

GREEN TOURISM ROLE IN CREATING SUSTAINABLE URBAN TOURISM

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ABSTRACT

Tourism has a strategic position in the country's development as the need-to-travel increases along with the world population's growth. The city is a tourist attraction that has the potential to lure tourists' visit. Tourism activities in the region would have a positive impact, but not necessarily have a negative impact, for example, at the construction of hotels, resorts and tourist destinations that ignore the environment as well as the surrounding ecosystem. Environmentally friendly tourism activities in the world spotlight in the preservation of nature and the environment so that it can be maintained sustainability it for future generations. Green tourism is a tool in tourism sustainable development. The principles of are in line with developing the tourism without neglecting the nature. This paper analyzed the practice of green tourism in the perspective of tourists. Bandung was chosen to be the research locus. As the capital city of West Java, it has attracted many domestic and international tourists. Thus Bandung has also become the prominent destination in Indonesia. The method used in this research is a descriptive and explanatory survey. Data were obtained by using a questionnaire, observation and interview guidelines to domestic tourists visiting Bandung. The results showed that the tourists perceived Bandung as a green destination that practiced the development to protect, preserve, and enhance the physical environment of nature. It has led the development to guarantee the life of the ecosystem to be sustained and had long-term health. Thus, this practice could also support the vitality of the local economy and businesses for the community welfare. The result also showed that tourism activities could contribute to maintain and respect the cultural diversity for its preservation. The tourists also had a satisfaction in experiencing the active engagement in the nature and culture in Bandung.

Keywords: green tourism, urban tourism, sustainable tourism

Introduction

Tourism has been known as the smokeless industry for years. As an industry, tourism could gain revenue and other social, cultural, and economic benefits without establishing the big factory that release smokes that could harm the environment. However, this statement is still debatable. Since, people traveling by using many transportation modes that contribute to the carbon emission than in some places, the traffic congestion cause by tourism activities releases carbon and emission that could harm the environment. Many tourism facilities, such as hotels, restaurants, theme parks, or even an event or art performance that caters to the needs of tourists in the destination is also producing a lot of garbage, using a lot of energy for their operation system.

Hence, the phenomenon of global warming becomes an interesting topic for discussion. Greenhouse gases rated as one of the causes of global warming which has a substantial contribution (Hadi, 2005), along with the emergence of the concept of sustainable tourism (Müller, 1997) in response to the impact of it by the tourism sector (Joppe & Dodds, 1998). In recent decades, there has been a change in people's interest in traveling, by demanding more variety in needs, types, and patterns of travel. Special-interest tourism is now more putting on a journey emphasis on environmental and social aspects that have spawned "humanization of travel" (Weiler & Hall, 1992). Green tourism is one form of eco-tourism, which focuses on sustainable visitors or means no damage at the site that is being visited.

The purpose of green tourism is providing insight and concern with the environment, and increasing greater appreciation for nature. The concept of green tourism travel includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, green tourism is also an integral part of promotional activities for reduce, reuse, recycle, energy efficiency, water conservation, and the community empowerment to develop economic activities. The practice green tourism will promote environmental sustainability, culture, and communities on tourist sites visited.

Model of conventional tourism development and ignore the environment had to be abandoned and switch on the model-based green tourism travel. Green tourism carrying the ideals of conservation-based eco-tourism can cause a change that is the more meaningful and sustainable impact upon local communities who are directly involved in it. Moreover, it can minimize the destruction of nature, support the protection of the region, promoting the empowerment of local communities, appreciate more the culture and local values, and serve to raise public awareness of nature conservation and environment (Special Report, The US Ecotourism Market, WTO, 2002),

Bandung is the capital city of West Java province, Indonesia which is known as the Paris Van Java and the city has a high level of tourist arrivals in Indonesia. The number of tourists arrived in Bandung has showed an increase, as figure below:

Tabel 1. The Number of Tourists Arrival in Bandung, Capital City of West Java Province, Indonesia (2012 – 2015)

Year	Domestic Tourists	Growth (%)	International Tourists	Growth (%)	Sum
2012	5,080,584		176,855		5,257,439
2013	5,388,292	5.71%	176,432	-0.24%	5,564,724
2014	5,627,421	4.25%	180,143	2.06%	5,807,564
2015	5,877,162	4.25%	183,932	2.06%	6,061,094

Source: Bandung Regional Tourism Office, 2016

Bandung is famous for culinary arts and shopping centers and was honored as the city that put a lot of concerned for the environment (Sindo Weekly Government Award 2015), the mayor of has committed to develop the city with various innovations related to environmental protection, especially on establishing thematic city parks. The programs related to environmental stewardship that has been run by the Government and has resulted in the increase of the citizen's happiness index. The government has changed the inconvenience open-space into the convenience one by establishing the parks.

Sustainable tourism development is important to the city as it could maintain the authenticity of a tourist attraction without removing or damaging the uniqueness of the tourist destinations. Based on the exposure Bandung is the tourist destinations that have been potential for green tourism. Therefore, it is essential examined the role of the green tourism in achieving sustainable tourism. Hence, the purpose of this study to determine:

1. How is the image to the city of Bandung as a green tourism destination that could have a contribution to sustainable tourism?
2. How is the perception of tourists about green tourism in Bandung that could contribute in sustainable urban tourism?

Urban Tourism

The city is kind of the most important tourism destinations in the world since the 1980s (Law, 1996). As the phenomenon of world tourism, the city is seen as a complex process that is associated with the culture, lifestyle, and a bunch of different requests on holidays and trips (Page, 1995). According to the Law (1996) urban travelers use urban facilities are also used by the city as an attraction of tourism. Urban tourism is "The trips and visits with a focus on town and city destinations, Also known as city tourism." (Çiraci et al., 2008). Aksoz and Bac, (2012) throughout history, cities have become the focus of tourist activity, providing accommodation, entertainment and other facilities for visitors.

Inskeep (1991), which emphasizes the role of tourism in the urban areas as "urban tourism a very common form of tourism takes place in large cities where tourism may be important but is not a primary activity of the urban area". European Commission, Tourism Unit (2002) revealed that tourism is a cornerstone policy of urban development that combines competitive supply line with visitors' expectations with a positive contribution to the city development and welfare of the population.

Based on the definitions that have been mentioned above, urban tourism can be defined as a common form of tourism that utilizes elements of urban and all things associated with aspects of city life (service center and economic activity) as a tourist attraction.

Green Tourism

Green tourism is the term used in the practice of sustainable tourism that secure the future needs of sufficient environmental, economic, social and cultural resources (Azam and Sarker, 2011). *Green tourism* is a form of eco-tourism development concept. According to Fandeli (2000) eco-tourism introduced by organization of The Ecotourism Society in 1990 and explained that eco-tourism was a form of travel to natural areas that is done with the aim of conserving the environment and preserves the life and well-being of local residents.

Ministry of Culture and Tourism of the Republic of Indonesia in Zalukhu (2009), Ecotourism is a sustainable tourism development concept that aims to support the efforts of environmental preservation (natural and cultural) and increase public participation in the management, thus providing economic benefits to the community and local government. Five basic principles of eco-tourism development in Indonesia, namely:

1. Preservation. Sustainability principles that do not cause damage and pollution of the environment and local culture.
2. Education. Tourism activities undertaken should provide an element of education.
3. Tourism. Tourism is an activity that contains an element of fun with a variety of tourist motivation to visit a location.
4. Economy. Economic opportunities for the community even more so if your tour is done using local resources such as transport, accommodation and guide services.
5. Participation of local communities. Community participation will arise when nature or culture that provides direct or indirect benefits for the community.

Based on the basic principles of eco-tourism development that has a sense as responsible travel trips to natural areas with the aim of preserving the environment and improves the welfare of local communities.

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Benefits Of Urban Green Tourism

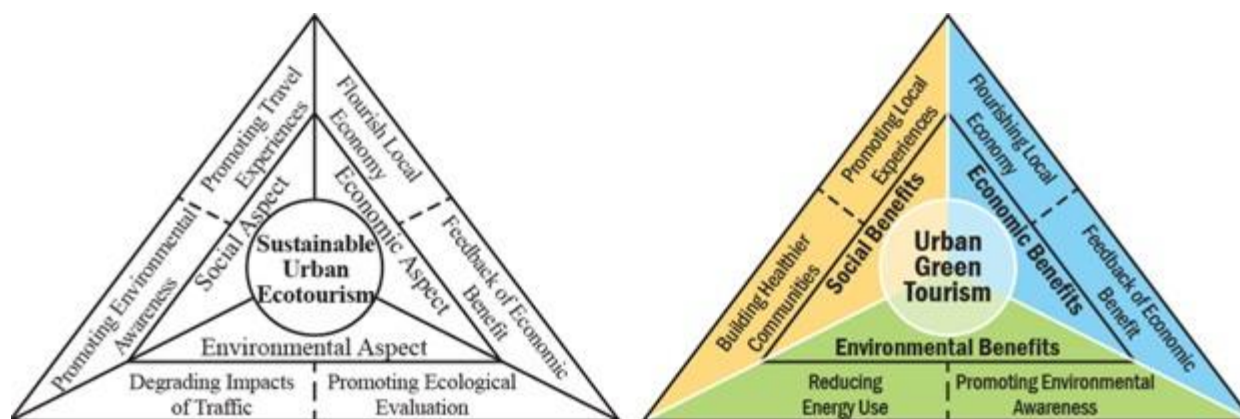


Figure 1: Tri-dimensional Targeting Model of Sustainable Urban Ecotourism, left (Wu, Wang and Ho, 2010) and a proposed models for Urban Green Tourism, right (Dunlop).

Figure explained in urban green tourism that there are several advantages namely:

1. Social benefits

- 1) Promoting local experiences through collective learning of the activity, physical attributes and conception occurs in local communities, thus building a sense of pride and ownership for residents and welcoming atmosphere for visitors.
- 2) Build healthier communities by encouraging local culture, lots of food choices and recreational areas by emphasizing linkages different local communities as part of a mix of vital region.

2. Economic benefits

- 1) The development of the local economy by encouraging it to consume local goods and services.
- 2) Feedback of the economic benefits by re-circulation of money in the local economy, thereby strengthening local resilience

3. Environmental benefits

- 1) Reduce energy use by using active transportation (cycling, walking) so it can sense objects in cities and encourage more travel choices closer to home.
- 2) Raising environmental awareness by emphasizing the relationship between the urban environment and nature, with associated heritage preservation, revitalization and conservation initiatives.

Sustainable Tourism

Hawkins (1998) stated, "Sustainable tourism is sustainability indicates a state of equilibrium with tourism needs of present visitors meet at the same time as protecting destinations for future generations". Sustainable tourism is very useful for the progress of a destination with caring and planning that enables better and more useful tourism for tourists.

Sustainable tourism is tourism that takes into account the full impact of the economic, social and environmental present and future, address the needs of tourists, industry, the environment and local communities (UNEP and UNWTO, 2005). In the principle of sustainable tourism always put the environment as a point of major concern in activity that occurred in the destination.

Butler (1991) gives a definition of sustainable tourism as follows:

"Sustainable tourism is a tourism which concerns with management of the sustainable development of the natural, built, social and cultural tourism resources of the host community in order to meet the fundamental criteria of promoting their economic well-being, preserving their nature, culture, social life, intra and inter-generational equity of costs and benefits, securing their life sufficiency and satisfying the tourists' needs."

Sustainable tourism requires the collaboration of government and private parties to anticipate the environmental damage before its too late (Holloway, 2002). Tourism development that does not have a consideration in environment will become a boomerang for the travel industry. Tourism is closely linked to the needs of the current tour that should not be sacrificed and reduce the rights and needs of future generations. The issue of preservation of natural resources and the environment are listed in the agreement of the nations of the world at the World Summit organized by the UNCED (United Nations Conference on Environment and Development), better known as the Rio Summit.

Through sustainable tourism, all resources can be managed so as to meet the needs and to maintain the integrity of the culture, biodiversity, ecological dimension, and system life. Thus, sustainable tourism can be defined as a form of tourism that takes into account the current state and future impacts (economic impact, social impact, and environmental impact), and meet the various needs of tourists, industry, and local communities, and the environment (Zamfir, 2015).

Research Methods

The research was conducted starting in March to November 2016 in the green tourist area, especially at the heritage sites and thematic parks in Bandung. The area has historical value, as well as the cultural aspects that related to environmental sustainability.

The method of analysis used for this research was descriptive with the explanatory survey. The research subjects were visitors and the destination manager at the sites. The sample for this study was limited by 100 respondents. This restriction is purely due to the issue of time. The data were obtained for this study using a questionnaire, observation and interview guides.

Green Tourism Of Bandung

Indonesia as a tourist destination in Asia is intensively apply the concept of sustainable development. Green tourism is one of the sustainable tourism development concepts, which was implemented in Indonesia. Meanwhile, there are many destinations in Indonesia already noticed the concept therein. Bandung, currently promotes the concept of environmental-friendly destinations.

Bandung is located in the city of West Java province of Indonesia, located at an altitude of 768 m above sea level, the plateau climate and the cool air. Administratively Bandung is the capital city of West Java province and the center of government, economic, social, and cultural. In terms of tourism, Bandung is a tourist destination, especially for Jakarta residents and tourists from Malaysia, which comes to shopping for products typical of Bandung (textiles, garments and culinary),

Bandung is also known as Flower City because it is full of trees and flowers. However, lately, the growth of construction in Bandung has put less attention to aesthetics and afforestation. Constructions of towering buildings are not offsetted by the presence of trees and flower gardens, as a counterweight to Bandung feels more arid.

Thus, the city continues to improve for the better environmental-friendly destinations, not just for the tourists, but for the citizens, as well. The purpose of the development is to establish the competitive destination in Indonesia. The tagline of this city is "Creative City of Bandung" that in the future it is expected to be more comfortable and planned well. Therefore, Bandung is predicted to be a favorite tourist destination in Indonesia after Bali.

Since 2014 the Mayor of Bandung targeting not less than 10 thematic city park that can add beauty and coolness of Bandung. By utilizing the region or area that is dormant, built many parks with different themes that are expected to become a public space comfortable lush and beautiful, so that people have a variety of alternatives for fresh air and the area comfortably amid the bustle of the city, relaxing, socializing, taking pictures, or recreation.

With a variety of themes, the community could adjust their interest in the city park. These parks can also be a convenient alternative for recreation in addition to the cafe or mall. The existence of city parks as a green open space can be the destination for the citizens of Bandung and tourist destinations in the city for tourists who visit Bandung. Among them, there are four thematic city parks that attract the Lansia city park, Photography City Park, Jomblo City Park and Music Park.

In addition to the parks where it can show Bandung as a tourism destination that is environmentally friendly and the sustainability potential of tourism for generations to come is the existence of heritage tourism in the form of historical relics of the past in the form of old buildings, parks and roads are often referred to as the Bandung Heritage. There is a community of Cultural Preservation Bandung or Bandung Heritage, which was founded in 1987. The activities of non-governmental

organization established by a number of citizens who care about the preservation of the cultural city of Bandung include collection of building heritage, classifying the classes, as well as advocacy in terms of heritage conservation both government and society. The presence of Bandung Heritage has awakened the citizens of the existence and importance of Bandung heritage preservation.

Heritage tourism activities can be an alternative when tourism activities in Bandung, which can be done along the old building of historical value. As one of the cities listed in the history of the independence of Indonesia, Bandung still has a building that stood since the colonial era as Gedung Merdeka. For fans of the museum tour, Bandung has several interesting museums among them the Museum of Asian-African Conference. The visitors can walk down the streets of Braga Bandung, enjoyed for the past that there are still many remaining heritage buildings that do not require motorized transport, which cause pollution. Bandung is a city that is quite old age. Therefore, this city also keeps a history and a story that can be traced through the relics remaining today. People who want to see these treasures, either just to admire the architecture, as well as trying to explore the history attached to it.

In addition to the development of thematic city parks and heritage tourism nowadays, Bandung develops a special transport bus for tourism. The existences of a tour bus in Bandung known as "Bandros" (Bandung Tour on Bus) are available to take a walk around the best locations in Bandung. It aims to continue to support the preservation of the environment and increase the potential for green tourism in the city. With the "Bandros" expected to reduce the use of private vehicles, especially tourists thus anticipating the congestion on weekends or holiday season.

The enthusiasm and awareness Bandung residents to the environment, is increasingly rising. A simple example is the maintenance of city parks in some parts of Bandung. In the parks, Bandung publics are invited to follow the movement in "Pockets Empty Trash Yourself". It aims to promote tourism to maintain the cleanliness and beauty of the city. City tourism will be the trigger for the citizens and the city government to create and innovate, especially for the development of sustainable urban travel. Starting in 2016, Bandung City Government will not provide Building Permit (IMB) to those who do not qualify Green Building.

Tourist Perception Of Green Tourism Role In Achieving Sustainable Tourism

Until now, Bandung is still popularly known as the City of Flowers and Parijs van Java, City in 2007 as a pilot-project the most creative cities throughout East Asia by the British Council is still one of the premier tourist destinations in Indonesia. Initially, tourism was seen and praised as a pollution-free industry. Different from the manufacturing industry, mining, wood processing, garments, and more likely to cause pollution. Since the 70s, the notion began to doubt because of tourism with various activities have the enormous negative impact on the physical environment, archaeological remains, cultural, both tangible and intangible.

Nonetheless, the National Development remains steer tourism as a major sector that is able to move economic activity, including activities related to other sectors, so as to expand jobs, increase incomes, revenues, and state revenues and foreign exchange earnings. Currently are a paradigm shift vacation rapid market growth and increasing demand for quality vacation experience. A total of 83% want the vacation does not damage the environment, 71% wants his vacation can provide benefits to the local community in the destination, 54% want to know more about various social issues of culture and the local environment before they booked tickets for the holidays, and 77% would like to be in his vacation can have sample food and local culture (ABTA annual survey, 2008).

Here is the tourist perception of the contribution of development tourist destinations. Bandung oriented green tourism can protect, preserve, enhance the natural physical environment to ensure a sustainable ecosystem of life and long-term health.

Table 2: The Contributions of Bandung Tourism Destination Oriented Green Tourism

	frequency	Percent
VERY GOOD	38	38
GOOD	37	37
PRETTY GOOD	20	20
LESS GOOD	3	3
NOT GOOD	2	2

Of the 100 respondents, 38% said excellent, 37% good, 20% is pretty good and only 3% said less good and the rest just as much as 2% said it was not good. This indicates that the destination-oriented development of environmentally friendly is indispensable in order to protect, conserve, and enhance the natural physical environment to ensure a sustainable ecosystem of life and long-term health that can be ascertained can be enjoyed by generations to come. While the mass tourism has a tendency difficult to control its growth, do not have a plan and are likely to grow sporadically.

The development of green tourism can be better planned so that the impact can be controlled. Tourists visiting individually or in small groups can be focused with a love of local culture, appreciation of local knowledge, and environmental conservation. Building environmental awareness not only by the local people as the host, but also by the tourists who visit. Having awareness of the environment is important to ensure the environmental sustainability.

Ideally a tourism development is beneficial for the greater welfare of the community. Local communities as the owners of culture and local wisdom should benefit from the existence and development of tourism in the region. The economic benefits that can be developed with the concept of green tourism not only provides jobs for local communities, but more than that. The community were expected to have creativity and be empowered for participating in tourism development planning, implementation, monitoring and evaluation.

Local communities are also expected to be creative in exploring potentials and local wisdom in the region. On the development of green tourism is expected that people can appreciate and love its culture, as well as tourists who come to visit the community is able to respect local culture. With the concept of green tourism is expected to be able to process negative impact, in terms of social, economic, cultural, and environmental

Tourism development is directed at realizing the principle of development in accordance with the five ideology principles of Pancasila and in line with Indonesian Tourism Law Number 10 Year 2009. Tourism development has to encourage equality of opportunity to try and obtain benefits and be able to face the challenges of changes in local, national, and global. Community empowerment is a mean to ensure the development of tourism benefits the surrounding community tourism destinations. People are expected to get maximum benefits from tourism activities in their area.

Here the tourist perception on tourism support the vitality of the local economy, support the local economy, businesses and communities to ensure sustainable economic vitality.

Table 2: Development of Tourism to Support Local Economic Vitality

	frequency	Percent
STRONGLY AGREE	41	41
AGREE	40	40
QUITE AGREE	16	16
ACCEPT LESS	2	2
DISAGREE	1	1

The development of tourist destinations can be a business opportunity that increase the welfare of local communities and support the local economy. The existence of a tourist attraction can provide business opportunities for the surrounding community as much as 41% stated strongly agree, 40% disagree, and 16% stated quite agree the remaining 2% said less than 1% agree and disagree. This suggests it is possible that green tourism can meet the factors that affect the contribution of tourism to the Gross Domestic Product (GDP). Thus green tourism can contribute to national economic growth.

Here the intensity of purchasing products / souvenirs from local communities that tourist do when tourism activities, most frequently expressed by 37%, 24% said very often, 32% fairly often and the remaining 6% rarely and 1% never. This indicates the existence of attraction of travel can be a business opportunity and can also be petrified meet the needs of travelers will travel products and souvenirs are often used as a souvenir / gift.

Table 3: Intensity purchase products / souvenirs from local communities

	frequency	Percent
VERY OFTEN	24	24
OFTEN	37	37
OFTEN ENOUGH	32	32
RARELY	6	6
NEVER	1	1

Local community sells souvenirs, food, and drinks. That activities increase their income. The result showed that the level of tourist intensity to purchase food and beverages sold by communities around the attraction were often 35%, as table below:

Table 4: Tourist Purchase intensity of Food and Drink Sold by Local People

	frequency	Percent
VERY OFTEN	23	23
OFTEN	35	35
OFTEN ENOUGH	31	31
RARELY	7	7
NEVER	4	4

Here the perception of tourists on the presence and tourism activities that can maintain cultural diversity, respect and appreciate the culture and diversity in order to ensure the welfare of the local culture or local sustainable. Most of the 45% stated strongly agree, 34% agree, 17% quite agree and 4% disagree. This shows the importance of development tourism destination and tourist attraction can preserve the culture while supporting local livelihoods.

Table 5: Tourist Perception the Presence of Tourism Destination and Tourist Attraction Can Maintain Cultural Diversity

	Frequency	Percent
STRONGLY AGREE	45	45
AGREE	34	34
QUITE AGREE	17	17
ACCEPT LESS	4	4
DISAGREE	0	0

The importance of the development tourism destination environmentally that preserve the culture and heritage relics, follows a survey about the desirability of travelers who travel activities to help maintain and preserve it

Table 6: Tourist Desirability Participate Tourism activities Keeping and Preserving Culture

	frequency	Percent
STRONGLY AGREE	51	51
AGREE	36	36
QUITE AGREE	11	11
ACCEPT LESS	2	2
DISAGREE	0	0

A total of 51% agree after visiting this place for a tourist destination helped preserve this place, where 36% agreed, 11% quite agree, and 2% did not agree. The existence of destination development can provide a lot of experience, through active participation, personal and meaningfully involving nature, place or culture. *Green Tourism* can be more meaningful than just taking pictures and leaving only footprints. The model of this travel can cause a change that means more to tourists and sustainable impact for local communities who are directly involved in it. Moreover, it can minimize the destruction of nature, support the protection of the region, promoting the empowerment of local communities, to appreciate more the culture and local values, and serve to raise public awareness of nature conservation and environment (Special Report, The US Ecotourism Market, WTO, 2002),

Unfortunately, there have been several heritage witness histories in the city of Bandung has now disappeared due to be demolished. The demolition because the building was converted into apartments, restaurants, hotels, or a parking lot. Many heritage buildings dismantled history only for the sake of economy and business. In fact, the historical value is much more valuable because it cannot be measured economically. In many countries, particularly developed countries, "Tourism and heritage 'has grown rapidly, so that not only contribute to the preservation of sites of heritage itself but also gives tangible benefits for citizens of both the nature of the political, economic, social, cultural, education, science, aesthetics, and others. City of Milan in Italy and Singapore, for example, old buildings still preserved. The existence of building actually beautify the city. And that is the main attraction for anyone visiting the two cities.

The development of heritage-based tourist attraction has become a phenomenal during the 1980s and 1990s. In many countries, heritage tourism received special attention to be developed because of its economic benefits.

Some of the tourist area of Bandung now has a new face like around the Asia-Africa, Braga Street, also in square Bandung. Not only beautify the face of the region, but it also has a continuing effect on the economy of Bandung. Some residents of Bandung likely to feel the benefits, ranging from merchants who sell at the premises until the Bandung residents participates in satisfied faces of Bandung right now. Some regions also now more fun and can be educational tours, the study of the history of the city of Bandung historical witness of the past, other activities that take pictures and gather to enjoy the moment with family or friends. Bandung city square was now a place that seems obligatory tourist destination, synthetic grass in the courtyard of the great mosque in Bandung and theme parks that have been built to make travelers feel more at home to rest and enjoy more time in that place. Even this region enjoyed not know the time, from morning to night, this place was crowded with tourists, especially during the weekend.

Planning for the development of 'heritage tourism' in Singapore will have to implement the basic principles accordingly. As affirmed by Mason (2003), that "Tourism planning and tourism management take place in the real world, where there are different individuals and groups, different value systems, varying and often conflicting interests and the processes of negotiation, compromise and choice all ensure that conspire to reviews these activities are not necessarily rational or straightforward".

Table 7: Tourist Perception Tourism Destination Development Gives Experiences

	frequency	Percent
STRONGLY AGREE	41	41
AGREE	43	43
QUITE AGREE	14	14
ACCEPT LESS	2	2
DISAGREE	0	0

Tourist perception of tourism destination development gives experiences, provide a lot experience and satisfaction through active participation, personal and full of meaning that involves the nature, place or culture 41% rating stated strongly agree, 43% agree, 14% quite agree, and only 2% said no agree.

Tourism planning is closely related to the idea of the future of tourism in order to maximize the benefits and minimize the negative impacts. Implementation of policy planning is a form of tourism, and its operation is realized through the management of tourism in the realization of sustainable tourism that can be enjoyed by future generations so it does not lose its identity.

Conclusion

Based on the research results and discussion green tourism's role in realizing the tourism sustainable city can be summed up as follows:

1. Trends in global developments have indicated a shift function of the central cities of production at the center of consumption, which is characterized by changes in customer behavior pattern of the tourists. They are no longer focused just want to relax and enjoy the sun, sea and sand current consumption patterns began to change all types of travel more sophisticated though still casual, but the tastes are increasing that enjoy the product or the creation of a culture, historical heritage, and nature.
2. The tendency of the global community, to get back to nature. The interest is the driving factor for the development of eco-tourism or tourism oriented to the conservation of the natural environment (green tourism). Green tourism is the term used for the practice of sustainable tourism that is substantively wherein the sustainable environmental, economic, social and cultural. The concept of green tourism travel includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people.
3. The perception of tourists mostly agrees with the development of tourist destinations Bandung oriented green tourism can protect, preserve, enhance the physical environment of nature to guarantee the life of the ecosystem sustainable and long-term health may also support the vitality of the local economy, support the local economy, businesses and communities to ensure the vitality sustainable economy.

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