to see the natural scenery while walking along the river and even come just to take photos between the steep cliffs. In the results of research (Risti & Anom, 2018) Hidden Canyon Beji Guwang now has many obstacles, including the lack of quality human resources in terms of language, lack of supporting facilities, lack of optimal promotion, and the absence of safety, health, and security aspects for tourists.

A tourist attraction must meet the requirements for regional development, according to (Maryani, 1991) in (Kirom, N. R., Sudarmiatin, S., & Putra, 2016) these requirements, including What to see, what to do, what to buy, what to arrive, and what to stay According to Law in Indonesia No. 10 of 2009 Article 3, tourism functions to fulfill the physical, spiritual and intellectual needs of every tourist with recreation and travel and to increase state income to realize people's welfare. Article 4 Tourism is aimed at: increasing economic growth, improving people's welfare, eradicating poverty, overcoming unemployment, preserving nature, the environment and resources, advancing culture, elevating the nation's image, fostering a sense of love for the homeland, strengthening national identity and unity and, strengthen friendship between nations. Green Tourism is defined as a trip to a destination where flora, fauna and cultural heritage are the main attractions of the destination to respect and conserve natural resources and adapt programs to suit the context of fragile resources. The ultimate goal is to find ways to use and appreciate this area without destroying it. Green tourism is a form of ecotourism that focuses on sustainable tourism or means that it does not cause damage to tourist sites and cultural heritage being visited (Tingginehe, A. M., Waani, J. O., & Wuisang, 2019) (Kasali, 2005) defines green products as products that are harmless to humans and the environment, do not waste resources, do not produce excessive waste, and do not involve cruelty to animals. Green tourism encourages sustainability through a selective process in the development of marketing programs to attract tourists who are environmentally conscious, show respect for natural components, have concern for environmental sustainability and sensitivity to local culture which is considered the best tourism model in saving resources. The principle of sustainability refers to the environmental, economic and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure its long-term sustainability. Sustainable tourism development requires informed participation of all relevant stakeholders, as well as strong political leadership to ensure broad participation and consensus building.

The Sustainable Development Goals (SDGs) are a global action plan agreed by world leaders, including Indonesia, to end poverty, reduce inequality and protect the environment. The SDGs contain 17 Goals and 169 Targets that are expected to be achieved by 2030. According to (Sturesson et al., 2009) defines that the Pentahelix strategy is a strategy in the world of tourism that involves elements of the community and non-profit institutions to realize an innovation supported by existing tourism resources and potential. The Pentahelix strategy for tourism in Indonesia is known as the ABCGM strategy, which stands for (Academic, Business, Community, Government and Media)

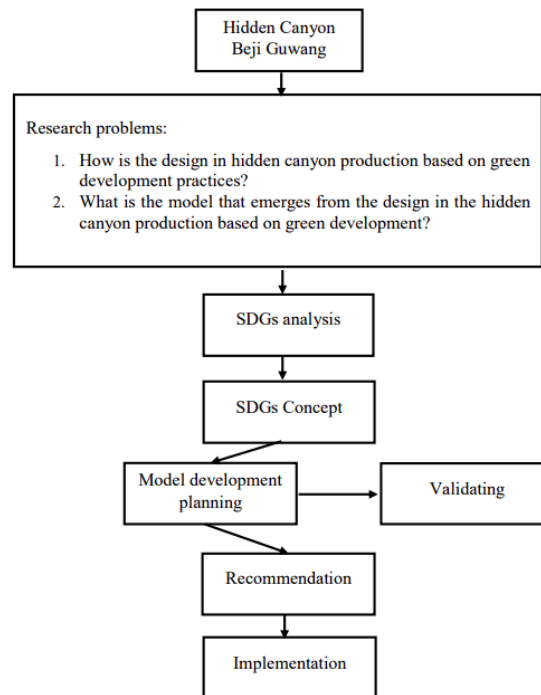


Source: Muhyi Et al., 2017

Figure 1. Pentahelix Model

Method

The research approach used in this study is a qualitative approach by conducting in-depth observations and interviews to obtain more in-depth data.



Source: Researcher, 2021

Figure 2. Research framework

The research site is located on Jalan Sahadewa, Banjar Wangbung, Guwang Village, Sukawati District, Gianyar Regency, Bali Province, with the name Hidden Canyon Beji Guwang. The object of research is a natural tourist attraction, with the research to be carried out is to analyze production design based on green development, and also how the form of the production design model, using the Sustainable Development Goals or (SDGs) Data is an information needed to solve research problems (Ibnu, Suhadi, 2003) The information in question relates to objects, plants, animals, human events, phenomena, or attributes of objects, plants, animals, and humans. In this study, it prioritizes those that are explanations, descriptions, views and are supported by numerical data According to (Arikunto, 2010) what is meant by data sources in research are subjects from which data can be obtained The technique of determining the informants in this study used purposive sampling.

Purposive sampling is a deliberate choice of researchers because of the qualities possessed by informants (Etikan, I., Musa, S. A., & Alkassim, 2016). Observation, Observation is data collection by direct observation of the research location. Researchers, in this case, make direct observations to collect information (Sugiyono, 2016) The observation method used in each research activity varies, depending on the place, needs and research objectives (Santana, 2007) Structured interviews, according to (Sugiyono., 2013) structured interviews are used as a data collection technique, if the researcher or data collector already knows for sure what information will be obtained. Documentation study, According to (Nilamsari, 2014) Documentation study is a data collection technique by collecting and analyzing documents, both written documents, pictures, works, and electronically, as also stated by (Rahardjo, 2011) The data collection technique used to support the above method is to make recordings during interviews so that they can be played over and over again and get information that has high validity Based on the understanding put forward by (Sugiyono, 2017) that, "Data analysis is the process of systematically searching and compiling data, data obtained from interviews, field notes and documentation, by organizing data into categories describing into units, conducting synthesis, arrange into patterns, choose which ones are important and which will be studied, and make conclusions so that they are easily understood by themselves and others.

Result and Discussion

Hidden Canyon already offers a concept that smells "green" because it is in a natural place, with river paths covered by large rocks and surrounded by large trees and there are also rice fields that can spoil the eye. However, so that Hidden Canyon remains sustainable and does not always depend on adventure tourism which has been offered since 2015, researchers are trying to make a design in the form of a product as an added value so that people's awareness about sustainability becomes more aware. The results of the interview with Mr. Mastina as the manager of Hidden Canyon are in line with the literature review on green products where, Hidden Canyon has its own drinking water product called Toya Beji as it has had a filtering process many times and also has a permit from the government and is also suitable for consumption. as said by Mr. Mastina "Toya Beji water already has a permit from BPOM and is safe for consumption, this water is much cheaper. 1 gallon of water costs only 7000 rupiah, while conventional water can cost up to 18,000 rupiah," said Mr. Mastina when asked about this Toya Beji water. This first building is planned to be made a restaurant with a direct view of the Hidden Canyon, and can see people who are doing trekking activities. Referring to the literature review on green products, the researchers held negotiations with Mr. Karben and Mr. Mastina, to invite local dishes or local snacks typical of Guwang to be traded.



Source: Personal Documentation, 2021

Figure 3. Restaurant location on Hidden Canyon

It is a sustainability concept to reduce environmental pollution by using a plate made of woven wood called "ingka" and also covered with banana leaves that have been shaped in such a way. The effect of using this

product is very large, starting from the economy that can generate the economy of micro, small and medium enterprises (UMKM) because the plates are not made in factories, but are handmade made by local people, and of course banana leaves are also from local people. With such an example, the management of Hidden Canyon has also helped small businesses to keep getting results or profits.



Source: Personal Documentation, 2021

Figure 4. Example of green product

A tourist attraction must meet the requirements for regional development, according to (Maryani, 1991) in (Kirom, N. R., Sudarmiati, S., & Putra, 2016) these requirements, including what to see, what to do, what to arrive, what to buy, and what to stay, related to tourist attractions, attractions and tourism products owned by Hidden Canyon, it can be grouped in table below.

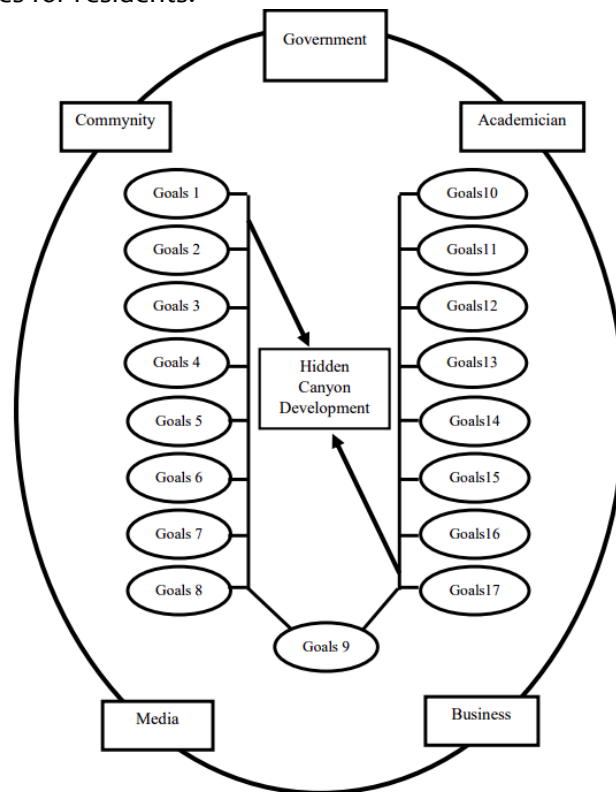
Table 1. Hidden Canyon Tourist Concept

Concept	Product / Attraction
What to see	<ol style="list-style-type: none"> 1. Hidden canyon forest 2. Rock formation on hidden canyon 3. Riverflow on hidden canyon 4. People doing spiritual things 5. Atmosphere of Balinese culture
What to do	<ol style="list-style-type: none"> 1. Trekking 2. Melukad 3. Drinking and eating local food 4. Swinging
What to buy	<ol style="list-style-type: none"> 1. Souvenirs 2. Food and drink that offered in the restaurant or bar
What to arrive	<ol style="list-style-type: none"> 1. Motorcycle 2. Car
What to stay	<ol style="list-style-type: none"> 1. Local people house

Source: Researcher, 2021

The first impression in a tourist activity will be well formed starting from the reality of the destination visited and seen by tourists. Referring to the concept of what to see, Hidden Canyon has natural attractions in the form of large rock formations, river flows and is also covered with forest and combined with a splash of sunlight that is very pleasing to the eye that can be enjoyed in one place. In addition, visitors can do trekking activities, to walk down the canyon from Hidden Canyon, carry out cleaning activities called melukad, buy traditional food and drinks, and also do swing activities. These activities can be found in one place, namely in Hidden Canyon. And next is what to buy, which can be done by visitors, namely buying typical souvenirs from Guwang which are sold at Hidden Canyon, and also buying food or drinks prepared at restaurants or bars that researchers have recommended previously. And next is what to arrive, both foreign and domestic tourists can

use a motorbike or car to go to Hidden Canyon. The location is not far, and about 1 hour from Ngurah Rai International Airport, and the last one is what to stay, indeed, in Guwang Traditional Village there is no 3 star or 5 star hotel because this is a small village located in Sukawati sub-district, however, If visitors are tired after doing activities, they can stay in the temporary residents' area by talking to the ticket officer at Hidden Canyon and they will find available houses for residents.



Source: Researcher, 2021

Figure 5. Development Model

The combination of the concept of sustainable development goals and pentahelix for the development of the Hidden Canyon, especially in tourism production, has become a new concept related to development that focuses on production in the Hidden Canyon that can be recommended and applied in order to achieve sustainable tourism. Seen in this model, the pentahelix covers 17 sustainable development goals in terms of tourism development in Hidden Canyon, which can be interpreted that these 5 things, the media, academicians, government, business, and the community must participate in the development of a tourist attraction or supervise in development so that the 17 sustainable development goals are achieved by a tourist attraction. In the government, it can be a regulator so that anyone who does things that violate the law can be subject to sanctions or penalties to provide a deterrent effect to those who do. For example, throwing trash out of place which has violated 1 of the 17 sustainable development goals that protect the land and the earth, so that person can be given a punishment in the form of a social law for cleaning up the tourist attraction area. In the media, it can help to do promotions, in this case the media is not only television or radio, in this advanced era, influencers can also be said to be a medium to distribute information to the wider community that cannot be reached by conventional media such as television, newspapers, or radio. For academics, they can do more in-depth research for what needs to be considered again in the development aspect, in order to provide a recommendation for Hidden Canyon in order to achieve 17 sustainable development goals. In the community, they can provide education related to sustainability both socially, economically, and environmentally. The environment is a very important education that can be done by the community that the surrounding community must be aware of the importance of the environment or ecology, because, without ecology or without us protecting the ecology, Hidden Canyon will never exist. In business, it is a sector that is no less important to achieve the 17 sustainable development goals, because with business management financial assistance can be obtained to achieve the 17 sustainable ones, for example private companies providing financial assistance or assistance in

the form of renewable energy in the form of solar panels that can be used by Hidden parties. canyons. In the concept of tourism development, the community is one of the stakeholders and has a role in development. The role of the community starts from planning to implementing tourism development in the local area. The concept of community-based tourism that synergizes with the community aspect tries to explain the role of the community in tourism activities which is placed as the main aspect through empowerment so that the priority of the benefits of activities and tourism development efforts is intended as much as possible for the welfare of the local community the better. The public is given information about typical Balinese or Guwang products that can be found in restaurants and bars that researchers have given recommendations. In addition, members become able to organize with fellow members and interact well with tourists.

Conclusion

Based on the results of the study, the conclusion that can be drawn by researchers is that Hidden Canyon has not been said to be sustainable based on the characteristics that have been determined by the United Nations. Hidden Canyon has criteria that do not match goals number 5 on gender equality, goals number 7 on affordable and clean energy, goals 10 on reduced inequalities, and goals number 17 on partnership for the goals. The products and activities that can be displayed and added to the Hidden Canyon tourist attraction are in the form of restaurants, bars, swings, and rural tourism. The products used in restaurants and bars are also environment friendly, meaning they will not damage the ecology. In addition, the researcher applies the concept of community based tourism where the involvement of local residents is very large which has an effect on sustainable economy, as well as social and cultural sustainability because the goods provided are in the form of goods or products originating from Bali. The design of the tourism development model in Hidden Canyon based on the pentahelix concept is combined with 17 sustainable development goals. By using pentahelix as a distributor and supervisor in order to achieve the sustainable development goals set by the united nations, it is hoped that Hidden Canyon will be able to develop in the future and successfully run sustainable tourism.

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