

## Green Tourism Management For Sustainable Tourism Development In The Age Of Disruption

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### ABSTRACT

Tourism is one of the most important economic activities in the world . The idea of sustainable tourism is something that many experts talk about lately, because we are now in the Industrial Era 4.0 or often known as the Era of Disruption. And the discussion on the idea of sustainable tourism cannot be separated from the discussion on environmentally conscious tourism. Because there is currently a tendency for people to care more about nature conservation and sustainable tourism, the concept of green tourism will be very attractive to every actor involved in the tourism sector. This is because green tourism takes advantage of the fact that people want to travel without negatively impacting the environment. The purpose of this study is to describe the influence of the idea of green tourism on the sustainable tourism sector. To provide an overview of the topic under study, this study uses qualitative techniques and descriptive methods. According to research findings, green tourism management has a significant impact on sustainable tourism. This is because the concept of green tourism management emphasizes the idea of being friendly with nature and the environment, as well as making a significant contribution to the economy of local communities that have not been affected by economic empowerment.

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### INTRODUCTION

One of the most striking shifts in world economic activity is the development of tourism as a major sector. Tourism is the third largest economic activity, and is developing at the second level after the oil and auto industries (Yoety, 2008). Income, employment and balance of payments are all positively affected by tourism's contribution to the economies of developing countries. As a result, more and more underdeveloped countries are focusing on the tourism industry to increase domestic employment, expand their tax base, and increase their national income (Wibowo et al, 2017).

Although the growth of the tourism industry can be beneficial for the economy and society of a country, if it is not managed properly, tourists can go to more attractive places (Widyastuti, 2010). Developing sustainable tourism products that assist in adapting and protecting the local environment will become increasingly important in the years to come (Sasongko et al, 2020).

There is an old perception that the tourism business is a smoke-free zone. Without the need for massive industrial development that produces harmful emissions, tourism has the ability to generate social, cultural and economic income and benefits (Irawati et al, 2019). On the other hand, this claim is debatable. The reason is that, compared to areas with fewer people traveling using different modes of transport, tourist-driven traffic jams emit carbon and pollutants that can damage the environment. Due to the large amount of energy required to run hotels, restaurants, theme

*Green Tourism Management For Sustainable Tourism Development In The Age Of Disruption.*

*Ariyanto*

parks, and even arts and performing events catering to tourists, all of them contribute greatly to local waste streams (Larasati & Rahmawati, 2017) .

In recent years, sustainable tourism has emerged as a major issue for the tourism industry (Sutiarso, 2018). Tourism is a growing industry in many developing countries because of its potential to increase GDP, local job opportunities, and physical infrastructure. Complications arise when development is carried out in a hurry, without adequate consideration of the product life cycle or the surrounding environment (Kiswanto, 2020). Therefore, sustainability research is focused on finding answers to issues that require expert thought, such as those related to environmental protection.

Over the past three decades, environmental issues and sustainable development have moved from the periphery to the center of public and academic attention. The beginning of this "disruption era" coincided with increasing environmental awareness in response to news about various ecological disasters and the actions of strong interest organizations , environmental concerns and tightening of national and international laws and regulations (Rahadian, 2016).

The economic impact of tourism is the most significant factor in determining policy, exceeding its significance in the cultural and environmental sectors (Febriana, 2018). The negative effects on society, culture and the environment are often ignored in favor of the financial industry. Due to its positive economic effects, tourism expansion is often seen as a means to address pressing social and economic problems (Damanik et al, 2022).

As a result, tourism infrastructure is being built without careful planning in a number of countries, which is likely to have negative social and environmental consequences. Much effort has been made to build sustainable tourism practices in response to growing concerns about the negative impacts of tourism. The emergence of special forms of tourism such as "green tourism" over the last two decades reflects the growing awareness of the importance of balancing economic growth with the protection of natural resources (Muchroddi et al, 2017).

## **METHOD**

In this study, the author uses a qualitative approach and descriptive methodology to build a unique, structured, accurate, and actual picture of the events that occur in the object of research. Qualitative Research Methods can be interpreted as a research method based on postpositivism/interpretive philosophy, used to examine the condition of natural objects (as opposed to experiments) where the researcher is the main instrument, data collection techniques are carried out through triangulation (combined), and descriptive data analysis. The results of inductive/qualitative and qualitative research emphasize the meaning of generalizations (Sugiyono, 2011).

## **RESULTS AND DISCUSSION**

Countries that want to develop their tourism industry must prioritize sustainability above all else. Tourist attraction planners have a responsibility to protect natural resources while creating a pleasant experience for visitors. For sustainability to thrive, careful planning that sets firm boundaries for growth is essential. This can be achieved through efforts sponsored by governments and organizations, as well as through education and training for those directly working in the

tourism industry, to better understand and reduce the negative impact of their work on the environment (Arida & Sunarta, 2017).

Sustainable tourism is gaining popularity as a response to the problems caused by mass tourism. Experts disagree about what sustainable tourism is, and many see it as more of a philosophy than a set of guidelines on how to travel responsibly. Judging from its ideological basis, sustainable tourism originates from the concept of sustainable development, which is a comprehensive approach to progress that considers the economy, society and the environment as an interconnected whole. Therefore, these three factors must be considered if you want to achieve sustainability.

Development that meets the demands of the present without ignoring future demands is called sustainable development (Kurniawati, 2013). The development of tourism without adverse impacts on the environment or local communities is known as "sustainable tourism", a word that first appeared in geographic debates in the 1990s. This idealized version of the concept intends to provide long-term benefits to the tourism industry and cater to both mainstream and specialty tourists. Environmental damage can be minimized if the government and the tourism industry work together to plan for it. Failure to consider ecological impacts in tourism planning will have unintended consequences. When people go on vacation, they want to have fun, but they don't want to jeopardize the needs of future generations (Obot & Setyawan, 2019).

Culture, biodiversity, ecological elements and living systems can all be protected while tourists enjoy themselves, thanks to sustainable tourism practices. Thus, sustainable tourism can be understood as a type of travel that considers the here and now and the long-term (economic, social and environmental) consequences of its actions, and which also meets the various requirements of its targets. demographics. environment.

The challenges in tourism management stem largely from the fact that all businesses, including those in the tourism industry, need to establish and maintain their existence by, among other things, establishing and maintaining a competitive advantage. A sure guarantee for the future of the tourism industry is the participation of the actors in the process of developing a sustainable competitive advantage. We believe that building green tourism management is the key to long-term competitive advantage in the tourism industry. Thus, the following material will begin with an examination of green tourism, then move on to ecotourism, using the latter as a basis for clarifying the purpose of the former.

This is a Case of Ecotourism Potential. There are both positive and negative influences at play, such as the need to adapt to new regulations, meeting the demands of a growing rural economy, increasing conservation efforts, providing city dwellers with an entertaining and informative glimpse into rural life, and meeting consumer demand for things new thing. tourism experiences and commodities. Whoever produces, produces, produces, produces When done right, green tourism can help revitalize rural areas by strengthening local economies and encouraging more conscientious and environmentally friendly land management (Tingginehe et al, 2019).

It is important to note that the term "green tourism" is used frequently but rarely defined, and can be used to describe any type of tourism that occurs in natural places with a primary focus on natural resources or tourism that is considered environmentally responsible. Therefore, the preservation of large and small ecosystems and the wildlife that depend on them for their existence is, therefore, an important goal of green tourism.

According to many researchers, there is no universally accepted definition of green tourism. Clearly, these green tours emphasize environmental preservation and are geared towards visitors with a strong sense of responsibility for the areas they visit. However, as said earlier, the expression "green tourism" is not necessarily used uniformly throughout the world to refer to this type of tourism (Junaidi, 2019).

Green tourism has many features in common with ecotourism, considering that both are based on nature. Green tourism, on the other hand, appears to be targeted precisely at urbanites, suggesting a style of spending holidays in the countryside and emphasizing recovery from everyday stresses, while ecotourism appears to be aimed at specific population groups who are interested in learning about the natural environment through travel. Simply by laying down roots and living in harmony with nature. In addition, ecotourism must be distinguished from rural tourism. Lane points out that small-scale private tourism facilities and contacts between guests and people from the host community are essential for green tourism, in addition to rural settings. This subfield of country vacations stands apart from the broader category of resort travel. However, resort tourism requires large infrastructure investments and state-of-the-art tourist facilities such as ski lodges and golf courses.

The question of whether promoting ecotourism will increase tourist numbers enough to increase local incomes is perhaps more pressing. The use of advertising strategies is an option. All tourist demands cannot be met at the same time. In order for ecotourism companies to better serve their consumers, it is very important to categorize them. Sustainable tourism practices that protect future demands for adequate ecological, monetary, social and cultural resources are what we mean when we talk about "green tourism management". (Chrissy & Arida, 2020).

In terms of the so-called economic benefits, ecotourism plays an important role. This is because ecotourism helps to generate income in rural areas which otherwise contributes a lot to the economy. Although it may be on a small scale, it has a significant effect on the surrounding environment. From an economic perspective, ecotourism research has a beneficial effect, as suggested by Fandeli (2000), although the amount of benefits obtained varies from region to region. According to the ecotourism paradigm, the formal and non-formal sectors need additional support to achieve economic empowerment. This is due to the fact that the irregular operation of ecotourism will have a significant impact on the local population. Furthermore, income disparities can trigger arguments.

Information technology that has advanced to date in the 4.0 revolution era, has become a very useful tool at all levels of society, including the tourism industry. Changes in consumer behavior are a direct and indirect result of this. Modern consumers have abandoned traditional media in favor of digital and individualized experiences. Consumers are also shifting their focus from travel agents to online resources when planning their trips. Seventy percent of respondents to a recent survey said they had used the internet to research and book travel (CNN Indonesia, 2019).

There have been some positive outcomes for the expansion of the tourism industry thanks to the Era of Disruption. The experience of countries such as Spain, which has adopted this policy, demonstrates this. The influx of visitors to the country was dramatic. Many useful technologies would emerge from this turbulent period, but the revolutions that spawned them also brought with them some unwanted side effects; this presents a problem for humanity (Andini & Akbar, 2020).

In the context of ecotourism, development that ignores several regulations mandated by the government can have a negative impact on the environment. Because ecotourism views nature as a commodity or development target, it inevitably leads to environmental degradation. Damage to natural ecosystems, climate change, global warming, and depletion of existing natural resources are all possible outcomes of development that does not follow the norms of sustainable tourism.

That is why it is important to have policies that encourage ecotourism that do not harm the environment. Green tourism is one type of ecotourism development that emphasizes educating visitors about the importance of conserving natural resources for future generations.

## CONCLUSION

Since tourism is one of the fastest growing businesses in the world, tourism has helped significantly in the expansion of economies around the world. Jobs, wages and trade surpluses have all increased thanks to the tourism industry. However, in pursuit of economic rewards, the tourism sector often ignores social and environmental issues. Since people have become more aware of the relationship between protecting the environment and long-term economic growth, sustainable tourism has become a hot topic among professionals in the field. According to the "green tourism" principle, we owe it to future generations to look after the planet so that we can continue to benefit from it every day. Ecotourism promotion is made simpler in today's digital age, which is sure to benefit the local economy wherever ecotourism destinations can be found. It should be borne in mind, too, that if ecotourism growth is not guided by the principles of sustainable tourism, this revolution could have unintended consequences.

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