

PENERAPAN KONSEP GREEN HOSPITALITY PADA HOMESTAY DI DESA WISATA PANJI, KABUPATEN BULELENG

Oleh

I Kadek Teddi Anggastia

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan menganalisis penerapan *green hospitality* pada *homestay* di Desa Wisata Panji serta mengidentifikasi hambatan dalam implementasinya melalui metode kualitatif deskriptif dengan observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa praktik ramah lingkungan seperti pemilahan sampah, pengurangan plastik, penggunaan lampu hemat energi, ventilasi alami, pemanfaatan bahan pangan lokal, dan aktivitas wisata berbasis lingkungan telah diterapkan, namun belum optimal karena belum adanya SOP, kurangnya edukasi bagi tamu dan pengelola, serta keterbatasan fasilitas, teknologi, dan pendanaan. Meskipun demikian, penerapan *green hospitality* memberikan dampak positif bagi lingkungan, sosial, dan ekonomi masyarakat serta meningkatkan daya tarik Desa Panji sebagai destinasi berkelanjutan. Desa Panji memiliki potensi menjadi model “Desa Wisata Hijau” melalui penguatan edukasi, kebijakan desa, dan standar *green homestay*, sehingga temuan penelitian ini dapat menjadi acuan bagi pengelola, pemerintah desa, dan pemangku kepentingan dalam pengembangan pariwisata berkelanjutan.

Kata Kunci : *Green Hospitality, Homestay, Desa Wisata Panji, Wisata Berkelanjutan, Pengelolaan Lingkungan*

THE IMPLEMENTATION OF GREEN HOSPITALITY CONCEPT IN HOMESTAYS OF PANJI TOURISM VILLAGE, BULELENG REGENCY

By

I Kadek Teddi Anggastia

Department of Management

ABSTRACT

This study aims to analyze the implementation of *green hospitality* practices in *homestays* within Panji Tourism Village and to identify the challenges encountered in their application, using a descriptive qualitative method through observation, structured interviews, and documentation. The findings indicate that several environmentally friendly practices—such as waste segregation, reduction of single-use plastics, the use of energy-efficient lighting, natural ventilation, the utilization of local food products, and environmentally based tourism activities—have been implemented, although not yet optimally due to the absence of Standard Operating Procedures (SOPs), limited environmental education for guests and operators, and inadequate facilities, technology, and funding. Despite these challenges, the implementation of *green hospitality* has contributed positively to the environmental, social, and economic aspects of the community, while also enhancing the attractiveness of Panji Tourism Village as a sustainable destination. The village has strong potential to become a model of a “Green Tourism Village” through strengthened education, supportive village policies, and the development of green *homestay* standards. Therefore, the findings of this study may serve as a reference for *homestay* operators, village authorities, and stakeholders in advancing sustainable tourism development.

Keywords: Green Hospitality, Homestay, Panji Tourism Village, Sustainable Tourism, Environmental Management