

## Sustainable Tourism Industry Concept and Implementation: Evidence from Indonesia

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**Abstract.** The tourism sector is the most realistic sector to revive the national economy due to the Covid-19 pandemic in Indonesia. The contribution of tourism gross domestic product (GDP) namely 4.05% (2020) and 4.2% (2021). Foreign exchange for the tourism sector in 2019 amounted to 16.9 billion US dollars while in 2020 it was 3.2 billion US dollars. In 2022, the government targets the tourism sector's foreign exchange value to increase to US\$1.7 billion (±Rp. 24 billion). In 2020 the number of foreign tourists reached 4.05 million people but in 2021 it decreased to 1.5 million people. In 2022 the Ministry of Tourism and Creative Economy (Kemenparekraf) targets around 1.8 million - 3.6 million foreign tourists. Meanwhile, domestic tourists as mainstay tourists are targeted at 260-280 million. In fact, the tourism industry faces problems because some tourist destinations have not implemented the concept of sustainable tourism as a result of tourism infrastructure development ignoring environmental conservation, generating waste, and not involving human resources around the location. So that, in some cases it has marginalized the local population and lost their livelihoods. Sustainable tourism is a holistic concept that includes economic issues, social concerns, and environmental conservation. Several tourist destinations in Indonesia are more profit oriented, government policies as stakeholders are not synergistic, and others. Therefore, the development of the Indonesian tourism sector needs to be redesigned in accordance with the concept of sustainable tourism to be competitive and sustainable.

**Keywords:** Sustainable tourism, Tourism industry

### 1. INTRODUCTION

The global tourism industry is ranked third in the world for export goods and services, contributing to 7% of the world's exports. Since tourism accounts for 10% of the world's GDP and 10% of employment, it has had a significant impact on the global economy over the past ten years (Calderon-Vargas, 2021). On a worldwide and local level, tourism is an industry that is constantly expanding and economically significant (León-Gómez et al., 2021). The definition of tourism and its various forms needs to be narrowed down (Grah et al., 2020).

Therefore, for many countries, tourism has become the dominant economic sector (Eiseman, 2018). According to UNWTO (2017) tourism is one of the premier export industries in developing countries and the number of inbound tourists is on the rise (Lama et al., 2021). According to United Nations World Tourism Organization (2013) tourism is a major economic force worldwide, accounting for 9 percent of World GDP (Postma et al., 2017). Michalena et al (2009) state that only in 2019, there were 1.5 billion trips made by tourists abroad, up 4% from the year before (Calderon-Vargas, 2021). Tourism is considered one of the key industrial sectors for the creation of wealth, social benefits and employment in many developing and

developed economies (Garg and Pandey, 2020). According to Romita (2000) and Savelli (2002) that tourism is a dynamic phenomenon, and it evolves with other social developments (Monaco, 2018). The attribution of the tourism sector's growth is seen in the increase of the local population's income (Amado and Rodrigues, 2021). Tourism has become a key industry for the region and one of the most important value-added and employment (Hill and Menon, 2010).

Tourism is an activity performed by individuals hosting people and travel; and activity at the heart of which are human beings (Soteriades, 2017). Traditionally, the idea of tourism is closely related to a sense of escape from everyday life and recovery from work (Egger et al., 2020). According to Zolfani et al. (2015), tourism is conceivably the biggest industry in the world. Due to the significant role it plays in boosting consumption, advancing trade, and fostering global communication, the tourism industry has risen in recent years and gained attention on a global scale (Benghadbane and Khreis, 2019). Since tourism activity is intrinsically tied to the environment, it is important to educate travelers, locals, and facility managers about the need for the tourism industry to operate sustainably by implementing sustainable practices (Hysa et al., 2021). One of the service industries that has gained prominence recently is the tourist industry (Ali, 2021). Today's tourism industry is fiercely international and cutthroat. One area of economic activity is the tourism industry (Fernandes and Almeida, 2021).

According to Tian et al. (2021) tourism is also recognized for fostering growth, development, modernizing isolated areas, and accelerating cultural development (Calderon-Vargas, 2021). Tourism is a complex activity that involves significant financial resources and economic incentives for environmental protection, restoration of buildings of historical importance and preservation of local customs, traditions and cultures (Mandic et al., 2020). For many countries, tourism has become the dominant economic sector (Eiseman, 2018). Tourism has contributed to the economic growth of many destinations (Talwar et al., 2022). The WTO further claimed that tourism contributes between 3 and 10% of the Gross Development Product (GDP) in most developing countries (Lama et al., 2021). More opportunities for new employment, lower living expenses, and strategies for keeping the younger population (Bajrami et al., 2020).

This research concerns the practice of sustainable tourism in Indonesia, with a case study of the Mandalika tourism Special Economic Zone (hereinafter Mandalika KEK) in Central Lombok Regency, West Nusa Tenggara (NTB) Province. The cost of the entire infrastructure development for the Mandalika KEK amounts to USD 3 billion, including the construction of the international circuit which is 4.31 kilometers long. This research is more specifically about the negative impact of the development of tourism special economics zones (hereinafter KEK) because they have used productive land, marginalized local communities due to not being able to cultivate their land or catch fish around the coast. The results of the research show that the Mandalika KEK development project has neglected the concept of sustainable tourism, especially social aspects.

## **2. LITERATURE REVIEW**

### ***2.1 Tourism Industry***

As one of the world's largest industries (Scheyvens and Cheer, 2022). Tourism is arguably the largest industry in the world (George, 2017) which one of the sectors with the greatest rate of growth in the world—tourism—is currently attempting to adopt sustainable and ethical standards (Kisi, 2019). The travel and tourism industry is placed among the largest industries in the world (Zolfani et al., 2015). The tourism industry has seen an international trend away from mass products to more personalized experiences (George, 2017). The tourism industry is continuously faced with a highly competitive environment (Soteriades, 2012). In the tourism industry, most of the scholars argued that satisfaction played an essential role in predicting and understanding tourist reactions after a consumption tourist experience (Azis et al., 2020). The tourism industry exists as a network of interconnected subsectors, and consequently, networking is very beneficial in destination marketing (Soteriades, 2012). World Tourism Organization (2001) states tourist businesses will be able to dynamically adapt to

changing consumer demands, offer value-added products, and assist travelers arriving at the destination (Soteriades, 2012). Tourism, perhaps more than any other industry, has an obvious interest in adopting socially responsible principles, given its high dependency on cultural heritage and the sustained beauty of natural resources (George, 2017).

## *2.2 Sustainable Tourism*

Sustainability is an environmental problem. In tourism studies, concepts related to the principles of sustainable development began to appear on a larger scale in the mid-1980s (Butowski, 2021). The Rio+20 Outcome paper is the first significant document to present sustainable tourism (Roblek et al., 2021). There are several different ways to define sustainable tourism (Kisi, 2019). World Commission on Environment and Development defined sustainability as meeting “the needs of the present without compromising the ability of future generations to meet their own needs” (1987), has been a subject of increasing interest in recent year (Gauthier, 2017). The NWTO emphasizes sustainable tourism and the economic significance of the sector (Hall, 2019). The term "sustainable" is being utilized in a number of industries, including tourism, architecture, agriculture, and community development (Kisi, 2019). According to Camilleri (2014) and Swarbrooke (2009), sustainable tourism is tourism that aims to ensure the long-term economic viability of the industry, while preserving the natural resources it relies on (Eiseman, 2018). According to Grah et al. (2020), sustainable tourism is a form of tourism development or tourism activity that supports the environment, ensures the long-term protection of resources, and ensures social and economic acceptance and equity. It offers genuine opportunities for sustainable and inclusive growth and is of essential economic, social, and cultural value (León-Gómez et al., 2021). Tourism represents an interesting challenge for sustainability because it directly impacts on and is impacted by both the socio-economic and environmental dimension of sustainability (Postma et al., 2017).

Tourism destinations today face a set of new challenges arising from changes in consumers and the environment (Sotireades, 2012). Butler (1993) defined sustainable tourism as “tourism which is in a form which can maintain its viability in an area for an indefinite period of time” (Garg and Pandey, 2020). The notion of sustainable tourism undoubtedly refers to a wider concept of sustainable development (Butowski, 2021). Sustainable tourism is committed to natural resource conservation and the local community’s well-being for its sustainability (Amado and Rodrigues, 2021). Sustainable Tourism is defined as tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an infinite period while safeguarding the Earth’s life-support system on which the welfare of current and future generations depends (Dowling, 2020). Sustainable tourism development concerns an economic, social and environmental tourism development that aims at the continuous improvement of tourists’ experiences (Zolfani et al., 2015). Even though the majority of people on earth live in urban areas and cities are the most popular tourist destinations, sustainable tourism places a strong emphasis on the natural environment, rural settings, and protected territory (Grah et al., 2020).

There is a need for all stakeholders to act in accordance with the principles and goals of sustainable development (Mandic et al., 2020). The impacts of tourism on the environment and resources can be seen through three categories: economic impacts, socio-cultural and spatial-environmental (Mandic et al., 2020). Tourism has a positive impact on sustainable development by contributing to the preservation of national and socio-cultural characteristics of the region (Platov et al., 2021). Competitiveness in tourism is closely linked to three main objectives - development, integration and conservation (Sasidharan and Krizaj, 2018).

The vibrant 1970s and 1980s gave birth to the idea of sustainable tourism. It was created as a response to post-war tourism's explosive rise (both in terms of volume and geographic reach) (Lane, 2017). The demands of current visitors and host communities are met through sustainable tourism development, which also safeguards and expands prospects for the future (Liu, 2003). The well-known Brundtland Report defined sustainability as growth that satisfies present requirements without sacrificing possibilities and demands for future generations (Haid and Albrecht, 2021). According to Pulido-Fernández et al. (2019), sustainability can foster commercial development, boost benefits for the host community, and safeguard and maintain

natural and cultural resources. According to Kadi et al (2015), sustainable tourism denotes a specific status of tourism derived from the fundamental principles of sustainable development, considering it to be a "full representation of its current and future economic, social, and environmental impacts."

### 3. Research Methods

This study uses the case study method, namely to answer "how" and "why". The object of his research is Mandalika KEK, West Nusa Tenggara Province, specifically regarding the impact of the development of the international circuit from the perspective of sustainable tourism. Case study research is most likely suited to "how" and "why" questions, so your initial task is to clarify exactly the nature of your research question in this regard (Yin, 2018). Creswell and Clark (2010) state that in an embedded mixed methods case study, the researcher collects and analyzes both quantitative and qualitative data to examine a case (Wang, 2021). According to Yin (2014) that case studies allow examining phenomena from different angles "in their natural setting". By triangulating the research and thereby ensuring the validity of the findings (Wang, 2021).

The sustainable tourism model is still not understood by the main stakeholders, namely the government. This is shown by the neglect of the rights of the local community as land owners. Some land owners can no longer work on their land because a circuit is used or they have to take a detour to their fields or fields. Data sourced from secondary data such as the internet and scientific journals. The results of the study show that in practice, the two elements of sustainable tourism, namely social and environmental, have not been accommodated by stakeholders. The circuit manager only thinks about profit or return on capital which places more emphasis on the business aspect.

### 4. Results and Discussion

#### 4.1 Mandalika Special Economic Zone (KEK): Unsustainable Tourism Project

The tourism sector is the mainstay of the Indonesian national economy which ranks second in foreign exchange after palm oil. Foreign exchange for the tourism sector in 2019 amounted to 16.9 billion US dollars while in 2020 it was 3.2 billion US dollars and reaching US\$4.26 billion in 2022. This figure exceeds the government's target of US\$1.7 billion ( $\pm$  IDR 24 billion) in 2022. This value has increased by 769.39% when compared to the previous year (Widi, 2022). The contribution of tourism gross domestic product (GDP) namely 4.05% (2020) and 4.2% (2021). Therefore, the Indonesian government intends to develop the industrial potential even more, including with the 10 New Bali program launched in 2016. The 10 New Bali Program consists of: 1) Lake Toba in North Sumatra (\$1.6 billion); 2) Tanjung Kelayang, Bangka Belitung (\$1.4 billion); 3) Tanjung Lesung, Banten (\$4 billion); 4) Thousand Islands, Jakarta (\$1.5 billion); 5) Borobudur, Central Java (\$1.5 billion); 6) Bromo-Tengger-Semeru, East Java (\$1.4 billion); 7) Mandalika, Lombok, West Nusa Tenggara (\$3 billion); 8) Labuan Bajo, East Nusa Tenggara (\$1.2 billion); 9) Wakatobi, Southeast Sulawesi (\$1.5 billion); and 10) Morotai, Maluku (\$2.9 billion). The construction of the 10 New Balis and KEKs required huge funds. Besides that, the development of KEK and 10 New Bali requires a large amount of land. Some of them have used productive land such as rice fields, fields and forests which have been the source of livelihood for the local community. Apart from that, the government is also building several KEKs to accelerate the development of the tourism industry sector. Some of the 10 New Bali destinations such as Mandalika, Tanjung Kelayang, Likupang, Tanjung Lesung, Singhasari and Morotai are KEKs.

Basically, the development of KEKs is expected to develop potential and increase economic competitiveness as well as create added value for the local community at the domestic and international level. One of them is the development of the Mandalika KEK in Lombok, West Nusa Tenggara Province which is expected to improve welfare for the people. Construction of the Mandalika KEK in Central Lombok Regency, West Nusa Tenggara Province began in mid-2019 with an area of  $\pm$  1,250 ha. The main attraction of the Mandalika KEK is the Mandalika international circuit which is located in Kuta Village, Central Lombok

Regency. This international racing circuit has a track length specification of 4.31 kilometers with a total of 17 corners. So that with this circuit it is hoped that it can provide a multiplayer effect in increasing the volume of tourist visits, shopping activities and accommodation in West Nusa Tenggara Province, especially in Central Lombok Regency.

The business concept developed at KEK Mandalika includes public realm and private realm. Public realm is a business concept that develops facilities that support the sustainability of the area such as transportation infrastructure, electricity, water, gas, communications, parks, sports and entertainment facilities. In addition, public service programs such as trade, health, security, agro-tourism and religious facilities. Meanwhile, private realm is a business concept that develops independent development packages such as hotels, spas, conference venues, and museums as well as craft industry venues (Muhammad, 2020).

The considerations for the development of the Mandalika KEK are, among others, to increase the number of tourist visits to the West Nusa Tenggara Province. In 2019 the number of tourists coming to West Nusa Tenggara Province was 3.7 million people. In addition, in recent years the tourism sector has had a major impact on Central Lombok Regency's Original Revenue (PAD) of 200 billion. Previously the PAD was around 35 billion. The fact is that the development causes various social problems in the community. According to De Schutter, the UN Special Rapporteur on Extreme Poverty and Human Rights, the Indonesia Tourism Development Corporation (ITDC) as the person in charge of developing Mandalika has not yet accommodated land disputes. According to him, the Mandalika tourism development has ignored human rights (HAM) and is not in line with the concept of sustainable development. According to Ki,si (2019), sustainability focuses on a set of moral standards and guiding principles that "direct action in a responsible and harmonious way, incorporating the environmental and societal consequences of actions, as well as economic goals. Even though the role of the local community is very important in the development of the tourism industry as stated below: "The backing of a local community is one of the most important elements for the success of the tourism business in all settings, including rural ones." (Bajrami et al., 2020).

## **Conclusion**

The implementation of a sustainable tourism sector in Indonesia is not optimal due to the understanding and orientation of the main stakeholders, namely entrepreneurs and the government, which places more emphasis on business aspects. While the other two aspects, namely social and environmental, received less attention. In fact, ideally all elements of sustainable tourism can be accommodated. Sustainable tourism is a holistic concept that includes economic issues, social concerns, and environmental conservation. So that it has caused the implementation of sustainable tourism to not be achieved. It has even marginalized the local community because it is not involved in the development project or its implementation.

One piece of evidence is the Mandalika KEK development project in Lombok which built an international circuit that ignores the concept of sustainable tourism. Farmers and cultivators have to go around the circuit if they are going to their rice fields, gardens and forests. Because they can not cross the circuit. So that their work productivity decreases and they have to pay extra costs. Even fishermen are no longer allowed to take fish on the beach along the circuit. Even though for many years the activities of planting rice, farming, fishing were the main livelihoods of the most Mandalika people. In the concept of sustainable tourism, local residents must be empowered and increase their income. The fact is that the development of the Mandalika KEK ignores social aspects. In addition, productive and strategic land belonging to the community has been used as a circuit and its facilities at a low compensation price. As a result, many local residents have had to move their homes or their cultivated land. In addition, the circuit has caused flooding in several villages.

The case study of the Mandalika KEK, namely the development of an international circuit does not accommodate all elements of sustainability, especially the empowerment of local communities. Therefore, understanding of sustainable tourism needs to be improved, especially main key stakeholder, namely the government. Therefore, the development of the Indonesian tourism sector needs to be redesigned in accordance with the concept of sustainable tourism to be competitive and sustainable.

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