

Green tourism innovation model for ecologically based tourism villages in Tabanan Bali

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ABSTRACT

The rapid expansion of tourism in Bali presents both opportunities and challenges for the preservation of its natural and cultural assets. This study proposes a Green Tourism Innovation Model as an integrated framework for establishing an Ecology-Based Tourism Village in Nyambu Village, Tabanan. Grounded in the village's intrinsic natural endowments, cultural heritage, and traditional agricultural systems, the model weaves together the principles of environmental sustainability, community empowerment, and digital technology. A qualitative research design was adopted, encompassing in-depth interviews with key stakeholders including local government officials, village head, local communities and academic experts to capture a comprehensive understanding of the village's socio-ecological dynamics and governance context. Thematic analysis of interview data informed the articulation of seven inter-linked pillars that constitute the green tourism innovation model. The results of this study produce a tourism village development model that focuses on the pillars of Policy & Incentives, Community Empowerment, Technology Integration, Sustainable Livelihoods, Smart Tourism Management, Environmental Stewardship, and Visitor Experience. The resulting green tourism innovation model framework provides a replicable blueprint for transforming traditional villages into resilient, low-carbon tourism destinations. This research contributes to the green tourism literature and provides practical guidance for policymakers, developers, and community leaders who want to transform traditional villages into sustainable tourism destinations.

1. INTRODUCTION

The urgency of sustainable tourism has emerged over the past few decades. Tourism remains a government priority sector, considered a driving force for the nation's economy (Firman, 2025). Tourism is one of the economic sectors that has great potential to drive the local economy, especially in rural areas (Astawa et al., 2018). Current tourism developments are beginning to receive a positive response from tourists, with propaganda promoting "health tourism, returning to nature," and "going green," influencing the development of global tourism

(Kusumawidjaya et al., 2021; Mkwizu, 2024; Kartika et al., 2025). Several forms of alternative tourism currently being developed in Bali include agrotourism, nature tourism, rural tourism, adventure tourism, sports tourism, Balinese culinary tourism, and others (Wulan et al., 2024; Darmawijaya et al., 2025). According to Chevalier (2017), tourism has helped Bali advance in this modern and global era, but it has had significant impacts on social, cultural, and environmental aspects. These effects or impacts are examined in the book, revealing the opportunities and challenges of realizing sustainable tourism. Green tourism produces responsible tourism products that take an active approach to sustainable tourism development (Wang et al., 2021).

The development of tourism in Bali has led to the conversion of paddy fields into non-agricultural uses, including residential areas and other projects that support tourism accommodations (Lanya et al., 2015). This land conversion causes a reduction in productive agricultural land and green open space, which contributes to declining local food security and the loss of natural habitats. The rapid development of tourism has brought about environmental and cultural challenges. The rapid expansion of tourism has brought about significant transformations in both environmental and cultural landscapes globally (Long et al., 2022; Păvăluc et al., 2020). While tourism can be a powerful catalyst for economic growth and intercultural exchange, its unchecked development often precipitates a range of adverse effects that demand careful consideration and proactive management (Coccosis, 2008). Excessive development of tourism resources can lead to environmental destruction and the overloading of tourist destinations (Intiar et al., 2024). Tourism development that lacks organization, combined with the increasing scale of tourism, can cause problems in regional space, such as regional inequalities, abandonment of productive activities, degradation of tourism resources, and reduction of tourist attractiveness (Jin & Liu, 2017).

Balinese culture is renowned for its distinctive customs, which have a significant impact on the state of environmental conservation. For generations, Balinese civilization has placed a high value on maintaining harmony between the domains of belief, society, and nature (Geria et al., 2023). We live in times full of challenges and uncertainties, where challenges caused by sudden changes in macro-environmental factors can pose major challenges to Sustainable Tourism Development (STD), especially in areas with low population density, which are even more vulnerable (Vieira et al., 2024). In recent years, the dual threshold effects of the rural cultural tourism industry's ecology and green finance have attracted attention for promoting sustainable development amid climate change. China faces a growing conflict between economic growth and environmental protection, particularly in rural areas (Ranganai et al., 2023). Against this backdrop, green finance has gradually become a key focus for Chinese policymakers as an important means to achieve a green economic transition and promote the development of environmentally friendly industries (Zheng et al., 2025). Travelers are

increasingly attracted to ecotourism as they prioritize environmental stewardship when planning their trips (Daryana & Waluyo, 2025). Alternative tourism refers to tourism activities that reduce environmental impact while supporting environmental conservation and the well-being of indigenous communities. Thanks to the growing ecotourism trend, travelers can now actively support environmental protection while enjoying a pleasant trip, a practice known as green tourism (Vicente, 2024)

The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin et al., 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism villages, synergizing different parties, namely, the community and the government (Osin et al., 2021, Indrianto et al., 2024). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various patterns is an opportunity as well as a challenge for all destinations (Suarthana et al., 2020). Community-based tourism can be used as one of the solutions in increasing the participation and involvement of local communities in understanding the desires, needs, and listening to the aspirations of the community in the planning and development of community-based tourism is very fundamental because the community is the driving force and the main aspect in tourism (Wiramatika et al., 2024). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018). The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin et al., 2019).

Bali is the center of tourism in Indonesia and one of the world's leading tourist destinations (Yanti & Anggayana, 2023). The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati et al., 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country's foreign exchange (Osin et al., 2020). Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey et al., 2022). English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Antara et al., 2023). Indonesia is better known internationally, as evidenced by the presence of tourist visits from various countries (Putra &

Anggayana, 2023). Strong English skills allow professionals to confidently interact with senior management, participate in important meetings, and articulate their ideas and concerns (Asriyani & Anggayana, 2023).

Tourism has been proven to be able to bring economic benefits, create business opportunities, employment and the sustainability of tourism is very dependent on the sustainability of tourism resources (Wiramatika et al., 2025). Bali as one of Indonesia's top tourist destinations, is renowned not only for its cultural heritage but also for its unique natural landscapes (Anggayana et al., 2025).

Research on green tourism innovation models for ecologically based tourism villages demonstrates several key approaches to sustainable tourism development. Meirejeki et al. (2022) developed a holistic management model for tourism villages that involves all stakeholders including government, private sector, community, and managers through two-stage operations: determining operational units and creating fair policies for stability. This approach maintains environmental sustainability while creating community harmony. Rungraweewan et al (2022) identified six innovation components for green homestay management: Product and Service Innovation, Participation Innovation, Marketing Innovation, Process Innovation, Organizational Innovation, and Sustainability Innovation. Their model successfully integrated technology through a homestay application achieving high user satisfaction levels. Santoso et al. (2021) proposed a Regional Innovation Capacity (KID) model for tourism village development, identifying 33 variables across innovation infrastructure and industrial clusters that predict 72.4% of innovation capacity. Hasan (2021) emphasized the importance of government and business-community synergy in developing green tourism marketing models that create multiplier effects for employment and community welfare while ensuring environmental sustainability.

Green tourism represents an environmentally friendly approach to tourism activities that emphasize social and environmental responsibility (Prabawa, 2017). The concept encompasses both providing environmentally conscious tourist services and encouraging tourists to adopt sustainable practices (Furqan et al., 2010). Market sensitivity has influenced tourism providers to package products more responsibly, leading to two distinct trends: genuine implementation of green tourism principles or using green tourism as a promotional tool (Prabawa, 2017). Green tourism certification and internationally recognized environmental awards serve as important marketing instruments for tourism enterprises facing governmental pressure to improve environmental performance (Furqan et al., 2010). The development of green tourism marketing models requires synergy between government, business, and community participation to create competitive tourism products while strengthening environmental sustainability (Hasan, 2021). In the current era of disruption, green tourism management significantly impacts sustainable tourism development by emphasizing

environmental friendliness and contributing to local community economic empowerment (Ariyanto, 2022).

The concept of green tourism can encourage tourism through a synchronization stage for the development of marketing activities in attracting tourists who have environmental concerns, show an attitude of respect for parts of nature, have an attitude of concern for environmental sustainability and sensitivity to local culture as a tourism model that should be the best in saving limited natural resources to meet the various needs of life for both the current generation and future generations. Verawati et al. (2023) demonstrated that transformational leadership and knowledge management significantly influence organizational innovation and performance in tourism villages, with innovation being essential for village resilience and survival strategies. The issue of sustainable tourism has emerged over the past few decades and has recently received increasing attention, as evidenced by the UN's global program, the Sustainable Development Goals (SDGs), a strategic continuation of the Millennium Development Goals (MDGs). For Bali, sustainable tourism development is a challenging goal.

The global tourism industry has recently shifted toward more sustainable and environmentally friendly practices, driven by growing environmental awareness and evolving traveler preferences. Nature tourism, including agrotourism, ecotourism, cultural tourism, adventure tourism, and rural tourism, offers immersive experiences that emphasize engagement with the natural and cultural environment (Inmor et al., 2025). Permatasari et al. (2019) emphasize community-based tourism development inseparable from religious values and environmental quality. Oka (2022) confirms that successful green tourism villages preserve the environment, improve local economic vitality, and maintain cultural diversity. The most distinctive feature is the integration of the Tri Hita Karana philosophical concept, which ensures harmonious relationships between humans, nature, and the divine (Dewi, 2019). While promising, the model requires continued refinement to fully realize sustainable tourism potential.

The research gaps include the lack of innovative models linking policy, community empowerment, and digital technology at the village scale. There is limited empirical evidence on the economic, social, and environmental impacts of implementing ecologically based green tourism models in villages. There is limited operational guidance for policymakers and village managers in implementing integrated sustainable tourism practices. Nyambu tourism village offers very attractive ecological tourism by highlighting rice fields and spring tours. This village also has historical heritage that leaves traces of the long civilization of the Balinese people, from the ancient Balinese era, the Majapahit era to the present day. Ecological sustainability is a prerequisite for development and sustainability of life. Ecological sustainability will guarantee the sustainability of the earth's ecosystem. This research aims to fill this gap by developing a structured Green Tourism Innovation Model, based on the natural, cultural and

traditional agricultural potential of Nyambu, and combining the principles of sustainability, citizen participation and digital technology.

2. METHODOLOGY

This research was designed using a qualitative descriptive approach, explaining a phenomenon that occurs based on theory and practical fieldwork. The research location was Nyambu tourist village, Kediri District, Tabanan Regency, Bali Province, Indonesia. A qualitative research design was adopted, encompassing in-depth interviews with key stakeholders, including local government officials, village heads, local communities, and academic experts, to capture a comprehensive understanding of the village's socio-ecological dynamics and governance context. A total of 10 from various backgrounds are recommended to increase representation chosen and interviewed based on their overall knowledge. The study employed a semistructured interview instrument to obtain responses from the key informants. The choice of semistructured question format was to provide a latitude for elaboration, where necessary. This study also utilized secondary data to complement the data from the key informants. The secondary data were sourced from databases and archival materials, including gazette government documents, books, and journals. All the data were thematically organized and content-analyzed in the tradition of critical discourse technique and logical inductive method.

3. RESULTS AND DISCUSSION

This research underscores the importance of implementing the green tourism concept, rooted in rural tourism, as a method seen as supporting sustainable tourism. The concept of green tourism is about enjoying nature and being at one with the surrounding environment. With this green tourism concept, protecting and preserving nature becomes an obligation, so that a preserved environment can become a sustainable tourism destination that can be enjoyed continuously by future generations. According to Doods and Joppe (2001) the components of green tourism are: (1) Environmental responsibility: Maintaining, conserving, and improving the quality of the natural and physical environment to ensure health and ecosystems. (2) Strengthening the local economy: Supporting the local economy, local businesses, and communities to ensure the strengthening and sustainability of the local economy. (3) Cultural diversity: Respecting and appreciating culture and cultural diversity so as to continue the welfare of local communities and cultures. (4) Enriching experiences: Enriching with satisfying experiences through active participation in meaningful activities, involvement with nature, society, places and local culture.

This research is an important foundation for further efforts to improve sustainable and environmentally friendly tourism village development practices in Indonesia, the model is as follows:

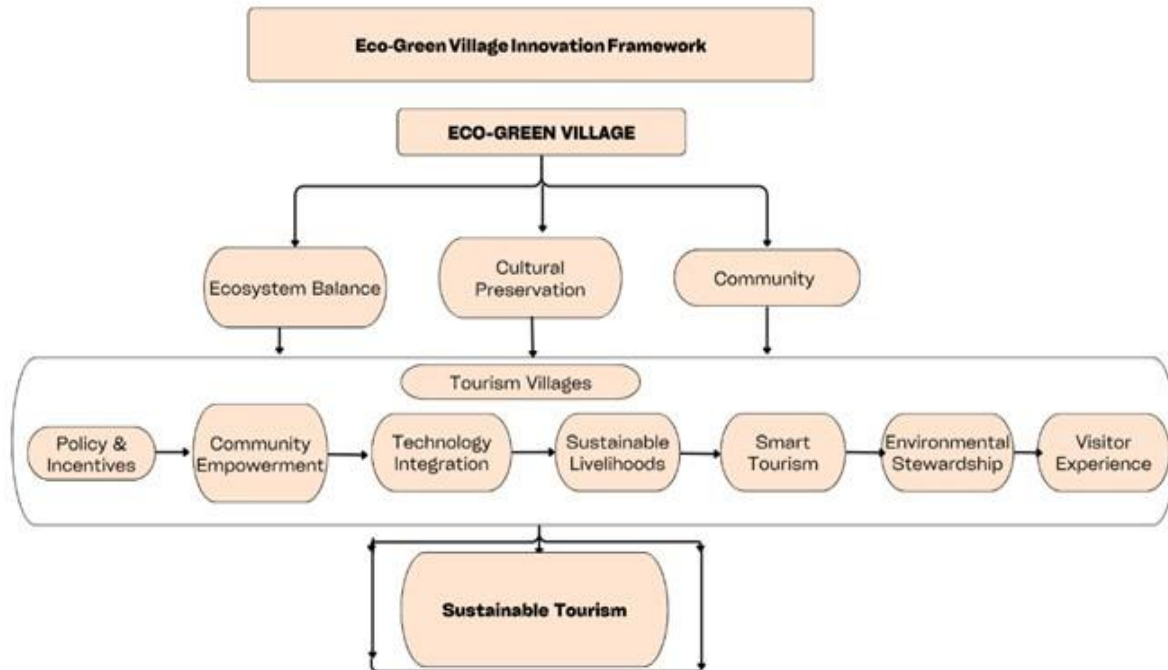


Figure 1. Green Tourism Innovation Model

Source: Research Result (2025)

Figure 1 depicts an innovation framework called the Eco-Green Village Innovation Framework for building ecologically based and sustainable tourism villages. Eco-Green Village is the main concept that is the goal, namely, to create an Ecological Green Village that is in harmony with nature, community and culture. There are three main pillars that form the foundation for the development of this green village: Ecosystem Balance Focuses on maintaining the balance of the natural environment, such as preserving natural resources and habitats. Cultural Preservation Encourages the preservation of local culture as part of the tourist attraction and community identity. Community Empowers village communities, so they actively participate in and benefit from tourism development.

The Eco-Green village innovation framework, a green tourism innovation model, aims to create a tourism village that not only attracts tourists but also preserves the local environment and culture, and empowers its community. Nyambu Village in Tabanan, Bali, is an ideal case study location due to its rich natural and cultural potential. Nyambu tourist village is located in Kediri District, Tabanan Regency, and is an urban village with land covering 61% of its total area. Nyambu Village became an eco-tourism village in 2016 and offers three flagship

packages: rice paddy tours, cultural tours, and bicycle tours. Interview with the Head of Nyambu Village (September 9, 2025):

“We have officially been a tourist village for 9 years because of the uniqueness of Nyambu Village, thus developing ourselves into an Ecological Tourism Village. There are several activities that we carried out before launching the Nyambu Ecological Tourism Village, starting from spatial and socio-cultural mapping, preparing a village strategic plan, training in management and skills of ecological tourism villages, creating guidebooks and preparing promotional tools. By ensuring the superior potential that is the main commodity, creating tour packages and collaborating with tourism agents and schools, we socialize to the community and clean up plastic waste in the tourist village area”.

Ecosystem balance in Nyambu village is at the heart of green tourism. In Nyambu, this means preserving the pristine rice paddies, rivers, small forests, and existing biodiversity. Tourism activities are designed to be environmentally friendly, including strict waste management, bicycle tours, efficient water use, and the implementation of organic farming practices. Cultural Preservation in Nyambu Village, like many villages in Bali, is rich in customs, traditions, and rituals. This model emphasizes the preservation of these cultural values. Tourism should be a means of introducing and preserving local culture, not commercializing or destroying it. For example, tourists can participate in traditional farming activities, learn Balinese dance, or visit temples with an understanding of their sacredness.

The Nyambu Village community is the primary actor in this tourism project. Community empowerment means ensuring that local people are actively involved in planning, managing, and capturing the economic benefits of tourism. This prevents potential exploitation and ensures social sustainability. These pillars are directed towards the concept of Tourism Village which has the following innovative components as core elements:

1. Policy & Incentives, Local Regulations. Provide a regulatory framework and stimulus that supports the development of green villages. Regional or village governments issue regulations and provide support for green tourism practices. This can take the form of easier licensing for environmentally friendly businesses, tax incentives, or training. Examples include regulations regarding development that does not damage rice fields, or incentives for homestays that use renewable energy.
2. Community Empowerment, Capacity-building Workshops, Profit-Sharing Cooperatives. Involving active community participation in tourism management and development. Training local communities in tourism management, foreign languages, handicrafts, or tour

- guiding. The goal is for them to become owners and managers of tourism in their own villages.
3. **Technology Integration and AR/VR Cultural Guides.** Utilization of technology to improve operational efficiency and environmental monitoring. Leveraging technology for efficiency and promotion. For example, mobile applications for tourism information, 360-degree virtual tours, online booking systems, or environmental monitoring technology.
 4. **Sustainable Livelihoods, Agro-Tourism, Organic Produce Markets, Handicraft Enterprises.** Developing environmentally friendly and sustainable economic activities for the community. Develop other economic activities that support tourism and are environmentally friendly, such as organic farming whose products can be consumed by tourists, or handicrafts made from recycled materials.
 5. **Smart Tourism Management, GIS-Guided Visitor Routes, Real-Time Occupancy Dashboards.** Tourism management with smart approaches such as monitoring visits, capacity management, and data usage. Using data to manage tourist flows, minimize negative impacts, and enhance experiences. For example, a system that promotes less crowded destinations to spread benefits across the region.
 6. **Environmental Stewardship, Biodiversity Corridors, Spring Protection, Waste-to-Compost Loops.** Active responsibility in protecting and caring for the environment for long-term sustainability. Communities and tourists are encouraged to play an active role in maintaining environmental cleanliness and sustainability, through recycling programs, tree planting, or working together to clean tourist areas.
 7. **Visitor Experience, Immersive Storytelling, Participatory Farming Activities, Wellness Retreats.** Improve the quality of the tourism experience to make it attractive and educational for visitors. Providing a unique authentic and educational experience for tourists, which reflects the environmental and cultural values of Nyambu Village, not just an artificial attraction.

All these efforts are aimed at making Nyambu Village an Ecologically Based Tourism Village that serves as an example of how tourism can contribute positively to community welfare, cultural preservation, and environmental sustainability. This model is a comprehensive framework that combines various aspects to achieve truly responsible and sustainable tourism in Nyambu Village.

4. CONCLUSION

The development of ecological-based tourism villages is a holistic approach that not only focuses on tourism attractions, but also on environmental sustainability, cultural preservation,

and community empowerment. This model successfully identified three main pillars that serve as the foundation for Nyambu Village as an "Eco-Green Village": Ecosystem Balance, emphasizing the importance of maintaining the integrity of the natural environment, including rice fields and biodiversity, as key tourism assets. Cultural Preservation, exploring and protecting local customary values and traditions, ensuring tourism serves as a vehicle for cultural revitalization, not the other way around. Community, placing local communities as the primary subjects and beneficiaries of tourism development, by ensuring their active involvement at every stage. This study concludes that the implementation of the Green Tourism Innovation Model in Nyambu Village has great potential to create an Ecology-Based Tourism Village that serves as a successful example of integrating tourism with sustainability principles. It creates economic value for the local community in a fair and equitable manner. It strengthens cultural identity and promotes local wisdom. It also serves as a living laboratory for sustainable tourism development in other destinations. Overall, this model offers a solid and adaptive framework for responsible tourism development, ensuring that tourism growth does not come at the expense of Bali's environmental future and rich cultural heritage.

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