



The Green Economy Concept as Development Strategy of Cempaka Tourism Village toward Sustainable Tourism Development

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Abstract

Green economy is an economic concept that aims to improve human welfare, reduce inequality, and preserve the environment and carry out development that is in line with the carrying capacity of the environment. Tegal Regency has a complete tourist attraction consisting of natural attractions and special interest attractions. One of the special interest attractions being developed is Cempaka Tourism Village, Bumijawa District. This Cempaka Tourism Village relies on the concept of populist economy based on local wisdom and the beauty of the natural environment. The purpose of this study is to inventory the potential and attractiveness of Cempaka Tourism Village and to prioritize the most suitable tourism potential in the development of Cempaka Tourism Village as a means of improving the community's economy based on the concept of a green economy. This paper employs both the qualitative and quantitative methods. The analytical tool used is the Analytical Hierarchy Process (AHP) method with the help of the Expert Choice application. Based on the results, it can be seen that Cempaka Tourism Village has the potential and attractiveness to be developed into a tourist village with the concept of a green economy. The best priority in the development of Cempaka Tourism Village is to utilize the Slumping Market as an alternative to improve the environment-based community economy.

Keywords: AHP; green economy; sustainable tourism; tourist village

1. Introduction

The Indonesian government is promoting development in all sectors in order to improve people's welfare. High economic growth is one measure of the success of a country in economic activity to improve the welfare of its people (Febryani & Kusreni, 2017). But within the development process that is being implemented, there is a conflict of interest between the use of natural resources and environmental conservation. This situation raises the concept of sustainable development. In sustainable development, a new economic paradigm is needed which is then known as the green economy paradigm. This paradigm aims to improve people's welfare without damaging the environment, biodiversity and social inequality (Bappenas, 2013).

In recent years the government has carried out various strategies in the environmental-based development. In 2009, Indonesian government launched a pro-people program based on four main pillars namely pro-growth, pro-job, pro-poor, and pro-environment (Faqih, 2018). However, the integration of the four pillars has not happened in a balanced manner, either in its practice nor in the form of strategic

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plan (Setiadi, 2017). Internalizing the pro-environment pillar into growth strategies, reducing poverty and expanding employment opportunities have not been carried out as expected.

The concept of green economy is a global concept in economic development to achieve equal welfare by paying attention to the environmental carrying capacity and the environmental capacity, and minimizing environmental damage. In Indonesia, the concept of green economy is implemented in sustainable economic activities through the process of internalizing environmental costs, reducing poverty and creating new jobs.

Sustainable development has been introduced for nearly three decades since being agreed upon in 1992 through the Conference of Rio in Brazil. Nevertheless, the expected outcomes imagined by the concept neither materialized and nor it able to provide a significant impact on the sustainability of the global environment. The anthropocentric economic growth paradigm is considered as one of the causes that limit the potential of the concept of sustainable development. Anthropocentrism is an environmental paradigm that considers humans as the center of the universe. In this theory only humans have values and ethics, while nature and its contents are meant for humans to meet their needs. All human obligations to nature and the environment are considered something excessive (Keraf, 2010). This paradigm raises ecological and social problems such as ecosystem degradation, over-exploitation of natural resources and a high level of dependence on fossil energy that causes global climate change (Mubariq, 2010). To find solutions to these global environmental problems, a new economic development paradigm is known as a green economy that is expected to improve human welfare without causing environmental and social impacts (Anshori, 2012).

According to UNEP (2011), Green economy is defined as an economic system that aims to improve human welfare without sacrificing the rights of future generations to enjoy natural resources. The concept of a green economy does not allow unlimited economy development, but to keep the economy in a steady state (Daly, 1993) and does not threaten the lives of other creatures and the natural environment (Cato, 2009). From environmental management point of view and despite its clarity, Awantara (2014) outlines ten principles of green economy. These are: (1) prioritizing use value, intrinsic value and quality, (2) following the flow of nature; (3) understanding the (economic) value of garbage; (4) working neatly and with diverse functions; (5) considering appropriate scale; (6) fostering diversity; (7) promoting self-ability and organization; (8) encouraging participation and democracy; (9) emphasizing on creativity and community development; and (10) respecting to the strategic role of the environment. Last, UNEP (2011) argues that a green economy has the principle of recognizing the value of and investment in natural resources, reducing poverty and increasing employment and social equality.

There are many types of tourism available, one of which is special interest tourism. According to Law 10/2009 concerning tourism, special interest tourism is a type of tourism in a place that creates challenges, recreation and direct interaction with the natural environment and the community. One example of special interest tourism is village-based tourism. According to Kusuma (2012), village-based tourism is a unity of attractions, accommodation and supporting facilities presented by the community and integrated with existing traditions. Village-based tourism is a form of community-based tourism implementation that aims to increase the welfare of the community. In addition, the development of tourism villages must be based on the potential of the village so that it is expected to improve the economy of the village community while paying attention to environmental protection and preservation (Kastenholz, Eusébio, & Carneiro, 2018).

Sustainable tourism is a concept of tourism that supports biodiversity and ecological sustainability, it is economically viable and socially equitable (Azam & Sarker, 2011). Sustainable tourism is committed to safeguarding natural, social and environmental resources for the benefit of the present generation and can also be enjoyed by future generations. According to Ringbeck, El-Adawi, & Gautam (2010), sustainable tourism consists of four pillars, namely: (1) Reducing exhaust gas from the tourism process; (2) Maintain environmental preservation; (3) Doing the right waste and waste management, and (4) Maintain the availability of water sources.

At the beginning, tourism was considered a pollution-free sector. But in its development, especially in tourism based on natural beauty, its management often has a negative effect on the surrounding environment. The excessive exploitation of the surrounding environment regardless of the carrying capacity and changes in biodiversity causes new problems. To overcome these problems, an updated concept of tourism that can improve the welfare of the community without having a negative impact on the surrounding environment is needed (Falk & Hagsten, 2019).

Tegal Regency is one of the districts in Central Java Province which is active in developing the tourism sector to increase its regional income. In the past few years, the tourism sector has become one of the supporting sectors for local revenue. This is indicated by the current trend of tourist visits which is constantly increasing. The number of tourists visiting Tegal Regency can be seen in Table 1. However, in the last two years the growth rate of tourist arrivals slowly decreased. There are number of factors causing the decline, such as the saturation factor of the destination object and the quality of the environment in which the object provides that tends to decline due to lack of adequate management. To increase the level of tourist visits, the government has made a number of breakthroughs, one of which is to create a new destination as an alternative to travel. One of the tourist destinations that is being promoted is a village-based tourism.

Tegal Regency has many villages that have varied tourism potentials, such as cultural diversities, customs, geographical conditions and economic features (Youth, Sports, and Tourism Agency of Tegal Regency, 2018a). One of them is Cempaka Village located in Bumijawa District. Cempaka Village

has a very attractive natural and socio-cultural tourism potential so it is very suitable to be developed as a tourist destination.

Table 1: Number of Tourist Visits in Tourism Object of Tegal Regency 2014-2018

Year	Tourists (Person)		Number (Person)	Growth (%)
	Domestic	Abroad		
2014	597,582	123	597,705	0
2015	770,095	308	770,403	28.89
2016	1,035,788	1,703	1,037,491	34.67
2017	1,052,062	1,470	1,053,532	1.55
2018	1,073,394	4,658	1,078,052	2.33

Source: Youth, Sports, and Tourism Agency of Tegal Regency, 2018b (processed)

The basic principle of a tourism village that applies the concept of a green economy is to increase tourism activities that care for the environment, increase the development of tourism products based on nature conservation and encourage the development of community-based tourism (Muallidin, 2007). Therefore, a strategy is needed in the development of a tourism village to increase the participation of all components. Rahmanda & Harsasto (2019) explained that stakeholders in community empowerment have done their role well. Community participation which is an important factor in community empowerment has been able to make a significant contribution through the role of tourism-aware groups. The results of community empowerment have been able to improve the welfare of the Cempaka village community. The existence of village tourism with the concept of a green economy has provided space for the community to improve their welfare.

In the process of developing the Cempaka Tourism Village, there are still a number of obstacles, namely the disconnection between tourism management and the management of the surrounding site. Second, there is no clear priority in the management of tourism potential that supports environmental preservation while at the same time increasing economic value of the villagers. In addition, the promotion and quality of human resources are not yet sufficient to support the development of Cempaka Tourism Village. Based on these existing problems, the purpose of this study is to inventory the potential and attractiveness of Cempaka Tourism Village and determine the priority of the best tourism potential in the development of Cempaka Tourism Village as a means of improving the community's economy based on the concept of a green economy.

2. Research Methods

The data analysis method used in this study was qualitative and quantitative analysis. Qualitative methods were used to identify the potential of Cempaka Tourism Village, while the quantitative method was used to look for the priorities of leading tourist destinations that support environmental conservation based on three dimensions of sustainable development.

This research using the Analytical Hierarchy Process (AHP) because it has an advantage in the accuracy of the data, the value of the criteria weights not just randomly determined, but generated based on calculations (Shiddieq & Septyan, 2017). According to Saaty (1991), research using AHP does not require the number of respondents with a minimum amount of research, but enough from people who are involved in decision making and/or experts in the development of Cempaka Tourism Village. So, this research involved judgment sampling or purposive sampling techniques. Purposive sampling is a data retrieval technique with certain considerations (Sugiyono, 2016). The selection of samples in this study was carried out intentionally in order to obtain specific and accurate information about the development of Cempaka Tourism Village. This study invites four experts, who are indicated understand the development of Cempaka Tourism Village, to participate as AHP respondents. In this case they also represent the Government of Cempaka Village Bumijawa District, the Tourism Awareness Group, Tourism Youth and Sports Agency Tegal Regency and Regional Planning Research and Development Agency of Tegal Regency. Expert Choice software program was employed in this study.

Therefore, the data source of this study consisted of primary data and secondary data. Primary data was obtained by observing the location of the study directly and conducting interviews with respondents described in writing in the questionnaire. While secondary data was obtained from literature studies in the form of journals, books and websites.

3. Result and Discussion

3.1 General Description of Cempaka Village

Cempaka Village is one of the villages located in the District of Bumijawa, Tegal Regency. Cempaka Village has an area of approximately 427.94 square meter. With a population of 7,904 people which are divided into 4 Pillars of Citizens and 27 Pillars of Neighbors. Cempaka Village has comfortable and beautiful natural conditions so it is very suitable to be used as a tourist destination. Cempaka Village has a variety of natural and cultural potentials such as Tuk Mudal, Bulak Cempaka Hill and Slumpring Market.

3.2 Tourism Potential of Cempaka Village

3.2.1 Slumpring Market

Slumpring Market is a market in Cempaka Village which is open half day every Sunday from 7 am in the morning to 12.00 pm. This market is called the *Slumpring* market because it is in the middle of a bamboo tree clump. Now at Slumpring market there are sixty traders, they sell a variety of traditional and local foods such as corn rice, *cukit*, *cetil*, *serabi*, *olos*, *boled godog*, *rujak teplak* and some other. While enjoying typical rural food, visitors are also entertained with contemporary music with traditional musical instruments such as *angklung*, *kentongan* and flutes.

In the market, visitors cannot use conventional currency (Indonesian Rupiah/Rp) to enjoy all the dishes at the Slumpring market (Figure 1). Visitors are required to use the typical Slumpring currency called *Irat*. This currency is obtained in the with an exchange rate of 1 *Irat* valued at 2,500 rupiah. From one coin valued at 2,500 rupiah, some 2,000 rupiah becomes the merchant's profit and 500 rupiah goes to the cash of the Cempaka Village Tourism Awareness Group.



Figure 1. Slumpring Market

According to the Village Head of Cempaka Abdul Khayyi the Slumpring Market has an impact on improving the economic conditions of the residents of Cempaka Village. The average turnover of the market can reach 15 million rupiah per day, even on Christmas and New Year holidays the Slumpring market turnover reaches 50 million in a day. The existence of the Slumpring market has also attracted residents of Cempaka Village not to wander outside the city. This certainly has proven the economic effects of the existence of the market.

3.2.2 Tuk Mudal Natural Spring

Tuk Mudal is a natural spring in the lake-shaped Cempaka Village with an area of approximately 20 square meters with a depth of 1-2 meters. According to the Village Head of Cempaka Abdul Khayyi, starting from a spring water conservation program aimed at protecting the availability of water for the needs of drinking water and irrigation of agricultural land in 2014, Cempaka Village residents planted trees around Tuk Mudal to maintain natural vegetation around the lake. In addition to planting trees, residents of Cempaka Village built a village around Tuk Mudal to guard the lake from sedimentation. Now Tuk Mudal has been able to irrigate 130 hectares of people's rice fields. Tuk Mudal has now turned into one of the interesting attractions in Cempaka Village. Tuk Mudal offers beautiful views with shady trees and clear waters (Figure 2).

3.2.3 Bulak Cempaka Hill

Bulak Cempaka Hill is a hill in Cempaka Village. Bulak Cempaka Hill is located at an altitude of 700 meters above sea level. Bulak Cempaka Hill offers a photo area with a beautiful scenic backdrop on the hill. A selfideck with a unique shape is developed on the top of the hill. Besides taking pictures, visitors can also enjoy the setting of the sun from the hill (Figure 3).



Figure 2. Tuk Mudal



Figure 3. Sunset at Bulak Cempaka Hill

3.3 The Application of Green Economy Principles in the Development of Cempaka Tourism Village as a Sustainable Tourism Development Effort

In the development of Cempaka Tourism Village, there are several tourism potentials that have been used to attract tourists. Bulak Cempaka Hill, Tuk Mudal and Slumpring Market are some of the main potentials of Cempaka Tourism Village. In developing the tourism potential, the green economy concept seeks to be applied in the development strategy of tourism villages. Some examples of the application of the green economy concept to the development of tourism potential are greening programs around Tuk Mudal water spring. This program aims to maintain water availability. The existence of Tuk Mudal is not only a source of water, but Tuk Mudal can be a very interesting tourist attraction for tourists.

The concept of green economy is also applied to the strategy of developing the Slumpring Market. One of the concepts of green economy is to increase environmentally friendly employment, this concept has been successfully applied with the existence of the Slumpring Market. The increasing number of local agricultural products sold at Slumpring Market has provided new enthusiasm for local farmers to further improve their agricultural output. The existence of tourist destinations in the Slumpring Market has had an impact on strengthening the traditional culinary industry of the surrounding community. The people of Cempaka Village have taken advantage of the existence of Slumpring Market as a place to sell various traditional foods typical of Cempaka Village.



Figure 4. Green Economy Concept

The concept of green economy contains three pillars namely a low carbon economy, which does not produce emissions and environmental pollution, saves natural resources and social justice (Figure 4). In implementing the development strategy of Cempaka Tourism Village, the concept of green economy is used as a foundation for sustainable tourism. The concept of a green economy basically complements the concept of sustainable development. The concept of green economy is expected to be a bridge between social justice development and environmental conservation and saving natural resources.

3.4 The Most Suitable Tourism Objects in the Development of Cempaka Tourism Village

The novelty of this research is that there is no prior research in prioritizing development in Cempaka Tourism Village. This study uses three dimensions of sustainable development as a criterion in the development of Cempaka Tourism Village (Marlina, 2009), namely economic, environmental, and social aspects. First, in economic aspects, the development of tourist villages, community welfare is one of the objectives of the establishment of tourism villages. The existence of a tourist village must be one of the pillars for the economy of the village community. Second, in the environmental aspects. Environmental aspects in developing tourism villages are important aspects that need to be considered. The existence of a sustainable, comfortable and green environment will make tourists feel at home and return to visit. The other important thing is that with the continuation of the natural environment the future generations will enjoy what is being enjoyed by the present generation. Last, social aspects. The social aspects in the development of tourist villages are closely related to the participation of local communities in the management of tourist villages. Local people must be the main actors driving rural tourism. Because basically the attraction of tourist villages is closely related to the social and cultural life of the community.

This study involved four respondents. Analysis of determining tourism potential management priorities that support environmental preservation based on three dimensions of sustainable development in Cempaka Tourism Village uses the Analytical Hierarchy Process (AHP) method with the help of Expert Choice software. The criteria and sub criteria as well as alternative tourism potential compared can be seen in Figure 5.

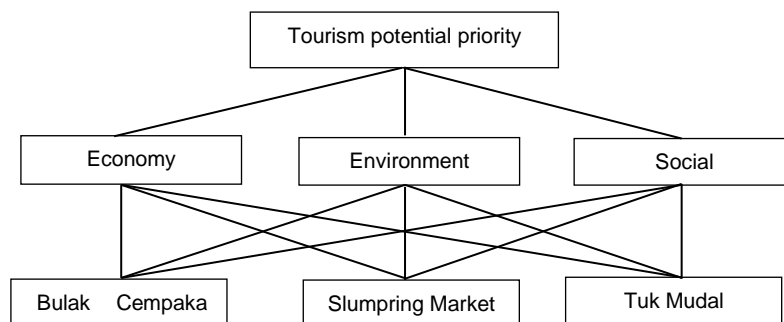


Figure 5. AHP Scheme to Determine the Priority of the Best Tourism Potential of Cempaka Tourism Village

Based on Table 2, it can be seen that the final result of prioritizing the most suitable tourism potential of Cempaka Tourism Village is Slumpring Market. Slumpring Market get 50.4%, followed by Tuk Mudal of 35.2%, and Bulak Cempaka Hill of 14.4%. This can be interpreted that the existence of the Slumpring Market has been able to improve the economy of the citizens of the Cempaka Village without ignoring environmental sustainability.

Table 2. Final Results of the Best Tourism Potential of Cempaka Tourism Village

No	Alternatives	Result (Percentage)	Priority
1	Bulak Cempaka Hill	14.40	3
2	Slumpring Market	50.40	1
3	Tuk Mudal	35.20	2

3.5 Policy Strategy for Developing the Slumpring Market

In the development of Slumpring Market as the main destination in Cempaka Tourism Village the right policy strategy is needed. One policy that can be done is to increase the type of goods that are traded in Slumpring Market, such as handicrafts made from bamboo trees. In Cempaka Village there are many bamboo trees which can be processed as handicrafts and are used as souvenirs of Cempaka Village. By increasing the diversity of goods sold in Slumpring Market, the existence of Slumpring Market can participate in increasing the economy of the people of Cempaka Village.

The type of village-based tourism as an alternative tourism\ demands the development of a more focused and selective promotion and marketing strategy. In carrying out promotion and marketing strategies, local youths may assign as the main actors of promotion and marketing. This is useful for utilizing a variety of potential community members to support existing tourism attractions. Promotional and marketing strategies that are more focused and selective are carried out by a combination of online (digital and electronic-based) and offline (roadshow and etc.) promotions.

4. Conclusion

Cempaka Village has the potential of natural and cultural beauty that can be used as a tourist attraction. There are three leading tourist destinations that can be developed as the main attraction of attracting tourists. The three destinations are Bulak Cempaka Hill, Tuk Mudal and Slumpring Market.

The concept of green tourism has been applied in the development of Cempaka Tourism Village, this can be seen in the tourist destination of Tuk Mudal which was originally an effort by the residents of

Cempaka Village to conserve water resources in Cempaka Village. But the concept of green tourism is still not as expected, there are still some green economy principles that have not been fully implemented in Cempaka Village. One problem that has not been addressed is the problem of waste management.

The result of weighting analysis shows that the Slumpring Market has the most suitable tourism potential. The market is considered as a leading destination that must be developed continuously, because its existence has been proven to have a positive effect on the economy of the community. In the development of the Cempaka Tourism Village a policy strategy is needed to better introduce the existence of Tourism Village by means of a strategic and selective promotion strategy through a combination of online and conventional promotions. In addition, the existence of the Slumpring Market must also be improved in terms of quality and quantity, such as increasing the diversity of the types of goods being traded and improving visitor services.

The existence of tourist destinations that can empower the community such as the Slumpring Market is one manifestation of an environmentally friendly economic concept. The development of a tourist village does not have to rely on natural beauty but must be able to have an economic impact on society and preserve the environment

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