

The future of green tourism in Bali: Challenges and opportunities

Ni Nyoman Sri Astuti ^{1*}, Putu Tika Virginiya ², Ni Ketut Bagiastuti ³, Elvira Septevany ⁴

^{1,2,3,4} Tourism Bussiness Management, Politeknik Negeri Bali, Indonesia

*Corresponding Author: nyomansriastuti@pnb.ac.id

Abstract: This research examines the future of green tourism in Bali, analyzing the challenges and opportunities facing the island in its sustainable tourism development efforts. The research adopts a multi-method qualitative approach, including a systematic literature review using the PRISMA method, in-depth semi-structured interviews, and participatory observation. Data were collected from key stakeholders in Bali's tourism industry, including experienced tourism operators, government officials, environmental experts, and community leaders representatives. Respondents were selected using purposive sampling, with the criteria of having a minimum of five years of experience in Bali's tourism industry or related fields. Their role was to provide insights into the current state of green tourism in Bali, challenges faced, and potential development opportunities. Key findings revealed significant challenges such as environmental damage from mass tourism, inadequate waste management, threats to biodiversity, cultural exploitation, and economic inequality. Nonetheless, Bali also shows great potential for green tourism development, including supportive government policies, community engagement opportunities, technological advances, and the growing global demand for sustainable tourism experiences. This research proposes a comprehensive strategy to boost green tourism in Bali, emphasizing stakeholder collaboration, sustainable tourism standards, eco-friendly infrastructure improvements, and awareness-raising campaigns.

Keywords: challenges, green tourism, opportunities, tourism in Bali

History Article: Submitted 27 July 2024 | Revised 9 August 2024 | Accepted 15 August 2024

How to Cite: Astuti, N. N. S., Virginiya, P. T., Bagiastuti, N. K., & Septevany, E. (2024). The Future of green tourism in Bali: Challenges and opportunities. *Journal of Applied Sciences in Travel and Hospitality*, 7(2), 178-195.

Introduction

Bali, as one of Indonesia's leading tourist destinations, has experienced rapid tourism growth in recent decades. In 2019, the island welcomed more than 6.2 million foreign tourists, accounting for around 40% of total tourist arrivals to Indonesia (BPS, 2023). However, behind this success, Bali faces serious challenges related to environmental and socio-cultural sustainability that threaten the future of its tourism industry.

The rapid growth of tourism has put significant pressure on Bali's environment. The increase in the number of tourists and tourism activities has led to a massive surge in waste volume. According to data from the Bali Provincial Environment and Sanitation Agency, waste production in Bali reached 4,281 tons per day in 2021, with 11% of it being plastic waste (Fundrika, 2021). The suboptimal waste management system has resulted in serious environmental pollution, especially in popular tourist areas ([Widyarsana et al., 2021](#)).

In addition to the waste problem, Bali also faces serious challenges related to traffic congestion. The increasing number of motorized vehicles, both from residents and tourists, has caused severe congestion in various areas of Bali, especially in major tourist areas such as Kuta, Seminyak, and Ubud. This congestion not only reduces the quality of the tourist experience but also contributes to increased air pollution and environmental stress.

Uncontrolled development of tourism infrastructure, such as hotels and tourist facilities, has resulted in massive land conversion, threatening the existence of agricultural land and green areas in Bali. According to a study conducted by Sutawa (2012), the rate of agricultural land

conversion in Bali reaches 1,000 hectares per year, mostly due to the development of tourism facilities. This not only impacts the local ecosystem but also threatens the sustainability of water resources and the ecological balance of the island (Cole & Browne, 2015).

From a socio-cultural perspective, mass tourism in Bali has raised concerns about the erosion of traditional values and the commercialization of culture. Research conducted by Pickel-Chevalier (2015) shows significant changes in Balinese cultural practices and customs as a result of mass tourism. The economic gap between communities involved in the tourism industry and those not involved is also widening, potentially leading to social conflict (Cole & Browne, 2015).

The gap between the economic growth generated by tourism and its negative impacts on the environment and Bali's socio-cultural structure highlights the urgency of developing a more sustainable approach to tourism. Green tourism, which minimizes negative impacts on the environment and contributes to the well-being of local communities, offers a potential solution to address these challenges (UNWTO, 2020).

By adopting green tourism principles, such as efficient use of resources, reducing waste and pollution, conserving biodiversity, and respecting local culture, Bali has the potential to transform its tourism sector. This approach can not only reduce negative environmental impacts but also increase local community participation, preserve cultural heritage, and create more sustainable economic opportunities (Budarma & Suarta, 2017).

Given Bali's position as a world-class tourism destination and its significant role in Indonesia's tourism industry, the development of a green tourism model on the island can serve as an example and catalyst for change for other tourism destinations around the world. Therefore, it is important to explore the challenges and opportunities in developing green tourism in Bali, which will shape the future of the island's tourism industry and potentially influence global tourism trends.

However, the development of green tourism in Bali faces various complex challenges. One of the main challenges is the lack of public understanding and awareness of the concept of green tourism and the importance of sustainability in tourism development (Mudana et al., 2021). This has led to low community participation in implementing environmentally friendly tourism practices. In addition, the non-optimal implementation of environmentally friendly practices in the tourism industry, especially in small and medium-scale tourism businesses, is also a challenge (Fairoz & Chathuranga, 2018).

The limited infrastructure and facilities supporting green tourism, such as efficient waste management systems, environmentally friendly transportation, and renewable energy sources, contribute to the gap between the vision and reality of green tourism development in Bali (Koski-Karell, 2019). The lack of a clear incentive and disincentive system to encourage the implementation of green tourism, as well as the lack of law enforcement against environmental violations in the tourism sector, are also inhibiting factors (Tzschentke et al., 2008). Another challenge is the coordination and synergy between stakeholders in green tourism development, including the government, tourism industry, local communities, and non-governmental organizations, which still need to be improved (Muangasame & McKercher, 2015). Close and integrated collaboration is needed to face the complexity of the challenges and realize the vision of green tourism in Bali (Halim et al., 2023).

In addition, the impact of the COVID-19 pandemic on Bali's tourism sector also poses new challenges for the development of green tourism. The significant decline in the number of tourist visits and income from the tourism sector has impacted the sustainability of tourism businesses and the livelihoods of local communities (Larasdiputra et al., 2022). The recovery of the tourism sector after the pandemic must be carried out with a more sustainable and innovative approach, emphasizing the principles of green tourism (Koos, 2021). Despite facing various challenges, the development of green tourism in Bali also has significant opportunities (Zharova et al., 2022). Increasing global awareness of the importance of sustainability and changing tourist preferences for environmentally friendly products and services are opportunities for Bali to develop green tourism (Choi et al., 2020). The potential development of green tourism and community-based tourism villages is also an opportunity to realize more sustainable and inclusive tourism (Zhuang & Liu, 2010).

Considering the problems, challenges, and opportunities, the development of green tourism in Bali requires a holistic, collaborative, and innovative approach. It requires a strong commitment from all stakeholders, including the government, the tourism industry, local communities, and tourists, to jointly realize the vision of Bali as a sustainable tourism destination. By implementing green tourism principles, Bali can become a model of tourism development that is harmonious with the environment, socio-culture, and economy and provides long-term benefits for present and future generations.

Method

This research adopted a multi-method qualitative approach to explore in depth the complexity of challenges and opportunities in the development of green tourism in Bali. The choice of qualitative methods was based on the complexity of the phenomenon, the exploratory nature of the research, the need for deep contextual understanding, and the importance of capturing diverse stakeholder perspectives (Creswell & Poth, 2016). A qualitative approach allows the flexibility needed to explore a dynamic field such as green tourism, where concepts and practices are constantly evolving (Yin, 2018). While quantitative methods can provide valuable statistical insights, qualitative approaches are better suited to capture the nuances and complexities inherent in sustainable tourism development in culturally rich contexts such as Bali (Jennings, 2015).

The research design was based on the social constructivism paradigm, which recognizes that the reality of sustainable tourism is shaped by the social interactions and interpretations of various stakeholders (Pernecky, 2024). The research methodology included a systematic literature review using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method (Page et al., 2021) to identify knowledge gaps and establish a robust conceptual framework. PRISMA provides a structured and transparent approach to conducting a systematic review, consisting of several key stages: 1) formulation of research questions, 2) comprehensive search of relevant literature, 3) screening and selection of studies based on predefined inclusion and exclusion criteria, 4) systematic extraction of data, 5) quality assessment of included studies, and 6) synthesis of findings. The use of PRISMA in this context allows researchers to systematically integrate multiple perspectives on sustainable tourism, aligned with the social constructivism paradigm, while minimizing bias and enhancing research reproducibility. This approach facilitated the identification of trends, gaps, and areas of consensus in the literature, which in turn contributed to the construction of a comprehensive and evidence-based conceptual framework for this study.

Primary data collection was conducted through in-depth semi-structured interviews with key stakeholders, selected through a purposive sampling technique (Etikan et al., 2016). Participants included experienced tourism operators, government officials, environmental experts, community leaders, and NGO representatives, each having a minimum of five years of experience in Bali's tourism industry or related fields.

Participatory observation (Spradley, 2016) was conducted at random ecotourism destinations and green-certified accommodations. This method allowed the researcher to gain a deeper contextual understanding of sustainability practices, operational challenges, and innovations in green tourism. In addition, various documents including government policies, NGO reports, and media coverage were collected and analyzed to enrich the understanding of the green tourism landscape in Bali.

To enhance the depth of interpretation, a hermeneutic approach (Zimmermann, 2015) was used to understand the meanings emerging from the data within the historical, social, and cultural context of Bali. Critical discourse analysis (Fairclough, 2013) was also applied to policy documents and interview transcripts to uncover the power structures and ideologies underlying green tourism development. To enhance the credibility and transferability of the findings, data and method triangulation techniques (Flick, 2019) were applied, comparing results from different data sources and collection methods.

The validity of the research was strengthened through member checking (Birt et al., 2016) and discussion with peers (Lincoln, 2005). Researcher reflexivity (Finlay, 2019) was maintained throughout the research process to recognize and address potential biases. A strict ethical

approach was applied, including informed consent from all participants and protection of data confidentiality (Tracy, 2019).

This comprehensive and rigorous methodological approach enabled a multi-dimensional exploration of the complex dynamics of green tourism in Bali, making a substantive contribution to sustainable tourism theory and practice in the context of a tropical island tourist destination. By combining various methods of data collection and analysis, this research aims to generate a holistic understanding of the challenges and opportunities in green tourism development in Bali, which can inform future policy and practice.

Results

Green Tourism

Green Tourism also referred to as sustainable tourism or green travel, is a type of tourism that strives to minimize adverse impacts on the environment, society, and economy while maximizing benefits for local communities and ecosystems (Baloch et al., 2023; Ibnou-Laaroussi et al., 2020). The fundamental principles and ideas of green tourism encompass the preservation of the environment. Green tourism prioritizes the protection of natural resources, biodiversity, and ecosystems by adopting responsible travel behaviors like waste reduction, water and energy conservation, and support for conservation initiatives (Ibrahim & Yusof, 2017).

Green tourism advocates for sustainable development by bolstering local economies, generating employment opportunities, and endorsing the utilization of locally sourced goods and services for the conservation of cultural heritage (Furqan et al., 2010; Zhuang & Liu, 2010). Green tourism aims to safeguard and celebrate cultural heritage by promoting respectful engagements with local communities and backing the conservation of traditional customs and traditions. Promotion of responsible travel practices (Elnashar, 2023).

Green tourism underscores the significance of responsible travel practices, including minimizing ecological footprints, respecting local traditions, and supporting ethical business endeavors. Engagement of stakeholders, green tourism entails the proactive involvement of diverse stakeholders such as tourists, local communities, governments, and tourism operators in devising and executing sustainable tourism strategies. Emphasis on education and awareness, green tourism places a strong emphasis on education and awareness regarding environmental and social issues, urging tourists to make informed choices and adopt sustainable behaviors in their everyday routines (Carić, 2018; Goodwin, 2023).

The Development of Green Tourism in Bali

The Theory of Community Sustainable Tourism Development through Green Tourism Practices suggest that sustainable tourism development in Bali can be achieved by integrating green tourism practices with a community-based approach, guided by local wisdom and multi-stakeholder collaboration (Dewi et al., 2023; Suryawardani & Wiranatha, 2016). Green tourism refers to sustainable tourism practices that prioritize environmental preservation, minimizing negative impacts, and promoting environmentally friendly initiatives (Adnyani, 2021). These practices include the implementation of waste management systems, energy-saving technology, and sustainable resource use in tourist villages. The benefits of green tourism are reducing the ecological footprint of tourism activities, conserving natural resources, and increasing environmental awareness among tourists and local communities .

This theory also emphasizes the importance of empowering local communities, preserving cultural heritage, preserving the environment, and increasing economic benefits while developing tourist villages in Bali. Local wisdom, which includes traditional knowledge, values, and practices of Balinese people that have been passed down from generation to generation, plays an important role in the development of sustainable tourism. By incorporating local wisdom into tourism development strategies, cultural authenticity, community involvement, and sustainable resource management can be guaranteed (Suryawardani & Wiranatha, 2016). The benefits of integrating local wisdom are the preservation of cultural heritage, the promotion of unique local experiences, and an increased sense of pride and ownership among local communities.

The Penta Helix collaboration, which involves partnerships and cooperation among five main stakeholders, namely the government, private sector, NGOs, academics, and local communities, is also an important aspect in the development of sustainable tourism in Bali (Candranegara et al., 2019). Each stakeholder contributes with their expertise, resources, and perspectives to collectively develop and implement sustainable tourism strategies (Novianti, 2021). The benefits of Penta Helix collaboration include facilitating knowledge sharing, combining resources, and effective decision-making processes to overcome complex challenges and achieve shared goals in sustainable tourism development (Wiranata & Desiana, 2022). Community empowerment is also a key concept in developing sustainable tourism in Bali. Community empowerment refers to the process that allows local communities to actively participate in and benefit from tourism development (Azwar et al., 2023). Community empowerment strategies include providing training, capacity building, and opportunities for local communities to engage in tourism-related activities, such as handicraft production, guide services, and cultural performances (Aref & Redzuan, 2008). The benefits of community empowerment are improving the livelihoods of local communities, promoting the fair distribution of tourism benefits, and increasing the sense of ownership and responsibility for sustainable tourism practices (Adyatma et al., 2023).

The final concept which is no less important in developing sustainable tourism in Bali is sustainable destination management. Sustainable destination management involves planning, developing, and managing tourist destinations holistically to ensure long-term sustainability (Utama, 2021). Practices in sustainable destination management include implementing carrying capacity assessments, visitor management strategies, and monitoring systems to minimize the negative impacts of tourism on the environment and local communities (Haid et al., 2021). The benefits of sustainable destination management are maintaining the ecological integrity, cultural authenticity, and social welfare of tourist destinations while providing a high-quality visitor experience (Mitchell, 2006). By integrating these key concepts, the theory of Community-Based Sustainable Tourism Development through Green Tourism Practices provides a comprehensive framework for developing sustainable tourism in Bali. This approach emphasizes the importance of empowering local communities, adopting green tourism practices, preserving cultural heritage, fostering multi-stakeholder collaboration, and implementing sustainable destination management strategies. Through the application of this theory, Bali can create a sustainable tourism model that benefits the environment and local communities, as well as ensure the long-term sustainability of the industry.

Table 1 summarizes the development of green tourism in Bali from the early 2000s to the present, featuring key years, key events, and resulting impacts, as well as relevant references. The table provides a chronological overview of the evolution of sustainable tourism practices in Bali, from the initiation of the concept to recent efforts in the recovery of the tourism sector post-pandemic.

Table 1. Green tourism development table in Bali

Year	Key Events	Impacts
2000	Initiate the concept of green tourism	Raising awareness of sustainable tourism
2010	Application of Tri Hita Karana in Tourism	Integration of local philosophies with sustainable tourism practices
2012 – 2015	Focus on water resources management	Awareness raising on water equity in tourism
2015 – 2017	Community-based tourism product development	Increased participation of local communities in tourism
2017 – 2018	Bali Clean and Green Province Declaration	Focus on hygiene and environmental preservation
2018 – 2019	Single-use plastic ban	Significant reduction of plastic waste
2020 – NOW	Post-pandemic tourism recovery	Reformulation of strategies towards more sustainable tourism

The development of green tourism in Bali has undergone a significant evolution since the early 2000s. The initiation of this concept began with an increased awareness of sustainable tourism, as expressed by (Pickel-Chevalier, 2015). The year 2010 marked an important step with

the implementation of the Tri Hita Karana philosophy in tourism, which integrates local values into sustainable tourism practices (Ermiana et al., 2023). The period 2012-2015 saw a greater focus on water resource management, raising awareness about water equity within the tourism sector (Cole, 2012).

Between 2015 and 2017, there was a shift towards community-based tourism product development, resulting in increased participation of local communities in tourism activities (Mudana et al., 2021; Suryawardani & Wiranatha, 2016). This momentum continued in 2017-2018 with the declaration of Bali Clean and Green Province, which strengthened the focus on cleanliness and environmental preservation (Prianto et al., 2021). A bold step was taken in 2018-2019 with the single-use plastic ban, which succeeded in significantly reducing plastic waste (Sunarta et al., 2020).

Since 2020 until now, Bali's tourism sector has faced new challenges due to the global pandemic. This period was characterized by post-pandemic tourism recovery efforts, which triggered a reformulation of strategies toward more sustainable tourism. Although recent references are needed for this period, it can be assumed that Bali is in the process of adaptation and transformation to rebuild its tourism industry with a more sustainable and resilient approach.

These developments demonstrate Bali's commitment to sustainable tourism, starting from awareness raising, integration of local values, and better resource management, to community empowerment and progressive environmental policies. Each stage of this development has contributed to the establishment of a more sustainable and responsible tourism model in Bali.

The theory of Community Sustainable Tourism Development through Green Tourism Practices in Bali integrate environmentally friendly practices with a community-based approach, guided by local wisdom and multi-stakeholder collaboration. Green tourism aims to preserve the environment, minimize negative impacts, and increase environmental awareness.

Empowerment of local communities, preservation of cultural heritage and increased economic benefits are the main focus. Local wisdom plays an important role in ensuring cultural authenticity and sustainable resource management. Penta Helix collaboration involves the government, private sector, NGOs, academia, and local communities to develop sustainable tourism strategies.

Sustainable destination management involves holistic planning, carrying capacity assessment, and monitoring systems. However, critical analysis reveals several gaps, including a lack of quantitative data on economic impacts, limited comparative perspectives, and potential conflicts between environmental preservation and infrastructure development.

To address these limitations, further research is needed, including longitudinal studies, exploration of innovative solutions, and comparative analysis with other destinations. By doing so, Bali can continue to refine its approach to sustainable tourism, creating a model that benefits the environment, and local communities, and ensures the long-term sustainability of the industry.

Challenges and Opportunities for Green Tourism in Bali

Bali, an island revered as the abode of deities, is renowned for its intrinsic beauty and unparalleled cultural essence stands as a magnet for both local and international explorers. Nevertheless, the surge in tourist footfalls brings forth an array of hurdles to the island's tourism sustainability. In response, the evolution of eco-friendly tourism emerges as a pivotal remedy. Green tourism emerges as an avant-garde approach that accentuates environmental preservation, community integration, and enduring economic merits. Bali has exemplified the adoption of this ideology across multiple domains, for example, sustainable tourism in Penglipuran Village, Bangli Regency, sustainable tourism in Tenganan Village, Karangasem Regency, and agricultural tourism in Pelaga Village, Badung Regency.

Sustainable Tourism in Penglipuran Village, Bangli Regency. The pristine Penglipuran Village serves as the epitome of successful eco-tourism in Bali. The village adorns an expanse of lush bamboo groves, and the local denizens meticulously abide by sustainable practices in managing their tourist enclave (Sutrisna et al., 2020). Sustainable Tourism in Tenganan Village, Karangasem Regency can be seen in Figure 1. Tenganan Village boasts renowned indigenous traditions of the Balinese Aga populace and the exquisite artistry of Gringsing fabric. Eco-tourism endeavors in this locale revolve around cultural conservation, environmental stewardship, and

the empowerment of indigenous communities (Surpa & Agung, 2023). Agricultural Tourism in Pelaga Village, Badung Regency can be seen in Figure 2. Pelaga Village steers towards agrarian tourism by harnessing its inherent agricultural capabilities. Visitors partake in the splendor of verdant rice paddies, acquaint themselves with organic farming methodologies, and engage in firsthand experiences of gathering farm-fresh produce (Sunarta et al., 2020).



Source: personal documentation, 2024

Figure 1. Tenganan tourism village in Karangasem



Source: personal documentation, 2024

Figure 2. Pelaga tourism village in Badung Regency

Despite seeing some successful cases, the growth of green tourism in Bali is met with numerous challenges, particularly focusing on environmental issues. These challenges include environmental challenges, socio-cultural challenges, and economic challenges. Environmental Challenges are the deterioration of the environment as a result of tourism infrastructure that neglects eco-friendliness. The establishment of hotels, resorts, and other tourism amenities often overlooks crucial aspects of environmental sustainability, leading to the conversion of agricultural land or forests, water and air pollution, and disruption of local ecosystems. The construction of the largest mall in Bali can be seen in Figure 3; Inefficient waste management, particularly in tourist hotspots. The influx of tourists contributes to a surge in waste generation. Inadequate waste management, especially in tourist areas, can lead to environmental contamination and reduce the appeal of the destination. It can be seen in Figure 4; Endangerment of biodiversity due to land alterations. Converting land for tourism purposes puts local flora and fauna at risk. Certain endemic Balinese species like the Bali starling, are extinction threats due to the destruction of their natural habitats.

Socio-cultural challenges are tourism has the potential to introduce foreign cultural elements that may clash with local cultural norms. As a result, there is a possibility of altering or even eradicating the traditional cultural identity of a community (Picard, 2008). Bali, a destination recognized globally for tourism, is grappling with issues tied to a concerning rise in problematic tourist conduct. This trend encompasses breaches of ethics at revered sites, illicit enterprises operated by overseas visitors, and disruptions to public tranquility. These transgressions not only affect the socio-cultural fabric of Balinese communities but also pose a threat to Bali's reputation as a secure and appealing haven for travelers; Insufficient involvement of the local community in the planning and advancement of tourism. The progress of tourism is frequently driven by external investors or non-locals, neglecting the active participation of the local communities in

the decision-making processes. This can ultimately lead to disparities in social and economic conditions (Can et al., 2014) and possible confrontations between local communities and visitors concerning cultural conventions. Variances in cultural heritages between local communities and visitors may spark disagreements, particularly if visitors fail to acknowledge or comprehend the local cultural conventions, such as the dress code when accessing sacred sites (Howe, 2006).



(Source: wacanabali.com)

Figure 3. The construction of the largest mall in Bali



(Source: personal documentation, 2024)

Figure 4. Marine pollution by trash at Nusa Dua Beach

Economic Challenges are unequal distribution of tourism economic benefits to local communities. Although tourism contributes significantly to Bali's economy, its economic benefits are often unevenly distributed to local communities. The economic gap between tourism and non-tourism areas are still quite high (Byczek, 2011); High dependence on the tourism sector, vulnerable to external shocks Bali is highly dependent on the tourism sector as the main source of regional income. This makes Bali's economy vulnerable to external shocks, such as natural disasters, disease outbreaks, or the global economic crisis (Prideaux et al., 2020) and unfair price competition among tourism businesses. The high competition in Bali's tourism industry sometimes encourages businesses to implement unhealthy pricing strategies, such as price wars or reduced service quality. This can harm the sustainability of tourism businesses (Chok et al., 2007).

Green tourism has become a global trend in the tourism industry, and Bali as a leading tourist destination in Indonesia has a great opportunity to develop green tourism. By taking advantage of opportunities in terms of policy and regulation, community participation, innovation

and technology, and tourism industry engagement, Bali can realize sustainable and environmentally friendly tourism (DeLacy et al., 2014).

Opportunities in terms of policies and regulations: The Bali Provincial Government has issued several policies and regulations that support the development of green tourism. Bali Provincial Regulation Number 5 of 2020 concerning Balinese Cultural Tourism Implementation Standards emphasizes the importance of sustainable and environmentally friendly tourism. In addition, Bali Governor Regulation No. 97/2018 concerning the Limitation of Single-Use Plastic Waste Generation encourages the reduction of plastic waste in the tourism sector. In an exclusive interview, the Head of the Bali Provincial Bappeda, I Wayan Wiasthana Ika Putra, S.Sos., M.Si., emphasized the local government's commitment to sustainable tourism: "The Bali Governor's policy through Pergub No. 97/2018 and Perda No. 5/2020 is a strategic step in realizing the vision of sustainable tourism in Bali. We are not only focused on economic growth but also on preserving the environment and Balinese culture. Through this policy, we encourage all stakeholders in the tourism sector to adopt environmentally friendly practices." He added, "The implementation of this policy has had a positive impact. For example, the use of single-use plastic in hotels and tourist destinations has been reduced significantly. We also see an increase in awareness among tourism industry players about the importance of maintaining a balance between economic development and environmental conservation." These policies and regulations provide a strong legal basis for the development of green tourism in Bali. With strong government support, it is hoped that Bali can become a model of sustainable tourism that inspires other tourist destinations in Indonesia and the world.

Opportunities in terms of community participation: Balinese people are known for their culture and local wisdom in maintaining the balance between humans, nature, and spirituality. This is a strong social capital to develop green tourism. Bali has many tourism villages that involve active community participation in tourism management, such as Penglipuran Tourism Village and Jatiluwih Tourism Village. By empowering local communities, green tourism can provide economic benefits while preserving Bali's culture and environment. The Head of the Bali Provincial Tourism Office gave his views on the important role of community participation in the development of green tourism in Bali:

"The local wisdom of the Balinese people reflected in the Tri Hita Karana philosophy is a very valuable social capital in the development of green tourism. The concept of balance between humans, nature, and spirituality is in line with the principles of sustainable tourism." He added, "We see the success of tourist villages such as Penglipuran and Jatiluwih as real evidence that active participation of local communities is the key to the success of sustainable tourism. In these villages, the community is not just a spectator, but becomes the main actor in managing tourism." "Through the community empowerment program, we continue to encourage the growth of new tourist villages that carry the concept of green tourism. This not only provides economic benefits for the community but also ensures the preservation of Balinese culture and environment". Furthermore, he emphasized, "We believe that by involving local communities in every stage of tourism development, we can create a tourism model that is not only environmentally sustainable but also has a wider positive impact on the Balinese community."

This statement from the Head of the Tourism Office emphasized that community participation is a key component in the development of green tourism in Bali. By leveraging local wisdom and empowering communities, Bali has a great opportunity to develop a tourism model that is not only environmentally friendly but also strengthens cultural identity and improves the welfare of local communities.

Opportunities in terms of innovation and technology: The development of innovation and technology provides opportunities for Bali to develop more efficient and effective green tourism. The utilization of digital technologies, such as mobile applications and online platforms, can make it easier for tourists to access information about ecotourism destinations and sustainable tourism practices. In addition, innovations in waste management, such as the use of organic waste shredding machines and the processing of plastic waste into fuel can support the development of green tourism in Bali.

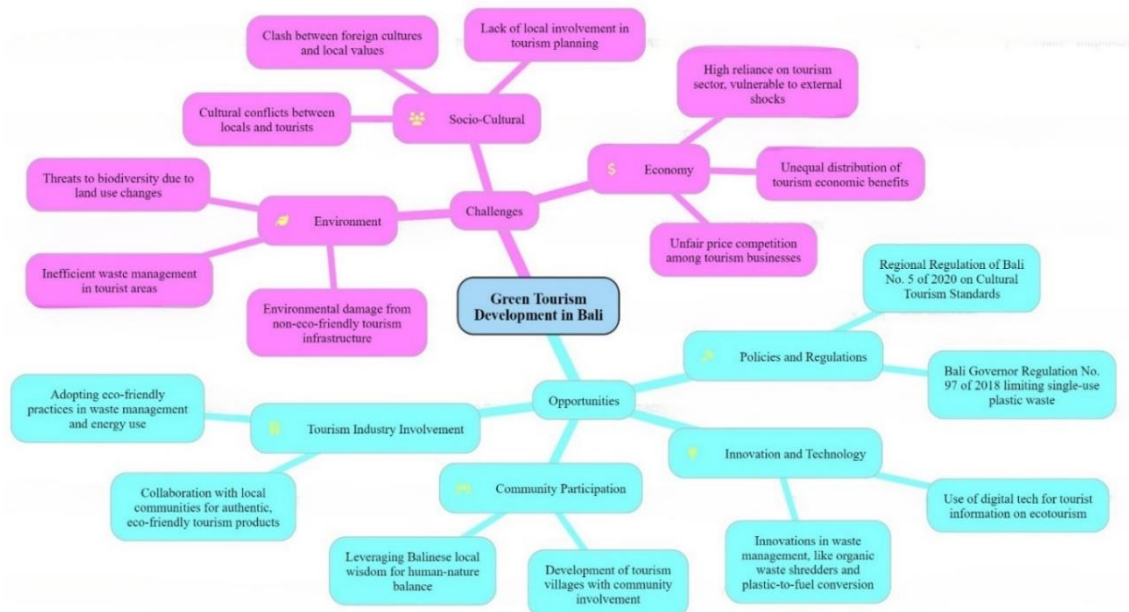
Opportunities in terms of the tourism industry: The tourism industry, including hotels, restaurants, and tourism service providers, have an important role to play in developing green

tourism in Bali. By implementing environmentally friendly practices, such as good waste management, energy efficiency, and the use of environmentally friendly products, the tourism industry can contribute to realizing sustainable tourism. In addition, the tourism industry can work together with local communities in developing authentic and environmentally friendly tourism products and services, such as community-based ecotourism and local ingredient-based culinary tourism. Based on an interview with General Affairs of The St. Regis Bali Resort, the implementation of green tourism at this hotel is reflected in several main aspects. In terms of eco-friendly design, the hotel applies the concept of "nyegara gunung" which combines traditional Balinese architecture with sea views, with 70% of the resort area used as a garden and green landscape. Water management is a priority through a rainwater collection system, Sea Water Reverse Osmosis (SWO) technology, and the use of water-saving toilets, faucets, and shower heads. Energy-saving efforts are carried out by utilizing renewable energy, using a more efficient Mini Chiller system, and optimizing the use of timers for swimming pools and heat pump systems. Waste reduction is also a major focus of The St. Regis Bali Resort. The "Respect to the Towel" program is implemented to reduce water and energy use in the laundry process. The hotel has switched to using ceramic soap dispensers in guest rooms, providing amenities with biodegradable packaging, and using wooden laundry bags to replace plastic. General Affairs emphasized that these steps significantly help reduce plastic waste production and improve the hotel's operational efficiency while providing an environmentally friendly stay experience for guests.

Discussions

The results and discussions in this study, Figure 5 depicting the development of green tourism in Bali were produced through a comprehensive data analysis and synthesis process. First, the researcher identified key themes that emerged from the qualitative data analysis, including in-depth interviews, participant observations, and document reviews. These themes include environmental challenges such as waste management and environmental degradation, socio-cultural issues such as erosion of traditional values and economic disparities, and opportunities in policy, community participation, technological innovation, and tourism industry involvement. These findings were grouped into categories relevant to the development of green tourism in Bali. These categories include challenges (environmental, socio-cultural, and economic), opportunities (supporting policies and regulations, community participation, innovation and technology, and tourism industry involvement), and development strategies (implementation of sustainable tourism practices, development of environmentally friendly infrastructure, awareness and education, and stakeholder collaboration).

This grouping process allowed the researcher to identify the relationships between various aspects of green tourism development in Bali. Figure 5 was then developed as a visualization that illustrates the interaction between challenges, opportunities, and development strategies. This visualization helps explain how the challenges faced in developing green tourism in Bali can be overcome through the utilization of existing opportunities and the implementation of appropriate strategies. Thus, Figure 5 presents a comprehensive picture of the dynamics of green tourism development in Bali, facilitating an understanding of the complexity of this issue and how various factors are interrelated in the context of sustainable tourism in Bali.



(source: data analysis, 2024)

Figure 5. Green tourism development in Bali

The notion of environmentally friendly tourism has garnered considerable attention in recent years as a sustainable strategy for tourism expansion. Green tourism aims to minimize adverse environmental, social, and economic consequences while contributing to the conservation of nature and the welfare of local communities (UNWTO, 2020). The ideals of green tourism encompass the efficient utilization of resources, reduction of waste and pollution, preservation of biodiversity, economic support for local communities, and respect for local heritage and culture (Hong et al., 2003). Numerous research studies have underscored the potential advantages of green tourism development. According to Gössling et al (2008) and Maniktala & Sharma (2023), green tourism can promote nature conservation, decrease carbon emissions, and support sustainable resource consumption

Chengcai et al. (2017) emphasize that adopting environmentally conscious practices like effective waste management, use of renewable energy, and water conservation can mitigate the adverse environmental impact of tourism. Regarding socio-cultural aspects, de Beer & Elliffe (1997) and Tosun (2000) propose that green tourism can enhance the participation and empowerment of local communities in tourism management, ensuring that the benefits of tourism extend to these communities and reduce socio-economic disparities. Yfantidou & Matarazzo (2017) suggest that green tourism can also preserve and promote local heritage and culture, fostering tourists' awareness and appreciation of local traditions. Economically, green tourism holds the potential to generate sustainable employment opportunities and boost income for local communities (Redikultseva et al., 2022). Kalchenko et al. (2021) argue that the development of locally-based small and medium-scale tourism enterprises can diversify local economies and diminish reliance on limited natural resources. Furthermore, Dolnicar & Leisch (2008) posit that green tourism can attract environmentally conscious tourists willing to pay premiums for sustainable tourism products and services.

Bali, as a prominent tourist destination in Indonesia, has witnessed rapid tourism expansion in recent decades. However, this growth has precipitated environmental and socio-cultural challenges (Law et al., 2016). Sitohang & Purnomo (2023) and Perkumiené et al. (2023) draw attention to the escalating volume of waste, particularly plastic waste, and a substandard waste management system leading to environmental contamination and negative impacts on marine and terrestrial ecosystems. Rajendra (2020) notes that unregulated tourism infrastructure

development has resulted in the conversion of agricultural land and forests, exacerbating environmental degradation. Additionally, Byczek (2011) and Yang et al. (2013) discuss the socio-cultural issues stemming from Bali's tourism expansion, such as widening economic disparities among local communities involved in tourism compared to those not involved and the commercialization of culture, leading to the erosion of traditional values due to mass tourism influences. Despite the potential benefits of green tourism, its growth in Bali encounters multifaceted challenges.

Mudana et al. (2021) emphasize the lack of public understanding and awareness of green tourism concepts and sustainability's importance in tourism expansion. Fairuz & Chaturanga (2018) identify the inadequate implementation of eco-friendly practices in the tourism sector, especially in small and medium-scale tourism businesses. Koski-Karell (2019) points to the deficient infrastructure and facilities supporting green tourism as a factor contributing to the disparity between the vision and actuality of green tourism development in Bali. Tzschentke et al. (2008) stress the absence of clear incentives and disincentives to drive green tourism implementation and inadequate law enforcement against environmental transgressions in the tourism industry as inhibiting factors. Muangasame & McKercher (2015) and Halim et al. (2023) underline the necessity for improved coordination and collaboration among stakeholders in green tourism development, including the government, tourism industry, local communities, and non-governmental organizations. The emergence of the COVID-19 pandemic has posed fresh challenges for green tourism advancement in Bali. Larasdiputra et al. (2022) explore the repercussions of the substantial decline in tourist arrivals and tourism sector income on the sustainability of tourism enterprises and the livelihoods of local communities.

Koos (2021) argues for a more sustainable and innovative approach to post-pandemic tourism sector revival, emphasizing green tourism principles. Despite the obstacles, the advancement of green tourism in Bali offers significant prospects. Choi et al. (2020) highlight the surging global awareness of sustainability's significance and evolving tourist preferences for eco-friendly products and services as avenues for Bali to foster green tourism. Zhuang & Liu (2010) suggest the potential for developing green tourism and community-based tourism villages as vehicles for more sustainable and inclusive tourism. In conclusion, the development of green tourism in Bali is vital for addressing the environmental and socio-cultural dilemmas arising from swift tourism expansion. Amidst challenges such as limited awareness, insufficient infrastructure, and the aftermath of the COVID-19 pandemic, Bali stands to cultivate green tourism by capitalizing on global trends and focusing on green tourism and community-based tourism. A comprehensive, cooperative, and inventive strategy involving all stakeholders is imperative to realize Bali's vision as a sustainable tourism destination that harmonizes environmental, socio-cultural, and economic aspects, offering enduring benefits for current and future generations."

The analysis of the challenges and opportunities for developing green tourism in Bali reveals several key findings. Bali, as a well-known travel spot, possesses a solid groundwork for enacting sustainable tourism approaches (Putra, 2013). Nevertheless, the island also encounters notable challenges that must be tackled to ensure the triumph of green tourism endeavors. One of the primary hurdles identified is the environmental deterioration caused by the swift expansion of mass tourism. The escalating influx of tourists to Bali has resulted in issues like challenges in waste management, water contamination, and the devastation of natural habitats (Arida, 2008; Mananda & Sudiarta, 2024). These ecological issues present a danger to the endurance of Bali's tourism sector and mandate immediate action from all involved stakeholders.

Another challenge is the insufficient awareness and comprehension among tourists and local communities regarding sustainable tourism practices (Fuchs, 2023). Numerous visitors to Bali are unfamiliar with the concept of eco-friendly tourism and may partake in actions that harm the environment. Similarly, certain local communities may prioritize immediate economic benefits over long-term sustainability, leading to unsustainable tourism progress. Despite these challenges, Bali also harbors numerous chances to thrive in green tourism. The island's abundant natural and cultural legacy lays a firm foundation for promoting environmentally friendly tourism undertakings. Bali's verdant sceneries, unspoiled shorelines, and distinctive cultural customs can be exhibited through sustainable tourism programs, drawing in environmentally conscious

travelers. Additionally, the Balinese government has exhibited a dedication to fostering sustainable tourism growth (Hidayah & Farhan, 2023).

The execution of regulations and policies, like the prohibition of single-use plastics and the establishment of community-driven tourism, showcases the government's endorsement of green tourism endeavors. This political determination is pivotal in establishing a conducive setting for sustainable tourism approaches to prosper. The involvement of local communities presents another significant prospect for green tourism expansion in Bali. By involving local communities in tourism layout and administration, Bali can guarantee that the advantages of tourism are impartially distributed and that local cultural and environmental values are safeguarded (Budhiana & Riana, 2019). Community-centered tourism endeavors, like ecotourism and agritourism, can offer substitute livelihoods for local communities while advancing sustainable tourism practices (Adi et al., 2017).

Furthermore, the escalating global appetite for sustainable travel offers an opportunity for Bali to position itself as a premier green tourism destination. By formulating and promoting eco-friendly accommodations, transportation, and activities, Bali can allure an expanding portion of environmentally conscious travelers. This can result in heightened economic advantages for local communities and the tourism sector while reducing the adverse impacts of tourism on the environment (Fretes et al., 2023). To seize these opportunities, Bali needs to devise a comprehensive blueprint for green tourism growth. This strategy should involve cooperation among all stakeholders, including the government, tourism sector, local communities, and NGOs. The strategy should emphasize the promotion of sustainable tourism practices, the establishment of eco-friendly infrastructure, and the heightening of awareness among tourists and local communities about the significance of responsible tourism. In conclusion, although Bali faces notable obstacles in progressing green tourism, the island also boasts numerous opportunities to forge a sustainable tourism field. By addressing the environmental and social impediments, involving local communities, and capitalizing on its natural and cultural resources, Bali can emerge as a role model for sustainable tourism progress in Indonesia and beyond. The prosperity of green tourism in Bali will hinge on the collective endeavors of all stakeholders to prioritize sustainability and responsible tourism practices (Byczek, 2011).

Conclusions

This study explores the challenges and opportunities in developing green tourism in Bali, a world-class tourist destination facing environmental and socio-cultural sustainability issues due to rapid tourism growth. The results show that although Bali faces significant challenges such as environmental degradation, lack of awareness, and inadequate infrastructure, there are also substantial opportunities that can be exploited. These opportunities include supportive government policies, strong community participation potential, and increasing global demand for sustainable tourism experiences. The study concludes that developing green tourism in Bali requires a holistic, collaborative, and innovative approach involving all stakeholders. However, this study has several limitations, including a limited geographic focus on Bali, time constraints that may not capture dynamic changes in the tourism industry, a limited sample size, and a lack of quantitative data. To address these limitations and broaden the understanding of green tourism in Bali, future research could include longitudinal studies to understand long-term developments, comparative analysis with other island tourist destinations, more extensive quantitative research, exploration of the role of technology in supporting green tourism, post-pandemic impact studies, development of comprehensive indicators to measure the success of green tourism implementation, and an in-depth study of tourist behavior. By exploring these research directions, future studies can provide a more comprehensive understanding of green tourism in Bali and contribute to the development of more sustainable tourism practices globally.

References

- Adi, I. N. R., Utama, M. S., Budhi, M. K. S., & Purbadharmaja, I. B. P. (2017). The role of government in community based tourism and sustainable tourism development at Penglipuran Traditional Village-Bali. *Journal of Humanities And Social Science (IOSR-JHSS)*,

22(6), 15–20.

- Adnyani, N. K. S. (2021). Legal Instruments for Control of Sustainable Tourism Investment in Bali from Citizenship Ecological Perspective. *International Journal of Community Service Learning, 5*(4), 333–341.
- Adyatma, I. W. C., Nida, D. R. P. P., & Suariedewi, I. G. A. A. M. (2023). The Effect of Community Empowerment on the Sustainability of Ecotourism Based Tourism through Moderation of Local Wisdom Variables in Bongkasa Village, Abiansemal District. *International Journal of Current Science Research and Review, 06*(07 July 2023).
- Aref, F., & Redzuan, M. B. (2008). Tourism development for community capacity building and community development. *TEAM Journal of Hospitality & Tourism, 5*(1), 68–72.
- Arida, S. (2008). Krisis lingkungan Bali dan peluang ekowisata. *INPUT: Jurnal Ekonomi Dan Sosial, 1*(2), 43809.
- Azwar, H., Hanafiah, M. H., Abd Ghani, A., Azinuddin, M., & Shariffuddin, N. S. M. (2023). Community-Based Tourism (CBT) moving forward: Penta helix development strategy through community local wisdom empowerment. *Planning Malaysia, 21*.
- Baloch, Q. B., Shah, S. N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2023). Impact of tourism development upon environmental sustainability: a suggested framework for sustainable ecotourism. *Environmental Science and Pollution Research, 30*(3), 5917–5930. <https://doi.org/10.1007/s11356-022-22496-w>
- Birt, L., Scott, S., Cavers, D., Campbell, C., & Walter, F. (2016). Member checking: a tool to enhance trustworthiness or merely a nod to validation? *Qualitative Health Research, 26*(13), 1802–1811.
- BPS. (2023). *bali.bps.go.id*. <https://bali.bps.go.id/indicator/16/309/1/rata-rata-lama-menginap-tamu-asing-dan-domestik-pada-hotel-non-bintang-dan-akomodasi-lainnya-menurut-kabupaten-kota-dan-bulan-di-provinsi-bali.html>
- Budarma, I. K., & Suarta, K. (2017). The role of local value in global sustainable tourism development paradigm. The case of tourism in Bali. *Journal of Business on Hospitality and Tourism, 2*(1), 218–233.
- Budhiasa, I. G. S., & Riana, I. G. (2019). Managing local community participation to foster sustainable tourism development, the case of Bali destination, Indonesia. *Journal of Engineering and Applied Sciences, 15*(1), 291–298.
- Byczek, C. (2011). Blessings for all? Community-based ecotourism in Bali between global, national, and local interests—a case study. *Advances in Southeast Asian Studies, 4*(1), 81–106.
- Can, A. S., Alaeddinoglu, F., & Turker, N. (2014). Local authorities participation in the tourism planning process. *Transylvanian Review of Administrative Sciences, 10*(41), 190–212.
- Candranegara, I. M. W., Mirta, I. W., & Suryana, I. N. M. (2019). Government collaboration of pentahelix models in the management of ecotourism d' bendungan view Telaga Tunjung (Case study management of ecotourism d' bendungan view Telaga Tunjung in Timpag Village, Tabanan Bali). *Iapa Proceedings Conference, 68–74*.
- Carić, H. (2018). Perspectives of greening tourism development—the concepts, the policies, the implementation. *Tourism: An International Interdisciplinary Journal, 66*(1), 78–88.
- Chengcai, T., Qianqian, Z., Nana, Q., Yan, S., Shushu, W., & Ling, F. (2017). A Review of Green Development in the Tourism Industry. *Journal of Resources and Ecology, 8*(5), 449–459. <https://doi.org/10.5814/j.issn.1674-764x.2017.05.002>
- Choi, G., Kim, J., Sawitri, M. Y., & Lee, S. K. (2020). Ecotourism market segmentation in Bali, Indonesia: Opportunities for implementing REDD+. *Land, 9*(6), 186.
- Chok, S., Macbeth, J., & Warren, C. (2007). Tourism as a tool for poverty alleviation: A critical analysis of 'pro-poor tourism' and implications for sustainability. *Current Issues in Tourism, 10*(2–3), 144–165.
- Cole, S. (2012). A political ecology of water equity and tourism: A case study from Bali. *Annals of Tourism Research, 39*(2), 1221–1241.
- Cole, S., & Browne, M. (2015). Tourism and water inequity in Bali: A social-ecological systems analysis. *Human Ecology, 43*, 439–450.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among*

- five approaches*. Sage publications.
- de Beer, G., & Elliffe, S. (1997). Tourism development and the empowerment of local communities. *DPRU Industrial Strategy Project: Phase Two, Working Paper; 11*.
- DeLacy, T., Lipman, G., & Law, A. (2014). A 2050 Green growth roadmap for Bali tourism. In *Green Growth and Travelism* (pp. 207–224). Routledge.
- Dewi, A. A. S. L., Rahayu, M. I. F., & Wibisana, A. A. N. A. (2023). Green tourism in sustainable tourism development in Bali based on local wisdom. *Jurnal Dinamika Hukum, 23*(1), 111–130.
- Dolnicar, S., & Leisch, F. (2008). Selective marketing for environmentally sustainable tourism. *Tourism Management, 29*(4), 672–680.
- Elnashar, R. F. (2023). The local community and its impact on green tourism in the light of sustainable development - a case study of eco-hotels. *Journal of Tourism, Hotels and Heritage, 6*(1), 31–50.
- Ermiana, I., Sutajaya, I. M., Suja, I. W., & Fauzi, A. (2023). Meta-synthesis: Tri Hita Karana a philosophy of harness and life harmony. *Progres Pendidikan, 4*(2), 109–116. <https://doi.org/10.29303/prospek.v4i2.348>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5*(1), 1–4.
- Fairclough, N. (2013). *Critical discourse analysis: The critical study of language*. Routledge.
- Fairoz, F. M., & Chathuranga, J. A. T. (2018). Barriers of implementing green business practices of small and medium scale enterprises in the tourism industry. *International Journal of Research and Innovation in Social Science (IJRISS), 2*.
- Finlay, L. (2019). *Practical ethics in counselling and psychotherapy: A relational approach*.
- Flick, U. (2019). From intuition to reflexive construction: Research design and triangulation in grounded theory research. *The SAGE Handbook of Current Developments in Grounded Theory*, 125–144.
- Fretes, D., Caroline, C., Amin, A., Sirait, S., & Rizani, A. (2023). Exploring the economic impacts of sustainable tourism on locals: A comparative analysis between Bali and Nort Sumatera. *International Journal of Humanities, Social Sciences And Business, 2* (3), 387, 417.
- Fuchs, K. (2023). Navigating the fine line of sustainable tourism: A critical analysis with implications for tourism planning. *Journal of Environmental Management and Tourism (JEMT), 14*(4 (68)), 1908–1914.
- Fundrika, B. A. (2021). *Sampah di Bali Tembus 4281 Ton, 52 Persen Masih Belum Terkelola*. Suara.Com. <https://www.suara.com/pressrelease/2021/09/11/061000/sampah-di-bali-tembus-4281-ton-52-persen-masih-belum-terkelola>
- Furqan, A., Mat Som, ahmad P., & Hussin, R. (2010). Promoting green tourism for. *Theoretical and Empirical Researches in Urban Management, 17*, 64–74. <https://ideas.repec.org/a/rom/terumm/v5y2010i17p64-74.html>
- Goodwin, H. (2023). Responsible travel and ethical tourism: Trends and issues. *Journal of Responsible Tourism Management, 3*(1), 1–14. <https://doi.org/10.47263/jrtm.03-01-01>
- Gössling, S., Hall, C. M., & Weaver, D. B. J. (2008). Sustainable tourism futures. *Sustainable Tourism Futures: Perspectives on Systems, Restructuring and Innovations, 1*.
- Haid, M., Albrecht, J. N., & Finkler, W. (2021). Sustainability implementation in destination management. *Journal of Cleaner Production, 312*, 127718.
- Halim, D. K., Pramesti, D. S., & Permatasari, D. N. C. (2023). E-administration for collaborative governance body of green tourism villages in realizing smart villages in Bali. *IOP Conference Series: Earth and Environmental Science, 1263*(1). <https://doi.org/10.1088/1755-1315/1263/1/012017>
- Hidayah, M. A., & Farhan, M. (2023). Bali's sustainable tourism practices: Efforts and challenges. *3rd International Conference on Business Law and Local Wisdom in Tourism (ICBLT 2022)*, 71–78.
- Hong, S., Kim, S., & Kim, J. (2003). Implications of potential green tourism development. *Annals of Tourism Research, 30*(2), 323–341.
- Howe, L. (2006). *The changing world of Bali: religion, society and tourism*. Routledge.
- Ibnou-Laaroussi, S., Rjoub, H., & Wong, W. K. (2020). Sustainability of green tourism among

- international tourists and its influence on the achievement of green environment: Evidence from North Cyprus. *Sustainability (Switzerland)*, *12*(14), 1–24. <https://doi.org/10.3390/su12145698>
- Ibrahim, Y., & Yusof, Y. (2017). Towards sustainable environmental management through green tourism: Case study on Borneo rainforest Lodge. *Asian Journal of Tourism Research*, *2*(3), 123–143.
- Jennings, G. (2015). Qualitative research for the university sector: Paradigms that inform Research. *Imagine Consulting Group International Pty Ltd*.
- Kalchenko, S. V., Hutorov, A. O., Bezuhla, L. S., Leushina, O. A., Popova, T. V., & Dorokhov, O. V. (2021). Managing the socio-economic development of small forms of green tourism. *Bulletin of the Transilvania University of Brasov, Series II: Forestry, Wood Industry, Agricultural Food Engineering*, *14–63*(1), 141–152. <https://doi.org/10.31926/BUT.FWIAFE.2021.14.63.1.13>
- Koos, S. (2021). Legal framework for the post-pandemic tourism In Bali. *Journal Equity of Law and Governance*, *1*(2), 148–157.
- Koski-Karell, N. S. (2019). Integrated sustainable waste management in tourism markets: The case of Bali. *Indian Journal of Public Administration*, *65*(3), 646–660. <https://doi.org/10.1177/0019556119844559>
- Larasdiputra, G. D., JAYAWARSA, A. A. K., & DARMAWAN, N. A. S. (2022). Post-Covid-19 tourism In Bali: The economy and eco-tourism. *Journal of Tourism Economics and Policy*, *2*(2), 79–85. <https://doi.org/10.38142/jtep.v2i2.343>
- Law, A., De Lacy, T., Lipman, G., & Jiang, M. (2016). Transitioning to a green economy: The case of tourism in Bali, Indonesia. *Journal of Cleaner Production*, *111*, 295–305. <https://doi.org/10.1016/j.jclepro.2014.12.070>
- Lincoln, Y. S. (2005). *The Sage handbook of qualitative research*. Sage.
- Mananda, I. G. P. B. S., & Sudiarta, I. N. (2024). The role of ecopreneurship in Bali's sustainable tourism development: Insights into government policy, tourist awareness and preferences. *Journal of Environmental Management and Tourism*, *15*(1), 119–128.
- Maniktala, J., & Sharma, A. (2023). Demand for green practices: Inception of sustainable tourism. In *International Handbook of Skill, Education, Learning, and Research Development in Tourism and Hospitality* (pp. 1–10). Springer.
- Mitchell, R. (2006). *A reconceptualisation of destination tourism management: focussing on sustainability and corporate social responsibility*.
- Muangasame, K., & McKercher, B. (2015). The challenge of implementing sustainable tourism policy: a 360-degree assessment of Thailand's "7 Greens sustainable tourism policy." *Journal of Sustainable Tourism*, *23*(4), 497–516. <https://doi.org/10.1080/09669582.2014.978789>
- Mudana, I. G., Ernawati, N. M., & Voda, M. (2021). Analysis of the evolving cultural tourism implementation in Bali Indonesia. *Multicultural Education*, *7*(6), 608–619. <https://doi.org/10.5281/zenodo.5035637>
- Novianti, K. R. (2021). Maximizing Bali Village tourism potential using penta-helix model. *International Journal of Social Science and Business*, *5*(1), 86–92.
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., & Brennan, S. E. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. *BMJ*, *372*.
- Perkumienė, D., Atalay, A., Safaa, L., & Grigienė, J. (2023). Sustainable waste management for clean and safe environments in the recreation and tourism sector: A case study of Lithuania, Turkey and Morocco. *Recycling*, *8*(4). <https://doi.org/10.3390/recycling8040056>
- Pernecky, T. (2024). Advancing critico-relational inquiry: is tourism studies ready for a relational turn? *Journal of Sustainable Tourism*, *32*(6), 1201–1216. <https://doi.org/10.1080/09669582.2023.2211248>
- Picard, M. (2008). Balinese identity as tourist attraction: from cultural tourism' (pariwisata budaya) to Bali erect' (ajeg Bali). *Tourist Studies*, *8*(2), 155–173.
- Pickel-Chevalier, S. (2015). Can equestrian tourism be a solution for sustainable tourism development in France? *Loisir et Societe*, *38*(1), 110–134. <https://doi.org/10.1080/07053436.2015.1007580>

- Prianto, A., Anbia, E. F., Wulan, G. M. R., & Panggabean, N. (2021). Tinjauan penerapan ekonomi hijau dalam pariwisata di Provinsi Bali review of the application of green economy in tourism in Bali Province. *Jurnal Indonesia Sosial Teknologi*, 2(1), 16–22. <https://doi.org/10.36418/jist.v2i1.74>
- Prideaux, B., Thompson, M., & Pabel, A. (2020). Lessons from COVID-19 can prepare global tourism for the economic transformation needed to combat climate change. *Tourism Geographies*, 22(3), 667–678.
- Putra, I. N. D. (2013). Localizing the global and globalizing the local: Opportunities and challenges in Bali island tourism development. *Jurnal Kajian Bali*, 3(2), 119–136.
- Rajendra, A. (2020). Climate change impacts on the coastal tourist resorts of Bali. *IOP Conference Series: Earth and Environmental Science*, 423(1). <https://doi.org/10.1088/1755-1315/423/1/012044>
- Redikultseva, E. N., Stakhova, L. V., Feoktistov, S. V., Panova, N. A., & Tretyak, E. B. (2022). Economic and legal aspects of developing green tourism. *International Journal of Ecosystems & Ecology Sciences*, 12(2).
- Sitohang, L. L., & Purnomo, N. H. (2023). Sustainable tourism and local wisdom: A two-sided phenomenon of the implementation of tri hita karana in tourism in Bali. *JURNAL GEOGRAFI: Geografi Dan Pengajarannya*, 21(1), 1–18.
- Spradley, J. P. (2016). *Participant observation*. Waveland Press.
- Sunarta, I. N., Wirawan, P. E., Arianty, A. A. A. S., Tunjungsari, K. R., Semara, I. M. T., Lemy, D. M., & Pujiastuti, S. (2020). "Green village destination" development strategy based on ecgo bike in Pelaga district petang Badung Bali Indonesia. *Sys Rev Pharm Journal*, 11(12), 259–266.
- Surpa, I. W., & Agung, I. G. B. W. (2023). Existence deep local wisdom policy development tourism in Tenganan Village Gringsingan Karangasem Regency, Bali Province. *International Journal of Educational Research Excellence (IJERE)*, 2(2), 473–483.
- Suryawardani, I. G. A. O., & Wiranatha, A. S. (2016). *Strategy Prioritization For Sustainable Tourism in Bali, Indonesia: Focusing On Local Agricultural Products Analytical Hierarchy Process (AHP) Approach*.
- Sutawa, G. K. (2012). Issues on Bali tourism development and community empowerment to support sustainable tourism development. *Procedia Economics and Finance*, 4, 413–422.
- Sutrisna, M., Bagus, I., Saskara, N., & Ayu, I. (2020). Prospective analysis of sustainable tourism development in penglipuran village as a tourist village role model in Bali. *Technium Soc. Sci. J.*, 13, 184.
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Management*, 21(6), 613–633. [https://doi.org/10.1016/S0261-5177\(00\)00009-1](https://doi.org/10.1016/S0261-5177(00)00009-1)
- Tracy, S. J. (2019). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. John Wiley & Sons.
- Tzschentke, N., Kirk, D., & Lynch, P. (2008). Ahead of their time? Barriers to action in green tourism firms. *Service Industries Journal*, 28(2), 167–178. <https://doi.org/10.1080/02642060701842175>
- UNWTO. (2020). *International Tourism Growth Continues to Outpace The Global Economy*. UNWTO. <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>
- Utama, I. G. B. R. (2021). Stakeholders recovery strategy of Bali tourism sector in the post-pandemic new normal era. *International Journal of Current Science Research and Review*, 04(11). <https://doi.org/10.47191/ijcsrr/v4-i11-12>
- Widyarsana, I. M. W., Tambunan, S. A., & Mulyadi, A. A. (2021). *Municipal Solid Waste Characteristics: Recycling Potential and Waste Diversion Rate in Bali Province, Indonesia*. <https://doi.org/10.21203/rs.3.rs-494123/v1>
- Wiranata, I. J., & Desiana, V. (2022). Penta helix collaboration on village tourism development program in Indonesia post Covid-19 pandemic. *Proceedings of the Universitas Lampung International Conference on Social Sciences (ULICoSS 2021)*.
- Yang, J., Ryan, C., & Zhang, L. (2013). Social conflict in communities impacted by tourism.

- Tourism Management*, 35, 82–93. <https://doi.org/10.1016/j.tourman.2012.06.002>
- Yfantidou, G., & Matarazzo, M. (2017). The future of sustainable tourism in developing countries. *Sustainable Development*, 25(6), 459–466.
- Yin, R. K. (2018). *Case study research and applications*. Sage Thousand Oaks, CA.
- Zharova, L., Raksha, N., Spitsyna, A., Karolop, O., & Mirzodaieva, T. (2022). Development of tourism services in the framework of sustainable development after the COVID-19 pandemic. *Development of Tourism Services in the Framework of Sustainable Development after the COVID-19 Pandemic*, 13–30.
- Zhuang, X., & Liu, H. (2010). Some suggestions for community-based ecotourism management. *2010 International Conference on Management and Service Science*, 1–4.
- Zimmermann, J. (2015). *Hermeneutics: A very short introduction*. OUP Oxford.