

Digital-Based Tourism Village Management with The Concept of Green Economy and Harmonization as Tourism Forces

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Abstract

Digital Village is a program concept that implements government service systems, community services, and community empowerment based on information technology. Blimbingsari is a Tourism Village where the management of tourism is community-based. The type of research used in this research is qualitative research. This study aimed to determine the management of digital-based tourism villages with the concept of green economy in increasing the tourist attraction of Blimbingsari village. Blimbingsari Tourism Village also has its website, which anyone can access anywhere. On the website, the profile of Blimbingsari Village is listed, followed by what tourist attractions are offered and many more things we can access. From several aspects related to the implementation of the green economy, several things have not been able to be implemented by the Blimbingsari Tourism Village to uphold the concept of the Green Economy and harmonization. It needs further attention from related parties so that all these aspects can be fulfilled, and Blimbingsari Tourism Village can fully become a digital-based tourism village with a green economy concept, attract more tourists, and harmonize as a tourism force.

Keywords: digital village, green economy, tourism village.

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INTRODUCTION

The Era of Revolution 4.0 has brought rural development through significant changes in concepts and processes (Khan et al., 2021) (Zambon et al., 2019). The idea of development not only focuses on the agricultural sector and basic infrastructure but is also accompanied by rapid developments in information technology. Digital villages are one of the program objectives that implement government, community, and community empowerment service systems based on information technology (Agusta, 2023). This program will develop village potential and marketing and accelerate access and public services. The rural development process then increasingly reduces dependence on the government's role, leading to regional independence, because the community becomes more empowered and creative in developing innovation.

Rural community development is part of community participation that leads to institutional development and empowerment in improving welfare in rural areas. The principles of rural development include transparent, participatory, accessible to the community, accountable, and sustainable (Khalid et al., 2019) (Mensah & Casadevall, 2019). Community development and rural area development involve various social, economic, cultural, and technological factors and interact with each other overall in the process of achieving them. Each development offers changes, impacting other areas but with different characteristics.

The implementation of rural development in this digital era is experiencing a transformation in a convergent communication system involving interpersonal, mass media, and hybrid media (Yuniarta et al., 2021). The aim is to involve various stakeholders and accelerate development goals because the process requires the involvement of multiple elements of society (Moallemi et al., 2020) (Nonet et al., 2022).

Bali Province has several tourist villages with attractive natural potential for development. Each tourist village has its advantages, including its natural attractions (Trihaji & Priyanto, 2023). The international world believes Bali can utilize its tourism potential significantly in various aspects. The ample space freedom will increase the number of tourists to Bali and provide added value for the region and country. Tourism is an essential sector in the economic development of the Balinese people. If the tourism sector can develop or experience setbacks, it will affect the financial industry in Indonesia. Tourism development will influence several aspects of management in economics, society, politics, and culture (Purnamawati et al., 2022). The tourism industry will continue to develop dynamically with strategic environmental conditions, both local and global. Tourist villages are an integrated form of various beautiful locations, accommodations, and additional facilities presented as a structure of community life and integrated into procedures and traditions. This rural area has several characteristics that can become a tourist attraction.

Tourist villages have assets that require maximum utilization, one of which is realizing the welfare of the tourist village community. Green Economy is a real effort to support the reduction of greenhouse gas emissions (Ali et al., 2021). The aim is to provide excellent opportunities by exploiting development potential oriented towards environmental and ecosystem aspects. Management of tourist villages with an ecological concept is crucial because it can preserve nature and the surrounding ecosystem (Samal & Dash, 2023). There are at least ten aspects that must be fulfilled to make this happen: first, prioritizing use value, intrinsic value, and quality; second, following the natural flow; third, waste is food; fourth, neatness and diversity of functions; fifth, appropriate scale or relationship; six, diversity; seven, self-efficacy, self-organization, and self-design; eight, participation and direct democracy; nine, creativity and community development; ten, strategic role in landscape built environment and spatial design. Tourism villages prioritize profits and must maintain harmonization to create positive synergy between all components of life.

The Bali Provincial Government continues to prepare itself to become one of the best tourist destinations in Indonesia. There is much potential for tourism in all districts of Bali Province. This research focused on the tourist village of Blimbingsari in Jembrana Regency. The town is in the western part of the island of Bali, 120 km from Denpasar City and 15 km from the Gilimanuk ferry port. Blimbingsari is a tourist village whose tourism management is community-based. It is known as a spiritual tourism destination where there is acculturation of Balinese culture in the lives of people who adhere to the Christian faith. It is a tourist attraction in Blimbingsari. The main icon of tourism in Blimbingsari is the church building, which has typical Balinese architectural characteristics. This phenomenon makes this tourist village move towards a green economy, so it is attractive to explore its potential and management strategies by increasing the community's economic income.



Figure 1. Blimbingsari Tourism Village
Source: jadesta.kememparekraf.go.id (2023)

LITERATURE REVIEW

Digital Village

The pandemic phenomenon and the Industrial Revolution have caused human behavior and habits to change. Especially the rapid development of information and communication technology (Neto et al., 2020). The impact of these changes is increased internet users for both formal and informal purposes. ICT is a necessity for all people, not only those who live in urban and rural areas. However, the use of ICT requires adequate infrastructure in the form of the availability of internet networks, computer hardware, smartphones, mobile phones, and their accessories (Rumata & Sakinah, 2020). Digitalization uses ICT through mobile phones, smartphones, computers, and their supports so that previously manual processes and mechanisms become automatic (Purnamawati et al., 2023)(Javaid et al., 2021). To these infrastructure needs, implementing digitalization in rural areas is a challenge. Communities in rural areas have limitations in the form of low knowledge and competence, economic level, and quality of public health; limited access to finance for access to funding and other financial services such as money transfers; and marketing local products. The phenomenon of Indonesia, as an archipelagic country, has more rural areas than urban areas.

Rural digitalization as a process to improve local communities' quality of life through ICT aims to improve welfare in all aspects of the economy, health, and education. The implementation of this effort is called digital social innovation. Digital social innovation is a collaboration of rural communities that use technology to create knowledge-based products or services as solutions to needs (Dionisio et al., 2023). Village communities drive this effort to empower existing potentials, including natural resources, humans, production factors, and knowledge through digital technology to overcome the limitations in rural areas. The principal capital in improving and empowering villages to be based on digital technology is the availability of an internet network. Currently, 82.36 percent of villages in Indonesia are connected to the internet, or there are 69,126 villages if the existing number is connected. However, the use of the internet and digital technology must be based on knowledge and ability so that the results can be right on target, namely improving the welfare of the village community.

Green Economy Concept

One of the threats and challenges to the continuity of national economic development is changes in the global economy (Smith et al., 2019). The ongoing transformation process in all parts of the world indirectly means that every phenomenon in a particular area will quickly influence other dimensions and expand rapidly. The market system economy is now being transformed into one, namely, a global market. No country is exempt from these changes because the management and involvement of all countries also provide opportunities for national economic development.

Increasing national economic resilience is an inseparable part of the world trade process, which can have positive and negative impacts. A country has economic resilience if it has capabilities not easily influenced by uncertain global conditions and provides increased welfare to society through development. There are different views between developed and developing countries regarding the concept of a green economy in the context of sustainable development and poverty eradication, as well as national responses regarding this concept to avoid green protectionism in trade activities for developing countries, especially in the funding sector (Gramkow, 2020).

The fundamental differences in the development process and the structure of the economy and society between developed and developing countries are contained in general principles, but differences in responsibilities and capabilities between developed and developing countries. This distinction also refers to the fact that no single sustainable development model is suitable for all countries, as is the case with the green economy approach. For this reason, the definition of a green economy requires a certain level of flexibility and considers each country's economic, social, and environmental development levels.

Although the concept of a green economy is still being debated, several international institutions have begun to define this concept, including:

Greening the economy refers to the process of reconfiguring businesses and infrastructure to better return natural human and economic capital investments while at the same time reducing greenhouse gas emissions, extracting and using fewer natural resources, creating waste, and reducing social disparities.

A green economy can also be interpreted as an economy from the practical world, human needs, natural resources, and overall unity to be harmonious (Wu et al., 2022) (Purnamawati et al., 2023). The green economy is broader in scope than the Low-Carbon Economy or Low-Fossil-Fuel Economy. Namely economic activities that provide a minimum output for the Greenhouse gas (GHG) emissions released. This new economic model is developing rapidly, which is the opposite of the current economic model, which uses fossil fuels. Green economy is based on knowledge of ecological economics, which discusses human economic dependence on natural ecosystems and the effects of human economic activity on climate change and global warming.

METHOD

The type used in this research is qualitative. The data sources used in this writing are primary and secondary data. Primary data was obtained directly from observations in Blimbingsari Village and interviews with *Perbeker*. Meanwhile, secondary data is obtained from literature and other written information related to this research (Martins et al., 2018). The data collection technique used in this research is through observation and observations. Observations were carried out directly in Blimbingsari Village, Melaya District, Jembrana Regency, Bali. This interview was carried out with key informants, namely the Blimbingsari Village Headquarters and the manager of the tourist village group whom the author met directly. The analytical method used to discuss the problems in this research is content analysis. Content analysis, data reduction, data presentation, concluding.

RESULTS

The symbol of tourism in Blimbingsari is the church building, which has typical Balinese architectural characteristics. Apart from that, Blimbingsari Village is known for its natural surroundings, which are still beautiful and well-maintained. This is proven by many trees, rice fields, relatively clear river water, and very clean and cool air. Blimbingsari Village is also known for its warm and friendly residents. The residents of Blimbingsari Village are famous for their very high tolerance, proven by the combination of two religions and cultures (Hindu-Balinese religion and Christianity), which live side by side and are very peaceful (Junaedi & Waruwu, 2020). There has never been a conflict involving differences in beliefs.

Blimbingsari Tourism Village received the award for 100 beautiful villages in Indonesia (Statistical et al.) from the Indonesian Central Statistics Agency (BPS). Beautiful Village (Love Statistics Village) is a program of the National Statistics Agency, namely to foster, build, and increase the competency of village officials so they can understand statistics. Villages are no longer considered objects of development but are placed as subjects and spearheads of development in improving community welfare. This shows that apart from having natural beauty and good tourism potential, Blimbingsari Village also has a community that is obedient to data collection.

Generations of community leaders in Blimbingsari Village in their activities are based on the values of spirituality and social capital to create synergy and determination in doing something. The success of these firmly held principles is also due to humility in leadership and strong will. This leadership is free from individual ego. Leaders have strong goals, but they are aimed at the interests of the village community and not for individuals.

Current developments in Blimbingsari village are influenced by several factors such as history, social attitudes, and socioeconomics. Leaders must prioritize spiritual values, work ethic, working capital and

entrepreneurial values that have previously grown, so that they are able to provide positive benefits to community productivity, especially increasing economic prosperity. Likewise with the supporting aspects, such as the spiritual value of always placing love, such as the teachings and values obtained from the Gospel or Bible. Blimbingsari Village figures continue to make changes in a sustainable manner and try to direct this dynamism, because they have priority values related to trans formativeness to provide encouragement for leadership aspects in the form of order, stability, and the ability to make changes in a controlled manner.

Digital-Based Tourism Village Management with the Green Economy Concept

The digital tourism village transformation in the Belimbingsari tourist village is changing the tourism village business to become more optimal, efficient, and effective. Digital transformation leads to broader adoption of digital technology, but there is a cultural change in it. Digital transformation places more emphasis on people than digital technology. The trigger for increasingly rapid changes in tourist villages in digital transformation is customers' desire for ever-increasing service speed. Tourism Village The process towards a Digital Tourism Village is called a transformation process, which must be carried out end-to-end and in an integrated manner between one component and another. This aims to ensure that digital transformation can create value that increases benefits for all parties, reduces risk, and efficiently uses limited resources. The benefit values the parties feel include convenience, speed, and low costs. Reducing risk is very important to reduce the incidence of failure or errors in the process, including avoiding potential disruptions that may occur. ICT must also pay attention to the efficient use of resources, for example, the availability of funds and human resources in the village (Astawa & Utama, 2020).

This digital transformation covers several aspects: policies related to tourist villages, appropriate business process arrangements, village institutions, village habits or customs, village information, availability of infrastructure and applications, and adequate village human resources. Based on Minister of Home Affairs Regulation No. 114 of 2014, Digitalization of Tourism Villages, which is the authority of the village, must be a priority in the Village RPJM and Village RKP and is budgeted for in the tourism sector and information on supporting sectors which is budgeted in the Village APBD based on Minister of Home Affairs Regulation No. 20 of 2018. Utilizing ICT is about more than just using it. In carrying out manual processes, with appropriate business process settings, the use of ICT becomes a manageable burden; usually, the cost burden becomes high, while the perceived benefit value is meager. Changes to business processes are carried out by changing technical procedures, recording processes (data recording), financial transaction processes, and so on. This business process change was carried out based on the results of the previous business process analysis.

The use of ICT must touch the process of digitizing information (Rondeau et al., 2015). Tourism-related information is packaged in digital media in promotional activities. Media transfer is essential to facilitate the distribution of information so that it reaches the target party quickly, cheaply, safely, and on time. Currently, the use of internet technology and social media is the spearhead in the dissemination of tourist information (Chiwaridzo & Masengu, 2023). Complete tourism information includes, among others, Ordering tour packages by tourists (booking), Tourist identity (demographics and socioeconomic status), Room occupancy schedule and tourist visit schedule for Tourist Villages, Tourist transactions while in Tourist Villages (inclusive digital finance), Village Go Digital Tourism, e-commerce, creative industry, criticism, input, and suggestions.

Based on several aspects, the Blimbingsari Tourism Village has been able to fulfill and prove that it is worthy of being called a digital-based village. This was also conveyed by the Blimbingsari Village Perbekel. All components of the village continue to improve, and facilities are added to support tourism development. Moreover, the COVID-19 pandemic, which is currently showing recovery, can increase public interest in tourism. Blimbingsari Tourism Village also has its website, namely <https://blimbingsari.desa.id/>, which can be accessed by the public.

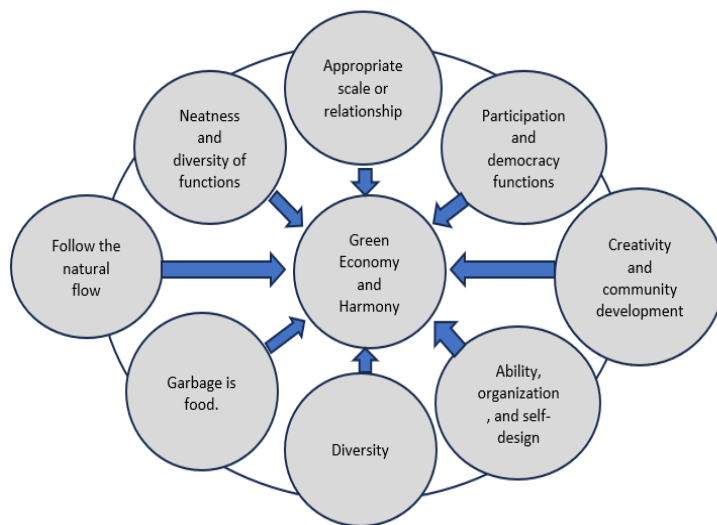


Figure 2. The implementation of the green economy and harmonization concept

A tourist village is a tourist attraction that utilizes the environmental potential of the local area. The environmental potential that is utilized is natural resources that can be renewed, likewise with the Blimbingsari Tourism Village, which is one of the tourist villages in Jembrana Regency. Blimbingsari is an enchanting tourist area because of its potential natural beauty, friendliness of the people, and cultural richness. The naturally beautiful nature can pamper every visitor.

Waste is an important thing that must be handled, especially in a tourist attraction. In the Blimbingsari Tourism Village itself, waste management has been carried out well. This makes the environment of Blimbingsari Village more beautiful, and the trees can grow abundantly. Much organic waste is directly buried in the ground and becomes natural fertilizer for the trees there. This is what causes this village to be very lush.

The development of the Blimbingsari Tourism Village as a tourist attraction involves many actors. Apart from society, the government and the private sector have their respective roles. However, each actor has its portion, and the community plays the most significant role in developing the Blimbingsari Tourism Village based on community empowerment.

The operational scale of turning a village that has unique natural potential into a tourist village is indeed appropriate. However, the benefits of this tourist village have yet to reach all levels of society. Farmers and other communities still feel there needs to be more transparency in management, including a lack of packaging for tourism packages in the Blimbingsari Tourism Village and incomplete facilities.

Blimbingsari Tourism Village offers various tour packages that visitors from all walks of life can enjoy. This is one form of diversity on offer and keeps tourists from getting bored of visiting for the same reasons of attraction.

Tourism villages aim to improve the welfare and creativity of rural communities by cultivating and utilizing existing local potential. However, this must be more comprehensive because most rural communities still need to become more traditional and familiar with tourism activities. So, some still do not participate in tourism activities because people need clarification about their role. Based on the results of interviews with Village officials who stated that:

The Blimbingsari Tourism Village community has implemented the principles of participation and democracy. This can be seen from the people who initiated the formation of the tourist village in Blimbingsari. Then, in its development, the Jembrana Regency Tourism Office always includes the community in every decision to develop the Blimbingsari Tourism Village. Community participation is the central aspect of the successful development of the Kungkuk Tourism Village.

Creativity and community development in the Blimbingsari Tourism Village is still lacking. The creativity and innovation of the community in managing and developing their village by packaging tourist packages as attractive as possible can be seen, but it still needs to be improved.

CONCLUSION

The strategic role of the artificial environment, landscape, and spatial design has yet to be implemented optimally in the development of the Blimbingsari Tourism Village. If we look at efficient spatial management so that nature conservation can continue, it has been implemented with a larger ratio of forest areas than residential areas. However, there are still some spatial arrangements that need to be revised, such as the placement of every tour package that needs directions and signboards.

There are several things that the Blimbingsari Tourism Village has not been able to implement to uphold the Green Economy concept. This requires further attention from related parties so that all these aspects can be fulfilled, and the Blimbingsari Tourism Village can fully become a digital-based tourism village with a green economy concept and can attract even more tourists. Blimbingsari is a tourist village where tourism management is community-based. Blimbingsari is known as a spiritual tourism destination where there is acculturation of Balinese culture in the lives of people who adhere to the Christian faith. The Blimbingsari Tourism Village has been able to fulfill and prove that it is worthy of its status as a digital-based village. This was also conveyed by the Blimbingsari Village Headquarters, who said that Blimbingsari Village is currently continuing to improve and add facilities to support tourism development. Blimbingsari Tourism Village also has its website, namely <https://blimbingsari.desa.id/>, which anyone can access anywhere. On the website, the profile of Blimbingsari Village is listed, then what tourist attractions are offered, and we can access many more things on the site.

If we look at several aspects related to the implementation of the green economy, there are several things that the Blimbingsari Tourism Village has not been able to implement to uphold the Green Economy concept. This requires further attention from related parties so that all these aspects can be fulfilled, and the Blimbingsari Tourism Village can fully become a digital-based tourism village with a green economy concept and can attract even more tourists. It is hoped that all residents of the Blimbingsari tourist village will always maintain the characteristics of their tourist village. Apart from that, it is hoped that the implementation of digital villages can be further developed, such as installing CCTV in certain areas for the safety of village communities. Moreover, it can implement a better green economy concept.

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