

## Exploring Green Start-up Finance for Tourism Villages

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**Abstract:** This study aims to assess green start-up finance in developing tourism villages in Bali. Green start-up finance has the aim of maintaining tourism sustainability by promoting environmental conservation issues. Investors do not all have an initial goal towards green issues in building a business even though this issue is an important issue in maintaining business. Data is collected through two stages, namely debt interviews and questionnaires. The results of the qualitative analysis were used to create a questionnaire to be distributed to the tourism village manager. Eighty managers from one hundred who have answered questionnaires delivered via e-mail and mail. Quantitative data were analyzed using descriptive statistics. The results of a qualitative study that green start-up finance has not yet appeared in the beginning in supporting the environment that arises are problems of economic improvement. Quantitatively, the tourism village manager on average sixty-five percent agrees that in green start-up finance activities include environmentally friendly products/ services, product/ service features, reputation, customer types, innovativeness, entrepreneurial motivation, market orientation, company growth, strategic issues, institutional entrepreneurship. The results of this study provide an overview for the managers of many topics involved in implementing green start-up finance and are indispensable in maintaining sustainable village tourism. These results can be further developed by linking with the local culture and the village economy.

**Keywords:** Green Start-Up Finance, Sustainable Tourism, Tourism Village

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## Introduction

The paper investigated green start-up finance in relation to sustainable tourism, especially the development of a destination. There are some sustainable destination development models, such as Community-based Tourism (CBT), Collaborative Destination Marketing (CDM), and Strategic Destination Branding (SDB) (Tasci, Croes, & Villanueva, 2014). These three concepts have one goal which is for the community and the concepts are expected to improve high life standard, moral, and life quality of the locals (Goodwin & Santilli, 2009; Hall, 2008; Sebele, 2010; Stone & Stone, 2011). This type of model is also developed in Bali known as Village Tourism Destination (VTD) that based on harmonious culture (THK). The development of THK-based VTD is a differentiator to CBT development in the world and it has green concept. As many as one hundred VTD are start-up to achieve green growth 2050 (Astawa, Ardina, Yasa, & Pamata, 2018; Astawa, Triyuni, & Santosa, 2018; DeLacy, Lipman, & Law, 2014; Law, De Lacy, Lipman, & Jiang, 2016). Start-up is an innovative business with high risk and high growth and often requires a significant amount of external funding (Cable, 2010). Most "bootstrap" start-up, which are self-funded, are in their initial stage (Cole, 2009). Friends, families, and internal people could become the informal investors in start-up (Alden, 2011).

Green start-up is one of types of actor in bigger sustainable entrepreneur group and develops its product and services with positive environmental impacts (Bergset & Fichter, 2015). The entrepreneurs themselves do not always have motivation related to sustainability and an

“unintentionally green” start-up where environmental benefits are their secondary products instead of own goal (Bergset & Fichter, 2015; Schaltegger & Wagner, 2011). Previous research results vary regarding to green start-up finance thus provide a gap to deeply study the subject regarding to VTD development in Bali and compare it to the existing theories thus a new green start-up financial model can be obtained and give contribution to green financial in establishing green entrepreneur.

## Methodology

The research was conducted in two stages (Bergset, 2017). The first stage was in-depth interview with tourism village administrators of 5 people and the interview materials sourced from Bergset (Glaser & Strauss, 2017). The interview was conducted for 50 minutes, on average, for every informant. The interview result then compared to the theories (Miles & Huberman, 1994). Data were analyzed by referring to Miles and Huberman (Sugiyono, 2014) and the result was used to create questionnaire to be submitted to tourism village administrators of 100 villages that became green start-ups in Bali. Only eighty questionnaires feasible to be processed in descriptive statistic (Frederking, 2011) and the remaining were not completed. Questionnaires sent by email and mail containing cover letter, research goals, research title, procedures to respond, and materials. Questionnaire materials referred to Bergset research (Frederking, 2011) in five Likert scale: 1 = STS (strongly disagree); 2 = TS (disagree); 3 = RR (average); 4 = S (agree); 5 = ST (strongly disagree) and developed based on the result of qualitative study. There were ten variables used, namely: Environmentally friendly products/service, product/service features, reputation customer types, innovativeness, entrepreneurial motivation, market orientation, company growth, strategic issue, institutional entrepreneurship, and local culture. Questionnaires had been tested for their validation and reliability and stated as valid.

## Results and Discussions

### Results

Result of in-depth interview on green start-up finance can be explained in Table 1.

**Table 1.** Green Start-Up Finance

No	Characteristics	Specification
1	Environmentally friendly products/ service,	Do not contain plastic materials (VTD1,VTD2,VTD3); tools and equipment made from natural materials (VTD4,VTD5).
2	Product/service features	Have service standards (VTD1, VTD2), nature, art, and culture are accordance with the village condition (VTD3,VTD4, VTD5).
3	Reputation	Villages selected have good reputation in Bali (VTD3,VTD4, VTD5), tourists give good opinion on villages (VTD1, VTD2).
4	Customer types	Most guests come from Europe who have environmental awareness (VTD1, VTD2, VTD3,VTD4, VTD5).
5	Innovativeness	Agro tourism (VTD3,VTD4), natural-based culinary tourism (VTD1,VTD2, VTD5)
6	Entrepreneurial motivation	Village-owned enterprises (BUMDES) (VTD1, VTD2, VTD3,VTD4, VTD5).
7	Market orientation	Global market (VTD1, VTD2), guests enjoyment is the main concern (VTD3,VTD4, VTD5).
8	Company growth	Village economic improvement (VTD1, VTD2, VTD3,VTD4, VTD5).

9	Strategic issue	Indonesian government programs (VTD1, VTD2, VTD3, VTD4, VTD5).
10	Institutional entrepreneurship	Village-owned enterprises (BUMDES) (VTD1, VTD2, VTD3, VTD4, VTD5).
11	Local culture	Vertical and horizontal harmonization (VTD1, VTD2, VTD3, VTD4, VTD5).

The result of qualitative analysis found that green start-up finance came from the government and the external parties of the company (Cable, 2010) and the first problem occurred was rural economy improvement. An interesting fact, however, was that rural communities, culturally, had been implemented cultural preservation aspect. The combination of both aspects accelerated the achievement of sustainable tourism. Funding process for initial establishment became a problem in previous studies due to the nonexistence of collateral (Cosh, Cumming, & Hughes, 2009; Kerr & Nanda, 2009; Megginson, Lucey, & Smart, 2008; Nitzsch, Rouette, & Stotz, 2005; Starobom, 2013) however, it did not occur in VTD. The research result gives new insight in the development of start-up destination that is differed to the previous studies. In addition, local culture was also used as a strong foundation to develop start-up destination. The development of green start-up finance also had the following characteristics: Environmentally friendly products/service, product/service features, reputation, customer types, innovativeness, entrepreneurial motivation, market orientation, company growth, strategic issue, and institutional entrepreneurship that support a research by Bergset (Bergset & Fichter, 2015). The research was different in terms of the use of local cultural element as the main foundation to develop sustainable tourism business.

## Discussions

Tourism village is the main product developed into international product since the government has global market orientation in the development of sustainable tourism (Vickers & Lyon, 2014). The program is also an innovation work that encompass environmental components such as agrotourism (Freimann, 2005; Linnanen, 2005; Nicholls & Pharoah, 2008). The result of data processing is explained in Table 2.

Green start-ups were supported by strong local culture as explained in Table 2 where the administrators gave a response that closer to strongly agree. The result is a new finding in the development of green start-ups to save the world from various pollutions. In addition, global warming issue was addressed well by the government of Indonesia by combining elements of environmentally friendly products/service, product/service features, reputation, customer types, innovativeness, entrepreneurial motivation, market orientation, company growth, strategic issue, institutional entrepreneurship, and local culture to form green start-up finance. These activities were different compared to the previous research that only partially discussed the matter. There were researches that started from green-oriented consumer targets (Panapanaan, Bruce, Virkki-Hatakka, & Linnanen, 2016; Prahalad & Hammond, 2002) or stressed on business motivation sourced from the business side effect if move toward supporting the environment (Parrish, 2010).

**Table 2.** Respondent Respond On Green Start-Up Finance

No	Characteristics	Average Respondents' Response
1	Environmentally friendly products/ service	4.42
2	Product/service features	4.52
3	Reputation	4.46
4	Customer types	4.45
5	Innovativeness	4.58
6	Entrepreneurial motivation	4.41
7	Market orientation	4.57
8	Company growth	4.56
9	Strategic issue	4.47
10	Institutional entrepreneurship	4.54
11	Local culture	4.59

The research results gave contribution to entrepreneurship science in describing non-expensive tourism destination business through good collaboration between government, company, and local communities. The research could be refined by improving the analysis method using Structural Equation Modelling to create a more accurate green start-up model. The development is a gap for future studies by adding green economic.

## Conclusions

Green start-up finance built based on local culture by proposing harmonization between vertical (God) and horizontal (nature and human) and government as the funder to give motivation so that sustainable tourism is well achieved. Green start-up occurs as a community culture thus unconsciously the activities were green in nature and it emerged as if it appeared simultaneously with tourism activities. VTD became a model in CBT development and played role in saving the world environment since it supported by community culture that took sides on environmentally friendly. The development of green start-up finance model in VTD was a novelty thus it can be used by managers as a marketing strategy to build green reputation that currently receives world attention.

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