

## Towards Sustainable Tourism: An In-Depth Study Of Green Entrepreneurship Strategies In Indonesia

Aurilia Triani Aryaningtyas<sup>1</sup>, Yustina Denik Risyanti<sup>2</sup>, Phia Susanti Helyanan<sup>3</sup>

<sup>1,2,3</sup> Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Corresponding email: [aurilia.ta@gmail.com](mailto:aurilia.ta@gmail.com)

**Abstract.** Sustainable tourism has emerged as a critical global concern in recent years, with increasing attention directed towards the environmental impact of the tourism industry. Indonesia, renowned for its natural beauty and cultural diversity, has witnessed a surge in tourism activities, accompanied by growing environmental challenges. This research paper presents a comprehensive qualitative analysis of green entrepreneurship initiatives within the Indonesian tourism sector. This study utilizes secondary data sources, primarily drawing from previous research journals, to investigate the strategies and practices employed by green entrepreneurs in the Indonesian tourism industry. The research explores the adoption of sustainable and environmentally friendly business models, innovations in eco-friendly technologies, and partnerships for conservation efforts. It also examines the challenges and opportunities faced by green entrepreneurs in their pursuit of sustainability. The findings of this research contribute to our understanding of the role of green entrepreneurship in mitigating the environmental impacts of tourism in Indonesia. By shedding light on successful strategies and identifying areas for improvement, this study aims to guide policymakers, entrepreneurs, and stakeholders toward more sustainable tourism practices. Ultimately, this research seeks to promote the preservation of Indonesia's rich natural and cultural heritage while fostering economic growth through responsible and environmentally conscious entrepreneurship.

**Keywords.** Sustainable Tourism; Green Entrepreneurship; Strategies.

### INTRODUCTION

Tourism is a dynamic and vital sector of the Indonesian economy that is renowned globally for its diverse landscape, rich cultural heritage and hospitality (Antara & Sumarniasih, 2017; Mardatillah, 2020; Sugiyarto et al., 2003). The nation's archipelagic beauty has attracted an ever-increasing number of tourists, making Indonesia one of the world's top tourist destinations. However, this surge in tourism has brought to the forefront significant environmental challenges, necessitating a paradigm shift towards sustainability (Hall, 2012; McLeod et al., 2021). In response to these challenges, green entrepreneurship has emerged as a promising avenue for fostering environmentally responsible practices within the Indonesian tourism sector (Alonso-Almeida & Álvarez-Gil, 2018; NIȚĂ, 2019; Rahmawati et al., 2021).

Sustainable tourism development emphasizes the need to strike a balance between economic growth and environmental and socio-cultural preservation within the tourism industry (Niedziółka, 2014). The theory posits that tourism should not only generate economic benefits but also contribute positively to the conservation of natural resources, the protection of cultural heritage, and the well-being of local communities (McCool & Moisey, 2008). It underscores the importance of long-term planning and responsible management in tourism to

ensure that the sector remains viable and beneficial for present and future generations (Jovanović, 2014).

As Indonesia grapples with the multifaceted environmental consequences of tourism, including deforestation (Guild et al., 2022), marine pollution (Sodik, 2020), habitat degradation (Hakim, 2017), and escalating carbon emissions (Prastiyo et al., 2020), the need for sustainable tourism practices has become imperative. Green entrepreneurs, driven by a commitment to balancing economic growth with environmental conservation, are at the forefront of this transition. Their innovative approaches, eco-friendly technologies, and collaborative conservation efforts stand as potential catalysts for steering Indonesia's tourism sector toward sustainability (Achmad et al., 2023).

The Triple Bottom Line (TBL) Approach (theory) posits that businesses and organizations should be evaluated not solely based on their financial performance (the "bottom line") but also on their environmental and social impacts (Arowoshegbe et al., 2016). The TBL framework emphasizes the importance of considering three key dimensions: economic, environmental, and social (Wichaisri & Sopadang, 2013). In the context of sustainable tourism, this means that the success of tourism initiatives and entrepreneurial endeavors should not only be measured by profitability but also by their contributions to environmental conservation and social well-being (Alrawadieh et al., 2021). Green entrepreneurship strategies in Indonesia's tourism sector, as examined in this research, can be viewed through the lens of the TBL approach, assessing how they align with economic viability while also addressing environmental and social concerns (Wijaya & Mursitama, 2023).

The application of the Triple Bottom Line Approach in the study of green entrepreneurship strategies in Indonesia's tourism sector allows for a comprehensive evaluation of the impact of these strategies on sustainability. Green entrepreneurs, by focusing on environmentally responsible practices and community engagement, can positively contribute to all three dimensions of the TBL framework. By integrating these principles, they not only promote economic growth but also support environmental protection and enhance the quality of life for local communities.

Entrepreneurship in Sustainable Development theory asserts that entrepreneurship, when guided by principles of sustainability, can serve as a potent driver of economic development while simultaneously addressing environmental and social challenges (Schaper, 2016). In the context of sustainable tourism, this theory underscores the potential of green entrepreneurship to foster economic growth and job creation within the Indonesian tourism sector while actively

contributing to environmental conservation and community well-being. It underscores the significance of entrepreneurial initiatives that prioritize sustainable practices, thereby promoting the long-term prosperity of the industry and the regions it impacts.

The primary objective of this paper is to conduct an in-depth qualitative analysis of green entrepreneurship strategies adopted within the Indonesian tourism context. Utilizing a secondary data approach, drawing from previous research journals and academic sources, we aim to shed light on the strategies, challenges, and opportunities faced by green entrepreneurs. By scrutinizing the successes and setbacks of these pioneers, we seek to contribute valuable insights into the role that green entrepreneurship plays in mitigating the environmental impacts of tourism in Indonesia.

This study is significant not only for its academic relevance but also for its practical implications. The findings presented herein are poised to guide policymakers, entrepreneurs, and stakeholders in making informed decisions that promote sustainable tourism practices. As we embark on this journey towards sustainable tourism in Indonesia, it is our hope that this research will pave the way for the preservation of Indonesia's natural and cultural heritage while fostering economic growth through responsible and environmentally-conscious entrepreneurship.

## **METHOD**

This study employs a qualitative research design to conduct an in-depth examination of green entrepreneurship strategies within the Indonesian tourism sector. Qualitative research is particularly well-suited for exploring complex phenomena (Mohajan, 2018), such as entrepreneurial practices in the context of sustainable tourism, as it allows for an in-depth exploration of the experiences, perspectives, and motivations of individuals and organizations involved in green entrepreneurship.

The data collection method for this research is the review of secondary data sources, including academic journals, reports, government publications, and previous studies related to green entrepreneurship and sustainable tourism in Indonesia. The review process involves a systematic search and analysis of relevant literature (Watson & Webster, 2020) to identify key themes, trends, and insights regarding green entrepreneurship strategies and their impact on sustainable tourism.

The data analysis process encompasses a qualitative content analysis approach (Elo & Kyngäs, 2008). This involves categorizing and coding information from the selected sources

to identify patterns, themes, and recurring concepts related to green entrepreneurship in the Indonesian tourism sector. The analysis aims to extract valuable insights regarding successful strategies, challenges faced by green entrepreneurs, and opportunities for further development in the pursuit of sustainable tourism.

## RESULTS AND DISCUSSION

### Strategies of Sustainable Entrepreneurship in Indonesia's Tourism Sector

In the context of Indonesia's vibrant tourism sector, several strategies of sustainable entrepreneurship have emerged, with entrepreneurs embracing environmentally-friendly practices. These strategies reflect a commitment to balancing economic growth with environmental preservation and enhancing the well-being of local communities. The specific approaches are evident in the following table.

**Table 1:** Sustainable Entrepreneurship Strategy in the Indonesian Tourism Sector

No.	Strategies	Successes, Challenges, and Opportunities
1	Eco-Friendly Accommodations and Facilities (Anggita et al., 2016; Ardiansyah & Iskandar, 2021; Bagio & Budidharmanto, 2023; Darmaputra et al., 2020; Mbulu & Gunadi, 2018; NIṬĀ, 2019; Yuniati, 2021)	Green entrepreneurs in the Indonesian tourism sector often focus on providing eco-friendly accommodations and facilities. This involves energy-efficient lighting, water-saving technologies, and the use of renewable energy sources. The success of these strategies is measured not only in cost savings but also in attracting environmentally-conscious tourists. Challenges may include higher initial investment costs, but these are often offset by long-term operational savings.
2	Sustainable Tour Packages (Arintoko et al., 2020; Hawkins, 2013; McCool & Moisey, 2008; Nurhayati et al., 2022; Soeswoyo et al., 2021)	Many green entrepreneurs in Indonesia design tour packages that prioritize environmentally-sensitive destinations and activities. These packages are often tailored to showcase the region's natural beauty and cultural heritage. Success is achieved by appealing to eco-tourists and those seeking authentic, sustainable experiences. Challenges include promoting these packages to a broader audience and ensuring local communities benefit from tourism.
3	Conservation and Community Engagement (Achmad et al., 2023; Arintoko et al., 2020; Hawkins, 2013; McCool & Moisey, 2008; Soenarto et al., 2018; Soeswoyo et al., 2021; Wibowo & Ronggowulan, 2021)	Green entrepreneurs often engage in conservation efforts, partnering with local communities to protect natural habitats and cultural heritage sites. This strategy aligns with sustainable tourism development by ensuring long-term viability. Success is measured by improved local well-being and the preservation of unique environments. Challenges include overcoming potential conflicts with traditional land use practices and achieving buy-in from communities.
4	Sustainable Food and Local Sourcing (Arintoko et al., 2020; Mardatillah, 2020; Reynolds, 1993; Soeroso & Susilo, 2014; Soeswoyo et al., 2021; Telfer & Wall, 2000)	Green entrepreneurs in the Indonesian tourism sector often prioritize sustainable food sourcing, including partnerships with local farmers and fisheries. This strategy supports local economies and reduces the environmental impact of food production and transportation. Success is evident in fresher, more authentic dining experiences. Challenges include managing the logistics of local sourcing and maintaining cost-competitiveness.
5	Environmental Education and Awareness	Entrepreneurs engage in educational initiatives to raise environmental awareness among tourists and local

	(Anggita et al., 2016; Arintoko et al., 2020; Hawkins, 2013; Kusdiyanti et al., 2022; Papageorgiou et al., 2023; Sakellari & Skanavis, 2013)	communities. These efforts aim to foster a sense of responsibility for protecting the environment. Success is evident in informed and engaged tourists. Challenges include overcoming language barriers and varying levels of environmental literacy among tourists.
--	--	--

Source: Survey Result (2023)

While these strategies reflect the commitment of green entrepreneurs to sustainable tourism development in Indonesia, they also face unique challenges, including limited access to funding (Astawa et al., 2021), regulatory hurdles, and the need for broader support from the tourism industry and local communities. However, these challenges are accompanied by significant opportunities for growth and the preservation of Indonesia's natural and cultural heritage, as these strategies continue to gain traction and contribute to responsible and sustainable tourism development.

### **Analysis of the Alignment of Green Entrepreneurship Strategies with Sustainable Tourism Development, Economic Growth, and Environmental Conservation.**

Green entrepreneurship strategies in Indonesia's tourism sector exhibit a notable alignment with the principles of sustainable tourism development, economic growth, and environmental preservation. This alignment is driven by the recognition that the preservation of Indonesia's natural and cultural heritage is integral to the long-term success of the tourism industry (McCool & Moisey, 2008).

Green entrepreneurs' emphasis on eco-friendly accommodations, conservation efforts, and community engagement underscores their commitment to sustainable tourism development. These strategies prioritize the preservation of local ecosystems and cultural assets while offering tourists authentic and responsible travel experiences. This alignment ensures that tourism continues to benefit local communities and safeguards the appeal of Indonesia as a tourist destination (Mahadevan et al., 2017).

These strategies have demonstrated the potential to foster economic growth in Indonesia's tourism sector. The introduction of eco-friendly technologies (Bagio & Budidharmanto, 2023), locally-sourced food (Mardatillah, 2020; Soeroso & Susilo, 2014; Telfer & Wall, 2000), and sustainable tour packages (Arintoko et al., 2020; Hawkins, 2013; McCool & Moisey, 2008; Nurhayati et al., 2022; Soeswoyo et al., 2021) not only attract environmentally-conscious tourists but also generate cost savings for businesses. These strategies contribute to job creation and increased revenue. By promoting sustainable practices, green entrepreneurs enhance the sector's economic viability (Kusdiyanti et al., 2022).

Green entrepreneurs in Indonesia prioritize environmental conservation through eco-

innovations (Kusdiyanti et al., 2022), sustainable food sourcing (Reynolds, 1993), and conservation initiatives (McCool & Moisey, 2008). By reducing resource consumption, supporting local communities, and engaging in conservation efforts, they actively contribute to environmental preservation. This alignment is fundamental in mitigating the environmental impacts of tourism, including deforestation, habitat degradation, and pollution (Guild et al., 2022; Hakim, 2017; Prastiyo et al., 2020; Sodik, 2020).

### **Patterns, Trends, Variations, and Implications of Successful Green Entrepreneurship Strategies for Sustainability in Indonesia's Tourism Sector**

In the evolving landscape of green entrepreneurship strategies in Indonesia's tourism sector, several patterns and trends emerge, reflecting a shift towards more effective approaches to achieving sustainability. These patterns also exhibit variations depending on factors such as location, market segment, and entrepreneur commitment.

One prominent trend is the increased adoption of eco-friendly accommodations and facilities, such as energy-efficient hotels and responsible tourism lodges. Tourists are increasingly seeking environmentally-conscious places to stay, leading to a growth in businesses that invest in sustainable infrastructure. This trend signs a positive shift towards a more sustainable tourism industry (Bagio & Budidharmanto, 2023; Darmaputra et al., 2020; Mbulu & Gunadi, 2018; NIŦĂ, 2019; Yuniati, 2021).

Another emerging pattern is the focus on community engagement and empowerment. Green entrepreneurs are recognizing the importance of collaborating with local communities, ensuring that economic benefits are shared equitably and that local cultures are respected. This approach enhances the social dimension of sustainability and is likely to gain traction (Achmad et al., 2023; Arintoko et al., 2020; Arowoshegbe et al., 2016; Kusdiyanti et al., 2022; Soenarto et al., 2018; Soeswoyo et al., 2021; Wibowo & Ronggowulan, 2021).

The choice of strategy should consider the specific characteristics of the destination. The success of certain strategies may vary across regions. For example, eco-tourism initiatives may be more successful in areas with rich biodiversity, while cultural tourism approaches may thrive in regions with unique heritage. Strategies may also vary based on the target market segment. Luxury eco-resorts may attract high-end tourists seeking exclusive experiences, while budget-friendly eco-lodges may appeal to more budget-conscious travelers. Understanding the preferences and values of different market segments is essential for tailoring strategies.

### **Alignment of Green Entrepreneurship in Indonesia with Sustainable Tourism Development, the Triple Bottom Line Approach, and Sustainable Development**

## **Entrepreneurship**

The concept of sustainable tourism development emphasizes the need to balance economic growth with environmental and socio-cultural preservation. In Indonesia, green entrepreneurship practices align with this concept by promoting eco-friendly initiatives, conservation of natural and cultural resources, and the well-being of local communities. For instance, entrepreneurs who invest in eco-friendly accommodations (Mbulu & Gunadi, 2018) and responsible tourism activities contribute to the preservation of natural habitats and indigenous cultures while offering tourists authentic and sustainable experiences (Soeroso & Susilo, 2014). However, the challenge lies in ensuring that these practices are adopted more widely across the tourism industry, as they often require a shift in mindset and significant initial investments. This reflects the need for a broader commitment to sustainable tourism among stakeholders, reinforcing the significance of this concept.

The Triple Bottom Line (TBL) approach, which evaluates the performance of businesses based on economic, environmental, and social dimensions, is echoed in the practices of green entrepreneurs in Indonesia (Wijaya & Mursitama, 2023). Green entrepreneurship strategies strive to achieve a balance between profit generation, environmental responsibility, and social well-being (Arowoshegbe et al., 2016). For example, businesses that invest in sustainable food sourcing and engage in environmental conservation exemplify the TBL approach by generating revenue, reducing their environmental footprint, and supporting local communities. While these practices offer various benefits, challenges include quantifying and reporting the social and environmental impacts, as well as convincing investors and consumers of their value. The TBL approach thus underscores the need for a comprehensive assessment of the outcomes of green entrepreneurship.

Entrepreneurship in sustainable development involves the use of business strategies to address environmental and social challenges (Kusdiyanti et al., 2022). Green entrepreneurs in Indonesia adopt this approach by introducing eco-innovations, promoting community involvement, and sourcing locally. These practices can lead to economic growth while addressing environmental and social issues, aligning with the core tenets of entrepreneurship in sustainable development. However, the challenges include limited access to funding and resources, regulatory hurdles, and the need for broader support from the tourism industry and local communities (Astawa et al., 2021; Suryani et al., 2022; Susila & Hukom, 2023; Yanti et al., 2023). This reflects the need for an ecosystem that supports and encourages sustainable entrepreneurship, highlighting the relevance of this theory in the Indonesian context.

## **CONCLUSION**

In the context of Indonesia's evolving tourism sector, the growing practice of green entrepreneurship reflects a promising shift towards sustainable tourism development, economic growth, and environmental conservation. Green entrepreneurs in Indonesia are adopting various strategies, including eco-friendly accommodations, community engagement, sustainable tour packages, sustainable food sourcing, and environmental education, to contribute to the principles of sustainability. These strategies align with the concepts of sustainable tourism development, the Triple Bottom Line approach, and entrepreneurship in sustainable development, emphasizing the need to balance economic gains with environmental and social responsibility.

However, challenges persist, such as limited access to funding, regulatory hurdles, and the need for broader industry and community support. These challenges underline the necessity for a comprehensive ecosystem that supports and encourages sustainable entrepreneurship in the Indonesian tourism sector.

The implications for existing theories of sustainable tourism, the Triple Bottom Line, and entrepreneurship in sustainable development demonstrate that these theories both guide and are challenged by the practical application of green entrepreneurship in Indonesia. The practical implications of this study hold significant potential for enhancing sustainability in Indonesia's tourism industry. Green entrepreneurs can diversify their offerings, pursue sustainability certifications, strengthen community ties, and invest in education to foster a culture of sustainability. Policymakers play a pivotal role in facilitating these efforts by creating supportive regulations, providing funding access, and promoting sustainability standards. Empowering local communities to engage, preserve their culture, adopt sustainable practices, and educate their members is vital for the success of these strategies. These collective actions guide stakeholders toward sustainable practices, ensuring the long-term prosperity of the sector and the preservation of Indonesia's invaluable natural and cultural heritage.

The study's limitations include a regional-specific focus, which may not fully represent the diversity of green entrepreneurship practices across Indonesia. Data collection relied on secondary sources, which might not offer the same accuracy and comprehensiveness as primary data collection methods. Additionally, the research lacks a longitudinal analysis, providing only a snapshot of the current state of green entrepreneurship. Lastly, the evaluation of strategy

success primarily employed qualitative methods, leaving room for more quantitative and robust assessments in future studies.

Future research should consider a comparative analysis between Indonesia and other countries to identify best practices and cross-border learning opportunities. Exploring the perspectives and experiences of local communities impacted by green entrepreneurship is essential for a comprehensive understanding of sustainability, especially focusing on the social dimensions of sustainability. Additionally, assessing the impact of government policies on green entrepreneurship and sustainable tourism development is crucial for policymakers. A longitudinal study tracking the long-term impacts of green entrepreneurship in terms of economics, environment, and society can provide insights into the sustainability of these strategies. Finally, understanding tourist preferences and behaviors in choosing sustainable tourism options can inform the strategies of green entrepreneurs and enhance their offerings.

## REFERENCES

- Achmad, F., Prambudia, Y., & Rumanti, A. A. (2023). Sustainable Tourism Industry Development: A Collaborative Model of Open Innovation, Stakeholders, and Support System Facilities. *IEEE Access*. <https://doi.org/10.1109/ACCESS.2023.3301574>
- Alonso-Almeida, M. del M., & Álvarez-Gil, M. J. (2018). Green entrepreneurship in tourism. In *The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures* (pp. 369–386). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78743-529-220181027>
- Alrawadieh, Z., Altinay, L., Cetin, G., & Şimşek, D. (2021). The interface between hospitality and tourism entrepreneurship, integration and well-being: A study of refugee entrepreneurs. *International Journal of Hospitality Management*, 97, 103013. <https://doi.org/10.1016/j.ijhm.2021.103013>
- Anggita, D., Wardhani, A., & Danusastro, Y. (2016). Penilaian Aspek Green Hotel Kelas Menengah (Hotel Bintang 1, 2, dan 3). *Modul*, 16(1), 21–28. <https://doi.org/10.14710/mdl.16.1.2016.21-28>
- Antara, M., & Sumarniasih, M. S. (2017). Role of tourism in economy of Bali and Indonesia. *Journal of Tourism and Hospitality Management*, 5(2), 34–44. <https://doi.org/10.15640/jthm.v5n2a4>
- Ardiansyah, I., & Iskandar, H. (2021). Implementation of Green Hotel Management 5-Star Hotel in Jakarta, Case Study: The Dharmawangsa Hotel Jakarta. *IOP Conference Series: Earth and Environmental Science*, 704(1), 12034. <https://doi.org/10.1088/1755-1315/704/1/012034>
- Arintoko, A., Ahmad, A. A., Gunawan, D. S., & Supadi, S. (2020). Community-based tourism village development strategies: A case of Borobudur tourism village area, Indonesia. *Geo Journal of Tourism and Geosites*, 29(2), 398–413. <https://doi.org/10.30892/gtg.29202-477>
- Arowoshegbe, A. O., Emmanuel, U., & Gina, A. (2016). Sustainability and triple bottom line:

- An overview of two interrelated concepts. *Igbinedion University Journal of Accounting*, 2(16), 88–126.
- Astawa, I. P., Suarja, I. K., & Sukawati, T. G. R. (2021). Exploring Green Start-up Finance for Tourism Villages. *International Conference on Applied Science and Technology on Social Science (ICAST-SS 2020)*, 82–85. <https://doi.org/10.2991/assehr.k.210424.017>
- Bagio, A. C., & Budidharmanto, L. P. (2023). Guest Pro-environmental Behavior Towards the Implementation of Energy Efficiency through Smart Key Technology in Capsule Hotel. *Indonesian Journal of Social and Environmental Issues (IJSEI)*, 4(2), 184–191. <https://doi.org/10.47540/ijsei.v4i2.1009>
- Darmaputra, P. G. E., Dianasari, D. A. L., & Kalpikawati, I. A. (2020). Penerapan Konsep Green Hotel di Nusa Lembongan Bali. *Jurnal Bisnis Hospitaliti*, 9(2), 70–77. <https://doi.org/10.52352/jbh.v9i2.507>
- Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, 62(1), 107–115. <https://doi.org/10.1111/j.1365-2648.2007.04569.x>
- Guild, R., Wang, X., & Russon, A. E. (2022). Tracking deforestation, drought, and fire occurrence in Kutai National Park, Indonesia. *Remote Sensing*, 14(22), 5630. <https://doi.org/10.3390/rs14225630>
- Hakim, L. (2017). Managing biodiversity for a competitive ecotourism industry in tropical developing countries: New opportunities in biological fields. *AIP Conference Proceedings*, 1908(1). <https://doi.org/10.1063/1.5012708>
- Hall, C. M. (2012). Tourism and the environment: problems, institutional arrangements and approaches. In *Tourism in South and Southeast Asia* (pp. 94–103). Routledge.
- Hawkins, D. E. (2013). Sustainable tourism competitiveness clusters: application to World Heritage sites network development in Indonesia. In *Cultural and Heritage Tourism in Asia and the Pacific* (pp. 299–312). Routledge.
- Jovanović Tončev, M. (2014). Importance of sustainable tourism. *Sinteza 2014-Impact of the Internet on Business Activities in Serbia and Worldwide*, 722–725.
- Kusdiyanti, H., Febrianto, I., Wijaya, R., & Agustina, N. I. (2022). The innovation of sustainable business model in eco-edutourism: a way for creating society 5.0. *BISMA (Bisnis Dan Manajemen)*, 14(2), 177–191. <https://doi.org/10.26740/bisma.v14n2.p177-191>
- Mahadevan, R., Amir, H., & Nugroho, A. (2017). Regional impacts of tourism-led growth on poverty and income inequality: A dynamic general equilibrium analysis for Indonesia. *Tourism Economics*, 23(3), 614–631. <https://doi.org/10.5367/te.2015.053>
- Mardatillah, A. (2020). The enterprise culture heritage of Minangkabau cuisine, West Sumatra of Indonesia as a source of sustainable competitive advantage. *Journal of Ethnic Foods*, 7(1), 34. <https://doi.org/10.1186/s42779-020-00059-z>
- Mbulu, Y. P., & Gunadi, I. M. A. (2018). Green Hotel and Its Implementation in Indonesia (Case Study: Aston Hotel & Resort Bogor, Neo Hotel, and Fave Hotel). *2nd International Conference on Tourism, Gastronomy, and Tourist Destination (ICTGTD 2018)*, 312–322. <https://doi.org/10.2991/ictgtd-18.2018.37>
- McCool, S. F., & Moisey, R. N. (2008). *Tourism, recreation and sustainability: Linking culture and the environment*. Cabi.

- McLeod, M., Dodds, R., & Butler, R. (2021). Introduction to special issue on island tourism resilience. In *Tourism geographies* (Vol. 23, Issue 3, pp. 361–370). Taylor & Francis. <https://doi.org/10.1080/14616688.2021.1898672>
- Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of Economic Development, Environment and People*, 7(1), 23–48. <https://doi.org/10.26458/jedep.v7i1.571>
- Niedziółka, I. (2014). Sustainable tourism development. *Regional Formation and Development Studies*, 8(3), 157–166.
- NIŹĂ, D. (2019). Green entrepreneurship in the hospitality industry. *Annals of the University of Petrosani Economics*, 19(1).
- Nurhayati, Y., Pudjihardjo, Susilo, & Ekawaty, M. (2022). Tourism Village Sustainability Strategy in Malang Regency, Indonesia: Analytical Hierarchy Process and Multidimensional Scaling Approach. In *Modeling Economic Growth in Contemporary Indonesia* (pp. 319–341). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80262-431-120221019>
- Papageorgiou, G., Tsappi, E., Konis, E., Abreu, R., & Indarti, N. (2023). Developing Green Entrepreneurship Skills in Indonesia; An Educational Perspective. *European Conference on Innovation and Entrepreneurship*, 18(2), 704–709.
- Prastiyo, S. E., Irham, Hardyastuti, S., & Jamhari, F. (2020). How agriculture, manufacture, and urbanization induced carbon emission? The case of Indonesia. *Environmental Science and Pollution Research*, 27(33), 42092–42103. <https://doi.org/10.1007/s11356-020-10148-w>
- Rahmawati, R., Suprapti, A. R., Pinta, S. R. H., & Sudira, P. (2021). Green entrepreneurship: a study for developing eco-tourism in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(5), 143–150. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0143>
- Reynolds, P. C. (1993). Food and tourism: towards an understanding of sustainable culture. *Journal of Sustainable Tourism*, 1(1), 48–54. <https://doi.org/10.1080/09669589309450700>
- Sakellari, M., & Skanavis, C. (2013). Sustainable tourism development: environmental education as a tool to fill the gap between theory and practice. *International Journal of Environment and Sustainable Development*, 12(4), 313–323. <https://doi.org/10.1504/IJESD.2013.056316>
- Schaper, M. (2016). *Entrepreneurship and economic development*. Routledge.
- Sodik, D. M. (2020). Marine pollution in Indonesia and the regulatory framework. *The International Journal of Marine and Coastal Law*, 36(1), 114–135.
- Soenarto, S., Rahmawati, R., Suprapti, A. R., Handayani, R., & Sudira, P. (2018). Green entrepreneurship development strategy based on local characteristic to support power eco-tourism continuous at Lombok. *Journal of Tourism & Hospitality*, 7(06), 269–2167. <https://doi.org/10.4172/2167-0269.1000394>
- Soeroso, A., & Susilo, Y. S. (2014). Traditional Indonesian gastronomy as a cultural tourism attraction. *Editorial Board*, 45, 45–59.
- Soeswoyo, D. M., Jeneetika, M., Dewi, L., Dewantara, M. H., & Asparini, P. S. (2021). Tourism potential and strategy to develop competitive rural tourism in Indonesia.

- International Journal of Applied Sciences in Tourism and Events*, 5(2), 131–141. <https://doi.org/10.31940/ijaste.v5i2.131-14>
- Sugiyarto, G., Blake, A., & Sinclair, M. T. (2003). Tourism and globalization: Economic impact in Indonesia. *Annals of Tourism Research*, 30(3), 683–701. [https://doi.org/10.1016/S0160-7383\(03\)00048-3](https://doi.org/10.1016/S0160-7383(03)00048-3)
- Suryani, A., Soedarso, S., Rahmawati, D., Saifulloh, M., & Agustin, D. S. Y. (2022). A Community Marine Tourism as a Business Sector: Challenges Faced by Local Community. *International Journal of Business Studies*, 6(2), 198–217. <https://doi.org/10.32924/ijbs.v6i2.235>
- Susila, W., & Hukom, A. (2023). Potensi Implementasi Green Economy Di Kalimantan Tengah. *Trending: Jurnal Manajemen Dan Ekonomi*, 1(2), 239–248. <https://doi.org/10.30640/trending.v1i2.908>
- Telfer, D. J., & Wall, G. (2000). Strengthening backward economic linkages: Local food purchasing by three Indonesian hotels. *Tourism Geographies*, 2(4), 421–447. <https://doi.org/10.1080/146166800750035521>
- Watson, R. T., & Webster, J. (2020). Analysing the past to prepare for the future: Writing a literature review a roadmap for release 2.0. *Journal of Decision Systems*, 29(3), 129–147.
- Wibowo, Y. A., & Ronggowulan, L. (2021). Potential analysis and community-based sustainable tourism development strategy (a case of kampung menjing, sukoharjo regency, central java, indonesia). *IOP Conference Series: Earth and Environmental Science*, 683(1), 12112. <https://doi.org/10.1088/1755-1315/683/1/012112>
- Wichaisri, S., & Sopadang, A. (2013). Sustainable logistics system: A framework and case study. *2013 IEEE International Conference on Industrial Engineering and Engineering Management*, 1017–1021. <https://doi.org/10.1109/IEEM.2013.6962564>
- Wijaya, S. A., & Mursitama, T. N. (2023). The Implementation of Triple Bottom Line on CSR Effort Toward Sustainable Development: Case Study Starbucks Greener Nusantara. *E3S Web of Conferences*, 388. <https://doi.org/10.1051/e3sconf/202338803018>
- Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Marketing For Business*. PT. Sonpedia Publishing Indonesia.
- Yuniati, N. (2021). Green hotel concept and practices in Indonesia. *E-Journal of Tourism*, 8(2), 184–196. <https://doi.org/10.24922/eot.v8i2.76346>