

SUSTAINABLE TOURISM: CONCEPT AND IMPLEMENTATION FOR SUSTAINABLE TOURISM DEVELOPMENT

Ni Komang Cantika DEWI^{1*}, Ni Putu Nadin TRISYANI², Ni Made Dwi YULIANI³, Ni Kadek Diah PRAMITA⁴, Ni Putu Yulia Pasek JAYAMAHE⁵

^{1,2,3,4,5}Faculty of Economics and Business, Warmadewa University, Indonesia

Abstract:

Sustainable tourism has emerged as an important paradigm in shaping the development of the modern tourism industry. This concept emphasizes the need to balance economic growth, environmental conservation, and the well-being of local communities. It not only seeks to generate economic benefits but also to preserve cultural heritage, protect natural resources, and ensure social equity for present and future generations. This study aims to analyze the concept of sustainable tourism and its implementation within the context of tourism development in Indonesia. The method employed is a literature review, which involves analyzing various national and international academic sources related to sustainable tourism practices and policies. The findings indicate that sustainable tourism requires an integrated and collaborative approach involving the government, the private sector, and local communities. Successful implementation depends on long-term planning, active participation of local stakeholders, and strong commitment from all parties. In conclusion, sustainable tourism is not merely a theoretical framework but an urgent necessity to guarantee the resilience and future sustainability of the tourism industry.

Keywords: Sustainable Tourism, Sustainable Tourism, Tourism Development, Environment, Local Communities

Article History:

Received: 2025-02-04

Revised: 2025-03-02

Accepted: 2025-04-15

Vol 2 Issue 2 2025

Corresponding Author*

(nikomangcantikadewi26@gmail.com)



Page: 31-35

INTRODUCTION

The tourism industry has experienced rapid growth in recent decades. According to the latest data from the UNWTO (2023), the global tourism industry will reach 1.4 billion international trips in 2023, contributing significantly to global GDP. This growth has positive impacts in the form of economic growth, job creation, and cultural exchange. However, uncontrolled tourism growth also raises various environmental and social issues.

The negative impacts of tourism on the environment include ecosystem damage, air and water pollution, and natural resource degradation. Furthermore, tourism can also lead to social issues such as gentrification, the loss of local cultural identity, and economic disparities between local communities and the tourism industry (Gössling et al., 2020). These conditions have led to a growing awareness of the importance of sustainable tourism development.

The concept of sustainable tourism was first introduced in the 1980s in response to the negative impacts of mass tourism. Over time, this concept has undergone significant evolution, particularly following the COVID-19 pandemic, which required the tourism industry to adapt to a new paradigm (Romagosa, 2020). The UNWTO (2023) defines sustainable tourism as tourism that meets the current needs of tourists and destinations, while protecting and enhancing opportunities for the future.

Indonesia, as an archipelagic nation with extraordinary natural and cultural riches, has great potential for developing sustainable tourism. However, the implementation of this concept still faces various challenges, ranging from limited infrastructure and, lack of public awareness to suboptimal coordination between stakeholders (Setyawan et al., 2021).

Based on this background, this study aims to analyze the concept of sustainable tourism and its implementation in the context of tourism development in Indonesia. This research is expected to contribute to the development of effective, sustainable tourism strategies tailored to Indonesian conditions.

The Concept of Sustainable Tourism. Sustainable tourism is an evolution of the concept of sustainable development introduced in the Brundtland Report in 1987. This concept was later adapted

in the tourism context to address the negative impacts of the tourism industry (Agarwal et al., 2024). According to recent research by Li et al. (2024), sustainable tourism is a form of tourism that can maintain its viability in an area for an indefinite period without damaging the environment and without hindering or preventing the development of other activities and processes.

Nguyen et al. (2024) provide a more comprehensive definition of sustainable tourism, namely tourism that meets the needs of tourists and destinations today, while protecting and enhancing opportunities for the future. This concept is designed to manage resources in such a way that economic, social, and aesthetic needs are met while maintaining cultural integrity, essential ecological processes, biodiversity, and life-support systems.

Principles of Sustainable Tourism. According to Russo et al. (2021), there are several basic principles of sustainable tourism that have been updated to meet the challenges of the modern era. First, minimizing negative impacts on the environment and local culture through the implementation of environmentally friendly technologies and sustainable practices. Second, educating tourists about the importance of conservation and social responsibility. Third, providing direct economic benefits for conservation and local community development. Fourth, providing economic benefits and empowerment for local communities through active participation in the tourism industry. Fifth, increasing sensitivity to the political, environmental, and social climate of the host country.

Durán-Román et al. (2021) added that sustainable tourism must consider environmental and social carrying capacity in the digital era and climate change. The concept of carrying capacity is key in determining the maximum number of tourists that can be accepted without causing significant negative impacts on the environment and local communities.

Implementation of Sustainable Tourism in Indonesia. Indonesia has adopted the concept of sustainable tourism in various tourism development policies and programs. Research by Kawuryan et al. (2022) shows that the Indonesian government has designated sustainable tourism as a priority in national tourism development through various regulations and programs. However, implementation on the ground still faces various challenges.

Setyawan et al. (2021) identified several challenges to implementing sustainable tourism in Indonesia, including: (1) lack of stakeholder understanding and awareness of the concept of sustainable tourism; (2) weak coordination between agencies and stakeholders; (3) limited competent human resources; (4) lack of infrastructure support; and (5) suboptimal local community participation.

Case studies of sustainable tourism implementation in Indonesia have yielded mixed results. Research by Muhamad et al. (2023) in Bali demonstrated that sustainable tourism development requires a strong cultural approach and active local community participation. Meanwhile, a study by Wijaya et al. (2022) in Yogyakarta demonstrated the importance of the government's role in creating regulations that support sustainable tourism.

METHODS

This research employed a literature review method with a qualitative approach. Data were obtained from various scientific sources, such as journal articles and documents discussing sustainable tourism. The literature was selected based on its relevance to sustainable tourism, using the keywords "sustainable tourism," "sustainable tourism," "sustainable development," and "tourism impact."

The literature selection criteria included: (1) relevance of the content to the topic of sustainable tourism; (2) good publication quality; (3) relatively recent publication year, with a priority given to publications from 2020-2024; and (4) source credibility. Content analysis was used to identify key themes, key concepts, and key findings related to sustainable tourism.

RESULT AND DISCUSSION

The Concept and Dimensions of Sustainable Tourism. Based on recent literature analysis, sustainable tourism has three main interrelated dimensions: economic, environmental, and socio-cultural. Research by Agarwal et al. (2024) shows that the economic dimension emphasizes tourism's

contribution to local economic growth, job creation, and the equitable distribution of economic benefits. The environmental dimension focuses on natural resource conservation, minimizing negative impacts on ecosystems, and efficient resource use. The socio-cultural dimension relates to the preservation of local cultural identity, community empowerment, and improving the quality of life of local communities.

According to Li et al. (2024), the success of sustainable tourism depends heavily on the balance of these three dimensions. If any one dimension is neglected, tourism sustainability will be compromised. For example, if only the economic dimension is focused on without considering environmental and social impacts, tourism will create long-term problems that could threaten the sustainability of the industry itself.

Sustainable Tourism Implementation Strategy. Implementing sustainable tourism requires an integrated strategy involving all stakeholders. Research by Durán-Román et al. (2021) identifies several strategic steps in implementing sustainable tourism. First, tourism planning based on sustainability principles and integrating digital technology for monitoring and evaluation. Planning must consider environmental carrying capacity, local potential and characteristics, as well as the needs and aspirations of local communities.

Second, the development of environmentally friendly and sustainable tourism infrastructure. Tourism infrastructure must be designed with environmental impacts in mind and utilize environmentally friendly technology and renewable energy (Russo et al., 2021). Third, the development of competent human resources in sustainable tourism. This includes training for tourism industry players, education for local communities, and capacity building for local governments.

Fourth, the development of an integrated monitoring and evaluation system to monitor the environmental and social impacts of tourism. This system is crucial to ensure that tourism development remains within the sustainability corridor (Nguyen et al., 2024). Fifth, the development of strong partnerships between the government, the private sector, and communities. These partnerships are crucial to ensure that all stakeholders share a commitment to sustainable tourism.

The Role of Stakeholders in Sustainable Tourism. The successful implementation of sustainable tourism requires the active participation of various stakeholders. Research by Matei et al. (2022) demonstrates that the government plays a crucial role in creating policies and regulations that support sustainable tourism. The government also acts as a facilitator and coordinator in integrating various stakeholder interests.

The private sector, particularly the tourism industry, plays a crucial role in implementing sustainable tourism practices. Research by Gössling et al. (2020) shows that the tourism industry must adopt sustainability principles in its operations, from tourism product design to environmental and social impact management.

Local communities are the stakeholders most directly impacted by tourism development. Research by Muhamad et al. (2023) shows that local community participation in sustainable tourism development is crucial to ensuring that tourism development provides tangible benefits to the community and does not damage their socio-cultural life.

Tourists also play a crucial role in supporting sustainable tourism. Research by Li et al. (2024) shows that responsible tourist behavior, such as respecting local culture, avoiding environmental damage, and supporting the local economy, is crucial for tourism sustainability.

Challenges and Barriers to Implementation. The implementation of sustainable tourism faces various challenges and obstacles. One major challenge is conflicting interests between stakeholders. For example, short-term economic interests often conflict with long-term environmental interests. Local governments may focus more on increasing Regional Gross Product (GDP) from the tourism sector, while local communities prioritize environmental and cultural preservation.

Another challenge is limited resources, both human and financial. Implementing sustainable tourism requires significant investment in infrastructure development, human resource training, and monitoring systems. Budget constraints are often a major obstacle, especially for regions with limited fiscal capacity (Romagosa, 2020).

Lack of awareness and understanding of the concept of sustainable tourism is also a significant obstacle. Many stakeholders, including tourism industry players and local communities, still do not understand the concept and importance of sustainable tourism. This leads to a lack of support and participation in the implementation of sustainable tourism programs.

Case Studies of Implementation in Indonesia

Several regions in Indonesia have attempted to implement the concept of sustainable tourism with varying degrees of success. Bali Province is an interesting example, having developed the "Tri Hita Karana" concept as the philosophical basis for sustainable tourism development. This concept emphasizes the harmonious relationship between humans and God, humans and humans, and humans and the environment (Muhamad et al., 2023).

The implementation of the Tri Hita Karana concept in Balinese tourism has shown positive results in several aspects. For example, the development of tourism villages based on local culture has successfully improved the community's economy while preserving local traditions and culture. However, on the other hand, rapid tourism growth has also given rise to various problems such as overtourism, environmental degradation, and socioeconomic disparities.

Another example is the development of sustainable tourism in Komodo National Park, East Nusa Tenggara. Conservation programs integrated with tourism development have successfully preserved the Komodo dragon's habitat while providing economic benefits to the local community. However, this program also faces challenges in terms of tourist management and the balance between conservation and the economy (Setyawan et al., 2021).

Yogyakarta is also an interesting example of implementing sustainable tourism, particularly in the development of cultural tourism. The city has developed a tourism strategy based on preserving cultural heritage while utilizing it for economic gain. Programs such as the revitalization of the Malioboro area and the development of tourist villages have shown positive results in creating a balance between cultural preservation and economic development (Wijaya et al., 2022).

CONCLUSION

Sustainable tourism is a crucial paradigm in the development of the modern tourism industry, emphasizing a balance between economic, environmental, and socio-cultural aspects. This concept is not merely a trend but an urgent need to ensure the future sustainability of the tourism industry, especially after learning from the COVID-19 pandemic.

The implementation of sustainable tourism requires an integrated approach involving all stakeholders. Successful implementation depends heavily on strong commitment and collaboration between the government, the private sector, local communities, and tourists. Careful planning, the development of competent human resources, and an effective monitoring system are key to the successful implementation of sustainable tourism.

Although still facing various challenges and obstacles, the experience of implementing sustainable tourism in various regions in Indonesia demonstrates significant potential for development. With the right strategy and strong commitment from all parties, sustainable tourism can become a model for tourism development that provides optimal benefits for all stakeholders while preserving the environment and culture for future generations.

This study recommends the development of a clear regulatory framework, increased human resource capacity, the development of an integrated monitoring system, the formation of effective partnerships, and the utilization of technology to support the implementation of sustainable tourism. With proper implementation, sustainable tourism can be the key to the successful development of sustainable and competitive Indonesian tourism.

REFERENCES

- Agarwal, S., Mandal, S., & Nayak, S. (2024). Four decades of sustainable tourism research: Trends and future research directions. *International Journal of Tourism Research*, 36(2), 1-18. <https://doi.org/10.1002/jtr.2643>
- Durán-Román, A., Cárdenas-García, P. J., & Pulido-Fernández, J. I. (2021). Tourists' willingness to pay to improve sustainability and experience at the destination. *Journal of Destination Marketing & Management*, 19, 100540. <https://doi.org/10.1016/j.jdmm.2020.100540>
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20. <https://doi.org/10.1080/09669582.2020.1758708>
- Junaid, I. (2020). Implementasi Pariwisata Berkelanjutan di Pulau Maratua, Kabupaten Berau, Kalimantan Timur. *Jurnal Pariwisata Terapan*, 3(2), 110-123.
- Permatasari, I. (2022). Peran model pengembangan pariwisata berbasis masyarakat (Community based tourism) dalam mewujudkan pariwisata berkelanjutan (Sustainable tourism) di Bali. *Kertha Wicaksana*, 16(2), 164-171.
- Kawuryan, I. S. S., Rahmawati, D., & Setiawan, B. (2022). Sustainable tourism development in Indonesia: Bibliometric review and analysis. *Indonesian Journal of Geography*, 54(2), 231-245. <https://doi.org/10.22146/ijg.64657>
- Li, X., Chen, Y., & Zhang, W. (2024). Sustainable tourist behavior: A systematic literature review and research agenda. *Sustainable Development*, 32(3), 1589-1605. <https://doi.org/10.1002/sd.2859>
- Matei, D., Chiriță, V., & Lupchian, M. M. (2022). Sustainable tourism development: A comprehensive literature review. *Sustainability*, 14(14), 8891. <https://doi.org/10.3390/su14148891>
- Muhamad, N., Sulaiman, M., & Rahman, A. A. (2023). Community-based sustainable tourism development in Bali: Challenges and opportunities. *Asian Journal of Tourism Research*, 8(2), 45-62. <https://doi.org/10.1108/AJTR-03-2023-0034>
- Nguyen, D. T., Kuo, K. C., Lu, W. M., & Nhan, D. T. (2024). How sustainable are tourist destinations worldwide? An environmental, economic, and social analysis. *Journal of Travel Research*, 63(2), 412-428. <https://doi.org/10.1177/10963480231168286>
- Romagosa, F. (2020). The COVID-19 crisis: Opportunities for sustainable and proximity tourism. *Tourism Geographies*, 22(3), 690-694. <https://doi.org/10.1080/14616688.2020.1763447>
- Russo, A. P., Domínguez, A. Q., & Vázquez, E. N. (2021). Sustainable tourism and residents' perception towards overtourism in European destinations: The case of Salzburg. *Sustainability*, 13(12), 6919. <https://doi.org/10.3390/su13126919>
- Setyawan, A., Rahmadi, F., & Puspitasari, L. (2021). Analysis of Indonesian tourism potentials through the sustainable tourism perspective in the new normal era. *Journal of International Relations*, 7(2), 234-251. <https://doi.org/10.26593/jihi.v7i2.4589.234-251>
- UNWTO. (2023). *UNWTO Tourism Highlights: 2023 Edition*. World Tourism Organization. <https://www.unwto.org/tourism-highlights>
- Wijaya, S., Nurhaeni, I. D. A., & Rahayu, A. (2022). Smart tourism destination and sustainable tourism development: Analyzing the readiness of tourism stakeholders in Yogyakarta, Indonesia. *Sustainability*, 14(6), 3422. <https://doi.org/10.3390/su14063422>