



The Implementation of Environmental Management Accounting and Sustainable Tourism in Tourism Villages in Bali

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Abstract

Purpose: This study aims to analyze the implementation of sustainable tourism based on environmental management accounting in tourism villages in Bali, Indonesia.

Research methods: This research method is qualitative which data collection techniques were done through documentation studies. This method was chosen to gain a deep understanding of the implementation of sustainable tourism based on environmental management accounting in tourism villages in Bali.

Findings: The participation of tourism actors in implementing sustainable tourism based on environmental management accounting in tourism villages in Bali is still not maximized.

Implications: The process of community empowerment to open accommodation services in the form of homestays that use the principles of green tourism, local transportation services, the availability of craft and art communities, and local guides is still very rare.

Keywords: tourism village, sustainable tourism, environmental management accounting, environmental cost.

INTRODUCTION

Various phenomena of environmental damage due to the exploitation of natural resources by many industries are increasingly worrying. This phenomenon has caused various ecological disasters which certainly threaten the sustainability of human life. Countless ecological disasters as well as the progressive degradation of the earth's ecosystems, prompt society to hold governments and businesses accountable (Stanojevic, Vranes, & Gokalp, 2010).

Tourism is a very important sector in both developed and developing countries. Tourism has various positive impacts such as generating jobs, increasing foreign exchange, improving infrastructure. But on the other hand, tourism that is not managed properly has a negative impact, including the issue of environmental destruction. Therefore, it is important to apply the concept of sustainable tourism so that the existing tourism potential and those that have been managed quite well can provide more benefits for its citizens and the negative effects that arise do not go unpunished.

The emergence of tourism as a major industry is one of the most remarkable changes that have occurred in global economic activity. Tourism development is seen as a way to improve a country's economic and social welfare, but if this development is not handled carefully, tourists will migrate to

competing destinations or attractions (Risman, Wibhawa, and Febriansyah, 2016). In the future, there will be increasing pressure to develop tourism products with a sustainable focus, helping to adapt to the local environment, and ensuring its preservation (Evita, Sirtha, and Sunartha, 2012).

A responsible tourism sector is tourism that provides benefits to tourists, the environment, local residents and governments. Environmental problems faced by countries that have great potential in the tourism business, encourage the birth of the concept of sustainable tourism or sustainable tourism (Artani, 2019). In general, sustainable tourism requires tourism actors to consider the objectives of their operations in three aspects, namely financial performance, environmental performance and social performance. The concept of sustainable tourism is a concept of public awareness as tourism business actors about the importance of responsibility for maintaining the sustainability of tourism for the next generation by reducing problems that will damage tourism supporting resources, especially the environment. Tourism is increasingly being used as an economic development tool by many third world countries, helping to create jobs and improve local infrastructure.

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism is tourism that takes full account of the current and future economic, social and environmental impacts, addressing the needs of visitors, industry, the environment and the community around the tourism area (Green Ideas for Tourism for Europe, 2015). According to Rechkemmer et al. (2016), environmental sustainability is closely related to the concept of sustainability because it includes efforts to improve public welfare and health. A damaged environment has dramatic and harmful effects on health, education, gender equality, and economic development. Responding to these challenges, it takes awareness and responsibility of tourism actors towards the environment.

The awareness and responsibility of the company towards the environment is manifested by the inclusion of environmental costs (environmental costs) into the company's accounting practices. Awareness and responsibility to the environment requires companies to invest and spend money to protect the environment and make reports. The consequences of this discourse on social and environmental accounting ultimately gave rise to the concept of environmental management accounting in facing the challenge of creating better environmental conditions. In order to improve sustainable environmental performance, environmental-based innovation from the accounting aspect is called environmental management accounting.

According to Bennett, Rikhardsson, and Schaltegger (2003), Environmental Management Accounting is a technique that generates, analyzes, and uses financial and non-financial information to improve the environmental and economic performance of companies, and contribute to a sustainable business. In line with the research of Christ and Burritt (2013), in recent years, business interest in Environmental Management Accounting has increased and has been promoted as a way for companies to more easily manage environmental and economic performance in achieving a sustainable business. According to Schaltegger, Viere, and Zvezdov (2012), as an accounting framework, Environmental Management Accounting aims to better understand the economic and environmental information needed by corporate decision makers and understand how these needs can be met by internal information providers.

In Indonesia in particular, one of the business sectors that is a problem in the aspect of environmental conservation is the tourism sector. This is in accordance with the statement by the Minister of Tourism in 2018 that the Indonesian tourism sector is still seen as not environmentally friendly and not in favor of conservation, when reflected from the 2017 Travel and Tourism Competitiveness Report (TTCI) assessment by the World Economic Forum. On the pillar of environmental sustainability, Indonesia is ranked 131 out of a total of 136 countries (Media Indonesia, 2018). Based on the 2019 Travel and Tourism Competitiveness Report (TTCI), Indonesia is also still at the bottom of the environmental sustainability aspect, which is 135th out of a total of 140 countries (World Economic Forum, 2019).

Therefore, research on sustainable tourism seeks to address issues that need to be considered by tourism actors, especially those related to environmental protection based on environmental management accounting. In this case, environmental management accounting can be a tool for reporting activities related to the environment, environmental cost efficiency, as well as evaluating performance achievements. As we know, the current accounting standards are generally only financial-based with a short-term perspective. A good environmental strategy is needed to overcome various environmental problems that arise, one of which is by disclosing and categorizing environmental costs according to their use using environmental-based accounting concepts (Stanojevic et al., 2010).

One area that is a tourism icon with the largest tourism potential in Indonesia is Bali. According to Kontan.co.id (2018), the tourism business in the area nicknamed "the Island of the Gods" is showing a slowdown. Research from Colliers International Indonesia shows that the slowdown is caused by the problem of plastic waste, as well as environmental problems such as congestion, beach abrasion, and crime. Some of these problems made the tourism business in 2019 become stagnant compared to previous years. Bali and Indonesia in general are in the spotlight regarding waste and environmental problems.

As a tourism development area, massive infrastructure development to support tourism development and the large number of hotels have an impact on the degradation of the surrounding environment. Bali has the potential to create bad environmental conditions and environmental degradation in various fields, such as reduced clean water, accumulation of waste, air pollution, reduced public beach space, reduced public space for rice fields, natural damage by hotel or villa construction, and others. Rural areas are also one of the areas affected by tourism exploitation in Bali. The tourism village is one form of implementing community-based tourism development, the development of a tourism village which is expected to be one of the economic drivers of the village community actually has a bad influence on the surrounding environment. Thus, the application of environmental management in tourism villages is important for the sustainability of the resources and socio-culture of the village. Here are some examples of tourism villages in Bali that are obliged to implement environmental management to create better environmental conditions.

This research on environmental management accounting is very important to do as an example for the tourism industry in Bali in managing the environment and being responsible for the use of natural resources as part of the concept of sustainability. Without the spirit of sustainable development, tourism development will only lead Bali to the brink of collapse. Future tourism

development must be able to accommodate two interests, namely the interests of economic growth and environmental conservation. It is time for Bali Tourism to develop a vision of saving the natural environment, providing the greatest economic benefits to local communities, and respecting existing local culture and values.

From this presentation, the following problems can be formulated. First, how is the general overview related to sustainable tourism and environmental management accounting? Second, how to implement sustainable tourism based on environmental management accounting in tourism villages in Bali? Third, is the implementation of sustainable tourism in Bali maximal?

The purpose of this study is to find out an overview related to sustainable tourism and environmental management accounting, as well as to know the implementation of sustainable tourism based on environmental management accounting in tourism villages in Bali.

RESEARCH METHODS

The research method used by researchers in this study is a qualitative approach with a descriptive method. The approach in this study uses a qualitative method. The qualitative research method is a research method carried out on natural object conditions with qualitative data analysis and the results of the research emphasize the meaning of generalization (Sugiyono, 2016). Natural objects are objects that develop as they are and the presence of the researcher does not affect the dynamics of the object. Stake (1995) also states that qualitative research questions are generally phenomenon or case-oriented with the aim of looking for interactive patterns of actual conditions and circumstances that should occur.

This study uses a qualitative method because the excavation of the phenomenon is carried out using text-based data related to the overall picture of the problems studied. The qualitative method was chosen to gain an in-depth understanding of the implementation of sustainable tourism based on environmental management accounting in tourism villages in Bali and provide an opportunity to directly describe how it has been implemented so far. According to Sugiyono (2016), data collected in qualitative research is generally done by interview, documentation, and observation.

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. The data collection technique in this qualitative research is by conducting a documentation study. Documentation studies in this study are needed to sharpen research analysis related to the implementation of sustainable tourism based on environmental management accounting in tourism villages in Bali. Then, the data analysis method used in making this research is by means of descriptive qualitative analysis in the form of spoken and written words about the implementation of sustainable tourism based on environmental management accounting.

According to Creswell (2014), descriptive analysis aims to describe phenomena using words or numbers and presents a profile, type of classification, or stage framework to answer the questions of who, when, where, and how in processing data and information originating from it. from documentation and interviews, then present them to answer research problems. Descriptive analysis is used in this study to reveal a deep understanding of the application of sustainable tourism

based on environmental management accounting. The results of the research documentation are described to answer research questions and provide a complete picture of the implementation of sustainable tourism in tourism villages in Bali.

FINDINGS

Sustainable tourism consists of the main issues of how to manage nature, build socio-cultural resources in local communities, so that later they are in accordance with basic criteria to promote their economy well (Rahadian, 2016). There are several characteristics of sustainable tourism, including minimizing negative impacts on the environment by using clear standards such as the standard of carrying capacity of tourist destinations, being able to increase contributions to regional development, being able to minimize the use of non-renewable natural resources, supporting environmental conservation and preserving the environment. biodiversity. Meanwhile, the social aspect is that it can support the welfare of the community and can suppress local ownership. With the application of the concept of sustainable tourism, the tourism industry will not only benefit from an economic perspective, but also can empower the community and protect the environment. To support this, it takes various parties who must work together. Stakeholders (consisting of the government, local residents, tourists, as well as business owners or business people must be able to work together and support each other. In this case, business people have the same important role as other stakeholders. Build and run a business so that it can run in harmony with the community and the environment. Stakeholders from business owners consist of owners of hotels, restaurants, travel agents, taxi services, retail businesses, and others.

Bali Province is one of the most visited tourist destinations in Indonesia. Bali is one of the small islands in Indonesian waters which is thought to have a very large impact on the world of tourism in Indonesia. The attraction of Bali that is able to distinguish it from other regions in Indonesia, among others, is the natural beauty, culture, and a variety of culinary specialties in Bali. Various and complete types of tourist attractions in Bali, ranging from beaches, rice fields, forest and lake areas, Mount Merapi, waterfalls, and artificial tourist areas such as tourism villages are also well known to the world. Art did not escape the views of visiting tourists (Central Bureau of Statistics, 2017).

The tourism sector acts as a foreign exchange earner and introduces the culture of the nation and homeland. For the people themselves, this sector provides a wide range of jobs and business fields. Likewise the tourism sector which is one of the supporting elements in establishing relations between nations which is carried out through reciprocal relations of transportation and telecommunications activities to and from abroad. In addition, the tourism sector also has a strategic role and function in economic development in Indonesia. In the context of national development, the National Medium-Term Development Plan (RPJMN) has determined that tourism development is continued and improved by developing and utilizing national tourism resources and potentials to make economic activities that can be relied upon to increase national income receipts (Basuki, 2018).

The development of the tourism industry not only has an impact on increasing the country's foreign exchange earnings, but has also been able to expand business opportunities and create new jobs for the community in

overcoming unemployment in the region. The development of this industry has also become an important agenda in building public awareness to always maintain and conserve the environment from various destructions (Sen, 2014). From an economic point of view, tourism activities can contribute to regional revenues, which are sourced from taxes, parking and ticket fees or it can be from the number of hotels in the province of Bali, the number of restaurants, the number of travel agencies, and tourism will also grow businesses. an economy that composes and supports each other so that it can increase people's income (Putri, Hidayati, and Amin, 2019).

Environmental Management Accounting

Environmental management accounting collects cost, production, inventory, and waste costs and performance for planning, developing, evaluating, and controlling business decisions. The aim is to improve the efficiency of environmental management by assessing environmental activities from the point of view of costs (environmental costs) and benefits or effects (economic benefits), as well as producing environmental protection effects (Singh, 2013). Research done by Jasch and Savage (2008) shows that there are many benefits of environmental management accounting information that can be categorized into three broad areas, including compliance, namely compliance with cost efficiency with environmental regulations and policies implemented by the company; environmental efficiency (eco-efficiency), namely reducing costs and environmental impacts simultaneously through more efficient use of energy, water, and materials in internal operations and final production; and strategic position, namely the evaluation and implementation of an effective and environmentally sensitive program to ensure the long-term competitiveness of a company.



Figure 1. Environmental management accounting concept
[Source: Jasch and Savage, 2008]

The application of environmental management accounting is the first step in solving environmental problems. The application of environmental-based accounting will encourage the ability to minimize the environmental problems it faces. The purpose of this accounting application is to improve the efficiency of environmental management by assessing environmental activities from the standpoint of environmental costs and economic benefits. The application of environmental management accounting in the company will reduce the occurrence of environmental pollution around the company.

Environmental Management Accounting as a Form of Sustainable Tourism Implementation in Tourism Villages in Bali

Indonesia places tourism as a leading sector, because tourism has a positive impact on the provision of employment and foreign exchange earnings.

Bali tourism is known as a cultural tourism destination, in this case elements of Balinese culture are the main attractions (Mudana et al, 2021). The potential of a tourism village is the customs of the local community as a tourist attraction such as daily life, traditional ceremonies, traditional houses, indigenous culture and arts, traditional food and drinks, natural wealth, and others. Therefore, the opportunity for developing tourism villages is very large as an effort to diversify tourist destinations in the context of developing cultural tourism (Arismayanti, 2015). Some examples of tourism villages in Bali that implement the concept of sustainable tourism include Mangrove Ecotourism in Pemogan Village, Penglipuran Tourism Village, and Jatiluwih Tourism Village which are sequentially attached in Figure 2, 3, and 4.



Figure 2. Mangrove Ecotourism in Pemogan Village, Denpasar
[Source: Ekonomi Okezone, 2019]



Figure 3. Penglipuran Tourism Village in Bangli
[Source: Bali Government Tourism Office, 2020]



Figure 4. Jatiluwih Tourism Village in Tabanan
[Source: IDN Times, 2018]

An important element in the development of a tourism village is the involvement of the village community in every aspect of tourism in the village. The community is directly involved in tourism activities in the form of providing services and services, the results of which can increase people's income outside of their daily activities (Arismayanti, 2015). In relation to the environment, tourism villages in Bali have begun to implement sustainable tourism based on environmental management accounting. However, in Bali tourism villages, local community participation in implementing sustainable tourism based on environmental management accounting in tourism villages in Bali is still not optimal.

The process of community empowerment to open accommodation services in the form of homestays that use the principles of green tourism, local transportation services, the availability of craft and arts communities, and local guides is still very rare. In fact, it can be seen that the community is less involved in the planning process of this tourism village, especially in the aspect of caring for the environment. However, when compared with the principles and criteria of a tourism village with implementation in Bali, it has shown the suitability of the green tourism aspect in several tourism village components.

The steps that can be taken by the local government and tourism actors in Bali are to carry out maximum environmental management and optimize the implementation of sustainable tourism based on environmental management accounting so that tourism villages in Bali can become tourist destinations that have advantages in environmental aspects because they prioritize environmental protection. environment and sustainable eco-tourism.

CONCLUSION

Based on the analysis and discussion, it can be concluded that the participation of local communities in implementing sustainable tourism based on environmental management accounting in tourism villages in Bali is still not optimal. The process of community empowerment to open accommodation services in the form of homestays that use the principles of green tourism, local

transportation services, the availability of craft and arts communities, and local guides is still very rare. In fact, it can be seen that the community is less involved in the planning process of this tourism village, especially in the aspect of caring for the environment. However, when compared with the principles and criteria of tourism villages with implementation in Bali, this has shown the suitability of the green tourism aspects in several components of tourism villages. Therefore, optimal management is needed in the future, especially in terms of implementing sustainable tourism based on environmental management accounting.

The concept of sustainable tourism based on environmental management accounting is very important to be applied to tourism villages located in Bali, which is an island that has a diversity of natural tourism potential and cultural tourism so that it makes Bali a major tourist destination in Indonesia that really needs the concept of sustainability in managing environment. The tourism industry also needs to apply the concept of sustainable tourism as a form of responsibility to the environment due to the use of natural resources that are mostly carried out by business actors such as hotels, villas, restaurants, agro-tourism, and others. Future tourism development must be able to accommodate two interests, namely the interests of economic growth and environmental conservation.

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