



Development of Green Bowl Beach Tourism Attraction as Sustainable Tourism in Badung Regency, Bali Province

Moch Haidar Poetra Roy^a, I Nyoman Sukma Arida^b

^a Faculty of Tourism, Udayana University, Bali

^b Faculty of Tourism, Udayana University, Bali

ABSTRACT

This study aims to examine the Green Bowl Beach located in the South Bali area so that it has stunning natural potential and also has adequate accessibility. However, currently Green Bowl Beach is in a position that continues to experience improvements and refinements in various ways. As a tourist attraction that has a vision and mission in increasing tourist visits and prospering local communities for the creation of sustainable tourism development, it certainly requires an optimal development strategy from the relevant stakeholders. This study uses qualitative research methods using primary and secondary data sources. Data collection techniques used include observation and literature study. The result of this research is to provide new ideas that can be used as sustainable tourism development for the welfare of local people, environmental sustainability, and also protect their social culture.

Keywords: *sustainable tourism, development, tourist attraction.*

1. Introduction

Indonesia's geographical conditions in the form of tropical rain forests, mountains, beaches, and also the oceans as well as cultural diversity which is the basic capital that has the potential to become a world-famous tourist destination with a background of natural beauty and cultural diversity, has made Indonesia a well-known country. tourism objects, both natural and cultural tourism objects. In addition to maintaining the survival of tourism actors, income from tourist objects can also increase revenue for local governments in particular and the central government in general. If you look at the fact that with the development of tourism, the level of tourist trips is increasing, the opening of flight routes with new routes, massive investments in the tourism sector, and the increasing development of accommodation facilities, tourism is an industrial sector with bright prospects and has great potential for development.

The abundant potentials that Indonesia has present opportunities for the development of tourism, especially those based on nature and culture. We all know that Indonesia is an archipelagic country that is rich in both ethnicity and culture which is a reflection of its history which still survives with 719 regional languages spoken throughout the archipelago which complement the wealth of Indonesia. Each region in Indonesia has its own uniqueness, starting from the language of the people's way of life to its unique customs compared to other countries.

One of them is the island of Bali which is a reflection of the wealth of Indonesia. Bali has uniqueness and enormous tourism potential. Bali is laid out, managed and developed as a tourism destination based on culture and supported by natural beauty. Structuring, managing and developing tourism potential is generally found in various natural resources and cultural resources which vary in both the shape and character of the object itself. Bali tourism development relies on three elements. The three elements are society, nature, and culture. The Balinese people are known for their hospitality and can be friends with any nation. The second element is nature (nature heritage). Bali has stunning nature, such as mountains, beautiful beaches, caves, and beautiful expanses of rice fields. The third element is culture (cultural heritage). Bali has a wealth of diverse cultures, each district and even Banjar has its own characteristics. Whether it's in terms of language, clothing, building houses, dance, music, or traditional ceremonies. With all the uniqueness that is Bali's mainstay, it seems to be a magnet to attract tourists to visit Bali.

According to article 1 paragraph 5 of RI Law no. 10 of 2009 concerning Tourism, Tourist Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits. Green Bowl Beach is one of the hidden tourist attractions on the island of Bali, which is blessed with exotic natural panoramas that are no less than other attractions in Indonesia. However, the dynamics regarding the development of Green Bowl Beach's tourist attraction will be interesting to study further, because currently Green Bowl Beach is in a position that is continuously improving and improving in various ways.

Spillane (2002) argues that there are five important elements in a tourist attraction, namely: (1) attraction or things that attract the attention of tourists; (2) facilities or facilities required; (3) infrastructure or infrastructure of tourist objects, (4) transportation or transportation services; (5) Hospitality or hospitality, willingness to receive guests. These five elements become indicators in assessing the successes and obstacles in developing a sustainable tourist attraction. Green Bowl Beach is no exception, which is basically a tourist attraction carrying the theme of nature, but the spirit of protection of

noble cultural values, both historical heritage in the form of infrastructure and culture, which is still being hereditary adopted and carried out by the local community around Green Beach. Bowls. As a tourist attraction that has a vision and mission in increasing tourist visits and the welfare of local communities for the creation of sustainable tourism development, of course, requires an optimal development strategy from the relevant stakeholders. Given that errors in development do not rule out the possibility of causing things that are quite fatal.

This is a challenge in itself for Green Bowl Beach managers to be able to work optimally and optimally, by not only considering the contribution of the financial aspect of Green Bowl Beach's tourist attraction to the welfare of local communities, but also returning to the initial principles of nature tourism, namely upholding natural sustainability. and environment. Based on the explanation above, the authors are interested in studying sustainable tourism development based on the indicators.

2. Methodology

Green Bowl Beach is actually named Batu Pageh Beach (according to the name of the temple in this beach area), but what gives the name "Green Bowl" are the foreign tourists who visit and then they see the color of the green sea and the bowl-shaped coastline so they call this beach as Green Bowl Beach. In the end, as time went on, this beach was better known to the general public as Green Bowl Beach. This beach is hidden between cliffs and trees and has a very beautiful natural feel with the contrasting color of the sea which is so stunning and the white sand which is very very charming plus it has a clean and comfortable cave to enjoy the beach atmosphere. This beach opens at 06.00 and closes at 18.00 and you can say that it is still relatively quiet when compared to other beaches in South Bali due to its relatively hidden location, promotions that are not optimal, and facilities and infrastructure that are still inadequate. Even so, Green Bowl Beach can generate inspiration and create memories for every visitor.

In this study, qualitative research data types were used by means of primary and secondary data sources (Muhadjir, 1996). The data collection techniques used include observation (Sugiyono, 2013) to record and search for data that is in accordance with the conditions at the tourist attraction. And Literature Study (Sarwono, 2006) to get more extensive information about the attractiveness of Green Bowl Beach and its Sustainable Tourism.

3. Results

1. Availability of Tourism Component 4A

Tourism supporting components are tourism components that must exist in these tourist destinations (Sugiama, 2011). This core service was found to be the strongest determinant of tourist motivation to return. Attractiveness, accessibility, amenities and additional services are components that have a positive influence on tourist loyalty. Attractiveness and accessibility have a positive and significant influence.

a. Attractions

As everyone's general understanding when visiting the beach, the most interesting thing is just to enjoy the atmosphere of the beach and calm down by hearing the sound of the waves. But Green Bowl Beach does not only present that, there are many other attractions here. All attractions are designed to provide services to visitors. The service includes fun goals, interest satisfaction goals and also educational goals.

The first is surfing, this activity can only be done on a beach where the waves are big enough. Green Bowl Beach is the perfect beach for surfing because the waves here are relatively stable. In surfing science, the waves at Green Bowl Beach are of the "Dumping" type. These waves break suddenly and can throw surfers and even push them down with great force. This is a wave for experienced surfers. Strong offshore winds and long waves can cause dumpers. The existence of this type of wave at Green Bowl Beach is thought to be caused by coral reefs or piles of sand. Therefore surfing at Green Bowl Beach is the most popular attraction for foreign tourists, whether it's used to hone surfing skills or just for fun.

The second is swimming, the sea water of Green Bowl Beach which is clear and clean green coupled with the beautiful beauty of marine life makes tourists definitely interested in swimming. However, tourists who are not yet skilled at swimming should use swimming aids such as floats, tires, and the like. This is just to anticipate the sinking of tourists, moreover this beach has quite big waves and there is still no lifeguard.

The third is fishing. Facing south means Green Bowl Beach is a beach that has a diversity of marine life from the Indian Ocean. There are many types of sea fish that make many tourists interested in fishing on Green Bowl Beach, whether it's just fishing on the coast or willing to drive a boat out to sea to get the fish they are aiming for. Uniquely, visitors to Green Bowl Beach who bring fishing equipment will not be charged an entry fee, this is because Batu Pageh Temple has an absolute perception that all life in water is a gift from God. Apart from that, there are many other attractions at Green Bowl Beach. The following are the attractions:

- 1) Shooting
- 2) Prewedding
- 3) Outbound
- 4) Picnic
- 5) Sand play

6) Mellow

b. Accessibility

Because Green Bowl Beach is located in South Bali which is known as a developed area, it is certain that there is adequate road infrastructure. It can be seen from the photo above that the road to this beach looks neat, clean and beautiful, making it easier for tourists to visit this beach. Green Bowl Beach is located on Jl Bali Cliff, Ungasan Village, South Kuta District, Badung Regency. Being among tourist destinations that have been growing rapidly, namely Pandawa Beach and Melasti, of course, makes access to Green Bowl Beach relatively easy. Tourists can use four- or two-wheeled transportation, even buses or trucks. However, it is better to be careful because there are many monkeys roaming the streets. Green Bowl is only 16 km from I Gusti Ngurah Rai Airport and can be reached in about 31 minutes. Just point the vehicle to Uluwatu Temple until it passes Garuda Wisnu Kencana (GWK). After that, turn towards Jalan Bali Cliff and follow the path for about three kilometers.

After arriving at the entrance counter, the tourists will be directed to the parking lot that has been provided. But unfortunately tourists are not directly on the beach because they have to go down 232 steps. This makes it a special attraction, especially for tourists who like sports or to warm up before surfing. Surrounded by cliffs and trees that are still beautiful, the trip down to the coast of Green Bowl Beach will not be felt. However, this staircase has two drawbacks, the first is that the distance between the stairs is too high, making it difficult for elderly tourists to climb or descend the stairs. Meanwhile, the second is that there is no special lane for tourists with disabilities.

c. Amenities

A place or area can develop as a tourist destination if the accessibility is good. There is a reciprocal relationship between facilities and infrastructure. Infrastructure is a requirement for facilities, and vice versa, facilities can lead to infrastructure improvements. The following are the facilities and infrastructure available at Green Bowl Beach:

- 1) Toilets
- 2) Evacuation board
- 3) Parking lot
- 4) Trash can
- 5) Places of worship
- 6) Stalls
- 7) Sentry post
- 8) Gazebos

d. Additional Services

Green Bowl Beach is under the auspices of the Ungasan Traditional Village and also the Batu Pageh Temple. Both of them have officially become the managing institutions of Green Bowl Beach since its inception as a tourist attraction. In fact, all the people who participate in tourism activities on this beach are the founders of the Batu Pageh Temple. In addition, because they do not want to accept investors and have not received government assistance, the facilities and infrastructure at Green Bowl Beach are provided by Batu Pageh Temple itself. Even though there are many twists and turns that cause the tourism sector to decline continuously, with the right management structure and having optimal performance in the end they are able to survive and develop so rapidly in order to achieve sustainable tourist attraction.

2. Efforts and Management Towards Sustainable Tourism

Sustainable Tourism is tourism that is growing very rapidly, including the increase in the flow of accommodation capacity, local population and the environment, where tourism development and new investments in the tourism sector should not have a negative impact and can blend with the environment, if we maximize positive impacts and minimize negative impact. Sustainable Tourism Charter (1995) So several initiatives were taken by the public sector to regulate tourism growth so that it becomes better and places the problem of sustainable tourism as a priority because good business or business can protect important resources or assets for tourism not only for now but in the future.

Learn from the gloomy times when Green Bowl Beach was affected by a decline in the tourism sector due to various things (such as the Covid 19 pandemic and the eruption of Mount Agung) so that many local people (especially those participating in tourism activities at Green Bowl Beach) experienced a financial deficit. Then the Ungasan Traditional Village and the Pura Batu Pageh Foundation as the parties that have the right to manage and manage Green Bowl Beach very wisely immediately develop Tourism with a sustainable concept. This is very careful considering that apart from the economic impact that the local community gets, the environment in the Green Bowl Beach area which is still beautiful must be protected from natural disasters and the actions of living things. Moreover, the social culture that has become the hallmark of the Batu Pageh Temple administrators and the local residents of the Ungasan Traditional Village are afraid that it will be increasingly eroded by domestic and foreign tourists.

a. Environment

Green Bowl Beach, since its inception as a tourist attraction, has taken great care and protected the environment. This is none other than because the Batu Pageh Temple (Pulungkuh foundation) which is included in the Green Bowl Beach area is the Dang Kahyangan Temple. Dang Kahyangan Temple is a sacred place built to commemorate the services of Hindu leaders who have visited Bali, such as Rsi Markandya and Dang Hyang Dwijendra. That's why Batu Pageh Temple really maintains the cleanliness of its environment for the convenience of people who will pray at the temple.

The soil type for Green Bowl Beach and its surroundings is alfisol soil or better known as Mediterranean soil. Mediterranean soil is soil whose parent material is calcareous igneous rock which contains a lot of carbonate. The characteristics of Mediterranean soil include its gray color. Mediterranean soil contains a lot of aluminum, iron, water and organic matter, so it is considered fertile soil. Therefore, many Mediterranean lands in Green Bowl Beach are planted with teak. In addition, this land is also planted with wild plants that make leaves and branches fall on the streets. As a result, the manager employs several Pemempon Batu Pageh Temple to clean up the leaves and tourist trash every Friday. Because, Friday is the right day to clean up the Green Bowl Beach area before the weekend which attracts more tourists to visit so that when tourists visit Green Bowl Beach it will be much more comfortable.

Environmental conservation efforts carried out by Green Bowl Beach in achieving a sustainable tourism concept have so far received optimal results. Unfortunately Green Bowl Beach also has challenges in developing sustainable tourism from an environmental perspective. The challenge is the lack of funds whether from government assistance or investors. As a result, the available cleaning facilities are not functioning properly, one of which is the trash can. The trash bins provided on the beach (parking lot) are adequate. However, the trash bin on the stairs leading to the beach cannot be said to be a trash bin in general. This is because the trash can does not have a basin that is too deep to make trash easily scattered.

b. Economy

Since Green Bowl Beach has become a tourist attraction, slowly the economy of the local Ungasan Traditional Village community, especially those living around Green Bowl Beach, has begun to grow. In the last 3 years Green Bowl Beach's income from tourist visits has been stable at around 7 million per month from domestic tourists and around 8.4 million per month from foreign tourists. So if calculated monthly, Green Bowl Beach will get around 15-16 million per month (184 million per year). 40% of this income is handed over to Pura Dalem Batu Pageh while 60% is used for emergency funds. This emergency fund is used when there are tourism workers or tourists on Green Bowl Beach who experience unwanted events. For example, falling from stairs, accidents on the streets of Green Bowl Beach, falling sick due to existing facilities, and so on.

The 40% income earned by Batu Pageh Temple, especially the Pulungkuh Foundation, will be distributed to local communities who participate in Green Bowl Beach tourism activities (including the fathers and patrons of Batu Pageh Temple). The local people here are already fairly prosperous because everything in the tourism sector they will definitely be involved in. Managers will not look for tourism workers to other people because they put local people first. Even though there was once a Pempon Batu Pageh Temple who became the secretary of the Green Bowl Beach, he got married even though his marriage was still in the Ungasan Traditional Village area

but the manager of Green Bowl Beach still dismissed him because he wanted to give other local people a chance.

Revenue sharing at Green Bowl Beach is different from Melasti Beach. If Melasti Beach uses the UMK (District Minimum Wage) to pay their employees, Green Bowl Beach uses the ngayah system to pay their employees. This ngayah system is not certain, but usually the intensive is given around 50 thousand / day. However, according to the managers of the intensive Green Bowl Beach, it varies depending on what profession they find.

Apart from the tourism sector, the local community of Green Bowl Beach relies quite a lot on Mediterranean land for agricultural products to support their daily life, the existence of this type of soil does not bring much profit. However, there are several ways to derive economic benefits from this type of soil. One of them is to make it as a building material. Sturdy lime material, useful for making building foundations. Therefore environmental aspects and economic aspects will always be related here. This is because if the environment is too crushed or not conserved then the available natural resources will run out. Bearing in mind that Green Bowl Beach has not yet been realized, it has received cooperation from the local district government, even though the plan has been submitted. Tourists will also feel the lack of Green Bowl Beach if the environment is not cared for, moreover the facilities are still inadequate because there is no assistance from the government. If tourist visits start to quiet down because of that, it is certain that the local community's economy will also be affected. Therefore the two aspects are interrelated for the sake of sustainable tourism in the present and into the future.

c. Socio-cultural

The social and culture of the local community of the Ungasan Traditional Village must be maintained and preserved. The Pulungkuh Foundation has also made efforts so that the culture at Green Bowl Beach is not affected by future tourists. This is because socio-cultural changes can be interpreted as changes that appear in social structures and relations, as well as cultural elements in society. There are several types of socio-cultural change, such as evolution (long-term change), revolution (rapid changes), as well as planned and unplanned changes. As quoted from the Textbook of Education Policy and Problems (2021) by Emilda Sulasmi, Selo Soemardjan defines socio-cultural change as all changes that occur in community institutions, where these changes affect the social system. The following are challenges that could be a negative socio-cultural impact if not maintained optimally:

1) Local people can lose their sense of nationalism

Foreign tourists can change people's mindsets and lifestyles to become more modern. This is obtained from the influence of modern thinking and lifestyle. If those two things are not in accordance with the identity of the nation, people can lose their sense of nationalism.

2) Socio-economic gap

The occurrence of socio-economic disparities is caused by uneven development and modernization. As a result, rich groups and poor groups emerged in the local Green Bowl Beach community.

3) Crime

Crime arises because of differences in wealth or other differences. acculturation that can lead to social inequality economy, can also bring up crime in society.

4) Consumptive attitude

Another negative impact is a consumptive attitude. It is feared that tourists who will come will not only change people's thinking, but also lifestyles to become more modern. As a result, people try to fulfill their lifestyle by buying lots of goods or using services, giving rise to a consumptive attitude.

4. Conclusion

Based on the explanation above, it can be concluded that efforts to develop sustainable tourism at Green Bowl Beach have been going well. However, various challenges still haunt the running of this sustainable tourism. The availability of 4A components that still do not meet tourism standards will become a scourge in the development of sustainable tourism. Environmental preservation activities have indeed been held, but they rarely occur and only local people take part. Even though there are many obstacles, so far the potential for natural and cultural tourism on Green Bowl Beach has greatly helped the local community's economy to become much more prosperous. The toughest challenge that makes various other challenges exist is actually just a lack of funds in developing sustainable tourism at Green Bowl Beach. The closure of the Green Bowl Beach management to investors could have a negative impact on the economy. Moreover, coupled with the plan of assistance that has been sent to the government of Badung Regency, there has been no reply. In addition, the lack of education or outreach from the local government to the local community of the Ungasan Traditional Village regarding maintaining tourism stability in the present and the future has not yet been implemented.

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