



PKM of Increasing the Community Empowerment in Green Tourism in Penglipuran Village, Susut Sub-District, Bangli Regency

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ABSTRACT

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Affecting guests to buy services, as well as improving the community's standard of living. PKM activities by increasing community empowerment are related to local cultural values that have been frequently carried out. However, empowering community activities as a green tourism model to increase tourism needs to be furtherly improved. Environmental protection is an effort to take responsibility which is very difficult so it results in a real decrease of the environmental quality, as well as in the pollution case, and environmental damage. However, Green tourism, which synergizes the values that develop in society in protecting and preserving the environment, is an ideal form of protecting and managing the environment wisely to realize sustainable tourism development in Bali.

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1. INTRODUCTION

Various concepts of developing green tourism in tourism development that synergize with the local cultural values have been carried out to date, but community service regarding green tourism regulations that related to sustainable tourism development as a measure of the government's alignment with the environment related to tourism management is not yet sufficient to be a development model that synergizes with nature. A good and healthy environment is a basic right of every Indonesian as mandated in Article 28H of the 1945 Constitution of the Republic of Indonesia (Sudi Fahmi, 2013; 255). Bad environmental management contributes to worsening environmental quality. Therefore, it is necessary to increase the protection and management of the environment (Najwan, 2010: 57). Environmental protection and management are aimed to realize sustainable tourism development.

Every implementor and/or the person in charge of the business is obliged to obtain an

environmental permit in accordance with the applied legal provisions, in order to achieve good and healthy environmental protection and management. This is stated in the Law of Environmental Management and Protection (UUPPLH) No. 32 of 2009, Government Regulation no. 27 of 2012 concerning Environmental Permits, Minister of Environmental Regulation No. 08 of 2013 Concerning Procedures for Assessment and Examination of Environmental Documents and Issuance of Environmental Permits. An environmental permit is something that must be owned by the person in charge of the business and/or activity as an effort to supervise the government in protecting and managing the environment (Kartono, 2009: 32). Law was created as a means of an instrument to regulate the rights and obligations of the legal subjects. Besides that, the Law governing the legal relationship between the government and citizens is State Administrative Law or civil law, depending on the characteristics and position of the

government in carrying out these legal actions (Sutrisno,2013;17). When the government takes legal action in its capacity as a representative of agency law, then the action is regulated and subjected to the provisions of civil law (Sudi Fahmi,2013;36). Meanwhile, when the government acts as an official, the action is regulated and subjected to State Administrative Law. Moreover, the violators should be subjected to sanctions according to their level of violation. (Ramdan & Yusran, 2003;74).

The level of success in implementing environmental law is difficult to resolve, so in order to maximize law enforcement it should be supported by good rules and solemnity of the government (Otto Soemarwoto, 1999;89). The problem is in the tendency of the local governments to build economic facilities by exploiting natural and environmental resources to Local Own-source Revenue (PAD) and pay less attention to the carrying capacity of the environmental sustainability of their regions. (Pitana,2004;19). Moreover, they rarely obey the rules.

The aims of this PKM are to develop legal knowledge and conduct further research on green tourism as a model that synergizes with the local cultural value, preserving the environment, and as a form of government responsibility in environmental management related to tourism development in Bali. Moreover, this research is aimed to study, understand, and find out the way to overcome the impact of the legal consequences of the Local Cultural Value Integrated Model. So that it could be used to build a sustainable rural tourism concept in Bali.

The green tourism model that synergizes with the Local Cultural Value has not been widely studied and linked to sustainable development that has sustainability reporting, environmental, social, and economic which hold a crucial part in informing the company concerns about sustainability (Caliskan,2014; Jones, 2010a, 2010b).

The term Integrating Local Cultural Values can be interpreted as incorporating sustainability elements into the management and practices of Integrating Local Cultural Values. Sustainability includes environmental, economic, and socio-cultural responsibility (Kapera, 2018). These three responsibilities form the basis of developing green tourism that requires all tourism industry actors such as tourists, companies, communities, and even the government to be actively involved

(Astawa, 2018; Liu, Nijkamp, Huang, & Lin,2017)

The concept of the environment is stated in Article 1 Point 1 of Law Number 32 of 2009. It defines environment as a spatial unit with all objects, forces, conditions, and living things, including humans and their behaviors which affect nature itself, life continuity, and the welfare of humans and other creatures. Conditions, circumstances, and influences that exist in the room that is lived in affect living things including human life (Rachmadi Usman, 2003;126), economic factors, social factors, and others (Emil Salim, in Gatot P Soemartono, 1997,34). Soedjono, (Soedjono D, 1979, 20), defines” environments” as a” space” where both living and non-living things are in one unit. Moreover, they interact with each other both physically and non-physically which includes and encompasses all physical elements and physical factors contained in nature. The rules regarding conservation are primarily stated in Law No. 5 of 1990 concerning the Conservation of Biological Natural Resources and their Ecosystems. The management of conservation areas, especially national parks based on this law, is carried out by the central government, even though there are articles that open up opportunities for decentralization, such as Article 38 paragraph (1). The regulations regarding conservation are primarily stated in the Law No. 5 of 1990 concerning the Conservation of Biological Natural Resources and their Ecosystems.

The concept of green tourism is being debated in its implementation. This concept prioritizes the sustainability of an event based on Balinese cultural environmental law in supporting sustainable development. This is also aligned with the road map of the Leading Research Center for Research and Community Service (P3M) of Warmadewa University, which is the Environment with Ecotourism service based on environmental Law. The concept of a tourist village is a form of community-based tourism that aims to prosper the people in the area. Currently, most tourist villages in the Province of Bali have not succeeded in developing properly. One of the problems is that people are confused about applying environmental laws and the culture they have in holding events. The main objective of this Community Service is to develop a green tourism village tourism model based on Balinese cultural environmental law to increase compliance with environmental

law at that event. This also helps to increase guest confidence in tourist villages because they are legally protected by the products purchased and ultimately have an impact on guests buying event services, as well as improving people's lives. The service will be carried out in three stages in one year. This community service explores the perceptions of the community in tourist villages in the Province of Bali. It is seen from the three pillars of model development such as the Green aspect, Culture, and Environmental Law (Ramdan & Yusran, 2003; 38). The expected output for this service is an overview of the conditions of community involvement and expectations of the existence of green tourism based on Balinese cultural environmental law. This service will focus on exploring the stakeholders related to green tourism, culture, and environmental laws of tourism villages. The expected output for this service is a conceptual framework for green tourism based on Balinese cultural environmental law from the interrelationships between stakeholders.

The related research conducted by Efendi et al (2022) about PKM community Empowerment and application of plastic waste treatment technology in Nelayan Village, Mayangan, Legonkulon, Subang. Community empowerment through optimizing local wisdom as a support for the value of economic life (Hidayah et al, 2023). Last the research conducted by Tsani et al, (2022). That focus on increasing promotion of mangrove ecotourism during the covid-19 pandemic through online media training. Meanwhile, for the next international service, it will combine community service based on the environment and culture in the development of a sustainable tourism sector to produce a green tourism model based on Rural Tourism Development to improve community welfare.

2. RESEARCH METHOD

The method used in this research is:

1. Provide socialization on the importance of green tourism knowledge in the development of sustainable tourism in Penglipuran Village, which will be delivered by academics from the Universities (international service team).
2. Guidance and basic training on green tourism for apparatus and village communities will be delivered by the tourism office of Bali Province and related

offices in Bangli.

The results of these activities will be set forth in the form of an activity report which describes the realization process of the activity, the level of community participation by standardizing the amount of community involvement, and community contribution from discussions or questions and answers. Then, those results will also be used as an evaluation report on the implementation of international community service and compiling the implementation report of Community Service held in Penglipuran Village, Susut Sub-District, Bangli Regency.

3. RESULTS AND DISCUSSION

Various concepts of developing green tourism in tourism development that synergize with the local cultural values have been carried out to date, but community service regarding green tourism regulations that related to sustainable tourism development as a measure of the government's alignment with the environment related to tourism management is not yet sufficient to be a development model that synergizes with nature. A good and healthy environment is a basic right of every Indonesian as mandated in Article 28H of the 1945 Constitution of the Republic of Indonesia (Sudi Fahmi, 2013; 255). Bad environmental management contributes to worsening environmental quality. Therefore, it is necessary to increase the protection and management of the environment (Najwan, 2010: 57). Environmental protection and management are aimed to realize sustainable tourism development.

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