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IMPLEMENTATION POLICY TOURIST BASED LOCAL RESOURCES AND WISDOM IN THE FRAMEWORK OF REALIZING A GREEN ECONOMY

I Wayan Werasmana Sancaya[1], Anak Agung Gde Krisna Paramita[2]
[1,2]Faculty of Economics and Business, Warmadewa University, Bali, Indonesia

Abstract

This study analyzes the implementation of tourism policies based on local wisdom and natural resources within the framework of realizing a green economy in Indonesia. The rapid growth of the tourism sector has generated economic opportunities but also negative impacts on the environment and the erosion of local cultural values when tourism is not managed sustainably. This study aims to examine the legal and policy frameworks governing local-wisdom-based and green tourism, evaluate policy implementation and its supporting and inhibiting factors, and formulate an integrated sustainable tourism development model. This research employs a normative juridical approach complemented by an empirical approach with a descriptive qualitative design. Data were collected through literature reviews, in-depth interviews with stakeholders, field observations at selected tourist destinations, and Focus Group Discussions (FGDs), and were analyzed interactively through data reduction, data presentation, and conclusion drawing. The results show that Indonesia has an adequate constitutional and regulatory framework, including the 1945 Constitution, Law Number 10 of 2009 on Tourism, Government Regulation Number 50 of 2011, and Minister of Tourism and Creative Economy Regulation Number 9 of 2021. However, implementation remains constrained by regulatory disharmony, sectoral fragmentation, limited operationalization of local wisdom, institutional weaknesses, inadequate human resources and infrastructure, and conflicts between conservation and resource exploitation. Therefore, sustainable tourism development requires five pillars: regulatory harmonization, institutional and human resource capacity building, strengthened community participation, sustainable infrastructure and promotion, and cross-stakeholder collaboration. These measures are essential to achieving tourism that is economically beneficial, socially equitable, and ecologically sustainable.

Keywords: Green Economy, Local Wisdom, Tourism Law, Implementation Policy, Tourism Sustainable

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akbentar@gmail.com
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INTRODUCTION

Indonesia, as an archipelagic country rich in natural resources, culture, history, and traditions, has significant tourism potential. However, the rapid growth of tourism also creates serious challenges to ecosystem and local sustainability (K. A. K. Saputra, Dharmawan, Kawisana, et al., 2025). Mass tourism has generated negative environmental and socio-cultural impacts, including coastal ecosystem degradation, deforestation, increasing carbon emissions, and disruption of local community life (Romanelli et al., 2021). In this context, the green economy emerges as an alternative development paradigm that seeks to balance economic growth, environmental protection, and social welfare (Miranthi et al., 2026).

The green economy emphasizes sustainable economic growth through environmentally friendly strategies, including proportional and sustainable use of natural resources, carbon emission reduction, and environmental protection (K. A. K. Saputra, 2021; Sara & Saputra, 2021). In tourism, this approach also emphasizes local community empowerment and inclusive economic development to ensure fair distribution of benefits among stakeholders (K. A. K. S. Saputra & Jayawarsa, 2023). Local wisdom plays an important role in realizing this approach because local values, norms, and practices have historically supported harmony between human needs and environmental sustainability. In Bali, the philosophy of Tri Hita Karana provides a foundation for balancing humans, nature, and God in green economic practices (K. A. K. Saputra & Sancaya, 2026). Similarly, in Papua, customary values that regard nature as

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an integral part of community identity and livelihood provide a strong foundation for nature-based circular economic development (Sancaya et al., 2025).

The 1945 Constitution of the Republic of Indonesia recognizes customary law communities and their traditional rights, including cultural traditions and local wisdom, through Article 18B paragraph (2). This constitutional recognition provides a legal basis for integrating local wisdom into tourism development policies. Nevertheless, the implementation of tourism policies based on natural resources and local wisdom within a green economy framework continues to face regulatory, institutional, human resource, and community participation challenges (K. A. K. Saputra et al., 2026).

Based on this background, this study aims to analyze the implementation of tourism policies based on natural resources and local wisdom within a green economy framework. Specifically, it examines: (1) the legal and policy framework regulating local-wisdom-based and green tourism in Indonesia; (2) policy implementation in various regions, including its supporting and inhibiting factors; and (3) an integrated sustainable tourism development model that incorporates natural resources, local wisdom, and green economy principles. This study is expected to contribute theoretically to tourism law and practically to sustainable tourism policy development in Indonesia.

METHODS

This study uses a normative juridical approach enriched with an empirical approach to get a comprehensive overview of the implementation of tourism policy based on local resources and wisdom within the framework of realizing a green economy. The normative juridical approach is used to analyze the legal framework and policies that regulate tourism based on local wisdom and a green economy in Indonesia. The empirical approach is used to study the implementation of policies in the field through case studies in several areas that have been implementing tourism models based on local wisdom and a green economy.

Types of research. This is a descriptive analytical study with a qualitative research specification. Descriptive research aims to describe in a systematic, factual, and accurate manner the facts and characteristics of the implementation of tourism policy based on local resources and wisdom within the framework of realizing a green economy. Qualitative research was chosen because it allows researchers to understand in depth the meanings, perceptions, and experiences of stakeholders in implementing the policy.

Data sources in this study consist of primary data and secondary data. Primary data is obtained through in-depth interviews with stakeholders involved in the implementation of tourism policy based on local wisdom, including local government officials, tourism destination managers, traditional community leaders, tourism business actors, and local communities. In addition to interviews, primary data was also obtained through field observations in several tourism destinations that have been implementing tourism models based on local wisdom and a green economy.

Secondary data is obtained through literature studies that include legislation in the fields of tourism, environmental protection, and regional autonomy; policy documents such as the National Tourism Development Master Plan, National Medium-Term Development Plan, and other regional planning documents; and scientific literature in the form of books, journals, articles, and previous research results relevant to the research topic. The literature study also includes an analysis of various research reports, scientific articles, and official publications from government institutions and international organizations discussing sustainable tourism, the green economy, and local wisdom.

Data collection techniques were carried out through a number of stages. First, document studies were conducted to collect and analyze various regulations, policy documents, and relevant scientific literature. Second, in-depth interviews were conducted with key informants using semi-structured interview guidelines. Third, field observations were conducted to directly observe the implementation of policies at the selected tourism destinations. Fourth, Focus Group Discussions (FGD) were conducted involving various stakeholders to discuss research findings and formulate policy recommendations.

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Data analysis was performed using qualitative interactive analysis techniques, which include three main components: data reduction, data presentation, and conclusion drawing/verification. Data reduction is carried out through the process of selecting, focusing, simplifying, and abstracting the collected raw data from various sources. Data presentation is done in the form of descriptive narratives, matrices, and diagrams to make understanding and interpretation easier. Conclusions are drawn inductively, with continuous verification of the findings obtained.

Data validity in this study is guaranteed through a number of techniques. First, source triangulation is conducted by comparing information from various different sources. Second, method triangulation is conducted by using various data collection techniques to obtain mutually relevant and complete data and to confirm the findings. Third, member checking is conducted by confirming the research findings with the informants to ensure the accuracy of the researcher's interpretation.

RESULT AND DISCUSSION

Legal and Policy Framework for Tourism Based on Local Wisdom and Green Economy. Research results show that Indonesia has an adequate legal and policy framework to support the development of tourism based on local wisdom and a green economy. Constitutional recognition of customary law communities and traditional rights as arranged in Article 18B paragraph (2) of the 1945 Constitution of the Republic of Indonesia becomes a fundamental foundation for the integration of local wisdom in development policy. Law Number 10 of 2009 concerning Tourism explicitly mentions the principle of tourism organization that highly upholds local cultural diversity and wisdom (K. A. K. Saputra, Laksmi, & Dharmawan, 2025; K. A. K. Saputra, Laksmi, & Noordin, 2025).

Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan 2010–2025 becomes a planning instrument that directs national tourism development with attention to sustainability aspects. Regulation of the Minister of Tourism and Creative Economy Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations provides technical guidance for the development of sustainable tourism destinations. Law Number 32 of 2009 concerning Environmental Protection and Management also becomes an important instrument to emphasize environmental protection in every development activity, including tourism (K. A. K. Saputra, Dewi, Laksmi, et al., 2025; K. A. K. Saputra, Dharmawan, Kawisana, et al., 2025; K. A. K. Saputra, Laksmi, Noordin, et al., 2025).

However, this research finds a number of weaknesses in the existing legal and policy framework. First, there is still disharmony between various laws and regulations at the central and regional levels, which causes legal uncertainty in policy implementation. Second, some major regulations are still sectoral in nature and have not yet been integrated holistically between the tourism, environmental, and cultural sectors. Third, the regulation of local wisdom in legislation is still general in nature and has not yet been adequately operationalized in the form of standards, criteria, and measurable indicators. As shown in research in Tambrauw Regency, the absence of an operational tourism plan document is one of the main obstacles in policy implementation (Asiedu et al., 2024).

The central government through the Ministry of Tourism has made Penglipuran Tourism Village an example of tourism village development in Indonesia, with the hope that other regions can follow the concept and governance of Penglipuran without having to copy it entirely, but rather adjust it to the potential and characteristics of each region. This step is in line with the mandate of Constitution Number 18 of 2025, which for the first time officially regulates the narrative of tourism villages in the Constitution (Udgam Mishra & Uttam Mishra, 2025).

Implementation of Tourism Policy Based on Local Resources and Wisdom. Implementation of tourism policy based on local resources and wisdom in various areas shows significant variation, both in terms of success and challenges faced. Badung Regency in Bali is one of the districts that has great potential as a green economy model supported by global tourism, cultural diversity and uniqueness, and natural resources focused on sustainable and quality tourism. The Government of Badung Regency focuses on sustainable tourism based on a green economy, which is realized through a transformation

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toward integrated quality and sustainable tourism with environmental preservation, local culture, and community welfare. The main focus of sustainable tourism based on a green economy covers the development of green human resources, supporting spatial planning regulations for green open spaces, and the promotion of tourism products based on nature and culture (Ardilafiza et al., 2021; Ketut Jayawarsa et al., 2020).

Bali tourism practitioners added that sustainable tourism based on a green economy will open more space for green areas and strengthen attractions based on local culture and wisdom. Bali tourism should transform from mass tourism to high-quality tourism that prioritizes the environment and culture. The transformation of tourism based on a green economy focuses on the development of the tourism sector with sustainable principles and prioritizes the sustainability of natural ecosystems (Helmi et al., 2023; Kardana et al., 2022).

Gulamo Tourism Village in Kampar Regency, Riau, became an example of implementing tourism policy based on local wisdom through a systematic approach. The Kampar Regency Government through the Department of Tourism and Culture provides guidance and direction to related parties, such as the village government, tourism awareness groups (Pokdarwis), and the local community. This guidance covers clear directions regarding tourism management, environmental conservation, and cultural promotion. The delegation of duties and responsibilities is carried out to Pokdarwis and the village government to manage daily activities in the field, ensuring that the local community becomes the main actor in the development of their own tourism village. Guidance not only involves giving orders but also involves motivation and empowerment, fostering a sense of ownership and responsibility (Gede Agung et al., 2024; Surtikanti et al., 2019a).

The integration of local wisdom as a core component of guidance focuses on specific aspects, such as guiding the Tourism Group to develop tour packages that feature cultural traditions, guiding the community to apply traditional methods in maintaining the cleanliness of rivers and forests in accordance with customary values, as well as providing guidance to the community on how to interact with travelers in a friendly manner while upholding local norms and ethics. Thus, the guidance provided by the Kampar Regency Government is a strategic process to ensure that the vision of developing sustainable and locally based tourism in Gulamo is not merely discourse, but is truly implemented in the field through systematic guidance, delegation, and empowerment of all parties involved, especially the community (Lestari et al., 2024; Surtikanti et al., 2019b).

Peramun Hill in Belitung became a prime example of a green economy initiative in the tourism sector that has a positive impact on the local community's economy through management practices. Research shows that Peramun Hill has emerged as a source of new economic opportunities, with its management effectively utilizing the green economy concept to promote community empowerment as active participants in development. Emphasis on local wisdom becomes a strong attraction for tourists who are interested in cultural experiences, fostering a sense of pride among the population and creating related economic opportunities by offering unique village experiences (S. P. W. Lubis et al., 2022). Support from collaborative networks with policymakers facilitates access to important services and improves the development of Bukit Peramun within the framework of a green economy.

On the other hand, research in Tambrauw Regency, Southwest Papua, shows that tourism and cultural development faces five main problems: the absence of an operational tourism plan document, limited accessibility, weak participation of customary institutions, lack of digital promotion, as well as potential conflicts between conservation and exploitation of natural resources. Tambrauw Regency is one of the areas in Southwest Papua that has leading potential in the Blue Wonder (marine ecotourism) and Green Wonder (mountain ecotourism and customary culture) sectors; however, it has not yet been managed optimally because of various limitations in planning, infrastructure, promotion, and institutional capacity (Pradipta & Saraswati Putri, 2024).

Research in West Nusa Tenggara revealed that formal policy networks tend to be hierarchical and elitist, thus limiting the participation space of local actors in the decision-making process. On the other hand, community-based tourism practices present a more inclusive approach through strengthening

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local values and ethics, as well as independent management mechanisms that allow the distribution of benefits in a fairer manner. Synergy between adaptive policy networks, local wisdom, and a sustainable economy is key to building resilient tourism governance, particularly in the Global South (Dinar & Saputra, 2026; Nugroho, 2021).

Supporting and Inhibiting Factors in Policy Implementation. Based on research results, supporting factors for the implementation of tourism policy based on local resources and wisdom within the framework of realizing a green economy include:

First, political support and commitment from the regional government. The success of policy implementation is largely determined by the commitment and leadership of the regional government in developing sustainable tourism. In Badung Regency, for example, the Regent firmly stated that the regional government's focus is on sustainable tourism based on a green economy. In Muna Regency, research shows that policy implementation will run more effectively if supported by synergy across all regional government agencies through cross-sectoral collaboration.

Second, local wisdom and community cultural values. Local wisdom that lives and grows within the community becomes very valuable social capital for sustainable tourism development. Cultural values such as deliberation, mutual cooperation, and local community social institutions can be integrated with an understanding of positive law, so that the law is not perceived as foreign by the community. Penglipuran Village proves that tourism development can combine economic growth with the preservation of culture and local wisdom.

Third, community involvement and participation. Active community involvement in tourism management not only increases the effectiveness of green economy programs but also ensures that tourism development is in line with environmental sustainability and the welfare of the local community. Through tourism awareness organizations, the community can become the main driving force of sustainable tourism development.

Fourth, collaboration between stakeholders. Strengthening collaboration between regional governments, indigenous peoples' institutions, academics, and conservation NGOs becomes a key factor in realizing sustainable development. Research in West Nusa Tenggara shows that grassroots-based innovation and the integration of green economy principles become important factors in creating a tourism system that is not only sustainable but also resilient to disaster risks. Meanwhile, inhibiting factors for policy implementation include (Ho et al., 2023; Law et al., 2016):

First, limitations in human resources. Limitations in the quantity and quality of human resources become significant obstacles, including low community involvement due to the dominance of other more established economic activities. Research in Ngadas Village shows that the community focuses more on agricultural activities, so participation in the tourism sector remains limited.

Second, institutional and coordination weaknesses. Bureaucratic structures that have not optimally supported implementation are marked by the absence of clearly documented Standard Operating Procedures, inhibiting coordination and the effectiveness of policy implementation. Policy implementation still faces constraints in the form of the need to strengthen coordination between stakeholders.

Third, limitations in infrastructure and facilities. Limited facilities and accessibility become constraints in the development of tourism destinations. In Tambrauw Regency, limited accessibility and a lack of digital promotion become major obstacles.

Fourth, conflict between conservation and exploitation of natural resources. Potential conflicts between conservation and exploitation of natural resources become serious challenges in the development of tourism based on local wisdom. Research on mangrove ecotourism shows that although conservation based on local culture can increase ecological sustainability, significant obstacles still exist, including inadequate legal protection, tangled government authority, and minimal cooperation among stakeholders.

Development Model for Sustainable Tourism Based on Local Resources and Wisdom. Based on the research results and discussion, a sustainable tourism development model can be formulated

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that integrates natural resources, local wisdom, and green economy principles. This model consists of a number of main components (Liao et al., 2023; Zhu et al., 2023):

First, strengthening an integrated legal and policy framework. Harmonization is required between various laws and regulations at the central and regional government levels that regulate tourism, the environment, and culture. Regulations concerning local wisdom need to be operationalized in the form of measurable standards, criteria, and indicators. The government needs to encourage the formation of regional regulations that regulate the protection of informal tourism sector workers by integrating local values to realize fair legal and social protection.

Second, strengthening institutional capacity and human resources. Improvement of the capacity of regional governments is required in formulating sustainable, inclusive, and community-based tourism policies based on local wisdom. An integrated management model that places culture as the basis of development can increase the effectiveness of tourism management. Improving the quality of human resources, establishing Standard Operating Procedures, and strengthening community participation are strategic steps to support the successful development of tourism villages based on local wisdom.

Third, strengthening community participation and customary institutions. The involvement of communities and customary institutions at every stage of tourism development, starting from planning, implementation, to evaluation, is very important to ensure that tourism development is in line with the interests and values of the local community. Strengthening customary institutions and improving their participation in tourism management becomes a key factor.

Fourth, developing infrastructure and promotion based on local wisdom. Tourism infrastructure development must consider environmental sustainability and local wisdom. Tourism promotion needs to be strengthened through a digital approach without abandoning local values. Hargobinangun Tourism Village proves that the success of a tourism village lies in four main strategies, namely governance, human resource management, promotion digitalization, and maintaining natural sustainability.

Fifth, strengthening cross-sectoral collaboration and stakeholder engagement. Policy implementation will be more effective if supported by synergy across all regional government agencies through cross-sectoral collaboration. Collaboration between regional governments, indigenous peoples' institutions, academics, and conservation NGOs becomes a key factor in realizing sustainable development.

CONCLUSION

Based on the research results and discussion on the implementation of tourism policy based on local resources and wisdom within the framework of realizing a green economy, a number of conclusions can be drawn as follows.

First, Indonesia has an adequate legal and policy framework to support the development of tourism based on local wisdom and a green economy, which includes constitutional recognition of customary law communities in Article 18B paragraph (2) of the 1945 Constitution of the Republic of Indonesia, Law Number 10 of 2009 concerning Tourism, Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan, as well as Regulation of the Minister of Tourism and Creative Economy Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations. However, there is still disharmony between regulations, sectoral regulations that have not yet been integrated holistically, as well as regulations on local wisdom that are still general in nature and have not yet been adequately operationalized.

Second, the implementation of tourism policy based on local resources and wisdom in various areas shows significant variation. Successful implementation is determined by several supporting factors, namely political support and commitment from regional governments, local wisdom and community cultural values, community involvement and participation, as well as collaboration between stakeholders. Meanwhile, inhibiting factors include limitations in human resources, institutional and

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coordination weaknesses, limitations in infrastructure and facilities, as well as conflicts between conservation and exploitation of natural resources.

Third, the sustainable tourism development model that integrates natural resources, local wisdom, and green economy principles needs to include five main components: strengthening an integrated legal and policy framework; strengthening institutional capacity and human resources; strengthening community participation and customary institutions; developing infrastructure and promotion based on local wisdom; and strengthening cross-sectoral collaboration and stakeholder engagement.

Based on these conclusions, this research recommends several measures. First, there is a need for harmonization of legislation in the fields of tourism, environmental protection, and culture to create legal certainty and encourage sustainable tourism development. Second, there is a need to strengthen the capacity of regional governments in formulating sustainable, inclusive, and community-based tourism policies based on local wisdom through training, mentoring, and improvement of human resources. Third, there is a need to strengthen the role of customary institutions and local communities in tourism management through the recognition and protection of traditional rights, as well as increased participation in decision-making. Fourth, there is a need for the development of tourism infrastructure and promotion that takes into account environmental sustainability and local wisdom. Fifth, there is a need to strengthen cross-sectoral collaboration between the central government, regional governments, customary institutions, academics, business actors, and civil society in developing sustainable tourism.

This study has limitations, including the scope of the research area being limited to several specific areas, so the results may not be fully generalized to all of Indonesia. Further research is recommended to expand the coverage of the research area as well as to examine more deeply the aspects of customary law and the rights of customary law communities in the management of tourism based on local wisdom.

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