

ESTABLISHING SUSTAINABILITY IN THE TOURISM VILLAGES OF BALI

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Abstract: The goal of developing tourism villages is to improve community welfare. The aim of this research is to formulate an integrated strategy to develop sustainable tourism at tourism villages. Data collection were through observation, focus group discussions (FGD) and interview. FGD method is a common approach for data collection in qualitative research. There were 50 respondents consisting of representatives from government, academics, the chairman of the Bali tourist village communication forum and tourist village managers around Bali. The novelty of this research is an integrated strategy approach in realizing sustainable tourism at tourist villages in Bali. This research revealed that the collaboration between government, tourism village managers, and community participation to innovate green marketing, implementing corporate social responsibility in light of the local wisdom of Tri Hita Karana, and effectively leveraging digital marketing to raise tourist village brand awareness are all essential components of sustainable tourism. The results of this research are expected being a reference for stakeholder in order to accomplish the aim of improving tourist villages performance through sustainable tourism.

Keywords: CSR, Digital Marketing, Green Marketing, Tourism Village, Tri Hita Karana

1. Introduction

Tourism villages are expected to provide economic benefits for the communities and help preserve culture and the environment. Tourist can enjoy authentic experiences, such as local culture, traditions and natural beauty. Tourism villages also offer various activities, such as handicrafts, local culinary delights, and agricultural activities so the tourists can get to know the lives of local people better. The development of tourist villages can have a positive impact on improving community welfare (Peters et al., 2018, Nunkoo & Gursoy, 2019). Ministry of Tourism and Creative Economy of Republic of Indonesia has developed four categories of tourist villages, namely start-up, developing, advanced, and independent tourism villages. The goal of these categories is to hasten the growth of tourist villages. A start-up category means the tourism villages that has just recently opened and has a limited geographic reach. The developing category refers to a stable and well-managed tourism village. Advanced tourism village category represents the tourism village actively supports the local economy. A tourism village that falls under the independent category is one that draws tourists from a larger geographic area and is renowned for its natural beauty, cultural attractions, and signature activities.

Based on data from the Bali Provincial Tourism Office in May 2024, there are 238 Tourism Villages in Bali, but only 3 are in the category of independent tourism villages. Meanwhile, 27 are in the developed category, 107 are in the developing category, and 101 are in the category

of start-up tourism villages. In fact, some villages have experienced a decline from the category of tourism villages to develop into startup tourism villages. The development of a sustainable village requires an integrated concept so it can have everlasting impact on the environment, social and cultural, as well as community welfare. Government has very important role in providing infrastructure, implementing regulations, outreach and training for community empowerment. Community involvement is critical to assessing challenges development of tourist villages and selecting activities designed to solve any problems as well as exploring local wisdom as a tourist attraction. Corporate social responsibility (CSR) in sustainable tourism plays an important role in ensuring tourism villages provides a sustainable positive impact on society. CSR implementation is aligned with one of the local wisdom concepts in Bali known as Tri Hita Karana (THK). Concept of THK is to achieve harmony which consists of 3 main concepts, namely harmonious with God (*Parahyangan*), with humans (*Pawongan*) with environments (*Palemahan*). THK is very suitable to be combined with green tourism.

The purpose of this research is to formulate integrated model of sustainable tourism villages by reviewing the effect of government role, community empowerment, green marketing, digital marketing and corporate social responsibility based on Tri Hita Karana.

2. Literature Review

Sustainable Tourism

Sustainable tourism is an approach to tourism development that aims to minimize negative impacts on the environment, culture and economy, and ensure that the benefits of tourism can be felt by local communities in the long term (Dewi et al., 2023; Xing, W., 2024; Yazdi, 2012). This concept includes several main principles, such as environmental conservation, community involvement, local economic development, respect for culture and educate the visitors about sustainable tourism. The Government of Indonesia through the Ministry of Tourism and Creative Economy has made four pillars of sustainable tourism, namely sustainable tourism business management, long-term sustainable economy, cultural sustainability, and sustainable environmental aspects.

Government Role

The role of government in developing sustainable tourism villages is very important to ensure the success and sustainability of tourism projects. There are several roles that the government contributes to sustainable tourism villages, such as: policy, infrastructure development, training and capacity building, funding and financial support, promotion and marketing, partnership with the private sector, regulation and supervision, and research. The government greatly assists in the development of sustainable village tourism by integrating sustainability concepts into tourism planning policies and procedures is the responsibility of local authorities (Chili & Xulu, 2017). To encourage nature-based tourism conservation, they ought to work with local organizations and encourage public involvement (Adi et al., 2017). In order to create policies and development initiatives that incorporate authorities, the tourism sector, and local communities, the government must be involved (Djati et al., 2022). Increased economic, social, and community welfare advantages may result from this strategy. Three primary indicators include the role of the government: facilitator, dynamist, and regulator (Nur et al., 2023). Even though there has been progress, there are still obstacles in the way of reaching goals for the

development of sustainable tourism in rural regions. Successful government action can assist in resolving these problems.

Community Empowerment

Community empowerment is a process in which individuals or groups in society are given opportunities and resources to increase their capacity, skills and knowledge. The goal is to give people the opportunity to take control of their lives, make decisions that impact their well-being, and contribute to the development of the community as a whole. Education and training, involvement, resource access, network building, and economic independence are all components of community empowerment. Community empowerment is an important step in achieving inclusive and sustainable development ((Navarro et al., 2020; Rustini, 2022). Community empowerment in a village is essential to the growth of sustainable tourism. According to research, effective empowerment tactics include creating tourism management groups, increasing awareness, and developing ability (Hermawan et al., 2023). Human capital, empowerment capacities, and social and physical capital are important determinants of community empowerment (Normelani et al., 2023; Dushkova & Ivlieva, 2024). Empowerment models ought to optimize local potential and promote community involvement in the growth of the tourism industry. Improved local economies, the growth of small businesses, the promotion of regional goods, and the preservation of regional culture are some advantages of this strategy.

Green Marketing

An advertising tactic known as "green marketing" highlights environmentally friendly and sustainable products and services. Its primary objective is to draw in customers who are concerned about environmental issues and encourage environmentally conscious corporate activities. The following are some crucial elements of green marketing: 1) Using recyclable packaging materials and minimizing the use of single-use plastic; 2) creating items that employ organic ingredients, recycled materials, or production methods that have a smaller environmental impact. 3) Inform customers on the advantages that products have for the environment and teach them about more environmentally friendly methods to handle and use things. 4) Implement environmentally beneficial practices, such as energy efficiency, waste minimization, and the use of renewable resources. Promoting goods and services on the basis of their positive environmental effects is known as green marketing (Chaudhary et al., 2011; R. Haribabu, 2017). It includes a broad variety of operations, such as altering the product, packaging, advertising, and production procedures (Bhalerao, 2014). Opportunities, governmental pressure, competitive pressure, social responsibility, and cost-profit considerations are some of the elements that drive green marketing (Bhalerao, 2014). It is essential for advancing sustainable development and environmental preservation (Haribabu, 2017). Focusing on customer advantages, educating customers, being open and honest, and providing reasonable prices are all components of successful green marketing strategies (Bhalerao, 2014). Green marketing has become a crucial technique for companies looking to meet client preferences while reducing their environmental impact as consumers grow more environmentally concerned (Haribabu, 2017).

Corporate Social Responsibility Based on THK

CSR is a concept in which companies integrate social, environmental, and economic considerations into their operations and interactions with stakeholders. CSR aims to create a

positive impact on society and the environment, while still running the business profitably. (Dewi et al., 2024) Following are some important aspects of CSR. Balinese philosophical concept to achieve prosperity and harmony in life is called Tri Hita Karana (Sudama, 2020; Suardana et al., 2022). Three elements of Tri Hita Karana consist of *Parahyangan*, *Pawongan* and *Palemahan*. *Parahyangan* is relationship with God that includes spiritual and religious aspects. *Pawongan* is relationships between humans. It emphasizes the importance of social relationships, mutual respect, and cooperation within the community. Bonds between members of society are the key to creating social harmony. *Palemahan* is human relationship with the environment or nature. *Palemahan* aspect invites individuals to respect and preserve the surrounding environment, including natural resources, so that it remains balanced and sustainable

Digital Marketing

Digital marketing is a set of strategies and techniques used to promote products or services online. It includes a variety of channels and promotion methods. A systematic approach to managing digital campaigns is crucial. The process includes designing, platform selection, performance monitoring, and assessment. With the right strategy, tourism villages can take advantage of digital marketing to increase visits and provide a memorable experience for tourists. Research has shown that digital marketing can affect customer behavior and encourage eco-friendly behaviors, making it a key driver for the development of sustainable tourism (Aman & Papp-Váry, 2022; Abdelmajid et al., 2023). Digital marketing in tourist villages is very important to attract visitors and increase awareness about the uniqueness of the place. Some of the strategies that can be applied in digital marketing are websites, search engine optimization (SEO), social media, creative content, email marketing, collaboration with influencers, promotion through paid advertising, testimonials and reviews. By putting digital marketing tactics into practice, village managers and tourism awareness organizations may improve their abilities and help create sustainable tourism villages. Designing, platform selection, performance measurement, effectiveness evaluation, and decision-making are the five main elements in the digital campaign process for sustainable tourist destinations (Liu & Macerinskiene, 2016). With more people using the internet, digital marketing is a great way to advertise travel-related businesses. To properly manage digital marketing strategies, encompassing the elements of product, pricing, place, and promotion, rural communities might need empowerment and training. All things considered, internet marketing helps sustainable tourism communities by increasing their exposure, financial sustainability, and environmental conservation initiatives.

Based on the literature review and the result of FGD, below is the strategic model to establish a sustainable tourism village in Bali.

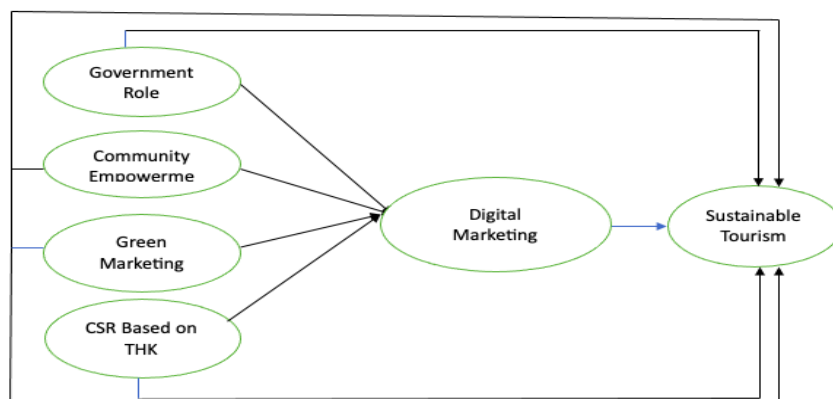


Figure 1: Strategic Model of Sustainable Tourism in Bali

3. Method

This research used qualitative method with focus group discussion (FGD) approach. Here are the steps and some key points in using FGD in qualitative research. Data collection were through observation, focus group discussions (FGD) and interview. There were 50 respondents consisting of representatives from government, academics, the chairman of the Bali tourist. There are few steps of collecting data through FGD. Before the FGD is taken place, a term of reference (TOR) is shared to all the participants. TOR includes discussion guide of topic, location and time. After the FGD, the data is analysed by identifying themes, patterns, and insights from the discussion. The results of the research are highlighted key findings and illustrations from participant statement. The report of the research is prepared covering the background, methodology, findings, and conclusions.

Result and Discussion

Tourism villages are expected to provide opportunities to improve the quality of life of the community and sustainable village development. The development of tourist villages can have a positive impact on improving community welfare (Peters et al., 2018, Nunkoo & Gursoy, 2019). Tourism villages contribute to environmental improvement. The development of tourist villages can foster cultural preservation, community participation and unity (Vega, 2022, Lundberg, 2017). Tourism villages are a means of increasing rural economic growth, overcoming poverty and preserving culture (Dewi et al., 2023). The sustainable tourism model emphasizes local wisdom and a community approach. The demands of industrialization, poor infrastructure and a lack of human resources continue to be obstacles to the survival of tourist villages. Stakeholder commitment is needed to achieve effective sustainable tourism development.

The research revealed that the government has a very important role in realizing sustainable tourism. The results of this research support the results of research conducted by Chili and Xulu (2017) which found the role of government in implementing sustainable concepts, coordinating with stakeholders and building a sustainable development agenda. Government support to overcome obstacles such as regulation, promotion and coordination to increase the impact on the economy through increasing community welfare and developing human resources. Local governments are seen as key actors in implementing sustainability principles, coordinating

stakeholders, and driving the sustainable development agenda (Liu et al, 2020; Chili & Xulu, 2017; Salvador and Sancho, 2021; Ruhanen, 2013). The government plays an important role in empowering communities, protecting the environment, and promoting sustainable tourism practices (Adi et al., 2017; Salvador and Sancho, 2021; Simanihuruk et al., 2024). It helps improve the environment by implementing eco-friendly marketing involving eco-friendly prices, eco-friendly products, eco-friendly promotions and eco-friendly places

This research finds that community empowerment plays an important role in sustainable tourism development. The formation of sustainable tourism villages relies heavily on community involvement (Navarro et al., 2020). The community plays an important role in creating sustainable tourism (Agyeiwaah, 2020). Empowering local communities has a positive impact on sustainable tourism initiatives (Khalid et al., 2019; Wanie et al., 2022). Successful community empowerment strategies include increasing attention, increasing capacity, and establishing tourism recognition groups. Community-based tourism (CBT) is known as an effective approach to sustainable development, with a focus on local communities as one of the main stakeholders. Community participation in planning, implementation, as well as monitoring and evaluation of tourist villages is very important to realize sustainable tourism (Rustini, 2022). The development of sustainable rural tourism is greatly influenced by community understanding of tourism, empowerment, and elements of decision making. Effective implementation of tourism development policies through community empowerment requires prioritizing the needs of local communities and considering internal and external factors. If implemented correctly, community empowerment can lead to increased community-based tourism and overall community welfare (Lahamendu et al., 2023).

Eco-friendly marketing (green marketing) plays an important role in promoting sustainable tourism and environmental conservation. Green marketing includes green products (green product), green price (green price), green promotion (green promotion) and green places/distribution (green place). Implementation of environmentally friendly marketing is an effective strategy for realizing sustainable tourism (Ho et al., 2021; Nguyen, 2021; Patwary, et al., 2022). This has a positive impact on green tourism and sustainable tourism development among destination managers. Tourist destinations need to consider environmentally friendly marketing strategies to improve the image of tourist villages (Chung, 2019) and create sustainable tourism (Yudawisastra, et al., 2023). The implementation of environmentally friendly products and marketing strategies contributes to sustainable tourism development (Yudawisastra et al., 2023). This can improve environmental quality, company profitability, and local economic growth. Environmentally friendly marketing strategies have been proven to have a positive influence on sustainable tourism development and environmental sustainability (Yudawisastra et al., 2023). Eco-friendly marketing can improve brand image and purchasing decisions for environmentally friendly products. Environmentally friendly marketing strategies can improve environmental quality, company profitability, and economic growth in local communities.

Corporate social responsibility and environmental perception also play an important role in promoting sustainable tourism (Xiao-Juan Li, 2022). CSR is a program carried out by tourism business actors to provide community welfare and realize sustainable tourism. In the tourism business, local wisdom is one of the tourist attractions (Sutarya, 2023). CSR is in line with the local wisdom of the Balinese people, namely Tri Hita Karana (THK), which is a concept that emphasizes harmony with God, humans and the environment. The THK concept is in line with

the concept Triple Bottom Line (TBL) from Elkington (1994). TBL integrates sustainability aspects consisting of people, planet, and profit (3P). Research shows that THK-based CSR can influence company value and is applied in various sectors, including tourism, education, the environment and social welfare. such as THK are considered in CSR planning, implementation and control to ensure sustainable community involvement and can contribute to sustainable community-based tourism development. Local wisdom is an important factor in improving business performance [Ariani, et al., 2022] and sustainable tourism development (Widiastini et al., 2023; Udayana et al., 2022). Businesses that fulfill their obligations to God, society and the environment will gain confidence and strong support in running their business, which can improve the company's reputation and finances (Dewi and hasl., 2024; Sudama, 2020; Suardana et al., 2022)

Digital marketing plays an important role in the development of sustainable tourism, offering new ways to promote tourist destinations and influencing consumer behavior. The use of digital platforms, including social media and travel influencers, plays an important role in shaping tourists' attitudes towards tourist destinations. Marketing digitalization is one of the marketing strategies that is very important in realizing sustainable tourism (Muliwanti et al., 2020; Vega, 2020; Dewi et al., 2023; Azis, 2022]. Tourist villages will be known more quickly by tourists by implementing digital marketing strategies (Darmayant et al., 2023). Digital campaigns and e-marketing strategies have revolutionized the tourism sector, enabling wider reach. Integration of digital marketing with sustainable tourism principles can result in increased competitiveness and long-term recovery for destinations (Abdelmajid et al. , 2023).

4. Conclusions

This research explored sustainable tourism villages in Bali, with a focus on the direct impact of the government's role, community empowerment, and green marketing, THK-based CSR towards sustainable tourism, as well as indirect impacts through digital marketing. The research revealed that the role of government, community empowerment, green marketing, THK-based CSR and digital marketing have a positive and significant effect on sustainable tourism in tourist villages in Bali. This means that the government plays an important role in providing human resource management training, providing financial assistance, improving infrastructure and actively participating in promoting tourist villages at the local, national and international levels. Apart from the role of government, community participation plays an important role in realizing sustainable tourism villages. It is hoped that tourist villages will motivate the community to be more creative in advancing tourist villages so that they can improve community welfare. It is also found that one of the important pillars in building a sustainable tourism village is implementing green marketing which includes: green product, green price, green promotion and green place.

The research confirmed that CSR based on Tri Hita Karana is an important element in the development of sustainable tourism villages. The CSR program is in line with the local wisdom of the Balinese people, namely THK, which is a concept that emphasizes harmony with God (*Parahyangan*), human (*Pawongan*), and Palemahan (*environment*). The THK concept is in line with the CSR concept, namely Triple Bottom Line (TBL) integrates sustainability aspects consisting of people, planet, and profit (3P). Digital marketing plays an important role in developing sustainable tourism villages. The use of digital platforms, including social media, plays an important role in shaping tourists' attitudes towards tourist villages. A wider digital marketing reach will be able to reduce marketing costs and will speed up the process of

introducing the uniqueness of tourist villages to tourists globally to increase tourist village existence and competitiveness.

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