



Development of Pelipur Lara Market in Penglipuran Village: Synergy Between Green Tourism and Local Empowerment

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Abstract

Purpose: This study identifies the concept and implementation of green tourism in the development of the Pelipur Lara traditional market as part of tourism activities in Penglipuran Village, Bali, Indonesia.

Research methods: Data were collected through in-depth interviews, participatory observations and document studies and analyzed through thematic analysis methods that include data reduction, data presentation and drawing conclusions. Data validity used triangulation techniques of sources and methods by comparing interview results, observation activities carried out and documents at the research location.

Findings: With a traditional concept with an environmentally friendly concept using natural materials or equipment such as bamboo, banana leaves and wood, the products sold are mostly local UMKM products such as local food, organic products and handicrafts, Pelipur Lara Market market is opened at certain times combined with elements of history, local culture and art. Positive responses were given by tourists with the existence of the Pelipur Lara market because this market is not only used as a place for transactions between sellers and buyers but also as a space for social interaction and cultural education for tourists who visit so that tourists get a unique and different experience.

Implication: A replication model for other tourist villages that have similar tourism potential that can be developed as one of the tourist attractions in the form of traditional markets through a green tourism approach and concrete contributions for village governments or tourist village managers in designing and managing new tourism activities that pay attention to environmental, socio-cultural and economic aspects while empowering the community in the development.

Keywords: traditional market, green tourism, tourism diversification, sustainable economy

INTRODUCTION

Penglipuran is one example of a leading tourist village in Bali. After the Covid 19 pandemic, Penglipuran Village was innovated by utilizing the bamboo forest near the Penglipuran area as a traditional market by carrying an environmentally friendly concept and based on local wisdom. The synergy between traditional markets and the concept of sustainable tourism can present interesting opportunities for village economic development, especially in destinations that have a distinctive traditional village culture through active



community involvement (Zhang *et al.*, 2023). The development of the Pelipur Lara market in Penglipuran Village is a strategic approach to diversifying tourist attractions while maintaining the village's commitment to sustainability and cultural preservation. Through the traditional market developed in Penglipuran Village, it functions as a place for social interaction, culture and culinary traditions so that it can be a place to provide a different and authentic experience. Recent studies have shown that a tourist destination that practices environmentally friendly and has distinctive characteristics can provide long-term economic stability because it provides visitor satisfaction (Kumar *et al.*, 2022). Through the concept of green tourism that can be applied in the development of traditional markets as one of Penglipuran's tourist attractions, it can support environmental conservation and economic development that are mutually reinforcing if developed strategically (Thompson & Martinez, 2023). However, there are many challenges in its development without having to sacrifice cultural values and environmental impacts that can be caused in the development process. Successful market tourism development maintains its primary function in serving the local community while accommodating and educating visitors (Chen & Liu, 2022).

Previous research on Penglipuran Village has mostly focused on preserving traditional culture and architecture as a tourist attraction, while few studies have examined green tourism-based tourism activities specifically in Penglipuran Village such as traditional markets. In addition, there is a lack of studies on the long-term economic impact of green tourism development on local communities in tourist villages.

This study addresses the gap in understanding how traditional market development can be aligned with the principles of green tourism in achieving local community economic empowerment and sustainability. In addition, the Covid 19 pandemic conditions in the previous year have had an impact on the vulnerability of communities that depend on the tourism sector which emphasizes resilience strategies. This study provides insight into a model that can be replicated elsewhere with similar tourism potential to balance economic development with cultural and environmental preservation. The findings in this study contribute to understanding how local communities can maintain their local wisdom in tourism development in creating authentic experiences that are beneficial to visitors and residents. The research question is "how does the development of traditional markets based on the principles of green tourism contribute to the diversification of tourist attractions and local economic empowerment in Penglipuran Village?". So that the mechanisms that can be used are the active role of the community, sustainability, environment, and cultural preservation in the context of traditional markets.

RESEARCH METHODS

This study is a qualitative study. It is located in the tourist village of Penglipuran, Bangli district, Bali Province. Data collection in this study was carried out through participatory observation at the market location and its surrounding areas, conducting in-depth interviews with several related sources such as Pelipur Lara market managers, community leaders, traders and visiting tourists, document studies related to market planning and promotion. Data analysis techniques in this study were carried out by reduction, data presentation and drawing conclusions. Related to data validation, triangulation of sources and methods was carried out.

FINDINGS

This study explores how the development of traditional markets as a tourist attraction is aligned with the principles of green tourism through community empowerment for the sake of sustainability, which can be described as follows.

Integration of Green Tourism in Market Development

The development of the Pelipur Lara Traditional Market in Penglipuran Village as one of the tourist attractions is one of the developments of tourism potential that involves the role of the community. The integration of the development of the Pelipur Lara traditional market based on green tourism gradually adopts the principles of green tourism from conceptualization to implementation. Environmental sustainability steps are carried out starting from the waste management system and local material sources for construction such as from bamboo or coconut trees found around the village. Meanwhile, in terms of market design that combines traditional village elements and creates an aesthetic environment that reflects local cultural values. The integration of traditional ecological knowledge into market operations is an important aspect in the implementation of green tourism. Sellers are encouraged to use products from local organic farmers who also support sustainable agricultural practices. The use of environmentally friendly or natural packaging from nature such as leaf bases, bamboo containers and food ingredients must be natural without preservatives and artificial food coloring. However, in the process of developing the Pelipur Lara market, there are several things that are still the focus in its implementation because a gradual process is needed to consistently lead to green tourism. This can be seen from several food and beverage packaging made of plastic that does not yet have an alternative to replace environmentally friendly packaging such as the continued use of plastic bottles for packaging *lolah cemen* products. Traders need to be educated about the concept of green tourism, regulations governing production procedures and buying and selling at the Pelipur Lara market.

Diversification of Tourist Attractions

The development of Pelipur Lara traditional market diversifies the tourist attractions of Penglipuran Village beyond architectural heritage and cultural performances. However, the cultural heritage in Penglipuran Village remains the main characteristic that cannot be separated. Pelipur Lara Market is not only a green economic space but also a supporter in preserving cultural identity in Penglipuran Village. Traditional cultural performances and the use of cultural symbols such as *poleng* cloth not only provide educational value for tourists but also strengthen the cultural identity of the community. The following is documentation of cultural performances in Penglipuran Village.



Figure 1. Cultural History Performance in Penglipuran Village
[Research result, 2025]

Community involvement in preserving culture and the environment is not just an obligation but a pride in having a unique culture that is in harmony with nature. This pride is reflected in activities such as cultural parades through active participation by showing the identity of the community that maintains Balinese cultural traditions and is able to adapt to the development of the times without losing the spiritual roots and aesthetics that apply.

Pelipur Lara Market provides an interactive experience for visitors that conventional heritage sites may not offer. Tourists can directly interact with local traders and observe authentic daily life activities and get a different experience by trying local cuisine offered at Pelipur Lara Market.



Figure 2. Culinary Sellers at Pelipur Lara Market
[Research result, 2025]

Pelipur Lara Market is also unique with its innovative and environmentally friendly transaction system through the use of bamboo money as a medium of exchange to replace currency in general, thus strengthening the unique and different nuance. Here is bamboo as a medium of exchange to replace currency in the Pelipur Lara market that can be purchased by visitors before entering the market area.



Figure 3. Bamboo as a Substitute for Currency
[Research result, 2025]

Community Economic Empowerment Results

Market development produces various forms of community economic empowerment, the main empowerment through the creation of income for sellers such as selling agricultural products, culinary and crafts. Secondary economic benefits arise through supply chain relationships with local producers such as the use of raw materials taken from local farmers, selling local crafts, and the use of natural materials obtained from surrounding villages. The

market's emphasis on local resources creates increased demand for community agricultural products, traditional crafts and services so that through the development of this Pelipur Lara market, it can provide employment opportunities for local people and they do not need to migrate out of the area.

Adaptive Challenges and Strategies

The challenge in implementing the development of the Pelipur Lara market arises in the balance between tourist expectations and the function of the market in reality. Some tourists hope that traders in the Pelipur Lara market can prioritize interaction with tourists, because some conditions where traders have limitations in terms of language in explaining the products sold. So in this case it is necessary to conduct training and standards in service or at least provide guides who can help communication between tourists and foreign visitors in this case tourists.

The transformation of the traditional Pelipur Lara market into a tourist attraction has answered the challenge of limited diversity of tourist activities in a destination that focuses on cultural heritage. Through the development of the Pelipur Lara market in Penglipuran Village, it offers various unique advantages as a supporting tourist attraction because it can provide authentic experiences and insights into the daily lives of local people. So based on the description, in the development of the Pelipur Lara market, a conceptual model based on community-based green tourism was obtained in its implementation as follows.

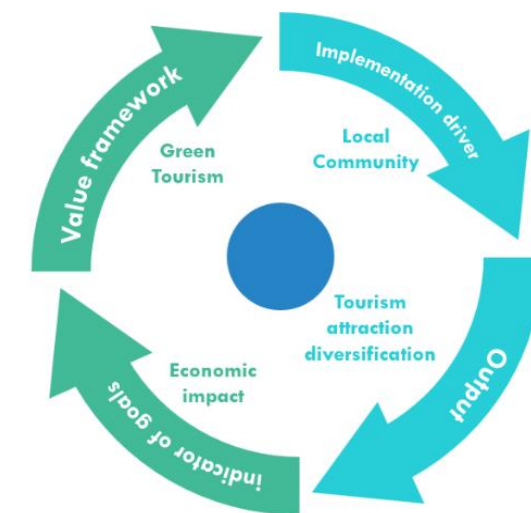


Figure 4. Model of Pelipur Lara Market Development Model as Diversification of Green Tourism-Based Tourist Attractions through Community Empowerment
[Source: Processed data, 2025]

Based on in Figure 4, green tourism is the initial component as the basic value of Pelipur Lara market development which includes environmentally friendly infrastructure (non-permanent natural buildings such as bamboo frames, thatched roofs or coconut leaves, natural drainage systems and solar lighting), waste and energy management with the principles of reduce, reuse,

recycle and environmental education targeting visitors to create awareness of sustainable tourism. So that through this basic value, it can guarantee the sustainability of the Pelipur Lara market environment and provide a unique identity as an eco-cultural market.

Empowering the community as the main actor in its implementation is prepared through strengthening local entrepreneurship, training and mentoring as well as active involvement in the governance of the Pelipur Lara market so as to foster a sense of ownership, increase capacity and maintain the continuity of the model from within the community itself, namely the local community.

Pelipur Lara Market as a thematic tourist destination that combines culture, environment and education for visitors by offering local traditional culinary, crafts, eco-tours in the market and collaboration with regular local art performances in Penglipuran village. So that with the diversification of tourist attractions through the Pelipur Lara market, it can increase tourist activities in Penglipuran Village, automatically extending tourist activities at the destination (one stop shopping) and expanding market segmentation.

The final result in the implementation of this model can produce a local economic impact evenly and sustainably through the implementation of a village circular economic system with agricultural products or local residents' products so that the profits return to the community. Therefore, overall, through the development of the Pelipur Lara market, it is one way to drive a fair, inclusive and environmentally friendly local economy as well as preserving the local culture that is owned.

This model is systemic and sustainable and can be replicated and evaluated according to destinations that have potential that is almost similar to the conditions in Penglipuran.

CONCLUSION

The development of the Pelipur Lara Traditional Market in Penglipuran Village as a tourist attraction is one of the innovative developments in tourism potential in the application of *green tourism* community-based. Through the development of the Pelipur Lara traditional market, it can provide alternative tourism activities in Penglipuran Village and as a medium for economic empowerment while preserving local culture owned by the community. In this case, the importance of integration between the concept of sustainable tourism, community participation and strengthening local values in the development of tourist destinations.

The integration of green tourism principles throughout the development process of a tourist destination creates a synergistic effect on its sustainability. Environmental sustainability measures, cultural preservation and community

participation work together to create a distinct tourism experience that benefits various stakeholders while maintaining the integrity of the tourist destination.

Through the development of the Pelipur Lara market, there is a contribution to the diversification of tourist attractions in cultural heritage destinations, where cultural attractions can become repetitive or lose their appeal to visitors over time. Through the Pelipur Lara traditional market, there are alternative activities for visitors to do, seasonal variations in products, experiences and opportunities for cultural interaction that create strong reasons for visitors to come or revisit. Empowerment of the community as sellers of typical Penglipuran village products in the Pelipur Lara market can provide benefits from economic aspects, skills development, cultural validation and increased collective efficacy. The findings in this study contribute to the understanding of how the development of the Pelipur Lara traditional market which is packaged with collaboration between environmental concerns and cultural preservation as one of the supporting tourist attractions in a tourist destination with a focus on cultural heritage can provide economic benefits for local communities without sacrificing local cultural heritage and not impacting the surrounding environment in its development.

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