

Creative tourism : the case of green and classic-cultural tourism business in Nyanglan Klungkung Village

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Abstrak

Nyanglan Village was awarded a variety of ancestral property which was more than adequate as a condition of a famous tourism destination of the region. Unfortunately, economic realities and development in this area said the opposite. Based on the statistics, Klungkung Province (the province where Nyanglan located) was the region with the lowest incomes in the field of tourism in Bali in recent years. The potential of the tourism industry in the Nyanglan Village indeed can't go to be unpunished. Utilize tourism resources for sustainable development will certainly have a positive impact on the welfare of society in Nyanglan. Fears of tourism that could damage the environment can actually be changed if the concept of tourism can run in type of green tourism. Through a comprehensive study in the village which is also the origin hometown of the author, it is expected to emerge a strategic management to manage the tourism potential of Nyanglan owned by the Village. As the result of the study through SWOT analysis, Nyanglan green tourism need an aggressive strategy in exploiting the resources and potential which is exists in this village, at the same time is also needed the effort to welcome many opportunities and chances of emerging business.