



Research Article



Green Village Tourism in Indonesia: Regulation, Development and Challenges

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Abstract: Tourism is essential to economic growth and development at the national, sectoral, and local levels. Almost all regions face conflicts of interest in the management of tourism and tourist villages, stemming from the inability of tourist location managers to balance all interests with frequently overlapping regulations and policies. This research aims to examine and analyze the authority of the village government in regulating and managing tourist villages based on ecological justice in villages around the Borobudur Temple area, exploring the regulatory model for managing tourist villages based on ecological justice in villages around the Borobudur Temple area. The study employs a sociological-legal approach that prioritizes field research. Data sources consist of primary legal materials obtained through interviews, secondary legal materials obtained from literature, and tertiary legal materials. The data analysis method employs a variety of techniques. The research results indicate that the village government around the Borobudur temple area has the authority to manage and regulate tourist villages. This authority includes preparing tourist village development plans, granting business permits, regulating tourism activities, developing human resources, and collaborating with related parties. The proposed tourism village management model is a setting that focuses on ecological justice: community participation, environmental management, local economic empowerment, education, and environmental awareness. Ecological justice-based tourism villages must ensure equitable distribution of economic, social, and environmental benefits among all local community members, including vulnerable and marginalized groups.

Keywords: Green; Regulation; Tourism; Village;



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INTRODUCTION

Economic development programs based on local wisdom and village potential in Indonesia have significantly reduced poverty and unemployment rates. According to the latest Central Statistics Agency (CSA) estimates, there are more than 27 million poor people in Indonesia. According to the Ministry of Home Affairs, Indonesia will have 271,349,889 residents in 2023. The estimate for Indonesia's poverty rate in 2023 is 10.14%. The 2023 Travel & Tourism Development Index report reveals significant economic growth from the tourism sector, ranking Indonesia 32nd (previously ranked 44th globally), indicating an increase of +4.7%.¹

Law No. 6 of 2014 concerning villages, the Village Law, is a concrete example of efforts to ensure that rural communities can build economic resilience. A bottom-up approach is one of the prerequisites for implementing a democratic system and community involvement because villages are no longer seen as implementers who only carry out policies and rules but as regulators of their household affairs by social norms

¹ Martina Pásková and others, 'Water Pollution Generated by Tourism: Review of System Dynamics Models', *Helijon*, 10.1 (2024), e23824 <https://doi.org/10.1016/J.HELIYON.2023.E23824>



and local customs.² Rural, economically prosperous, and socially just communities can realize their social life thanks to the diversity of culture, language, and customs, as well as the wealth of natural resources and beautiful scenery. Undoubtedly, society must make the most of its resources to achieve independence, progress, and communal prosperity. The community's capacity to maintain prosperity without relying on external sources will increase if the process of growing independence in managing village resources is successful.³

The tourist village positions the community or society as the leading actor in tourism development and uses it for the community's benefit. Self-help and community-based groups carry out social activities to increase tourism awareness, accommodate the role and involvement of the community in developing tourism in their area, increase the value of tourism, and empower it for community welfare. Communities or groups aim to increase regional tourism potential or attract significant players. Additionally, these groups or communities prepare themselves to host visitors. By utilizing their resources and abilities, communities in tourist villages take action to improve their economic welfare.⁴ Local tourism, also known as village tourism, influences the economy, environment, destination residents, and tourists. The development of tourist destinations, tourism management, and monitoring of tourism activities necessitates a comprehensive strategy due to the numerous influences on production variables required to generate products and services for visitors and stakeholders in the tourism sector. This strategy is highly recommended for developing and implementing national and regional tourism policies and relevant international agreements or other procedures.⁵

The Organization for Economic Cooperation and Development noted that six countries had double-digit annual growth in incoming arrivals in 2018: Finland, Israel, Korea, Lithuania, Slovenia, and Turkey. Meanwhile, several other countries reported record numbers, including Australia, Canada, Greece, Hungary, Ireland, Poland, and the Slovak Republic. In contrast, Chile, Estonia, Latvia, Luxembourg, Norway, and the UK saw a decline in international tourist arrivals. This report shows that the Indonesian tourism sector still needs better management, even though Indonesia is not one of the member countries that experienced a significant decline.⁶ This was revealed by the 2019 World Travel & Tourism Council (WTTC), which provided significantly higher tourism contribution figures than the BPS data. According to WTTC calculations, tourism Gross domestic product (GDP) continues to grow, with an average annual growth rate of 9%. In 2018, the tourism GDP increased from IDR61.45 trillion to

² Dwi Putri Agustianingsih, Ariyaningsih, and Rajib Shaw, 'Community Disaster Resilience Using Multi-Hazard Assessment during Covid-19: The Case of Denpasar, Indonesia', *Natural Hazards Research*, 3.3 (2023), 572–82 <https://doi.org/https://doi.org/10.1016/j.nhres.2023.04.006>

³ Laurence L Delina and others, 'Are Capital Assets under Pressure? The State of and Challenges to Indigenous Rice Farming in the Cultural Ricescapes of Indonesia and the Philippines', *Journal of Rural Studies*, 106 (2024), 103235 <https://doi.org/https://doi.org/10.1016/j.jrurstud.2024.103235>

⁴ Armyanda Tussadiah and others, 'Assessment of Coastal Ecosystem Services and Its Condition for Policy Management Plan in East Nusa Tenggara, Indonesia', *Regional Studies in Marine Science*, 47 (2021), 101941 <https://doi.org/10.1016/j.rsma.2021.101941>

⁵ Gusti A J Kartini and others, '3D Model of Pawon Cave: The First Prehistoric Dwelling Discovery in West Java, Indonesia', *Digital Applications in Archaeology and Cultural Heritage*, 32 (2024), e00311 <https://doi.org/https://doi.org/10.1016/j.daach.2023.e00311>

⁶ Zainal Abidin and others, 'Perceived Risk and Attitude's Mediating Role between Tourism Knowledge and Visit Intention during the COVID-19 Pandemic: Implementation for Coastal-Ecotourism Management', *Heliyon*, 8.10 (2022), e10724 <https://doi.org/10.1016/j.heliyon.2022.e10724>



around IDR95.13 trillion. In 2019, the tourism GDP is estimated to grow by around 10 percent. Even though growth is relatively high, tourism's contribution to GDP is stagnant at below 6%. Its contribution to GDP only increased by 0.05%, from 5.81% in 2014 to 5.86% in 2019. Even though the WTTTC calculation is higher than the CSA, tourism's contribution to the national economy is still lower than the 2019 target in the Medium-Term Development Plan National 2015–2019.⁷

Central Java is one of the tourist destination provinces for both domestic and international visitors. The tourism industry in Central Java has a lot of room to grow. The continued expansion of the number of tourist locations in Central Java is a testament to efforts to encourage tourism development. In 2016, there were 515 tourist attraction units recorded in Central Java, compared to 917 in 2019. In contrast, the number of tourist attractions in Central Java in 2020 was 1,069, including 351 natural tourist attractions, 159 cultural site tourist attractions, 305 man-made structure tourist attractions, 71 essential tourist attractions, and 96 other tourist attractions. The goal is to boost economic activity, enhance Indonesia's reputation, enhance the well-being of local inhabitants, and create job opportunities. The goal of tourism development is to increase visitor spending to fulfill the regional development mission, which includes expanding the community's economic capacity, creating jobs to combat poverty and unemployment, and improving community health, intelligence, culture, and environmental awareness. Central Java. By enhancing human resources, institutions, the quality of the tourism sector, and the creative economy, as well as by creating tourism destinations and marketing, the adopted plan aims to improve the quality of tourism attractions or events in the region.⁸

Central Java boasts a multitude of tourist destinations dispersed across various cities and villages. One of the most popular tourist destinations is Borobudur Temple, located in Magelang Regency. In 2021, there were a total of 423.604 visitors, consisting of 422.930 domestic tourists and 674 foreign tourists. The number of tourists visiting Borobudur Temple has drastically decreased from the previous year, 2020; there were 997.250 people (965.699 domestic tourists and 31.551 foreign tourists).⁹ Beyond its potential to enhance community welfare, the tourism sector is inextricably linked to many obstacles and challenges in its regulation and management. The following factors identify several problems facing tourism development: First, weak initiatives to open and build new tourist attractions in tourism destinations following market interest trends. Second, weak management of potential tourist attractions in tourism destinations competes with other destinations to attract the interest and loyalty of existing tourist market segments.

Third, product management innovation and tourist attraction capacity, especially those oriented toward environmental conservation efforts, have not yet been developed. Fourth, there is a lack of diversity in the value of tourist attractions across various themes, which could be achieved by highlighting the uniqueness of local areas. s no integrated effort to handle the revitalization of tourist attractions in destinations

⁷ Dallen J Timothy, 'Participatory Planninga View of Tourism in Indonesia', *Annals of Tourism Research*, 26.2 (1999), 371–91 [https://doi.org/https://doi.org/10.1016/S0160-7383\(98\)00104-2](https://doi.org/https://doi.org/10.1016/S0160-7383(98)00104-2)

⁸ Matthew Libassi, 'Gold Conflict and Contested Conduct: Large- and Small-Scale Mining Subjectivities in Indonesia', *Geoforum*, 148 (2024), 103648 <https://doi.org/https://doi.org/10.1016/j.geoforum.2022.10.005>

⁹ Ainun Hasanah and Jing Wu, 'Spatial and Socioeconomic Characteristics of CO2 Emissions and Sequestration in Indonesian Cities', *Heliyon*, 9.11 (2023), e22000 <https://doi.org/https://doi.org/10.1016/j.heliyon.2023.e22000>



experiencing degradation, including environmental, socio-cultural, and economic degradation. The sixth issue pertains to the inadequate quality of human resources and the lack of support for public infrastructure and tourism facilities.¹⁰

Human resource productivity significantly impacts the production of other components, including natural resources, capital formation, technology, and entrepreneurship. Humans with various abilities, assisted by technology and entrepreneurship, can cultivate higher production and scarcer natural resources to meet development needs and improve people's welfare.¹¹ At a broader level, along with advances in science and technology, humans have moved excessively to exploit natural resources, reducing the degree of balance between humans and nature. An ecological disaster occurs because selfish, goal-hungry people pursue their wealth, group, and even region. Environmental degradation and widespread resource depletion have permeated modern civilization so much that government policies prioritize capital owners over society's survival with its environment. While capitalism does generate monetary prosperity, it also places a considerable burden on nature in the form of ecological destruction, ultimately resulting in ecological disaster and human extinction.¹²

Even though the legal framework and concepts already exist, problems with managing nature-based tourism still occur, at least in the following cases: First, in many cases, local communities are reluctant to participate in decision-making, even when seriously invited. Many local communities, hindered by their lack of experience in administrative procedures and widespread distrust of government authority, choose to avoid the negotiating table to seek other ways to advance their interests. This dramatically hinders local participation, particularly when it comes to making decisions about the promotion of nature-based tourism (ecological justice). Second, new users, such as migrant farmers, transnational companies, and the tourism sector, put additional pressure on natural resources.¹³

The scale and scope of these strains often depend on actors who are (at best) disengaged or (at worst) reluctant to support nature conservation, which makes it difficult for management authorities to address this issue. Third, management authorities' influence on resource use may be reduced as they are less dependent on traditional top-down policy implementation and law enforcement. Instead of simply implementing the suitable steps, these are negotiated beforehand, which may delay or hinder urgent protective measures, including promoting sustainable tourism.¹⁴

¹⁰ Titin Fatimah, 'The Impacts of Rural Tourism Initiatives on Cultural Landscape Sustainability in Borobudur Area', *Procedia Environmental Sciences*, 28 (2015), 567–77 <https://doi.org/https://doi.org/10.1016/j.proenv.2015.07.067>

¹¹ Ade Gafar Abdullah and others, 'Multi-Criteria Decision Making for Nuclear Power Plant Selection Using Fuzzy AHP: Evidence from Indonesia', *Energy and AI*, 14 (2023), 100263 <https://doi.org/https://doi.org/10.1016/j.egyai.2023.100263>

¹² Erond L Damanik and others, 'A Dazzling Night Vision: Medan Merdeka Square, a Historic Inner-City Area in Medan, Indonesia', *Social Sciences & Humanities Open*, 10 (2024), 100962 <https://doi.org/https://doi.org/10.1016/j.ssaho.2024.100962>

¹³ Veronica Long and Geoffrey Wall, 'Successful Tourism in Nusa Lembongan, Indonesia?', *Tourism Management*, 17.1 (1996), 43–50 [https://doi.org/https://doi.org/10.1016/0261-5177\(95\)00099-2](https://doi.org/https://doi.org/10.1016/0261-5177(95)00099-2)

¹⁴ Tonni Agustiono Kurniawan and others, 'Reforming MSWM in Sukunan (Yogyakarta, Indonesia): A Case-Study of Applying a Zero-Waste Approach Based on Circular Economy Paradigm', *Journal of Cleaner Production*, 284 (2021), 124775 <https://doi.org/https://doi.org/10.1016/j.jclepro.2020.124775>



Several obstacle villages face towards tourism include the reduction of quality rural human resources due to the increasing population migration from villages to cities (urban) and the productivity of rural resources, which cannot compete with urban resources, causing an increasingly weak position. Rural bargaining in the context of national development results in a higher poverty rate in rural areas than in urban areas. In 2011, there were 17.9 million poor people in villages, while in cities, there were 10.6 million, and tourism development activities in rural areas are often carried out incorrectly by implementing mass tourism development patterns that damage the environment. The tourism sector is one sector that can be relied on to improve this condition. Encouraging the growth of tourism in villages will not only improve the local economy, increase socio-cultural values, and preserve the environment. Types of tourism interest directly related to this include natural, cultural, creative, and adventure tourism, which have strong roots in rural resources.¹⁵

From an ecological perspective, the environment can be seen as a system comprising subsystems. Humans are considered a subsystem in the environmental ecosystem. Therefore, to establish an interdependent relationship between humans and the environment, an integrated management model is necessary to foster harmony and balance among the existing ecosystem subsystems.¹⁶ According to Jennifer Sumner's (2023) findings, several previous research results indicate that the tourism sector in Indonesia faces several challenges, with the economic industry playing a crucial role. Using Loxley's framework, the research analyzes community economic development and discovers how food-based tourism contributes to the larger rural community.¹⁷ Furthermore, Sulistiyani et al. (2020) identified challenges to environmental quality, particularly the issue of climate change, which is currently causing significant disruption to society. However, the government's bureaucracy can enhance the distribution and management of green space. Long-term development of a green bureaucracy, including green village innovation, is imperative for the government.¹⁸

In their research, Li Yanan et al. (2024) reminded us that tourism management in rural areas that is not harmonious has many negative impacts on the existence of traditional villages and their customs.¹⁹ In another study, Chiwaridzo (2024) asserted that infrastructure obstacles hinder the promotion of green tourism. Therefore, policymakers need effective strategies to prioritize investments in green building technologies, waste management, community engagement, and sustainable supply chains.²⁰ Almost in line with this research, Haoxuan Yu et al. (2024), in the case study

¹⁵ Gélica Inteca and others, 'The Tourism Industry Keeps Beaches Clean in Mozambique', *Marine Pollution Bulletin*, 196 (2023), 115615 <https://doi.org/https://doi.org/10.1016/j.marpolbul.2023.115615>

¹⁶ Aristyowati Aristyowati, Evawani Ellisa, and Ahmad Gamal, 'An Investigation of Socio-Spatial Equality in Blue-Green Space at the Setu Babakan Area, Jakarta', *City and Environment Interactions*, 22 (2024), 100137 <https://doi.org/https://doi.org/10.1016/j.cacint.2023.100137>

¹⁷ Jennifer Sumner, 'Food, Tourism, and Rural Community Development: Close Encounters of the Nourishing Kind?', in *Handbook on Tourism and Rural Community Development* (Edward Elgar Publishing, 2023), pp. 153–65 <https://doi.org/10.4337/9781800370067.00020>

¹⁸ A T Sulistiyani and others, 'Bureaucratic Role in Green Village Innovation Model at Yogyakarta, Indonesia', *IOP Conference Series: Earth and Environmental Science*, 423 (2020), 012035 <https://doi.org/10.1088/1755-1315/423/1/012035>

¹⁹ Li Yanan, Muhammad Azzam Ismail, and Asrul Aminuddin, 'How Has Rural Tourism Influenced the Sustainable Development of Traditional Villages? A Systematic Literature Review', *Heliyon*, 10.4 (2024), e25627 <https://doi.org/https://doi.org/10.1016/j.heliyon.2024.e25627>

²⁰ Option Takunda Chiwaridzo, 'Unleashing Tomorrow's Energy for Sustainable Development: Pioneering Green Building Technologies and Green Tourism Supply Chain Management in Zimbabwe's



of Sungai Lembing green tourism, concluded that combining visionary leadership, active community involvement, and persistent dedication can achieve a harmonious balance between economic development and environmental. ²¹ Meanwhile, this research focuses on discussing how to implement this approach effectively. Ultimately, this research aims to analyze the authority of village governments in regulating and managing tourist villages based on ecological justice and the implementation of green village tourism in Indonesia.

METHOD

This research employs a sociological juridical approach, emphasizing the practical application of legal aspects or relevant legislation to the subject of discussion while examining relevant legal norms. The research delves into the realities and facts of people's lives, exploring the functioning of the law in society. This approach, commonly called normative-empirical legal research, also goes by normative-applied legal research. The community serves as the primary data source for this type of research, while library materials serve as the secondary source. ²² Primary data sources provide facts or information directly gathered from the field. Primary data for this research were obtained from information from the village government, Village Consultative Body, and Village Owned Enterprises Managers, culinary, transportation, lodging, and other related entrepreneurs, village communities, the Head of the Tourism Service, the Head of the Cleanliness and Environment Service, the Head of the Licensing and Investment Service, and the Head of the Department Department of Industry, Trade, and Cooperatives. ²³ Secondary data was obtained from library literature materials by conducting document studies, theoretical archives, concepts, doctrines, and legal principles related to how to cite and study statutory regulations, theories from legal experts, legal dictionaries, legal encyclopedias, and scientific articles. Tertiary legal materials provide instructions and explanations for primary and secondary legal materials, such as legal dictionaries, Indonesian dictionaries, and encyclopedias. Research data was collected through library research by reviewing or discussing various sources from existing literature related to the problem being studied. Interviews, observations, questionnaires, and documentation were also used. The data analysis process uses a combination of methods, including descriptive statistical analysis and qualitative methods. ²⁴ Ecological justice-based tourism village management employs descriptive statistical analysis, which involves transforming research data according to conversion guidelines.

Tourism Sector', *Energy for Sustainable Development*, 78 (2024), 101382 <https://doi.org/10.1016/j.esd.2024.101382>

²¹ Haoxuan Yu and others, 'Sungai Lembing's Green Tourism: Pioneering the Future of Resource-Based Urban Renewal', *The Innovation*, 5.2 (2024), 100578 <https://doi.org/10.1016/j.xinn.2024.100578>

²² Abdul Kadir Jaelani and Muhammad Jihadul Hayat, 'The Proliferation of Regional Regulation Cancellation in Indonesia', *Journal of Human Rights, Culture and Legal System*, 2.2 (2022), 121–38 <https://doi.org/10.53955/jhcls.v2i2.38>

²³ Abdul Kadir Jaelani, Muhammad Jihadul Hayat, and others, 'Green Tourism Regulation on Sustainable Development: Droning from Indonesia and China', *Journal of Indonesian Legal Studies*, 8.2 (2023) <https://doi.org/10.15294/jils.v8i2.72210>

²⁴ Abdul Kadir Jaelani, Resti Dian Luthviati, and others, 'Indonesia Carbon Tax Policy: A Key Role in Sustainable Development Goals', 2024, p. 020040 <https://doi.org/10.1063/5.0202042>



RESULT AND DISCUSSION

The Impact of Ecological Justice Principles on the Indonesia Regulation of Green Village Tourism

These two regional regulations, Magelang Regency Regional Regulation No. 9 of 2018 regarding the Implementation of Tourism Business and Magelang Regency Regional Regulation No. 4 of 2015 regarding the Magelang Regency Tourism Development Master Plan for 2014-2034, regulate the organization of tourism in the region. These two regional regulations must explicitly define or explain the village's authority to supervise tourism activities. The Regional Tourism Strategic Area, which includes Tourism Strategic Area D, determines tourism development under the development theme of Borobudur in the Shadow of Merapi, as stated in Article 14 letter d. As a result, the regional government is the primary authority in tourism administration, not the village. Because paragraph 1 does not expressly reference the town but rather the community.²⁵

Magelang Regent Regulation No. 6 of 2019 pertains to the List of Village Authorities Based on Origin Rights and Village-Scale Local Authorities in Magelang Regency, and these provisions overlap. This provision explicitly states the village's authority to oversee village-owned tourism. This provision is consistent with the 2006 Minister of Home Affairs Regulation No. 30, which outlines the procedures for transferring regency or city government affairs to villages. This regulation delineates the authority of villages in tourism management and clarifies that the transfer of regency or city government affairs to villages includes the tourist sector. Following are the district/city government affairs that can be transferred to villages in the tourism sector: (a) the management of tourist objects in the village outside the tourism master plan; (b) the management of public recreation and entertainment areas in the village; (c) the recommendation of granting permits for the construction of tourism cottages in tourist areas in the village; and (d) assistance with tax collection for hotels and restaurants in the village.²⁶

Village Ministerial Decree No. 1 of 2015, regulates village tourism development outside the district/city tourism development master plan and includes provisions regarding village authority to manage tourism. This provision logically implies that the tourist villages near the Borobudur temple area lack the authority to regulate and manage tourism.²⁷ Article 76, Paragraph Village Law grants the villages surrounding the Borobudur temple area the authority to manage their tourism potential. This paragraph states that "Village assets can be in the form of village treasury land, customary land, village markets, boat mooring animal markets, village buildings, fish auctions, agricultural product auctions, village-owned forests, public baths, and other assets belonging to the village." Article 77, paragraph (2) indicates that the village conducts property management to enhance the village community's welfare and standard of living and increase village income. These two articles grant the village

²⁵ Levina Augusta Geraldine Pieter and Marcellinus Mandira Budi Utomo, 'Performance and Development Challenges of Micro-Small Bamboo Enterprises in Gunungkidul, Indonesia', *Advances in Bamboo Science*, 4 (2023), 100037 <https://doi.org/https://doi.org/10.1016/j.bamboo.2023.100037>

²⁶ Xiao Long Ma and others, 'The Action Logic and Interpretation Framework of Residents' Resistance in Rural Tourism Development', *Journal of Hospitality and Tourism Management*, 51 (2022), 79-87 <https://doi.org/https://doi.org/10.1016/j.jhtm.2022.02.031>

²⁷ Herry Purnomo and others, 'Community-Based Fire Prevention and Peatland Restoration in Indonesia: A Participatory Action Research Approach', *Environmental Development*, 50 (2024), 100971 <https://doi.org/https://doi.org/10.1016/j.envdev.2024.100971>



government the authority to manage village assets, particularly tourism communities.
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The surrounding village community developed in response to changing times, as evidenced by the many tourists visiting Borobudur temple and the advancement of science and technology. Consequently, the villages surrounding Borobudur temple became popular tourist destinations for local and international visitors. Research demonstrates that the Borobudur sub-district can promote high community participation to foster economic growth and decrease unemployment.²⁹ The village's accomplishments, as evidenced by the tourism ministry's certification of tourist villages and the bestowing of awards, also demonstrate the high level of community participation in Borobudur District. Candirejo Tourism Village, one of Borobudur District's tourist village categories, became an independent tourist village. Additionally, four villages—Karangrejo Tourism Village, Giritengah Tourism Village, Tuksongo Tourism Village, and Wanurejo Tourism Village—were awarded the advanced tourism village category. The developing tourism community category comprises five settlements: Karanganyar tourist village, Kebonsari tourist village, Kembanglimus tourist village, Ngargogondo tourist village, and Tanjungsari tourist village. Ngadiharjo Tourism Village, Tegalarum Tourism Village, Bigaran Tourism Village, Bumiharjo Tourism Village, Sambeng Tourism Village, and Majaksingi Tourism Village comprise the final cohort in the pilot tourism village category.³⁰

The four designated tourist village categories do not encompass additional tourist villages, including Kenalan Tourism Village, Borobudur Tourism Village, Wringinputih Tourism Village, and Giripurno Tourism Village. In addition to having been awarded one of the four tourist village categories previously mentioned, the Indonesian Minister of Tourism and Creative Economy certified two tourist villages in Borobudur District as sustainable tourist villages. The communities in question are Karangrejo Tourism Village and Candirejo Tourism Village.³¹ Tourist destinations serve as residences, employment hubs, and sites for social and cultural activities and host human habitation. Law No. 10 of 2009 concerning tourism strictly regulates the community's involvement in the tourism sector, defining tourism destinations as geographical areas in one or more administrative regions with tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities that enhance tourism realization. This implies that the community is a critical element of a tourist destination, and it is crucial to consider various community-related factors as the region expands. Numerous activities that can transform into tourism-related products demonstrate community involvement. Local culture, communal heritage, and festivals offer visitors a unique and innovative experience. Individuals with local knowledge

²⁸ Carya Maharja and others, 'Sea Swimming and Snorkeling in Tropical Coastal Blue Spaces and Mental Well-Being: Findings from Indonesian Island Communities during the COVID-19 Pandemic', *Journal of Outdoor Recreation and Tourism*, 41 (2023), 100584 <https://doi.org/https://doi.org/10.1016/j.jort.2022.100584>

²⁹ Hanang Samodra and others, 'The Geodiversity Site of Sentono Gentong in Pacitan, Indonesia: Geological Characteristics and Quantitative Assessment', *International Journal of Geoheritage and Parks*, 12.2 (2024), 196–208 <https://doi.org/https://doi.org/10.1016/j.ijgeop.2024.02.004>

³⁰ John D Watts and others, 'Incentivizing Compliance: Evaluating the Effectiveness of Targeted Village Incentives for Reducing Burning in Indonesia', *Forest Policy and Economics*, 108 (2019), 101956 <https://doi.org/https://doi.org/10.1016/j.forpol.2019.101956>

³¹ Thita M Mazya and others, 'Finding a Neue Gemeinschaft in Rural Indonesia: A Discussion of Forest Community Digital Transformation', *Forest Policy and Economics*, 148 (2023), 102913 <https://doi.org/https://doi.org/10.1016/j.forpol.2023.102913>



and policies will have a more comprehensive understanding of the tourism products produced and the repercussions they induce compared to those who originate from outside the tourist destination area. The most visible aspect of the aspirations of the residents of the villages surrounding the Borobudur temple area is their contribution to promoting village tourism products.³² Some factors that influence the interactions between residents at tourist destinations include their social status, gender, religion, and ethnicity. It is common for groups to make claims about who has the most or has the most to gain from tourism resources. Certain privileged groups frequently control the distribution or receipt of tourism profits in the villages surrounding the Borobudur temple area.³³

In light of this, it is imperative to prioritize equitable participation when promoting the development of tourist villages by ecological justice. Furthermore, it is essential to consider the socioeconomic class, gender, and ethnicity of individuals, particularly when considering the expansion of the tourism industry. One of the community's obstacles is its incapacity to perceive tourism as a local community development plan. Compared to other decision-makers involved in tourism development, residents are susceptible to exploitation due to a shortage of information, resources, and power. When participating in tourism villages near the Borobudur temple, the community generally encounters operational, structural, and capacity obstacles. These obstacles include the centralization of government, weak coordination, and a need for more data related to tourism. Additionally, the attitude of tourism actors, a lack of professional staff, the domination of local elites, inappropriate legal provisions, a scarcity of quality human resources (HR), and limited access to financial and economic capital and cultural restrictions are barriers. Poor communities also need help with capacity problems. Finally, there needs to be more interest in tourism among residents. These constraints can significantly impact community engagement concerning decision-making, appropriate planning, or the mutual sharing of tourism benefits.³⁴

Based on the results of observations in seven tourist villages (research locations), BUMN initiated the construction of a village economic hall as part of the tourism development management model, which prioritizes both growth (growth-oriented model) and community empowerment (community-based tourism development model). On the other hand, implementing the sustainable tourism development model, which integrates ecological justice-based village tourism principles, still needs to be completed. Table 1 below illustrates the results obtained based on the aspects measured or observed using the ecologically based guidelines for implementing sustainable tourism.

³² Hertiari Idajati, 'Cultural and Tourism Planning as Tool for City Revitalization The Case Study of Kalimas River, Surabaya-Indonesia', *Procedia - Social and Behavioral Sciences*, 135 (2014), 136–41 <https://doi.org/https://doi.org/10.1016/j.sbspro.2014.07.337>

³³ Purwanto and others, 'Land Cover Change Assessment Using Random Forest and CA Markov from Remote Sensing Images in the Protected Forest of South Malang, Indonesia', *Remote Sensing Applications: Society and Environment*, 32 (2023), 101061 <https://doi.org/https://doi.org/10.1016/j.rsase.2023.101061>

³⁴ Mark P. Hampton and Julia Jeyacheya, 'Power, Ownership and Tourism in Small Islands: Evidence from Indonesia', *World Development*, 70 (2015), 481–95 <https://doi.org/10.1016/j.worlddev.2014.12.007>

Table 1. Recapitulation of ecological justice-based tourism village management in villages around the Borobudur temple area.

Regional/village government	Score	Category
Related agencies	592,14	Good
Tuksongo Village	515,38	Enough
Borobudur Village	555,75	Enough
Kembanglimus Village	510,63	Enough
Karangrejo Village	522,25	Enough
Wanurejo Village	513,50	Enough
Candirejo Village	490,13	Enough
Majaksingi Village	518,63	Enough
Average	527,30	Enough

According to Table 1, the average score for ecological justice-based tourism village management (sustainable tourism) is 527.30, lower than the optimal maximum score of 870. Ecological justice-based tourism village management, as implemented by Magelang Regency's Regional Government, is commendable. However, in the tourist villages surrounding Borobudur temple, the classification remains "fair," as illustrated in Figure 1.

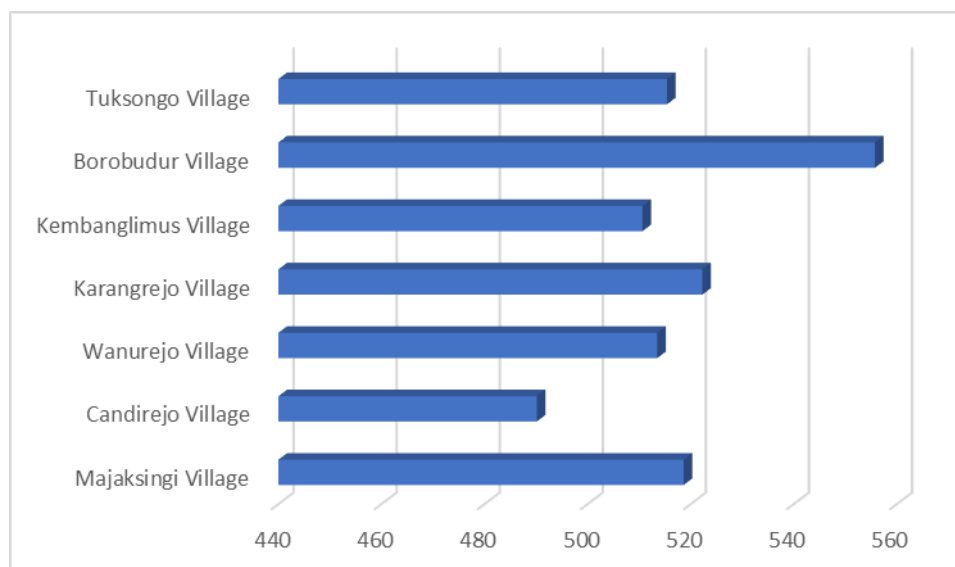


Figure 1. Graphic of ecological justice-based tourism village management in villages around the Borobudur temple area.

The capacity of tourist villages (village governments) to develop village regulations and village head regulations, as well as other rules related to tourism village management, remains minimal, resulting in a gap between regional governments (related agencies) and tourism village managers (village governments). The human



resources of the village's administrators need to be more sufficient in terms of their level of education and specialization. In addition, the limited availability of village funds to construct tourism infrastructure presents an opportunity for entrepreneurs with substantial capital to dominate it. This study delineates the components of sustainable management in detail to ensure clarity. These components are based on ecological justice, social and economic, cultural, and environmental sustainability.³⁵

Sustainable management based on ecological justice average management of tourist villages in the seven (seven) research locations falls into the 'good' or average category when it comes to the aspects and components of sustainable management, which include three sub-components: stakeholder involvement, management structure and framework, and managed pressure and change. e. The optimal maximum score is 260, and the average score is 17. This is in line with the data presented in Table 2.

Table 2. Recapitulation of the results of the analysis of sustainable management components (tourism villages based on ecological justice)

Code	Regional/village government	Score	Category
A1	Department of Tourism, Youth and Sports	198	Good
A2	Environmental services	182	Good
A3	PMD Department	181	Good
A4	Department of Trade, Cooperatives & SMEs	172	Enough
A5	Department of Investment and One Stop Integrated Services (DPMPTSP)	171	Enough
A6	BAPPEDA	187	Good
A7	BMKG	171	Enough
DW01	Tuksongo Village	165	Enough
DW02	Borobudur Village	172	Enough
DW03	Kembanglimus Village	166	Enough
DW04	Karangrejo Village	168	Enough
DW05	Wanurejo Village	166	Enough
DW06	Candirejo Village	166	Enough
DW07	Majaksingi	170	Enough

Multiple agencies achieved the "good" category in the sustainable tourist village management component, or ecological justice-based tourism village management, as demonstrated in Table 2. The average gain for the tourist village management

³⁵ Wikan Dinar Sunindyo and others, 'Should We Build a Metaverse for the New Capital of Indonesia?', *Heliyon*, 10.7 (2024), e29037 <https://doi.org/https://doi.org/10.1016/j.heliyon.2024.e29037>



component in each tourist village (research location) was in the "sufficient" category, as illustrated in Figure 2. below.

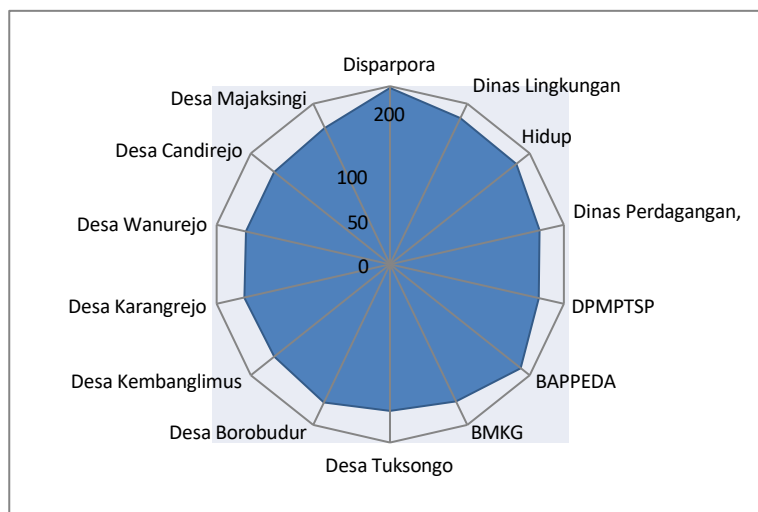


Figure 2. Sustainable management graphic (tourism village based on ecological justice)

The graph above reveals that nearly all of the tourist villages under investigation have responsible and pertinent organizations or groups, financial plans and budgets, and funding sources. Additionally, organizations (stakeholders, partnerships) are involved in a variety of activities, including sustainable administration. Nevertheless, most villages still need to have village and village head regulations that specifically govern the administration of tourist villages. Additionally, human resources that possess the necessary interest, commitment, and experience to oversee tourist village management organizations do not adequately support most tourist villages. As a result, tourist villages and destinations still lack governance processes and guidelines that align with sustainable principles and promote transparency, socialization, and accessibility. This is especially true for online accessible strategy documents and action plans (long, medium, or short-term). This implies a lack of development in the strategic plan or a failure to utilize stakeholder involvement fully. Additionally, there has yet to be an examination of the assets, issues, and risks mentioned in the planning documents, assuming that the tourist village has one.³⁶

Destinations (tourism villages) in the monitoring and evaluation (money) sub-component still need to possess money results documents that quantify specific indicators and targets associated with socio-economic, cultural, and environmental issues and that can be utilized to identify the results. As a result, tourist village administrators need help reviewing the previous monitoring system and scheduling it for the following review.³⁷ This research indicates that destinations need more evidence of regular communication or discussions with related tourism businesses regarding sustainability issues, such as through media, meetings, or direct contact. Furthermore, tourism villages must provide advice on sustainability tourism to business

³⁶ Andi Eka Saky and others, 'Sow the Seeds of Tsunami Ready Community in Indonesia: Lesson Learned from Tanjung Bena, Bali', *International Journal of Disaster Risk Reduction*, 87, August 2022 (2023), 103567 <https://doi.org/10.1016/j.ijdr.2023.103567>

³⁷ Zeng Hailiang, Ka Yin Chau, and Muhammad Waqas, 'Does Green Finance and Renewable Energy Promote Tourism for Sustainable Development: Empirical Evidence from China', *Renewable Energy*, 207 (2023), 660–71 <https://doi.org/10.1016/j.renene.2023.03.032>



stakeholders. Data on the No. and percentage (%) of tourism businesses certified to sustainable tourism standards (whether recognized or accredited by GSTC), with the aim of broader outreach and making tourism sustainable (tourist village certification, STC, etc.), is not available. Similarly, tourist villages need a current list of certified tourism-related business entities, and there are no plans or objectives for the No. of businesses to receive certification in the upcoming period.³⁸

In the research location, this study found no evidence supporting or facilitating public participation in the planning and managing of sustainable tourism destinations. Additionally, there needs to be more information on the form or level of support for public participation. Despite community surveys and other systematic feedback mechanisms addressing tourism issues, local communities' feedback still needs to be addressed. However, certain tourist villages where the local community receives tourism education, training information programs, and initiatives to uphold traditional values (community agreement, local wisdom-based methods), including consensus-building and mutual cooperation.³⁹ In addition to the involvement of local communities and tourism enterprises, visitor involvement is a critical component that requires examination. The observations at seven research locations indicate that tourist villages must optimally conduct and report visitor surveys (and other feedback mechanisms). Even when the tourist villages conduct surveys, they need to incorporate a study on visitor reactions to sustainability issues. Additionally, the tourist village still requires evidence of the actions taken to address the survey and visitor feedback findings, and they need examples of information visitors have provided regarding sustainability issues and how to respond to them.⁴⁰

Although promotional and informational activities are critical for tourist village management, most of the information and promotional materials with appropriate content still need to be displayed on the official websites of the tourist municipalities in the research area. Furthermore, the destination needs to identify a process for verifying the integrity and appropriateness of promotional information content related to tourist villages. There needed to be an indication of consultation with the community and local environmental and cultural agencies regarding the communication method and promotional content.⁴¹ This study found that the tourist villages in research locations (1) need management strategies (governance) and action plans that identify and address climate-related issues regarding climate change adaptation indicators. This is evident in the absence of regulations, guidelines, and zoning for developing tourism activities, which has accommodated climate change's consequences. Additionally, there has been no climate risk assessment that provides information on current and future risks. There needs to be evidence to consider the impact and contribution of local

³⁸ Ery Atmodjo, Machiel Lamers, and Arthur Mol, 'Financing Marine Conservation Tourism: Governing Entrance Fees in Raja Ampat, Indonesia', *Marine Policy*, 78 (2017), 181–88 <https://doi.org/https://doi.org/10.1016/j.marpol.2017.01.023>

³⁹ Nina Bittner, Nicole Bakker, and Thomas B. Long, 'Circular Economy and the Hospitality Industry: A Comparison of the Netherlands and Indonesia', *Journal of Cleaner Production*, 444 (2024), 141253 <https://doi.org/10.1016/j.jclepro.2024.141253>

⁴⁰ Fery Kurniawan and others, 'Vulnerability Assessment of Small Islands to Tourism: The Case of the Marine Tourism Park of the Gili Matra Islands, Indonesia', *Global Ecology and Conservation*, 6 (2016), 308–26 <https://doi.org/https://doi.org/10.1016/j.gecco.2016.04.001>

⁴¹ Titin Fatimah, 'Community-Based Spatial Arrangement for Sustainable Village Environmental Improvement – Case Study of Candirejo Village, Borobudur, Indonesia', *Energy Procedia*, 153 (2018), 389–95 <https://doi.org/https://doi.org/10.1016/j.egypro.2018.10.074>



ecosystems to climate change adaptation. Finally, there is no publicly available information regarding climate change.⁴²

When discussing risk and crisis management, the absence of village regulations regarding emergency response plans and crisis management is a significant issue. The tourist villages in the research location have not yet developed emergency response plans for tourism activities, including natural disasters, terrorism, health hazards, resource reduction, and other relevant matters. This also implies that the No. of programs that offer information and training to actors in destinations regarding local risks and crisis management could be much higher. Ensure that the local community receives economic benefits. Two items are the primary focus of the sub-component of benefits for the local economy: the support of local entrepreneurship and fair trade, the contribution of tourism to the local economy, and job and career opportunities; the influence of tourism on the local economy extends beyond the monetary donations to the village and the per capita income from tourism-related activities. Activities. This study found that most tourist villages in the research locations conducted economic data surveys independently or in collaboration with other entities (such as educational institutions and the Central Statistics Agency). Nonetheless, no annual reports in hardcopy or softcopy form detailed the direct and indirect economic contributions of tourism to destinations. In addition, destinations possess data regarding the results of economic impact measurements, which are the findings of economic surveys conducted at the destination. This data includes the distribution of economic benefits, total income, total expenditure, employment, and investment.

Secondly, the tourist village at the research location periodically organizes skills training programs or courses relevant to the local tourism sector. This is due to an agreement between the tourist village superintendent and the local tourism business entity stipulating that the latter must provide the community with reasonable job or career opportunities. In the planning and organizing training activities that promote regional tourism, women, young people, minorities, and individuals with physical limitations are all involved. To ensure the successful execution of these objectives and goals, the village government establishes a system for receiving and resolving complaints about employment-related issues at the destination. Third, the research location's tourist village administration fully supports MSMEs (micro, small, and medium enterprises) by offering business development opportunities, financing, and assistance. It facilitates the access of existing MSMEs to local tourism-related markets. It employs a strategy that involves establishing an agreement with the local tourism business entity, prioritizing the procurement of local products and services that meet established quality standards. Furthermore, the village government, working through the tourism village management, actively supports local farmers, artisans, and food producers in participating in the tourism value chain by integrating their products into local tourism activities.

Social and welfare implications. This tourist destination offers a variety of activities that emphasize experiences, as well as active forms of tourism that foster connections between visitors and residents. By emphasizing regional cultural characteristics, this tourist city sets itself apart from other tourist attractions. In addition, the expansion of tourism is a factor that stimulates and expedites economic growth. Tourism-related

⁴² Mega Sesotyaningtyas and Asnawi Manaf, 'Analysis of Sustainable Tourism Village Development at Kutoharjo Village, Kendal Regency of Central Java', *Procedia - Social and Behavioral Sciences*, 184 (2015), 273–80 <https://doi.org/https://doi.org/10.1016/j.sbspro.2015.05.091>



activities, such as consumption and investment, generate demand, encouraging the development of products and services. Visitors' travel purchases will promptly generate market demand for goods and services. Furthermore, the demand for investment derivatives (capital goods and raw materials) increases in response to visitors' final demand for products and services. To satisfy the demand for tourists, investment is required in various sectors, such as those associated with hotels and other accommodations, the craft and consumer products industries, services, and restaurants.⁴³

The development process in many tourist villages can bring benefits and risks to the community's social life, making it impossible to avoid. As with any endeavor to promote tourism, there will inevitably be beneficial and detrimental effects. Tours in tourist communities near Borobudur temple pique the interest of individuals from outside the region in traveling. Visitors require an item to satiate their desires during their travels, enabling residents of tourist villages near the Borobudur temple to attempt to meet these visitors' requirements. Residents experienced culture shock because it was simpler to earn a living after the tourism industry developed than it was before. The tourism sector engages most residents, aligning with the original purpose of promoting tourism. However, this has resulted in detrimental competition among the residents near the Borobudur temple (research location). Tourism influences the socio-cultural aspects of the environment. The arrival of a person or group of individuals from a different location naturally introduces their respective cultures, which have the potential to progressively alter the original socio-cultural system of the village community surrounding Borobudur temple.⁴⁴

The expansion of tourism in the vicinity of Borobudur Temple positively affects the income of the local populace. The income of various individuals, including business owners and service providers in the tourism industry, increased. Tourism growth in the research location's tourist city opens up new opportunities for residents to diversify their economy beyond agriculture. In the meantime, the rise in land values, which also suggests communal investment, has an indirect effect. The tourism industry facilitates earning money, increasing individuals' purchasing power and capacity to meet their needs. This orientation toward meeting needs is no longer limited to primary or secondary needs; it also includes tertiary needs.⁴⁵ The tourism village surrounding Borobudur Temple has a mechanism for connecting and facilitating local tourism business entities with the community. Furthermore, the mechanism connects and facilitates visits with the community to implement sustainability initiatives.

It is also crucial to consider the social environment in advance, including preventing exploitation and discrimination. Because social life is dynamic and highly susceptible, regulating or adhering to relevant laws and regulations is necessary. The research reveals that the tourist villages surrounding the Borobudur temple area lack established

⁴³ Beatrice Amabella Utari and others, 'Tourist Destination Choice on Five Priority Destinations of Indonesia during Health Crisis', *Journal of Destination Marketing & Management*, 32 (2024), 100880 <https://doi.org/https://doi.org/10.1016/j.jdmm.2024.100880>

⁴⁴ Alexandra Law and others, 'Transitioning to a Green Economy: The Case of Tourism in Bali, Indonesia', *Journal of Cleaner Production*, 111 (2016), 295–305 <https://doi.org/https://doi.org/10.1016/j.jclepro.2014.12.070>

⁴⁵ Serge Andréfouët, I.Made Iwan Dewantama, and Eghbert Elvan Ampou, 'Seaweed Farming Collapse and Fast Changing Socio-Ecosystems Exacerbated by Tourism and Natural Hazards in Indonesia: A View from Space and from the Households of Nusa Lembongan Island.', *Ocean & Coastal Management*, 207 (2021), 105586 <https://doi.org/https://doi.org/10.1016/j.ocecoaman.2021.105586>



village regulations that align with specific laws on human rights, exploitation, discrimination, and harassment. These destinations will use these regulations as references and implement them accordingly. 2) These destinations have not executed the socialization process regarding implementing laws related to human rights, exploitation, discrimination, and harassment to the best of their ability. 3) The tourist villages located near the Borobudur temple area do not currently have a system in place to monitor a variety of activities that have the potential to disrupt the occurrence of human rights violations, such as modern enslavement, human trafficking, and child labor. The monitoring results, while present, have not undergone rigorous evaluation and follow-up. 4) Tourism stakeholders are obligated to adhere to the regulations and protect and prevent human rights violations, such as trafficking, modern slavery, and child labor, despite the absence of village regulations or village head decisions that pertain to the prevention of exploitation and discrimination.⁴⁶

Green Village Tourism in Indonesia: Regulation, Development and Challenges

The equator crosses the archipelagic country of Indonesia, which is situated between the continents of Asia and Australia and the Pacific and Indian Oceans. Indonesia is a vast country, stretching from Sabang to Merauke. Indonesian society consists of various tribes and customs, each with its own regional language and rich and unique cultural characteristics. Each province, district, and village in Indonesia has enormous and extraordinary natural potential. Each province, district, and town in Indonesia has unique cultural characteristics and customs that attract tourists.⁴⁷ Villages are currently at the forefront of our territory and state system, so their role is essential and strategic in nation-building and Indonesia's integrity and sovereignty. Villages have replaced the old urban-centered development pattern. Therefore, accelerating and equalizing development throughout rural areas is hoped for. The urban-centric development pattern presents numerous challenges. The growing economic sector in urban areas creates a significant gap between villages and cities. This triggers urbanization with its various complex problems in villages and cities.⁴⁸

The government has currently issued Village Law and all its Implementing Regulations and Elaborations, the implementation of which will begin in 2015. The history of relations between the state and villages started with the publication of Law No. 5 of 1979 concerning village government. After 20 years, the state issued Law No. 22 of 1999 concerning regional autonomy, incorporating villages into its framework. Following this, the regional government issued Law No. 32 of 2004. In 2014, a new policy emerged that specifically regulated villages, namely Law No. 6 of 2014.⁴⁹ The Village Law marked a turning point in Indonesian village regulation. The Village Law places villages by the constitutional mandate by referring to Article 18 B paragraph 2 and Article 18 paragraph 7. The regulation establishes the village structure as a self-

⁴⁶ Hery Sigit Cahyadi and David Newsome, 'The Post COVID-19 Tourism Dilemma for Geoparks in Indonesia', *International Journal of Geoheritage and Parks*, 9.2 (2021), 199–211 <https://doi.org/https://doi.org/10.1016/j.ijgeop.2021.02.003>

⁴⁷ Yanan, Ismail, and Aminuddin.

⁴⁸ Daniella Oktalina Manalu, Yudhistya Ayu Kusumawati, and Cuk Tho, 'Developing Nusantara Mobile Application to Support Local Tourism in Indonesia', *Procedia Computer Science*, 227 (2023), 641–50 <https://doi.org/https://doi.org/10.1016/j.procs.2023.10.568>

⁴⁹ Putu Devi Rosalina and others, 'Rural Tourism Resource Management Strategies: A Case Study of Two Tourism Villages in Bali', *Tourism Management Perspectives*, 49 (2023), 101194 <https://doi.org/https://doi.org/10.1016/j.tmp.2023.101194>



governing community (village) and local self-government (region). It is expected that this order will accommodate the unity of traditional law communities, which is the basis for the diversity of the Republic of Indonesia.

The enactment of the regulation has led to the disbursement of funds for village development. The philosophy of village funds is to improve welfare and equitable village development through improving public services in villages, advancing the village economy, overcoming development gaps between villages, and strengthening village communities as subjects of development. The budget allocation directly to villages is set at 10% from and outside regional transfer funds. Other things to consider are population size, poverty rate, area size, and geographical difficulties. According to calculations in the Village Law's explanation, each village will receive approximately 14 billion in funds for advancement, 10% of regional transfers from the State Revenue and Expenditure Budget for village officials, totaling 59.2 trillion in addition to the Revenue Budget funds. The Regional Expenditure Budget allocates approximately 10% to 72 thousand villages across Indonesia.⁵⁰

According to Law concerning tourism, a person or group of people engages in tourism as a travel activity by visiting specific places for recreation, personal development, or studying the uniqueness of the visited tourist attractions for a brief period. A tourism area refers to a particular area constructed or established to cater to the needs of tourism. Tourism development aims to implement the development principles, aligning with the fifth principle of Pancasila and the regulation concerning tourism. This law emphasizes the importance of tourism development in promoting equitable business opportunities, reaping benefits, and adapting to the challenges of local, national, and global transformations. Community empowerment is a tool to ensure tourism development benefits the communities around tourism destinations. With tourism, the community is expected to benefit from tourism activities in their area.⁵¹

A tourist village is a rural area that provides an authentic atmosphere, reflecting social and cultural life, daily customs, building architecture, and village spatial structure. It has the potential to develop various tourism components, such as attractions, food and drink, souvenirs, and other tourism needs. According to Inskeep's definition, village tourism involves small groups of tourists in or near traditional, often remote villages, where they learn about village life and the local environment. Small groups of tourists stay in remote villages and gain an understanding of rural life and the local environment.⁵² While it is true that there are advantages to large-scale development, there are also some drawbacks to small-scale development. However, many experts recommend developing tourism on a small-scale basis. Increased community participation can only occur on a small scale. Korten asserted that the technocratic-

⁵⁰ Hady Pranoto and others, 'Augmented Reality Navigation Application to Promote Tourism to Local State Attraction "Lawang Sewu"', *Procedia Computer Science*, 216 (2023), 757–64 <https://doi.org/https://doi.org/10.1016/j.procs.2022.12.193>

⁵¹ Stefan Partelow and Katherine Nelson, 'Social Networks, Collective Action and the Evolution of Governance for Sustainable Tourism on the Gili Islands, Indonesia', *Marine Policy*, 112.August 2018 (2020), 103220 <https://doi.org/10.1016/j.marpol.2018.08.004>

⁵² Ching-Yi Tan and Siew-Voon Soon, 'Tourism Demand for Malaysia: Further Evidence from Panel Approaches', *Asia Pacific Management Review*, 28.4 (2023), 459–69 <https://doi.org/https://doi.org/10.1016/j.apmr.2022.12.006>



centralistic approach often overlooks the fundamental principle of development, which is to enhance the quality of human life and frequently causes harm to local communities. Local communities frequently experience marginalization, resulting in a decrease in their quality of life after development. On this basis, Korten in Pitana and several other experts emphasize the importance of reversing the centralized paradigm and implementing development from the bottom up, also known as bottom-up planning. Development is "social learning," which must come from behind (putting the last one first).⁵³

Sustainable development includes maintaining ecological integrity and diversification, fulfilling basic human needs, opening choices for future generations, reducing injustice, and increasing self-determination for local communities. One can argue that sustainable development aims to address the needs of society's future generations. Sustainable tourism development is often associated with alternative tourism. The concept of community tourism has gained popularity. Pilot projects in Bali, such as Sebatu, Jatiluwih, and Penglipuran Tourism Villages, have applied the idea of community tourism to other villages in Bali that were unique enough to become tourist villages. Each study village demonstrates a diverse range of potential, providing a unique and varied basis for a tourism village.⁵⁴

Planning rural tourism or promoting villages for tourist visits with various authentic activities is another way to bring the concept of community tourism to life. This approach ensures that the community shares the benefits of tourism equally and encourages the establishment of tourism businesses, increasing income and decreasing social jealousy within the community. Conversely, community tourism aims to achieve equilibrium among resources, society, and tourists. In this case, the local community is the leading actor in the development of popular tourism because it is the one who knows best the potential of the region or the character and capabilities of the elements in the village, including indigenous knowledge according to the wishes of the local community: of, by, and for the people.⁵⁵

The benchmark for people-based tourism development is the creation of harmonious relationships between local communities, natural and cultural resources, and tourists. First, there is a surge in enthusiasm for community development, as evidenced by the establishment of an organizational forum that caters to all community aspirations through a collaboration system between the government and local communities. Secondly, the community's physical environment remains sustainable. The approach involves conservation, promotion, and the establishment of harmonious life goals that balance natural, cultural, and human resources. The potential of natural and cultural resources is rediscovered. Third, economic

⁵³ Hilma Tamiami Fachrudin and Mohammad Dolok Lubis, 'Planning for Riverside Area as Water Tourism Destination to Improve Quality of Life Local Residents, Case Study: Batuan – Sikambang River, Medan, Indonesia', *Procedia - Social and Behavioral Sciences*, 234 (2016), 434–41 <https://doi.org/https://doi.org/10.1016/j.sbspro.2016.10.261>

⁵⁴ Nick Towner, 'How to Manage the Perfect Wave: Surfing Tourism Management in the Mentawai Islands, Indonesia', *Ocean & Coastal Management*, 119 (2016), 217–26 <https://doi.org/https://doi.org/10.1016/j.ocecoaman.2015.10.016>

⁵⁵ Stroma Cole, 'Water Worries: An Intersectional Feminist Political Ecology of Tourism and Water in Labuan Bajo, Indonesia', *Annals of Tourism Research*, 67 (2017), 14–24 <https://doi.org/https://doi.org/10.1016/j.annals.2017.07.018>



sustainability is ensured by promoting equality and justice in the enjoyment of development results; fourth, systems that benefit society are constructed, such as interoperable information systems. Fifth, it is crucial to maintain tourist satisfaction by ensuring better service, providing effective, efficient, and appropriate information, and prioritizing tourists' comfort. Next, there is the relationship between the components of community-based tourism development.⁵⁶

Community-based tourism is carried out with simplicity, maintaining the authenticity of nature and the environment, maintaining the authenticity of art and culture, customs, and habits of life (the way of life), creating calm and silence, preserving flora and fauna, and maintaining the living environment so that a balance between life and the natural surroundings is created. Ecotourism has four essential elements: pro-active elements (tourist involvement), concern for environmental preservation, participation of residents, and educational elements. Meanwhile, there are policies regarding ecotourism development.⁵⁷ Green tourism is a type of ecotourism that prioritizes sustainability, ensuring that it doesn't harm the tourist sites and cultural heritage sites it visits and is environmentally friendly. Naturally, the development of green tourism necessitates the continuous pursuit of certain principles. Natural places serving as tourist attractions must prioritize environmental conservation. The development of tourism under the concept of green tourism necessitates a comprehensive planning approach that considers various aspects. This development aims to reduce the adverse effects of tourism growth in a given area. Local communities, acting as hosts and visiting tourists, also contribute to developing green tourism facilities in tourist areas by fostering high environmental awareness. Environmental awareness will ensure future environmental preservation and sustainability. Ideally, tourism development is of maximum benefit to the community's welfare.⁵⁸

Local communities, as owners of local culture and wisdom that have developed into tourist attractions, should benefit from the existence and development of tourism in their area. The concept of green tourism not only creates jobs for local communities, but shapes their mindset, and empowers them in planning, implementation, monitoring, and evaluation. Economic benefits are allocated by increasing the capacity of local communities to be independent, empowered, and effective. Local communities are also expected to be creative in exploring their area's potential and local wisdom so that distinctive characteristics emerge that can differentiate one tourist village from another. The existence of funds generated or set aside for tourism activities for conservation is another economic benefit. The development of green tourism aims to foster a sense of respect and love for local culture while also

⁵⁶ Dumilah Ayuningtyas and others, 'Medical Tourism as the Improvement of Public Health Service: A Case Study in Bali and West Nusa Tenggara', *Enfermería Clínica*, 30 (2020), 127–29 <https://doi.org/https://doi.org/10.1016/j.enfcli.2020.06.029>

⁵⁷ Adiwana Fahlan Aritenang and Zahara Sitta Iskandar, 'Tourism Gentrification and P2P Accommodation: The Case of Airbnb in Bandung City', *City, Culture and Society*, 35 (2023), 100548 <https://doi.org/https://doi.org/10.1016/j.ccs.2023.100548>

⁵⁸ Rebecca Meckelburg and Agung Wardana, 'The Political Economy of Land Acquisition for Development in the Public Interest: The Case of Indonesia', *Land Use Policy*, 137 (2024), 107017 <https://doi.org/10.1016/j.landusepol.2023.107017>



encouraging visitors to appreciate the local customs of the community.⁵⁹ The concept of green tourism expects all tourism-related impacts, including social, economic, cultural, and environmental aspects, to be capable of absorbing adverse effects. For instance, effectively managing waste from tourism activities is crucial to prevent ecological damage. The development of green tourism is expected to be the best solution to maintain the resources used to remain sustainable, such as water, natural, and cultural resources. Green tourism must also serve as a solution for environmental conservation in a tourist destination.⁶⁰

The ecological justice-based tourism village management regulatory model includes principles and practices that aim to manage tourist villages sustainably and environmentally friendly. The principle of environmental justice emphasizes the importance of maintaining a balance between environmental aspects and social welfare when managing tourist villages. The model comprises several main components, the first of which is local community involvement. This model must be based on the active participation and involvement of local communities in decision-making, as well as the implementation of policies related to tourism village management. Engaging local communities guarantees considering their interests and the development of management plans that align with their needs and aspirations. Second, environmental preservation: tourism village management must focus on preserving the natural environment and local ecosystem. This involves identifying and protecting sensitive ecological areas and adopting sustainable practices such as recycling, waste management, and wise use of natural resources.

Third, sustainable development: Tourism village management must prioritize sustainable development considering current and future needs. This entails developing environmentally friendly infrastructure and promoting and strengthening local economies by exploring the potential of sustainable alternative economies. Fourth, environmental education and awareness: This model should also include efforts to increase awareness and understanding of the importance of ecological conservation among local communities and tourists. Education and training regarding environmentally friendly practices and social responsibility can help create sustainable behavior patterns. Fifth, solid regulations and policies to monitor tourism activities must be implemented; and it must be ensured that it doesn't negatively impact the environment. This includes limiting tourist traffic, setting the maximum capacity of tourist villages, and imposing sanctions for environmental violations.

To realize this model requires the support of two critical components for implementing an eco-humanization strategy, namely ecology and humanity (humanism). While the former includes concrete characteristics such as pollution levels, availability of drinking water, and natural recreation areas, the latter implies complex spiritual, psychological, and social qualities. For the modern city, the first significant

⁵⁹ Ringkar Situmorang, Teddy Trilaksono, and Arnold Japutra, 'Friend or Foe? The Complex Relationship between Indigenous People and Policymakers Regarding Rural Tourism in Indonesia', *Journal of Hospitality and Tourism Management*, 39 (2019), 20–29 <https://doi.org/https://doi.org/10.1016/j.jhtm.2019.02.001>

⁶⁰ Mohamad Yusuf, D Ary A Samsura, and Pujo Semedi Hargo Yuwono, 'Toward a Framework for an Undergraduate Academic Tourism Curriculum in Indonesian Universities: Some Perspectives from Stakeholders', *Journal of Hospitality, Leisure, Sport & Tourism Education*, 22 (2018), 63–74 <https://doi.org/https://doi.org/10.1016/j.jhlste.2018.02.003>



issue is decolonization, which involves separating from the natural environment and causing pollution and destruction for industrial production and consumption. The second issue is dehumanization, which refers to a decline in the psychological comfort of living in cities due to social, economic, and spiritual influences. Eco-humanists are dedicated to protecting human rights and nature.⁶¹

The practical component of the eco-humanist strategy is the introduction of innovative methods and practices to improve the quality of human life. The practical complex will strengthen spiritual, moral, and psychophysical safety, enhance the quality of human life worldwide, and minimize the negative impact on the environment. The eco-humanist transformation includes changing the focus of urban development from the environment to the people, making city management systems more democratic and decentralized, and letting the community have a say in decisions, especially regarding the environment and people. The Eco-Humanist approach is based on two groups of critical values: environmental (harmony of man and the environment, urban and natural environment, environmental protection) and humanist (establishing socio-cultural regulations and ethical guidelines that benefit a person in a big city).⁶²

CONCLUSION

Initially, the village government's authority to manage and regulate tourist villages around the Borobudur temple area is attributed from a village autonomy perspective, as indicated by the results of research and discussion (Law No. 6 of 2014 concerning Villages). Most authorities are concerned with village regulations and management, such as tourism at the village administration level. Second, the tourism development management model in tourist villages surrounding the Borobudur temple area prioritizes growth (growth-oriented model) and community empowerment (community-based tourism development model). In contrast, the sustainable tourism model (sustainable tourism development model) incorporates tourism principles (tourism villages.) based on ecological justice has not been fully implemented, a point that could serve as the foundation for a tourism village management model that emphasizes ecological justice, community participation, environmental management, local economic empowerment, environmental education and awareness, and social justice.

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⁶¹ Azalia Gerungan and Kei Wei Chia, 'Scuba Diving Operators' Perspective of Scuba Diving Tourism Business in Nusa Penida, Indonesia', *Journal of Outdoor Recreation and Tourism*, 31 (2020), 100328 <https://doi.org/https://doi.org/10.1016/j.jort.2020.100328>

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