

Green Economy Model Development Strategy in Cocoa Tourism Village in Banyuwangi

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Abstract. The purpose of this study is to describe and analyze the application of the *Green Economy concept* in the development of tourist villages as an effort to realize environmentally sound development as well as supporting and inhibiting factors in the development of tourist villages in Banyuwangi Regency. This research will be conducted in the Glenmore Cocoa Tourism Village, Banyuwangi Regency. In this study the research method used is descriptive qualitative. This research is expected to have a long-term economic impact on the community and the preservation of the environment. The results of the study indicate that the application of draft *green economy* in development Village Tour Cocoa as effort realize development insightful environment, namely: Application principles development insightful environment in Banyuwangi Regency, in development field tourist, not yet fully applied. Thing this seen from the principle that has not been applied justice in one generation and internalisation environmental costs. Application of the principles *green economy* on development Village Tour Cocoa not yet applied fully. However, there is a number of factor which Becomes constraint in development Village Tour Cocoa, that is source existing human resources, facilities not enough complete, per- farm cocoa which experience decrease in quantity and quality, parties fraudulent travel, and promotions that not yet conducted by maximum.

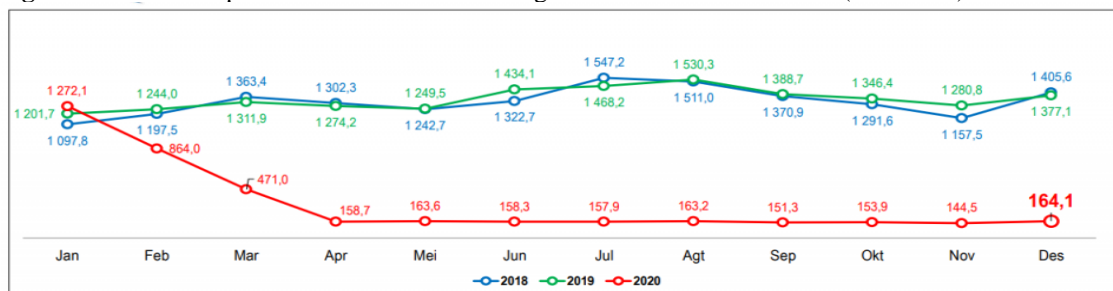
Keywords: green economy, tourist village

I. Introduction

The case of COVID-19 in Indonesia was first confirmed in early March 2020. Since then, this pandemic has quickly spread to all regions in Indonesia. COVID-19 is an infectious disease caused by a type of coronavirus that was first discovered in Wuhan, China, in December 2019 (WHO). This virus is now a pandemic that is happening in many countries around the world. In order to limit the spread of COVID-19, the government has implemented lockdown measures to anticipate the spread of the Covid-19 virus. The existence of these social restrictions has an impact on various sectors not only on economic activities and the transportation sector but also on the tourism industry.

Based on BPS data (2021), there was a significant decrease in the number of tourists, both local and foreign tourists. Total foreign tourist visits to Indonesia in 2020 amounted to 4.02 million visits. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. Based on nationality, there are 5 countries that visited Indonesia the most in 2020, namely Timor Leste, Malaysia, Singapore, Australia, and China. Most of these countries are neighboring countries, except China.

Figure 1. The development of the number of foreign tourist visits 2018 - 2020 (thousands)

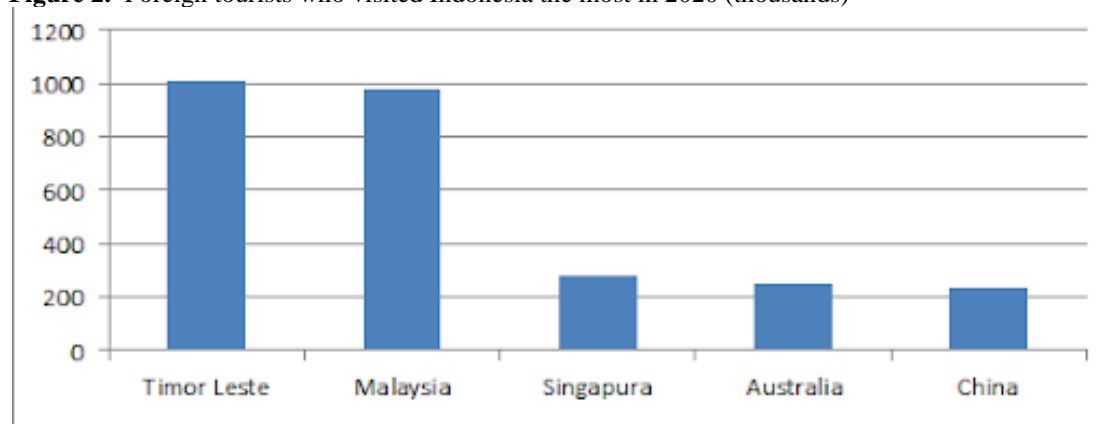


Source: BPS, 2021

The impact of the COVID-19 pandemic on the Indonesian tourism sector can also be seen from the reduction in working hours. Around 12.91 million people in the tourism sector experienced a reduction in working hours, and 939 thousand people in the tourism sector were temporarily out of work. On the other hand, the COVID-19 pandemic also has a direct impact on various jobs in the tourism sector. (Kemenparenkraf, 2021). According to BPS 2020 data, around 409 thousand workers in the tourism sector have lost their jobs due to the COVID-19 pandemic. The significant decline in the number of tourists has greatly affected economic conditions because tourism plays an important role in increasing

state income, foreign exchange, and employment. The pandemic threatens 13 million workers in the tourism sector and 32.5 million workers who are indirectly related to the tourism sector (BPS, 2020).

Figure 2. Foreign tourists who visited Indonesia the most in 2020 (thousands)



Source: BPS Data Processing, 2021

The tourism sector is a very important sector and has linkages with other sectors. The tourism sector has a reciprocal relationship and interaction with tourists, government, stakeholders, tourist destinations, tourist area communities and also the government. Tourism is a sector that is able to increase the country's foreign exchange and is able to increase the movement of the national economy (Elistia, 2020). The tourism industry is one industry that has links with other sectors, because tourism is said to be a combination of phenomena and reciprocal relationships, namely the existence of interactions. One of the most important issues affecting the tourism industry in recent years is sustainable tourism. Tourism is increasingly being used as a country's economic development tool to help create jobs and improve local infrastructure. Problems arise when development is carried out without considering the environment, especially in relation to environmental protection. Over the past three decades, issues related to the environment and sustainable development have evolved from being hot topics and becoming the focus of consideration and research.

The area that is currently actively promoting tourism potential is in Banyuwangi Regency. Banyuwangi Regency is currently developing a tourist attraction, namely the Tourism Village. And of the many villages that are projected to become Tourism Villages, including the Glennmore Cocoa Tourism Village. Banyuwangi Regency is an area in East Java, which not only has an area and potential for Natural Resources, but also has potential that can be developed, namely Tourism Villages. So that the village has a Tourism Village, then this will have an impact on the welfare of the community and will also increase the economic growth of the village

The development of this tourist village is one of the efforts in protecting and preserving the environment, because previously many developments of tourist objects in Banyuwangi Regency were focused on improving the regional economy by ignoring environmental sustainability. As a result of development that is not conceptualized on green open land, the resulting impact is the occurrence of flooding during the rain which results in dozens of residents' houses being submerged by water. This shows the need for the development of tourist villages with notice management which integrate with environment, wrong the only one by upholding the concept of *green economy* on each joints activity village tour. In a *green economy*, job and income growth is driven by public and private investment into economic activities, infrastructure, and assets that enable pollution reduction, increase energy and resource efficiency, and prevent biodiversity loss and conserve ecosystems.

However, in its development, the local community is still less innovative in developing a tourism village with the concept of *Green Economy*, no community has taken the initiative to sell souvenirs typical of Banyuwangi Regency and there is no eating and drinking area featuring a variety of traditional menus. In addition, there are no garbage disposal facilities. Garbage is directly dumped into the forest without any waste processing process. Thus, causing the forest to be polluted by garbage. As well as problems in providing a contribution that has not been maximized for the local community's economy. This is because the community is not empowered to take advantage of tourist visits. This causes some people to feel that they do not care about the management of their hamlet as a tourist village.

Based on the description above, it is interesting to study further about the green economy-based tourism village management strategy to increase people's economic income. This study aims to apply a green economy model in the development of tourist villages, which is not only prioritized on seeking profit, but also has to maintain the surrounding natural conditions in order to create a positive synergy between humans and the natural environment.

Based on the description of the background above, the following problems can be formulated:

1. What is the green economy-based tourism village management strategy to increase people's economic income?
2. What are the supporting and inhibiting factors in managing green economy-based tourism villages to increase people's economic income?

In this study, the focus is on the scope of the research, namely; This research is limited to the development of nature conservation-based tourism and encourages the development of community-based tourism. Therefore, a strategy is needed in the development of tourism villages to increase the participation of all components carried out in the Glennmore Cocoa Tourism Village, Banyuwangi Regency.

II. Literature Review

Green Economy

According to a number of expert, application is something deed demonstrate something theory, method, and Thing other for reach destination certain and for something interest which wanted by something group which has planned and arranged previously (Tomuka, 2013). Definition *green economy* according to letter offer training *green economy* Number 0317/P.01/01/2003 which issued by Ministry of National Development Planning- nal, namely "Economic order" new one to use less energy and natural resources". So, application *green economy* is apply the concept of a new economy oriented on improving the economic aspect steadily notice sustainability environment life in activity development. Application of green economy principles:

1. Prioritize score To use, score intrinsic, and quality
Take advantage of self-help Public. So that could seen that with capital beginning which small could produce benefit which big, only by taking advantage of the beauty of nature and potency village local.
2. Follow Genre natural
Village tour is object tour exploiting the potential of the environment area local. Potency environment used, namely resources natural which could updated.
3. Rubbish is food
Rubbish is Thing important which must be addressed, especially in something object tourism, because not all garbage can unraveled if buried in soil. So it can't be food which needed soil.
4. Neat and diversity function
In the development of tourist villages, many involve various actor in it. M society, government and sector private also have role each respectively. Every actor have own portion and society plays the biggest role in develop Tourism Village.
5. Scale appropriate To use /scale linkages
Scale operational with make a village that has natural potential which is typical of being a tourist village of course has appropriate. However, benefit from the existence of the tourist village yet could touch all circle ma- society.
6. Diversity
Tourist village offers packages tour which can enjoyed by all visitors among.
7. Self-ability, self-organization, and design self
The tourism village is aimed at increase well-being and creative-the activity of rural communities in processing and utilizing local potential which exists.
8. Participation
Community participation is a major aspect in the success of bang Tourist village.
9. Creativity and development Public
Creativity and innovation Public for manage and develop village by packing packages tour packages as attractive as possible.
10. Strategic role in the artificial environment landscape
Strategic role in the artificial environment landscape, in Settings room by efficient so that conservation to natural could Keep going continues.

Tourist

The World Tourism organizations, define activity tour as human activities that travel "go out from its home environment" for more than a year of vacation, trade, or business other. Tour is wrong one to important economic movements in various countries the world (Judge, 2016,: 2). Based on the tian about tourist in on could concluded that, tourist is something activity tour which aim for provide entertainment for tourists who visit to the tourist attraction.

Smith (2001) tourism is a tourism activity that does not damage the environment, favors ecology and avoids the negative impacts of large-scale tourism development carried out in an area that is not developing too fast. on environmental quality and maintain tourism objects by avoiding the negative impact of an object. Tourism is broadly defined by Valene (1992: 36) as a form of tourism that is consistent with nature, society and society and which allows interaction and sharing of experiences between tourists and the community and that allows interaction and sharing of experiences between tourists and local communities.

Tourist Village

Village tour according to team pen scholar is "Development from something village which has tourism potential which is equipped with supporting facilities such as means of transportation or lodging" (Beautiful, 2012). From that definitionso could concluded that village tour is development a village which have potency natural or environment as well as culture which have potency tourequipped with facilities forsupport progress village and *increase* well-being as well as empowerment Public local.

Tourism Village is a village that has unique potential and unique tourist attraction, both in the form of physical characteristics of the rural natural environment as well as social and cultural life of the community which is managed and packaged in an attractive and natural way with the development of tourism support facilities, in a harmonious environmental system and good management. and planned so that they are ready to receive and drive tourist visits to the village, and are able to drive tourism economic activities that can improve the welfare and empowerment of local communities (Muliawan, 2008).

According to Muliawan (2008) the criteria for a tourist village are as follows:

1. Has the potential for uniqueness and a distinctive tourist attraction (as a tourist attraction), both in the form of physical characteristics of the rural natural environment and social and cultural life of the community.
2. Having the support and readiness of tourism supporting facilities related to rural tourism activities, which can include: accommodation/lodging, community interaction rooms with tourists/guests, or other supporting facilities.
3. Having interaction with the market (tourists) which is reflected in tourist visits to the village location.
4. There is support, initiative and participation of the local community towards the development of the village related to tourism activities (as a tourist village).

III. Research Method

Research design

This study uses a quantitative approach, in the sense that the type of data extracted is in the form of an understanding of qualitative phenomena, translated into quantitative figures. This quantitative approach is intended so that the data generated from this research can be analyzed using statistics, then the results are interpreted back into qualitative language, so that it is easy to understand. The main method of this research is research that aims to explain the relationship between variables by developing (*generating*) theory and testing hypotheses, while from the aspect of data collection methods, this research is included in the category of survey research, namely data collection and data analysis through questionnaires that will be carried out. directly and in writing or communicated from respondents individually or in groups (Sugiono, 2016).

Research focus

Focus study this is asfollowing:

1. Application draft *green economy* in development tourist village in Banyuwangi Regency as effort realize development insightful environment.
 - a. Application ten principle economy green(*green economy*).
 - 1) Prioritize score To use, scoreintrinsic, and quality
 - 2) Follow Genre natural

- 3) Rubbish is food
- 4) Neat and diversity function
- 5) Scale appropriate To use / relationship scale
- 6) Diversity
- 7) Ability self, organization self and design self
- 8) Participation and democracy
- 9) Creativity and development Public
- 10) Strategic role in the environment artificial, landscape, and planning spatial
2. Factors supporter and blocker in the development of Cocoa Tourism Village for realize development to outlook environment.
 - a. Factor Supporter
 - b. Factor Inhibitor

Population And Sample

Population is a generalization area consisting of objects that have quality and certain characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2007:61). In this study using four tourist villages in Banyuwangi Regency, which consist of: In this study the population used are all elements involved in the Tourism Village which in this study is the Glennmore Cocoa Tourism Village in this case the tourism village manager, tourism village employees, Banyuwangi Regency Tourism Office,

While the sample is part of the number and characteristics possessed by the population (Sugiono, 2007: 91). The sample of the study used a saturated sampling technique, namely sampling when all members of the population were used as samples. In addition, visitors also make key moments in this research by means of incidental sampling and snobal sampling until the researchers are satisfied with the answers.

Analysis Techniques

This study uses an analytic observational research design using a case control or case control research design. This research belongs to the type of research that uses a qualitative approach. A qualitative approach is used when the data to be collected and presented is in the form of words or sentences. Qualitative research prioritizes data quality, so that in qualitative research no statistical analysis is used.

Judging from the way of discussion, this research is included in the type of descriptive research. Descriptive research seeks to describe, describe, write, and report a situation, an object or an event as it is, and in the form of revealing facts. The purpose of this descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena being investigated. Moh. Nazir (2013).

Meanwhile, judging from the place of research, this research is included in the type of case study research. Field research to collect data and information with the help of various materials found in the field. Based on the type of investigation, this research is included in causal research because this study wants to find answers to the problems faced by Sekaran (2015).

IV. Results and Discussion

Application draft *green economy* Cocoa tourist village

1. Prioritize score To use, score intrinsic, and quality

With the Cocoa tourist village make society benefit. People are starting to get to know the culture that has been forgotten and abandoned to become a tourist attraction that attracts tourists, for example the use of Luweng or a cooking place that uses firewood as fuel is being used again by some people because it will attract tourists to see or take pictures. In addition, with the Cocoa tourist village, make the community more clean environment so that tourists feel at home and feel comfortable when traveling on Cocoa tourism. In addition, the community also benefits from an economic and social perspective. From an economic point of view there is no doubt that people benefit economically from working on Cocoa tourism or selling around Cocoa tours. With Cocoa tourism, the community increases their standard of living which has an impact on the social aspect. So that could seen that with local community participation can produce benefit which big, only by taking advantage of the beauty of nature and potency village local, Cocoa can develop.



Figure 1. Entrance in Cocoa Tourism Village

2. **Following the flow of nature**

Village tour is object tour exploiting the potential of the environment area local. Potency environment used, namely resources natural which could updated. So also with Cocoa Tourism Village, which is one of the tourist villages in Banyuwangi Regency. Cocoa is enchanting tourist area because potency beauty natural, friendliness Public nor riches the culture. Natural which beautiful experienceable to pamper everythe visitors.



Figure 2. Water tourism potential in Cocoa Tourism Village

3. **Garbage is food**

Rubbish is Thing important which must be addressed, especially in something object tour. On Village Cocoa tourism alone, trash yet managed by good. Rubbish only left buried in the pine forest located in behind village without there is sorting Among rubbish organic and rubbish inorganic. Thing this iswrong one management rubbish which bad, because not all trash canunreveled if buried in soil. So it can't be food which needed by soil.

4. **Neat and diversity of functions**

In the development of Cocoa Tourism Village as object tour, many see- batkan various actor in in it. In addition to the community, the Government and the sector private also each have a role. However, each actor has his own portion and the community plays the biggest role in developing Cocoa Tourism Villages, because Cocoa Tourism Villages are based on community empowerment. Naturalness in educational tourism is an important thing in an educational tour. The Cocoa Tourism Village has a natural area that ensures visitors have the opportunity to directly enjoy nature, the Cocoa Tourism Village is located on a 1500 hectare cocoa plantation with lots of cocoa plants, besides that there are also rubber trees along the road to the Cocoa Tourism Village which makes

nature possible. feel. Providing services for education or information regarding the enjoyment of nature so that tourists have a greater level of understanding, appreciation, and satisfaction in traveling. Implementation of the handling of tourism activities that can provide the best effect in nature conservation has been implemented in the Cocoa Tourism Village

5. **Appropriate scale / linkage scale**

Scale operational with make a village that has natural potential which is typical of being a tourist village of course has appropriate. However, benefit from the existence of the tourist village yet could touch all circle Public. There are still farmers and people other people who feel they don't exist yet transparency in management, until on lack of packaging package- package tour which there is in Village Tour Cocoa and facility which not yet complete.

6. **Diversity**

Village Tour Cocoa bid right various package tour which can enjoyed by all visitors among. The parents who are not strong again if walk far, could enjoy package tour, or enjoy tour sorrynian. As for the children to adults, can enjoy educational tour packages. The facilities in the Cocoa Tourism Village are quite adequate. There is lodging provided by the Cocoa Tourism Village manager with the concept of Homestay, consisting of 3 VIP rooms and 9 standard rooms. VIP rooms are priced at Rp. 350.000 for 2 people and get breakfast, welcome drink, free wifi, Double Bed, TV, AC, shower water heater, and Chair to relax. While the 9 standard rooms are priced at Rp. 250,000 for 2 or more people and get breakfast, welcome drink, free wifi, tv outside and chairs outside the room. All prices include tax. In addition, there is also a Shuttle Bus to take tourists around the Cocoa Tourism Village. For tourists who are tired and want to rest for a while, they can relax in the food court and cafe while trying the typical food and drinks from the Cocoa Tourism Village.

7. **Self-efficacy, self-organization, and self-design**

The tourism village is aimed at increase well-being and creative-rural community activity in cultivate and utilize local potential which exists. However, this is still not comprehensive, because society rural majority still character traditional and lay with activity tourist. So there are still people which no follow as well as in utilization of tourism activities because Public confused will role they.

8. **Participation and democracy**

The Cocoa Society has implemented principle participation and democracy. Thing This can be seen in the community who initiated the formation of a tourist village in the Cocoa Tourism Village. Then in its development the Banyuwangi Regency Tourism Office always involves the community in every decision for the development of the Cocoa Tourism Village. Community participation is the main aspect in the successful development of the Cocoa Tourism Village. Meanwhile, the private sector (both business actors/tourism industry) through their resources, capital and networks as developers and or implementers of tourism development activities. The community with its resources in the form of customs, traditions, and culture acts as a host as well as has the opportunity as an actor in tourism development according to their abilities and plays an active role in supporting the success of tourism development at the local, regional and national levels. For this reason, tourism development must be created starting from a conducive environment and atmosphere.

9. **Creativity and community development**

Creativity and community development in the Cocoa Tourism Village is still lacking. The creativity and innovation of the community to manage and develop their village by packaging tourism packages as attractive as possible is still not visible. The concept of tourism awareness in this case is described as a form of public awareness to play an active role. Where people are aware of their roles and responsibilities as good hosts for visiting tourists to create a conducive environment and atmosphere. In addition, the community is aware of the rights and needs to become tourism actors as a form of basic needs for recreation and especially in knowing and loving the homeland. The two elements must also prioritize the values contained in Sapta Pesona, which must create a conducive and ideal environment for the development of tourism activities. This will encourage tourist interest. The five charms include safe, orderly, clean, cool, beautiful, friendly, and memorable. For the people themselves, they are aware that this tourism has good prospects, namely employment opportunities and increased income opportunities.

10. **Strategic role in landscape-made environments and spatial design**

Strategic role in the environment for an, landscape, and planning spatial, not yet applied by maximum in the development of the Cocoa Tourism Village. If seen in Settings room by efficient so that conservation to natural could Keep going continues, has implemented, with a comparison of the area forest which more large in compare area settlement population. However, still there is a number of setting room which is not appropriate. Like placement every packages tour which no have pointer direction and signpost name. As well as *outbound* places that are still not enough arranged with good.

Supporting and inhibiting factors in the development of Cocoa tourism villages

1. Factor Supporter

a. Condition natural

Natural conditions are the main capital in the development of a tourist village that located in Banyuwangi Regency. Characteristics and potential nature that is owned by each The village is the main attraction for para traveler.

b. Riches culture

The cultural wealth that is owned in village tour Cocoa, is wrong one tradition which could lifted Becomes package tour, like art dance.

c. Self-subsistent Public

Self-subsistent Public in the form of power, mind and fund Becomes base main for develop and manage Cocoa tourist village. Public want to increase well-being ma-society for lift village potential through development village tour.

d. Base law

Base law village tour in Banyuwangi Regency has poured in Regulation Banyuwangi Regency Number 7 of 2011 about Plan System Room Region Banyuwangi Regency Year 2010-2030. With included village tourism in the wrong a natural tourist attraction, the more clarify existence village tour in Banyuwangi Regency.

e. Support from Banyuwangi Regency Government Banyuwangi Regency Government Support, in Thing this, that is Service Tourist and Culture Banyuwangi Regency very important in help from side fund and Support by morale. Thing here which make village tour Cocoa could Keep going develop.

2. Factor Inhibitor

a. Source Power Man

Source power man on Village Tour Cocoa not yet have *skills* sufficient in managing the village tour they. Still there is Public which lay with program community empowerment that is applied and the community is also not skilled in welcome and accept traveler which come.

b. Facility which there is in Village Tour Cocoa

Facilities in the Tourism Village Cocoa is still not sufficient in Thing facility Street. Access Street which narrow and very uphill Becomes side difficulty separately. Besides that, lack of tourist rides provided in village Cocoa Tourism.

c. Degradation soil

The cocoa in the Cocoa Tourism Village has been decrease by quantity and quality because degradation soil and change climate. Lots farmer cocoa in Cocoa Tourism Village which has switch Becomes farmer orange tangerines.

d. Party travel

Party travel party which promote and invite tourists to come to visit the tourist village, like village tour Cocoa, play cheat, with method raise tour package prices without knowing administrator village tour.

e. Level promotion

Promotion which performed by tourist village Cocoa still in scope small. Party administrator not yet brave to do promotion by maximum, because it is seen from the readiness of the community Cocoa alone also still lacking.

V. Conclusion

Application draft *green economy* in development Village Tour Cocoa as effort realize development insightful environment, that is:

1. Application principles development insightful environment in Banyuwangi Regency, in development field tourist, not yet fully applied. Thing thisseen from the principle that has not been applied justice in one generation and internalisation environmental costs. Application of the principles *green economy* on development Village Tour Cocoa not yet applied fully. There is a number of principle which not yet applied, namely waste is food, scale appropriate use/scale linkages, self-efficacy, self-organization and self-defense, creativity and developmentPublic, as well as role strategic in environment artificial, landscape, and spatial design.
2. However, there is a number of factor which Becomes constraint in development Village Tour Cocoa, that is source existing human resources, facilities not enough complete, per- farm cocoa which experience decrease in quantity and quality, partiesfraudulent travel, and promotions thatnot yet conducted by maximum

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