

Green Tourism in Sustainable Tourism Development in Bali Based on Local Wisdom

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Abstract

The emergence of tourism as a major industry is one of the most remarkable changes occurred in global economic activity. Over the last three decades, issues related to the environment and sustainable tourism development, especially in Bali, have developed from a marginal topic into a focus of consideration and research. The purpose of this research is to find a novelty in the use of the concept of green tourism as a method seen as capability on supporting sustainable tourism development based on local wisdom, especially in Bali. The research used is normative legal research on Law Number 10 of 2009 concerning Tourism with a statutory and conceptual approach. This study found that various statutory regulations, including Law Number. 10 of 2009 concerning Tourism, namely through sustainable tourism all resources can be managed so as to fulfil the needs and maintain the integrity of the culture, biodiversity, ecological dimensions, and life of the system.

Keywords: Bali; Green Tourism; Sustainable Tourism; Local Wisdom.

Abstrak

Munculnya pariwisata sebagai industri utama adalah salah satu perubahan paling luar biasa yang terjadi dalam aktivitas ekonomi global. Selama tiga dekade terakhir, isu-isu permasalahan yang berkaitan dengan lingkungan dan pembangunan berkelanjutan terkait pariwisata khususnya di Bali telah berkembang dari topik marginal menjadi fokus pertimbangan dan penelitian. Tujuan dari adanya penelitian ini untuk menemukan suatu kebaruan terhadap penggunaan konsep green tourism sebagai suatu metode yang dipandang mampu mendukung pembangunan pariwisata berkelanjutan berbasis pada kearifan lokal khususnya di Bali. Jenis penelitian yang digunakan yakni penelitian hukum normatif terhadap Undang-Undang Nomor 10 Tahun 2009 Tentang Kepariwisata dengan pendekatan perundang-undangan, dan konsep. Studi ini menemukan bahwa berbagai peraturan perundang-undangan termasuk Undang-Undang Nomor. 10 Tahun 2009 Tentang Kepariwisata yakni melalui pariwisata berkelanjutan, semua sumber daya dapat dikelola sehingga dapat memenuhi kebutuhan dan menjaga keutuhan budaya, keanekaragaman hayati, dimensi ekologi, dan kehidupan sistem.

Kata kunci: Bali; Green Tourism; Pariwisata Berkelanjutan,; Kearifan Lokal.

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Introduction

Tourism is a sector that builds and improves the economy in Indonesia. Each region has a variety of tourism, both cultural, historical, religious, and ecotourism (Luh Putu Mahyuni, 2020). Tourism is expected to create jobs to level people's incomes. According to Law Number 10 of 2009 concerning Tourism (hereinafter referred to as the Tourism Law), tourism is "Travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development or studying the uniqueness of tourist attractions visited in a temporary period of time". While tourism is "Various kinds of tourism activities

and supported by the community, entrepreneurs, government and local government" (Darwance, 2018). The emergence of tourism as a major industry is one of the most remarkable changes taking place in global economic activity. Revenue from tourism makes an important contribution to the economies of developing countries in terms of income, employment, and balance of payments effects. Therefore, many developing countries have begun to actively pursue tourism as a means of creating jobs, diversifying the country's economy, and earning foreign exchange. As one of the best tourist destinations in Indonesia, Bali attracted more than 3.5 million international tourists and 7.3 million domestic tourists in 2018. Bali's tourism is famous for its culture, and art, to villagers, especially those who live in the hills of the mountains where it has a diverse language and culture (Rosvita Flaviana Osin, 2020). The tourism sector plays an important role in Bali, but the rapid development of the industry has encouraged the emergence of several contradictions related to local community division, exploitation of natural resources, cultural commodification, and exploitation of human resources (AA. Ngr. Eddy Supriyadinata Gorda, 2020).

The development of the tourism industry is certainly undeniable and it can have a positive impact on the economy but can also harm the environment. The development of the tourism industry should be carried out with the principle of maintaining the preservation of nature and the environment in accordance with the direction of the provisions of Article 5 letter d of the Tourism Law (Ida Ayu Putu Widiati, 2022). Tourism development is seen as a way to improve a country's economy and social well-being, but if these developments are not handled with care, tourists will migrate to competing destinations or attractions. In the future, there will be increasing pressure to develop tourism products with a sustainable focus, helping to adjust to the local environment and ensuring its preservation. One of the most important issues affecting the tourism industry in recent years is sustainable tourism. Tourism is increasingly being used as a tool of economic development by many third-world countries, thus helping to create jobs as well as improve local infrastructure. Problems arise when development is rushed, with little or no consideration of the product life cycle or environment. Socio-culturally, tourism results in the commodification and exploitation of culture, especially in Bali, causing the degradation of Balinese cultural values. So that Balinese society has become more individual and materialistic, there is a decline in hospitality between others, and there are more and more perpetrators of prostitution and sex business in society. Uneven tourism development has also given rise to a population explosion, competition for life, social jealousy, and economic inequality between districts and between sectors such as agriculture, plantations, and animal

husbandry. As a result, more and more Balinese are leaving the agricultural sector (**Budiarta, 2018**). Several studies that have been carried out have found that aspects of learning to survive to follow environmental conditions and the way certain communities can coexist without having to destroy, which is clearly illustrated in the concept of local wisdom. Each community develops local wisdom values as a result of the abstraction of the experience of managing the environment. The knowledge is so detailed and accurate that it can be used as a guide for daily living. In essence, the control of space utilization is closely related to the values of local wisdom that surround the Unity of Indigenous Peoples (KMHA). KMHA as a subject of law, legal objects, and authority of indigenous peoples as follows: KMHA in Indonesia is a society of territorial (regional), Genealogical (hereditary) and territorial-genealogical, (territorial and hereditary) similarities so there is a diversity of forms of indigenous peoples from one place to another (**Adnyani, 2021**). Several forms of local wisdom including customary law, cultural values, and existing beliefs are very relevant to be applied to the process or rules of planning and development of the region or region. One of the values of local wisdom is found in Bali Province.

Referring to the indicators of local wisdom values, the local wisdom system reflected in the local knowledge and technology system in various regions of the archipelago is still predominantly colored by indigenous values as seen from the ways of carrying out the principles of conservation, management, and exploitation of space utilization. The reference theory used is the State theory of substantive and formal justice law in tourism management based on local wisdom is important to apply. The long process by indigenous peoples to interact and adapt to the environment gives birth to the ability to develop ways to maintain life through value systems, life patterns, and institutional systems, that are adapted to their environment. Local wisdom here focuses on the realization of the implementation of articulation and embodiment as well as traditional forms of knowledge understood by humans or communities that interact with the surrounding nature, including in the use of space in tourism areas. This condition seems to have indirectly encouraged the emergence of awareness from various tourism actors who dream of more responsible tourism activity (**Prabawa, 2017**). Various parties from the international to national levels as well as practitioners, governments, and academics have participated in formulating a tangible form of the concept of sustainable tourism that has long been present in the global arena. Of course, this reaction puts forward the spirit to maximize the benefits of tourism activities and minimize the negative impact. It has also slowly succeeded in modifying tourist consumption patterns that support the formation of green tourism as one of the

advances in the field of tourism to maintain and preserve the environment and society. The last two decades have been eyewitnesses to the growing interest in the relationship between tourism development and environmental quality. In this case, Nature and everything in it is considered 'there' to be exploited economically in technological-instrumental ways (**Paramita, 2018**).

This paper will discuss the definition, concept, and implementation of green tourism through a review of literature from various sources. The urgency of this paper is based on the tendency of green tourism implementation which is more widely associated with aspects of promoting the development of the tourism industry such as the achievement of environmental awards compared to its definition, concept, and basic implementation based on local wisdom.

Research Problems

Over the past three decades, issues related to the environment and sustainable development related to tourism, especially in Bali have grown from marginal topics to the focus of consideration and research. Some of the factors that drive this change are the wider media coverage, both social media and mass media as a result of the development of the industrial revolution, the higher environmental awareness influenced by the reporting of various ecological disasters, the increasing activity of interest groups centered on environmental issues, and the stricter laws and regulations at the national and international levels. The formulation of the problems obtained in this study include (1) How is the implementation of the *Tri Hita Karana* concept as a form of local wisdom in Bali?, (2) What is the role of Green Tourism in supporting Sustainable Tourism?

Among the three main impacts of tourism, economic impacts play a greater role in policymaking than socio-cultural and environmental fields. With a focus on the economic benefits that accompany tourism development, the socio-cultural and environmental impacts of tourism are relatively negligible. Based on economic benefits, tourism development is designated as a panacea for various social and economic problems. This led to the indiscriminate and unplanned growth of tourism infrastructure in many countries, and it was not long before negative impacts in the form of social and environmental damage began to appear. Due to the increased awareness of the negative impact of tourism on the environment, various efforts have been made to develop approaches to make tourism sustainable. The last two decades have witnessed an increase in interest in the relationship between tourism development and environmental quality with the emergence of special interest tourism including green tourism based on local wisdom (**Erdogan, 2009**).

Research Methods

This research uses normative legal research methods that make it possible to study law from an internal perspective with the object of research being legal norms. The approach used in this study includes (i) analytical and conceptual approaches, where all problems are studied based on the concepts, theories, principles, and applicable laws and regulations, namely the provisions of Law Number 10 of 2009 concerning Tourism.

A qualitative research design is adopted that allows the researcher to make an in-depth analysis of the research objectives and assess human experience and thus facilitates a "detailed understanding of the central phenomenon. Qualitative research has emerged as a useful tool for understanding the complexity and diversity of tourism over the years (Ren, 2018). The approach used in this study is the statutory approach and the concept. The types of legal materials used in this study are primary legal materials, secondary legal materials, and tertiary legal materials. Secondary legal material consists of books and scientific works related to this research. Meanwhile, tertiary legal material is obtained through articles on the internet related to this research (Ramsook, 2018). Legal materials that have been obtained and collected through research are analyzed using a normative approach, namely legal materials that have been collected, inventoried, and analyzed using theoretical approaches and criminal law principles that refer to laws and regulations (Yuliartini, 2022).

Discussion

Tourism Policy

Tourism policy is how local, regional, national, and supranational institutions and organizations achieve goals in tourism development. There are two types of tourism policies, including fundamental and additional tourism policies. Tourism policy can be at both macro and micro levels. Tourism policies are complex, rapidly changing, and have a major effect on the environment. It can be said to be turbulent, competitive, and dynamic. Sustainable tourism policy in today's world is a positive, approach that strives to maintain the quality of tourism products over a sustained period of time to meet the growing domestic and international markets for insightful travel experiences. Humans can manipulate and modify certain aspects of the environment for better or worse, therefore without careful policy formulas and utilized management tools, tourism can lead to environmental degradation and reduce attributes for use by future generations. Tourism policy is a form of regulation, rules, guidelines, directions, and development targets as well as strategies that provide a framework for individual and collective decision-making that directly affect tourism development within a certain period of time and at the same time regulate or provision for operational

activities that take place in a destination. National and regional policies, a matrix of all sectors of the activity assessed and evaluated include positive and negative economic, social, and environmental impacts. Thus, tourism and environmental resource factors are not isolated in decision-making. Most reviewers believe that the public sector has a bigger role to play in the development of sustainable forms of tourism. There are several reasons why the public sector should play a leading role in trying to develop sustainable forms of tourism:

- a. The public sector typically has the mandate to represent the entire population of interest groups, not just specific groups or shareholders;
- b. The public sector is seen as impartial with non-commercial or interested in protecting. Because it is not constrained by short-term financial goals, the public sector is seen as capable of taking a long-term view.

The public sector influences tourism in several ways and can play a role in sustainable tourism development including laws and regulations, funding and fiscal land use incentives, planning, building and building control, including environmental impact assessment roles, infrastructure provision, and superstructures. But this is almost problematic in developing countries. Because the principles of sustainable tourism development seem to have been established by developing countries without taking into account the conditions of world development. Public policy is a government strategy to achieve its goals. The concept of public policy, namely:

1. Competent government action. Public policy is an action created and implemented by government bodies that have the legal, political, and financial authority to do so;
2. A reaction to real-world needs and problems. Public policy seeks to respond to concrete problems or needs that develop in society;
3. A set of goal-oriented actions. Public policy is usually not a single decision, but consists of several choices of action or strategy made to achieve a particular goal for the benefit of the people;
4. A decision to do or not to do something. Public policy is generally a collective action to solve social problems. However, public policy can also be formulated based on 9 beliefs that social problems will be solved by existing policy frameworks and therefore do not require specific actions;
5. A justification made by one or more actors. Public policy contains a statement or justification for the steps or action plans that have been formulated, not an intention or promise that has not been formulated.

In the context of strengthening the concept of sustainability in the management of business activities. The company's prosocial behavior is manifested through the management of the environment, health, education, and organic or ecological products. This needs to be supported by consumer prosocial behavior, including paying attention to the impact of products consumed, saving

energy, recycling, buying organic products, and utilizing them intelligently and wisely. In the context of tourism development in Indonesia, the adoption of ethos and principles of sustainable tourism development is mandated by the Law and the National Tourism Development Strategic Plan. Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism states that the implementation of tourism in Indonesia is based on principles that are in line with the ethos and principles of sustainable tourism development.

Chapter II Article 2 of Law Number 10 of 2009 states that the principles of tourism implementation in Indonesia are benefits, kinship, fairness and equity, balance, independence, sustainability, participatory, sustainable, democratic, equality, and unity. Furthermore, Article 5 of Law Number 10 of 2009 also mandates that the implementation of tourism in Indonesia must be principled in aspects that include ethos and principles of sustainability. Tourism policy is a means for local, regional, national, and supranational institutions and organizations to achieve goals in the development of tourism. There are two types of tourism policy: fundamental and auxiliary tourism policies. Tourism policy can be at the macro and micro levels. Tourism policy is complex, rapidly changing, and has a great influence on the environment. It can be said to be turbulent, competitive, and dynamic (Widari, 2020). The Indonesian Tourism Law Number 10 of 2009 states that tourism is organized with the following principles:

- (1) Upholding religious norms and cultural values as an embodiment of the concept of life in the balance of the relationship between humans and God Almighty, between humans and fellow humans, and the relationship between humans and the environment;
- (2) Upholding human rights, cultural diversity, and local wisdom;
- (3) Benefiting the welfare of the people, justice, equality, and proportionality;
- (4) Maintaining the preservation of nature and the environment; and
- (5) Empowering local communities.

The Bali Provincial Tourism Office, in tourism development, has developed the following vision: "The realization of quality and sustainable cultural tourism, based on *Tri Hita Karana*, globally competitive, and can improve people's welfare". The keywords in the vision are cultural tourism, quality tourism, sustainable tourism, *Tri Hita Karana*, competitiveness, and community welfare. Quality here is defined as quality in the field of products and tourists. Quality tourists are characterized by tourists who (1) have high purchasing power; (2) have an appreciation for local culture; and (3) concern about the preservation of the natural environment. Furthermore, the term sustainable carries meaning of being sustainable economically, socio-culturally, and environmentally.

Every time a policy is formulated, the Government must pay attention to various things including the lives of local people. By looking at the lives of local people, especially people who are still thick with customary law, greatly affects the

implementation of the laws that have been set by the Government (**Rahmi, 2016**). The philosophy of *Tri Hita Karana* should remain the umbrella of Bali tourism. The Bali provincial tourism development policy is carried out with good consideration, which is a joint policy carried out by the indigenous people of Bali together with the local government with the main objective is to overcome the inequality of tourism development between southern Bali and north Bali, improve the ability of Bali's local human resources both in the field of skills and abilities and tourism insights, provide business certification and competency certification in the field of Tourism in realizing the welfare of the Balinese people equally and thoroughly (**Nggini, 2019**).

Implementation of the *Tri Hita Karana* Concept as a Form of Local Wisdom in Bali

Tri Hita Karana is universal, and is the foundation of life towards inner and outer happiness. Lexically *Tri Hita Karana* means three causes of well-being (Tri = three, Hita = prosperous, Karana = cause). *Tri Hita Karana*, derived from Sanskrit. So, *Tri Hita Karana* is the three main things that cause the welfare and harmony of human life (Padet & Krishna, 2020). Three elements cause the creation of happiness including *Parahyangan*, *Pawongan*, and *Palemahan*. *Parahyangan* is a harmonious relationship between humans and Ida Sang Hyang Widhi Wasa / Brahman the creator / God Almighty. As a religious person based on the concept of theology that he believes in, especially Hindus, the first thing to do is to try to connect with the Creator through hard work according to his abilities. *Pawongan* is a harmonious relationship between fellow human beings. In this case, it is emphasized that fellow religious people should always hold communication and harmonious relationships through *Sima Krama Dharma Santhi* / friendship activities. This activity is considered important and strategic considering that humanity always coexists and cannot live alone. Therefore, the bonds of friendship and brotherhood must remain well-established. *Palemahan* is a harmonious relationship between mankind and its natural environment.

Tourism Village is a concept of rural area development that presents the authenticity of aspects of customs, socio-culture, traditional architecture, daily life, and village spatial structure offered in integration of tourism components, namely attractions, accommodation, and supporting facilities. Village tourism is a form of tourism, where a small group of tourists lives in or near traditional life or in remote villages and study village and local life. Tourism villages are seen as a form of the tourism industry in the form of actualizing identical tourist trips including several activities that are appealing, wooing, encouraging tourists as consumers to use products from the tourist village or hold a tourist trip to the tourist village or called tourism village marketing. The components of tourism products themselves consist of tourist transportation, tourist attractions, and tourism accommodation.

The tourism industry in Bali must pay attention to the aspects of *Tri Hita Karana* in tourism management so that harmonious relations between humans and the environment can be realized. *Tri Hita Karana*, is a local wisdom (local genius) that contains universal values to maintain harmony. The word *Tri Hita Karana* comes from Sanskrit, namely, *Tri* means three, *Hita* means good, happy,

joyful, sustainable, safe or prosperous and *Karana* means cause and effect. So *Tri Hita Karana* means three causes of goodness, well-being, or happiness that come from three harmonious relationships, namely between humans and God Almighty (*parhyangan*), between fellow humans (*pawongan*), and between humans and nature and other living things (*palemahan*). The THK (honorary workforce) Tourism Awards team (a combination of Bali Travel News and Bali Heritage supported by Bapedalda, Disparda, DPRD, and the Governor of Bali) has outlined the implementation of THK in the Bali tourism industry, as follows (Sudiarta, 2021):

- (1) *Parahyangan* field includes:
 1. The existence of a holy place in the corporate environment;
 2. Proper use of religious symbols (statues, pennants, elevations).
 3. Use of ceremonial facilities according to Hinduism;
 4. Communication/relationship with a holy place that exists outside the company;
 5. Maintenance and care of the sanctuary;
 6. Improving the quality of Balinese cultural life and Hinduism in the corporate environment;
 7. Application of traditional Balinese architectural concepts;
 8. Arrangement of the layout of the sanctuary;
 9. Religious activities;
 10. The company's contribution and participation in the surrounding religious activities.
- (2) *Pawongan* fields include:
 1. The harmonious atmosphere between employees and management;
 2. The existence of social organizations;
 3. The composition of the local labor;
 4. Empowerment of the potential of traditional organizations;
 5. The harmonious relationship between the company and the surrounding community;
 6. Improving the business capacity of the surrounding community;
 7. Improvement of human resources in the corporate environment;
 8. Improvement of human resources of the surrounding community;
 9. Concern for humanitarian issues;
 10. Contribution and participation in the preservation and development of Balinese culture.
- (3) The *Palemahan* field includes:
 1. There is a company's commitment to environmental quality;
 2. Application of *langgam* (stylish, style) and Balinese architectural concept;
 3. Preservation and development of ecosystems;
 4. Waste management;

5. Company participation in environmental issues both locally, nationally, and internationally;
6. Clear organization of environmental management;
7. Saving energy and natural resources;
8. Naming rooms and buildings in accordance with Balinese culture;
9. Environmental management in accordance with applicable laws;
10. Conduct periodic monitoring and evaluation of environmental management.

By applying the concept of *Tri Hita Karana* consistently, creatively, and dynamically, a harmonious life will be realized which includes the development of a whole person who is *astiti* devoted to *Sanghyang Widhi Wasa*/God Almighty, love for environmental sustainability and gets along well and peacefully with others. By implementing *Tri Hita Karana* steadily, creatively, and dynamically, a harmonious life will be realized which includes the development of a whole person who is *astiti* devotion to *Sanghyang Widhi Wasa*/God Almighty, love for environmental sustainability and harmony and peace with others. In the field of work of *Tri Hita Karana* in community life, it is as follows:

1. *Bhuana* or Karang Village, Nature or territorial area of a customary village that has been determined definitively by territorial boundaries with a religious traditional ceremony;
2. *Krama Desa Adat*, which is a group of people who are community and live in the area of the customary village led by *Bendesa Adat* and assisted by other traditional village apparatus, such as the *Mancagra*, *Mancakriya*, and *Pemangku* groups, together with the indigenous village community build security and welfare;
3. The Holy Place is a place to worship God/*Sang Hyang Widhi*. God/*Sang Hyang Widhi* is common worship manifested in daily actions and behaviors. This place of worship is manifested in *Kahyangan Tiga*. Every traditional village in Bali must have it. The three temples are: *Pura Desa*, *Pura Puseh*, *Pura Dalem*. *Kahyangan Tiga* in a traditional village in Bali seems to be the soul of *Karang Desa* which is inseparable from all activities and village life.

Benefits of *Tri Hita Karana* in Daily Life to Preserve the Environment. In the life of the Hindu community in Bali, daily adheres to the *Tri Hita Karana* pattern. These three elements are tightly attached to every heartstring of the Balinese. Its application is not only in the pattern of traditional village life but is reflected and applied in all forms of organizational life, such as agricultural organizations engaged in *irigari*, namely *Subak*. The *Subak* system in Bali has each *Subak* region whose boundaries are defined precisely in the *awig-awig subak*. *Awig-awig* contains general rules that must be heeded and implemented, if you violate these provisions will be subject to legal sanctions applicable in subjugation. *Tri Hita Karana* subdivision concerns the existence of rice fields as an area, there is *krama subak* as having rice fields, and there is *Pura Subak*, or *Ulun Suwi* a place of worship to God/*Ida Sang Hyang Widi* in manifestation as *Ida Batari Sri*, the ruler of prosperity.

Traditional villages consist of a collection of heads of families, they are responsible for the survival of their families. Each family occupies a village reef called the elbow *satak* reef, this is where each family manages its family. Their lives cannot be separated from the pattern of life of *Tri Hita Karana*. In every house/village reef inhabited in the northeast yard, there is *Pemerajan/Sanggah Kemulan (Utama Mandala)* where *Sang Hyang Widhi* is worshiped by the family. Bale Delod building where ceremonial activities, kitchen, and house are in *madya mandala*, and *Kori Agung, Candi Bentar, Angkul-angkul*, as the entrance to the yard is located on the outer boundary of the yard. In addition, there is *teba* located outside the elbow *satak* yard, namely for planting such as bananas, mangosteen, papaya, and jackfruit, and a place to raise animals such as chickens, pigs, cows, goats, and others for the completeness of traditional ceremonies. Man is God's creation, while the Atman within man is the spark of God's holy rays of greatness that causes man to live. In this way, the man owes God his life. Therefore every human being is obliged to be grateful, devoted, and always bow down to God Almighty. That gratitude and devotional prostration can be expressed in the form of puja and praise for His greatness, i.e. by devotion and carrying out His commands, by performing *Tirtha Yatra* or *Dharma Yatra*, i.e. visits to holy places, by performing *Yoga Samadhi*, by studying, living and practicing religious teachings. So *Parhyangan* in *Tri Hita Karana* is a harmonious relationship between humans and God. The implementation of Hindu Cultural Tourism in *Parhyangan* is that when visiting *Parhayangan* he (*Ida Sang Hyang Widhi Wasa*) must follow the rules that have been made by tourism managers both by Traditional Villages and the government responsible for local holy places. The regulation is implemented in the implementation of Hindu cultural tourism, namely:

1. In the area before entering the temple, writings or announcements are made about the rules for entering the temple that must be done by visitors;
2. Before entering the temple area that you want to visit, visitors first tell that visitors must wear *kamen* (traditional intermediate clothing) and dress politely which is a form of respect and devotion to *Ida Sang Hyang Widhi Wasa*;
3. For menstruating women to be prohibited from entering the temple to maintain the sanctity of the temple and always maintain the cleanliness of the environment;
4. When entering the temple there is a visitor companion who is in charge of providing information about the local temple;
5. When inside the temple behave politely to maintain the sanctity of the temple, such as not rising in the most, when taking photos do not caress the most closely. This is to maintain the sanctity of the local temple.

As social beings, humans cannot live alone. They need help and cooperation with others. Therefore, the relationship between each other must always be good and harmonious. Relationships between people must be arranged based on mutual honing, mutual love, and mutual nurturing, which means mutual respect, mutual

love, and mutual guidance. The relationship between families at home should be harmonious. Relations with other communities must also be harmonious. This good relationship will create security and inner peace in society. A safe and peaceful society will create a peaceful and prosperous country. *Pawongan* in *Tri Hita Karana* is the harmonic relationship between humans and humans. In the implementation of Hindu Cultural Tourism this *Pawongan* is carried out when visitors come to be greeted politely, and speak soft words, so that visitors can be comfortable in visiting. Furthermore, this vacancy must appreciate visitors wholeheartedly and sincerely.

Thus it has been able to carry out vacancies well and will have an impact on managed tourism, namely, visitors will increase crowded, and visitors can be comfortable in enjoying the tourist atmosphere. Humans live in a certain environment. Humans obtain the necessities of life from their environment. Humans are thus very dependent on their environment. Therefore, humans must always pay attention to the situation and environmental conditions. The environment must always be maintained and maintained and not destroyed. The environment should always be clean and tidy. The environment should not be littered or tampered with. The forest should not be cut down, animals should not be hunted arbitrarily, because it can disturb the balance of nature. The environment must be maintained neatly, harmoniously, and sustainably. A neatly arranged and clean environment will create beauty. The beauty of the environment can cause a sense of calm and tranquility in humans. *Palemahan* in *Tri Hita Karana* is a harmonious relationship between humans and the environment. In the implementation of *palemahan* on cultural tourism so that the tourist environment remains clean. Maintaining the environment of tourist attractions will be the attraction of tourists who visit. This will make visitors comfortable enjoying the tourist atmosphere. Tour managers to always maintain the cleanliness of the place, arrange tourist attractions well, and plant plants regularly so that the place becomes beautiful. Furthermore, some writings direct visitors to always maintain cleanliness in tourist attractions.

Green Tourism in Supporting Sustainable Tourism

Tourism is a very multidimensional concept and has different definitions (Wesnawa, 2022). One of them is green tourism (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 reserves that are being visited (environmentally friendly). Some of the activities carried out include hiking activities (walking and climbing), trekking, birding or birdwatching (bird watching), snorkeling, and diving. UNWTO states "Green Tourism is environmentally sustainable travel to destinations where the flora, fauna, and cultural heritage are the primary attractions and where environmental impacts are minimized" (Arismayanti, 2015).

The terms sustainable tourism and green tourism seem to be still a little confusing. Although these two models have similar goals of realizing responsible and sustainable development, some need to be underlined. The concept of sustainable tourism is a tourism development concept based on the basic

principles of sustainable development, where development takes into account the needs of the current generation and the needs of future generations. In adopting this principle, other aspects need to be considered besides economic growth, namely stakeholders, local community involvement, and environmental responsibility. Sustainable tourism presents the development of tourism and recreational activities in a country, region, or tourist destination by taking into account the basic principles of sustainable development such as respecting the environment, community, local economy, and culture. Meanwhile, green tourism has a definition of an environmentally friendly tourism activity with various focuses and meanings. Although there is still a lot of debate about the definition, there are some parties who state that green tourism is a certain form of tourism activity with a direction towards building a balance with nature and the socio-cultural environment in a destination, which ultimately leads to increased benefits to the local community, both in terms of economy, culture, and environment. Implicitly explains that the terms ecotourism, green tourism, and soft tourism are more often used simultaneously, meaning that there are many similarities in these activities, which indicates that the tourism activities carried out are environmentally friendly. The components of green tourism are (1) Environmental responsibility: Maintaining, conserving, and improving the natural and physical quality of the environment to ensure the health and sustainability of the ecosystem. (2) Strengthening the local economy: Supporting the local economy, local businesses, and communities ensures the strengthening and sustainability of the local economy. (3) Cultural Diversity: Respect and appreciate culture and cultural diversity to ensure the sustainability of the welfare of the community and local culture. (4) Enriching experiences: Enriching with satisfying experiences through liveliness, meaningful activity participation, and engagement with nature, communities, places, and local culture (Prabawa, 2017).

From the description of the opinions above, it can be interpreted that green tourism is one of the forms and labels of sustainable tourism where activities in it encourage the realization of a tourism activity based on knowledge and experience (experience) by being environmentally responsible, preserving local culture to encourage increased involvement of local communities through local businesses and ultimately support the economic growth of the community local. The combination of utilization and improvement of natural resources needs to be considered so that future generations can still feel the joy of the world of Bali tourism. Tourism is indeed needed to improve community welfare, but people must also carry out the same activities towards the sustainability of tourism, one of which is environmentally friendly behavior. If the environment is damaged, then tourism is also damaged. Environmental damage is mostly caused by the Balinese people, not solely due to tourism activities. Therefore, it is time to improve the environment by paying greater attention to the environmental management sector. If the environment is beautiful, tourism will continue to grow, and the Balinese people can pass it on to future generations. Tourism development in accordance with Law Number 10 of 2009 concerning Tourism described in the

provisions of articles 6 and 7 states that tourism development must be carried out by taking into account the advantages and uniqueness of each tourist destination.

The development of tourist destinations should be able to pay attention to the following elements: (1) Development of attractions which are carried out so that tourists are interested in visiting these tourist destinations. The government and the community must explore what potential can be used as an innovation in the development of attractions in these tourist destinations (2) Development of facilities where the availability of adequate facilities in tourist destinations will make tourists willing to spend a long time on these tourist destinations, (3) Development of access where access to these tourist destinations must be easy for tourists to pass by providing good road access and also directions or enough walking directions to guide tourists to the destination. (4) Image development which means creating a safe and friendly environment so that tourists feel comfortable and provide a good view of the tourist destination. To develop the tourism sector, it must be sustainable for a long time, it must not be arbitrary. Sustainable tourism is a concept that has begun to develop a long time ago and continues to receive serious attention from tourism stakeholders.

The United Nations World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP) describe the concept of sustainable tourism emphasizing the implementation of various programs in the long term by taking into account economic, sociocultural, and environmental aspects (**Budiarta, 2018**). Sustainable Tourism is tourism that is growing very rapidly, including the increase in the flow of accommodation capacity, local population, and the environment, where the development of tourism and investment in the tourism sector should not have a bad impact and can be integrated with the environment if we maximize the positive impact and minimize the negative impact. Law Number 10 of 2009 on Tourism paves the way for sustainable tourism in Bali and recognizes tourism as an integral part of Bali's national development.

The law urges to create of a "systematic, planned, integrated, sustainable and responsible" blueprint that not only serves as a livelihood for the Balinese but also provides protection for their socio-cultural and religious values. Balinese cultural tourism includes Balinese *taksu* and Balinese culture-based tourism imbued with the *Tri Hita Karana* philosophy which is derived from the cultural values and local wisdom of Sad Kerthi. Every inch of land in Bali has a meaning that is synonymous with purity and purity which has always been associated with the philosophy of *Tri Hita Karana*. The combination of tourism and cultural business with the *Tri Hita Karana* philosophy needs to be done with full awareness of the importance of the spirit of *Tri Hita Karana* for the people of Bali (**Ni Nyoman Sri Astuti, 2019**). The preservation of culture and traditions in Bali is largely in line with the concept of *Tri Hita Karana*. Van Peursen defined culture with a theory of correlation, space (nature), man, and culture including the processes of change that occur like that natural space, both as a result of human reactions to nature and as a result of natural and human behavior. Long before the Balinese people had accepted the legacy of wisdom (philosophy) about complete well-being rooted in the concept of *Tri Hita Karana*, namely the concept of balance between man and man, a man with

his God and man with nature. This concept of cultural origin is interrelated between man, nature, and culture (**I Gusti Agung Ayu Gita Pritayanti Dinar, 2022**).

Human culture is passed down from the previous human group to the next generation of human groups as an identity, identity and characterizes the existence of Balinese society. Bali's cultural heritage is strongly supported by its preservation by the concept of ecotourism or ecotourism defined by The Ecotourism Society in 1996 as a responsible tourist travel activity in unspoiled areas or areas managed with natural rules where the purpose is not only to enjoy the beauty but also involves elements of maintenance, understanding, and support for nature conservation efforts and increasing the income of the local community around the destination area ecotourism (**Arida, 2014**). The tourism industry uses green tourism certification or environmental awards as a trademark or logo to give a message to the public in the hope that consumers implement positive behavior in products or services that a company sells or offers. In the end, this kind of certification will give an advantage to a company over its competitors.

Green tourism certification aims to: (1) Control negative environmental impacts through the use of natural resources by encouraging companies engaged in the tourism sector to achieve environmental utilization rates with high standards. (2) Provide counseling to tourists about the impact of their activities, behavior, and every decision while in a destination. (3) Building environmentally friendly product and service standards Success in winning and promoting international environmental awards will be used as an instrument by companies engaged in the tourism sector, especially in developing countries in marketing their products. Green tourism certification can be done in the tourism industry such as hotels, resorts, marinas, travel agencies, travel agencies, transportation services, and airlines, and can be more broadly to certify the tourist environment and natural resources in a destination. Green tourism is an integral part of the concept of sustainable tourism development. It is undeniable that the issue of green tourism has now been packaged in many countries by developing an alternative tourism or small tourism industry that is more responsible for social and environmental aspects based on local wisdom. Sustainability can be seen as a fundamental requirement for countries seeking to develop their tourism industries. In the process of developing tourism products, planners must ensure harmony with the local environment. Sustainability needs to evolve through effective planning with clear guidelines on the breadth and depth of development. This goal can be achieved by educating and training people involved with tourism and by the actions of governments and organizations in sponsoring initiatives that address the relationship between tourism and the environment (**Pierre McDonagh, 2014**). Through sustainable tourism, all resources can be managed so that they can meet the needs and maintain the integrity of culture, biodiversity, ecological dimensions, and system life. Thus, sustainable tourism can be interpreted as a form of tourism that pays attention to the current state of affairs and future impacts (economic impact, social impact, and environmental impact),

as well as meeting the various needs of tourists, industry, and local communities, and environmental communities (**Andreea Zamfir, 2015**).

The challenges undoubtedly faced by stakeholders in the field of tourism mainly arise from the fact that the existence of all companies, including those engaged in tourism, must find their foundation, among other things, also in building and maintaining their competitive advantage. Actors in the tourism industry must also join in the process of creating their sustainable competitive advantage as a special guarantee of the future of their business. We believe that a sustainable competitive advantage in tourism can be achieved by developing green tourism. Therefore, the text will further consider first of all green tourism followed by ecotourism, which will be the basis for explaining the role and function of green tourism as a whole. Why Green Tourism? The reasons are positive and negative i.e. as part of the response to the new policy, to meet the changing economic needs of rural communities, to promote better rural conservation, to entertain and inform urban residents about rural areas, and to respond to market demand for new tourism products and experiences.

Who benefits? If applied carefully, green tourism can be an important step forward in terms of coherent land management and ecological sanity, as well as contributing to a strong economic base. It should be noted that the term green tourism, which is widely used but loose and widely debated, is rarely defined and can be used to refer to any tourism activity carried out in a natural area, where the main focus is natural resources, or tourism that is considered responsible for the environment in nature. This means that an important function of green tourism is to ensure the conservation of the area, large and small, and related wildlife for future generations. Rooted in Europe, green tourism is often used interchangeably with rural tourism in general. Eco-friendly tourism has the same features as rural tourism, however, it combines the behavior of different tourists. While green tourism occurs in rural areas, the destinations of tourists involved in green tourism are more than just enjoying the natural environment. Eco-friendly tourists have a critical attitude towards environmentally unhealthy consumption practices and want to incorporate this awareness into the way they travel. However, many authors suggest that there is no mutually agreed definition of green tourism. This green tourism emphasizes environmental preservation, which is aimed at the type of tourists who have a strong sense of responsibility for the environment in which they visit (**Arismayanti, 2015**).

However, as already mentioned, the term green tourism is not necessarily consistently used throughout the world when referring to this form of tourism. The main features of green tourism are similar to ecotourism, such as nature-based ones. However, although ecotourism seems to be targeted at specific population groups interested in learning about the natural environment through travel experiences, green tourism seems to be targeted specifically at urban residents by suggesting a style of spending a vacation in the countryside and placing emphasis on recovering from daily stress by staying close to nature. Green tourism is a form of ecotourism development concept that is used in sustainable tourism practices

that ensure the future need for adequate environmental, economic, social, and cultural resources.

Ecotourism has a very large role in generating what is known as economic benefits. This is because ecotourism contributes to the creation of jobs in remote rural areas that are considered financially not to contribute to the government and society. This has a big impact on the community even though sometimes it is micro and small in size. In the context of ecotourism, the concept of development that does not pay attention to all aspects of the rules that have been set by the government can cause environmental damage. This is because, in the concept of ecotourism, nature becomes an industry or object of development so it will damage nature itself. The existence of development that does not comply with the rules of sustainable tourism will cause damage to natural ecosystems, climate change, global warming to the exhaustion of existing natural resources. For this reason, policies are needed in implementing ecotourism that can be friendly to nature, and Green Tourism as a form of ecotourism development is one of the concepts that introduce humans to the importance of being friendly to nature and the environment and the importance of protecting nature and the environment for sustainable tourism based on local wisdom.

Conclusion

The emergence of tourism as one of the industries that are developing very rapidly has made a very significant contribution to the economic growth of countries in the world. Tourism has opened up new jobs, and increased revenues and trade balances. However, the development of the tourism industry often ignores social and environmental aspects and only pursues economic benefits. The concept of green tourism rooted in rural tourism in Europe is a method that is seen as supporting sustainable tourism. With the concept of green tourism based on local wisdom, especially in Bali, maintaining harmony and preserving nature is an obligation, so that nature that is maintained can become a sustainable tourism that can be enjoyed continuously by the next generation.

Suggestion

It is necessary to hold a renewal of tourism development, especially tourism development towards green tourism based on local wisdom to maintain harmony and preserve nature is an obligation, so that nature is maintained. The findings of this study will have useful implications for the tourism business.

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