TOURISM

FOR GLOBAL CONNECTIVITY AND ECONOMIC DEVELOPMENT



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Editor: Al Busyra Basnur
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Jl. Suryalaya Barat I No. 4C Bandung 40265
Jawa Barat - Indonesia

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Cover Design:
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Published by Paramedia Komunikatama
Member of IKAPI, West Java, 2024.

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ISBN 978-623-5848-06-8

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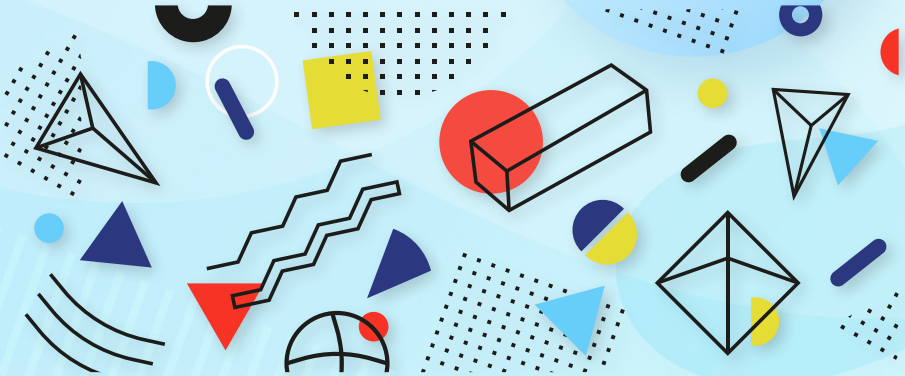

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WELCOME REMARKS



Al Busyra Basnur
Ambassador of Indonesia To Ethiopia, Djibouti and African Union

"Tourism for Global Connectivity and Economic Development" provides a tailored roadmap for Indonesia and Ethiopia to harness their distinct cultural and natural assets for sustainable tourism-driven growth. In Indonesia, an archipelago of unparalleled diversity, the book delves into strategies for enhancing connectivity among its many potentials, capitalizing on its rich cultural heritage and breathtaking landscapes. Through insightful case studies and practical recommendations, the book offers actionable insights to leverage tourism as a catalyst for economic development, job creation, and cultural preservation.

Meanwhile, in Ethiopia, a country steeped in ancient history and natural beauty, the book explores the transformative potential of tourism in fostering global connectivity and driving economic progress. By spotlighting Ethiopia's UNESCO World Heritage Sites and ecotourism destinations, the book equips local authorities and entrepreneurs with the tools needed to capitalize on the nation's tourism assets responsibly. Embracing the principles outlined in "Tourism for Global Connectivity and Economic Development," Ethiopia can not only unlock new economic opportunities but also safeguard its cultural and environmental treasures for future generations.

Ultimately, "Tourism for Global Connectivity and Economic Development" serves as a vital resource for both Indonesia and Ethiopia, offering tailored strategies and best practices to maximize the socio-economic benefits of tourism while promoting sustainability and inclusivity. By implementing the insights gleaned from the book, readers can get better understanding towards a more resilient, equitable, and prosperous tourism industry that contributes to global connectivity and economic development.

Addis Ababa, May 2024

REMARKS



Feyissa Ararssa
Founder and CEO of Harambee Business Group

Dear readers,

It is with great pleasure that the Indonesian Embassy, Addis Ababa, and Harambee University in collaboration presented to you this insightful book on "Tourism for global connectivity and economic development." Indonesian Embassy Addis Ababa organized researchers from Indonesia and Harambee University coordinated authors from Harambee University and other institutions. The two institutions played a pivotal role in making the writing of this book effective. In today's interconnected world, tourism plays a crucial role in fostering cultural exchange, economic growth, and global connectivity. This book investigates the various aspects of tourism and its effect on both local communities and the global economy.

Tourism has long been recognized as a powerful tool for fostering global connectivity and driving economic development. In the book "Tourism for Global Connectivity and Economic Development," the author explores the multifaceted impact of tourism on local economies, international relations, and cultural exchange. Through a series of case studies and in-depth analysis, the book highlights how tourism can catalyze growth, innovation, and collaboration on a global scale. From promoting sustainable development to enhancing cross-cultural understanding, this book offers a comprehensive overview of the transformative potential of tourism in today's interconnected world.

Through a collection of scholarly articles and case studies, this book aims to provide a comprehensive understanding of the role of tourism in promoting sustainable development, fostering cross-cultural understanding, and driving economic growth. We hope that the insights shared in this book will inspire policymakers, researchers, industry professionals, and students to further explore the potential of tourism as a tool for global connectivity and economic development.

We would like to express our gratitude to all the contributors who have shared their expertise and knowledge in this book. We hope that your contributions will spark meaningful discussions and pave the way for innovative solutions in the field of tourism.

Thank you for joining us on this journey to explore the transformative power of tourism for global connectivity and economic development.

Warm regards.

CHAPTER 1

Indonesia Tourism Leadership: Potential and Challenges

By Taufan Teguh Akbari, Ph.D.

Indonesia has abundant tourism potential. In each region or province, there is still a lot of tourism potential that has yet to be explored - or the term is a hidden gem. This is what the government continues to seek so that more and more areas are exposed so that domestic and international tourists can visit and enjoy Mother Earth's beauty.

Moreover, the tourism sector is one of the industries that is the advantage of Mother Earth. With exotic landscapes plus the cultural richness of the archipelago, Indonesia has become one of the favourite tourist destinations. The Indonesian government is aware of this, so the government continues to intensify infrastructure development to improve the quality of our tourist destinations.

Tourism Leadership and Position of Indonesia

The tourism sector can only be developed if Indonesia has strong leadership. Tourism leadership, theoretically and practically, of course, there is no standard definition. Many academics have spawned various definitions of tourism leadership. Ladkin & Weber (2011) defines leadership based on the required abilities. They emphasize that leadership in the tourism sector requires solid interpersonal relations and communication skills. The key word is people orientation because the tourism sector is a hospitality industry.

Then Mai et al. (2022) added leadership competencies in the tourism industry. They cite two capabilities in tourism leadership: result-oriented and capable of generating innovation. These two competencies are indeed necessary. Moreover, the tourism industry is reasonably dynamic. As a result, all stakeholders must prioritize innovation so that more and more tourists come to a country.

Elbaz & Haddoud (2017) explain tourism leadership in the wise leadership framework. Wise leadership means the leader's ability to relate to other people and be confident in his abilities. Wise leadership improves members' performance and well-being, so that they are able to contrib-

ute optimally. This type of leadership has demonstrated its effectiveness in Egypt's tourism sector.

The three definitions above focus on character and traits, but no definition summarizes the essence of tourism leadership. Then, Sifolo (2021) defines tourism leadership precisely, summarising the three previous definitions. He said that tourism leadership is a process of leading others to achieve the desired goals. The leading process in this context includes how leaders motivate and guide their members to realize their true potential so that they can achieve more challenging organizational goals.

In the tourism leadership process, leaders are responsible for knitting everyone's innovation and creativity to advance the tourism sector with people-oriented and service-oriented principles. Leaders divide clear roles and portions of responsibility to their members, encourage out-of-the-box thinking, and create a climate of collaboration to achieve a common goal, namely to make Indonesia a favourite destination on the global stage.

Indonesian leaders, starting from the president, ministers, the private sector, NGOs, and communities, have struggled to build this tourism industry well. If we look at the statistics of foreign tourists from 2010 to 2018, the number is continually increasing. In 2010, seven million foreign tourists visited Indonesia. Then, in 2019, the number more than doubled to 16.11 million. The tourism sector's contribution to Indonesia's GDP also tends to increase, from 3.05% in 2010 to 4.8% in 2019.

In 2020, Indonesia's tourism sector had slumped due to the COVID-19 pandemic. COVID-19 prevents humans from interacting with each other. Tourism is the sector most affected. This can be proven by the decrease in tourists in 2020 and 2021. Data from BPS shows that foreign tourist visits in 2020 only reached 4.02 million, down from 16.11 million. The number is much less in 2021, with only 1.55 million foreign tourists visiting Mother Earth.

Nevertheless, Indonesian government shows strong tourism leadership and is trying to rise from the slump. Various policies were made to arouse the enthusiasm of the tourism industry. Several policies focus on encouraging the rise of the tourism industry, such as implementing health protocols, launching the Batam - Bintan - Singapore travel bubble policy, providing incentives for recovery of 4.55 trillion, and priority support supporting the tourism sector, such as the G20 Summit.

Other parties have contributed to encouraging the revival of the tourism sector. From abroad, our diplomats help promote the uniqueness of Indonesia. For example, the Indonesian Ambassador to China, Djauhari Oratmangun, promotes Archipelago tourist destinations to residents of the island of Hainan. On the private side, BRI Bank launched various tour-

ism programs. One of the programs was the Travel Online Fair, which collaborated with Traveloka. This program runs from 23-25 May 2022. The community itself also has a significant role, namely spreading hidden gems in their area by relying on social media.

The contribution of many parties is a form of genuine concern for the tourism sector in Indonesia. All interested parties have the same responsibility in developing the tourism industry. The hard work of many parties has paid off. In 2022, 5.47 million foreign tourists visit interesting places in Indonesia. This number exceeded the target set by the government, namely 3.6 million. The contribution of foreign exchange in the tourism sector has also improved. In 2022, the tourism sector contributed 4.26 billion dollars to the country's foreign exchange. There has been a bounce back this year, where in 2021, the tourism sector contributed only 0.49 billion dollars.

This increase in terms of income also coincides with the achievement of Indonesian tourism at the global level. Indonesia is ranked second in halal tourist destinations based on the 2022 Global Muslim Tourism Index. In the 2022 Travel and Tourism Competitiveness Index, Indonesia has risen to 32nd after being ranked 44th the previous year. In the Asia Pacific region, Indonesia is ranked 8th. In addition, Indonesia is ranked second in Southeast Asia, only below Singapore. Indonesia beat Thailand, Philippines and Malaysia for the first time in history. This achievement could not have been separated from the leadership of many parties.

The Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Uno, is also proud of this result. Still, he wants to make the tourism industry even better. He said, *"...we must not be complacent. It is very important that we do not return to a business-as-usual approach, or to a false sense of security. We must rebuild the tourism industry better, more sustainable and more resilient."*

From a leadership point of view, this statement indicates result-oriented and innovation-oriented leadership. Menparekraf invites all parties to contribute and collaborate to build better Indonesian tourism. Because of this cooperation principle, Indonesia's tourism sector will be able to be at the forefront. Thus, In the 2023, government make a huge target. Ministry of Tourism and Creative Economy targeted 8,5 million foreign tourists come to Indonesia. On the first quarter, from January to March 2023 alone, there is 2,25 million foreign tourists visit Indonesia.

Asia Pacific as a World Tourism Powerhouse

Suppose we look at it from a broader perspective. In that case, Indonesia's achievements in the regional and global arenas confirm the potential of the Asia Pacific region as a leading player in the tourism sector. The Asia

Pacific region has great potential as a world tourism powerhouse. Southeast Asia's GDP contribution from 2012 - 2019 has consistently increased: from 233.94 in 2012 to 393.12 in 2019.

The decline in 2020 and 2021 is natural because the pandemic has killed all economic sectors, especially tourism. The tourism sector will continue to grow in the next few years based on the recent trajectory. The Asia Pacific region will become a world tourism powerhouse and lead the global narrative in the tourism industry.

In fact, in 2022 alone, the tourism sector on the Asian continent will start to revive. One of them is Thailand. Thailand is one of the countries in Southeast Asia that has the same tourism potential as Indonesia. Before the pandemic hit, the Thai government had successfully created the Land of White Elephants as a regional tourism hub. In 2019, it became the ninth most-visited country by foreign tourists, with 39 million.

Thailand has careful planning to develop its tourism sector. During 2014 - 2019, the tourism sector opened 36 million new fields. The Thai government applies a proactive marketing method by promoting the country as a venue for international meetings and exhibitions. The Thai government has provided various facilities to the tourism agency to develop other potential areas in the tourism industry, and developing Halal tourism is a promising approach to attract more tourists.

In the same way as many other countries, the pandemic has paralyzed the tourism sector in Thailand, so the number of foreign tourists coming to Thailand is minimal. In 2021 according to Statistics, there will only be 430 thousand visitors. Then, when the pandemic started to subside, the tourism industry bounced back. Throughout 2022, the country of the White Elephant has received 11.5 million tourists.

Apart from Thailand, China is a country showing its strength in tourism. Some cities that are favourite destinations for tourists are Beijing, Shanghai, and Chongqing. These three cities have their strengths and uniqueness, which attract many tourists to visit these cities. In 2021 - during the pandemic - there were 3.25 billion domestic trips.

China can take advantage of its rich history for the benefit of tourism. Terracotta and the Great Wall are China's mainstay sites to attract tourists. The Chinese government has the vision to become a global world power in the tourism sector by 2035 by developing more and more potential areas and integrating their cultural riches.

Another country is Malaysia. Tourism destinations in Malaysia are also exciting. They own Mount Kinabalu, Petronas Twin Towers, Batu Caves and several other places. In the last five years (2015 - 2020), the number of tourists in Malaysia has increased and is consistently above 25 million. Tourism is also the third largest source of

state revenue; in 2019, its presentation reached 15.9%. Malaysia is also developing the tourism sector, according to the Times. In 2018, the Malaysian government launched Malaysia Smart Tourism 4.0. This initiative seeks to capitalize on technological developments so that they can be used to create innovation and new jobs.

These three countries are examples of how tourism leadership is implemented through policies. Thailand, Malaysia and China do have enormous tourism potential. The three countries' leaders can utilize this potential to become state revenue. They innovate and make policies that make it easier for domestic and international tourists to enjoy exotic areas with unique cultural values. Many factors cause the tourism sector to grow, such as holistic policies, adequate infrastructure, tourist incentives, et cetera. Of these factors, leadership plays a vital role in developing the tourism sector. With the vision of a leader, the tourism sector will develop.

In the Indonesian context, President Jokowi also has a comprehensive vision regarding the tourism sector. He said that all challenges must be addressed with innovation. The development of the tourism sector, according to President Jokowi, must be oriented towards a world economy that is inclusive, sustainable and preserves local wisdom.

In addition, if we look at various forecasts about the condition of tourism, this sector will contribute significantly to GDP growth in Asia Pacific, surpassing that of other continents. According to the 2022 World Travel & Tourism Council report, tourism will contribute 32% of GDP in Asia Pacific. This figure is far greater than Europe, which is only 10%. In addition, looking back, Asia Pacific's tourism GDP was more significant than that of the European continent in 2019, which was $3,294 billion for Asia Pacific and $2,141 billion for Europe.

The growth of the tourism sector in Asia Pacific makes us optimistic that the tourism sector in this region will continue to grow. With the commitment of the leaders of Asian countries in developing this sector, we are increasingly optimistic that the Asian tourism sector will outperform Europe.

Challenges and Opportunities

However, every country, including Indonesia, has challenges in developing its tourism potential. In the case of Indonesia, the biggest challenge faced is infrastructure. Infrastructure is a classic problem that often hampers the growth of the tourism sector.

There have been instances where infrastructure has been a hindrance for tourists. An example is the tourist site in Wae Rebo village. The routes usually used by tourists, namely South Lembor and Satarmese in Manggarai, are in poor condition. Some of the tributaries along these two roads still need bridges. Apart from NTT, Raja Ampat is still constrained by infra-

structure, especially clean water. According to the narrative of the district government, Raja Ampat is in an area with minimal fresh water. "Tourist destinations in Raja Ampat are on islands with no freshwater sources, and so far people have used brackish water."

Reflecting on these two cases Raja Ampat and Wae Rebo village, our infrastructure still needs special attention. According to Cholik (2017), infrastructure plays a vital role because it can contribute to increasing the efficiency of production and distribution of services, and in some instances, in remote areas, even increasing the provision of tourism services. Therefore, the Indonesian government must be able to build vital infrastructure, to maximize revenue potential in the tourism sector.

The next challenge is the change in market demand for tourism destinations. According to the Head of Bank Indonesia DKI Jakarta Representative, Onny Widjanarko, there are three trends that affect tourism demand. "People prefer to travel to places that are not crowded and rich in culture and local communities. Related to this, Indonesia can also become a tourism potential in accordance with tourist preferences in line with its tourism which is rich in culture and local communities."

In addition, a survey from Agoda 2022, in collaboration with YouGov, uncovers why tourists travel. From the answers of respondents in various countries, there are several results that can be used as a benchmark for stakeholders. First, Japanese (44%), Taiwanese (24%) and Vietnamese (23%) want to explore culinary, arts and culture. Second, Indonesians (23%) and Filipinos (30%) aim for adventure. Third, tourists from Thailand (29%), South Korea (25%), and Singapore (25%) travel to restore their physical and mental condition. Fourth, citizens from India (21%), Taiwan (33%), Australia (31%) and Malaysia (21%) want to visit their relatives or friends.

These trends should be seen as opportunities for the government to increase the number of tourists visiting. Developing untouched potential areas is an absolute obligation for the government. Moreover, many stakeholders can contribute to developing potential points.

For example, Bank BCA foster ten tourist villages and wishes to turn these villages into world-class destinations. Silokek Village in West Sumatra is one of the villages that has been assisted by BCA Bank since 2017. Bank BCA facilitates human capacity development, assistance, and coaching for infrastructure assistance.

Apart from the role of the private sector, academics also contribute significantly to the tourism sector. Academic contributions in the form of research help map the tourism potential of an area: advantages and disadvantages. With research conducted by academics, other stakeholders will find it helpful so that they can better

understand the problems of tourist areas. Ganesha University of Education in Singaraja, Bali, supports the development of tourist villages on the Island of the Gods through research involving tourism stakeholders.

Collaboration to Lead the Global Tourism Narrative

In short, Indonesia has many tourism stakeholders with the same concern and vision to improve this sector. The government should welcome this opportunity. The government needs to hold various stakeholders so that the achievements and targets that are carried out can be achieved.

Apart from that, many areas in Indonesia are still waiting for tourists' arrival. Like for example, in West Sumatra (West Sumatra). According to a 2022 survey from the FEB UI Economic and Business Research Institute, there are five favourite tourist destinations in West Sumatra: Padang Beach, Harau Geopark, Jam Gadang Area, Lake Singkarak, and Istano Basa Pagaruyung.

Therefore, developing the tourism sector is a collective effort of the government, the community, non-governmental organizations and the private sector. Each stakeholder has their role and, of course, complements each other. The tourism sector will only develop if every stakeholder plays their role.

The government makes a policy reference framework that becomes the foundation for infrastructure development and how to promote tourist areas in the global arena. We can take the example of Indonesia. Since 2016, Indonesia has intensified the promotion of the 10 New Bali regions. Promotion is also carried out holistically, from domestic to international.

Then there is society. The community has a vital role as a developer of their region's potential because they know the ins and outs of their village and what potential can be utilized. With this knowledge, the community can be included in various levels of implementation, such as socialization, economy, participation and cooperation to achieve the goals of a tourist village.

Non-Governmental Organizations (NGOs) also have an essential role to play. NGOs support the role of the community and help them, especially in terms of empowerment and promotion. According to Susanto et al. (2016), NGOs have several advantages when managing tourism areas: access to domestic and foreign funding, having an extensive network, and knowledge of community development. These three capabilities are beneficial for developing pilot villages and tourism areas.

The private sector has made a significant contribution to the development of tourism villages. Kirana & Artisa (2020) suggest that there are several roles that the private sector can play, namely formulating and providing stimulus innovation and

providing capital injections to areas in need. Snyman (2017) also explain that private sector has an important role to play in local socio-economic development in terms of employment creation, skills training and development, the payment of lease fees as well as through philanthropic development projects.

Tourism destinations can only be widely known with the role of the media, both mass media and social media. Both have contributed to disseminating tourism potential information to many people so that they are interested in visiting. Social media plays a vital role in tourism, especially in information search and decision-making behaviour, tourism promotion and focusing on best practices for interacting with consumers.

Lastly is the role of academics. Academics who are in tertiary institutions are needed to develop tourism potential. Its capability to research potential areas will make it easier for the government and the private sector to choose which aspects to improve. Universities can also help NGOs to carry out essential capacity building for the community through KKN programs or community service, where students and lecturers can be mobilized to go to tourist areas.

This Penta helix collaboration must be carried out in various potential tourism developments in Indonesia. There is still a lot of potential in Indonesia that has yet to be explored and requires the attention of many parties. In addition, with the direction of the tourism policy movement that emphasizes sustainability, this automatically becomes a shared responsibility. Ministry of Creative Economy and Tourism Sandiaga Uno emphasized this when discussing plastic waste management in tourist villages. He stressed the existence of collaboration between various parties.

Therefore, tourism leaders in the future will increasingly emphasize collaboration systems between various stakeholders. By collaborating to build tourist areas, Indonesian tourism will go further and contribute to a larger GDP. Moreover, developing and implementing collaborative partnerships aims to provide a holistic approach to implementing sustainable tourism that includes all stakeholders.

Having a lot of potential for tourism areas allows Indonesia to take a role in the narrative of global tourism. According to the author, Indonesia can echo the narrative of sustainability tourism by highlighting local wisdom and the uniqueness of regions in the archipelago—tourism village as the central pillar.

Tourism stakeholders in Indonesia are starting to move to build tourist villages based on the principles of Sustainable Tourism Development. One state-owned company, PT Telkom, is developing Timbuseng Village in Pattalassang District, Gowa Regency, South Sulawesi. Utilizing the rich potential of flora and fauna that

Timbuseng Village has, PT Telkom and Timbunseng Village are collaborating to make the bamboo forest area an ecotourism area.

Indonesia also has Pujon Kidul Village in Malang Regency, East Java. This village area became a pilot because it succeeded in implementing the principles of Sustainable Tourism Development. The tourism concept of Pujon Kidul Village is centred on agriculture and animal husbandry. When tourists visit there, they can plant vegetables, milk cows, and pick vegetables.

The Indonesian government will continue to develop other tourist villages. Indonesia will become an essential player in the domestic and global tourism scene by consistently developing various tourist villages and carrying out sustainable tourism development. As a result, more and more domestic and foreign tourists will spend their time and money visiting the beauty of Indonesian tourist villages.

This can only be done by collaboration between parties. Utilizing each other's strengths, Indonesia can lead the narrative of sustainable tourism. All resources have to be mobilized for that to happen. Seeing the many parties that have stepped in to develop tourism potential, the authors believe Indonesia will become a key player in global tourism.

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CHAPTER 2

Strengthening the Quality Culture of Tourism Vocational Education: The Next Chapter of Global Connectivity and Competitiveness

By Dr. Anang Sutono, CHE.

ABSTRACT

The existence of the tourism industry in world development has shown concrete progress. Unfortunately, in the midst of rapid world development, the massive tourism industry reveals implications that are contrary to the principles of sustainable development. Many countries have formed a tourism perspective based on quality rather than quantity. In line with this paradigm shift, it is undeniable that supportive human resources who have a strong understanding and perception of sustainable principles in the tourism industry need to be formed through a supportive tourism education pattern system. In connection with the orientation of tourism education towards the type of vocational education, the existence of a tourism vocational education system that cultivates an understanding of responsible and sustainable industry is necessary. Therefore, in this section, efforts will be made to form a specific framework that can answer these problems through studies on national challenges, global competitiveness, and capability transformation in line with this paradigm shift.

Keywords: Tourism Education, Vocational Education, Quality Culture, Global Connectivity, Global Competitiveness.

INTRODUCTION

Tourism is currently one of the world's largest industries, representing 10% of global gross domestic product (GDP) and 25% of new jobs pre-pandemic (World Travel and Tourism Council, 2022). Being one of the world's largest and

most influential industries, tourism is often considered a powerful device for development and an essential driver for socio-economic progress (Grandcourt, 2020). Global tourism has evolved significantly in recent decades in response to shifting trends in economic conditions, technological advancements, and environmental concerns (De Vita & Kyaw, 2016), with several notable multifaceted developments involving various stakeholders, including governments, businesses, local communities, and travellers (Page & Connell, 2020; Sharpley, 2009). Ioannides and Gyimothy (2020) explain several points that are the causes of the massive development of tourism in the current era:

1. Economic Impact: Tourism is a significant driver of the global economy. It contributes significantly to the GDP of many countries, creates jobs, and generates income for millions of people. It encompasses many sectors: transportation, accommodation, food services, entertainment, and more.

2. International Arrivals: The number of international tourist arrivals has been steadily increasing over the years. In 2019, there were approximately 1.5 billion international tourist arrivals worldwide, according to the United Nations World Tourism Organization (UNWTO).

3. Domestic Tourism: Besides international tourism, domestic tourism within countries is also massive. Many travel within their countries for leisure and business, contributing further to the tourism industry's size and economic impact.

4. Cultural Exchange: Tourism facilitates cultural exchange and understanding between people worldwide. It promotes cross-cultural interactions and fosters tolerance and mutual respect.

5. Environmental Impact: The sheer scale of tourism also has significant environmental implications. The mass movement of people, transportation, and accommodation can contribute to environmental degradation if not managed sustainably.

6. Technological Advancements: Technology has played a significant role in the growth of tourism. Online booking platforms, travel apps, and social media have made it easier for people to plan and share their travel experiences.

7. Diverse Offerings: Tourism is not limited to a single type of experience. It encompasses various forms of tourism, including cultural, adventure, ecotourism, medical, and more. This diversity caters to a wide range of traveller preferences.

8. Challenges and Opportunities: While tourism offers immense

opportunities for economic growth and cultural exchange, it also presents challenges, such as over-tourism, environmental impact, and cultural commodification. Sustainable tourism practices are increasingly important to address these challenges.

9. Resilience and Adaptation: The tourism industry has shown resilience in crises, such as natural disasters and pandemics. It has adapted to changing circumstances.

10. Global Connectivity: Improved transportation infrastructure, including air travel and high-speed rail, has made it easier for people to explore distant destinations, further contributing to the massiveness of world tourism.

These points show that the more tourism gets here, the more it becomes a mass sector whose development expands and complements other sectors. Tourism also does not die quickly, even though many say that tourism is a vulnerable sector that a crisis will quickly shake. This can change as time goes by.

However, like other mass industries, tourism is one of the sectors whose growth increasingly has an enormous negative impact. The massiveness of the world's large industries is changing quite a lot of the earth's natural resources, and of course, it cannot be denied that this will also impact human existence (Ugur & Akbiyik, 2020). This is not trivial; all world development activists from every sector need to understand this.

It can be jointly acknowledged that we have entered a phase in which national and global development has faced the paradigm of "quality over quantity". This leads us to sustainable development in all sectors, including tourism (Liu, 2010; Harris et al., 2012). As one of the massive sectors whose existence is now the central pillar of the economy of many countries, tourism is deemed necessary to carefully incorporate elements of sustainability into every aspect of its study.

In practice, sustainable tourism development has come to many adjustments, both in the formation of types of tourism, analysis of carrying capacity, inter-sectoral linkages, and the formation of both global and national codes of ethics. The application of the principles of sustainable tourism has also become a severe focus for international agencies with the establishment of a particular body, namely the Global Sustainable Tourism Council (GSTC), which is the enforcer and supervisor of the sustainability principles of global tourism. This indicates that the world community understands and recognises that tourism and all related resources are vital and need to be conserved intelligently and wisely.

Concerning resources, the implementation of sustainable tourism

cannot be separated from how to form supportive human resources. The existence of tourism academics and practitioners who have the ability and concern for the above issues is necessary. With the support of human resources that are superior, adaptive, competitive, and able to face all problems, this will make the tourism industry strong and can be directed and oriented towards sustainable and responsible values (Higgins-Desbiolles, 2018). Therefore, a tourism education system that is vocationally based and can produce tourism people according to these criteria is necessary.

Tourism is a sector that is dominated by vocational education. The tourism industry, which has relied on hospitality products and travel operator services, certainly requires workers with technical and practical skills. Therefore, the existence of tourism vocational schools is a context that will always be discussed. However, unfortunately, vocational education, especially in the context of tourism, has one weakness, which is quite an obstacle to forming a resilient and sustainable education system. The tourism, hospitality and travel education sector that focuses on physical skills requires more practice than theory and must be carried out (Sutono, 2016).

As a vocational sector full of practical skills and expertise, tourism vocational education requires special treatment in this new standard era. In addition to considering sectoral conditions that are still experiencing dynamics and adjustments, the pressure regarding boosting tourism as the leading sector for national revival in many countries certainly requires tourism practitioners and academics to be more intense and strategic about equipping themselves with a more progressive education system (Ntounis et al., 2021). Therefore, the need for a vocational education system that can adaptively and innovatively have the resilience to deal with all possible crises in the future is urgent, especially regarding the survival and sustainability of the tourism destinations themselves.

LITERATURE REVIEW

Amid the massive development of tourism globally and the growing opinion that tourism is a "win-win solution" which is considered to have minimal impact, this is not entirely true (Mason, 2020). Many scholars have long studied the broad spectrum of tourism impacts, mainly negative ones. Tourism will have quite a broad and multi-sectoral impact on the destination where it lands. This has become the forerunner to the emergence of many tourism impact study theories and frameworks to direct tourism development in many tourist destinations with minimal impact (Jordan et al., 2019).

In the context of academic support, tourism which is a sector that relies on trade in services makes edu-

cation oriented towards technology and expertise. This is what makes the categorization of tourism education into a type of vocational education. Vocational education itself is a form of education whose main goal is to prepare students to become experts/experts in a particular field who will soon be ready to become part of a certain type of work (Tedla, 2007).

As a type of vocational education, the emphasis in teaching tourism, especially in the context of hospitality and travel vocational education, is on practice and direct application of knowledge in simulated situations to realities on the ground (Sutono, 2020; Liu, et al., 2017). And the study of adjustments to tourism vocational education in the new normal era is also something that is more advanced and needs more attention because the context is more different.

In responding to the limitations that must be faced during this period of readjustment, fundamental values in tourism education must be essential and deeply absorbed. Important values such as hospitality should be a part that is deeply instilled in each student so that a quality culture is formed that makes the students who are printed resilient and adaptive in all situations. Especially with dynamic and uncertain conditions, maintaining the quality of a higher education institution is a very complicated thing, so the emergence of the quality culture theorem is expected to fill the void in these needs through a social system that is automatically formed within educated students. through culture to create value and quality from each thing that has been mastered (Harvey & Stensaker, 2008).

To create a higher education institution that can form scholars who are oriented towards quality culture, Sutono (2016) by adopting Tallin's (2014) model describes the stages that occur starting from the lowest level where quality is still regarded as a symbol only, up to the highest level. and the most ideal where quality can be made as a culture. The following is a form of visualization of the model:

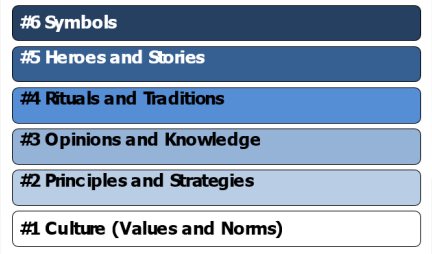

Figure 1.
The Stage of Building Quality Culture
Source: Sutono (2016)

At the lowest level, usually, an institution considers quality culture only as a symbol. The achievement of the quality of the academic community is only a sign that they have achieved success in achieving targets or winning certain competitions. In the next stage, practice this achievement into a "success story" in which the leader of the institution socializes

and tells all elements of the educational institution to inspire acceptable values. Furthermore, the practice or example of success stories in a higher education institution will be formed into a tradition/special way of working which hopes to repeat the same success.

At a more advanced stage, a system that has considered more important the existence of quality through achievement will bring forth efforts to invite every academic community to think about and share the opinions and perspectives of each individual regarding understanding to achieve that quality itself. From these stages, the next step is to produce specific strategies/principles which are considered to be the best steps in achieving an achievement/quality. In the last stage/ plenary stage, when members of higher education institutions are no longer encouraged to do something to achieve the expected quality/ achievement, this has been embedded in the minds of each individual and will be carried out automatically and systematically. It is at this stage that the quality culture has been achieved.

DISCUSSION

A. The Need of Tourism Vocational Education

In the previous section, it was explained why tourism needs support in terms of education and why vocational education should be the choice. Tourism, which is a sector that prioritizes excellent service for all the needs of tourists as consumers, makes the absolute need for the availability of skilled human resources in efforts to meet tourist needs, especially in providing tourist amenities.

Quoting Sutono (2020), several things make a study of how well the quality of tourism vocational education significantly influences the success of organizing tourism activities in a destination. First, vocational education is the answer for a region/ country whose economic conditions and tourism are developing. Tourism vocational education will become a "highway" that directly connects the availability of human resources and industry needs. In simple terms, vocational education is the most strategic link between industries that need a workforce ready for work and the workforce itself.

Second, fulfilling the quality of tourism vocational education will be the key to increasing tourism competitiveness. As a sector that is currently in the global spotlight and is experiencing intense competition, the excellence of a destination through high tourism competitiveness is a demanding matter. The concept of tourism competitiveness itself is the ability of a tourist destination to create tourism products that meet both national and global criteria/standards and have implications for revenue through maximum and sustainable product sales.

In meeting the demands of competitive vocational human resources, launching the Global Human Capital Report 2017 by the World Economic Forum emphasizes that there are at least 4 elements that are indicators of human capital, namely: capacity (worker capacity based on literacy and education), deployment (labor participation rate and unemployment rate), development (level of education and educational participation), and know-how (level of knowledge and ability of workers and availability of resources) In the next section, strategies will be described for achieving the capacity of vocational tourism human resources in the context of a new normal situation approach.

B. Tourism Vocational Education as A Tool for Developing Sustainable Tourism

Some scholars associate sustainable development with success in building intellectual education with good character and character. Character and virtuous education will make every decision from these educated people full of good and bad considerations and projections for the future. With this thought and habit, it will eventually become the principal capital in incorporating responsible and sustainable development, including tourism (Boyle et al., 2015; Malihah & Setiyorini, 2014; Harris et al., 2012).

Looking at the tourism industry perspective, this will undoubtedly return to the initial context where tourism is still and will always be oriented towards vocational education. Vocational education will have many gaps in understanding the green industry as one of the strategies for applying sustainability principles in the tourism industry (Albrecht, 2013). In practice, the expected form of tourism vocational education is to equip students with the mindset to develop the tourism industry responsibly through green tourism. Call it by implementing zero waste management, recycling sanitation cycles, environmentally friendly transportation, and minimal carbon tourism activities.

It is from these simple but fundamental understandings that, in the end, a responsible and sustainable tourism industry system will be built in terms of its human resources. It is true that the success of implementing sustainable tourism cannot only be built from one side but also needs support from other key stakeholders such as the community and government. However, with a strong understanding and perspective from tourism actors in the destination and industry, they can at least become supervisory agents and provide education.

C. Developing Tourism Vocational Education through National Challenges, Global Competitiveness, and Capabilities Transformation

In formulating the need for a tourism vocational education development strategy in sustainable tour-

ism, it is necessary to know in depth how the challenges need to be faced and answered. The main challenge in implementing tourism vocational education is how to sustainably improve tourism quality and actualise standardisation and certification of all lines of its sub-sectors. Meanwhile, looking into the Indonesian context, there is a separate national challenge: improving the community's quality of life through tourism activities and contributing to post-pandemic community recovery.

On the other hand, adapting the tourism sector to sustainable development principles has implications for quite massive system and technology adoption. The use of technology in the process of organising tourism activities has sublimated in almost all tourist destinations. This is progress despite the negative impact of some tourism activities development. However, even though stimulated technological progress occurs, there are still possibilities for failure in the use of technology. Therefore, a new theorem emerges that becomes capability, namely transformation in digital maturity.

From the paradigm above, Sutono (2020) compiled a framework that summarises the what, who, and how of implementing adaptive tourism vocational education in the following figure:

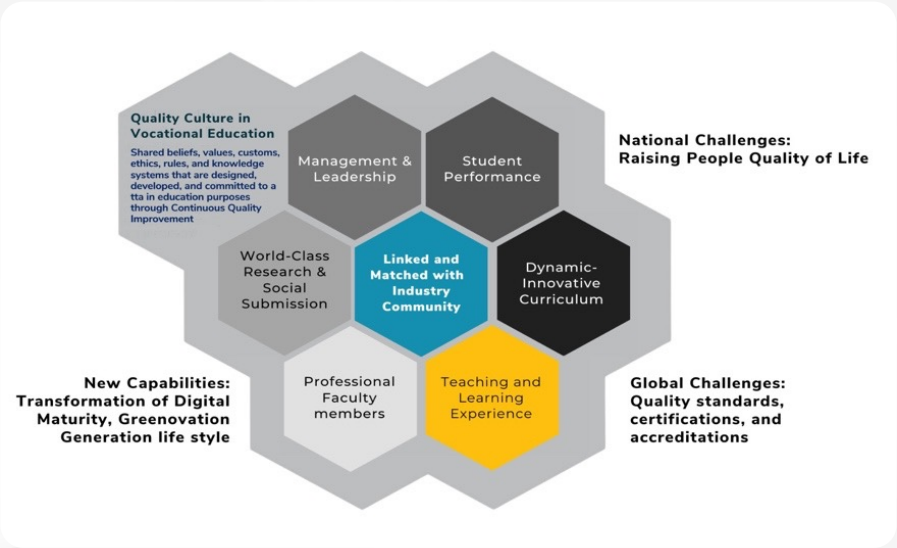

Figure 2. Sustainable Tourism Vocational Education Framework
Source: Sutono (2020)

From the picture, in implementing tourism vocational education, a higher education institution must face a global challenge oriented towards internationally competitive quality standards and human and organisational resources accreditation to gain global recognition and assurance. On a national scale, the challenge of improving the quality of human life is absolutely something that must be completed by a tertiary institution, especially concerning improving the quality of human resources formally. Finally, new capabilities that have emerged in the current era, such as the transformation of the world to become oriented towards digital maturity and changes in people's living paradigms towards a green lifestyle, are certain things that need to be taken into consideration in carrying out the teaching process professionally at the higher education stage.

Furthermore, a detailed understanding and alignment of the seven main indicators is required, namely:

1. Student performance
   Assessing the extent to which students are given an understanding of quality culture and awareness of sustainable work patterns that are applicable to vocational fields according to the curriculum implemented.

2. Dynamic-innovative curriculum
   The cultural conditions of educational institutions that support positive changes internally and externally, as well as the emergence of creativity and innovation from every element of the academic community.

3. Teaching & learning experiences
   Organising lecture activities that are oriented towards fulfilling syllabus targets and providing quality experiences for students through optimising adaptive learning devices/media.

4. Professional faculty/school members
   Organising lecture activities that are not only oriented towards fulfilling syllabus targets but also provide quality experiences for students through optimising adaptive learning devices/media

5. World-class research and social submissions
   Developing an ecosystem that supports each educator and student to conduct research with international partners, publish international scientific papers, and implement community service programs through tourism vocational skills

6. Management and leadership
   The institution is supported by a quality-oriented leadership pattern that prioritises managerial aspects at the level of a bona fide company.

7. Linked & matched with industry and scholar community
   Interconnectivity between insti-

tutions and relevant and well-established business/industry units to create highly competitive graduates.

After ensuring these seven indicators are met, at least the implementation of tourism vocational education in an institution can run well, be adaptive and resilient, and grow global competitiveness to create an institution with implications for academic and practical goals.

CONCLUSION

The discussion in this section has reached an understanding that tourism vocational education is becoming increasingly assertive in existence and position. In its development, many systems are proposed to achieve superior and adaptive teaching outputs. In connection with the shift in the stigma of tourism development, which must be more oriented towards the principles of sustainable development, graduates of tourism vocational education are expected to be able to answer this challenge. By using a comparison of literature and analysing conditions of national challenges, global competition, as well as transitions or transformations in the capabilities of the tourism industry, in the end, a vocational education model that can be applied to produce graduates who are superior, competitive, and with a sustainable outlook has been produced. The elements in the framework consist of Student performance, Dynamic-innovative curriculum, Teaching and learning experiences, Professional faculty/school members, World-class research and social submissions, Management and leadership, as well as Linked and matched with industry & scholar community.

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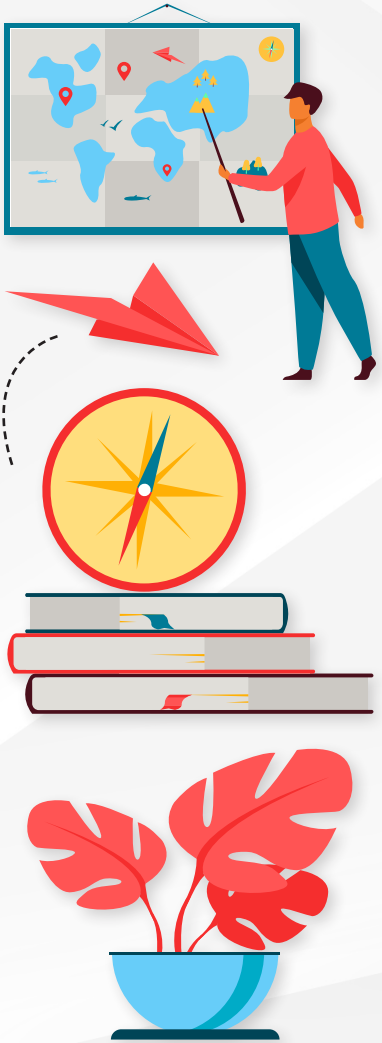

CHAPTER 3

Navigating Post-Pandemic Tourism: The Imperative for Sustainability Leadership and Indonesia's Economic Growth

By Taufan Teguh Akbari, Ph.D.

Tourism is one of the sectors most affected by the pandemic. The lack of tourists means hotels, eateries, and souvenir outlets generate no revenue. Many people are forced to go out of business and change professions so that their basic needs are still met. Nationally, the tourism sector also contributes a small amount of foreign exchange.

However, in 2022, the world began to emerge from the slump caused by the pandemic. The economic sector began to revive. Various economic policies have been made to ensure the wheels of the economy run optimally. Each sector gets full support from the government. Tourism is one of the sectors that receive support and incentives from the government.

Indonesia Tourism Awakening in 2022

Many foreign and local tourists flock to enjoy the natural beauty, cultural wealth, and local wisdom. There were recorded 734.86 million domestic tourist visits during 2022, an increase from 2021, which amounted to 613.3 million. Meanwhile, the number of foreign tourist visits reached 5.47 million.

Many people coming to tourist attractions significantly impacts local businesses and hotel occupancy rates. The occupancy rate for star hotels in 2022 increase by 5.33% compared to 2021. This is also good news because tourism is reviving, which makes everyone feel the sweet fruit of the efforts of many parties. Investment realization in the hotel and restaurant sector reached US$550.64 million in January-March 2023.

The positive story continues not only at the national level but also at the regional level. The Bintan Regency Government received several proposals from investors to build hotels. Bukittinggi obtained a Regional Orig-

inal Income (PAD) of 4.8 billion rupiahs. They got this figure since Idul Fitri on May 2 2022. Moving east, the East Sumba Regency Tourism and Culture Office recorded an increase in tourist arrivals of up to 74.195%. In addition, the total regional revenue of Buleleng in the tourism sector will reach 1.68 billion in 2022.

From the MSME side, traders are grateful for the revival of the tourism sector. There is an interesting story from one of the traders in Sabang, Aceh, Bukhari. He admitted that he did not sell during the pandemic. Bukhari only started selling clothes and souvenirs in mid-2022. His business can fetch between 1.5 million and 2 million per day on weekends and 500 thousand per day if he sells on weekdays. On the other hand, Rahman, the manager of a bungalow in Gili Trawangan, North Lombok Regency, acknowledged that tourist activity had started to move on. Meanwhile, the diving tourism business on Weh Sabang Island, Aceh Province, has also begun to revive, and the arrival of local and foreign tourists after three years of lack of visitors due to the COVID-19 pandemic.

MSMEs also reaped more profits when Indonesia hosted the MotoGP event, which was held in Mandalika. Mandalika provides blessings and huge profit potential for MSMEs. 300 MSME actors set up sales stands in Mandalika. Their participation in the 2022 Mandalika MotoGP Event produced encouraging results. Cumulatively, the profits reached 1.2 billion rupiahs. The MotoGP event and Formula E, which will be held in Jakarta in 2022, also benefit MSMEs.

In short, 2022 was a year of tourism revival. The government and various stakeholders make the most of and capitalize on Indonesia's regional potential. Moreover, the desire of the people to organize tourism trips is one of the critical factors for increasing income in the tourism sector. When there is an opportunity to travel, people also take advantage of this opportunity to unwind. MSMEs, hotels, and souvenir outlets have benefited from this momentum.

Shifting to Sustainable Tourism

Tourism revival in 2022 become a turning point for tourism stakeholders to develop the potential of tourist areas in various regions. However, most importantly, tourism stakeholders must be sensitive to changes in tourist behavior after the pandemic. This is due to a significant change in behavior from the community.

Since the pandemic, society has had a slightly shifted lens of life. This is because we have more time to analyze the situation around us. Finally, we are more sensitive to what is happening in the world and formulate actions we can take to be part of the solution. For example, the issue of climate change is increasingly worrying. A survey conducted by the Pew Research Center in 2022 of people in 19 countries found that 3 out of 4 people view climate change as a significant

threat. The 2022 Asia Pacific Nutrition Sustainability Survey revealed that 86% of consumers in Indonesia are experiencing the effects of climate change. According to the Gen Z Report from IDN Times in 2022, 79% of young people know climate change is a severe problem, and 70% feel responsible for this crisis.

The consequence of this change in perspective is the emergence of new travel behaviors. The Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Uno said the trend was changing towards higher quality and sustainable tourism. That is, local and foreign tourists seek sustainable regions with high-quality service. According to a 2022 survey by Booking.com, 4 out of 5 travelers say sustainable travel is essential to them. The survey also found that 78% of global travelers intend to stay at a sustainable property at least once in the next year. In addition, 46% have used sustainable accommodation in the past year.

Meanwhile, an American Express Travel 2023 survey found quite a different trend. This research focuses on the behavior of Gen Z and millennial tourists in India, Japan, Australia, the United States, and Canada. 58% of tourists visit places where they can experience local culture. Another reason is that 72% of respondents said they wanted to travel abroad to experience cuisine from other cultures. Young travelers from these countries also focus on mental health recovery. Most (75%) respondents agree they plan to reduce screen time while traveling to improve mental health. 68% of respondents seek travel destinations surrounded by nature to focus on mental clarity.

Populix 2022 also found something similar. There are three significant preferences of the people when it comes to traveling: 67% of respondents plan to visit natural attractions during the year-end holidays. The next favorite holiday activity is culinary tourism which is chosen by 65% of respondents, and staycation by 48%.

The Kurious Survey 2022 from the Katadata Insight Center (KIC) shows the most popular natural attractions in more detail. Indonesian people most like beach and sea tourism destinations at the end of the year. The percentage reached 48.6%. The public ranks Mountains and forests as the second most preferred year-end tourist destination, with a percentage of 37.7%. Meanwhile, the Ministry of Environment and Forestry noted increased visits to nature conservation tourism. There were 5.29 million people consisting of 5.1 million domestic tourists and 189 thousand foreign tourists.

From the various data above, there are three significant trends that we should take advantage of. Tourists want to find natural tourist attractions, allowing them to learn about local culture and restore mental health. For tourists, traveling is about relaxing and learning the wisdom of other cultures that benefit them. As a

result, when they return home, they recover physically and mentally and gain a broader perspective.

The good news is that Indonesia has many tourist areas that can accommodate the demands of local and foreign tourists. Indonesia has a lot of cultural wealth that can be learned. According to the records of the Ministry of Education and Culture (Kemendikbud), for 2020, 1,239 artistic works have been designated as intangible cultural heritage of Indonesia.

Indonesia also has 718 regional languages, of which 90 percent are spread across eastern Indonesia: 428 in Papua, 80 in Maluku, 72 in East Nusa Tenggara, and 62 in Sulawesi. In these provinces, various tourism areas are environmentally friendly and have extraordinary natural beauty.

In East Nusa Tenggara, the Golo Loni Tourism Village requires tourists to plant bamboo along the Wae cold river. In North Maluku, Tanjung Waka Beach is an ecotourism area. Meanwhile, in Sulawesi, there is Londa, a burial place that presents cultural riches and is one of the cultural and historical tourist attractions in Tana Toraja, South Sulawesi.

In Sumatra, Indonesia has the Mentawai Islands, which have many tourist options. We can visit various tourist villages in the Mentawai Islands to learn about local culture. The Mentawai Islands also have many surf spots on Siberut Island, Masokut Island, Sipora Island, and Sikakap Island that we can enjoy. Shifting to North Sumatra, apart from Lake Toba, we can visit the Ragi Hotang Traditional Village to learn about Batak culture.

Indonesia still has many tourist attractions focusing on local wisdom and the environment. Indonesia has tourism areas that match these trends. What we need is leadership that is innovative, collaborative, and has a sustainability mindset.

Sustainable Leadership: The Imperative

Developing sustainable tourism requires strong commitment and leadership. According to Metcalf & Ben (2013), a sustainability leader can read complexity, think about complex problems, involve all parties in adaptive organizational change, and manage emotions. In addition, sustainable leaders, according to Bendel & Little (2015), must behave ethically and have the intention to help a group of people achieves significant environmental results. McCann & Holt (2010) added that sustainable leaders focus on creating current and future benefits for an organization while improving the lives of all parties. This means that the orientation of sustainability leadership is its social and business impact.

To ensure that a balanced social and business impact is achieved, Fabio & Piero (2018) devised a strategy to make their team more developed and resilient. The goal is for the busi-

ness to grow and the organization to become strong and resilient. This also follows Armani et al. (2020), who state that sustainable leaders have the following dimensions: interpersonal skills, orientation to change, focus on sustainability, alignment with organizational culture, moral values and principles, and business vision.

In tourism, sustainable leadership is a leader who understands how to innovate and take advantage of the local potential to become an environmentally friendly tourist area. The President of Indonesia, Joko Widodo, revealed that tourism leaders must do these three things: "*...we must collaborate, work together to improve the quality of destinations, add more attractions and interesting events featuring innovation and creativity to increase competitiveness.*" Sustainable tourism leaders know the potential for collaboration and innovation in developing Indonesian tourism.

Therefore, the Government and related stakeholders are also intensifying many programs to improve the tourism sector by considering the impacts of climate change and the latest trends. Moreover, we also need to maintain the momentum of revival in 2022 so that innovative and sustainable programs must be encouraged so that more and more tourists come to tourist areas.

The Ministry of Tourism and Creative Economy created a Sustainable Food Tourism program by collaborating with Indonesian Surplus. The goal is to suppress the growth of food waste and food loss. Moreover, based on study data from the Ministry of National Development Planning (Bappenas), food waste wasted in Indonesia from 2000 to 2019 reached 23-48 million tons per year (equivalent to 115-184 kilograms per capita per year.

The Ministry of Tourism and Creative Economy also created two programs to support sustainable tourism growth: "We Start Now" for local tourists and "Every Step Matters," aimed at foreign tourists. The focus of the program is to encourage eco-friendly tourism. The target is that this program can reduce 50% of emissions in the tourism sector in 2030 and reach zero in 2045.

The private sector, NGOs, and universities are also working to build sustainable tourism. Traveloka collaborates with the World Resource Institute (WRI) and the Diponegoro University Student Executive Board on a Tree Heroes program. This program aims to plant 50,000 tree seedlings in Semarang, Pekalongan, and the Thousand Islands. The aim is as a form of contribution to reducing CO2 emissions, encouraging ecotourism preservation and sustainable tourism development, as well as encouraging the economy and people's welfare.

Apart from planting trees, many stakeholders are taking other paths to contribute to sustainable tourism development. Tourism villages are the choice of stakeholders to develop eco-friendly tourism. Mandiri Utama

Finance (MUF) is assisting the development of Penglipuran Tourism Village, Bangli Regency, Bali. Meanwhile, at Telkom University, students from the Communication Studies Program completed the annual Urban Village program. This program is a form of community service and rebranding a West Java tourist village.

Danone Indonesia has even taken steps since 2019. They collaborated with the Javlec Foundation (Java Learning Center) Indonesia under the AQUA Subang Factory CSR program. Danone Indonesia has promoted various green economy-based environmental conservation programs. Its efforts are multidimensional by integrating institutional strengthening efforts; economic and socio-cultural empowerment; education; and physical conservation efforts such as tree planting, construction of infiltration wells, biopori, and rorak.

Indonesia already has the right mindset to develop sustainable tourism. Each stakeholder focuses on improving sustainable tourism and community behavior patterns according to the capabilities and capabilities of resources they have. Future Market Insight predicts that sales in the sustainable tourism sector will increase by 27.3% in 2032. Total sales also cover 3-8% of the global market. This projected number has the potential to increase in line with the promotion of sustainable tourism areas and trends in society. Based on the 2022-2024 National Medium-Term Development Plan (RPJMN), the tourism sector is predicted to generate foreign exchange of US$7.38-13.08 billion, contributing 4.5% to GDP and creating 22.8 million jobs.

In addition, in 2023, Indonesia will hold the chairmanship position in ASEAN so that we can push forward a tourism agenda that is sustainable and beneficial to many parties. In 2023, Indonesia plans to hold 137 events, consisting of 37 sports tourism events, 49 MICE (Meetings, Incentive, Conference, Exhibition), 38 music and creative, and 13 special interest events.

The key to achieving this is leadership and collaboration. Robust and sustainable leadership in each stakeholder will be vital to delivering Indonesia as a significant player in the global tourism sector. Furthermore, stakeholders collaborating to improve sustainable tourism will accelerate the vision to become a global player in tourism.

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CHAPTER 4

Positive and Negative Impacts of Global Tourism

By Dr. Andini Risfandini

Global tourism connects people globally through multifaceted interactions that have diverse effects. It is based on the movement of people from their usual environment, enabling interactions between individuals from different cultural and socio-economic backgrounds (Amoiradis et al., 2021). Globalization processes play a crucial role in the development of the tourism industry, directly or indirectly combining the lives of people and influencing political and economic structures. Tourism is an emerging and widespread economic and socio-cultural activity across the world, fostering connections between individuals from diverse backgrounds (Sharma et al., 2022). Furthermore, tourism and related industries are integral to globalization in the world economy, facilitating interactions and exchanges among people from different regions (Bundzíková & Jánošová, 2021).

Tourism also influences the socio-cultural activities of host communities, impacting their traditions, rituals, and daily lives (Windarti, 2019). Additionally, the tourism industry exerts a considerable impact on other economic activities, contributing significantly to GDP, employment, and investments (Vukadinović et al., 2017). Moreover, the impact of Airbnb on hidden and sustainable tourism has been studied, highlighting the evolving nature of tourism and its influence on sustainable travel experiences (Mola et al., 2019). The development of the tourism industry is closely linked with social development, contributing to the development of tourism destinations and fostering global connections.

Tourism and globalization, recognized as significant drivers of economic growth, play pivotal roles in shaping the trajectory of various economies. Their impact is multifaceted, encompassing significant contributions to income generation, job creation, infrastructure development, international trade, and technological diffusion, (Ehigiamusoe et al, 2022). The symbiotic relationship between tourism and globalization underscores their interconnected influence on the economic landscape. Tourism, as a thriving industry, not only attracts visitors but also propels economic activities, fostering the creation of

employment opportunities and facilitating the development of essential infrastructure. Simultaneously, globalization, with its interconnected networks, amplifies the reach of these economic forces, creating a dynamic environment that transcends national boundaries. Together, they form a powerful force that shapes the economic fortunes of nations, offering both tangible and intangible benefits that permeate various sectors, contributing to the overall vitality and resilience of economies worldwide.

Nevertheless, it is imperative to confront and mitigate the adverse consequences of tourism on both the environment and local communities, a necessity emphasized by Croce (2018), in order to secure a trajectory of growth that is sustainable. The recognition of tourism's potential harm prompts a call to action, urging stakeholders to address the ecological and societal repercussions associated with the industry. Sustainable growth in tourism demands a conscientious effort to balance economic benefits with environmental preservation and community well-being. Croce's assertion highlights the significance of proactive measures and thoughtful planning to harmonize the positive aspects of tourism with the imperative need to protect and nurture the natural surroundings and local communities affected by its activities.

The economic advantages derived from tourism reach beyond the immediate attractions to encompass the development of surrounding areas, establishing tourism as a pivotal industry capable of bolstering overall economic vitality (Ernawati, 2019). The influence of tourism radiates outwards, fostering infrastructure growth, local businesses, and community prosperity. However, the positive economic impacts are not uniformly distributed among communities. Disparities exist, and levels of support for tourism development vary based on the perceived economic benefits (Huong, 2017). This underscores a challenge in the equitable distribution of the advantages associated with tourism. While certain communities may experience significant economic growth and improvements, others may perceive fewer benefits, potentially leading to varying degrees of enthusiasm or resistance toward tourism development initiatives. Addressing these disparities is crucial for fostering sustainable and inclusive tourism practices that contribute positively to the economic well-being of all affected communities.

The economic advantages stemming from tourism are intricately linked with non-economic benefits, a dynamic emphasized by Li et al. in 2022. Beyond monetary gains, tourism can empower residents by providing opportunities for skill development, cultural exchange, and community engagement. This multifaceted nature of tourism extends to different development options within the industry, such as mass tourism and alternative tourism. Each option carries distinct

socio-economic implications, influencing resident experiences and shaping the overall impact on local communities. Moreover, the impact of tourism is not confined to individual regions or enterprises; it reverberates globally. Tunçer (2018) highlights the far-reaching consequences of tourism on a worldwide scale, underscoring the interconnectedness of economies and societies. This global perspective accentuates the importance of adopting sustainable tourism practices. Recognizing that tourism's effects transcend borders, the imperative for responsible and sustainable approaches becomes paramount to ensure long-term environmental and social well-being.

The forces of globalization have wielded substantial influence over the evolution of the tourism industry (Khasawneh & Al-Smadi, 2019). The complex processes of globalization have left a significant mark, particularly evident in the realm of mass tourism, where the interconnected nature of global markets has brought about significant and, at times, challenging transformations. The impact of globalization on tourism is particularly pronounced, with consequences that extend beyond mere industry dynamics, shaping the very nature and patterns of tourism consumption on a global scale. Moreover, the economic landscape of countries is experiencing a notable shift propelled by the growing role of tourism (Minardi et al., 2020). Tourism is emerging as a key player in the economic development of nations, exerting influence across diverse sectors. Beyond its direct economic contributions, tourism plays a pivotal role in shaping diplomatic relations among nations. The exchange of tourists fosters cultural understanding, economic collaboration, and international cooperation. This influence positions tourism not merely as an economic driver but as a dynamic force shaping broader aspects of global interactions and diplomacy. In essence, the interplay between globalization, tourism, and economic development forms a complex web of connections that defines the contemporary landscape of international relations.

The positive economic impacts derived from tourism reach far beyond mere financial gains and manifest in a multitude of ways (Yunikawati et al., 2020). The benefits of tourism extend to fostering rural development, where previously overlooked areas witness growth and improvement in infrastructure and local amenities. Additionally, tourism contributes significantly to foreign exchange earnings, as international visitors bring in currency, bolstering a country's economic reserves. The sector also serves as a potent driver of income generation, offering employment opportunities to local communities and individuals engaged in various tourism-related activities. Furthermore, the influence of tourism extends to regional development, creating opportunities for diverse locales to flourish and prosper. The injection

of investments into tourism infrastructure and services helps uplift communities and enhances the overall appeal of a region. This, in turn, contributes to broader business development initiatives, as new enterprises emerge to cater to the demands of the growing tourism sector. The economic advantages stemming from tourism exert a profound influence on the well-being of residents and significantly shape their stance toward future tourism development (Frleta et al., 2020). Residents who either directly or indirectly reap benefits from tourism exhibit a higher level of support for ongoing and future developments within the industry. The positive correlation between economic gains and support underscores the role of tourism in enhancing the overall welfare of communities.

However, this positive relationship is not universal, as emphasized by Liu et al. in 2018. There exists a segment of residents who perceive tourism development as a source of unwanted economic pressure. Their concerns may stem from various factors, such as changes in the local environment, increased cost of living, or disruptions to traditional ways of life. Acknowledging and addressing these apprehensions is essential for achieving a balanced and sustainable approach to tourism development. Global tourism has both positive and negative aspects. Global tourism has the potential to drive economic growth, cultural exchange, and sustainable development, while also posing challenges related to environmental degradation, cultural violations, and social exploitation which can be seen in Table 1.

Table 1 Positive and Negative Aspect of Tourism

Positive Aspect	Negative Aspect
1. Global tourism has potential to contribute to economic growth, employment, and investment, particularly in developing economies.	1. Global tourism also presents negative aspects, including its potential contribution to environmental degradation and climate change.
2. Tourism can foster connections between individuals from diverse backgrounds, promoting cultural exchange and understanding.	2. The development of the tourism industry can lead to violations of natural resources and cultural heritage, impacting the sustainability of local ecosystems and communities.
3. the development of sustainable tourism practices can lead to positive environmental and socio-cultural outcomes, benefiting local communities and preserving natural environments	3. the globalization of tourism has been associated with negative impacts on carbon emissions and ecological footprints, particularly in developing countries

Source: Summarize from: Deng et al., 2021; Carvache-Franco et al., 2018; Vasilyevna et al., 2018; Stanišić et al., 2022; Zhao & Li, 2018; Ehigiamusoe et al., 2022

To minimize the negative impact of global tourism, it is essential to focus on sustainable tourism development, stakeholder collaboration, responsible tourism practices, and community empowerment. In summary, mitigating the negative impact of global tourism requires a focus on sustainable development, stakeholder collaboration, responsible practices, and community empowerment. Insights from researchers (Guo et al., 2019; Hamimah et al., 2022; Nigg & Eichelberger, 2021; Bozdaglar, 2023; Jeong et al., 2021) underscore key strategies:

1. Implementing sustainable tourism policies to address environmental challenges.

2. Emphasizing stakeholder collaboration to minimize negative impacts.

3. Prioritizing sustainable product development for accessible tourism through stakeholder involvement.

4. Leveraging sustainable tourism certification programs to ensure development sustainability.

5. Encouraging citizen participation and empowerment to balance economic growth with resource protection, including the development of tools like a psychological empowerment scale for local involvement.

Based on the insights provided by previous researchers, here are key recommendations to minimize the negative impact of global tourism:

1. Implement Sustainable Tourism Policies: Governments and tourism authorities should prioritize and enact robust sustainable tourism policies that effectively address environmental challenges. These policies should emphasize responsible practices and sustainable development.

2. Promote Stakeholder Collaboration: Encourage active participation and collaboration among stakeholders, including local communities, businesses, and governments. This collaborative approach can help minimize the adverse effects of tourism and ensure that decision-making processes consider diverse perspectives.

3. Focus on Sustainable Product Development: Prioritize sustainable product development, especially in the context of accessible tourism. Engage stakeholders in the design and implementation of tourism products that are environmentally friendly, culturally sensitive, and economically viable.

4. Leverage Sustainable Tourism Certification Programs: Governments and industry bodies should promote and support

sustainable tourism certification programs. These programs can serve as effective tools for ensuring that tourism development aligns with sustainability principles and standards.

5. Empower Local Communities: Facilitate citizen participation and empowerment in local tourism development. Develop and implement tools, such as psychological empowerment scales, to measure and enhance the involvement of local communities in decision-making processes related to tourism.

By adopting these recommendations, stakeholders can contribute to building a more responsible and resilient global tourism industry, balancing economic growth with environmental conservation and community well-being.

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CHAPTER 5

Indonesia Tourism Planning Strategy

By Nexen Alexandre Pinontoan, Doddy Wihardi, and Alfiyyah Zalfah Renanda

INTRODUCTION

In tourism planning strategies, a long-term commitment to sustainability should be the main focus. Measures taken should be for the long-term benefit of nature, the economy and local communities.[1] The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) seeks to strengthen strategies to deliver quality, resilient and sustainable destinations by taking into account natural, human and cultural resources as the direction of Indonesia's future tourism destination development. Kemenparekraf also emphasizes the importance of support from various parties in developing the tourism sector and creative economy, with the hope of creating new and quality jobs investment linkages in the development of tourism destinations and the creative economy as well as the promotion of tourism investment potential as the focus of strengthening in 2023. Aspects of financing, business standardization, and industry management are also emphasized to support the growth of this sector. Tourism investment is expected to cover both large scale and MSME scale, and create jobs in the Indonesian Tourism industry.[2] Indonesia can strengthen its identity as a tourist destination that pays attention to environmental sustainability and its natural wealth. The following are aspects that can be the answer for tourism in answering the challenges faced by Indonesian tourism after the pandemic.

GREEN INFRASTRUCTURE DEVELOPMENT

The growth of tourism also enables the development of more environmentally friendly infrastructure, such as more efficient transportation systems and green buildings. A city is inseparable from the existence and activities of the people who inhabit it. Some people choose to live and settle in cities for several reasons, including seeking employment, access to better health and education services, better infrastructure, and higher standards of living.[3] However, urban

growth and development, including the growth and development of the transportation sector, tends to have a negative impact on the environment. The transportation sector is one of the sectors that plays an important role in the generation of CO2 emissions and energy consumption.

Sustainable urban development is a development concept that can be used to overcome various problems in urban areas. A sustainable city is a city whose functions and roles are carried out based on the principles of sustainable development or sustainable development goals. In its application, a sustainable city is urban development that can meet current needs without sacrificing future needs.[4] Green city is an urban development concept that is closely related to the concept of sustainable development. According to the Ministry of Public Works (2011), green cities are the same as sustainable cities and eco-cities. To support the implementation of green city initiatives, the Green City Development Program (P2KH) was established in Indonesia. As is known, environmentally friendly transportation is one of the characteristics of a green city. The implementation of sustainable or eco-friendly transportation also contributes to the achievement of goal number 11 of the Sustainable Development Goals: building inclusive, safe, durable and sustainable cities and settlements. Based on the explanation above, the concept of green transportation aims to overcome urban problems caused by traffic problems.

Bogor is a city within the province of West Java and is a relatively mobile city. The high level of mobility in Bogor City can affect traffic problems. This is partly evidenced by the high number of private car ownership. The Bogor City Government took steps to build environmentally friendly transportation by introducing the concept of environmentally friendly transportation. The introduction of the concept of environmentally friendly transportation was carried out by the Bogor City Government through the procurement of Transpacan mass transit buses. In addition to providing mass transportation, the Bai'an Crossing Bus is also equipped with environmentally friendly fuel, namely biodiesel made from used cooking oil. Based on the results of the analysis conducted, the application of the green transportation concept in Bogor City currently only meets a few indicators, including the availability of pedestrian paths in several places, bicycle facilities, namely CFD (vehicle Free Day), the use of environmentally friendly fuels. Free Day), the use of environmentally friendly fuels in car transportation, especially the use of biodiesel from used cooking oil, the availability of mass transportation on Transpacan buses due to the high enthusiasm of the population and the high frequency of public transportation. technology, and intelligent transportation management systems.

Activities that support intelligent transportation management systems include vehicle testing. Exhaust gas testing. Socialization of

the use of environmentally friendly or low-emission fuels in the Blue Sky program. Providing transportation hubs. It also optimizes transportation services in terms of service quality, accessibility, and affordable public transport fares. In addition, the Bogor City Government stipulates environmentally friendly transportation policies in the Bogor City RTRW Planning Document 2011-2031. Some of the policies implemented in Bogor City are listed below.

1. Procurement of 50 units of CNG (gas fuel) public transport vehicles which began operating in November 2015 - Procurement of urban public transport vehicles, namely Transpacan Buses - Intercity public transport services, especially the procurement of trains and feeder public transport from Trans Jakarta.

2. Development of intra-city public mass transit lines between terminals.

3. Develop facilities and infrastructure supporting the transportation system, such as bus stops and shelters, parking lots, traffic signs, and expansion of bus lanes.

4. Procurement of mass transit facilities for trans Pakuan buses.[5]

There are several factors that influence the application of the concept of environmentally friendly transportation, such as transportation modes, accessibility, and local transportation policies. To achieve optimal implementation of the concept of environmentally friendly transportation, it is necessary to increase public enthusiasm for the use of public transport, improve the facilities and quality of public transport, improve the quality of sidewalks and bicycle lanes, and increase environmentally friendly transportation. Policies need to be provided and implemented, using environmentally friendly fuels and reducing the use of private transportation.

COLLABORATION BETWEEN GOVERNMENT AND PRIVATE SECTOR

Sustainable tourism development requires strong cooperation between the government, tourism industry and NGOs. This collaboration can be the foundation in maintaining a balance between economic growth and environmental preservation. A development is said to be optimal when the potential of the region can be managed well by stakeholders, by integrating their respective roles and functions to manage the resources owned. These resources can be in the form of natural resources, human resources, and supporting resources such as capital and information technology. Regional development as a manifestation of national development is directed to be able to develop and harmonize the pace of growth between one region and another. The village in this case has a contribution to optimize its potential by involving

the participation of the community through village community empowerment. By exploring the potential of the village with the aim of developing and advancing the village, the community will be optimal in developing its potential. In some regions, one of the economic potentials that can be developed is tourism. Tourism as a cultural preservation tool, can play an active role in preserving and introducing regional cultural products.

One of the cities in Indonesia with superior tourism potential is Batu City in East Java Province. Since its establishment as an autonomous region in 2001, Batu City has established and stabilized its area as a Tourism and Agropolitan Center, especially in East Java Province. In the context of tourism development in East Java province, Batu City is positioned as one of the tourism centers, especially nature tourism and agro-tourism. The potential of agro-tourism owned by Batu City is supported by the geographical location of Batu City in the highlands, where Batu City is a city surrounded by mountains. Batu City is included in the Greater Malang development area unit, which includes Batu City, Malang City, and Malang Regency. The development of the tourism sector in Batu City requires optimal carrying capacity. Carrying capacity in this case is an important point in tourism development, not only environmental carrying capacity but also carrying capacity related to capital, accessibility, public infrastructure, and public facilities. Also no less important is the synergy between regions in the context of tourism development, because with the unavailability of a good carrying capacity for tourism development, Batu City cannot optimally develop its tourism sector. Therefore, it requires the cooperation and integrity of the actors in it. The availability of carrying capacity cannot be carried out by one actor alone but must involve actors who can support the development of tourist villages.

In developing the tourism sector in Batu City, the role of the government is the main key. How the government patterns in developing the region will have an impact on the progress of the region concerned. In this case, Batu City applies *Collaborative Governance* in developing its tourism sector. *Collaborative Governance* is a process of forming, steering, facilitating, operationalizing and monitoring cross-sectoral organizational arrangements in solving public policy problems that cannot be solved by just one organization or the public alone. In this context, *Collaborative Governance* is a model, where in developing a region, the government cannot independently manage the region, so that the role and function of the government is no longer dominant, it requires the role and function of other stakeholders to solve problems and accommodate public needs.[6] The role of the actors involved, including the role of government, private sector, general public, academics and also the media.

a. The role of the government is to make regulations, conduct monitoring and evaluation of development and integrate regional programs with central programs. Integration of regional programs with central programs is important because if there is no linkage, the programs run will have no reference and basis.

b. The role of the community is how the community can contribute through active participation in terms of voicing the wants and needs of the community, this can be done through the formation of a community where programs from the community can be synergized with government programs.

c. The role of the private sector is to help the government to provide stimulus in the form of innovations created by the private sector so that the government can adopt these innovations and can even jointly formulate an innovation in terms of development.

The Collaborative Governance approach is used by the Batu City government in developing tourist villages. This can be seen from the pattern of cooperation and communication built by the local government of Batu City with various actors including the private sector, the community, academics and the media. Each actor has a contribution according to their respective roles. There are intense communication patterns carried out by the local government to business people related to agritourism development programs that will be developed. In addition, the community is also empowered through tourism awareness groups in each tourist village. The *Collaborative Governance* concept used by the Batu City Government as an effort to increase the participation of various actors so that tourist villages can develop optimally provides benefits felt by the local government. One of them is the increase in local revenue (PAD). This can be seen from the increase in local revenue (PAD) from the tourism sector.

To optimize the development of tourist villages in Batu City, concrete efforts are needed from the local government to formulate cooperation programs that can attract participation from the private sector, the general public, academics and the media so that the role of each actor can be integrated in the development of tourist village areas. Talking about the direction and strategy of the development of tourist villages in Batu City, the growth of the agritourism and ecotourism market is quite high throughout the world, therefore the development of tourist villages must rely on local strengths and potentials and be market-oriented. In addition, in the development of this tourist village there needs to be convenience and support through the provision of supporting facilities and infrastructure, as well as other facilities such as promotion, transportation and accommodation and integrated marketing.

ECONOMIC DIVERSIFICATION

The tourism sector is basically an activity related to tourist attractions and tourism support activities. The development of tourist attractions or tourist areas that are well managed by the local government, has a multiplier effect because it can encourage the growth of various other ancillary economic activities, such as hotel services, restaurants, entertainment and recreation services, travel agents, and so on.[7] Mining is one of the important sectors in the Indonesian economy, especially in its role as a foreign exchange earner. The mining sector consists of oil and gas, general mining and C excavation sub-sectors.[8] Many regions and cities that are rich in mining resources such as coal, gold, copper, and others have experienced a decline after these resources have been exploited. However, there are also areas that manage their former natural resource exploitation activities well, so that they still provide high economic value. These areas have even become tourist destinations and research objects because of their uniqueness, such as Potosí in Bolivia, one of the cities that is often the focus of mining tourism research. Potosí is famous for its rich history of mining activities, especially the exploitation of silver during the Spanish colonial era. The tin mine in the Banka Islands of Belitung, precisely in Belitung Regency, located in the Terong Creative Tourism Village, is one of the tin mining sites and is allocated as a tourist destination that attracts the attention of researchers, archaeologists and historians to understand the historical impact of mining and the evolution of its development. In addition to Terong Creative Tourism Village, several other cities in Indonesia, namely Breksi Cliff Tourism in Yogyakarta, have also become objects of research in the context of tourism and its impact on the environment, culture and local communities.

Other factors that arise will also create new job opportunities to reduce the unemployment rate in the region. Law Number 10 of 2009 concerning tourism emphasizes that the implementation of tourism must be based on principles such as justice, benefits, cooperation, unity, authenticity, balance of life, and self-confidence. Community members, both individually and in groups, are one of the main actors in the development process, especially those who live around tourism areas. An equally important principle is the equitable distribution of tourism benefits to all elements around the tourist destination. Theoretically, mining operations and also tourism management in an area are different things and also have different regulations, matters relating to tourism villages are regulated in Village Law Number 6 of 2014. Based on what has been described above that mining must be carried out in accordance with the regulations and licenses in force in the State of Indonesia and to make mining as a tourist attraction Permen of ESDM No. 07 of 2014 allows companies to convert former mining excavations to become tourist attractions while according to

MUI fatwa no. 22 of 2011 miners are obliged to make improvements to ensure the welfare of the community, other living things and environmental sustainability.[9]

The utilization of ex-mining land for tourism purposes has become a trend that has been developed recently. One of them is geotourism. The term Geotourism was originally coined by the National Geographic Society, an NGO from the United States which was later adopted by the rest of the world. Geotourism is environmentally responsible tourism utilizing geological sites[10]. An alternative that is expected to bring sustainable benefits to people's lives is the conversion of mining land that has been reclaimed and converted into a Geotourism Area.

First, economic diversification is necessary to measure significant economic impacts, such as job creation, tourism receipts, and investment in tourism infrastructure. Second, from an economic sustainability perspective, economic diversification helps ensure that the economic benefits promoted are real and sustainable in the long term. Third, in terms of transparency and accountability, economic diversification ensures the reliability and accuracy of information provided to stakeholders and the public, thereby increasing accountability in the management of economic resources. Fourth, when setting policy, verified economic data provides a solid foundation for effective decision-making. Fifth, economic diversification to minimize financial risk ensures that large investments in infrastructure development and tourism promotion are backed by robust and reliable data. Therefore, the role of economic diversification is very important in order to accurately and sustainably measure the economic benefits of mining tourism and be able to make a positive contribution to Indonesia's economic development.

CONCLUSIONS

A holistic and community-based approach is key in making tourism a positive force to increase environmental awareness and support destination sustainability. By applying the principles of ecotourism and Sapta Pesona together, we can achieve a positive impact on the environment, local communities and the tourist experience. Sustainable tourism is characterized by tourist visits that seek to have a positive impact on the local environment, community and economy. Wise and sustainable management in tourism can be a solution for economic growth in line with environmental sustainability. It is expected that sustainable tourism takes into account environmentally friendly development, local community empowerment, local cultural development, and economic growth in the vicinity. Although this paper only summarizes some of the solutions of tourism practices in Indonesia, the author hopes to make a positive contribution to tourism sustainability, both in Indonesia and abroad, including in Ethiopia.

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SUSTAINABLE TOURISM

ECO TOURISM

SAPTA PESONA



CHAPTER 6

Sustainable Tourism in the Post-Pandemic Era: Will it Thrive?

By Iqbal Ramadhan

Background

Between 2020 and mid-2022, we can see that the globe is at its lowest point. Covid-19, a new disease, emerged toward the end of 2019, shocking the globe. Some hypotheses claim that this disease originated in the Wuhan livestock market and spread from bats. The coronavirus illness spread over the world, resulting in a global calamity. This disease causes high fever, cough, flu, exhaustion, and digestive and respiratory issues (Liu et al., 2020). This pandemic has had far-reaching consequences. For example, in the second quarter of 2020, global trade fell by 14.3% (Ramadhan & Anggraeni, 2022). The repercussions of the Covid-19 pandemic affect many aspects of human life. Tourism is one of the areas that has been affected. Several international financial institutions, including the IMF, estimate that the tourism industry will not fully recover until 2023. According to Behsudi (2020), the COVID-19 epidemic led to a 65% decline in tourist travel. The number of global tourists has declined by 17% after the SARS outbreak crisis in 2003. Additionally, during the 2008 financial crisis, the number of tourists fell by 8%. Globally, the COVID-19 epidemic has lowered African GDP growth by 12%. In the Caribbean, the tourism industry sector declined by 12%, while in the Asia-Pacific region, it fell by 21% in 2020 (Behsudi). The snowball effect of declining tourist numbers has directly influenced the loss of 12-14% of jobs in the tourism sector in the third quarter of 2020 (World Economic Forum, 2020). We can observe various examples of countries that have suffered losses as a result of the pandemic, which has had an influence on their tourism industries.

The BRICS countries (Brazil, Russia, India, China, and South Africa) have signed a memorandum of understanding for a sustainable tourism industry rehabilitation initiative. According to the Xinhua news agency, the program intends to reinvigorate the tourism industry by

focusing on sustainable growth principles. In Russia, for example, demand for cultural and educational tourism fell by 58%. Their maritime industry also saw a 48% drop in demand, as did business travel, such as meetings or conferences (Agaeva et al., 2021). Similarly, in Brazil, the number of flights dropped by 53%. Ironically, only 46 of Brazil's 96 cities offer both domestic and international airline options. In 2020, the Brazilian government reported that it got 2,723,952 tourists. This figure fell to 333,904 tourists in 2021. The result was that 18.43% of official tourism workers lost their jobs (Santos et al., 2022). Another example is India, which has seen a drop in tourism because to the COVID-19 outbreak. During the second quarter of 2020, India lost around 2,073,787 foreign tourists. Foreign tourists fell by 2,337,385 and 3,232,680 during the third and fourth quarters, respectively. India suffered a total loss because the epidemic reduced the number of international tourists by up to 7,643,852 (Arshad et al., 2021). China, being the first country impacted by the pandemic, felt the same way. China collected 466 billion Yuan in foreign exchange revenue from 637 million domestic tourists in 2019, prior to the pandemic. However, as the pandemic expanded, the number of domestic tourists plummeted by 51.5%, while China's income from domestic tourists fell by 52% (Wang et al., 2022).

Meanwhile, in South Africa alone, almost 3 million people lost their jobs in the tourism sector during the first quarter of 2020. Even in major cities like Johannesburg, Pretoria, and Cape Town, hotel occupancy rates dropped from 80% to 10% (Rogerson & Rogerson, 2020). How about Indonesia? One important item to note about Indonesia is that it has the "Ten New Balis" initiative. This program seeks to establish new tourism attractions such as Lake Toba, Mandalika, and Wakatobi. Unfortunately, the Covid-19 pandemic pushed back these efforts. The Covid-19 pandemic canceled 45,000 tourist excursions in 2020. As a result, Indonesia's tourism industry lost 1.1 billion US dollars in 2020 (Anele, 2021). Business consulting organizations such as McKinsey are also interested in this market. They estimated that rebuilding the tourism sector to pre-pandemic levels would cost 100 billion US dollars. The funds must be deployed to stimulate the tourism sector, specifically small and medium-sized firms and the aviation industry (Constantin et al., 2020).

Why Sustainable Tourism?

The Covid-19 epidemic has generated numerous novel insights. One aspect is the formulation of a strategic plan to foster the growth of the tourism sector, as it was done previously. UNESCO and other international organizations have introduced a concept called 4P (Public-Private-People-Partnership). According to UNESCO, sustainable tourism should promote collaboration among the government, corporate sector, and society to establish a tourism sector that is rooted in local knowledge and committed to preserving nature (Jing, 2022). The

notion of sustainable tourism has gained traction in the aftermath of the pandemic. An emerging awareness of people as the smallest entities in the natural ecosystem is one reason why sustainable tourism is becoming increasingly desirable and popular in society. This implies that the dominant belief system centered around human beings is transitioning towards a perspective that values the environment and places humans on the same level as other living beings. Subsequently, the COVID-19 pandemic has been demonstrated to profoundly disturb the societal framework, spanning from the governmental level to small communities. Furthermore, the Covid-19 pandemic necessitates that individuals adjust to a new normal way of life. COVID-19 compelled tourism stakeholders to alter their business model by integrating business and cultural components (Chiawo et al., 2023). The concept of sustainable tourism challenges the previous paradigm that did not consider the pre-COVID-19 era. Several examples include sustainable tourism, which promotes the implementation of long-term strategies for managing tourism destinations, the involvement of local communities in destination management, and the alignment of tourism company interests with environmental conservation efforts (Ekka & Annamalai, 2022).

The word sustainable tourism encompasses multiple terminologies from a conceptual standpoint. Sustainable tourism is a strategy that involves the integration of tourism firms with local traditional communities, with the goal of generating income and empowering the local people in tourism locations. The tourist industry consistently intersects with diverse sectors of the economy and society. In order to adhere to the principles of sustainable tourism, the tourism sector should prioritize environmental consciousness by promoting places that are environmentally benign and have minimal carbon emissions. The viability of sustainable tourism hinges on the government's resolute commitment, as articulated in its political directives (Yuedi et al., 2023). When implementing sustainable tourist governance, the government should engage both the local community and the commercial sector to establish a new framework in the tourism industry. By fostering collaboration among the aforementioned entities, sustainable tourism should prioritize three primary objectives: promoting industry engagement in corporate social responsibility (CSR) to incentivize the tourism sector. Second, sustainable tourism necessitates the establishment of equitable transactions among tourists, the private sector, local communities, and the government. The third objective is to establish a tourism management structure that is considerate of the interests of all parties involved (Robina-Ramírez et al., 2022). There are different types of sustainable tourism.

According to a study conducted by Williams and Olafsdottir (2022), sustainable tourism can take the form of being nature-based. They clarified that nature-based sustainable tourism has become increasingly popular in the post-pandemic era, as mental health has emerged as a crucial concern during periods of quarantine and closure. The Covid-19 epidemic has heightened human consciousness on the coexistence of nature and humans. In the post-pandemic era, there has been a rise in the popularity of sustainable tourist activities, such as mountain climbing, woodland exploration, and sea tourism (Williams & Ólafsdóttir, 2022). In addition to nature-based tourism, culture-based sustainable tourism emerged as a popular choice for tourists as the epidemic started to subside. Culture-based tourism allows tourists to delve into the cultural values encompassing folklore, intangible heritage, and the indigenous way of life. Culture-based tourism integrates cultural aspects with nature-based tourism (Wani et al., 2023). Ecological urban tourism is another way to adopt sustainable tourism. This tourism strives to showcase metropolitan areas that seamlessly integrate features of safety, convenience, cleanliness, transportation, and eco-friendly fuel sources. This form of tourism encourages visitors to explore various attractions, including urban woods, cultural hubs, traditional marketplaces, and educational institutions. Urban tourism also aims to facilitate the promotion of tourism in a country that can effectively integrate modernism with sustainable development (Yang et al., 2021).

The Development of Sustainable Tourism

The pandemic period spanning from 2020 to 2022 has provided the worldwide community with valuable insights and knowledge. Over the course of that three-year period, the global landscape has undergone significant transformations. The alterations had a noticeable impact on stakeholders in the tourism sector. The people encountered numerous detrimental consequences as a result of the onset of the pandemic. Their concerns range from employment losses to the decline in state revenue resulting from the tourism industry downturn. The concept of sustainable tourism, as previously mentioned, is a prevailing trend that will enhance the tourism industry once again. In the post-pandemic age, the development of sustainable tourism relies on four essential components: government, private sector, local communities, and tourists (Drei et al., 2023). Upon examining the aforementioned four factors, it becomes evident that the government plays a vital role in the advancement of sustainable tourism. The government possesses the jurisdiction to mitigate the transmission of COVID-19 and avert the resurgence of a pandemic. In addition, the government should promote interdepartmental cooperation between the ministries of tourism and health. As an illustration, the Brazilian govern-

ment is currently adopting the "Tourism – Clean and Safe" concept, which seeks to establish tourism rules that are closely aligned with the behaviors of the "New Normal" (Souza, 2021). Furthermore, the government possesses the jurisdiction to implement financial measures aimed at fostering the expansion of small and medium enterprises within the tourism industry. This financial stimulus aims to safeguard the operational procedures of small and medium firms, whose financial resources are comparatively less substantial than those of giant companies (Mulder, 2020).

Naturally, the government must also formulate smart programs to entice foreign businesses. It is widely recognized that enhancing the tourism business necessitates a substantial amount of financial resources. The government is making attempts to promote foreign investment in order to provide financial support to the tourism industry, which has been in a state of uncertainty. The objective is to entice investors to allocate funds towards the sustainable tourism sector and advocate for sustainable destinations in both domestic and global markets (OECD, 2023). An example of empirical evidence showcasing collaboration among the state, commercial sector, local communities, and tourists is seen in the South African government's sustainable management of its tourism industry in the post-pandemic era. The South African government has allocated incentives totaling 1.1 billion Rand to promote economic growth in the tourist sector, specifically targeting small and medium-sized businesses in rural areas (Glocker & Haxton, 2020). Additionally, the South African government mandates that all tourists visiting the country have vaccinations before to indulging in tourist attractions (African Business, 2021). Sustainable tourist development strategies are enacted not just by the national government but also by local governments as well. An instance of this is the Tourism Development Framework 2024, which was instigated by the government of Cape Town. Cape Town implemented a policy that included several sustainable tourism strategies, such as promoting local tourism development, implementing responsible tourism programs to ensure the well-being and safety of tourists, fostering the development of cultural heritage tourism both online and offline, and integrating local markets with tourist destinations (COFC Town, 2019).

The post-COVID-19 efforts to enhance sustainable tourism in South Africa encompass the involvement of governmental actors, including local governments and the commercial sector. A concrete example of sustainable tourism development can be observed in Musina District, South Africa, which was previously a town known for copper mining. The Musina District boasts numerous tourist attractions. Among these are the Ven Mag mine, which offers adventure and cultural heritage-focused tourism, the old Musina copper mine, which is

known for cultural heritage tourism, the Folovhodwe agricultural project, and the Mapungubwe National Park, which is renowned for its ecotourism offerings. The primary challenge in Musina District lies in the insufficient infrastructural connectivity to tourist destinations and the limited incorporation of small and medium enterprises inside the district. The South African central government and Musina District are formulating measures to facilitate sustainable tourism development and promote regional tourist sites through internet-based platforms (Ramaano, 2022). Within the context of the Kruger National Park case, the government collaborates with the business sector to foster the growth of sustainable tourism. The Kruger National Park in South Africa is under the management of the government, while the responsibility for managing lodging within the park is with private entities (MOAFRICA, 2023). Efforts to promote sustainable tourism in the Kruger National Park involve employing 90% of the workforce from the local community. Furthermore, the procurement requirements for all national parks only involve local enterprises, resulting in a cumulative profit of $13 million. The National Park management encourages local residents in the vicinity of the park to engage in agricultural activities in order to maintain food self-sufficiency. Kruger National Park has established a museum with the objective of fostering the cultural heritage of the local communities residing in proximity to the park (Mabibibi et al., 2021).

According to the empirical facts presented, sustainable tourism has promising prospects for development. The COVID-19 epidemic has prompted humanity to contemplate our coexistence with other natural creatures. Similarly, within the tourism industry, "UN Tourism" elucidates various crucial aspects regarding the advancement of sustainable tourism. Sustainable tourism prioritizes the alignment of the tourism industry's operational procedures with the development of ecotourism and the conservation of biodiversity (UN Tourism, 2023). Furthermore, sustainable tourism places emphasis on the reverence of indigenous knowledge and the preservation of cultural variety. This concept aims to harness the power of local expertise in a specific location, which will be managed by stakeholders as a center for tourist destinations, thereby promoting sustainable tourism. Furthermore, sustainable tourism is an endeavor that fosters cooperation among various stakeholders, including the government, private sector, local communities, and tourists. The convergence of these four components serves not only economic objectives but also necessitates a focus on mitigating poverty (UN Tourism, 2023). The private sector holds equal importance to the government in the tourism industry. The private sector plays a crucial role in facilitating sustainable tourism growth. According to Bayu et al. (2021), the private sector has the ability to stimulate economic growth, enhance local business operations, and offer educational resources on tourism management. What is the

reason for that? They engage in direct interaction with local communities regarding private-sector employment. In addition, they possess an understanding of the presence of micro-management processes inside society. Another benefit is that the private sector is not subject to bureaucratic processes like the government. The bureaucratic procedure poses a hindrance to the government's capacity to swiftly execute operations at the grassroots level (Bayu et al., 2021). An illustration of this can be observed in the PRODETUR initiative implemented by the Brazilian government. Drei et al. (2023) implemented ecotourism initiatives in the Amazon forest's green belt area, specifically focusing on incorporating indigenous populations. Tembi Village in Yogyakarta, Indonesia offers culture-based tourism that combines educational recreation with the opportunity to experience the local Javanese culture. This initiative aims to introduce foreign and domestic tourists to the unique cultural aspects of the region (Bayu et al., 2021).

The local community also plays a crucial role in the development of sustainable tourism. Nevertheless, the participation of local populations is crucial due to their indigenous status and profound emotional attachment to their ancestral lands. In his work, Nagarjuna (2015) elucidates the ways in which local communities can make valuable contributions to the promotion and maintenance of sustainable tourism. Local populations can participate by assuming roles as local personnel, offering accommodations in their homes, establishing small and medium enterprises such as restaurants or artisanal shops, and serving as consultants for local tourist development in the private sector (Nagarjuna, 2015). The preservation of local cultural heritage is crucial in the development of sustainable tourism, and local communities play a vital role in this process. Within the government sector, their role is that of policymakers. Simultaneously, the private sector assumes the responsibilities of both developer and capital owner. The local community contributes to the provision of a skilled workforce, as well as consultants specializing in cultural and ecotourism-based tourist development. They also serve as technical facilitators and coordinators, fostering collaboration between the community, industry, and government (Nagarjuna, 2015; Wang et al., 2022). An instance of sustainable tourist growth in China can be observed in Jiaju Village, located in Tibet. This community is being designated as a sustainable tourism destination by the Chinese government. Nevertheless, approximately 23% of household leaders in this village fall below the poverty threshold. The Chinese government is promoting the rapid expansion of road infrastructure and clean water services, revitalizing citizens' homes for use as homestays, and facilitating investment for developers (Shui et al., 2022). Another instance is a scholarly publication authored by Sheresheva in 2021. A total of 63 tourist industry professionals in Russia were surveyed, with around 44% of

them expressing that the period of the epidemic served as a catalyst for altering their business strategies. The progress of digitalization has prompted the Russian government to shift its attention towards developing sustainable tourism in rural and natural areas. The Russian government promotes the practice of local governments conducting inventories of the resources available in their villages, which can then be utilized as viable and enduring tourism attractions. The Russian government's participation in the development of tourist villages aims to establish the villages as a representation of national culture. This involvement includes financing infrastructure, implementing programs for the growth of small and medium-sized businesses, and integrating systems that can bring advantages to the central, regional, and local communities (Polukhina et al., 2021).

Epilogue

The Covid-19 pandemic necessitates that mankind adopt a new standard of behaviour. Similarly, the tourism industry is compelled to adjust due to the severe impact of the epidemic on this sector. The epidemic has bolstered the presence of sustainable tourism, fostering collaboration among various stakeholders including the government, industry, and local communities. In addition to the aforementioned, tourism is gradually being recognized not solely as an economic facet. Nevertheless, it also encompasses the fundamental aspects of conserving nature and distinct culture that may not be present in other areas. The trajectory of sustainable tourism development during this pandemic has to be elucidated. Nevertheless, will this endeavor maintain its sustainability? Certainly, affirmative. Upon reaching the end of the lengthy trek, it was imperative for us to see the summit. Over time, the outcomes of sustainable tourism development will become visible.

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CHAPTER 7

Intellectual Capital Mindset: A Key Advantage for HR in Global Tourism

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In recent years, Intellectual Capital (IC) has gained popularity as a driver of organizational performance, social performance, and well-being (Bontis et al., 2018). Therefore, IC plays a crucial role in the direction of corporate revolution and sustainable corporate value, addressing how companies can simultaneously create value for customers while meeting the needs of internal stakeholders. IC is highly significant for the development, consolidation, management, and improvement of companies through related policies and strategies (Al-Musalli & Ismail, 2012).

The concept of IC, especially involving the activities of directors, intelligent employees, human resources, and organizational stakeholders, creates value (Mahmood & Mubarik, 2020). Additionally, IC is a crucial component within the company for achieving organizational goals. Furthermore, Alkan et al. (2022) provide an understanding of the significant contribution of IC to the importance of knowledge for the company, specifically within the framework of the resource-based theory (RBT).

IC also provides insight into competencies and the sources available within the organization to make accurate assessments of a company's strategic competencies (Andrews, 1987). Different companies develop distinct competencies (Selznick, 1957), making each organization have different competitive capabilities. The concept of competence-based competitiveness was developed by Penrose (1959) and (Foss, 1997). The same is conveyed by Nelson and Winter (1982); Barney (1991), who found that companies are a collection of unique individual resources.

Intellectual Capital Mindset (IC Mindset) and Competitive Advantage (CA)

The new economic theme (Tappscott, 1998) is the theme of the

knowledge-based economy. The knowledge-based economy is built upon the availability of capital that has shifted towards intellectual resources. Therefore, IC is considered a key factor in increasing company value and sustaining competitive advantage (CA). Companies that aim to sustain CA must enhance existing skills and acquire new ones. A company is more likely to succeed in increasing its value if it can learn quickly and apply acquired knowledge faster than its competitors. Peter Senge (1990) believes that everyone in the organization must change their traditional perceptions of knowledge, continually improve and develop their skills and competencies, understand the entire organization and corporate functions, and achieve jointly set goals. Although it is challenging to accurately measure intellectual capital as a crucial intangible resource, the added value of IC remains unquestionable. It is not difficult to accept that a company is represented by a series of different resources, and it is essential to acknowledge that each organizational member possesses competencies. In practice, there are indications of a positive relationship between IC, competitiveness, company growth rates, and sustainable capabilities.

Although there is a viewpoint that IC influences the competitive position of companies across various industries, some researchers argue that its impact may be specific to certain industries (Jaradate, Al-Samralie, & Jadallah, 2012; Firer & Williams, 2003; PekChen, 2005). Over the past decade, studies on IC have continued to evolve, utilizing different analytical methods in various contexts (Sharabati, Jawad, & Nick, 2010). IC offers a potential source of Sustainable Competitive Advantage (SCA) (Hayton, 2005). Organizational resources can be tangible or intangible assets, directly or indirectly affecting CA (Omerzel & Gulev, 2011). Scholars and practitioners are concerned with understanding the relationship between IC and CA. Therefore, Chen (2008), Saad et al. (2016), and Kanan et al. (2020) conducted research to explore the positive influence of IC on CA.

Globalization and technological advancements have compelled organizations to compete fiercely in challenging environments (Hitt, Keats, & De Marie, 1998). Therefore, organizations must distinguish themselves and execute tasks differently to succeed in the market. Competitive Advantage (CA) does not arise solely from producing end products and services for customers but originates from the resources that produce them. CA will not be sustainable unless organizations use their resources effectively and efficiently to provide value in specific market segments (Hunt & Moran, 1995). This urges an organization to develop a Value Creation Strategy from its resources for Sustainable Competitive Advantage (SCA) (Porter, 1980; Barney, 1991).

Several frameworks are provided to explain the importance of Competitive Advantage (CA) in organizations. For example, the VRIN framework addresses critical issues for sustainability. This framework suggests that organizations must possess resources that are valuable, rare, imperfectly imitable, making them difficult for competitors to replicate, and not easily substitutable (Henkel, Bider, & Perjons, 2014). Intellectual Capital (IC) provides resources and capabilities to create Sustainable Competitive Advantage (SCA) in organizations. Organizations that do not leverage IC will struggle to gain a competitive position in specific markets or industries. Without CA, companies have limited reasons to endure in a business (Pearson et al., 2015). However, previous research examining the relationship between IC and CA is still scarce (Martos et al., 2009; Carlos et al., 2012, and Kanan et al., 2020). Thus, a company's CA and added value will largely depend on IC components (human capital, structural capital, innovation capital, and relational capital). From a resource-based perspective, SCA is influenced by intangible, valuable, and difficult-to-imitate intellectual resources within an organization (Kamukama, 2013, and Pearson et al., 2015).

Therefore, to have a set of sustainable competitive advantages, humans, as one of the crucial components, must meet the requirements referred to as Intellectual Capital (IC). In order to develop Competitive Advantage (CA) through IC as one of the resources (Aaker, 1989, 1999), concrete actions are required to build a mindset, developed for this purpose, with what is called ASTUTI as the foundation for determining IC measurements.

A as Assets means viewing oneself as something valuable. Therefore, one must be willing to change for the better, capable of leading and taking responsibility because each of us is, in essence, a leader. It involves a commitment to becoming more useful with creativity and innovation. S as Skill means constantly upgrading oneself and enriching oneself with skills and experiences that grow over time. Meanwhile, T as Try it means being willing to try, signifying a readiness to take risks. With the intelligence at hand, one can anticipate and minimize potential risks, eliminating doubt in taking action.

U as Up to date implies that individuals must continually update and develop their values to remain in sync with the changing environment and challenges faced at each stage. This way, personal growth continues, advancing without easily giving in to despair. Finally, T as Timely means being punctual – for anything good, never procrastinate. Postponing opportunities can lead to losing momentum, rendering existing creativity, innovation, and motivation futile.

In conclusion, I as Image signifies that, in any situation, credibility and

reputation are identities that should always be preserved and maintained as manifestations of IC as CA. Thus, the IC developed in this concept is depicted in the structural model as follows:

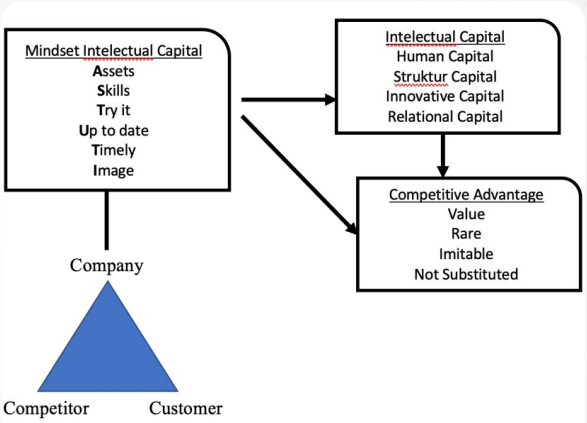

Figure 1. The IC Mindset model is developed for this writing

Intellectual capital Mindset for HR in the Tourism Industry

The success and competitive advantage of businesses in the tourism and hospitality sector depend significantly on intellectual capital and human resources (Angkasaputra et al., 2022). This is especially critical in the global tourism context, where the tourism and hospitality industries need to sustain their competitive edge (Angkasaputra et al., 2022). Additionally, the competitive advantage of organizations is linked to managerial intellectual capital, contributing to a global mindset (Peters & Okech, 2020). Within the framework of a global mindset, intellectual capital is regarded as the cognitive element, involving aspects such as global business acumen, cosmopolitan perspective, and cognitive complexity (Murniati & Sutamto, 2023).

In the tourism industry, the role of human resources (HR) is essential for maintaining competitiveness on a global scale (Varra et al., 2021). Research indicates that frequently used keywords in studies related to human resource management in the hospitality and tourism field include job satisfaction, hospitality, tourism, HRM, and work engagement (Pelit & Katırcıoğlu, 2021). Furthermore, the global tourism sector is grappling with a talent shortage, underscoring the significant human resource challenge it faces (Johnson et al., 2019). The COVID-19 pandemic has had a substantial impact on the tourism industry, resulting in reduced tourist arrivals and economic repercussions in various nations (Stanišić et al., 2022). Consequently, the importance of human resources in the tourism sector has been underscored, with human resources emerging as a critical constraint in the development of tourism villages in Indonesia (Umam et al., 2022). Additionally, coastal

hotels must secure an adequate workforce, uphold service quality, and ensure a stable revenue stream to achieve sustainable development goals (Xue et al., 2022).

Moreover, there has been an exploration of intellectual capital within the sphere of the tourism industry, where studies aim to assess the extent of disclosure regarding intellectual capital components among companies in tourism and hospitality (Hatane et al., 2022). The findings reveal that intellectual capital, as an intangible asset, can be strategically managed by companies to enhance their competitive capabilities and overall value (Natsir & Bangun, 2021). In summary, both intellectual capital and human resources play pivotal roles in ensuring the success and sustainability of the global tourism and hospitality sector. The competitive advantage of small and medium-sized enterprises (SMEs) within this industry is significantly impacted by intellectual capital, while the challenge of a talent shortage requires critical attention. The COVID-19 pandemic has further underscored the significance of human resources in the tourism sector, underscoring the necessity for sustainable development and effective management of intellectual capital to bolster competitive capabilities.

Conclusion

This study aims to provide a clearer insight into the significance of organizational members' mindset as a form of intellectual capital that contributes to a competitive advantage, particularly within the tourism industry. The findings suggest that a proactive approach by management to invest in key intellectual resources, enhancing the strength of intellectual capital, can ensure the organization consistently maintains a competitive edge. To thrive in today's globally interconnected economy and effectively manage strategic intellectual capital resources within the tourism industry, management should prioritize intellectual capital resources. The sustainable competitive advantage in the tourism sector is no longer solely dependent on physical assets and financial capital but relies on the efficient distribution of intellectual capital. It is recommended that managers pay special attention to cultivating relationships with customers and other stakeholders to rebuild trust and enhance institutional reputation.

Recognizing human capital as a pivotal element in enhancing other aspects of intellectual capital (Maheran and Khairu, 2009; Martos, 2009), there is a need for a mindset shift. The focus should be on staff training and developing specific skills tailored to the technical demands within the tourism industry. The conceptual model presented here is based on empirical observations and literature studies, though it is still in its early conceptual stages. Hence, there is ample room for further exploration and investigation in this field.

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CHAPTER 8

Tourism Diplomacy: Fostering Economic Development through Global Connectivity

By Dr. Semu Bacha Negassa

1.1. Tourism as a means to global connectivity

Right now, socio-political instability is alarmingly increasing worldwide and intercultural dialogue and understanding among communities represent a beneficial practice from both an ethical point of view and also as a potential vehicle for socio-economic development, global security, and stability. The enhancement of culture as a component of international relations through the adoption of soft power is an extremely contemporary topic within the new politics and approaches regarding cooperation, development, and coexistence in a multipolar world.[1] Cultural diplomacy, in particular, is a long-term measure but it has already proven to have positive effects even in conflict zones. The 'theory of complex interdependence' in international relations is based on three innovative principles: The growing importance of transnational relations, beyond interstate and intergovernmental; A varied agenda, in which 'security' is not necessarily put in the first place, overcoming the distinction between 'high' and 'low' politics elaborated by the realists; and military power has less relevance, on behalf of growing importance of economic interdependence among states and the importance of international institutions.[2]

Cultural diplomacy is defined within the context of international relations as "the skill to persuade through culture, values, and ideas rather than through military means".[3] In other terms, cultural diplomacy represents "the exchange of ideas, information, art and other aspects of culture among nations and their people to foster mutual understanding".[4] The modality of action of cultural diplomacy has changed over the years, adapting from a bipolar international system to a multipolar one. The main characteristic components of cultural diplomacy are four and it is crucial to have a full understanding of them for an analysis of all phenomena related to international relations and cultural diplomacy. The four

components are the agent (could be a governmental organization as well as a nongovernmental, or still a company or a non-profit organization); an agenda (the disclosure of values and cultural expressions of its country and the promotion of intercultural dialogue); a vehicle (the means through which an Agent transmits the cultural expressions or values of a nation) and a target audience (cross-section of civil society or to certain targeted elites such as academics, journalists and politicians).[5]

1.2. Tourism Nexus economic development

Tourism has become the world's third-largest export industry next to fuels and chemicals, and ahead of food and automotive products[6] and for the world's forty poorest countries, tourism is the second-most important source of foreign exchange after oil.[7]

Also, the World Travel and Tourism Council (WTTC) confesses that the travel and tourism sector is one of the world's greatest economic contributors in terms of job creation (330 million) and GDP generation (10.3%) worldwide. Tourism activities are a prodigious source of employment and income for countries, which has had a substantial effect on the key economies of the world and it is becoming one of the most lucrative growth engines for the worldwide economy.[8] Tourism promotes revenues earned in a country. For example, if a country receives approximately 10,000 tourists who spend $ 100 daily, then the country could enjoy a $1 million increase in daily revenue. If the country can sustain that expenditure over 2 months, then it can enjoy approximately $60,000,000 worth of revenue over that period. According to the International Tourism Highlights Report, tourism creates more than 5 billion U.S. dollars a day, and therefore, total revenues from global tourism, including traveler transport, were 1.7 trillion U.S. dollars in 2018, with over 1.4 billion global arrivals registered throughout the world.[9] Globally, around 20% of the jobs that have been created over the last 5 years have been directly linked to tourism.[10]

1.3. Tourism diplomacy

Tourism diplomacy refers to the use of tourism as a tool for international diplomacy and cooperation between nations. It involves utilizing the economic, social, and cultural aspects of tourism to foster better relations, understanding, and collaboration between countries. One key aspect of tourism diplomacy is the promotion of international tourism. Countries engage in collaborations and agreements to attract tourists from different parts of the world. This not only boosts their economies but also encourages cultural exchange and mutual understanding between people from different nations. Tourism diplomacy also involves hosting international events, such as conferences, exhibitions, and cultural festivals. These events provide plat-

forms for countries to showcase their cultural heritage, traditions, and advancements. Through participation in such events, nations can enhance their global image, strengthen diplomatic ties, and create business opportunities. Furthermore, tourism diplomacy includes initiatives aimed at resolving conflicts and building peace through tourism. By fostering connections between people from diverse backgrounds, it helps break down stereotypes and prejudices, promoting peace and stability. Additionally, tourism can play a vital role in post-conflict situations by contributing to economic recovery and serving as a catalyst for reconciliation and development.

Diplomacy in tourism uses of tourism as a tool to foster economic development by promoting global connectivity and cultural exchange. It involves engaging in international relations through tourism-related activities, such as attracting foreign visitors, promoting tourism investments, and facilitating cultural exchanges between nations. One of how tourism diplomacy fosters economic development is through the promotion of global connectivity. By attracting foreign visitors, countries can generate revenue from tourism spending, which contributes to their economic growth. Tourists spend money on accommodation, dining, transportation, and various goods and services, thereby creating employment opportunities and boosting local businesses.

In addition to generating revenue, tourism diplomacy enhances global connectivity by facilitating cultural exchange and understanding. When tourists visit a country, they have the opportunity to learn about its history, culture, and traditions. This cultural exchange promotes mutual understanding and appreciation among nations, which can lead to stronger diplomatic ties and increased collaboration in other areas, such as trade and investment.

Furthermore, tourism diplomacy encourages investment in the tourism sector, which further contributes to economic development. When countries actively promote their tourist attractions and create favorable investment climates, they can attract foreign direct investment in tourism infrastructure, hotels, resorts, and other tourism-related facilities. This investment not only improves the tourism experience for visitors but also creates jobs and stimulates economic growth. Moreover, tourism diplomacy plays a crucial role in developing countries by promoting sustainable tourism practices. Sustainable tourism focuses on minimizing negative impacts on the environment and local communities while maximizing the economic and social benefits of tourism. By promoting sustainable tourism, countries can preserve their natural and cultural heritage, attract responsible tourists, and support local communities, which in turn promotes economic development.

1.4. Tourism as a soft power

According to Nye's theory (1991), the world force extends by the principle of a difficult three-level game in chess. At the top level of a chessboard, there is a military power, at the average level the economic force which, for many years, represented the multipolar world with strong players settles down. At the third level of international relations in the modern global world, the predominating role is played by the nongovernmental organizations which are active in the creation of an attractive image of the country settling down. Strengthening of positions of the country at the third level of a chess game is given to strengthening of positions at the international level.[11] A definition given by Nye's definition, "soft power" assumes the achievement of necessary results due to the formation of own attractive image and the voluntary will of other participants.[12] The main mission of the «soft power» concept consists in the creation of an attractive image of the state among the population and separate political elite of the foreign states. According to Nye (2008), soft power can also be defined as the ability to affect others to obtain the outcomes one wants through attraction rather than coercion or payment. A country's soft power rests on its resources of culture, values, and policies. A smart power strategy combines hard and soft power resources. Public diplomacy has a long history as a means of promoting a country's soft power and was essential in winning the Cold War.[13]

Today the tourism industry is a key milestone in applying the «soft power» concept, plunging, in particular, the countries, particular cultures, particular national life, the tourist recreates a true picture of the events in the state. Tourism is regarded as a force for world peace.[14] Building mutual understanding and empathy is also part of the geopolitical matrix.

From a soft power perspective, the tourist is a geopolitical subject and object. Geopolitics can be exercised using three types of powers including hard power, soft power, and smart power.

A country with strong global influence is more effective in attracting tourists, exporting products, drawing in talented workers, garnering investments, and getting one's way in foreign policies.[15] Such geopolitics is conducted through hard power (i.e. such as military and economic means. The second means through which geopolitics would be conducted is through affective and symbolic means or "soft power".[16] The third means is through smart power which refers to successfully using both hard and soft power when pursuing foreign policy goals. As with all foreign policy, the problem is determining how much of each tool to implement in a given situation.

Soft power utilizes the charm created by shared values and the correctness and responsibility of contributing to the shared values to ensure cooperation between differ-

ent actors. According to Nye (2017), the soft power of a country is based on the following three sources: culture (where it attracts others), political values (demonstrating behavior at home and abroad in line with the political values possessed), and foreign policies (other actors perceiving these policies as legitimate), and the elements of soft power consists of media, nongovernmental organizations, and higher education institutions.

As it has been mentioned above soft power can be transmitted through culture, political values, and foreign policies in geopolitical competition and it is about winning the hearts and minds of people around the world. The main aim is to get others to tacitly accept, emulate, and aspire to the country's values, beliefs, and agenda. A country is said to have a strong soft power if global audiences commiserate and feel sympathetic toward it. This power usually originates outside government in places like schools, religious institutions (e.g. Ethiopian Timket (Epiphany), Irrecha (Oromo Thanksgiving), charitable groups, music, sports, media, and major film industries such as Hollywood, and Bollywood. Some of the soft power channels include global pop cultures, national promotion institutions, international newspapers (news media), foreign assistance (developmental aids), religion, and health. Soft power, exemplified through tourism, is most effective when it is insidious. There are at least four interrelated ways of looking at tourism and soft power. One, tourists will develop a deeper understanding of the destination, which often leads to greater empathy for the place. Such empathy translates into familiarity and likeability. Two, tourism authorities are tasked to present an attractive image of the country to the world.

The messages are meant to glorify and elevate the attractiveness of the destination while countering negative ones.[17] Destination branding thus becomes an effective soft power tactic. Three, mega events such as the Olympic Games and World Expositions are also important in building geopolitical influence. They attract tourists, showcase the destination, and communicate its capabilities.[18] Fourth, outbound tourists transmit messages about the countries they come from. There are various stereotypes of tourists based on different source countries, such that visitors from certain origins are perceived as richer, rowdier, or more courteous than others.

1.5. General and Economic Impacts of Tourism

The importance of tourism has grown exponentially, due to its growing contribution to economic growth in the long run. A literature review conducted by Rasool, Maqbool, and Tarique (2021) showed that tourism enhances economic growth by augmenting the foreign exchange reserves, stimulating investments in new infrastructure, and human capital and increasing competition, promoting industrial development,

creating jobs and hence increasing income, inbound tourism also generates positive externalities and finally, as economy grows, one can argue that GDP growth could lead to further increase in international tourism.[19] According to UK Essays (2018) the general positive effects of tourism as well as its negative effects.

The general effects of tourism (consisting of economic effects) include the creation of employment for people of the country; promotion of cultural awareness and also helps to preserve local culture and traditions; money gained from tourism can be used to develop the infrastructure and services e.g. new roads and airports; In LEDCs, money can be invested on developing education, clean water, and sanitation; The foreign money can become an aid to local people; and natural attractions can be protected using income from tourism. On the other hand, the positive economic impacts of tourism include the generation of foreign exchange; creation of new job and employment opportunities; stimulation of trade, income, and entrepreneurship – especially in small business sectors; provision of new infrastructure which is available for non-tourism uses; increment of regional development – particularly in isolated areas; and generation of greater collection of taxes and revenues.[20]

Inversely tourism may have few unseen negative general impacts such as the negative impact on the environment via increasing mobility such as air travel and thereby contributes towards air pollution; Mostly local people are employed in low-skill, poorly paid work in unhygienic working conditions; Travel agents, airline companies and hoteliers benefit more than local companies when holidays are booked to destinations in LEDCs; Destroys local culture and traditions; Locally run accommodation companies face competition with foreign companies which build hotels in this new tourist destination.

The negative economic impacts of tourism consist of the necessity to import goods (for small economies which often do not produce what the tourists demand, and therefore import to meet the demands of the tourists); Displacement effects (when a new tourism project takes customers away from an existing industry or facility); Over-dependence on tourism (When tourists begin to dislike the particular tourist location and the economy falls); Over-reliance on labor (being a labor intensive and there would be a high tendency to exploit labor to meet the tourist demands); Higher land values (to construct hotels, lodges and rest houses for accommodation); Prices of goods increases (due to more needs of supplies for tourists such as food, water, electricity, gas supply, etc.).

1.6. Way forward to promote tourism

Tourism and economic development are interconnected as they each depend on each other for survival.

Tourism can lead to economic development through direct (such as revenue generation and foreign exchange in a tourist-dependent country) and indirect effects (such as better taxation, employment opportunities, improved infrastructure, and better quality of goods). But one needs to be curies that tourism may undermine economic development by creating environmental problems, higher taxation in infrastructure construction, and inequality in income distribution. To gain benefit from tourism, every nation should try to focus on the establishment of tourism infrastructure, facilities, sites, etc. that can enrich tourists' choice of their country's destinations. Empowering the tourism environment will enhance investors' interest in the tourism industry of the country. For instance, Ethiopia is endowed with huge, beautiful opportunities attracting international tourists. UNEP (2011) explains that tourism allows countries to harness their cultural heritage, natural landscape, and biodiversity to facilitate development. It is through this platform that countries can convert what they are endowed with into tangible employment opportunities.[21]

Promotion of the tourism sector will yield multidimensional benefits for society including investment in the tourism sector would assist in infrastructural development as it would lead towards building airports, highways, and other transportation networks, establishing retail markets, construction of hotels and restaurants, and provision of other services relevant to travel and tourism sector. As a result, there would be more employment opportunities for the nations; and revenues from tourist arrivals could be spent on the provision of health, education, housing, and other basic facilities. Hence, there would be a direct impact on the standard of living and socio-economic status of residents of the region/nation where tourism-related investments are injected. Similarly, international tourists would not only play their part in accelerating the economic growth of the host country but also utter positive word of mouth to uplift the country's image and enhance its reputation as a global tourist destination. Thus, substantial basic facilities such as sound and safe hotels/ motels/ restaurants, comfy environs, and appropriate transportation amenities should be provided to tourists, particularly international tourists. Governments, mainly in developing countries need to support and encourage tourism due to its elevated multiplier effects in terms of employment formation, improving foreign exchange earnings, having a positive effect on the balance of payment, the generation of income and consequently contributing towards poverty alleviation.[22]

To ensure the success of tourism, it goes beyond having appealing historical, cultural, and geographical attractions. Infrastructure plays a pivotal role as tourists seek a seamless experience that mirrors the comfort of home. This includes efficient transportation, high-quality hotels, and catering services, along with recreational facili-

ties and warm hospitality. Effective communication, tailored to tourists' preferences and languages, is crucial for well-organized tours. Understanding tourists' preferences and addressing their concerns is essential for a thriving tourism industry.[23]

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CHAPTER 9

Tourism and Technology: Harnessing Connectivity for Economic Growth

By Dr. Teshome Lemma Wodajo

Abstract

Technology and tourism offer unmatched potential for innovation and economic success in today's quickly changing digital environment. In exploring the transformative potential of digital destinations, this chapter highlights the critical role of smart tourism infrastructure in promoting economic success. It examines connectivity strategies to navigate the complex technology landscape and ensure sustainable growth in the tourism sector. In addition, the chapter traces the evolution from virtual clicks to actual check-ins, analyzing the significant effects of digital innovation on tourism economies. By utilizing connectivity and adopting technological innovations, stakeholders in the tourism industry may open up new channels for economic growth and improve the overall guest experience.

Keywords: Tourism, Technology, Connectivity, Economic Growth, Digital Innovation, Smart Infrastructure, Sustainable Development

1. Introduction

The role of Information and Communication Technologies (ICTs) in driving economic growth through tourism is a key focus in the literature. (Kumar et al., 2017)Kumar (2017) and (Opute et al., 2020) highlight the potential for ICTs to enhance the tourism experience and create value, ultimately contributing to economic growth. (Singh et al., 2020) further emphasize the importance of technological advancements in the tourism and hospitality industry, particularly in economic development. (Shanker, 2008) underscores the transformative power of I.C.T.s in overcoming barriers and increasing transparency, with tourism being a prime area for their integration. These studies collectively underscore the significant potential of I.C.T.s in driving economic growth through the tourism sector.

Tourism and technology are closely intertwined, with technology playing a crucial role in driving economic growth in the tourism industry. Information and communications technology (I.C.T.) has been found to moderate the relationship between tourism and economic growth in East Asia and the Pacific, with a positive and statistically significant effect (Adeleye, 2023). Technological innovation is particularly important in the hospitality industry, as it can help address challenges such as an aging population and a younger generation not interested in repetitive tasks(Nnamani, 2022). However, the impact of technology on economic growth differs between countries with a high share of tourism in their G.D.P. and countries with a high share of the industry, with technology hurting both groups' economic growth(Yılmaz et al., 2023). Academic research should pay more attention to the economics of travel, tourism, and hospitality technologies, as technology is intrinsic to these industries (Ivanov, 2022)

Internet technologies have had a significant impact on the international tourism business. The adoption of digital tools, facilitated by the spread of the internet, has reduced frictions affecting bilateral tourism flows, such as geographic distance, language differences, and border contiguity(Cordova & Ernesto, 2020). Digitalization has become a key trend in the tourism industry, transforming business operations, customer interactions, and sales of products and services(Cordova & Ernesto, 2020). The relationship between international tourism development and digital technologies has been identified, highlighting the importance of digitalization in the tourism business (Cordova & Ernesto, 2020). Internet technology has changed the tourism industry, providing high-quality and efficient operations for travel agencies(Stryzhak, 2022). Using innovative technologies and introducing digitalization elements in tourism is crucial for increasing the industry's competitiveness(Ivica, 2013). Internet technologies have revolutionized the tourism industry, enhancing its efficiency and global reach.

Technology integration in tourism has significantly impacted global connectivity and economic growth. Wireless connectivity, telecommunication engineering, and technological advancements have played a pivotal role in enhancing the travel experience and fostering economic development. Travelers now expect seamless access to the internet, enabling them to utilize online services, such as navigation, accommodation booking, and emergency assistance(EV Charging Energy, 2023). Telecommunication engineering has empowered the tourism sector by bridging connectivity gaps and enabling seamless global connectivity, benefiting local economies and businesses(Vickers & Vilmansen, 1986). Furthermore, emerging technology trends, such as 5G connectivity and A.I. chatbots, are poised to revolutionize the travel industry further, enhancing online services and customer experienc-

es(Barten, 2023; Pajorska, 2023). The symbiotic relationship between technology and tourism drives economic growth and improves travel experience.

2. Digital Destinations: Transformative Technologies in Tourism

Digital transformation in the tourism industry involves adopting innovative technologies to enhance customer experiences and improve business operations. These technologies include social media, data analytics, smart tourism management, and digital destination marketing(Madzík et al., 2023). Research on digital transformation in tourism has focused on identifying leading work, authors, journals, trends, and future research opportunities(Kumar et al., 2023). Using transformative technologies such as geo-fencing, beacons, and travel bots can simplify procedures, streamline working methods, and increase competitiveness and innovation in the tourism sector(Abranja et al., 2023). However, S.M.E.s in the tourism industry need help adopting digital technology due to limited knowledge, resources, and incentives(Kumar et al., 2023). Transformational leadership can play a crucial role in managing digital-era tourism, but there is a need for further implementation of this leadership style(Ibrahim & Wildan, 2022). Overall, digital transformation and transformative technologies can revolutionize the tourism industry and create new opportunities for growth and development.

The digital transformation in tourism, driven by technologies such as AI, blockchain, and IoT, presents opportunities and challenges(Bilgili & Koc, 2021). However, this transformation has a potential dark side, including the risk of digital colonialism and dependency (Abbasian Fereidouni & Kawa, 2019). Disruptive digital innovation and the sharing economy in hospitality and tourism can bring promises and perils (Adeyinka-Ojo & Abdullah, 2019). To maximize the benefits of these technologies, behavioral design principles should be applied to create meaningful and memorable experiences for tourists(Tussyadiah, 2017).

Integrating digital technologies in the tourism industry, such as artificial intelligence, big data, cloud computing, virtual reality, and augmented reality, has led to a transformative shift in how travel experiences are organized, managed, and enjoyed. These technologies have significantly impacted tourism, revolutionizing how people plan and experience their trips. For instance, mobile technology has become a central tool for travelers, serving as a tour guide and a platform for booking and accessing travel-related services. Furthermore, adopting digital technologies in sustainable tourism destinations is a growing area of research, focusing on enhancing the overall travel experience while contributing to economic growth. The

concept of "digital tourism" encompasses using digital tools not only to organize and manage travel experiences but also to enhance the quality of the experience itself, leaving a lasting impression on tourists. As technology advances, it is expected to revolutionize the tourism industry further, offering innovative services that seamlessly connect to existing infrastructure and contribute to the monetization of each visit, thereby fostering economic growth and lasting customer relationships.

3. Smart Tourism Infrastructure: Paving the Way for Economic Prosperity

Digital transformation in the tourism industry involves adopting innovative technologies to enhance customer experiences and improve business operations. These technologies include social media, data analytics, smart tourism management, and digital destination marketing(Madzík et al., 2023). Research on digital transformation in tourism has been conducted to understand its development, scope, and relevant areas(Kumar et al., 2023). Using transformative technologies such as geo-fencing, beacons, and travel bots can simplify procedures, streamline working methods, and create competitive advantages for tourism companies(Abranja et al., 2023). However, small and medium-sized enterprises (S.M.E.s) in the tourism industry need help adopting digital technology due to limited knowledge, resources, and incentives(Oberhummer, 2023). To address these challenges, SMEs can improve communication, customer management, and data quality through digital transformation processes(Ibrahim & Wildan, 2022). Transformational leadership can also play a crucial role in managing digital-era tourism by implementing strategies such as positioning, differentiating, and branding of tourist destinations.

The concept of smart tourism, which integrates technology and human mobility, has the potential to impact the tourism industry significantly (Akdu, 2020; Lamsfus et al., 2015). This is particularly true when combined with green innovations, such as using ICTs to promote sustainable and environmentally friendly practices (Gavrilović & Maksimović, 2018). Smart tourism also has the potential to create new value propositions for tourists and businesses and to optimize resource management (Koo et al., 2017). These findings suggest that developing smart tourism infrastructure can improve economic prosperity.

Smart tourism infrastructure drives economic growth and enhances the overall travel experience. Integrating digital technologies and advancements in the tourism industry has significantly impacted global connectivity and economic growth. Some key aspects of smart tourism infrastructure include



I. **Enhancing customer experience**: Digital transformation in the tourism industry improves processes and creates memorable travel experiences, increasing customer satisfaction and loyalty(Chen et al., 2023).

II. **Efficiency and profitability**: Digitization saves time and effort, streamlining operations and reducing repetitive tasks, while automation ensures quality and generates better results(Chen et al., 2023).

III. **Innovation and competitiveness**: Policies and enabling conditions in the travel and tourism industry can lead to economic growth in smart tourism destinations. An enabling environment is critical for the success of smart tourism initiatives, including a robust telecommunications infrastructure, reliable electricity supply, and strong cybersecurity(Temitope et al., 2023).

IV. **Local economic growth**: Smart tourism can be a significant source of revenue for cities, as it attracts more tourists and keeps them engaged for longer periods. For example, smart city initiatives such as augmented reality tours, mobile apps, and interactive displays can make visiting a city more enjoyable and memorable, increasing tourist spending and visitation during off-seasons(-*Driving Economic Growth with Smart City Innovations*, n.d.)[.

V. **Sustainable development**: Smart tourism infrastructure can contribute to sustainable development by promoting environmental protection and preserving cultural heritage. AI and IoT can help monitor and manage natural resources, while digital platforms can promote sustainable tourism practices(*What Is Smart Tourism?, 2023*).

In conclusion, smart tourism infrastructure is essential for driving economic growth and improving the overall travel experience. By investing in and developing ICT-based technology in tourism, destinations can strengthen visitor engagement, attract more tourist revenue, and promote sustainable development(*What Is Smart Tourism?*, 2023).

Connectivity Strategies: Navigating the Tech Landscape for Sustainable Growth

The technology landscape for sustainable growth is complex and multifaceted, as highlighted by (Rosefielde & Hedlund, 2008). The potential of IT to aid sustainability is contingent on creating suitable information and economic infrastructures. (López et al., 2023) further emphasize the need for self-sustainable IoT ecosystems, which require minimal external resources and intervention and the efficient use of renewable energy sources. (Villapol et al., 2018) introduces a model of sustainable connectivity for Internet access in rural and low-income areas, integrating affordability, social shareability, and

geographical network coverage. These studies underscore the importance of strategic efforts in creating suitable infrastructures, self-sustainability, and connectivity models for sustainable growth in the technology landscape.

Connectivity strategies are crucial in navigating the technology landscape for sustainable growth. Connectivity has been applied to various fields, including biodiversity conservation, economic development, and climate change adaptation. In the context of biodiversity, increasing landscape connectivity has been proposed as a strategy to counteract the negative effects of habitat fragmentation(Mony et al., 2022). Regarding economic development, connectivity and access to the Internet have enabled distance working, new business opportunities, and improved efficiency in industries(Mozelewski et al., 2022) Additionally, connectivity has been recognized as a means to adapt to climate change and land-use change, promoting habitat connectivity as a common adaptation strategy(Chan & Bhatta, 2023). Therefore, incorporating connectivity into technology strategies can contribute to sustainable economic growth and development(Costanza & Terando, 2019).

4. From Clicks to Check-Ins: The Impact of Digital Innovation on Tourism Economies

Digital innovation has significantly impacted tourism economies. The tourism sector is experiencing rapid digitalization, with new forms and types of digital technology emerging(Urbinati et al., 2020). The COVID-19 pandemic has further accelerated the need for digital engagement in the tourism industry, as it has become a necessity for businesses to adapt and survive(Morozov, n.d.)]. Digital ecosystems have emerged as a promising approach to organizing economic activity in the tourism and hospitality industry(Maitra & Roy, 2023). Digitalization in tourism can increase the industry's competitiveness and create additional value for customers (Mykhailichenko & Lysiana, n.d.). Digital technologies, such as artificial intelligence and big data analytics, have transformed various aspects of the tourism business, including reservations, check-in processes, and customer experiences(Kuchai, 2023). Digitalization is a key driver for innovation and resilience in the tourism industry.

The impact of digital innovation on tourism economies is multifaceted. (Kerdpitak, n.d.) emphasizes the role of digital marketing in enhancing business performance, particularly when combined with technological innovation. (Adeyinka-Ojo & Abdullah, 2019) highlights the potential and challenges of disruptive digital innovation and the sharing economy in the hospitality and tourism industry. (Januszewska et al., 2015) underscores the transformation of the consumer decision-making process in tourism due to information and communication technology, focusing on applying I.C.T. in small and medium-sized

hotels and travel agencies. (Zvaigzne et al., 2023) further explores stakeholders' perceptions in the tourism industry, noting the importance of digital marketing, the challenges of data analytics, and the long-term maintenance of digital tools. These studies collectively underscore the significant impact of digital innovation on the tourism economy, from enhancing business performance to transforming consumer behavior and the overall industry landscape.

The impact of digital innovation on tourism economies has been the subject of significant research. Several studies have highlighted the positive effects of digitalization on the economic sustainability of the tourism industry. Digitalization has been found to impact economic benefits in tourism product development, improve market development potential, and enhance the independent innovation capacity of tourism economic participants(Jiang & Phoong, 2023; Karimov & Khujanazarova, 2022; Tang, 2023). Furthermore, digital innovations, such as artificial intelligence, machine learning, and online booking platforms, have revolutionized the way travelers plan, book, and experience their trips, providing essential tools for the industry and enhancing accessibility for travelers(*Digital Business and Innovation in Tourism: The Key to Success in the Digital Age – eSmart Recycling*, n.d.). Overall, the research suggests that digital innovation plays a crucial role in improving the economic resilience and sustainability of the tourism industry.

5. Conclusion

Technology integration is increasingly important for the tourism industry's long-term financial performance and survival. Travel agencies need to change to suit the demands of consumers, who are increasingly using technology to plan and book their travels. Neglecting to adopt technological integration could lead to a decline in competitiveness and lost prospects for industry expansion. It's clear from researching digital destinations, smart tourism infrastructure, connectivity strategies, and how digital innovation affects tourism economies that making the most of connections is essential to accelerating the sector's economic growth.

Technology integration is increasingly important for the tourism industry's long-term financial performance and survival. Travel agencies need to change to suit the demands of consumers, who are increasingly using technology to plan and book their travels. Neglecting to adopt technological integration could lead to a decline in competitiveness and lost prospects for industry expansion. It's clear from researching digital destinations, smart tourism infrastructure, connectivity strategies, and how digital innovation affects tourism economies that making the most of connections is essential to accelerating the sector's economic growth.

Travel businesses may improve customer experiences and increase productivity by utilizing technology.

Increased levels of customer satisfaction and loyalty could follow this, eventually fueling the growth of the tourism industry. Additionally, travel agencies may maintain a competitive edge and draw in a broader clientele by investing in creative solutions and keeping abreast of digital developments. We have a huge opportunity to improve visitor experiences and speed up processes as we move from clicks to check-ins. To succeed in an increasingly digital world, stakeholders in the tourism industry should embrace disruptive technology and promote an innovative culture.

By adopting disruptive technology, travel agencies can improve efficiency and provide customers with individualized experiences. Improving customer service can involve introducing chatbots driven by artificial intelligence, mobile check-ins, and virtual reality tours. Furthermore, investing in innovative solutions can help tourism stakeholders stay ahead of the competition and attract tech-savvy travelers seeking unique and immersive experiences. Strong infrastructure and astute connection regulations are essential for boosting progressive destinations and improving digital tourism experiences to foster prosperity and economic growth. By implementing connection initiatives and investments in smart tourist infrastructure, the sector may leverage technology's ability to promote economic growth and sustainable development, thereby yielding benefits for tourism destinations and enterprises.

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CHAPTER 10

Exploring the Wonders of Tourism: Unforgettable Adventures and Endless Values

By Dr. Bekele Shibru

The tourism industry is a part of the green economy initiatives, wherein its strategy and execution becomes an internationally recognized path of growth across all the development metrics. One of the biggest sectors in the world, tourism is essential to advancing sustainable development, facilitating cross-cultural interchange, job creation, and economic progress. This chapter examines how tourism has emerged as a major force in forming the global economy and affecting cultural and social values through a thorough examination of the business sides of travel.

Tourism as one of the world's biggest fast-growing businesses, it has significant contribution to national as well as worldwide economic development in terms of creating employment opportunities, enhancing infrastructure development and cultivating cultural exchange aspects. Since tourism is an inexhaustible fuel of the nation, its contribution to the development of the nation is uninterrupted through generation. Tourism creates employment opportunities in various sectors such as hospitality, transportation, entertainment, and retail. This helps reduce unemployment rates and stimulates personal wellbeing and national economic growth.

Foreign exchange revenues from tourism are generated by the spending of visitors. The balance of payments can be improved and the local currency can be strengthened with the help of this revenue. Small companies like neighbourhood cafeterias, gift stores, and tour companies benefit from tourism, which also creates chances for economic diversification and entrepreneurship development. Additionally, tourism fosters cross-cultural exchange and understanding between various nations and cultures, which increases cooperation and tolerance. More or less countries have their own tourism opportunities. In this regard, Indonesia is one of the leading countries in terms of attracting tourists from around the globe.

In this chapter, the writer explored the multifaceted influence of tourism on the global economy, examining its contribution to local communities, national economies, and international business transaction. Tourism as an inexhaustible source, it will lead to sustainable national and international development. The writer of this chapter initiated to contribute what he has observed during his visit to Indonesia in October 2023 from gained experience and reviewed previous studies that mainly focused on Indonesian tourism destination.

Tourism is exceptionally convenient growth sector for a country. Some countries are blessed with nature and some other have built amazing tourist destination that attract the attention of the world's visitors with their efforts. For instance, Dubai is ranked among the countries that are mentioned first by changing the desert into paradise. Indonesia is labeled as naturally blessed with 17, 000 islands. Ethiopia, which is located in the Horn of Africa, has been able to attract both domestic and foreign visitors by building the most impressive tourist attractions since 2020. These are:

1. Unity and Entoto park, Friendship Park, Science Museum, the National Palace Museum and the Adewa memorial Museum are the newly constructed tourist destination found in the capital city Addis Ababa
2. Chebera Elephant paw Eco-lodge and Halala kella in south Region
3. Wenchi lake found in Ormia Region
4. Gorgora found in Amhara Region

Below is image of among the few newly constructed amazing tourist destination of Ethiopia both in capital city and the regions











II. The Economic Significance of Tourism

The nature of tourism resource is different from other natural resource in that it doesn't run out when we use it. Any natural resource becomes less and less the more we use it. But the wealth of tourism is a resource that will not dry up as long as we take care of it. As a result, the contribution of tourism to the country's economic growth is continuous and incessant.

In essence, the cultural properties, the cultural assets, and the characteristics of the trip destination provide the economic basis of tourism. These are actual tourist attractions, in the modern era a nation at present or past may have a significant impact on tourism sector development (Muchapondwa and Stage, 2015[1], Gerhard and Chiristine, 2011[2]).

Both direct and indirect effects of tourism are felt on the economy. Direct effects arise from the sale of goods and services such as lodging and entertainment, food and beverage services, and retail opportunities. Through their spending in or near a specific tourism area, locals, tourists, businesses, and various levels of government (from municipal to federal) all directly impact tourism (Turner, R. (2015[3]), Muchapondwa, E., & Stage, J. (2013)[4] The fact that "residents and non-residents for business and leisure purposes" carry out these activities within a nation's borders is a crucial element of the direct economic impacts of tourism (Turner, R. 2015[5]). As of 2019, tourism accounted for 30% of global trade in services and, as an invisible export, for 6% of total exports of goods and services. It infuses significant amounts of money into local economies in exchange for

the goods and services that visitors require (Magalhães, Bianca Santos, 2017).

With the tourism sector accounting for 235 million jobs, 30% of service exports, and 5% of the GDP, it is becoming an increasingly significant part of the global economy. It's true that around a billion people travel abroad annually. Consumer spending in Africa on travel, lodging, and leisure is expected to total approximately $261.77 billion by 2030—a $137.87 billion increase from 2015. Africa's service exports, which include "industries without smokestacks" like tourism, increased around six times faster between 1998 and 2015 than the continent's merchandise exports (Signe, 2018).[6]

Foreign exchange earnings from tourism has multi-dimensional impact for the destination country in the form of tour guide, purchase of various ornaments, hotel service, transportation, cultural dance shows, activities and entertainments, which can help to strengthen its currency and contribute to global currency exchange markets. However, how this income in turn enhance the global economy. Some African countries like Ethiopian vision 2030, Kenya's Vision 2030, Tanzania's Vision 2025, and Uganda's Vision 2040, have highlighted tourism among the industries without smokestacks (such as ICT-based services, agro-industry, and horticulture) that can serve as development escalator (Signe, L. (2018) and Ethiopian tourism strategic document, (2020)[7].

Social and Cultural Exchange

One of the legacies of tourism practice is cultural exchange among nations. In this connection, the most important thing is the peace within that nation. From this point of view, Indonesia is a country that can be mentioned as an example. Nobody would travel to Z country even if well-known international media reported that there is a living Dinoceras animal there unless the country's peacefulness is assured. In this sense, the writer of this chapter presented the following remarkable happening story that I experienced during my stay in Indonesia for fifteen days. I presented this story because it touched my inner heart and mind. I travelled to many countries. However, I didn't see such amazing harmoniously developed value that needs to be shared. Since it's a lovely, trustworthy deed, I believe this best practice can grow if it reaches a large number of people across the globe.

The date was October 23, 2023. It was windy and sunny where the weather was very pleasant. A total of 38 of us left Ethiopia to Indonesia to attend the 38th Indonesian International trade expo that organized by H.E Ambassador Al Busyra Basnur Ambassador of Indonesia to Ethiopia, Djibouti and African Union. The activities we do together concerns all team members like attending trade

expo and visiting Bali. Besides, we have four sub groups within us. These groups had time for lunch or to move to a place of entertainment according to our choice. There are seven of us in my group. Majority of the group members are from the business sector.

On the day in question, my party had lunch at the hotel. We all enjoyed the food that was delivered to us as we chatted about our experiences in Indonesia and consumed the cuisine that we had ordered. After lunch, we switched to hot beverages. Then, we went to the nearby coffee house to have fresh hot drinks. Later we all used our choice, we returned to our hotel to take a rest. After three hours of rest, one of our friends woke us all up in a nervous mood. We asked him what happened and he said I dropped my mobile phone. Next, we asked him to calm down and remember where he could keep it. We all went into his room together and searched for a place he might drop, but we could not find it.

Finally, we confirmed that we couldn't get in the room; we decided to go to the cafeteria where we drank coffee at lunch time. He remembered that he might drop the mobile phone where we drank coffee, so we took a taxi and headed to the cafeteria. Our taxi was as fast as a black V8, so we arrived at the cafeteria in 20 minutes. We immediately headed to where we were seated. When we arrived, all our eyes were on the table where we were used. Our friend said loudly, that is my mobile. We apologized to the people around the table and told them that the mobile phone was ours. They replied us no problem, you can take it if it is yours. Our friend too his mobile and we were surprised with the situation while enjoying our friend's high happiness together. We were all wondering how this very expensive mobile kept all this time untouched for three hours.

We were more curious about this surprise and headed straight to the hotel owner to ask about fact. We told the host that we are looking for the owner, and then he immediately called him and came to us. He asked us if we have any problem related the service? As soon as he finished the question, our friend accepted and said that we wanted you for two things. On the first case, we had coffee here and left our mobile phone during lunch time. When we came back three hours later, we found it not moving from the place we put it. We were very happy and need you to say thank you. Along with this, we want to ask you how it was managed to kept here untouched. Or why didn't you pick it up and put it in the reception room?

After expressing his happiness to find our mobile phone, he explained to us why the mobile phone will not kept in the reception room. It is true that the we can pick it up and put it away at the reception room, but when you come back to search for it, the first thing that you do will be to check on the table you had used. When you

remember where you left it and come back to look for it, the first thing you see is the table where you left the phone. So at this time, if the mobile is not there, you will feel very sad. We don't pick up the mobile phone because we don't get bored of this feeling of sadness. We raised another question "What if someone took it?" The manager smiled and said, "It is haram or a sin to take something from someone, so no one should touch it." We have extremely impressed with the Indonesian values that were built. I will share this highest ethical standard of culture with my students regularly.

I felt obliged to add one more incredible encounter we had in Jakarta, Indonesia, to this chapter. On Fridays, Muslim brothers and sisters gather in vast crowds to pray. My own experience is with two distinct religions that coexist in a cathedral church and mosque for the purpose of prayer. Situated near the mosque, the cathedral church is directly across from it, with only an asphalt road between them. I saw with my own eyes how a large number of Muslim prayer goers crossed the street and entered the Cathedral Church to offer prayers .Since many other nations do not value this kind of togetherness, it was difficult for me to accept what I was seeing. At my age, I had never heard of or seen such a practice. Startled by the circumstances, I approached the individual standing next to me. I apologized to my brother. I wanted to ask you a question." I believe he acknowledged that I am a foreigner and stated, "Ask me; there's no problem." I thanked him and carried on with my inquiry. I asked him, "How is it that in this country, the followers of the Islamic faith go inside and worship in a Christian house of worship?"

He answered my question as though he realized how unfamiliar I was with the subject and how surprised I was. He said that when there are big crowds of people, Muslims regularly worship in the adjoining Christian church; likewise, Christians frequently attend mosque services. In most parts of the world, this incredible experience is unimaginable. I then asked, "How do these two distinct religious traditions use prayer rooms in common?" He claimed that diversity is valued and coexistence is a belief held in Indonesia. Because of this, we are certain that there is only one God, as far as we can tell, and that we can worship and pray to him from anywhere.

Indeed, it is this wonderful co-existence of unity and love that should spread to the whole world. Such good values are of great importance in terms of building the country's image. I am also conveying this to many people every chance I get. Everyone who hears this story will be amazed. It is clear that peace and trustworthiness are place where visitors want to go. From this point of view, it makes Indonesia one of the most preferred countries in the world. The large number of visitors' inflow will contribute to the development of the nation. An enormous influx of tourists will be very beneficial in terms of generating

foreign exchange as a result of various transactions and job opportunities.

"Exploring the Wonders of Tourism: Unforgettable Adventures and Endless Values"

Setting off on an expedition through Indonesia's enthralling scenery and diverse cultural tapestry, I was engulfed in a tapestry of life-changing events. Every moment was a new chapter of discovery, from the dynamic urban pulse of Jakarta to the verdant rice terraces of Bali. This is the account of the people I met, the locations I visited, and the unforgettable memories which is life-changing trip around the Indonesian archipelago. Bali is indeed renowned for its cultural richness, religious traditions, stunning landscapes, warm hospitality, and unique artistic traditions. Bali, Indonesia, is a destination famous for its distinct cultural identity, breathtaking landscapes, and vibrant artistic traditions.

Natalie R. (2013)[8] identified ten factors contributing to the uniqueness of Bali, Indonesia

1. Cultural Richness: Bali is recognized by its wealthy and flourishing culture, which is clear in its expressions, ceremonies, and customs. The island is domestic to a cluster of conventional craftsmanship shapes counting move, music, portray, and form, each profoundly entwined with nearby traditions and devout hones.
2. Religious Traditions: Bali, sometimes called the "Island of the Gods," is mostly a Hindu island where daily life revolves around spiritual activities and a large number of temples. The religious festivals, colorful processions, and intricate offerings all add to the island's spiritual atmosphere.
3. Rice Terraces: Bali's renowned rice terraces are not only a stunning sight, but also an example of the innovative farming practices and sustainable land usage of the island. These stretches of emerald green pay homage to the island's relationship with nature.
4. Lush Landscapes: Bali's natural beauty is incredibly appealing, ranging from tranquil coasts and lush jungles to tumbling waterfalls. Its varied topography, which includes verdant beaches, verdant valleys, and volcanic mountains, makes for an exquisite setting for exploration and leisure.
5. Warm Hospitality: Balinese people are renowned for their warmth and friendliness, which enables them to create a welcoming environment for visitors. Guests frequently detect a sincere openness and welcome.
6. Ubud: Renowned for its cultural and creative hub status, Ubud serves as a focal point for traditional arts, dance per-

formances, and handicrafts. In addition, it offers a variety of wellness retreats, which makes it a sanctuary for anyone looking to rejuvenate both physically and spiritually.

7. Indonesian Cuisine: Indonesian dishes have rich flavors; most often described as savory, hot and spicy, and also combination of basic tastes such as sweet, salty, sour and bitter found at Bali.

8. Craftsmanship and Artistry: Bali is a paradise for the arts and crafts, with talented craftspeople creating beautiful silverwork, fabrics, and carvings. The island's distinct designs and artistic expression are a reflection of its rich cultural potential.

9. Traditional Architecture: Balinese architecture radiates an old-world charm with its open pavilions, calm courtyards, and intricate carvings that encapsulate the aesthetic and spiritual essence of the island. These architectural elements are most prominently observed in traditional compounds and temples.

10. Healing and Wellness Practices: Bali provides guests with a chance for renewal and self-discovery by offering a wide variety of holistic and wellness experiences, such as spa treatments, yoga classes, and meditation centers.

Collectively, these components add to Bali's distinct allure, transforming it into a place that combines cultural enrichment with scenic beauty and provides a refuge for tourists looking for profound and transformative experiences. Because visitors have so many amazing possibilities to explore and interact with a variety of natural settings, ecosystems, and geological formations, these unique natural landscapes enhance Indonesia's appeal as a vacation destination.

The culture of Indonesia is woven with a profound sense of hospitality, humility, and respect for others, which has made its people well-known worldwide. Together, these attributes contribute to the courteous and respectful disposition of Indonesians, fostering a typically friendly, sympathetic, and highly considerate atmosphere.

The natural beauty, cultural diversity, friendliness, and abundance of experiences that suit a wide range of interests and tastes are what make Indonesia such a desirable travel destination. Whether traveling to this amazing archipelago for adventure, relaxation, cultural immersion, or investigation, they are likely to find a wide range of engaging events.

Conclusion

Travel has the power to boost social and economic expansion in both developed and developing nations. It generates jobs in a number of indus-

tries, including retail, hotel, tour guiding, and transportation. Furthermore, the growth of infrastructure like roads, airports, and hotels can be attributed to tourism and can help local communities by drawing in more capital. The primary way that tourism eases the restriction on foreign exchange to promote national development.

Bali, Indonesia is an incredibly amazing travel destination that charms tourists with its breathtaking natural beauty, rich cultural legacy, and kind hospitality. Travelers from all over the world may have a memorable time in Bali because of its thriving arts scene, secluded beaches, and picturesque rice terraces. Any traveler seeking adventure, leisure, or cultural immersion will find something to suit their needs in Bali. So gather your belongings, experience Bali's enchantment, and make lifelong memories.

In conclusion, the respectful and trustworthy culture of Indonesia is a testament to the values of the people. By upholding principles of respect, integrity, and honesty, Indonesians have built a society based on mutual trust and understanding. Let us continue to nurture these values in our interactions with others, both within our own communities and on the global stage. Together, we can create a more harmonious and inclusive world for all.

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CHAPTER 11

Sustainable Tourism: Balancing Global Connectivity and Economic Development

By Dr. Teshome Lemma Wodajo

Abstract

Sustainable tourism is vital to the global travel industry to minimize negative effects while optimizing positive effects for host communities, the environment, and tourists. This chapter explores the various facets of sustainable tourism, the challenges associated with its implementation, and the potential policy considerations to achieve a more balanced and sustainable approach to tourism development. The economic dimension of sustainable tourism involves ensuring long-term financial success, contributing to government revenues, and supporting local development projects. However, achieving sustainable tourism is a complex and multifaceted endeavor, requiring a careful balance between economic, social, and environmental aspects.

Keywords: Sustainable tourism, Economic Development, Environmental Conservation, Community Engagement, Technology in Tourism, Metrics for Success

1. Introduction

Sustainable tourism balances social, economic, and environmental factors in reducing negative effects, benefiting host communities, supporting local development, prioritizing natural resource preservation, cultural heritage development, and community engagement. According to Amerta et al. (2018) and Creaco and Querini (2003), sustainable tourism is a comprehensive strategy that balances economic growth with environmental and sociocultural sustainability. Although the benefits of tourism are not inherent and depend on things like employment, the development of infrastructure, and financial leakages, they can help accelerate economic growth and reduce poverty (T.D., 2013). Sustainable tourism can promote environmental protection and livelihoods, even though its appli-

cation is usually limited (Richardson, 2021). Because of this uncertainty, the role of tourism in sustainable development needs more thought and effort.

Sustainable tourism is a holistic approach that balances economic and social benefits with preserving the destination's cultural and natural environment. According to (Wikipedia contributors, 2023) and (Roblek et al., 2021), it addresses economic, social, and environmental issues, enhances visitor experiences, and meets host communities' needs. Sustainable tourism promotes economic growth and responsible consumption by minimizing environmental impacts, reducing carbon emissions, and supporting local businesses.

Tourism contributes 5% of the global G.D.P. and 6% of global exports, with an annual value of $1 trillion, making it a significant source of income for many nations (Cherkasov et al., 2018; Higgins-Desbiolles, 2018). Sustainable tourism necessitates collaboration between governments, local communities, and tourists to preserve natural resources, create jobs, and promote cultural exchange while balancing economic success with environmental, community, and industry well-being. Sustainable tourism promotes renewable energy, waste reduction, biodiversity conservation, and responsible behavior while educating tourists about local culture, environment, and destination appreciation and highlighting development steps.

2. Foundations of Sustainable Tourism: A Global Perspective

Sustainable tourism promotes responsible travel, protects natural habitats, supports local communities, and reduces carbon emissions while respecting wildlife, landscapes, history, cultures, and people worldwide. According to Butler (1999), this entails offering genuine tourism experiences, safeguarding the environment, wildlife, and resources, and generating income and jobs for the local people to improve their socioeconomic standing. Through fostering understanding, respect, and the long-term well-being of destinations, as well as having a positive impact on society and the environment, sustainable tourism ensures a sustainable future.

The literature examines the idea of sustainable tourism from several angles. Stukalo (2018) offered a thorough framework for comprehending sustainable tourism, including instructions for creating a sustainability index. In addition to highlighting the significance of environmental and cultural preservation in sustainable tourism, Harris (2002) and Hall (1998) also touch on certification, instruction, and interpretation. In his marketing-focused work, Middleton (1998) emphasizes the value of sound management techniques for the lodging, tourism, transportation, and tour operator industries. These studies demonstrate the need for an all-encompassing approach to environmentally responsible travel that considers

sociocultural, environmental, and economic factors.

Tourism can drive economic growth and environmental conservation, particularly in small island countries (Marsiglio, 2015). However, this requires balancing development and sustainability, especially in tropical environments (Saufi et al., 2016). A symbiotic relationship between tourism and conservation can achieve balance, with the environment being both a resource and an opportunity for tourism (Budowski, 1976; Pigram, 1980).

Sustainable tourism aims to enhance visitor experiences and address the needs of host communities, according to Wikipedia contributors (2023). It covers all aspects of tourism, including environmental, social, and cultural issues. Sustainable tourism encourages ethical travel, resource conservation, and destination enjoyment to lessen its negative environmental effects. It also means helping and supporting local businesses and communities to improve the economic success of the host community (Sharma, 2023).

By balancing environmental protection and economic growth, sustainable tourism ensures that destinations are appreciated and benefit future generations. Regarding the importance of tourism in sustainable development, there is continuous debate, controversy, and possibly contradicting perspectives despite its enormous contribution to global economic expansion (Ali, 2022). It is crucial to adequately regulate and manage the industry to protect local populations from the detrimental impacts of overdevelopment and resource exploitation that might emerge from tourism.

Therefore, a balance between economic expansion and environmental protection is required for tourism sites to stay viable long-term (Islam, 2023). Attractions can flourish while having the least negative influence on the environment when sustainable tourism methods, such as ethical travel, community support, and resource preservation, balance economic growth and environmental preservation.

3. Striking the Balance: Environmental Conservation and Tourism Growth

Sustainable tourism balances environmental preservation with economic growth, while ecotourism aims for ecological conservation; some initiatives have led to unfair development. The neighborhood should have as little negative environmental impact as possible and must welcome all visitor activities for ecotourism to reach its full potential (Nash, n.d.).

Particularly in tiny island nations, tourism can spur economic development and environmental preservation (Marsiglio, 2015). However, in tropical locations, striking a balance between development and sustainability is essential, with an emphasis on eco-

tourism, regional culture, and community involvement (Lew, 2017). As a resource and an opportunity, the environment can help achieve this balance and is a symbiotic link between tourism and conservation (Budowski, 1976; Pigram, 1980).

Sustainable tourism promotes ecotourism, preserving nature's balance and biodiversity while minimizing its impact on natural habitats and safeguarding ecosystems for future generations. According to Wight (1995), it also benefits neighboring communities by promoting economic development and cultural preservation. Though its contribution to sustainable development is still up for debate and may even contradict itself, tourism has a major impact on economic growth. Balancing tourism development's economic, social, and environmental aspects is crucial to maintaining long-term sustainability (Richardson, 2021).

The growth of the tourism industry may positively affect the environment and society, but it may also have unfavorable effects, including pollution and resource depletion. Therefore, a comprehensive framework for sustainable ecotourism is needed to decrease these negative consequences (Baloch et al., 2023).

Through sustainable tourism, it is possible to strike a balance between the expansion of tourism and environmental preservation. Sustainable tourism can protect ecosystems, cultural heritage, and the environment for future generations by reducing the negative environmental effects of tourism and encouraging local communities to adopt economic development (O.E.C.D., 2020).

5. Community Engagement and Empowerment in Tourism Development

Community engagement and empowerment are vital for sustainable tourism development, as they involve local communities in planning and managing tourism activities. It ensures that the locals' wants and needs are considered (Ginanjar, 2023). Community involvement, cultural pride, respect, and authenticity are all components of sustainable tourism. Community-based tourism emphasizes local participation in industry development to advance sustainable and socially responsible practices (Ginanjar, 2023). Sustainable tourism fosters genuine visitor experiences by involving communities in decision-making, valuing local expertise, promoting cultural sensitivity, and promoting ownership and pride.

Participation and empowerment of the community are essential to the sustainable growth of the tourism industry. Participation in the community has a good effect on social, cultural, economic, and environmental sustainability, especially when it comes to sharing knowledge and making decisions, according to research by Rachmawati (2022) and Fong (2015). Rachmawati (2020), however, pointed out that the involvement

of outside parties in the growth of the tourism sector might occasionally result in an imbalance of power, with the requirements of the sector taking precedence over those of the community. Jiu-xia (2008) put out a thorough strategy for community empowerment in the travel industry that encompasses political, social, mental, and economic empowerment. These studies emphasize how crucial community empowerment and engagement are to the long-term viability of tourism development.

Community-based tourism promotes inclusive growth through resource preservation and sustainable development, protecting natural and cultural heritage. The community's involvement in tourism development is crucial for preserving indigenous knowledge, customs, and culture, often tourist attractions (Vallabh et al., 2017). The community supports tourism development when empowered locals work to mitigate the negative effects of tourism and enhance the community's well-being (Khalid et al., 2019).

Community-based tourism promotes pride, ownership, economic growth, social solidarity, and cultural identity among locals while guaranteeing long-term profitability and a sustainable travel experience. The financial benefits of local community involvement in tourism development are increased income, job opportunities, and economic diversification (Ginanjar, 2023).

Community-based tourism empowers locals through direct advantages from the industry and active involvement in decision-making. Because of this, there is a greater desire to safeguard the environment and natural resources and a rise in authority and self-assurance. A vital element in the development of sustainable tourism is environmental conservation. Local communities can participate in conservation initiatives if equipped with the information and resources needed to save their ecosystems. (Local Community Engagement, 2020).

Purworini and associates (2023), through marketing tactics that encourage responsible tourism and environmental conservation, tourism, income, and employment prospects can all be improved while fostering in visitors a feeling of environmental responsibility. The participatory approach ensures citizens' involvement in the future of their destination (Chan et al., 2021). Sustainable tourism requires community empowerment and engagement, involving locals in planning and management stages to improve long-term health and environmental sustainability.

6. Innovative Models: Technology's Role in Sustainable Tourism

Technology is critical to sustainable tourism growth because it offers innovative solutions for minimizing environmental effects while enhancing visitor experiences. For instance, smart sensors and data ana-

lytics lower hotel carbon emissions by tracking energy usage. While lessening their detrimental impacts on the ecosystem, virtual and augmented reality improve visitor engagement with attractions. Eddyono et al. (2021) examined dynamic models to maximize tourism at ecotourism locations, emphasizing e-ecotourism and its creative potential for sustainability. Dynamic models with advanced algorithms and real-time data optimize visitor flows in ecotourism destinations, preserving the natural environment by preventing overcrowding. E-ecotourism platforms provide information on sustainable practices and local conservation efforts, promoting responsible tourism behavior.

Several studies have shown that Information and communication technology (I.C.T.) can potentially develop sustainable tourism (Ali, 2010; Ali, 2014; Racherla, 2008). Destination administrators can use these technologies to address tourism's good and negative effects and promote creative destination practices. Furthermore, I.C.T.s are crucial to creating the "knowledge-based destination" that is becoming increasingly popular (Racherla, (2008)). Moreover, ICT-enabled integration of green innovations in the tourism industry might result in environmentally, socially, and commercially sustainable tourism (Gavrilović, 2018).

Digital solutions, such as online booking platforms, electronic vouchers, and ticketing, can improve communication, encourage sustainability, and use less paper (Patil, 2023). Digital solutions reduce waste and the need for physical materials by optimizing reservations. E-ecotourism platforms encourage moral behavior and environmentally responsible travel choices.

Despite challenges, the digitalization of tourism can advance social, economic, and environmental benefits and support sustainable development (Rodrigues et al., 2023). In the tourism industry, digital solutions lessen the environmental impact, strengthen the local economy, assist small enterprises, provide employment, and allow real-time monitoring for well-informed decision-making and sustainable tourism growth.

Tourists can interact sustainably with the local culture, heritage, and natural environments by utilizing virtual and augmented reality, providing immersive experiences (Patil, 2023). Virtual and augmented reality technologies improve travelers' comprehension of locations, encouraging cross-cultural interaction and lessening tourism's physical impact by requiring less infrastructure development and travel. (Nadda and others, 2023) In the context of smart tourism, "How Smart City Innovations Can Power the Future of Sustainable Tourism Destination Management, 2023" demonstrates how smart city technology can enhance location management, accessibility, and sustainability. Smart city innovations

facilitate real-time data collection and decision-making for long-term destination sustainability. They also improve visitor experiences, minimize energy usage, and improve resource management.

Technology facilitated more community involvement in the tourism industry, which benefits the economy, the ecology, and the preservation of cultural heritage (Loureiro & Nascimento, 2021). Furthermore, technology can improve communities by encouraging engagement. Technology may assist sustainable tourism advancement and provide a more innovative and comprehensive approach to tourism development that benefits visitors, nearby communities, and the environment.

7. Measuring Success: Metrics for Economic Development and Conservation in Tourism

Assessing sustainable tourism success involves evaluating environmental impact, local communities, and industry metrics. It generates jobs, diversifies the economy, reduces carbon emissions, protects resources, and promotes cultural heritage. Tourism sustainability is achieved through profitable development, revenue, and customer satisfaction, with policymakers and stakeholders focusing on visitor satisfaction and repeat business for social responsibility and economic viability.

A more comprehensive approach that considers community and environmental well-being has become necessary to counter the conventional focus on economic factors when gauging the success of tourism (Butler, 2021; Costa, 2021). This change is particularly noteworthy because internal factors such as management and the availability of natural resources determine the success of nature-based tourism (Lundberg, 2012). For example, ecotourism has been demonstrated to generate sizable additional revenue and, depending on participation style and local organization level, can act as a conservation incentive (Wunder, 2000). The tourism industry prioritizes environmental sustainability, cultural preservation, community engagement, and employment while minimizing negative effects through energy consumption, waste management, and carbon emissions.

Three major pillars in tourism—local well-being, cultural preservation, and equity—support social sustainability. The social sustainability of a business or destination is evaluated using employment, income distribution, and community involvement (Liburd et al., 2011). Beyond just generating revenue, tourism also contributes to community well-being, local job creation, and cultural preservation. Measures of responsibility such as employment rates and community involvement serve as its guidelines.

Enhancing visitor satisfaction is crucial for environmentally friendly travel. Customer happiness, repeat business, and word-of-mouth mar-

keting are among the metrics used to assess the quality of the tourist experience (Hoffmann et al., 2022). The tourism industry's sustainability is enhanced by attracting repeat business, fostering positive word-of-mouth, enhancing social sustainability, meeting visitor expectations, and ensuring guest satisfaction. According to Richardson (2021), sustainable tourism ought to bolster the long-term economic and social advancement of the host community, with a focus on reducing poverty, increasing income, and improving accessibility to basic amenities. Prioritizing environmental preservation and reducing detrimental effects on ecosystems and natural resources are also important aspects of sustainable tourism. Tourism improves a destination's ecological sustainability through ethical measures like trash minimization and biodiversity preservation (Siakwah et al., 2020). The host community and the visitors can reap long-term benefits from a sustainable approach considering social, economic, and environmental factors.

Purpose-driven tourism organizations should use key performance indicators to track sociocultural, economic, and environmental effects. It is essential to use surveys, online platform data, and other sources when assessing the effectiveness of sustainable tourism projects (Liburd et al., 2011). Tracking performance indicators in purpose-driven tourism evaluates sustainable initiatives, guides decision-making, and ensures positive sociocultural, economic, and environmental impacts, advancing sustainable tourism for environmental, local, and tourist benefits.

8. Conclusion

Sustainable tourism is essential to the global travel business, as it aims to reduce its negative effects while enhancing its positive impact on host communities, the environment, and tourists. The tourism industry must embrace sustainable practices to ensure the environment and cultural heritage for future generations. Moreover, by fostering job opportunities and assisting small enterprises, sustainable tourism promotes economic growth and strengthens local communities.

A rare chance to strike a balance between environmental preservation and the expansion of the tourism sector exists with the advent of sustainable tourism. Empowerment and community involvement are essential to the growth and success of sustainable tourism. Sustainable tourism can foster a sense of pride and ownership among community members by allowing them to participate in tourist-related activities and involve them in decision-making processes. Ensuring equitable distribution of tourism benefits among stakeholders and strengthening the community's bonds with its natural and cultural resources are the two main outcomes of this approach. Sustainable tourism may also encourage more responsible travel by fostering a better knowledge and appreciation of the places visitors

visit through education and awareness campaigns.

Technology is critical to developing sustainable tourism by providing creative ways to reduce environmental effects and improve visitor experiences. Using various metrics and indicators, evaluate the effectiveness of sustainable tourism in terms of economic growth and conservation. The tourism sector can promote a travel experience that is more inclusive, equitable, and resilient by incorporating sustainability into its planning and operations. Industry that helps passengers, local communities, and destinations.

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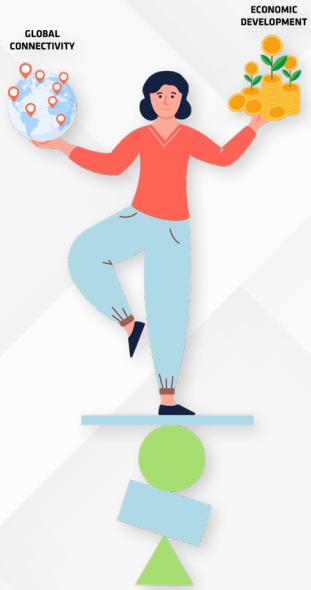

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Taufan Teguh Akbari, Ph.D. Is a Lecturer, Author, Edufluencer, Leadership Enthusiast, Researcher & Connector.

Currently, Taufan working as a full-time lecturer and Vice Rector 3 (Student Affairs), Head of Leadership Centre, Head of SDGs Centre, Head of Alumni Relations & President of LSPR Communication and Business Institute Alumni Association at LSPR Communication & Business Institute. His general research includes Leadership, Communication Organization, Entrepreneurship, Interpersonal Communication Studies, Youth Leadership, Personal Development, and Empowerment & Social Movement.

Dr. Anang Sutono, CHE.



Dr. Anang Sutono, CHE., was the former Senior Advisor for The Minister for Economy and Destination Development at the Ministry of Tourism of Republic Indonesia. He used to be the Rector/Director of NHI Bandung Tourism Polytechnic and led the institute since 2014. He began his career as a lecturer /faculty member of NHI Bandung Tourism Polytechnic in 1992. He was appointed by the Minister of Tourism to be a Steering Committee of Visit Wonderful Indonesia (VIWI 2018) program and in 2019 he was also assigned as Chairman for Accelerated Development of Halal Tourism Indonesia. In 2020 he was a curator of Tourism Incentive for The Ministry of Tourism and Creative Economy.

Dr. Andini Risfandini



Dr. Andini Risfandini, M.Sc., completed her bachelor's degree in Management in 2008. After working in the hospitality industry for 12 years, she decided to transition to higher education. She pursued her Master's degree in Tourism and Hospitality from Sunderland University in 2016, and later earned her Doctoral degree in Management from Brawijaya University in 2022.

Her research interests lie in Management and Sustainable Tourism Development. With a strong academic background and extensive experience in the hospitality sector, she brings a unique perspective to her work in both academia and industry.

Nexen Alexandre Pinontoan



Nexen Alexandre Pinontoan is an experienced and dedicated tourism expert, with diverse contributions to the tourism industry since 2015. With strong leadership, Nexen has successfully managed and developed its own company in the field of travel, which has been running successfully to date. Apart from being an entrepreneur, Nexen is also active as a teacher in the field of tourism, sharing his knowledge and practical experience with the next generation. His involvement in education helps shape the future of the tourism industry by inspiring and training aspiring professionals.

Doddy Wihardi



Doddy Wihardi is an important figure in the field of tourism communication, specializing in tourism transportation. As a dedicated researcher, Doddy's work largely revolves around exploring different aspects of tourism transportation, with the aim of increasing understanding and efficiency in this important area within the tourism industry. In addition to his research activities, Doddy is also a lecturer in tourism studies. his expertise to. Doddy is also a frequent sought-after speaker on tourism-related topics, drawing on his insights and experience to engage audiences and stimulate discussion.

Alfiyyah Zalfah Renanda



From Budi Luhur University, emerged as a dynamic individual with a rich background in the tourism industry. With a concentration in Tourism Communication, Alfiyyah has demonstrated her expertise and love in this field. During his time as a student at Budi Luhur University, he successfully organized and led an OpenTrip, showing off his leadership and organizational skills. In addition, Alfiyyah's dedication to academic research is evident through her involvement in research projects focused on tourism.

Iqbal Ramadhan



Iqbal Ramadhan is the head of Universitas Pertamina's International Relations studies program. Iqbal received his undergraduate and master's degrees from UNPAD's Faculty of Social and Political Sciences, where he majored in International Relations. Iqbal is continuing his doctoral studies at UNPAD with a dissertation on ASEAN. In 2022, Iqbal and his team were awarded internal research funding to do sustainable tourism study in Bali and Lombok. Iqbal holds various professional certifications, including risk management, document handling, and ESG (Environmental, Social, and Governance) certificates.

Prof. Dr. Widji Astuti, MM., CPMA.



Prof. Dr. Widji Astuti, MM., CPMA. is a Professor of Management and Marketing Strategy in the Faculty of Economics and Business at Universitas Merdeka Malang. She earned her Bachelor's degree in Management from Brawijaya University, and both her Master's and doctoral degrees from Airlangga University. Her research interests lie in Tourism Marketing and Marketing Development for Society.

Dr. Teshome Lemma Wodajo



Dr. Teshome Lemma Wodajo is a creative leader with a Ph.D. in global digital innovation. Throughout his long career, he has been C.E.O. of the Chemical Industry Corporation, senior secondary school principal, and high school teacher. In addition, he held the positions of General Director of the Higher Education Strategy Center and State Minister. His analytical and communication abilities are outstanding, and he works well in groups. Adept in several languages and computer literate. Acknowledgment of his academic success was given to him by K.A.I.S.T., which demonstrated his commitment to collaboration and hard work.

Dr. Bekele Shibru



Dr. Bekele Shibru is a teaching staff of Adama Science and Technology University (ASTU) and Harambee University, Ethiopia. He served in dean position at School of Business and Economics, head of Institutional transformation office at ASTU. Besides, he is serving with Vice President for Postgraduate and International Relations Office at Harambee University.

He served as team leader for National level team organized by Ministry of Industry to conduct Human Resource Requirement forecast for manufacturing Industries in Ethiopia from (2016-2025). He has published eight articles in the area of leadership, good governance, Business and human resource management.

Dr. Semu Bacha Negassa



Dr. Semu Bacha Negassa has attended his first degree at Haramaya University in the field of Management by the year 2009; a Master's degree (MBA) from the University of Gondar by the year 2013 and a Ph.D. degree from Punjabi University, Patiala, India by the year 2020.

He served at Debre Berhan University for 13 years and Harambee University for two years. Until now he published eight articles in reputable journals and presented academic research at fifteen symposiums organized by both private and public universities in Ethiopia.