



Green Economy: Increasing Economic Growth to Support Sustainable Tourism in Super Priority Destinations

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ABSTRACT

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Sustainable tourism development has a multifaceted impact on economic growth, intertwining benefits and challenges necessitating a balanced approach. Tourism significantly contributes to regional economic development through the multiplier effect, enhancing related sectors and socio-economic conditions while preserving cultural heritage and reducing unemployment rates. This study aims to analyze the efforts of the tourism sector in super-priority destinations by focusing on tourism transformation and economic growth in Indonesia. This research uses an exploratory qualitative method, using previous research results, online news, government reports, etc. The result shows that the five super-priority destinations' tourism transformation has areas for improvement, including inadequate Tourism Management Strategy, Sustainable Tourism Management Transformation, community involvement, and environmental sustainability challenges. However, sustainable tourism as a green development strategy can increase tourism potential. A network approach to destination governance can foster innovation, knowledge sharing, and sustainable competitiveness. Developing methodological instruments can address conflicts of interest and ensure economic development doesn't sacrifice social and environmental sustainability.

1. INTRODUCTION

This study aims to analyze the efforts of the tourism sector in super-priority destinations by focusing on tourism transformation and economic growth in Indonesia. Tourism is crucial in developing economies, contributing to a green economy and inclusive growth [1, 2]. Policymakers have increasingly recognized tourism as a non-consumptive and low-impact development alternative. Despite concerns about socio-economic discrimination and environmental costs, tourism is recognized as a source of income, employment, and export revenue [3-5]. However, developing economies often rely heavily on agriculture for export earnings, which has proven ineffective in economic development. Despite efforts to enhance exports, tourism's leading capabilities of earning foreign exchange have led to unplanned expansion, putting pressure on natural resources, resulting in deforestation, urbanization, loss of wetlands, and water and air pollution [6-8]. Therefore, promoting tourism as a sustainable development tool is essential for fostering inclusive growth and sustainable development in these countries [9].

The tourism sector crisis in 2020 was primarily due to global and regional policies implemented to combat COVID-19 [10]. The pandemic led to a 74% decrease in travel activities, and over 1.5 billion students experienced the coronavirus and had to learn from home [4, 5, 11]. In 12

ASEAN countries, market uncertainty and market volatility were generated. However, COVID-19 also presented opportunities for sustainable tourism, such as ecotourism, water tourism, and heritage tourism [3, 12]. Zhang et al. [8] suggested that COVID-19 could help recover and reorganize tourism destinations, while Komasi et al. [13] indicated that ecotourism, nomad tourism, and wellness tourism would become more attractive to tourists due to their need to spend time in remote areas.

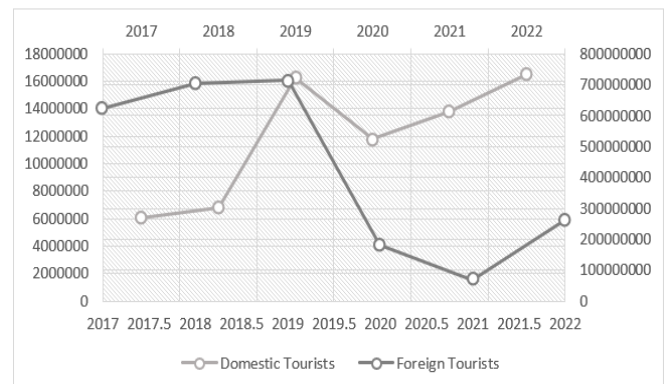


Figure 1. Indonesia's foreign and domestic tourist visit rates
Source: [14]

The World Tourism Organization reported a 3% growth in tourism trips in 2019, with a total GDP contribution of 10.4% [15]. However, more people are seeking sustainable tourism, such as eco-tourism, rural tourism, agrotourism, geotourism, wildlife tourism, cultural tourism, and historical tourism. These types of tourism focus on natural spaces, innovative models, and exclusive, personalized experiences, highlighting the growing demand for sustainable tourism [16]. This trend is closer to the global economy's importance. On the other hand, the program has stated that tourism should prioritize its economic, social, and environmental impacts [17]. Responding to the presence of COVID-19 in society, the tourism sector has experienced a setback that can be attributed to the significant decline in the number of foreign tourists visiting Indonesia [18], as illustrated in Figure 1.

Figure 1 shows that the number of foreign tourists entering Indonesia remained stable in 2019. Still, since 2020, the number of foreign tourists entering Indonesia has decreased significantly, especially in April, which has continued until 2021 [19]. Indonesia's tourism sector has experienced significant fluctuations in both foreign and domestic tourist visit rates due to various economic and external factors. On the other hand, Indonesia's tourism sector leads to a 12.67% decrease in hotel occupancy and a 30.62% decrease in foreign tourist visits [20]. The implementation of Large-Scale Social Restrictions and Enforcement of Restrictions on Community Activities further exacerbated the situation, resulting in economic losses of around Rp 60 trillion. In response, the Indonesian government and tourism industry stakeholders have had to adapt by refocusing activities, reallocating budgets, and shifting to digital promotion to maintain resilience [21].

The Indonesian government is implementing a countermeasure policy to boost tourism destination resilience in the new normal era [5]. Presidential Regulation No. 18 of 2020 identifies five super-priority tourism destinations: Lake Toba, Borobudur Temple, Mandalika, Labuan Bajo, and Likupang [12]. This policy aims to provide a sustainable positive multiplier effect on the creative economy sector, such as MSMEs, through the development and introduction of local products in each tourist destination area. This could create positive economic activities to support Indonesia's economic recovery after the pandemic. The National Tourism Strategic Areas (KSPN) are spread across five provinces in western, central, and eastern Indonesia [21, 22].

The primary aim of establishing super-priority destinations in Indonesia is to boost tourism and economic growth by leveraging the unique geographic, demographic, and socioeconomic characteristics of these areas [23]. The Indonesian government, through the Ministry of Tourism and Creative Economy, has identified five super-priority destinations, to transform them into new tourism hubs akin to Bali [21]. These destinations are expected to enhance the country's competitive advantage in the global tourism market by focusing on factors such as customer experience and social media marketing, which significantly influence tourists' revisit intentions. Additionally, the government employs an emphasizing narrative power and creative content to attract tourists by highlighting the cultural and natural beauty of these destinations [5, 24]. Overall, the super-priority destinations aim to create a sustainable and competitive tourism sector that can significantly contribute to Indonesia's economic, social, and cultural development.

Furthermore, the COVID-19 pandemic can become an approach for future tourism model improvement to realize a more sustainable tourism model quality [4]. Indonesian tourism can be geared towards developing tourist quality that carries draft economy sustainability, such as Green Tourism [2]. Where not only be more useful for the economic life of the country but also useful in terms of the progress of society as a whole and sustainable for a very long period (sustainable) or even indefinitely, both in terms of economic welfare, as well as socio-cultural life as well as the environment [24-26].

The Indonesian government has acknowledged the importance of the green economy and views it as a suitable economic paradigm for sustainable development [22]. Indonesia has created a budget for sustainable development and a green economy strategy plan for 2015-2019 through the Ministry of Finance. This is a component of the President's objectives to cut Indonesia's greenhouse gas emissions by 26% by 2020 [27]. Nevertheless, Indonesian destination stakeholders appear to have a scant awareness of the green economy. Since few academics have been able to draw on any systematic research on the green economy, most studies in the field of tourism have only focused on sustainable tourism [28-31]. Understanding the policy contexts that support or obstruct the transition of the destination to the new green economy is the specific context that this study focuses on.

Green Tourism can revolutionize the tourism industry by focusing on safety, convenience, and environmental sustainability. During the COVID-19 pandemic, communities increasingly choose to travel by choosing environmentally friendly products [28, 30]. While Green Tourism has been incorporated into Indonesia's tourism strategy, it has yet to be limited in fulfilling needs like power selling and media promotion [32]. This study tries to elaborate on transforming tourism and address this gap by focusing on green economics to support sustainable tourism. The results could provide a paradigm for tourism industry players and the government to improve the quality of Indonesian tourism while promoting sustainable development.

2. LITERATURE REVIEW

2.1 Green economy in the tourism sector

The concept of a green economy in the tourism sector aims to balance economic development with environmental sustainability, ensuring that natural ecosystems are preserved while providing economic benefits to local communities [33, 34]. In Indonesia, the implementation of green economy principles in tourism regulations has been proposed to maintain environmental sustainability and promote sustainable tourism practices [35]. This approach is particularly crucial in coastal areas, where sustainable tourism can enhance social solidarity by involving local communities in environmentally friendly practices, thereby fostering economic and social benefits equitably [36, 37].

The tourism sector significantly impacts regional economic development through the multiplier effect, contributing to socio-economic growth and cultural heritage preservation [30, 38]. However, it also poses ecological challenges, necessitating state control over natural resource use and environmental legislation compliance to ensure sustainable development. Business organizations in the tourism sector are

increasingly pressured to adopt strategies that protect the natural environment due to climate change and stakeholder demands [29, 35, 36, 39].

Furthermore, The United Nations Environment Programme (UNEP) and the United Nations World Tourism Organization (UNWTO) have highlighted the growing influence of the tourism sector on the green economy, emphasizing the need for comprehensive research and methodological approaches to address the challenges and opportunities in green tourism [35]. Overall, the integration of green economy principles in tourism not only supports environmental sustainability but also enhances socio-economic development and community solidarity [21, 36, 37].

On the other hand, sustainable tourism is considered a normative orientation that seeks to adjust tourism actions to achieve sustainable tourism growth [40]. Sustainable tourism practices also include exchanges between destinations to make sustainable tourism practices more important for tourism activities [41]. The discussion of sustainable world tourism refers to environmental values and cultural protection [42]. The purpose of cultural and ecological conservation is to reduce the damage that tends to occur during tourism activities; damage that often occurs during tourism activities is increasing waste, environmental pollution, sanitation problems, and tourism ethics [43, 44]. It is better if sustainable tourism grows to protect the ecological and socio-cultural environment, prioritizing the welfare of local communities [45]. Sustainable development is very important in tourism development. Sustainable tourism works well if it maintains and always pays attention to natural resources, the environment, and human and cultural resources [46].

2.2 Tourism management for economic growth

Tourism management requires appropriate methods and approaches to identify the patterns or relationships of stakeholders and all those interrelated with the tourism system [47]. It has significantly increased in conducting tourism cooperation. Research on tourism management has been conducted to understand current trends in tourism management practices. However, most followed: tourism policy assessment, networks, community-based tourism management, physical and environmental distance tourism, and social and economic sectors [48]. Based on previous studies, their results, and their approaches, we designed the current research approach to find the underlying analysis of the new transformation of tourism management and recovery strategies from COVID-19, referring to the economic conditions of the tourism sector in Indonesia.

From an emerging economic perspective, tourism is recognized as a source of income, employment, and revenue through current concerns about increasing socioeconomic discrimination and environmental costs [49]. It is undeniable that tourism leads to socioeconomic development and has economic implications for businesses, cities, destinations,

markets, communities, and countries [8]. The main advantage of tourism revenue is that visitors collect money within the country but can spend it elsewhere [50].

From a tourism recovery perspective, the COVID-19 crisis has created a sizable scenario with significant uncertainty about the scope and resolution of economic and health issues, feasibility-based approaches, subsidy-based recovery, creativity approach, and the role of local communities will be an important tourism industry, private sector and public sector cooperation, government capabilities and flexibility through financial assistance and welcome alternatives, and tourism policies based on government levels [24-26]. Therefore, understanding tourism recovery is necessary to improve the tourism industry among the most affected. Exploring new elements of tourism management transformation may prove essential to consider the best strategies to recover from significant losses to the sustainability of tourism management models.

3. METHODOLOGY

This study uses exploratory qualitative; the stages are based on theoretical concepts, data, and evidence of existing facts before COVID-19, during COVID-19, and after COVID-19. This study aims to investigate, understand, and discover why sustainable tourism development and existing policies are inadequate from an ecological, socio-cultural, and economic perspective [3-5]. Qualitative methods are crucial in advancing the Green Economy by comprehensively understanding the complex socioecological systems and the multifaceted relationships between communities and the environment [51]. These methods enable researchers to describe and predict environmental conditions, integrate diverse perspectives, and build narratives that help envision sustainable futures.

This research method is qualitative with an exploratory approach because it can deeply analyze and examine the problem of transforming tourism and address this gap by focusing on green economics to support sustainable tourism in super-priority destinations in Indonesia. To identify these cases, we investigated secondary information, including newspaper articles on the chosen policy changes, reports, and speeches from government conferences. The analysis process is shown in Figure 2.

Figure 2 shows the analysis process of this research. The study was collected in 2019-2024 using secondary data from literature studies by looking at phenomena in previous research, and government reports related to sustainable tourism development in super-priority destinations in Indonesia. The data obtained will be processed by linking with theories that have been designed previously [52]. From this series, conclusions are drawn based on the verification process of the research subjects with the specified theoretical framework [53, 54].

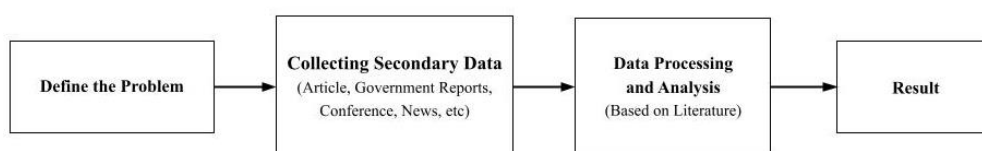


Figure 2. The analysis process
Source: Process by author 2024

Secondary data were chosen because they were inexpensive, comprehensive data and offered easy access to various perspectives [55]. The potential negatives of such data include prejudice caused by a newspaper's political views or selective reporting of a story's more "sensational" components while ignoring vital but boring facts [56]. These difficulties were overcome by reviewing multiple stories from various sources and ensuring the consistency of the information. Analyzing case study data is difficult because of the considerable variability in the data.

4. RESULTS AND DISCUSSION

4.1 How tourism transformation in super priority destinations

The development of the tourism sector is an effort to strengthen the economy and improve the quality of tourist attractions that are safe and comfortable [4, 5]. From an emerging economic perspective, tourism is recognized as a source of income, employment, and revenue. With over one billion visitors visiting an international destination each year, tourism has emerged as a primary economic industry, accounting for 9.8% of worldwide GDP and 7% of total exports [20]. According to the World Tourism Organization, more than 1.087 billion foreign tourist arrivals and \$1075 billion in foreign tourism receipts were recorded in 2013. Travel and tourism are predicted to contribute 10.8% of gross domestic product (GDP) by the end of 2026 [57]. Komasi et al. [13] represent more than economic strength; they also demonstrate tourism's immense potential to address some of the world's most critical issues, such as socioeconomic progress and inclusive development.

The designation of certain regions in Indonesia as super-priority tourist destinations has had a significant impact on the development of foreign tourist visits (Figure 3), although the results have varied across different locations. Fluctuations in foreign tourist visits to the five super-priority destinations in Indonesia significantly impact the local economy through various channels. Increased tourist arrivals boost demand for hospitality, accommodation, transport, cultural, and sporting services, directly supporting the production and performance of local businesses and creating jobs [30, 38]. The economic benefits are not limited to direct expenditures; they also extend to indirect effects on other industries that supply inputs to tourism-related businesses, thereby enhancing domestic production and gross value-added [17].

For instance, Lake Toba, which is the largest caldera lake in the world, saw a peak in foreign tourist visits in 2017 with 270,292 visitors, but this number fell by 14% to 236,276 in 2018 (Figure 3), indicating instability in tourist numbers due to weak destination branding and marketing strategies [12]. To address such issues, the Indonesian government has implemented various initiatives, including the Storynomics tourism approach, which leverages narrative power and creative content to attract tourists by highlighting the cultural and natural beauty of destinations like Lake Toba [22]. Additionally, the development of Borobudur Temple as a super-priority destination has been supported by green tourism initiatives, such as the use of electric vehicles and digital promotion, which aim to enhance tourist experiences while preserving the environment [21]. Infrastructure

improvements, such as better accessibility and public facilities, have also been crucial in enhancing tourist satisfaction in these regions [11].

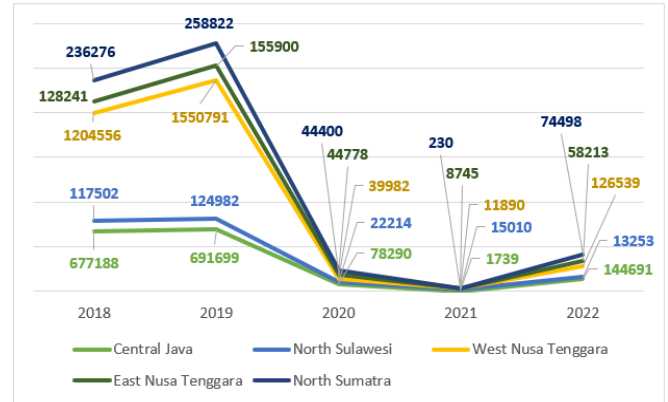


Figure 3. Foreign tourist visits in five super priority destinations province
Source: [58]

Furthermore, the overarching strategy for these super-priority destinations includes ensuring the safety and social adaptation of foreign tourists, which is essential for maintaining and increasing tourist numbers in the face of global instability [50]. Overall, while the designation as super-priority destinations have led to targeted efforts to boost tourism, the actual impact on foreign tourist visits has been mixed, necessitating continuous improvements in branding, infrastructure, and safety measures to achieve sustainable growth.

Table 1 explains that Indonesia's five super-priority destinations have different tourism characteristics, ranging from sea tourism, sports, history and culture, nature, etc. These weaknesses highlight the need for comprehensive strategies that address waste management, community engagement, service quality improvement, digital transformation, and technical efficiency to ensure the sustainable success of super-priority tourist destinations. In line with that, many scholars argue regional tourism development strategies through tourism management, service quality, digital transformation, and economic development that support the environment can be carried out with a comprehensive and sustainable approach [24-26]. Implementing effective tourism management is essential to ensure that all aspects of tourism, including supporting facilities, comply with established zoning and designations to minimize environmental negative impacts [17, 47].

On the other hand, one strategy for transforming tourism through environmental aspects is the implementation of sustainable tourism as a green development strategy. This approach focuses on incorporating environmental sustainability at the core of tourism practices. By analyzing sustainable consumption patterns and the positive effects of green areas on humans and ecology, cities can enhance their tourist potential. The success of tourism enterprises is linked to their ability to adapt to changing environmental conditions and ensure service competency. Therefore, transforming tourism through environmental aspects involves aligning with health and safety measures to create a secure and appealing destination for tourists amidst global health crises.

4.2 Transformation tourism recommendations strategy

Transformative tourism, which aims to broaden tourists' perspectives and encourage self-development, offers a promising avenue to revitalize the industry by promoting deeper engagement with local cultures and environments [35]. In addition, integrating digital technologies such as AI and AR can enhance the tourist experience by providing smart

navigation and personalized recommendations, thus making tourism more accessible and engaging [46]. This digital transformation is essential to adapt to modern tourists' changing preferences and behaviors. In addition, a strong tourism industry can catalyze regional economic development, especially in areas experiencing socio-economic challenges [29, 39].

Table 1. Mapping tourism development potential in super-priority destinations

Destinations	Tourism Characteristics	Main Attractions	Tourist Activities	Strengths	Weaknesses
Toba Lake, North Sumatra	Nature and culture-based tourism development.	World's largest volcanic lake, Samosir Island, Batak culture.	Water tourism, trekking, visiting traditional villages, and enjoying cultural performances.	<ul style="list-style-type: none"> • Unique Batak heritage. • Strong culture-based tourism potential. • Business opportunities for local communities. • Increased income and welfare. 	<ul style="list-style-type: none"> • Tourism Management Challenges • Inadequate infrastructure (transportation, restaurant, etc). • Need for improved community involvement in tourism management. • Limited skills and knowledge on tourism management.
Labuan Bajo, East Nusa Tenggara	Nature and adventure tourism	Komodo National Park, Rinca Island, Padar Island.	Seeing Komodo dragons, diving at famous spots such as Batu Bolong, trekking on islands, and enjoying spectacular natural scenery	<ul style="list-style-type: none"> • Focus on nature and adventure tourism. • Improved accessibility through airports and harbors. • Community involvement in environmental conservation. • Potential for sports tourism, including MotoGP. • Massive investment in tourism infrastructure. • Strong government support. • Local communities involved in infrastructure development. • New jobs in hospitality and transportation services. 	<ul style="list-style-type: none"> • Tourism Impact on Environment • Litter and coral reef damage. • Dependence on vulnerable natural resources. • Challenges in visitor management.
Mandalika, Lombok, West Nusa Tenggara	Beach and sports tourism.	Beautiful beaches such as Kuta Beach, Tanjung Aan Beach, and Seger Beach.	Surfing, snorkeling, diving, and hosting international sports events such as MotoGP.	<ul style="list-style-type: none"> • Potential for Marine Tourism • Beaches and underwater attractions. • Diversification of tourism products with local culture. • Community involvement in ecotourism. 	<ul style="list-style-type: none"> • Underdevelopment of facilities • Potential environmental impacts. • Challenges in local community engagement. • Limited skills and knowledge on tourism management
Likupang, North Sulawesi	Maritime tourism and ecotourism.	Exotic beaches such as Pal Beach, Lihaga Island, and Gangga Island	Snorkeling, diving, enjoying the underwater view, as well as visiting local villages for ecotourism.	<ul style="list-style-type: none"> • Excellent infrastructure: road access, and public facilities. • Government support for cultural preservation and promotion • Community-managed small businesses: handicrafts, culinary specialties, tour guides. 	<ul style="list-style-type: none"> • Incomplete infrastructure, especially transportation access. • Lack of promotion compared to other destinations. • Challenges in maintaining environmental sustainability. • Lack of community promotion and tourism importance awareness.
Borobudur, Central Java	Historical and cultural tourism.	Borobudur Temple (one of the 7 wonders of the world), Mendut Temple, Pawon Temple.	Temple tours, cycling around the temple, enjoying sunrise and sunset from the temple, and participation in religious ceremonies.		<ul style="list-style-type: none"> • Site preservation issues due to high visitor numbers. • Lack of tourism product diversification. High tourism dependence vulnerability. • Intense competition leads to conflict and inequality.

Source. Process by author 2024

Table 2. Tourism development strategy for super priority destination in Indonesia

	Description
Tourism Management Strategy	<p>Digitalization in Tourism Management</p> <ul style="list-style-type: none"> • Digitalization boosts tourism visits by branding and reaching a wider audience. • It simplifies access to destination information, enhancing tourist experience. • Digital transformation optimizes and streamlines business lines. • Information technology promotes and digitizes tourism information, increasing tourist visits and occupancy. • Primarily used in social media, websites, and e-commerce. • Social media manages tourist villages, attracts visitors, and provides information about attractions. • Websites serve as advertising media for tourism activities, offering services, goods, and tour packages.
Sustainable Tourism Management Transformation	<p>Regarding the concept of sustainability, a policy direction that focuses on mainstreaming sustainable development in terms of tourism development is essential for the transformation of tourism management, namely strengthening tourism development based on environmental strengthening and in line with SDGs. This can be accomplished through appropriate regulations and refers to the accomplishment of work targets set by the central government, local governments, and other stakeholders in the development of sustainable tourism destinations, which emphasize aspects such as creating sustainable management, social and economic sustainability, cultural sustainability, and environmental sustainability.</p> <p>This strategy aims to increase the attractiveness of tourist destinations by creating various tourism products that can improve the flow of tourist visits. Economic development can increase the contribution of tourism GDP and foreign exchange earnings in the tourism sector. Some things that can be done include:</p> <ul style="list-style-type: none"> • Improving the quality of tourism goods products developed by community groups through SMEs. • Identify typical food and souvenirs that can be developed through natural products in the Likupang and Toba areas based on SMEs through community groups and self-help. • Improve and look for tourist attractions that have distinctive characteristics by processing diversification of tourist attractions so that one and other areas are related and mutually supportive. • The carrying capacity of government budget utilization supports the strengthening and development of SMEs. • Continuous promotion of tourism objects to foreign countries and involving community participation and all interested parties (stakeholders) in managing tourism objects.
Strengthening Empowerment through SME Contribution	<p>Sustainable Alternatives to Travel: Balancing Travel and Clean Environment</p> <ul style="list-style-type: none"> • The right to a clean environment should allow harmonious living without environmental risks to human health and well-being. • Implementing this right requires complex decisions. • Green logistics solutions for sustainable tourism, such as tourism mobilities, bicycle tourism, and walkability, could help balance human rights and climate change challenges. • Some solutions could be adopted for daily use and sustainable tourism experiences, promoting a harmonious implementation of individual rights to a clean environment.
Strategy Based on Environmental Aspects	

Source: Process by author 2024

Table 2 shows tourism development strategies for super-priority destinations in Indonesia based on tourism potential mapping (Table 1). Transformation in the tourism industry can significantly boost its growth by overcoming challenges and capitalizing on new opportunities. The COVID-19 pandemic necessitates rethinking business models, emphasizing resilience and sustainability as key response mechanisms for tourism-related industries [21]. Digitalization is important in enhancing competitiveness and economic growth by improving organizational practices and workforce productivity. Integrating digital solutions such as travel marketplaces, augmented reality, big data, and artificial intelligence can foster consumer loyalty and promote domestic tourism products [37]. In addition, transformative tourism, which encourages tourists to rediscover familiar things and promote self-development, can help preserve regional cultural heritage, support SMEs, and enhance the image of tourist destinations, thereby contributing to sustainable regional development [29, 36].

The tourism industry can also benefit from state-managed development strategies considering macroeconomic factors and regional specificities, making tourism a tool for regional economic development [31]. The evolution of socio-economic relations and the need to meet the pending demand for travel experiences further highlight the importance of offering new experiences and redirecting tourist flows to incentivize

sectoral development [43, 44]. Overall, the transformation of the tourism industry through digitalization, innovative business models, and a focus on sustainability and transformative experiences can result in significant growth and resilience in the face of global challenges.

The tourism transformation recommendation strategy is critical for several reasons, especially in the context of post-pandemic recovery and the evolving needs of the tourism industry [28, 30, 31]. This integrative review emphasizes the need for sustainable tourism alternatives that balance the right to a clean environment with the right to travel. The review emphasizes addressing climate change and green logistics for sustainable tourism. The right to a clean environment should allow for a harmonious system where environmental factors do not risk human health and well-being [24-26]. The review suggests that states clarify their obligations to respect, protect, and enforce human rights in the context of climate change [2, 22]. Green logistics solutions, such as tourism mobility, bicycle tourism, electric vehicles, and walkability, can help balance human rights and ensure sustainable tourism experiences. Further research is needed to address the evolving green solutions and challenges for sustainable tourism.

4.3 Transformation tourism recommendations strategy

Governance plays a crucial role in supporting sustainable

tourism by ensuring that tourism development aligns with long-term sustainability goals and benefits both local communities and visitors [25, 26]. Effective governance involves the participation of locals in the planning and development processes where community attitudes towards the environment significantly influence support for sustainable tourism [24]. Good governance also includes political stability and government effectiveness, Liyushiana et al. [4] highlighting the importance of a stable and efficient political environment for attracting tourists.

The governance of tourism sustainability of super-priority destinations in Indonesia is multi-faceted, complex, and interrelated. Moreover, as tourism is a component of major issues affecting the economic sector and human life, its management is highly dependent on the government's and other stakeholders' ability to formulate tourism policies.

Figure 4 explains a network approach to tourism destination governance, which considers the complex. Furthermore, Nowacki et al. [40] highlighted the importance of a stable and efficient political environment for attracting tourists. The governance of tourism sustainability of super-priority destinations in Indonesia is multi-faceted, complex, and interrelated. Moreover, as tourism is a component of major

issues affecting the economic sector and human life, its management is highly dependent on the government's and other stakeholders' ability to formulate tourism policies [15, 16].

The development of methodological instruments to facilitate the application of governance as a management tool can help address the conflicting interests that often arise in tourism planning and management, ensuring that economic development does not come at the expense of social and environmental sustainability [47]. By adopting a more inclusive, proactive, and ethically oriented governance model, super-priority destinations can better navigate the complexities of sustainable tourism and achieve a balance that benefits both local communities and visitors [12, 21].

On the other hand, Figure 4 illustrates the tourism sustainability governance that should be implemented in more detail to ensure the sustainability of the tourism sector in the future. For example, the new tourism policy has helped cross-sector collaboration for new and improved governance. In addition, all stakeholders should actively contribute to restoring the tourism sector in emergencies. As a prerequisite for implementation, the main goal is to involve all stakeholders in tourism management [25, 59].

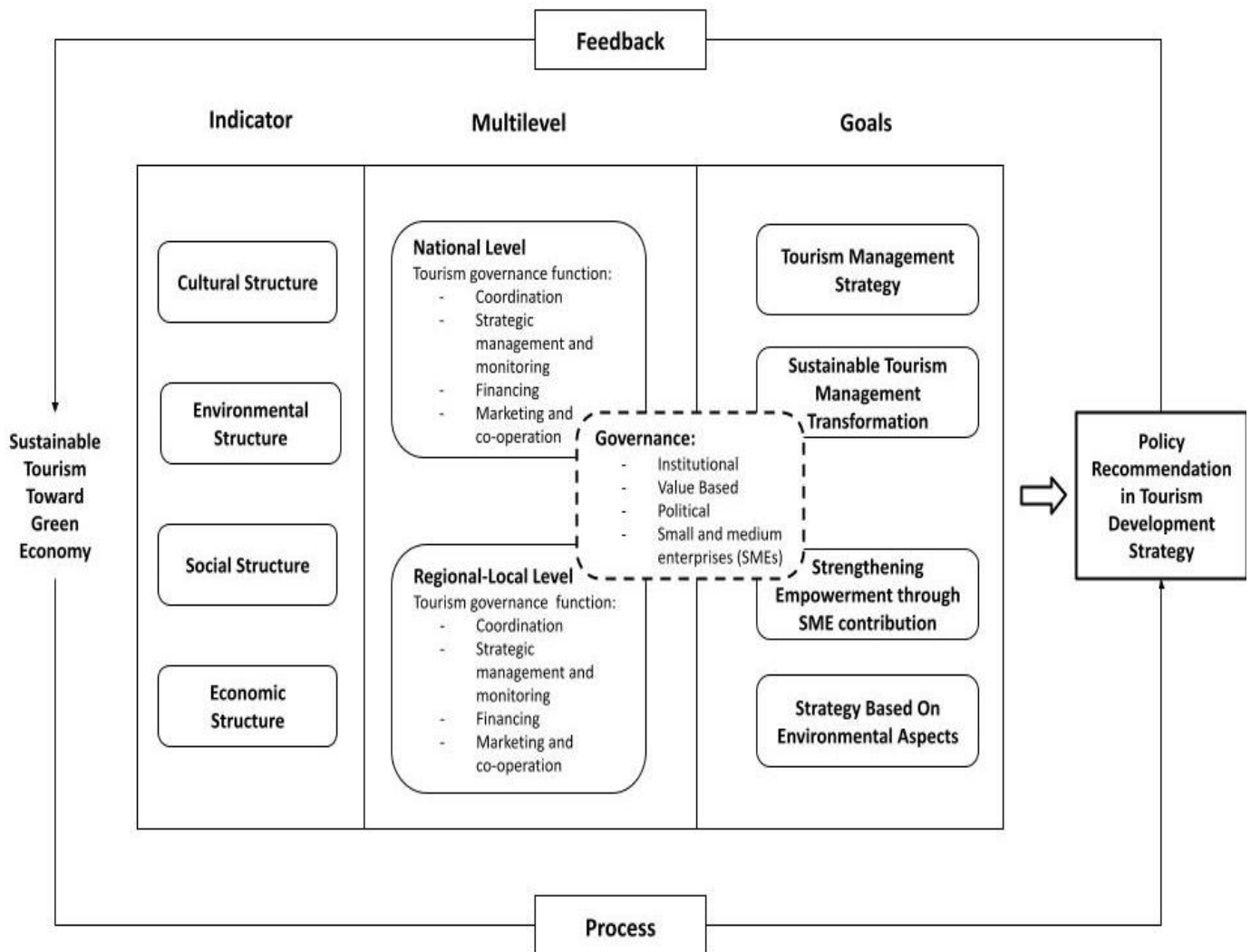


Figure 4. Tourism governance model based on green economy
Source: Author (2024)

Furthermore, these stakeholders' participation ensures performance accountability and implemented policies produce more tangible results. Public policy relates to the design and implementation of tourism management policies by various levels of government. Multiple models show high involvement of the community, media, business, and academia [1, 2]. The government demonstrates its ability to adapt to the demands of society when developing tourism management policies. In addition, the private sector, such as businesses, must be involved to ensure that tourism management considers economic and environmental sustainability.

In general, accountability from collaboration between government and community, business, media, and academia increases the desire to incorporate tourism management into environmental conservation policies to ensure the future sustainability of the tourism industry [3-5]. Finally, the management approach can reconcile all stakeholders' interests in this case. Moreover, collaboration is a key determinant of effective governance about the strategic actors involved, the ongoing power relations, the strategies employed, and the effectiveness of the resulting policies, as it ensures that all actors involved act coherently [15, 16]. Such a model will also result in effective policies that balance tourism with the long-term sustainability of biological and human ecosystems. Thus, to ensure sustainable tourism governance, a participatory and collaborative approach is needed to ensure that the tourism sector does not contribute to conflict through strict emergency regulations—sustainable tourism governance results from the interaction of actors, networks, and rules within a management framework [12].

The final result of this study is that the study of tourism governance leads to efforts to realize sustainable tourism management towards a green economy in super-priority destinations. This governance can be a reference for tourism actors in preserving the environment. (1) Examining transforming tourism through environmental aspects is the implementation of sustainable tourism as a green development strategy. (2) Green economy-based tourism development involves infrastructure development that supports tourism and creative economic development by utilizing local resources and using renewable energy for environmental sustainability. This can be overcome slowly by conducting intense collaboration between stakeholders with high integrity. (3) The creation of a policy that can manage the tourism sector in the future with the concept of sustainability towards a green economy.

As the final part of the discussion, the study process regarding tourism governance is a study that is explained based on the current situation that can be presented from the perspective of policies during the pandemic, changes in structures, institutions, actors, and global actors, as well as collaborations and strategies that emerge in efforts to transform tourism towards a green economy. Researchers hope to achieve sustainable tourism governance in this study because it is a proportional area for a region or country.

5. CONCLUSION

This study aims to analyze the efforts of the tourism sector in super-priority destinations by focusing on tourism transformation and economic growth in Indonesia. The result of this study is that tourism governance leads to efforts to realize sustainable tourism management towards a green

economy in super-priority destinations. This governance can be a reference for tourism actors in preserving the environment. (1) Examining transforming tourism through environmental aspects is the implementation of sustainable tourism as a green development strategy. (2) Green economy-based tourism development involves infrastructure development that supports tourism and creative economic development by utilizing local resources and using renewable energy for environmental sustainability. This can be overcome slowly by conducting intense collaboration between stakeholders with high integrity. (3) The creation of a policy that can manage the tourism sector in the future with the concept of sustainability towards a green economy.

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