

GREEN DESTINATIONS AS A SOLUTION FOR IMPROVING THE LOCAL ECONOMY AND ENVIRONMENTAL CONSERVATION

Ketut Prabha Yoga ANANTA^{1*}, Fahrel WALUYO², Komang Ray Tanaya SUDHARSANA³, A.A Gde Danendra Warshana KARANG⁴, Kadek Dwiva SASTRAWAN⁵

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

Abstract:

The concept of green destination emerged as a solution to overcome the negative impact of tourism on the environment. This research analyzes the implementation of sustainable tourism through a literature study with a focus on four main pillars: carbon emission reduction, biodiversity preservation, sustainable waste management, and water resource conservation. The findings show that the success of a green destination depends on multi-stakeholder collaboration (government, local communities, industry, and tourists) and the implementation of strategies such as human resource capacity building, green policy incentives, and tourist education. Case studies from various regions in Indonesia, such as Penglipuran Village, Komodo National Park, and Kampung Warna-Warni Jodipan, prove that this approach can improve local economic welfare while preserving the environment. The main challenges faced are low environmental awareness and limited resources, but systematic solutions such as those outlined in this study can guide the development of sustainable tourism destinations in the future.

Keywords: Green Destination, Sustainable Tourism, Environmental Conservation, Local Economy

Article History:

Received: 2025-02-04

Revised: 2025-03-02

Accepted: 2025-04-15

Vol 2 Issue 2 2025

Corresponding Author*

(mrcone86@gmail.com)



Page: 50-55

INTRODUCTION

Tourism is a strategic sector in Indonesia's economic development. However, environmentally unfriendly tourism practices have led to negative impacts such as pollution, ecosystem damage, and a natural resource crisis.

To address this, the concept of green destinations has begun to be implemented as a substitute for realizing sustainable tourism. Green destinations, which go beyond environmental sustainability, also focus on promoting social responsibility and economic benefits for local communities. Green destinations take various forms, and their implementation depends on the differing priorities of different destinations and stakeholders.

Responsible green destination development requires the creation of local policies and guidelines through a collaborative, multi-stakeholder process. Green destinations can also be seen as ecotourism locations that incorporate important educational and interpretive elements and support increased awareness of the importance of preserving natural and cultural capital. They should minimize environmental impacts and contribute to the well-being of local communities, striving to prevent negative impacts and enhance positive impacts. Green destinations can be described as places or locations that have adopted sustainable practices and policies to encourage environmentally responsible tourism. These destinations prioritize the protection of their natural and cultural heritage while offering sustainable tourism experiences for visitors (Aryana Sukma et al., 2022).

Green destinations, also known as "green destinations," are a concept for developing sustainable nature tourism. The Global Sustainable Tourism Council's criteria are structured around four themes: sustainable management; socio-economic impact; cultural impact; and environmental impact (Council, 2019). With the development and increase in tourism, the challenges of maintaining tourism are becoming increasingly apparent and pressing. Data shows that by 2022, the number of tourist visits to Indonesia will reach 5.29 million. This is believed to be the reason for the increasing interest in nature tourism, such as Green Canyon. While offering economic benefits to the surrounding community, this can also negatively impact the environment if not managed wisely (Rahimullah et al., n.d.).

The concept of tourism, with its sustainable development plan, is considered the root or core of any project. One conceptual model for raising local community awareness in tourism development efforts, particularly on the island of Bali, is the Penglipuran Village ecotourism model in Bangli. The Penglipuran Tourism Village is implemented based on a community-based village management style. This form of village tourism management has created a peaceful destination with a landscape of elegant traditional house architecture and bamboo forests (A.A. Putu Bayu Surya Dharma Gede & Gede Yoga Kharisma Pradana, 2022).

Implementing this green destination involves numerous actions to address several challenges, such as a lack of awareness among local communities and tourists. This needs to be addressed to ensure continued progress in tourism in various regions across Indonesia with potential for development.

METHODS

The method used in this research is defined as a literature review. A literature review can be defined as a series of activities related to gathering information from literary sources, including reading, recording, and analyzing research texts.

This research addresses four key characteristics that authors must consider. First, researchers or authors deal directly with textual or quantitative data rather than relying on knowledge obtained directly through empirical observation. Second, library data is easily accessible, eliminating the need for field research as researchers can utilize library data sources. Third, library data is largely secondary, so researchers obtain material or data from third-party providers rather than directly from field sources. Finally, library data is not limited by time and space. Based on this, data collection in this study was conducted through reading and searching various journals, books, and documents.

RESULT AND DISCUSSION

Green Destination Concept and Principles. The green destination concept and principles are a strategic approach to developing sustainable tourism. This concept prioritizes an environmentally friendly tourism model, where management considers future needs by improving the quality of nature and the environment, and ensuring the strengthening and sustainability of the local economy.

This concept also aims to ensure that every tourism activity at a destination does not damage the environment and is able to control negative environmental impacts through the utilization of natural resources. Furthermore, this concept encourages companies operating in the tourism sector to achieve high environmental standards, create new environmental standards, and implement the latest environmental innovations.

According to Ringbeck et al. (2010), green destinations must implement four pillars:

- 1) Reducing carbon emissions from tourism activities.
- 2) Conserving biodiversity.
- 3) Implementing proper waste and waste management.
- 4) Maintaining the availability of water resources sustainably.

Benefits of Green Destination Development. The four pillars of a green destination should theoretically be established if supported by various elements, including appropriate legislation and good governance, stakeholder engagement, availability of capital and finance, capacity building and education, and effective marketing and public relations plans (Nezakati & Hosseinpour, 2014).

Developing ecotourism as a type of green destination has been shown to reduce environmental damage while also offering long-term financial benefits. A focus on ecotourism allows tourists to be directed to educational and sustainable experiences, thereby increasing understanding of the importance of environmental protection and empowering local communities. Furthermore, environmentally and economically sustainable tourism initiatives can help empower local communities and increase awareness of the need for nature conservation. Furthermore, ecologically and financially sound sustainable tourism methods can enhance a location's attractiveness, improve visitor experiences, and ultimately increase income and economic benefits for residents (Hidayat et al., 2020).

Green tourism and green tourism marketing plans should increase visitor numbers, ultimately resulting in greater profits. If carefully managed, a green location can contribute to increased income. Furthermore, a green destination is managed seriously. In that case, it can provide benefits and contribute to coherent land management and ecological well-being, as well as contribute significantly to a healthy economic foundation. Green tourism is a type of ecotourism that supports sustainable tourism. Green tourism ensures the availability of sufficient environmental, economic, social, and cultural resources for the future (Ringbeck et al., 2010). Green tourism, if properly considered, can be a major leap forward in sustainable land management (I Made Widianegara, I Made Deddy Sandrawan, 2016) and help build a strong economic base for rural communities. Green tourism villages are village developments centered on tourism with conservation themes, such as the sustainable conservation of nature, the economy, and the socio-cultural well-being of the surrounding community. The goals and benefits of developing green tourism villages include:

- 1) Improving the social and economic well-being of communities through the expansion of local resources.
- 2) Raising awareness of the importance of the environment to enable sustainable and long-lasting development.
- 3) Increasing participatory involvement in the planning process.
- 4) Provide a general sense of well-being to the community, with components of happiness and satisfaction.
- 5) Promote tourism that benefits the environment and local communities, rather than causing detrimental impacts.
- 6) Promote a balance between tourist satisfaction and resident satisfaction to prevent social conflict within the local community.

Implementing Green Destinations in Various Regions. In addition to Penglipuran Village (Bali) and Nglanggeran Village (Yogyakarta), various regions in Indonesia have adopted a green destination approach that prioritizes the principles of environmental, social, and economic sustainability.

One example is the Jodipan Colorful Village in Malang City, East Java, which has successfully transformed a slum area into a community-based tourist destination. This initiative began as a student social project and later evolved into a collaboration between the government, the private sector, and residents. The village now not only attracts tourists but also empowers the local economy through MSMEs and local guide services (Aisyah & Febriana, 2020).

Another example is Komodo National Park in East Nusa Tenggara, which implements a conservative ecotourism approach. This includes restrictions on tourist visits, a zoning system, and community involvement as rangers and local entrepreneurs. This area exemplifies the harmony between endemic species conservation and community economic sustainability (Suprihardjo & Herlambang, 2019).

In an urban setting, the Wonorejo Mangrove Ecotourism in Surabaya demonstrates how coastal areas can be rehabilitated and simultaneously utilized as educational destinations. Visitors are introduced to the mangrove ecosystem and the importance of coastal conservation. This area also serves as a research and educational site for schools and universities (Fitriani & Susilo, 2021).

Multi-Statley Roles in Green Destination Development. The success of green destination development depends heavily on effective collaboration between various stakeholders. Each group has a unique role and responsibility in creating sustainable and environmentally friendly tourism destinations.

The government plays a key role in designing and implementing policies that support green destination development. They are responsible for creating regulations that encourage sustainable practices, providing incentives for industry players, and ensuring that infrastructure meets environmental standards (Suparjo et al., 2024). Furthermore, the government also plays a role in facilitating dialogue between stakeholders and coordinating environmental conservation efforts.

Local communities are the guardians of the culture and environment at tourist destinations. Their involvement in the decision-making process is crucial to ensure that tourism development does not damage cultural heritage and natural resources (Setiadi & Widyastuti, 2025). Local communities can contribute through participation in training programs, resource management, and the promotion of sustainable local products.

Industry actors, including hoteliers, restaurants, tourism service providers, and local artisans, have a crucial role in implementing sustainable practices. They can commit to adopting environmentally friendly operational methods, such as waste reduction, renewable energy use, and efficient water management. Collaboration between industry players and the government can generate innovations that support sustainability.

Tourists also have a responsibility to support the development of green destinations (Salvatore, 2024). By choosing to visit destinations that implement sustainable practices and respect local culture and the environment, tourists can contribute to the preservation of resources. Educational resources about responsible travel behavior are crucial for raising awareness about the impact of tourism on the environment.

Challenges and Solutions in Developing Green Destinations. Although the green destination concept offers great potential for creating sustainable tourism, its implementation still faces a number of significant challenges, especially in developing countries like Indonesia.

First, low environmental awareness among the public, businesses, and tourists remains a major obstacle. Many do not yet understand the importance of preserving environmental sustainability and are not accustomed to practicing responsible travel behavior (Harrison, 2001).

Second, limited resources, both financial and human, hinder the development of green infrastructure and the implementation of comprehensive environmental education. Many tourist destinations lack sufficient funds to develop waste management systems, renewable energy, or environmentally friendly transportation (Dodds & Joppe, 2001).

Third, there is resistance from businesses reluctant to shift to sustainability-oriented systems because they perceive them as increasing operational costs. Many tourism operators still pursue short-term profits without considering the long-term environmental and social impacts (Gibson et al., 2003).

To address these challenges, several strategic solutions can be implemented:

- 1) Increasing human resource capacity through intensive training on the principles of sustainable tourism, waste management, and eco-friendly hospitality (Lee & Hsu, 2011).
- 2) Implementing green policy incentives such as tax breaks for environmentally friendly accommodations, eco-tourism labeling, and subsidies for clean energy use (Harrison, 2001).
- 3) Digital campaigns and tourist education, through social media, travel apps, and online campaigns, to raise tourist awareness of the importance of ecological responsibility while traveling (Nezakati & Hosseinpour, 2014).

CONCLUSION

Developing green destinations is a strategic step in realizing sustainable tourism that not only considers environmental aspects but also social and economic ones. This concept emphasizes the importance of collaboration between various stakeholders, including the government, local communities, industry players, and tourists, to create environmentally friendly and sustainable destinations.

By implementing green destination principles, such as reducing carbon emissions, preserving biodiversity, managing waste effectively, and managing water resources sustainably, it is hoped that the negative impacts of tourism on the environment can be minimized and the welfare of local communities can be improved.

However, challenges such as low environmental awareness, limited resources, and resistance from business actors still need to be addressed. Strategic solutions such as improving human resource capacity, implementing green policy incentives, and educational campaigns can help overcome these

obstacles. Thus, green destinations will not only provide long-term economic benefits but also contribute to environmental and cultural preservation and enhance the quality of the tourist experience.

REFERENCES

- A.A. Putu Bayu Surya Dharma Gede, & Gede Yoga Kharisma Pradana². (2022). Implikasi Penataan Desa Wisata Penglipuran terhadap Kelestarian Budaya Bali. *Jurnal Pariwisata Indonesia*, 18(1), 1–14. <https://doi.org/10.53691/jpi.v18i1.269>
- Aisyah, L., & Febriana, S. (2020). Pemberdayaan masyarakat dalam pengembangan Kampung Warna-Warni Jodipan sebagai destinasi wisata kreatif. *Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, 4(1), 45–52.
- Aryana Sukma -, A., Konsep Wisata Desa Hijau, I., Studi Perencanaan Wilayah dan Kota Universitas Islam Sultan Agung Semarang Jl Kaligawe Raya No, P. K., Kulon, T., Genuk, K., Semarang, K., & Tengah, J. (2022). IMPLEMENTASI KONSEP DESA WISATA HIJAU Studi kasus : Dieng Plateu, Lombok Barat, Lombok Tengah. *Jurnal Kajian Ruang*, 2(2), 214–228. <http://jurnal.unissula.ac.id/index.php/kr>
- Council, G. Sustainable T. (2019). *Kriteria Destinasi Global Sustainable Tourism Council*. 0–17. <https://www.gstcouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0-Bahasa-Indonesia.pdf>
- Dodds, R., & Joppe, M. (2001). A case study of sustainable tourism development in the Maldives. *Current Issues in Tourism*, 4(5), 416–435.
- Fitriani, R., & Susilo, S. (2021). Pengembangan ekowisata mangrove Wonorejo Surabaya sebagai media edukasi lingkungan. *Jurnal Kepariwisata Indonesia*, 15(2), 85–93.
- Gibson, H., Kaplanidou, K., & Kang, S.-J. (2003). Urban green tourism: Travel experiences that inspire physically active and socially interactive experiences. *Journal of Sport Tourism*, 8(3), 324–333.
- Harrison, D. (2001). *Tourism and the Less Developed World: Issues and Case Studies*. CABI Publishing.
- Hidayat, R., Riza Mahendra, T., & Octavia, I. (2020). "Green Destination Tourism" Reviewed from an Islamic Economic Perspective (Case Study in Pulesari Yogyakarta Tourist Village). *Majalah Ilmiah Bijak*, 17(2), 255–263. <https://doi.org/10.31334/bijak.v17i2.730>
- I Made Widiantra, I Made Deddy Sandrawan, I. G. A. A. S. (2016). *Green Ethic Behavior, Balinese Culture, and Green Marketing for Sustainable Tourism in Bali*. 1–23.
- Lee, W.-H., & Hsu, F.-M. (2011). Understanding how Green Tourism can be developed: Theoretical and managerial perspectives. *International Journal of Hospitality Management*, 30(4), 1012–1020.
- Nezakati, H., & Hosseinpour, M. (2014). Green Tourism: An Opportunity for Sustainable Development. *Global Journal of Management and Business Research*, 14(3), 1–8.
- Rahimullah, M. I., Fadjarajani, S., & Darmawan, C. (n.d.). KONSERVASI DAN PARIWISATA: STUDY KASUS PENGELOLAAN GREEN CANYON PANGANDARAN Studi Pendidikan Geografi Universitas Siliwangi A. LATAR BELAKANG Green Canyon Pangandaran, yang terletak di Desa Kertayasa, Kecamatan Cijulang, Kabupaten Pangandaran, merup. 21, 43–49.
- Ringbeck, J., El-Adawi, A., & Gautam, A. (2010). Green Tourism: A Road Map for Transformation. *Booz & Company Inc.*, 1–20.
- Salvatore, R. (2024). The Tourism Transition of Green Destinations in the Post-pandemic. *Nature-Based Tourism and Wellbeing*, June, 181–191. <https://doi.org/10.1079/9781800621411.0016>
- Setiadi, S., & Widyastuti, S. (2025). *Towards Sustainable Tourism: Impact Evaluation of Green Marketing Strategies and Related Factors: A Systematic Literature Review*. 7(1), 375–388.
- Suparjo, S., Dana, Y. A., Mahda Kumala, C., & Sri Sunarsih, E. (2024). Stakeholder Collaboration in Sustainable Tourism Development in Tana Toraja, South Sulawesi Province, Indonesia: Efforts to Improve Tourist Visits. *Journal of Economics, Finance and Management Studies*, 07(06), 3669–3677. <https://doi.org/10.47191/jefms/v7-i6-58>
- Suprihardjo, R., & Herlambang, W. (2019). Implementasi pengelolaan berkelanjutan di Taman Nasional Komodo. *Jurnal Manajemen Sumber Daya Alam Dan Lingkungan*, 9(1), 29–38.

