

GREEN TOURISM EXPERIENCE PADA SANGGRALOKA FARM DI DESA BRESELA, GIANYAR

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan *green tourism experience* pada Sanggraloka Farm di Desa Bresela, Gianyar, yang mencakup bentuk implementasi, persepsi wisatawan, serta tantangan dan peluang dalam pengembangan pariwisata berkelanjutan. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan dengan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penerapan *green tourism* di Sanggraloka Farm diwujudkan melalui pengelolaan sumber daya alam secara berkelanjutan, aktivitas edukatif berbasis lingkungan, fasilitas ramah lingkungan, serta pelibatan aktif masyarakat lokal. Persepsi wisatawan terhadap pengalaman wisata hijau tergolong positif, ditandai dengan adanya pengalaman yang edukatif, menyenangkan, serta memberikan kedekatan emosional dengan alam. Namun demikian, terdapat beberapa tantangan seperti keterbatasan promosi dan pengelolaan sumber daya, sementara peluang yang dimiliki meliputi tingginya minat wisatawan terhadap wisata berbasis alam dan keberlanjutan.

Penelitian ini menyimpulkan bahwa integrasi konsep *green tourism experience*, *Resource-Based Theory*, dan *Community-Based Tourism* mampu menciptakan pengalaman wisata yang autentik, berkelanjutan, dan bernilai edukatif. Hasil penelitian diharapkan dapat menjadi referensi dalam pengembangan destinasi wisata berbasis keberlanjutan di tingkat lokal.

Kata kunci : *green tourism experience*, pariwisata berkelanjutan, persepsi wisatawan.

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ABSTRACT

This study aims to analyze the implementation of the green tourism experience at Sanggraloka Farm in Bresela Village, Gianyar, including implementation methods, tourist perceptions, and challenges and opportunities in developing sustainable tourism. The study employed a descriptive qualitative approach, with data collection techniques including observation, interviews, and documentation. Data analysis was conducted using the Miles and Huberman interactive model, which includes data reduction, data presentation, and conclusion drawing.

The results indicate that the implementation of green tourism at Sanggraloka Farm is realized through sustainable natural resource management, environmentally-based educational activities, environmentally friendly facilities, and active involvement of the local community. Tourist perceptions of the green tourism experience are generally positive, characterized by educational and enjoyable experiences, and an emotional connection with nature. However, several challenges remain, such as limited promotion and resource management, while opportunities include high tourist interest in nature-based tourism and sustainability.

This study concludes that the integration of the concepts of green tourism experience, Resource-Based Theory, and Community-Based Tourism can create authentic, sustainable, and educational tourism experiences. The research findings are expected to serve as a reference for developing sustainable tourism destinations at the local level.

Keywords: green tourism experience, sustainable tourism, tourist perceptions.