

MODEL OF GREEN TOURISM DESTINATION AT NUSA LEMBONGAN, KLUNGKUNG REGENCY, BALI PROVINCE

A.A.Ayu Ngurah Harmini.
Bali State Polytechnic
gunghar@gmail.com

Abstract

This research was conducted in the area of Nusa Lembongan district, at Klungkung regency with the specifications of the main potential is nautical. The purpose of this research is to determine the characteristics of the tourist attractions in Nusa Lembongan and also to design a model of green tourism destination.

The data collection is done by observation, interview, and literature. The analysis technique used is descriptive qualitative research that seeks to describe and illustrate the relationship between the phenomenon or phenomena studied by systematic, factual and accurate. From the discussion, it can be described that tourism development today is more directed to the development of green tourism rather than conventional tourism. To make this happen, the authors will try to design a model of the development of green tourism destination in Nusa Lembongan. Based on the above motivations there are three factors that play an important role in supporting green tourism destination, namely: green tourist, green area (object and attraction) , and information about the area. Therefore by the next implication, every object and attraction developed are expected to follow the model of the development of green tourism for Nusa Lembongan because Nusa Lembongan only suitable as a green tourism destination.

Key words: Model, green tourism, and green destination.

1. INTRODUCTION

Tourism is one of the four pieces of mega industries that dominate international world today. Four mega industry are: Transportation , Telecommunications, Technology , and Tourism. For Indonesia , especially Bali , the 3 mega industries are very difficult to be able to win the international competition. The only priority of our industry is in the field of tourism . Therefore the tourism is chosen to be the priority sector. This selection is done because Indonesia has a cultural diversity and abundant of natural resources that can be used as capital or a key component to develop the tourism. Besides, tourism is also the fastest growing industry , the generator of jobs, and can increase the country's foreign exchange.

The development of tourism which is only oriented to short-term profit is not through careful planning resulted the development of tourism become out of control. The development of tourism as it is called by mass tourism or

conventional , because the development of mass tourism or conventional only exploit nature , large scale , and simply chose the strategic places and productive, and does not involve the participation of the community, so that this mass tourism or conventional resulted more the negative impact on nature compared to its positive impact.

To anticipate the expanding of negative impact, the government of Indonesia and Bali provinces also began to think about the type of tourism that is different from the mass tourism or conventional and began to minimize the negative impact on nature.

Current direction tourism development is no longer oriented towards mass tourism.

Bring tourists in large numbers as in the practice of mass tourism is no longer to be the main aims for tourism businesses . Because it was realized at high risk for the sustainability of the social order , culture , economy , and environment in tourism destinations. The transition to alternative tourism promising sustainability of social order, culture, economy and environment in tourist destination area. Awareness of the importance of tourism sustainability avoid fears of a case of “tourism kill tourism” so it appears the scientific discourses of tourism that began to be known as : green tourism, responsible tourism, sustainable tourism, community based tourism, ecotourism, agro tourism, rural tourism, etc. all of which are alternative tourism. One type of alternative tourism is green tourism, which is a type of tourism that is responsible to the environment, small-scale and aims for the welfare of local communities.

Based on this background, the author wants to design a model of green tourism destination at Nusa Lembangan, Klungkung Regency, Province of Bali .

2. THEORITICAL STUDY

2.1.Green Tourism

Green tourism is defined as environmentally friendly tourism activities with various focuses and meanings. In a broad term, green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services[12]. Green tourism actually very relevant to sustainable tourism , whose elements are equally concerned the sustainability of natural, economic , and social culture. Muller said that sustainable development must maintain a balance 5 elements is called The Magic Pentagon Pyramid which include :

1. Economic health
2. Subjective wellbeing of the locals ,
3. unspoiled nature , protection of resources
4. healthy culture
5. optimum satisfaction of the guest requirements [3].

The fifth of these elements must be given the same treatment , no one should be prioritized .

2.2.Destination

Destinations is one important element in tourism since become a place for the majority of tourism facilities and activities to interact each other. For the purpose of developing destination in Indonesia, a more operational definition formulated in the Tourism Act No 10 of 2009, the destination is a geographical

region located in one or more administrative regions which there is a tourist attraction, public facilities, tourism facilities, accessibility, and society are interrelated and complementary realization of tourism [9]. Tourism destination also define as “a package of tourism facilities and services, which like any other consumer product, is composed of a number of multidimensional attributes”[1]. Another expert also give a more narrow definition by saying tourism destination is: amalgams of tourism products, offering an integrated experience to consumers[1].

Leiper said : ``...a tourist destination is a systematic arrangement of three elements: a person with touristic needs, a nucleus (any feature or characteristic of a place they might visit) and at least one marker (information about nucleus)``(Leiper,1990:381 in Pitana, 2005) [6]. The three basic components that must be managed properly by a tourist destination is, the region (area and attraction), and marker or information about the region.

2.3.Model

Model is defined as a systematic description of an object or phenomenon that shares important on characteristics with the object or phenomenon. Scientific models can be material, visual, mathematical, or computational and are often used in the construction of scientific theories[13].

3. METHODOLOGY

3.1.Overview of Nusa Lembongan

Geographically Nusa Lembongan Island is a small island which is located at $8^{\circ} 40.906^{\circ} \text{S}$ $115^{\circ} 27.067^{\circ} \text{E}$ 18.681767° south Latitude 115.451117° East Longitude/ 8.681767 ; 115.451117 coordinate : $8^{\circ} 40.906^{\circ} \text{S}$ $115^{\circ} 27.07^{\circ} \text{E}$ / 8.681767° East Longitude/ 8.681767 ; 115.451117 which is near from Nusa Ceningan island and 2 kilometers in the northwest of Nusa Penida island. It also located in Badung strait which is on southeast of Bali. The island has 4.6 kilometers length and 1,5 kilometers width is located almost 11 kilometers in the southeast of Bali.[10]. This research was conducted in the village of Nusa Lembongan, Nusa Penida District, Klungkung Regency, Bali. The limitations are:

North : Bali Ocean, East: Nusa Penida island, South : Indonesian Ocean, West : Bali Ocean and Sanur.

Nusa Lembongan is one of the three (3) small island situated in the Southeast of Bali with an area of approximately 8 square miles. Geographically, Nusa Lembongan is a dry region with sparse rainfall. Land contour-shaped hills with mostly a rock and do not have rivers, thus making it difficult area planted with various crops.

3.2.Population

Based on data from Nusa Lembongan monograph [11] the population numbered 7000 souls the main livelihood of the people in Lembongan is a seaweed farmers and the rest are choosing to work in the tourism sector and supporting tourism sector. Nusa Lembongan consists of 6 hillbillies and 12 banjars (the smallest social organization in Bali), whose territory is in the two island Lembongan and Nusa Ceningan. Sixth hillbillies which underpins Nusa Lembongan namely: hillbilly Kawan, Kaja, Kelod, Kangin, Ceningan Kawan and Ceningan[11]

3.3.Potensial

Lembongan village has many interesting places to be visited such as the white sandy beaches are very attractive, the presence of mangrove conservation; 13 species, seagrass; 8 species, Fauna: 28 species, lizard, crabs, unique nature and artificial cave, Gala-gala the underground house, challenging sea cliff, the mysterious swams. The beautiful and famous beach in Lembongan are: Tanjung Sanghyang Beach, Dream Beach, Selagimpak Beach, Selambung Beach, Sunset Beach, Pemalikan Beach, Lebaoh (the central area of seaweed).

3.4.Data Collection

Data collection techniques used in this research are:

- 3.4.1. **Interview** that is interaction and communication process between data collector and respondents so interviews can be interpreted as the way to collect data by asking directly to respondents and the answers recorded.
- 3.4.2. **Observation**, data is collected by observing, the author prepare observation guide according to the needs and write down.
- 3.4.3. **Literature Study**, data collected by write down the information through brochures, books, monograph, magazines, internet, etc.

3.5.Technique Analysis

The design of this research is done by combining green tourism or sustainable tourism by Muller with tourism destination by Leiper so that produce a new model Data analysis techniques used is descriptive qualitative which describe qualitatively (non statistical) so by this analysis is expected to give meaning of the new model in green tourism destination. In this case only report, describe, and explain a phenomenon clearly not based on formulas.

4. RESULT AND DISCUSSION

4.1.The characteristic of Nusa Lembongan

Tourism develop very rapidly at Nusa Lembongan, it can be seen from the increasing tourism facilities located in that place. Transport facilities in 2009 are only available in the mornings, in 2011 the transport facilities available in the morning and during the day, and in 2012 the transport facilities available in the morning, afternoon, even till evening [8]. Changes like this happened due to the increased of the community activities caused by the increasing of tourists visit Nusa Lembongan .

This phenomenon is also influenced by the increasing involvement of the community in fulfill the wants and needs of travelers. Based on the survey conducted by the author of the year 2011 , the main attractions of Nusa Lembongan is the sea with the white sand, but the communities and tourism practitioners have concerns to anticipate the saturation rating so they developed supporting attractions such as : restaurant , art shops, money change, accommodation (home stay , hotels, villas and other accommodation), tour to mangrove, trekking, tour by motorcycle.

Table: 1
The characteristic of Attraction in Nusa Lembongan

| Main attraction | Supporting attraction | facilities |
|-----------------------|---|---|
| Sea (sea view, cliff) | <ul style="list-style-type: none"> - Tour to mangrove - tour by motorcycle - trekking - water sports (snorkeling, surfing, jumping, and diving) - underground house - package tour - seaweed farmer's activities | <ul style="list-style-type: none"> - Accomodation (hotel, villa, home stay) - restaurants - artshops - transportations - ATM machine |

Source: data processed

4.2.Green Tourism

One vision is developed and seems to get a general agreement on the workshop building on the construction of Bali at Udayana University (in December 1999) is as follows : achieving development in Bali as a unified , harmonious , balanced , sustainable , based on Balinese culture imbued Religion Hindu and environmentally sound, to develop spiritual and material welfare as wide as possible for the people (Pitana et al , 2000 in Harmini , 2005) [2]. In line with the above vision , the vision of the development of tourism is also developed as follows : realizing democracy environmentally sustainable tourism , based on the culture of Bali which is soul Hinduism sustainable, moral, equitable, and sustainable while maintaining the identity of the people of Bali. So the vision above is not much different or is still in line with the tourism development model proposed by Muller (The Magic Penthagon Phyramid) which includes :

4.2.1. Economic health

The development of the tourism industry in Nusa Lembongan promising expectations and a positive economic outlook. Mobility of economic resources in Nusa Lembongan can not be dammed again. The development of tourism in Nusa Lembongan the capital base of local culture with animated Hinduism aimed at improving the role of the tourism sector as the priority sector of the future is expected to increase economic activities , which in turn is expected to increase employment , public revenues, income and foreign exchange earnings. As the interview that I did with Mr. Vije Nano (Nano restaurant owners and home stay) he said that thanks to the development of tourism , there are no people who are unemployed or do not have a job at Nusa Lembongan . (Interview in May 28th 2016).

4.2.2. Subjective wellbeing of the locals

Tourism development in Nusa Lembongan put the priority in the public interest. Thus the construction of Nusa Lembongan sustainable tourism can be defined as tourism development that takes into account and is responsible for the preservation of the environment, economic , social cultural and prioritizing

community. Tourism is the welfare of the community is a community that puts the subject of development. With the empowerment of communities to manage Nusa Lembongan tour to mangrove, then automatically the community has a role as actors in the development of tourism in the region. Therefore, human development becomes very relevant to priority, where people not only learn the skills for managing a wide range of tourism businesses but should also receive training, counseling and knowledge about understanding the environment.

4.2.3. Unspoilt nature, protection of resource

In connection with this paper, the concept of nature is a natural of Nusa Lembongan as an area with everything included in it are regarded as one unit that includes: its government, population, environment, and culture. These symptoms can be seen from the tour to mangrove management, touring by motorcycle, trekking, and so on. This management is said already got a good response from the local community, which is characterized by the positive contribution to the survival of cultural social system they have. Even the benefits they get from the management of tour to mangrove, and tour by motorcycle, communities are able to raise awareness of the importance of mangrove management in a sustainable manner. All that can be seen with increasing awareness about cleanliness, every citizen who met plastic, bottle or glass aqua or the like around the mangrove will be collected and disposed of in the rubbish bin. They have realized that the preservation of nature will give also the preservation of the financial income.

So sustainable mangrove management operated in harmony with the environment, society and culture, making people become beneficiaries are permanent and not become a victim of establishment of tourism.

4.2.4. Healthy culture

The development of tourism in Nusa Lembongan that relies on Balinese culture can develop sustainably, preservation of Balinese culture is something that can not bargain bargaining. The desired objectives in developing tourism in Nusa Lembongan is not to be sacrificed Balinese culture in an effort to attract and give satisfaction to the tourists. Therefore it is not justified to make profits and the economy solely to avoid huge negative impact on the cultural aspect.

4.2.5. Optimum satisfaction of guest requirements

Facilities in a tourist destination are generally directed to fulfill a variety of things that are needed by tourists during their visit. According to Spillane, 2001 the quality of the experience could not exist without the maintenance and improvement of the quality of resources and quality of life[2]. If the quality of life and quality of resources distracted by the form of development that is not appropriate, then the quality of the experience will also be disrupted.

There are three basic requirements that must be observed to the satisfaction of tourists at this time so be able to deliver the benefits of a service, namely:

- Security

The need for security and is not threatened by the danger of either physical or the spiritual is the desire of every visitor or traveler

- Esteem

Self-esteem is a concept or self-image or identity of a person. To understand the self esteem of every visitor , the organizer destination must:

a) understand exactly how visitors feel that their self esteem is a very important factor , b) understand the variety of ways the importance of self-esteem of the visitors , c) treating the visitors as an adult who can make decisions that facilitate or expedite receiver services.

- justice

Every traveler needs of treatment in a fair and honest. Treatment of a person to another person with regard to justice , honesty and equality is something very important.

Based on observations by the author from 2011 until today the development of tourist destinations Nusa Lembongan is very rapidly but still retains its tourism facilities development and sustainable development is no different than what is suggested by Muller with the term The Magic Pentagon Pyramid.

4.3.Green Destination.

As mentioned by Leiper in 1990, that there are three basic components that must be manage properly by a destination, those are: region (area and attraction), tourist, and maker or information about the region.

Table: 2 Component of Green Destination

| Component of Destination | Component of Green |
|--------------------------|--|
| Area and Attractions | <ul style="list-style-type: none"> - protected nature - protected resources - protected species - protected landscape and view - community participation - cultural heritage conservation - protecting artifacts and fossils - respecting authenticity |
| Tourists | <ul style="list-style-type: none"> - friendly transportation - green accommodation - minimize rubbish - minimize energy - minimize water - visitor satisfaction/frequent visitor |
| Maker/information | <ul style="list-style-type: none"> - information authenticity - respectful promotion - promoting local product & services - accurate promotion - sustainability information - green destination marketing |

Source: data processed

The development of tourism in Nusa Lembongan is already irreversible , changes very rapidly by both the local community (involved in providing the needs of tourists), and the increasing tourist visits to Nusa Lembongan. This condition is certainly not out of the maker / information done by stakeholders in the area. With the rapid development of tourism , the people do not spontaneously change the culture , nature and authenticity of the environment in Nusa Lembongan , because until now the community still keep the authenticity of attractions there so these destinations can be green or sustainable destinations.

4.4. Model of Green Tourism Destination

The problems that arise in Nusa Lembongan practically very emergency due to changes in Nusa Lembongan today is not through careful planning. It is caused by increasing of investor who tried to invest in Nusa Lembongan . As stated by Mr. Vije Nano " the price of land in Nusa Lembongan has reached 1 billion, since the 5-star hotel built by an investor from Jakarta " (interview in May 28th, 2016) .These such conditions will be followed by the other investors if the local communities , stakeholders and local governments do not quickly take action to save Nusa Lembongan which is just a small island with a length of 4.6 kilometers and a width of 1.5 kilometers.

Based on observations by the author of the year 2011- 2016, Lembongan is very suitable prepared as a green tourism destination. Therefore, there needs to be a model as a reference for designing Nusa Lembongan into a green destination. The recommendation model is:

Table: 3 The model of Green Tourism Destination at Nusa Lembongan

| No | Component of Destination | Criterion of Green | Explanation |
|----|--------------------------|---|--|
| 1. | Area and attraction | 1. Economic health 2. Subjective wellbeing of the locals 3. Unspoilt nature, protection of resources 4. Healthy culture 5. Optimum satisfaction of guest requirements | 1. management of attractions / tourism potential in Nusa Lembongan is expected to contribute to society , to recruit local workers , the public welfare , and increase foreign exchange earnings . In Nusa Lembongan no society who are unemployed. ((Interview on 28 th of May 2016). 2. community participation in the management area / attractions should start from the planning , organizing, implementation and control. Management of existing mangrove tour to Nusa Lembongan already involve public participation , from planning to monitoring, but |

| | | | |
|----|---------|--|---|
| | | | <p>the management of the assets that others have not</p> <p>3. to satisfy the desires of tourists , community are not allowed to alter local traditional culture .. Culture must be preserved in order to be enjoyed by future generation</p> <p>4. protection of resources; resources must be preserved and must be preserved authenticity as the hallmark of the local area because the characteristic can be as value added .</p> <p>5. Area or attraction developed to be able to give satisfaction to the traveler</p> |
| 2. | Tourist | <p>1. Economic health</p> <p>2. Subjective wellbeing of the locals</p> <p>3. Unspoilt nature, protection of resources</p> <p>4. Healthy culture</p> <p>5. Optimum satisfaction of guest requirements</p> | <p>1. A good tourist is willing to spend money or make expenditure in the areas visited</p> <p>2. Green tourist is a tourist who want to interact directly with the public, mingling with the people , the move to the community so that both parties (host and guest) provide mutual knowledge and experience</p> <p>3. Green tourist will appreciate the local culture by following the rules that apply in the visited areas</p> <p>4. use green or soft transportations, do not bring electronic devices during travel, minimization of luggage to minimize the garbage , take nothing but pictures , leave nothing but footprints [7]</p> <p>5. optimum satisfaction rating will cause tourists become a frequent visitor or visitor repeated .</p> |

| | | | |
|---|-------------------|---|--|
| 3 | Maker/information | <p>Economic health</p> <p>Subjective wellbeing of the locals</p> <p>Unspoilt nature, protection of resources</p> <p>Healthy culture</p> <p>Optimum satisfaction of guest requirements</p> | <p>1. promoting local products and services</p> <p>2. optimizing private sector contribution</p> <p>3. give sustainability information</p> <p>4. give information authenticity,</p> <p>5. make respectful promotion, make accurate promotion</p> |
|---|-------------------|---|--|

Source: Data Processed

In this model there is no tourism facilities mentioned in destination components according to Leiper, even though the facilities are the important component needed by tourist or visitor. But intrinsically some facilities are already mentioned or included in criterion of green

5. CONCLUSION AND IMPLICATION

Based on the above discussion it can be concluded that Nusa Lembongan is suitable to be planned as a green tourism destination because it is only a small island with length 4,6 kilometers and width 1,5 kilometers. To anticipate or minimize the increasing of investor come to Lembongan, so the emergence thing to do is make a model of green tourism destination to conserve natural environment and cultural activities. Therefore, implication forward, permission for investor to do non green tourism activities in Lembongan need to be stopped or terminated because it does not fit with the small location and also contrary to the principles of sustainable tourism development.

REFERENCES

- Damanik, J dan Frans Teguh.2013 “*Manajemen Destinasi Pariwisata*”. Yogyakarta. Kepel Press[1]
- Harmini, A.A. Ayu Ngr. 2005. “*Manajemen Komunitas di Obyek Wisata Wenara Wana, Padangtegal, Ubud, Menuju Pariwisata Berkelanjutan, Tesis. Program Pasca Sarjana Universitas Udayana, Denpasar.*”[2]
- Muller, Hansruedi. 1977. *The Thorny Path to Sustainable Tourism Development*. in Lesley France (Ed). UK: Earthscan Publication Ltd.[3]
- Pitana, I Gde, 1999. *Pelangi Pariwisata Bali*, Bali Post, Denpasar[4]
- ,2000. *Kuta Cermin Retak Pariwisata Bali*, Bali Post, Denpasar[5]

-----,I Gde dan Putu G. Gayatri. 2005. *Sosiologi Pariwisata*. Andi, Yogyakarta.[6]

Wijayanto, Donna & Sisilia Kinanti. 2012. *Green Traveling, 101 Tip Cerdas, Traveling Hemat & Asyik*. Gramedia Pustaka Utama, jakarta[7]

Wisesa, I Wayan, 2014. “Persepsi Wisatawan Mancanegara terhadap Produk Pariwisata Nusa Lembongan, *Skripsi*, Program Studi Manajemen Bisnis Pariwisata, Politeknik negeri, Bali [8]

Undang-Undang Republik Indonesia Nomer 2 Tahun 2009, tentang Kepariwisata [9]

The Lembongan,s, Your Holiday Magazine[10]

Monografi Nusa Lembongan[11]

Internet:

(www Google.co.id, search in 11 of June 2016) [12]

TheAmerican Heritage® Science Dictionary Copyright © 2002. Published by Houghton Mifflin. All rights reserved. search in 11 of June 2016)[13]