Transforming Tourism in Indonesia: Advancing a Green Economy for Sustainable Development and Job Creation

I Gusti Bagus Rai Utama[1*], Christimulia Purnama Trimurti[2], I Wayan Ruspendi Junaedi[3], Ni Putu Dyah Krismawintari[4]

[1,2,3,4] Dhyana Pura University, Bali, Indonesia

[1]https://orcid.org/0000-0002-1962-0707
[2]https://orcid.org/0000-0003-0517-5355
[3]https://orcid.org/0000-0001-7131-3563
[4]https://orcid.org/0000-0003-0736-3448

ABSTRACT: The primary objective of this research is to analyze the transformation of tourism in Indonesia towards a green economy, focusing on creating sustainable and environmentally friendly job opportunities. This study employs a qualitative approach, utilizing policy analysis and case studies of high-priority destinations like Lake Toba and Labuan Bajo to assess the integration of green economy principles into tourism practices. The findings indicate that investments in public transportation infrastructure and green technologies, such as electric vehicles, enhance tourist experiences while significantly reducing carbon emissions. Additionally, implementing carbon pricing policies is expected to accelerate economic recovery in the post-pandemic context by promoting responsible tourism. Collaboration among government entities, academia, and society emerges as crucial for creating green jobs that benefit all stakeholders. The research underscores the importance of participatory approaches in sustainable tourism development to raise awareness about resource conservation. Ultimately, the transformation towards a green economy in Indonesia's tourism sector not only aims to attract more tourists but also aligns with global commitments to combat climate change, fostering a resilient industry that benefits local communities and the environment.

KEYWORDS: green economy, green tourism, green jobs, green infrastructure, sustainability

1. INTRODUCTION

The transformation of Indonesia's tourism sector towards a green economy represents a strategic initiative aimed at enhancing health and sustainability within the industry. The Indonesian government is committed to developing a tourism model that prioritizes environmental friendliness while simultaneously delivering economic benefits to local communities. This commitment is reflected in various policies that promote sustainable practices, such as community-based ecotourism and regulations that emphasize the conservation of natural resources. By integrating local culture and knowledge into tourism development, Indonesia seeks to create a resilient industry that not only supports economic growth but also preserves its rich biodiversity and cultural heritage, positioning the nation as a leader in sustainable tourism on the global stage [1], [2].

Former Minister of Tourism and Creative Economy, Sandiaga Uno, underscored the significance of transitioning towards a green tourism model, which is anticipated to generate numerous job opportunities, commonly referred to as "green jobs." This initiative is part of a broader strategy that includes substantial investments in public transportation infrastructure, such as high-speed trains and the electrification of motor vehicles, aimed at reducing carbon emissions while enhancing travelers' experiences through more environmentally friendly transport options. The minister emphasized that this dual approach not only targets environmental sustainability but also seeks to foster economic growth within the tourism sector, which has been pivotal in providing employment and contributing significantly to Indonesia's foreign exchange earnings. By promoting sustainable practices and green technologies, the government aims to create a robust framework for a sustainable tourism economy that aligns with global environmental goals [3].

The recovery of Indonesia's economy through the development of a tourist-friendly environment is a pivotal strategy in its medium-term economic transformation. Policies such as carbon pricing and carbon taxes are anticipated to drive the growth of an inclusive and sustainable economy by internalizing the environmental costs associated with carbon emissions, thereby encouraging

more responsible consumption and production practices. With a focus on five super priority destinations Lake Toba, Borobudur Temple, Mandalika, Labuan Bajo, and Likupang Indonesia aims to harness local potential to attract travelers while ensuring environmental sustainability. This approach not only seeks to enhance the attractiveness of these destinations but also aligns with global efforts to mitigate climate change impacts, fostering both economic development and ecological preservation in the tourism sector [4].

The Indonesian Ministry of Tourism, in collaboration with the International Labor Organization (ILO), has launched a project aimed at helping the public leverage the potential of green tourism. This initiative focuses on creating a work environment that is conducive to sustainable practices while enhancing public capacity to seize opportunities within the green economy. By employing a participatory approach in training programs, the project seeks to instill sustainability principles throughout the tourism industry, ultimately leading to the development of more sustainable products and services. This collaborative effort aligns with broader goals of promoting inclusivity and environmental stewardship, thereby contributing to a resilient and sustainable tourism sector in Indonesia [5]

The Indonesian government has embraced a green economic strategy through the targeted Green Government program, which aims to optimize the potential of the country's natural and cultural resources. This initiative encompasses sustainable resource management and the empowerment of local communities, ensuring that economic benefits are shared equitably. Furthermore, supportive regulations and international collaboration are deemed essential for the successful implementation of this strategy. By integrating environmental sustainability into tourism and creative economy practices, the Green Government program seeks to enhance Indonesia's competitiveness while preserving its rich biodiversity and cultural heritage, ultimately contributing to a more resilient and sustainable economy [6].

The transformation of Indonesia's tourism sector into a green economy is not solely focused on mitigating negative environmental impacts; it also aims to create new economic opportunities for society. Through strategic investments and supportive policies, the government seeks to cultivate a healthier and more sustainable tourism sector that aligns with global sustainability commitments. This approach emphasizes the importance of integrating environmental considerations into economic planning, thereby fostering job creation and enhancing community resilience. By prioritizing sustainable practices, Indonesia aspires to not only protect its rich natural and cultural heritage but also to stimulate economic growth that benefits local populations, ultimately contributing to a more sustainable future for the nation [7].

2. THEORETICAL BASIS

The transformation of Indonesia's tourism sector into a green economy encompasses three grand theories or main strategies aimed at fostering sustainable development. First, the development of environmentally friendly transportation is crucial, which includes the implementation of public transport systems like high-speed trains and the promotion of electric vehicles. For instance, converting traditional oil-fueled motorcycles to electric models and establishing widespread electric vehicle charging stations are key initiatives. Second, this strategy aims to enhance the tourist experience by providing sustainable transport options that reduce carbon emissions, thereby contributing to environmental preservation. Lastly, the initiative is expected to create new job opportunities within the green transportation sector, aligning with Indonesia's commitment to sustainability while addressing economic challenges. By integrating these strategies, Indonesia seeks to build a robust and sustainable tourism economy that benefits both the environment and local communities [8].

The development of sustainable tourist destinations in Indonesia is being realized through a strategic focus on super priority tourism sites, including Lake Toba, Borobudur Temple, Mandalika, Labuan Bajo, and Likupang, particularly in the context of post-COVID-19 recovery. This approach emphasizes understanding market needs, preferences, and the unique characteristics of local resources to enhance the attractiveness of these destinations. By aligning tourism development with sustainability goals, the initiative aims to improve the quality of tourism offerings while meeting the demands of visitors, the tourism industry, and local communities. Ultimately, the objective is to create a harmonious balance that fulfills the needs of tourists and promotes environmental conservation and social equity, thereby ensuring long-term sustainability in Indonesia's tourism sector [9]

Green economic development in Indonesia, particularly through the creation of green jobs, is a strategic initiative aimed at harnessing the potential of sustainable tourism to generate economic benefits for local communities. This approach is supported by the Partnership for Action on Green Economy (PAGE) under the United Nations, which emphasizes the importance of fostering a

work environment conducive to green initiatives. The primary objectives of this initiative include enhancing job opportunities in sustainable sectors, improving community engagement through innovative examples of green practices, and generating positive impacts for both society and the environment. By integrating these strategies, Indonesia aspires to facilitate a transformation towards a sustainable and inclusive green economy, ultimately aligning with global sustainability goals while addressing local economic needs. This multifaceted approach not only aims to mitigate environmental degradation but also seeks to empower communities economically and socially, thereby contributing to holistic development [10].

3. RESEARCH METHODS

For do study about " Transformation Tourist Towards a Green Economy: Strategic Steps for Health and Sustainability, methods the most appropriate research is method study qualitative with mixed-methods [11], [12].

The research employs a mixed-methods approach, utilizing both qualitative and quantitative data to comprehensively analyze the dynamics of green tourism development in Indonesia. Qualitative data is gathered through interviews with key stakeholders, including tourism business operators, government officials, and local community members, providing insights into their experiences and perspectives on sustainable tourism practices. Additionally, secondary data is sourced from government reports, academic journals, and official documents pertaining to green tourism initiatives, which enrich the contextual understanding of the subject. Quantitative data is also incorporated, comprising statistical information on various indicators of green tourism development, such as the increase in tourist arrivals, the adoption rates of electric vehicles, and the measurable reduction in carbon emissions. This triangulation of data types enhances the robustness of the findings and facilitates a more nuanced understanding of the impacts and challenges associated with transitioning to a sustainable tourism economy in Indonesia. [13]; [14]. Analysis Tools Used is Analysis Thematic For analyzing qualitative data, used analysis thematic For identify relevant themes and subthemes with transformation tourist going to economy green [15].

The research findings will be presented in a systematic report structured to provide a comprehensive overview of the study. The report will begin with an Introduction that outlines the background of the research, its objectives, and the methodology employed in data collection and analysis. Following this, the Research Results section will detail the main findings derived from both qualitative and quantitative data analyses, highlighting key trends and insights. The Discussion section will interpret these results, exploring their implications for the transformation of tourism into a green economy, and addressing the potential challenges and opportunities that arise from this transition. Finally, the report will conclude with a Conclusion that summarizes the research outcomes and offers strategic recommendations aimed at enhancing the health and sustainability of the tourism sector. This structured approach ensures that the report effectively communicates the significance of the research while providing actionable insights for stakeholders involved in sustainable tourism development.

4. RESULTS AND DISCUSSION

In recent years, environmental protection, particularly within the tourism industry, has emerged as a pressing issue necessitating urgent attention and action. The enhancement of environmental awareness serves as a transformative initiative, educating both society and industry stakeholders about the critical importance of safeguarding the planet. This growing consciousness encourages responsible tourism practices that prioritize sustainability and conservation, fostering a collective commitment to minimizing ecological footprints and preserving natural resources. By promoting environmental stewardship among tourists and industry players alike, there is potential for significant positive change that not only benefits the environment but also enhances the overall quality of tourism experiences. Such initiatives are essential for ensuring that the tourism sector contributes to long-term ecological balance while meeting the needs of current and future generations.

4.1 Improvements Awareness Environment

This paper discusses the pivotal role of environmental awareness in promoting sustainable tourism practices, fostering community engagement, and mitigating the impacts of climate change. By raising consciousness about ecological issues, stakeholders including tourists, local communities, and industry operators are more likely to adopt responsible behaviors that prioritize sustainability and conservation. The paper also examines the challenges associated with this transition, such as resistance to change, the need for adequate infrastructure, and the balancing of economic interests with environmental imperatives. By

addressing these challenges, the discussion highlights strategies for enhancing environmental awareness as a catalyst for sustainable tourism, ultimately contributing to a more resilient and ecologically responsible tourism sector that aligns with global climate goals.

1) Sustainable tourism practices are increasingly influenced by environmental awareness, which encourages travelers to opt for eco-friendly choices, such as staying in green-certified accommodations. This shift not only enhances the overall travel experience by allowing tourists to engage with nature and local cultures more responsibly, but it also promotes sustainability within the tourism industry. By prioritizing environmentally friendly options, travelers contribute to a market demand that incentivizes businesses to adopt sustainable practices, thereby fostering a cycle of positive change. As more travelers seek out eco-conscious options, the industry is motivated to innovate and implement strategies that reduce environmental impact, ultimately leading to a more sustainable tourism landscape that benefits both visitors and host communities. [16].

2) Education about environmental issues plays a crucial role in enhancing public engagement in conservation initiatives. By raising awareness, communities are empowered to participate actively in grassroots efforts aimed at protecting their local environments. Such initiatives not only foster a collective sense of responsibility but also strengthen community bonds as individuals come together to address shared challenges. This collaborative approach cultivates a culture of stewardship, where community members feel personally invested in the health of their ecosystems and are motivated to contribute to sustainable practices. As awareness grows, so does the potential for impactful environmental action, leading to more resilient communities that prioritize conservation and sustainability as integral components of their identity and values. [17].

3) Growing awareness of climate change significantly enhances individuals' understanding of its consequences, motivating them to advocate for supportive policies that promote renewable energy and reduce carbon emissions. As people become more informed about the detrimental effects of climate change—such as extreme weather events, rising sea levels, and biodiversity loss—they are more likely to engage in discussions and actions that demand systemic change. This heightened awareness not only fosters a sense of urgency but also empowers individuals to push for legislative measures that prioritize sustainable practices and the transition to clean energy sources. By advocating for policies that address climate change, individuals contribute to a broader movement aimed at mitigating environmental impacts, thereby playing a vital role in shaping a sustainable future for their communities and the planet. [18].

4) Despite the numerous benefits of awareness campaigns aimed at promoting environmental consciousness, these initiatives often face significant challenges, including perceptions of high costs and questions regarding their effectiveness. Many stakeholders view such campaigns as expensive endeavors that may not yield immediate or measurable results, leading to hesitance in securing funding or support. Additionally, low public involvement and the prevalence of misinformation can undermine the positive impacts of these initiatives, as individuals may be skeptical about the importance of environmental issues or misinformed about best practices for sustainability. This combination of factors can dilute the effectiveness of awareness campaigns, making it crucial for organizers to develop targeted strategies that engage the public meaningfully, counter misinformation, and demonstrate the tangible benefits of sustainable practices to foster a more informed and active community. [19].

5) Many tourism businesses continue to prioritize profit over sustainability, often falling into the trap of greenwashing an insincere practice where companies exaggerate or misrepresent their environmental efforts to appeal to eco-conscious consumers. This focus on short-term financial gains can undermine genuine sustainability initiatives and damage the broader efforts to protect the environment. Greenwashing not only misleads consumers but also diverts attention and resources away from authentic practices that could contribute to meaningful ecological preservation. As a result, the tourism industry risks eroding public trust and engagement in sustainability efforts, highlighting the urgent need for greater accountability and transparency among businesses. To foster a truly sustainable tourism sector, it is essential for companies to align their profit motives with genuine environmental stewardship, ensuring that their practices contribute positively to both the economy and the planet. [20].

6) Misinformation surrounding environmental issues can create significant confusion and skepticism among the public, ultimately hindering progress in environmental protection efforts. When individuals encounter inaccurate or misleading information, it can lead to a lack of trust in credible sources and a diminished understanding of critical issues such as climate change, biodiversity loss, and sustainable practices. This confusion may result in apathy or resistance to participating in conservation initiatives, as well as reluctance to support policies aimed at environmental sustainability. Furthermore, misinformation can amplify divisive narratives that undermine collective action, making it essential for stakeholders to prioritize accurate

communication and education. By combating misinformation with clear, evidence-based messaging, organizations and advocates can foster a more informed public that is better equipped to engage in meaningful dialogue and contribute to effective environmental protection strategies. [21].

Consequently, increasing environmental awareness plays a crucial role in promoting sustainable tourism practices and fostering community engagement. Educated tourists are more likely to choose environmentally friendly options, thereby supporting local economies and preserving natural resources for future generations. Public involvement in conservation initiatives enhances the sense of ownership over natural resources and generates significant collective impact. However, challenges persist; many awareness campaigns struggle to capture the attention of their target audiences and often fail to produce the desired outcomes. Additionally, profit-oriented motives can obstruct genuine sustainability efforts, as businesses may prioritize short-term gains over long-term ecological stewardship. Without stringent regulations, many companies may engage in greenwashing practices without making meaningful changes to their operations. Misinformation further complicates the landscape; when inaccurate information circulates, it can lead to skepticism toward environmental organizations and scientific institutions. Therefore, it is imperative to ensure that disseminated information is accurate and grounded in scientific evidence to foster trust and encourage effective action toward sustainability [22].

In conclusion, while environmental awareness holds significant potential to promote sustainability in tourism and engage the public in conservation efforts, challenges such as the costs of campaigns, profit-driven business motives, and the spread of misinformation must be addressed with utmost seriousness. A comprehensive approach that balances awareness initiatives with accountability and the enforcement of effective policies is essential for overcoming these obstacles. By fostering a culture of transparency and responsibility within the tourism sector, and by ensuring that accurate information is disseminated, we can create a more informed public that actively participates in sustainability efforts. Ultimately, this concerted effort will contribute to achieving a sustainable future, enabling us to preserve our planet for generations to come [23].

4.2 Carbon Footprint Reduction

Tourism is one of the sectors with the most significant environmental impact, primarily due to carbon footprint. Nevertheless, adopting environmentally friendly practices allows the tourism sector to minimize its negative influence and contribute to sustainable development. By choosing eco-friendly accommodations, using public transportation, and engaging in activities that respect local ecosystems, tourists can collectively make a positive difference and support sustainable tourism initiatives. This conscious behavior helps maintain the beauty of natural attractions while benefiting both the environment and local communities [24]. The following a number of supporting arguments implementation practice friendly environment in tourist:

1) Practices that favor the environment, such as reducing plastic usage, can significantly decrease carbon emissions and alleviate one of the major concerns facing the tourism industry: marine pollution. By implementing alternative solutions like reusable containers and bags, industries can drastically cut down on plastic waste production. These simple yet effective steps not only benefit the ecosystem but also set a precedent for sustainable living, demonstrating how everyday habits can collectively make a substantial impact on reducing pollution and promoting a greener future [25].

2) Creating a tourism-friendly environment can significantly enhance the attractiveness of destinations. As awareness of environmental issues grows, tourists increasingly prioritize locations that demonstrate a commitment to sustainability. This shift in consumer behavior presents an opportunity for tourism operators to distinguish themselves by adopting eco-friendly practices. By promoting sustainable initiatives, operators can not only attract more visitors but also contribute positively to the preservation of natural resources, ultimately fostering a more responsible and appealing tourism landscape [26].

3) The tourism sector must take greater responsibility for protecting the environment, especially given its heavy reliance on natural resources that are increasingly threatened by climate change. By actively working to reduce carbon footprints, the industry can align itself with global efforts to combat environmental degradation. This commitment not only helps preserve vital ecosystems but also ensures the long-term viability of tourism itself, creating a more sustainable future for both the industry and the planet [27].

4) A tourism-friendly environment can greatly enhance the overall travel experience. By encouraging travelers to use eco-friendly transportation options, such as electric buses or bike-sharing programs, the tourism sector can significantly reduce the carbon footprint associated with their journeys. This not only contributes to environmental sustainability but also allows tourists to

explore destinations in a more immersive and enjoyable way, fostering a deeper connection with the local culture and surroundings. Ultimately, these practices lead to a more responsible and enriching travel experience for everyone involved [24].

5) Sustainable practices are essential for ensuring that natural sites, such as national parks and wildlife reserves, remain intact for future generations to enjoy. By adopting long-term sustainability measures, the tourism sector not only protects the environment but also secures its own future by preserving the natural assets that attract visitors. This approach benefits both the ecosystem and the industry, creating a profitable model that supports conservation efforts while maintaining the allure of these destinations for years to come [28].

Although there are compelling arguments for adopting environmentally friendly practices, the implementation of such initiatives often proves to be costly and presents several challenges. Many businesses in the tourism sector may struggle with the initial investment required for sustainable technologies or practices, which can deter them from making the necessary changes. Additionally, the transition may involve overcoming logistical hurdles, such as training staff and modifying existing operations. These financial and operational challenges can hinder the widespread adoption of sustainable practices, despite their long-term benefits for both the environment and the industry.

1) The initial investment required for sustainable technologies and practices can serve as a significant barrier for many businesses, particularly smaller operators that already operate on tight margins. Transitioning to eco-friendly options, such as renewable energy sources or environmentally friendly materials, often involves substantial upfront costs that can deter businesses from making the necessary changes. This financial burden can hinder the adoption of sustainable practices, limiting the ability of these businesses to compete in an increasingly eco-conscious market while also impacting their long-term viability and commitment to environmental stewardship [29].

2) Another challenge to the effectiveness of initiatives aimed at reducing carbon footprints in the tourism sector is the behavior of individual travelers. Despite the industry's efforts to promote environmentally friendly practices, many tourists often do not prioritize sustainability during their journeys. This lack of awareness or commitment can lead to continued waste production and high emissions, undermining the positive impacts of sustainable initiatives. Encouraging travelers to adopt more responsible behaviors is essential for achieving meaningful progress in reducing the environmental impact of tourism. [30].

3) The conflict between economic growth and environmental goals is a significant challenge in the tourism sector. The pursuit of economic development often contradicts sustainability objectives, especially in emerging markets where economic growth is crucial for improving living standards. This focus on rapid development can lead to prioritizing short-term economic gains over long-term environmental sustainability, making it difficult to implement effective measures for reducing carbon footprints. Balancing these competing interests is essential to ensure that tourism can thrive while also protecting the environment for future generations [28].

In conclusion, the tourism sector plays a crucial role in reducing carbon footprints through the implementation of environmentally friendly practices. By adopting strategies that lower emissions, enhance destination appeal, and address environmental protection, the industry can significantly contribute to a more sustainable future. Embracing these practices not only benefits the planet but also ensures that tourism remains a viable and responsible sector that supports both local communities and global ecological health for generations to come [31]. However, challenges such as the costs of sustainable practices, individual traveler behavior, and conflicts between economic growth and environmental goals must be acknowledged. Balancing these competing interests is crucial for shaping the future of tourism, as the sector navigates the complexities of sustainability while striving to meet both environmental and economic needs. As we move forward, a commitment to sustainable tourism practices will not only benefit the planet but also ensure the longevity and viability of the industry itself, creating a harmonious relationship between tourism and environmental stewardship [32].

4.3 Development Infrastructure Sustainable

Investment in sustainable infrastructure, such as efficient public transportation and environmentally friendly accommodations, is crucial for supporting green tourism. Research highlights the importance of developing sustainable infrastructure to enhance the appeal of tourist destinations while simultaneously protecting the environment. Sustainable infrastructure encompasses systems and facilities that not only meet the needs of travelers but also contribute to ecological conservation. Studies indicate that investments in efficient public transport and eco-friendly lodging can significantly increase a destination's attractiveness, yielding long-term economic benefits while minimizing environmental impacts. By prioritizing

sustainable infrastructure development, the tourism sector can foster a harmonious balance between economic growth and environmental stewardship, ultimately contributing to a more sustainable future for both the industry and the planet [33].

Sustainable infrastructure plays a pivotal role in enhancing destination attractions, particularly through efficient transportation systems that can alleviate traffic congestion and reduce travel time for tourists. Cities equipped with robust public transport networks, such as electric buses and light rail systems, provide easy access to various tourist attractions, making exploration more convenient and enjoyable. Furthermore, environmentally friendly accommodations that prioritize sustainability resonate with travelers who value eco-conscious practices, fostering an atmosphere that aligns with their principles. Destinations that thoughtfully integrate natural landscapes into urban design not only enrich the tourist experience but also encourage meaningful interactions with the environment. By creating spaces that harmonize urban development with nature, cities can enhance their appeal while promoting sustainable tourism practices that benefit both visitors and local communities [34].

The development of sustainable infrastructure has significant economic benefits, particularly in creating job opportunities within sectors related to sustainability. As the demand for green tourism continues to rise, there is an increasing need for skilled workers in renewable energy and environmentally friendly hospitality. While the initial costs of developing sustainable infrastructure may be high, the long-term savings from utilizing renewable energy sources can enhance local economic efficiency and resilience. Investments in such infrastructure not only drive job creation but also stimulate growth in related industries, fostering a more sustainable economy. Ultimately, by prioritizing sustainable infrastructure development, communities can reap substantial economic rewards while contributing to environmental preservation and promoting a greener future [35].

Investing in efficient transportation systems significantly contributes to reducing carbon emissions associated with tourist travel. By providing alternatives such as electric buses, light rail, and bike-sharing programs, destinations can minimize the environmental impact of transportation while enhancing the overall travel experience. Additionally, environmentally friendly accommodations that implement effective management practices such as water conservation and the use of renewable energy—further mitigate the ecological footprint of tourism. Consequently, the development of sustainable infrastructure not only protects the environment but also supports habitat preservation and biodiversity conservation. By prioritizing these initiatives, the tourism sector can play a vital role in fostering ecological balance and promoting sustainable practices that benefit both local ecosystems and global environmental health [33].

However, there are valid concerns regarding the high initial costs and potential limitations on tourism growth due to strict sustainability regulations. The upfront investment required can divert resources from other urgent needs, and the long-term return on investment may deter private sector investment. Additionally, some stakeholders worry that an emphasis on sustainability could limit choices for tourists, particularly if smaller businesses struggle to meet sustainability standards. Despite these challenges, the development of sustainable infrastructure is crucial for supporting green tourism, enhancing destination appeal, providing long-term economic benefits, and reducing environmental impacts. While it is important to acknowledge issues such as high initial costs and regulatory constraints, the long-term advantages of sustainable infrastructure far outweigh these concerns. Therefore, destinations must prioritize sustainability in their tourism strategies to create a resilient and eco-friendly tourism environment for future generations [36].

4.4 Empowerment Community Local

Involving local communities in tourism development is essential for enhancing their welfare and ensuring that the economic benefits of tourism are distributed equitably. Community participation is increasingly recognized as a crucial factor in fostering sustainable and inclusive economic growth within the tourism sector. By empowering local residents, not only can their quality of life improve, but it also ensures a fair distribution of tourism-related benefits. This essay will explore the advantages of engaging local populations in tourism initiatives, such as increased economic opportunities and cultural preservation, while also addressing the challenges they may face, including potential resistance to change and the need for adequate training and resources. Ultimately, fostering local involvement in tourism development can lead to more resilient communities that actively contribute to and benefit from sustainable tourism practices [37]. Research result show that Involvement public local in development tourist bring various profit.

1) First, local communities possess unique knowledge about their natural resources and cultural heritage, which can be invaluable for environmental preservation. By leading tourism initiatives, they can develop practices that align with local values and priorities, helping to prevent ecological degradation. For instance, community-based waste management systems are more likely

to be embraced by residents, as they reflect cultural norms and foster a sense of ownership. This approach not only enhances sustainability but also empowers communities to actively participate in protecting their environment while benefiting from tourism [38].

2) Second, local participation in tourism ensures a more equitable distribution of economic benefits. Income generated from tourism can be reinvested into community infrastructure and services, such as education and healthcare, directly enhancing the quality of life for residents. Moreover, supporting local businesses fosters a more inclusive economy, allowing community members to share in the financial gains of tourism. This approach not only strengthens the local economy but also builds resilience, ensuring that the benefits of tourism are felt by all members of the community [39].

3) Third, public involvement in tourism fosters a sense of ownership and pride in local attractions, encouraging advocacy for responsible tourism practices. When community members actively participate in managing and promoting their cultural and natural sites, they are more likely to advocate for sustainable practices that protect these resources. This engagement not only enhances the visitor experience through meaningful interactions with local residents but also deepens tourists' appreciation for the destination's unique heritage. Ultimately, this connection between visitors and the community enriches the overall tourism experience while promoting a shared commitment to sustainability [39].

However, involving local communities in tourism presents several challenges. One significant issue is the lack of skills in tourism management among residents, as many may not have received the specialized training needed to manage tourism effectively, potentially leading to mismanagement. In such cases, support from external experts can provide essential training and insights. Additionally, internal conflicts can arise due to differing interests among community members, with some prioritizing economic profit while others focus on cultural preservation. This tension can hinder the progress of tourism initiatives. Furthermore, reliance on tourism as the sole source of income makes communities vulnerable to global market fluctuations and crises such as pandemics or natural disasters. Therefore, economic diversification is crucial to ensure long-term stability and resilience for local populations [37],

Overall, empowering local communities in tourism development offers numerous benefits, including sustainable practices and equitable economic distribution. However, challenges such as a lack of expertise, internal conflicts, and dependence on tourism must be addressed to achieve success. A collaborative approach that combines local knowledge with external skills can establish a robust framework for sustainable tourism. By empowering local populations, tourism can serve as a catalyst for positive change, fostering economic prosperity while also promoting the preservation of culture and the environment [40].

4.5 Promotion Tour Nature Based

Developing tourism packages that showcase local natural beauty and cultural heritage can attract environmentally conscious travelers while simultaneously aiding in the conservation of natural resources. By emphasizing sustainable practices and authentic experiences, these packages not only enhance the visitor experience but also foster a deeper appreciation for the environment and local culture. This approach encourages responsible tourism, where travelers contribute to the preservation of the very landscapes and traditions they come to enjoy, ultimately benefiting both the community and the ecosystem. [41].

Nature-based tourism has emerged as a significant trend in the travel industry, appealing to environmentally conscious travelers seeking authentic experiences. Research indicates that this tourism model not only contributes to the local economy but also supports environmental preservation efforts. However, there are concerns about the potential negative impacts on local ecosystems and cultures, highlighting the need for sustainable practices that balance economic benefits with the protection of natural and cultural resources. Ensuring responsible tourism development is essential to mitigate these risks while maximizing the positive contributions of nature-based tourism. [41].

1) Nature-based tourism raises awareness of environmental issues such as climate change and deforestation, fostering a deeper understanding among tourists. Engaging in ecological activities often cultivates a sense of appreciation for biodiversity and encourages a commitment to its preservation. As travelers experience the beauty and intricacies of natural ecosystems firsthand, they are more likely to support conservation efforts and advocate for sustainable practices, ultimately contributing to the protection of the environment. [42].

2) The growth of tourism creates numerous job opportunities, ranging from tour guides to local artisans, significantly boosting local economies. This influx of employment increases household incomes and enables communities to invest in essential

infrastructure and public services. As tourism flourishes, it not only enhances the financial stability of residents but also fosters community development, leading to improved quality of life and greater access to resources for all. [43]

3) Travelers increasingly seek authentic cultural experiences, opting for activities like cooking classes or participating in local cultural festivals. These engagements not only heighten their satisfaction but also deepen their emotional connections with the host culture, fostering a richer and more meaningful travel experience [44].

4) While nature-based tourism can raise awareness about conservation, an influx of visitors can lead to environmental degradation, including the destruction of natural habitats and soil erosion along popular hiking trails. Increased foot traffic can strain ecosystems, disrupt wildlife, and compromise the very landscapes that attract tourists in the first place. Therefore, it is crucial to implement sustainable tourism practices to mitigate these negative impacts and protect natural resources for future generations. [45].

5) Excessive commercialization can threaten local cultures by transforming traditions to cater to tourist interests, ultimately diminishing their authenticity and cultural significance. This commodification often leads to a superficial representation of cultural practices, stripping them of their original meanings and values. As local customs are altered to attract visitors, the genuine essence of the culture may be lost, highlighting the need for a balanced approach that respects and preserves cultural heritage while still engaging with tourism. [46].

6) Dependence on tourism can make local economies vulnerable to market fluctuations, posing significant risks if there is a decline in traveler numbers. Economic downturns, natural disasters, or global crises can lead to sudden drops in tourism, severely impacting communities that rely heavily on this industry for their livelihoods. This vulnerability underscores the importance of diversifying local economies to build resilience and ensure sustainable growth, reducing reliance on tourism as the sole source of income. [47].

While nature-based tourism offers numerous benefits, the challenges it presents necessitate careful management strategies. Stakeholders must recognize the potential pitfalls and implement sustainable practices to mitigate negative impacts. For instance, infrastructure development should take into account its effects on the environment and local communities to avoid harming natural habitats or disrupting residents' lives. By prioritizing sustainability, stakeholders can ensure that tourism contributes positively to both the ecosystem and the well-being of local populations. [45].

Collaboration among policymakers, local communities, and tourism operators is essential for developing a sustainable tourism model. This partnership should focus on investing in education about sustainable practices and the protection of local culture, ensuring that tourism is not only economically profitable but also preserves cultural heritage and environmental integrity. By working together, stakeholders can create a framework that balances economic growth with the preservation of community values and natural resources, fostering a more resilient and sustainable tourism industry. [48].

Nature-based tourism holds significant potential to benefit both the economy and the environment, but it also poses substantial risks if not managed effectively. To maximize benefits while minimizing negative impacts, collaboration among all stakeholders is essential. By adopting a careful and strategic approach, nature-based tourism can serve as a powerful tool for environmental preservation and the promotion of local culture, ensuring that these advantages are sustained for future generations. [49].

4.6 Inter-Sector Collaboration.

Collaboration among government entities, the private sector, and non-governmental organizations is crucial for developing policies and practices that promote sustainable tourism. By working together, these stakeholders can create a cohesive framework that addresses environmental concerns, supports local communities, and enhances the overall tourism experience. This partnership ensures that sustainable practices are effectively implemented and maintained, fostering a tourism industry that benefits both people and the planet [50].

Studies on sustainable tourism emphasize the critical importance of collaboration among government, the private sector, and non-governmental organizations (NGOs) in developing effective policies and practices that support sustainability. Research findings highlight that such partnerships can lead to more comprehensive strategies that address environmental, social, and economic challenges in tourism. Discussions reveal that integrating diverse perspectives fosters innovative solutions and enhances community engagement. In conclusion, a collaborative approach is essential for creating a sustainable tourism framework that not only preserves natural resources but also benefits local communities and promotes responsible travel practices [50].

1) Intersectoral collaboration is essential for creating comprehensive and effective tourism policies. By integrating the perspectives and expertise of various stakeholders—including local residents, tourists, and businesses—policies can be more balanced and responsive to the needs of all parties involved. Government agencies contribute regulatory strength and data analysis, while the private sector offers innovative technology and funding. Meanwhile, NGOs provide valuable grassroots insights to ensure that policies are sensitive to local culture and realities. This collaborative approach fosters a more inclusive and sustainable tourism framework that benefits everyone [51].

2) Intersectoral collaboration enhances the effectiveness of sustainable tourism initiatives by optimizing resource distribution. The private sector can contribute funding and innovative technology, while NGOs can offer community engagement strategies. Government entities play a crucial role by ensuring regulatory compliance and facilitating implementation through financial incentives and streamlined licensing processes. This synergistic approach not only strengthens positive outcomes but also ensures that sustainable tourism initiatives have a greater impact on local communities and the environment [51],

3) A collaborative approach significantly enhances the social and environmental impacts of tourism. By promoting responsible tourism practices through certification and industry standards, stakeholders can work together to protect and preserve local cultures and ecosystems. This collaboration also fosters greater community involvement and ensures that economic benefits are distributed locally. Such a holistic approach balances economic, social, and environmental dimensions, creating a sustainable tourism model that supports both community well-being and ecological integrity. [52].

4) Despite its numerous advantages, collaboration in sustainable tourism faces several challenges that must be addressed. Conflicts of interest among sectors can impede progress, particularly if the private sector prioritizes profit over sustainability. The decision-making process, which involves multiple stakeholders, can slow down policy implementation. Additionally, disparities in commitment to sustainability across sectors can undermine the effectiveness of policies; some private entities may engage in "greenwashing," while NGOs often grapple with limited resources. Addressing these challenges is crucial for ensuring that collaborative efforts lead to meaningful and sustainable outcomes in tourism. [53].

Collaboration between governments, the private sector, and NGOs is vital for developing sustainable tourism policies and practices. While significant profits can result from comprehensive policymaking, dividing sources of power, and enhancing social and environmental impacts, challenges like conflicting interests, delayed decision-making, and unequal commitments must also be overcome. To maximize the benefits of collaboration, all stakeholders must align their objectives, maintain clear channels of communication, and commit to a shared vision of sustainability. Through true collaboration, we can create a viable tourism model that is economically sound, socially responsible, and environmentally sustainable, thereby preserving the beauty and wealth of our cultural and natural inheritances for future generations. [54].

4.7 Education and Training.

Providing education to industry stakeholders and tourists about sustainable practices can significantly influence behavior and enhance the adoption of green economic principles in tourism. By raising awareness of the environmental and social impacts of tourism, educational initiatives can encourage responsible choices, promote eco-friendly practices, and foster a culture of sustainability. This shift not only benefits the environment but also supports local communities and enhances the overall travel experience, creating a more sustainable tourism industry that prioritizes ecological integrity and social responsibility. [55].

The rapid growth of the tourism industry has led to significant environmental degradation, making education and training on sustainable practices essential for raising awareness among industry stakeholders and tourists. Through educational initiatives, industry actors can gain a better understanding of the long-term impacts of unsustainable practices, motivating them to adopt more environmentally friendly strategies. Training programs can equip them with practical skills for implementing sustainable practices, such as resource management and waste reduction. Additionally, education can influence consumer behavior, encouraging travelers to choose more sustainable tourism options and fostering a culture of responsibility within the industry. [55].

Implementing education on sustainable practices in the tourism industry faces several challenges. Many industry stakeholders may not perceive direct financial benefits from investing in sustainability, leading to reluctance in changing established practices. Additionally, training fees can pose a significant burden for small businesses with limited resources. External factors, such as government policies and market conditions, can also impact the successful implementation of sustainable practices, making it essential to address these barriers to foster a more sustainable tourism industry effectively [42].

Education plays a crucial role in raising awareness of sustainability within the tourism sector. With the right knowledge, industry stakeholders can make informed decisions that positively impact the environment. Awareness campaigns can engage both local communities and tourists, encouraging support for environmentally friendly initiatives. Additionally, customized training programs can provide businesses with a competitive edge by appealing to environmentally conscious travelers, ultimately fostering a more sustainable tourism industry that benefits both the planet and local economies [56].

Concerns about training costs are significant, especially for small businesses that often struggle to balance these expenses with their operational needs. To facilitate the transition to sustainable tourism, it is essential to provide affordable and easily accessible training solutions. By ensuring that all industry stakeholders can participate in sustainability initiatives without financial strain, we can promote widespread adoption of sustainable practices and support the overall growth of a more responsible tourism sector [57].

External factors, such as government regulations, play a crucial role in the adoption of sustainable practices in tourism. Without supportive policies, the impact of education may be limited. Additionally, market demand for sustainable tourism can significantly influence business decisions, particularly during economic downturns. While education and training have great potential to raise awareness and change behaviors within the tourism sector, challenges like training costs and external factors must be acknowledged. To achieve meaningful change in the industry, a multifaceted approach is required that combines education with financial incentives and regulatory support. This way, the tourism sector can progress toward a more sustainable future, preserving the beauty of the environment for generations to come [58].

4.8 Measurement Impact Environment.

Developing a robust system for monitoring environmental impacts associated with tourist activities is crucial to ensure that sustainability measures are effective. Such systems enable continuous evaluation and improvement of sustainable practices, allowing stakeholders to track progress and address potential issues promptly. By regularly assessing the ecological footprint of tourism operations, we can refine strategies to minimize negative effects and maximize positive outcomes, ultimately promoting a more environmentally responsible industry [59].

Research on the environmental impacts of tourism has revealed significant consequences stemming from tourist activities. Key findings indicate that tourism contributes to habitat destruction, pollution, and resource depletion. For instance, the construction of infrastructure such as hotels and resorts often lead to deforestation and soil erosion, disrupting local ecosystems. Popular destinations frequently struggle with waste management, as the influx of tourists can overwhelm local capacities, resulting in littering and water contamination. Additionally, the tourism industry is a major contributor to greenhouse gas emissions, particularly through air travel, exacerbating climate change and threatening vulnerable ecosystems like coral reefs. Overall, while tourism can provide economic benefits, its environmental footprint necessitates urgent attention and the implementation of sustainable practices to mitigate these adverse effects [59].

1) Impact Environment: Tourism can lead to significant environmental degradation, including loss of biodiversity, increased pollution, and depletion of natural resources. Effective monitoring systems are essential for tracking these changes and identifying areas at risk. By assessing the environmental impacts of tourism activities, stakeholders can implement targeted strategies to mitigate negative effects and promote sustainable practices that protect ecosystems and preserve natural resources for future generations [60].

2) Data Collection: Accurate data collection is crucial in the monitoring process for assessing environmental impacts. This data enables the identification of areas experiencing environmental degradation and helps determine targeted interventions to mitigate damage. By systematically gathering and analyzing information on factors such as biodiversity, pollution levels, and resource use, stakeholders can make informed decisions to implement effective strategies that promote sustainability and protect vulnerable ecosystems [61].

3) Accountability and Transparency: A comprehensive monitoring system fosters accountability among the various stakeholders in the tourism sector. By promoting transparency in environmental practices, it encourages operators to adhere to sustainable practices and actively work to reduce their ecological footprint. This culture of accountability not only enhances compliance with sustainability standards but also builds trust among stakeholders, including local communities, tourists, and regulatory bodies, ultimately leading to more responsible tourism practices that benefit both the environment and society [61].

4) Experience Tourism: Measuring environmental impacts can significantly enhance the tourist experience by promoting sustainable practices that preserve natural attractions. Healthy ecosystems not only attract more travelers but also contribute to the overall quality of life for local communities. By prioritizing sustainability, tourism operators can create enriching experiences that connect visitors with nature while ensuring that these environments remain vibrant and intact for future generations. This approach fosters a deeper appreciation for natural resources and encourages responsible behavior among tourists, benefiting both the environment and local populations [54].

5) Local Community Involvement: Engaging local communities, businesses, and government institutions in environmental management is essential for achieving sustainability, even in the absence of formal monitoring systems. A collective commitment to environmental stewardship encourages the adoption of best practices that protect natural resources. By fostering collaboration and empowering local stakeholders, tourism initiatives can promote sustainable practices that reflect the unique needs and values of the community, ensuring that both the environment and local livelihoods are preserved for future generations [62].

6) Need System Monitoring: An effective monitoring system is essential for providing accurate data on the environmental consequences of tourism. Such a system not only enhances understanding of these impacts but also fosters accountability among stakeholders. By tracking environmental changes, it can improve the overall tourist experience and encourage the adoption of sustainable practices within the industry. Ultimately, a robust monitoring system supports informed decision-making, helping to ensure that tourism development aligns with environmental conservation and community well-being [63].

7) Concerns: Despite the benefits of developing an effective monitoring system, there are several concerns that may hinder its implementation. Key arguments against such systems include the high costs, complexity of setup, and the adequacy of existing measures. Many stakeholders' express reluctance due to the significant financial and resource investments required, which can be particularly challenging for small businesses and communities with limited budgets. Addressing these concerns is crucial to ensure that monitoring systems are both feasible and effective in promoting sustainable tourism practices [63].

8) Challenge Implementation: The funding required for an effective monitoring system can divert resources away from essential tourism needs, such as marketing and infrastructure development, which are critical for attracting visitors. Additionally, the high operational costs associated with compliance can pose a significant burden for small businesses, making it difficult for them to allocate funds for both monitoring and their core operations. Addressing these financial challenges is essential to ensure that all stakeholders can participate in sustainability efforts without compromising their ability to thrive in the competitive tourism market [64].

9) Complexity Measurement: Measuring the environmental impacts of various tourist activities presents significant challenges, as different activities can have distinct effects on the environment. This variability makes it difficult to establish a standardized measurement approach that is applicable to all situations. Furthermore, the lack of uniformity in measurement practices can lead to inconsistent and unreliable data across regions and types of tourism. To effectively assess and address these impacts, it is crucial to develop standardized metrics that can accurately capture the diverse effects of tourism on the environment [65].

10) Involvement Stakeholder Interests: Engaging stakeholders—including local communities, businesses, and government institutions—in collaborative efforts can promote sustainability in tourism without relying solely on formal monitoring systems. However, it is important to recognize the potential risks associated with excessive regulation, which can stifle growth and innovation within the tourism sector. Striking a balance between fostering collaboration and ensuring that regulations are not overly burdensome is essential for creating an environment where sustainable practices can thrive while still allowing for industry development and creativity [66].

The formation of a monitoring system to measure the environmental impacts of tourism activities is crucial for advancing sustainability within the industry. Effective monitoring provides numerous benefits, including accurate data collection, enhanced accountability among stakeholders, and improved tourist experiences. These advantages far outweigh concerns related to costs, complexity, and existing regulations. By establishing a robust framework for monitoring, stakeholders can better understand the ecological consequences of tourism, facilitate informed decision-making, and implement strategies that promote sustainable practices. Ultimately, such systems are essential for ensuring that tourism development aligns with environmental conservation goals and supports the long-term viability of both natural resources and local communities [22].

While the challenges associated with implementing a monitoring system are valid, they should not overshadow the urgent need to adopt sustainable practices in tourism. Investing in the measurement of environmental impacts is essential for fostering a more responsible and enjoyable tourism industry that benefits tourists, local communities, and the environment alike. A comprehensive monitoring system can facilitate alignment between tourism practices and environmental preservation, ultimately contributing to a healthier planet and a thriving tourism sector. By prioritizing sustainability through effective monitoring, the industry can ensure its growth is both rapid and environmentally responsible, paving the way for a more sustainable future in tourism [67].

5. CONCLUSION

In conclusion, the anticipated transformation towards a greener tourism sector in Indonesia presents a significant opportunity to foster an environmentally friendly economy that actively engages the public. By investing in sustainable infrastructure, such as electric public transportation, this strategy not only enhances the travel experience but also contributes to substantial reductions in carbon emissions. The implementation of green economy principles, including carbon pricing and taxes, is expected to accelerate economic recovery in the post-pandemic landscape while promoting responsible tourism practices that prioritize environmental stewardship. Furthermore, the development of super priority destinations with a focus on local potential and sustainability underscores the commitment to inclusive and sustainable growth.

Collaboration among government, academia, and society is essential for creating green job opportunities that benefit all stakeholders. Training programs for communities and graduates will equip them to navigate the green economy effectively, fostering decent work and enhancing local capacity. A participatory approach to sustainable tourism development will raise awareness about the importance of conserving natural resources, encouraging positive behavioral changes among the public.

Moreover, integrating green strategies into tourism and the creative economy not only supports local cultural conservation but also optimizes Indonesia's rich natural and cultural heritage, providing economic benefits alongside cultural diversity. The Indonesian government's commitment to positioning tourism as a national economic driver, supported by favorable regulations and international cooperation, aims to ensure sustainable growth while maintaining ecological balance.

Finally, technological innovation plays a pivotal role in this transformation. The adoption of new technologies in transportation and tourism services will enhance operational efficiency and mitigate negative environmental impacts. By promoting sustainable tourism practices, Indonesia not only aims to attract more travelers but also significantly reduce its carbon footprint, aligning with global commitments to combat climate change and protect our planet for future generations. This comprehensive approach positions Indonesia as a leader in sustainable tourism, paving the way for a resilient and thriving economy that respects both people and the environment.

AUTHOR CONTRIBUTIONS
Each author has made substantial contributions to the conception and design of the work; the acquisition, analysis, and interpretation of data; and the drafting and revision of the work. All authors read and approved the final manuscript.

REFERENCES

1. M. Anwar, "Green economy sebagai strategi dalam menangani masalah ekonomi dan multilateral," J. Pajak Dan Keuang. Negara, vol. 4, no. 1S, pp. 343–356, 2022.
2. B. A. Harared and Y. Rahadian, "Strategi keberlanjutan (sustainability) pada rumah sakit khusus mata x," J. Ris. Akunt. dan Keuang. Vol, vol. 7, no. 2, pp. 367–378, 2019.
3. Y. R. Haryatno, "Kaum Muda dan Industri Kreatif Kriya Tenun 'Songke' Manggarai-Flores, NTT," J. Kewirausahaan Bukit Pengharapan, vol. 3, no. 1, pp. 22–29, 2023.
4. H. D. Wiratma, E. R. Yanti, D. S. Amini, and B. S. Nuswantoro, "Upaya Indonesia dalam Meningkatkan Destinasi Super Prioritas (DSP) Industri Pariwisata di Tingkat Global melalui Soft Diplomacy," in Prosiding Seminar Nasional Multidisiplin Ilmu, 2023, pp. 31–38.
5. F. Teguh, Tata Kelola Destinasi: Membangun Ekosistem Pariwisata. UGM PRESS, 2024.
6. P. D. Leedy and J. E. Ormrod, Practical research, vol. 108. Pearson Custom Saddle River, NJ, USA, 2005.
7. D. Kurniawati and N. Arifin, "Strategi pemasaran melalui media sosial dan minat beli mahasiswa," J. SIMBOLIKA Res. Learn. Commun. Study, vol. 1, no. 2, 2015.
8. J. M. Jahi, "Pembangunan pelancongan dan impaknya terhadap persekitaran fizikal pinggir pantai," Malaysian J. Environ. Manag., vol. 10, no. 2, pp. 71–87, 2009.
9. S. I. Sinuraya and T. A. Wismaningtyas, "Pendampingan Penyusunan Unique Selling Point di Desa Wisata Borobudur, Kabupaten Magelang," J. Komunitas J. Pengabdi. Kpd. Masy., vol. 6, no. 2, pp. 146–157, 2024.
10. E. Erwinsyah, "Peluang ekonomi hijau dan ketrampilan hijau menuju netral karbon indonesia tahun 2060," JABE (Journal Appl. Bus. Econ., vol. 8, no. 2, pp. 159–181, 2021.
11. J. F. Hair, A. H. Money, P. Samouel, and M. Page, "Research methods for business," Educ. Train., 2007.
12. D. O. Green, J. W. Creswell, R. J. Shope, and V. L. P. Clark, "Grounded theory and racial/ethnic diversity," Sage Handb. grounded theory, no. Part V, pp. 472–492, 2007.
13. V. L. Plano Clark, C. A. Huddleston-Casas, S. L. Churchill, D. O'Neil Green, and A. L. Garrett, "Mixed methods approaches in family science research," J. Fam. Issues, vol. 29, no. 11, pp. 1543–1566, 2008.
14. L. A. Palinkas, G. A. Aarons, S. Horwitz, P. Chamberlain, M. Hurlburt, and J. Landsverk, "Mixed method designs in implementation research," Adm. Policy Ment. Heal. Ment. Heal. Serv. Res., vol. 38, no. 1, pp. 44–53, 2011.
15. N. W. Sitasari, "Mengenal analisa konten dan analisa tematik dalam penelitian kualitatif," in Forum Ilmiah, 2022, pp. 77–84.
16. P. H. Susanti, F. Febianti, R. Rahmawati, and N. L. P. I. Nirmalasari, "Destinasi pariwisata ramah lingkungan: Praktik berkelanjutan yang mengubah industri," J. Ilm. Hosp., vol. 12, no. 2, pp. 663–676, 2023.
17. A. H. HATIM, "KAMPANYE EDUKASI MENINGKATKAN PENGETAHUAN DAN KETERLIBATAN MASYARAKAT UNTUK KELESTARIAN JALAK BALI," FAD, pp. 1–9, 2023.
18. I. Lasaiba, "Menggugah Kesadaran Ekologis: Pendekatan Biologi untuk Pendidikan Berkelanjutan," Jendela Pengetah., vol. 16, no. 2, pp. 143–163, 2023.
19. A. Ananta et al., "Peningkatan Kesadaran dalam Penggunaan Kendaraan Listrik di Lingkungan Universitas Negeri Semarang Melalui Kampanye Energi Bersih," J. Angka, vol. 1, no. 1, pp. 120–134, 2024.
20. F. Oktaviani et al., Akuntansi untuk Keberlanjutan Masa Depan. SIEGA Publisher, 2024.
21. J. Maryam, M. Akbar, and M. I. Sultan, "Strategi Manajemen Komunikasi Direktorat Jenderal Bea Dan Cukai Dalam Meminimalisir Efek Pemberitaan Media," J. Ilm. Ilmu Komun. Commun., vol. 6, no. 2, pp. 112–134, 2024.
22. Y. Sulistyadi, F. Eddyono, and D. Entas, Indikator perencanaan pengembangan pariwisata berkelanjutan. Anugrah Utama Raharja, 2021.
23. S. K. Poerwanto, "Pembangunan Masyarakat Berbasis Pariwisata: Reorientasi dari Wisata Rekreatif ke Wisata Kreatif," J. Tour. Creat., vol. 1, no. 2, 2019.
24. A. Hasan, "Green Tourism," Media Wisata, vol. 12, no. 1, 2014.
25. G. I. S. Diputra, "Penerapan Green Economy Pada Sektor Pariwisata Di Bali," J. Ekuilnomi, vol. 6, no. 2, pp. 182–193, 2024.

26. Y. Setyanto and S. Winduwati, "Diseminasi Informasi Terkait Pariwisata Berwawasan Lingkungan dan Budaya Guna Meningkatkan Daya Tarik Wisatawan (Studi pada Dinas Pariwisata Provinsi Nusa Tenggara Barat)," J. Komun., vol. 9, no. 2, pp. 164–175, 2017.

27. P. N. Vitrianto, "Pembangunan Berkelanjutan dalam Kajian Pariwisata." Mata Kata Inspirasi, 2024.

28. I. Prabawa, "Konsep Green Tourism dan Trend Green Tourism Marketing (studi literatur kajian green tourism dan implementasinya)," J. Kepariwisataan, vol. 16, no. 1, pp. 47–53, 2017.

29. I. M. Adnyana, "Dampak green tourism bagi pariwisata berkelanjutan pada era revolusi industri 4.0," J. Ilm. Manajemen, Ekon. Akunt., vol. 4, no. 3, pp. 1582–1592, 2020.

30. S. Alvianna, S. Hidayatullah, I. Windhyastiti, and U. Khouroh, "The role of green tourism perception, environmental concern and intention of participation in green tourism on environmentally responsible tourism behavior," J. Manaj. dan Kewirausahaan, vol. 10, no. 1, pp. 79–87, 2022.

31. R. Rudiyanto, S. Hutagalung, and F. Ciptosari, "Membangun Pemahaman Terhadap Tujuan Pembangunan Berkelanjutan Dan Indikator Global Sustainable Tourism Council," JATI EMAS (Jurnal Apl. Tek. dan Pengabdi. Masyarakat), vol. 5, no. 3, pp. 31–34, 2021.

32. J. T. Haryanto, "Model pengembangan ekowisata dalam mendukung kemandirian ekonomi daerah studi kasus provinsi DIY," J. Kawistara, vol. 4, no. 3, 2014.

33. S. P. Herny, D. A. M. Putri, and W. Yayati, "Analysis of community participation, the role of government and entrepreneurs in the development of the spiritual tourism village in Karangasem Regency," Biotika, vol. 6, no. 37, p. 2030, 2020.

34. A. C. Sutandi, "Pentingnya Transportasi Umum Untuk Kepentingan Publik," J. Adm. Publik, vol. 12, no. 1, 2015.

35. W. Dayu, W. Anggara, and I. Harahap, "Dinamika Produksi Dalam Makroekonomi Islam: Analisis Terhadap Prinsip-Prinsip Ekonomi dan Implikasinya Pada Pembangunan Berkelanjutan," AT-TAWASSUTH J. Ekon. Islam, vol. 8, no. 2, pp. 244–262, 2023.

36. M. Antara, A. S. Wiranatha, and A. A. Suryawardhani, "STRATEGI MEMINIMALKAN KEBOCORAN PARIWISATA BALI (STRATEGY TO MINIMIZE THE LEAKAGE OF BALI TOURISM)".

37. S. E. Nurhidayati and C. Fandeli, "Application of community based tourism (CBT) principles in agritourism development in Batu City, East Java (in Indonesian)," Jejaring Adm. Publik, vol. 4, no. 1, pp. 36–46, 2012.

38. S. Divisekera, "A model of demand for international tourism," Ann. Tour. Res., vol. 30, no. 1, pp. 31–49, 2003, doi: 10.1016/S0160-7383(02)00029-4.

39. I. G. B. R. Utama, I. N. Laba, I. W. R. Junaedi, N. P. D. Krismawintari, S. B. Turker, and J. Juliana, "Exploring key indicators of community involvement in ecotourism management," J. Environ. Manag. Tour., vol. 12, no. 3, 2021, doi: 10.14505/jemt.v12.3(51).20.

40. P. Ho and A. To, "Cultural Events as Tourism Products - Opportunities and Challenges," Glob. Events Congr. IV Festivals Events Res. State Art, pp. 1–16, 2010.

41. J. Razak and E. Novianti, "Konsep branding wisata berbasis pemasaran digital di Desa Sirnajaya, Kabupaten Bogor," J. Khatulistiwa Inform., vol. 9, no. 1, pp. 1–13, 2022.

42. N. Abd Aziz and A. A. Ariffin, "Identifying the Relationship between Travel Motivation and Lifestyles among Malaysian Pleasure Tourists and Its Marketing Implications," Int. J. Mark. Stud., vol. 1, no. 2, pp. 96–106, 2009, doi: 10.5539/ijms.v1n2p96.

43. B. L. Gutierrez et al., "Ecotourism: the 'human shield' for wildlife conservation in the Osa Peninsula, Costa Rica," J. Ecotourism, vol. 19, no. 3, pp. 197–216, Jul. 2020, doi: 10.1080/14724049.2019.1686006.

44. E. A. Rogos, "Factors affecting community participation in ecotourism programs: a case study of communities in Padawan District, Sarawak," Swinburne University of Technology Sarawak Campus, Kuching, Malaysia, 2020.

45. I. G. B. R. UTAMA, I. N. LABA, I. W. R. JUNAEDI, N. P. D. KRISMAWINTARI, S. B. TURKER, and J. JULIANA, "Exploring Key Indicators of Community Involvement in Ecotourism Management," J. Environ. Manag. Tour., vol. 12, no. 3, 2021, doi: 10.14505//jemt.12.3(51).20.

46. I. S. Ibrahim and B. A. Akhmad, Komunikasi dan komodifikasi: Mengkaji media dan budaya dalam dinamika globalisasi. Yayasan Pustaka Obor Indonesia, 2014.

47. I. G. B. R. Utama, Pengantar industri pariwisata. Deepublish, 2015.

48. I. G. B. R. Utama and C. P. Trimurti, "The implementation of the MOA method in ecotourism of Buyan-Tamblingan, Bali, Indonesia," Int. J. Mod. Agric., vol. 10, no. 01, pp. 957–970, 2021.

49. R. Utama, "Increasing the Interest of Forestry Education Through Collaboration with Tourism," SSRN Electron. J., 2015, doi: 10.2139/ssrn.2614947.

50. Z. Aeni and R. S. Astuti, "Collaborative Governance Dalam Pengelolaan Kepariwisataan Yang Berkelanjutan (Studi Pada Kegiatan Pesta Rakyat Simpedes Tahun 2019 Di Kabupaten Pati)," in Conference on Public Administration and Society, 2019.

51. I. Subasman, D. Widiantari, and R. R. Aliyyah, "Dinamika Kolaborasi Dalam Pendidikan Karakter: Wawasan Dari Sekolah Dasar Tentang Keterlibatan Orang Tua Dan Guru," J. Educ., vol. 6, no. 2, pp. 14983–14993, 2024.

52. I. G. B. R. Utama, "Mengelola Warisan Budaya Sebagai Produk Pariwisata," Researchgate.

53. J. L. McElroy and K. de Albuquerque, "Problems for Managing Sustainable," Isl. Tour. Sustain. Dev. Caribbean, Pacific, Mediterr. Exp., p. 15, 2002.

54. I. G. B. R. Utama, S. B. Turker, N. K. Widyastuti, N. L. C. P. S. Suyasa, and D. Waruwu, "Model of Quality Balance Development of Bali Tourism Destination," Tech. Soc. Sci. J., vol. 10, 2020, doi: 10.47577/tssj.v10i1.1356.

55. S. Uhai, T. Mahmudin, and I. C. Dewi, "PARIWISATA BERKELANJUTAN: Strategi Pengelolaan Destinasi Wisata Ramah Lingkungan Dan Menguntungkan." PENERBIT KBM INDONESIA, 2024.

56. C. P. Trimurti and I. G. B. R. Utama, "The behaviour model of domestic tourists in decision making on re-visit to Bali, Indonesia," in IOP Conference Series: Earth and Environmental Science, 2021. doi: 10.1088/1755-1315/771/1/012010.

57. R. Esichaikul, "Travel motivations, behavior and requirements of European senior tourists to Thailand," PASOS. Rev. Tur. y Patrim. Cult., vol. 10, no. 2, pp. 47–58, 2012, doi: 10.25145/j.pasos.2012.10.026.

58. M. Allan, "Toward a better understanding of motivations for a geotourism experience: A Self-Determination Theory perspective," Unpubl. Thesis PhD Ed. Cowan Univ., 2011.

59. N. Nandang, A. Jamaludin, and W. Wanta, "Analisis Fungsi Manajerial Dalam Pengembangkan Pariwisata Berkelanjutan Desa Mekar Buana-Karawang," Eqien-Jurnal Ekon. dan Bisnis, vol. 13, no. 01, pp. 63–76, 2024.

60. A. M. Salamanca, A. Nugroho, M. Osbeck, S. Bharwani, and N. Dwisasanti, Managing a living cultural landscape: Bali's subaks and the Unesco World Heritage Site. Stockholm Environment Institute., 2015.

61. I. D. Paramitasari, "Dampak Pengembangan Pariwisata Terhadap Kehidupan Masyarakat Lokal (Studi Kasus: Kawasan Wisata Dieng Kabupaten Wonosobo)," 2010.

62. P. Aryastana, A. A. S. D. Rahadiani, and W. S. Adnyana, "Analisis Pemenuhan Kebutuhan Air Bersih Masyarakat Dusun Kiadan, Desa Pelaga, Kabupaten Badung," 2019.

63. S. N. Salsabilla and G. P. Rochman, "Studi Jejak Karbon pada Aktivitas Pariwisata dalam Upaya Pengurangan Dampak Perubahan Iklim," J. Ris. Perenc. Wil. dan Kota, pp. 21–32, 2024.

64. I. Utama, P. C. Susanto, C. P. Trimurti, and N. P. D. Krismawintari, "The market potential and financial feasibility of cable car tourist attraction development in Pelaga, Bali, Indonesia," I Gusti Bagus Rai Utama, Putu Chris Susanto, Christimulia Purnama Trimurti, Ni Putu Dyah Krismawintari, 2022.

65. A. J. Sidiq and R. Resnawaty, "Pengembangan desa wisata berbasis partisipasi masyarakat lokal di desa wisata Linggarjati Kuningan, Jawa Barat," Pros. Penelit. Dan Pengabdi. Kpd. Masy., vol. 4, no. 1, pp. 38–44, 2017.

66. N. Hidayah, Pemasaran Destinasi Pariwisata Berkelanjutan di Era Digital: Targeting, Positioning, Branding, Selling, Marketing Mix, Internet Marketing. Kreasi Cendekia Pustaka, 2021.

67. S. Purnomo, E. S. Rahayu, A. L. RIANI, S. SUMINAH, and U. Udin, "Empowerment model for sustainable tourism village in an emerging country," J. Asian Financ. Econ. Bus., vol. 7, no. 2, pp. 261–270, 2020.