

# Green Economy Towards Sustainable Tourism Development in Indonesia

Aditya Dwi Ramadhan Widayanto\*<sup>1</sup> and Aisyah Asri Nurrahma<sup>1</sup>

<sup>1</sup>University of Merdeka Malang, Indonesia

\*Corresponding Author : [adityadwirw@gmail.com](mailto:adityadwirw@gmail.com) & [aisyahasrinurrahma@gmail.com](mailto:aisyahasrinurrahma@gmail.com)

## ABSTRACT

Green economy development strategies and the transition from conventional economic development models to a green economy have become necessary due to the negative impact of conventional economic development models on the local and global environment. Indonesia has been implementing this concept for a long time, known as "Rencana Pembangunan Jangka Menengah Nasional". The tourism industry in Indonesia is one of the industries that give 4,8% of the GDP and the second highest source of foreign exchange after the oil and gas sector. During the pandemic COVID-19 crisis, it is the best time to re-thinking tourism to keep this industry sustainable. The purpose of this study is to explain the implementation of a green economy towards sustainable development and sustainable tourism in Indonesia. The research method used in this study is qualitative using descriptive analysis to make a specific, structured, accurate, and actual picture of the phenomena occurring in the study. The data collection technique used is documentation from various sources and literature reviews from various credible journals, various regulations in the form of laws, presidential regulations, Ministerial regulations, and policies launched by the central government related to the green economy and sustainable tourism. The result of the research shows that the implementation of the green economy in Indonesia has good progress toward sustainable development and sustainable tourism. There is 3 point strategy towards sustainable tourism which are Sustainable Tourism Destination (STD), Sustainable Tourism Observation (STO), and Sustainable Tourism Certification (STC).

**Keywords** : Green Economy, Sustainable Development, Sustainable Tourism

## 1. INTRODUCTION

In the past years, several countries faced the same problems: the degradation of natural resources, energy resources, environment, and food resources. Because of human behavior that's not environmentally friendly, the exploitation of natural resources worsens. It is also supported by the exponential population growth, which neglects environmental sustainability. Moreover, the menace of climate change and global warming is reducing the earth's sustainability, and it is becoming hard to meet the need and well-being of humans. Many celebrities already vocalize sustainable development and preserving the environment, such as Leonardo DiCaprio and the famous Korean Boyband BTS. Aware of the problems, the 21st century has started to develop the sustainable development concept. A development that suits today's generation but also not endangers the next generation to fulfill their needs (United Nations Divisions for Sustainable Development, 2007). The concept is not only concentrated on environmental issues but also covered three scopes: economic development, social development, and the protection of the environment. Sustainable development began in 1970, but until now, the story only focused on economic growth, even short-term effects. As a result, economic development is not growing in the right way, even if it gets worsened by the COVID-19 pandemic, which harms the economy worldwide.

The COVID-19 pandemic, which surged worldwide in 2020, affected many sectors, including the economy. We can say that the world is facing a decline in economic development, based on the data on [tradingeconomics.com](http://tradingeconomics.com). The reduction of economic growth can be utilized for re-starting the financial systems that have been running for a decade. Indonesia is one of the countries that started over the green economy concept that has been operating before but not working correctly. The green economy is environmentally friendly. UNEP (United Nations Environment Programme) said in their report "Towards Green Economy" that a green economy can increase welfare and social justice. The green economy wants to eliminate the negative

economic development that impacts the environment and the scarcity of resources. From the definition explained by UNEP, a green economy can be interpreted as economic development that is low carbon (does not produce emissions and environmental pollution), saves natural resources, and social justice.

A green economy is needed to replace our current economic system. The reason is that we know that the current financial system is damaging the environment, proven by the deforested forest, depleted fish and coral reefs in the ocean, and decreased petroleum oil that has become the base of almost all of our economic activity and also energy. The main thing is that a green economy will ensure that every country in the world will fight poverty and increase well-being with also being responsible for environmental sustainability. The approach of some industries back then was 3R (Reduce, Reuse, Recycle), so the waste would be reduced and can be recycled. Nevertheless, we need to change a new approach to reimagine and redesign to look back to the 3R.

The transition to a green economy needs a process and a long time. However, many countries can exemplify their commitment to the green economy concept. Three countries in Asia have implemented a green economy: South Korea, China, and Japan. South Korea adopted the national strategy and long-term project to improve the green economy from 2009-2013, allocated 2% of the GDP (Growth Domestic Product) to invest in the green sector, such as renewable energy. Besides, the government of South Korea launches the Global Green Growth Institute (GGGI) to help other countries, especially developing countries, expand their green development of themselves. China has been the country that invests the most in renewable energy. It can be seen by so much wind-powered energy all around the country that has been increasing 64% by 2010. Besides that, China is the only country with solar-powered as big as 130 gigawatts. International Energy Agency (IEA) stated that China had achieved its 2020 target to increase its solar power three years ahead of Japan, that in 2001 had been planned but only enforced in 2008. Meanwhile, Japan has developed the Sound Material-Cycle Society (SMC), which in Japanese law is defined as a Japanese society that consumes restrained resources and, as much as possible, reduces environmental problems by 3R (Reduce, Reuse, Recycle). Japan also has an entire plan approved by the ministry with the title "Becoming a Leading Environmental Nation Strategy" that focuses on building a sustainable society. This strategy utilizes the wisdom of nature and local tradition, in which people live harmoniously with heart, together with environmental technology and renewable energy. Moreover, it pushes economic growth and creates a local society aware of the environment.

Seeing the importance of a green economy for the environment and society's well-being, this generation and future economic activity need to be aware of this. It should be producing goods and opening job opportunities for the environment. On the other side, the movement needs to be environmentally friendly, prevent ecosystem damage, and reduce carbon emissions; this is why the green economy was created. In Indonesia, the government has worked progressively with Pembangunan Rendah Karbon (PRK) program since the idea was founded in UNFCCC COP 23. This program is intended to include environmental considerations in every aspect. Phase 1 has been adopted into the Rencana Pembangunan Jangka Menengah Nasional 2020-2024, and the program is in phase 2, which is the implementation phase. In this program, the ministry PPN/BAPPENAS, supported by UN Partnership for Action and Green Economy, UNITAR, has conducted Green Economy research in Indonesia.

The green economy in Indonesia has been implemented in many sectors, such as finance, housing, general jobs, energy and resources, and tourism. In this research, the main topic is how the green economy is implemented in the tourism sector as the second highest source of foreign exchange after the oil and gas sector (BPS, 2021). Tourism is one of the industries that give 4.8% of GDP; tourism is predicted to be a promising industry and will continue to grow. Its rapid and stable development has made many policies regarding tourism issued by the government, and there is a variety of tourism depending on the attraction. Unfortunately, the COVID-19 pandemic made the tourism industry experience a significant decrease, the halt of tourism travel both domestically and abroad, and the reduction in the number of tourists who come, of course, has a direct effect on the country's GDP and foreign exchange, which fell drastically. In 2020 tourism

contribution to GDP decreased to 4.05%, in line with the tourism sector's foreign businesses (Qonita, 2022).

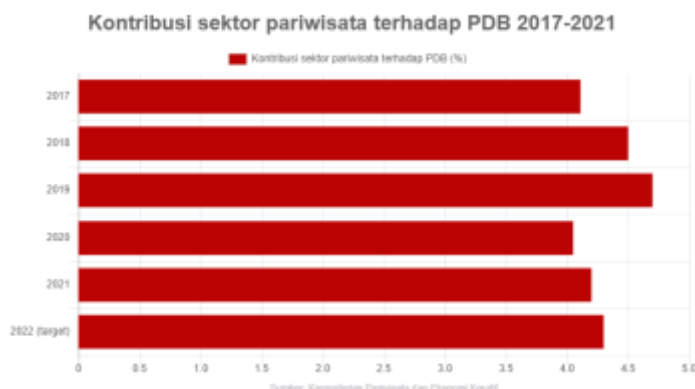


Figure 1: contribution of the tourism sector to PDB 2017-2021

During the pandemic crisis, it is the best time to re-thinking tourism to keep this industry sustainable. After the COVID-19 pandemic, customer behavior and the demand for the tourism industry are going to change; as we can see in “Tourism in Flight Mode: A Lost Opportunity to Rethink Tourism,” the demand for tourism after the pandemic will move toward more sustainable products and customer more aware about the environment, so new tourism model should assure the lowest impact possible on the environment. Even customers search for open-air spaces, the least crowded, and nature, rural tourism (Pardo, 2020). Furthermore, excessive mass tourism causes damage to the environment (including pollution and resource depletion) due to unsustainable tourism, and tourism significantly contributes to global climate change (Varzaru, 2021). In line with the increasing utilization of natural resources, advances in tourism growth have become an attraction of tourism. It negatively impacts the environment and has become a significant new problem for tourism. However, strictly speaking, the idea of sustainable tourism is not a new policy.

In 2012, UNWTO declared that sustainable tourism has a role in the green economy transition, which is essential for sustainable development and poverty eradication. After that, UNWTO still emphasized sustainable development in The 2030 Agenda, saying that the five central pillars that tourism should do to achieve sustainable development which is (i) inclusive and sustainable economic growth, (ii) social employment and poverty reduction, (iii) resource efficiency, environment protection, and climate changes, (iv) cultural values, diversity and heritage, and (v) mutual understanding peace and security (Pan, 2018). In line with development and tourism integration in the green economy, Green Growth and Travels: Letter from Leaders Lipman said that tourism could contribute to development, poverty alleviation, and employment while reducing environmental degradation (Stroebel. 2015). Sustainable tourism can be one of the industries that balance nature by reducing pollution and emission of gas but also benefit social and economic balance, opening many business opportunities, especially for developing countries.

On the other side, sustainable tourism development can be an “instrument” for developing a green economy. The aspects and concepts of sustainable tourism and green economy are the same, such as the environment, economy, and society. The tourism industry has become a sector that is quite profitable to suggest a change in the green economy, and even tourism can be the standard bearer for the transition to bring welfare and sustainable development (Prideaux, 2020). Besides, sustainable tourism can ensure viable long-term economic operations in host communities to bring wealth to all stakeholders. Socio-economic benefits are fairly distributed, including stable employment, income-generating opportunities, and social services contributing to poverty alleviation. Sustainable tourism development can provide new business opportunities, especially for rural tourism. Most sustainable tourism in Indonesia can be implemented in rural areas because the attraction and tourism destinations in the rural area are mostly still natural and far from excessive mass tourism. The potential rural site can be managed with a green economy and will help the region to conserve the environment. also social and economy in that area will be raised. On the other side, the idea of sustainable tourism will attract tourists with the new demand after getting through the pandemic.

Indonesia has experienced a decline in tourism in the past year and needs to implement this strategy and concept to attract more tourists and save the environment. Because of excessive mass tourism, environmental damage is unavoidable. As we can see, Bali is one of the regions that depends a lot on tourism and one of the destinations that tourists will visit. The Ministry of Tourism and Creative Economy (MTCE) already developed a green economy strategic planning in the case study of Bali (Law, 2015) to balance the complex and challenging relationship between tourism, culture, and the environment. Besides Bali, this green economy strategy can help many other regions that need the tourism sector to rise again. We know many areas in Indonesia are suitable for evolving sustainable tourism that can support a green economy. On the other side, the application of this concept is far from perfect, and there are many obstacles and challenges in various areas.

That is why research is needed on this topic to see the benefit, the challenges, and how a green economy through sustainable tourism has developed in Indonesia. Then from this research, we can also see how a green economy and sustainable tourism can help anticipate Indonesia's global recession. In this context, this research aims to determine how developing sustainable tourism can help the transition to a green economy and face the global recession. This paper will focus on the process and development of green tourism and sustainable tourism in Indonesia. Therefore, the article begins with a review of the literature to clarify and emphasize the meaning of a green economy and sustainable tourism. Based on the theory, we tested and compared how tourism in Indonesia implemented this concept and strategy. After that, we also study how green tourism through sustainable tourism can face the global recession in Indonesia. The paper finishes with a discussion and conclusion of the topic itself.

## **2. LITERATURE REVIEW**

### **2.1 Green Economy**

Green economy, according to the definition from UNEP, is the process of restructuring industry and infrastructure to provide greater returns on natural, human, and financial capital expenditures while also cutting down on waste production, greenhouse gas emissions, and resource extraction and consumption (UNEP, 2009). Shortly, a green economy is an economy that provides better quality of life for all within the ecological limits of the planet ([www.greeneconomycoalition.org](http://www.greeneconomycoalition.org)). The green economy is a new economic model that is developing very rapidly, which is the opposite of the current economic model (black economic model), which uses fossil fuels. The ecological economics knowledge that examines economic reliance on natural ecosystems and the impacts of human economic activity on climate change and global warming is the foundation of the green economy.

A green economy involves sustainable consumption, production, and efficient use of resources for sustainable growth. Sustainable consumption and production seek to enhance manufacturing techniques to lower resource consumption and waste output. Reducing the amount of resources used, emissions produced, and trash produced per unit of good service is the goal of resource efficiency. The government's numerous initiatives and plans to achieve both environmentally protective and sustainable economic growth have resulted in the green economy. The creation of green economy must be centered on environmental development objectives including addressing climate change, preventing biodiversity loss, and reducing environmental pollution, and using new and renewable energy.

UNEP states that the implementation of the green economy can be seen through (i) an increase in public and private investment in the green sector, (ii) an increase in the quality and quantity of employment in the green sector, (iii) an increase in GDP from the green sector, (iv) a decrease in energy/resource use per unit of production, (v) a decrease in CO levels, and pollution/GDP, and (vi) a decrease in consumption that produces much waste.

Developing a green economy is often in line with the discussion of sustainable development. The ability of future generations to satisfy their own needs is not compromised when current demands are met through sustainable development ([www.iisd.org](http://www.iisd.org)). The 2030 Agenda for Sustainable Development and its Sustainable Development Goals are the dominant global framework for international collaboration today. Global environmental leaders gathered in June 2022 to assess where we have been and where we are going, reviving support for the UN

Decade of Action to achieve the SDGs. These conferences mark important turning points in the governance of sustainable development. However, the work that is done every day by people, local communities, international organizations, and others serves as their true test.

## 2.2 Sustainable Development

Tourism is one of the focuses considered in sustainable development. In the United Nations 2030 Agenda for Sustainable Development resolutions, tourism has been called three times and has become one of the industries supporting sustainability. In this case, tourism can cover natural resource uses, conservation, employment, and promoting local culture and products (Hall, 2019). This can be seen that the concept of sustainable tourism itself puts forward three things, which are; economy, environment, and social culture. This is in line with the 2030 Agenda goals “to end poverty, protect the planet and ensure prosperity for all” by 2030. The other reason why tourism has become one of the essential industries for sustainable development is that many countries rely on their economics and the well-being of the society with tourism. On the other side, tourism is capable of preserving the local culture and introducing it to tourists and other people outside the community.

However, utilizing natural resources for attractions or tourist objects has to be managed well to reduce the negative impact of tourism. Understanding that tourism can support sustainable development is essential to work the tourism object well. All actors in the tourism sector, including policymakers, people in business, companies or individuals, the host community, and even the tourist, need to know that tourism can use its role in sustainable development. In the 17 points of Sustainable Development Goals (SDG), tourism can take a position in some of the points 1, 4, 8, 12, and 13 on Responsible Consumption and Production, Climate Action, No Poverty, Quality Education, and Decent Work, Economic Growth. In this case, tourism can increase employment for the host community in the tourism destination and contribute to the number 1 goal, which is no poverty. Number 8 is decent work and economic growth. The number 4 goal, quality education, can be achieved by the tourism and hospitality training for the human resources in the tourism object to become adequate human resources for tourism. On the other side, it will increase the well-being of the host communities, and the social interaction and local culture will be developed in junction with the quality of human resources. While in the number 12 and 13 goals, tourism can contribute to environmental responsibility by doing sustainable tourism that is aware of and prioritize the natural environment.

## 2.3 Sustainable Tourism

According to UNWTO, sustainable tourism is tourism considering its current and future economic, social, and environmental impacts; it addresses the need of visitors or tourists, industry, environment, and host communities (UNEP&UNWTO, 2005). Sustainable tourism focuses on today's situation and how future generations will experience the same way we are now. Sustainable tourism describes policies, practices, and programs that not only meet the expectation of the tourist regarding responsible natural resources management (demand) but also the need of host communities that are affected by tourism projects (supply) (Pratt, 2011). Sustainable tourism is not a particular form of tourism, but all tourism conditions need and can change their strategies to be more sustainable; it is a concept. It should be applied to all tourism activities, operations, establishments, and projects, including conventional and alternative tourism (UNEP, 2002). It is a concept and program that emerge because tourism's effect slowly damages the environment. Tourism is bringing a negative impact on the environment and the host communities where the destination is. Most energy used in tourism is still based on fossil fuels, and the sector continues to emit increasing greenhouse gas emissions (Hall, 2013). The arrival of tourists in large quantities can cause mass tourism.

Moreover, the COVID-19 pandemic gives the tourism industry a moment to take a break, focusing on sustainability. Proven by many destinations are reaching their peak and undergoing an extreme drop. That is why a sustainability strategy is needed in the tourism industry to prepare for unexpected situations, just like the COVID-19 pandemic.

Sustainability is needed all around the world, and also in Indonesia. As a country with so many tourist destinations, the destination's sustainability must be remarked on. Tourism in

Indonesia has become one of the industries the population relies on for their livelihood. Tourism itself needs to put forward the prosperity of the stakeholders involved in the industry, and it is also including the host communities. Besides the economic sector, sustainable tourism must preserve Indonesia's social and local wisdom. As well as the environment, there are many attractions in the destination that uses the environment as the product; in this case, the environment needs to be preserved well. Because using the environment for a long-long time might expose the environment, it also requires a “rest.” That is why a sustainable strategy needs to be well-prepared in the Indonesian tourism industry. With the target of 20 million foreign tourists by 2019, Indonesia needs to carefully consider more sustainable tourism to keep the industry running for a long time. There are three critical focuses that people need to pay attention to in the development of Indonesia’s sustainable tourism, listed in the following chart:



*Figure 2: Critical focus sustainable tourism development in Indonesia*

In these three strategies, a goal needs to pay attention to and balance the three aspects. The first aspect is a Sustainable Tourism Destination; in this aspect, a destination needs to apply the sustainable concept in its development; how is it? The goal of development requires providing optimum financial gains, a high level of interest in the host community, and preserving the environment and culture. The tourism industry needs to take a role in this. This aspect focuses on how the destination manages and implements sustainable strategies, including the three focuses: economy, community, and environment. And then the second aspect is Sustainable Tourism Certification; this aspect is needed to maintain the quality standard in sustainable tourism. It is a process that includes an audit and a written assurance that the facilities, products, and management system meet a certain standard and the same excellent quality for all sustainable destinations in Indonesia. In this aspect, a certificate is issued by the Ministry of Tourism and the organization Indonesia Sustainable Tourism Council (IST-Council). The final aspect is the Sustainable Tourism Observatory, which is an institution that observes the goal by applying sustainable tourism principles with the name of Monitoring Center for Sustainable Observatories (MCSTO), adopted by UNWTO. This paper examines tourism in Indonesia from these three aspects: Sustainable Tourism Destination, Sustainable Tourism Certification, and Sustainable Tourism Observation.

### 3. METHODOLOGY

The research method used in this study is qualitative by using descriptive analysis to make a specific, structured, accurate, and actual picture of the phenomena occurring in the study (Moleong, 2012). In contrast to experiments, qualitative research methods employ the researcher as a key tool to investigate the state of natural things. These approaches are founded on the positivist/interpretive philosophy. The triangulation of data-gathering methods is used, inductive/qualitative analysis is used, and qualitative research findings are presented more meaningfully than generalizations (Sugiyono, 2010). The data collection technique used is documentation from various sources and literature reviews from various credible journals. These books are on the topics discussed and various regulations in the form of laws, presidential regulations, Ministerial regulations, and policies launched by the central government related to

the green economy and sustainable tourism. This method presents a complete picture of Indonesia's green economy and sustainable tourism practices. The data obtained are secondary data from second parties competent in their fields.

#### 4. RESULT AND DISCUSSIONS

The implementation of a directed and comprehensive Green Economy in Indonesia must be supported by government policies to ensure the success of its implementation. The implementation of the Green Economy was established in 2009 by Kabinet Indonesia Bersatu II in National Medium-Term Development Plan (RJPMN) period 2010-2014 as the basis for the sustainable development of the Indonesian economy, among others, through the use of the green budgeting application to manage the government financial budget. The implementation of green budgeting includes the application of green procurement in public policy.

After making policy about the National Medium-Term Development Plan (RJPMN), the government makes several rules supporting green economy policies. Among other things, Law No. 32/2009 on environmental protection and management, Law No. 18/2013 on the prevention and eradication of forest destruction, Law No. 16/2016 on ratifying the Paris Agreement on climate change, and other supporting regulations. Intending to continue RJPMN previously, the government made a policy RJPMN period 2020-2024 for planning low carbon development initiatives (PRK). The PRK initiative has entered the second phase, namely the implementation phase.

The Indonesian government has established a green economy plan as one of the main strategies for economic transformation in the medium to long term to accelerate economic recovery after the COVID-19 pandemic and encourage the creation of inclusive and sustainable economic development. One form of Green Economy that will be carried out is the implementation of carbon price policies in the form of carbon caps and trade, as well as low-carbon development schemes and carbon taxes in 2023. "The Indonesian government has set a policy direction through Low Carbon Development. Using Nationally Determined Contributions (NDCs), Indonesia is committed to reducing greenhouse gas emissions by 29% by 2030" (Hartarto, 2022) The government has issued innovative financial instruments to finance the State Budget (APBN) through Green Sukuk. In 2019, the government also established the Environmental Fund Management Agency (BPD LH) to improve the quality of green financing. The government has also established Presidential Regulation No. 98/2021 concerning implementing the economic value of carbon to achieve the contribution target set nationally and control greenhouse gas emissions in national development. In addition, there is also Law No. 11/2020 on Job Creation which perfects various cross-sectional laws, especially for the environment and forestry.

A green economy is an ideal answer to Indonesia's efforts to improve its economic solution. A component of the green economy, green energy is presently the largest area of investment in Indonesia. This is due to Indonesia's rich natural resources in the field of energy. The greatest nickel reserve in the world is in Indonesia, followed by reserves of cobalt, lithium, and manganese. Green energy is defined as renewable energy that is derived from resources that can be naturally regenerated over the course of an average human lifetime. The important thing to remember is that green energy doesn't damage the environment because it doesn't emit greenhouse gases into the atmosphere. Green energy is the ideal industry for investment in Indonesia because it is environmentally benign and takes advantage of the country's plentiful natural resources.

In Indonesia, electric vehicles will be made using the natural resources described above. The Indonesian government worked with the Hyundai Motor Group and LG Energy Solutions to create the first electric car battery cell facility to be developed in Southeast Asia. The Factory will have a 10-gigawatt-per-hour output capacity. By 2023, it is intended to be operational. Indonesia will reportedly construct a green industrial area in North Kalimantan, according to President Joko Widodo. The largest green industrial region in the world, it will use green energy to power the industry. The industry will generate new, renewable energy, and it will use green energy. Hydropower will be used by the green industrial sector, according to PT Kayan Hydro Energy. Hopefully, this project will help Indonesia transition from relying on fossil fuels to using more new

and renewable energy. Hopefully, this initiative will aid Indonesia's move away from fossil fuel dependence and toward increased use of innovative and renewable energy.

The Indonesian government is making numerous efforts to develop a green economy there. The initiatives include a focus on green energy development and green investment. Investors that are ready to put money into this industry stand to gain a lot, starting with a simple licensing process. Although the Indonesian Government makes many efforts, they should care about the development of the industry above. More than a hectare of the forest will be used to develop that factory industry. Government should make another policy regarding the circumstances that will be affected by the project development. Before the Government produces electric vehicles in Indonesia, they should make many infrastructures to support the project because if they run the project without being aware of the supporting infrastructures such as charging stations and reducing the electrical fare household to more accessible for the user. Also, the Indonesian Government should make a policy to give a subsidy to the user who wants to change their vehicle to an electric vehicle.

Sustainability is the base for today's development referring to the 2030 Agenda for Sustainable Development and its Sustainable Development Goals. In June 2022, leaders from around the world met to discuss and take note of the goal of the UN Decade of Action for achieving the SDGs. 17 SDGs were planned and conducted by all the UN members with the goal is in 2030. The 17 SDGs are explained as this:

Goal 1 is No Poverty, which is the growth of the economy must be inclusive to contribute to sustainable jobs. Goal 2 is Zero Hunger, which is that food and agriculture must provide solutions for development and hunger also poverty eradication. Goal 3 is Good Health and Well-Being, which is ensuring healthy lives at all ages. Goal 4 is Quality Education to improve people's lives and sustainable development. Goal 5 is Gender Equality which is not only a fundamental human right but also necessary for a peaceful, prosperous, and sustainable world. Goal 6 is Clean Water and Sanitation for all essential parts of the world. Goal 7 is Affordable and Clean Energy, and Goal 8 is Decent Work and Economic Growth which will require societies that allow people to have value jobs. Goal 9 is Industry, Innovation, and Infrastructure, Goal 10 is Reduce Inequalities, Goal 11 is Sustainable Cities and Communities, Goal 12 is Responsible Production and Consumption, Goal 13 is Climate Action, Goal 14 is Life Below Water, Goal 15 is Life on Land, Goal 16 Peace, Justice and Strong Institutions, and last Goal 17 is Partnership for the Goals.

Indonesia has made many efforts in poverty alleviation in the past ten years and has successfully reduced the population living in poverty from 12,2% (2011) to 9,7% (2021). And for improving the quality of human resources, the achievement in the health sector, food, and education are the focuses of development in Indonesia nowadays. As per the SDG index 2020, the top SDGs that are ranked well in Indonesia are:

1. Goal 4 Quality Education
2. Goal 12 Responsible Consumption and Production
3. Goal 13 Climate Action

The top of the rank is Goal 4, Quality Education. We think the Ministry of Education, Culture, Research, and Technology of Republic of Indonesia did well on their job because quality education became the top rank based on the SDGs index. They have many programs and policies to support that, such as erasing the final exam for elementary, junior, and senior high school. The Indonesian Minister of Education, Culture, Research, and Technology, Nadiem Makarim, the founder of Gojek, said that "the education system in Indonesia is too many memorization concepts than analytical thinking concepts." Based on that, he changed the curriculum, which pushes the student to think analytically and critically based on a case. Besides changing the curriculum, Nadiem creates a Kampus Merdeka program for college students. That program helps the student can get an internship at a company within a certain period and can give more experience in the working world for the students. Do not be complacent with the index value released by the SDGs, which states that the quality of our education is at the top of the rank because there are still many children in remote parts of Indonesia who have not received the proper education and require special attention from the government. In addition, the uneven distribution of education in Indonesia is also a problem that must be resolved with all relevant agencies. Education, which is still centered on the island of Java, is also criticism from us. Therefore, we hope that the



government, through the Ministry of Education, Culture, Research, and Technology, will be able to provide concrete solutions because children are the next generation of the nation.

The green economy is one of the new and exciting concepts to discuss; the goal is to balance the economic sector by increasing employment and improving social well-being, paying attention, and prioritizing preserving the environment. This concept corresponds with the sustainable development concept re-launched after the COVID-19 pandemic. Tourism has become one industry that uses the pandemic to rethink the sustainability of the tourism industry and how to make the industry keep running continuously and benefit the economy, society, and environment. The Towards a Green Economy by UNEP identifies that tourism is a brown sector, provided green investment in tourism could contribute to the green economy (Stroebel, 2015). Tourism uses the diversity and beauty of the environment and natural resources in tourist destinations. This case should be balanced with good management that can organize well to decrease the negative impacts. Indonesia has a target foreign tourist arrival of 20 million in 2020 (Jaelani et al., 2020), and the foreign exchange target makes tourism mass tourism. Many tourists come at the same time and towards the same destination, which makes the development of the destination and amenities wrong and ignores the environment and social culture of the destination. It is making the development not sustainable in Indonesian tourism. Besides, supporting The 2030 Agenda of Sustainable Development and 17 SDGs by the United Nations should be sustainable.

In measuring sustainable tourism, it should be some shift in tourism itself. Because sustainable tourism success is measured by how tourist spends their money and the quality of the destination, it is not about “how much” or “how many” but the quality and the involvement in sustainable development. In Indonesia, there are 3 point strategy towards sustainable tourism that the Ministry of Tourism have enunciated, which are Sustainable Tourism Destination (STD), Sustainable Tourism Observation (STO), and Sustainable Tourism Certification (STC) (Lemy et al., 2020)

The first strategy is Sustainable Tourism Destination (STD). In Indonesia, it is a mandatory in the economic benefits of the destination, how the participation of host communities, and also the preservation of the environment. These three points need to be balanced. One of the destinations that apply sustainable tourism destination it is Cempaka Tourism Village in Tegal Regency (Hidayatulloh, 2020). The Tourism Village has three tourist attractions: Bulak Cempaka Hill, Tuk Mudal, and Slumpring Market. In the development, the village looks carefully at the three aspects of sustainable tourism, first is the economic aspect of the Slumpring Market, one of their destination. The market is opening an opportunity for local farmers and communities to sell their agricultural and culinary products that are original from the Cempaka Village, improving the economy of the host communities. On the other side, this Slumpring Market destination is an opportunity to introduce traditional culture and cuisine to the tourist, also preserving to meet the social-culture aspect of sustainable tourism. The environmental aspect is fulfilled by another attraction, which is Tuk Mudal, a water spring that’s been developed with the greening program around the Tuk Mudal.

The goal is to maintain the water availability for the village and support one point in SDGs Goal number 6, which is explained the important of clean water and sanitation. On the other side, sustainable tourism can be applied to a recovery strategy. One example is Pandeglang which faced a natural disaster, the tsunami in 2018. Many tourism destinations in Pandeglang were affected by natural disasters, such as Tanjung Lesung, Carita Beach, Ujung Kulon National Park, and others. For the recovery, the RIPPDA (Rencana Induk Pengembangan Pariwisata Daerah) explained the recovery strategy, which focuses on economic, social, and also environmental conservation (Azhari, 2021). It is linear with sustainable tourism development. In the environment and ecology, there are destinations in the coastal areas that have to be the primary conservation after the disaster, much coastal diversity and natural marine ecosystem that become the attraction for the destination. That is why conservation and recovery need to prioritize ecology; it needs regulations to emphasize conversing the natural tourism destination. In the economic aspect, the resident of Pandeglang also benefits from the tourism-supporting sectors such as accommodations, information system, the marketplace, and culinary. Other than that, local destination management also involves the host communities. On the social-culture aspect, Pandeglang also has a lot of potentials that can be developed, such as festivals, tourism events, local culinary such as dry fish

and meat, melinjo chips, and local craft by the people of Pandenglang such like Batik Cikadung and rhino Minifigures. From Pandenglang, we know that sustainable tourism can be applied as a recovery tourism strategy. However, it must be supported by all parties, such as the government, destination management, and host communities.

The second strategy is Sustainable Tourism Observation (STO); in this strategy, some tourism destination is observed using a sustainable tourism strategy. To observe, monitor, and evaluate the tourism destination, there is a platform called Monitoring Centre for Sustainable Tourism Observatories (MCSTO), which aims to keep track of the destination willing to implement the sustainable tourism concept, starting from identifying, planning to implementation, and evaluation. This platform consists of many parties, such as the regional government, the ministry of tourism, and university and research institutions. In Indonesia, 5 MCSTOs are spread around the universities in the country, first at West Java in Bandung Institute of Technology (ITB), which scope monitoring in Pangandaran Regency, Batukaras Village. Then, there is MCSTO at Lombok, NTB in the University of Mataram (UNRAM), focusing on 2 locations, Sesaot and Senggigi Village. The third MCSTO is located at Bali Island in Udayana University, focusing on Sanur Village, Denpasar. And then at North Sumatra in the University of Sumatera Utara (USU), which observes Samosir Regency.

Furthermore, the last MCSTO, located in Jogjakarta, in Gadjah Mada University (UGM), focuses on Pulesari Tourism Village in Turi, Sleman. The MCSTO UGM started their observation in 2017 and said some recommendations are still needed to develop sustainable tourism in the Sleman Regency (Muhammad et al., 2019). From the assessment, it can be found that Sleman still has some flaws which not yet suitable with the environmental conservation standard, such as sensitive environmental protection, water management, quality, liquid waste, and reducing solid waste. However, the tourism village in Turi, Sleman, knows the importance of preserving the environment and maintaining the local wisdom to achieve sustainable tourism. It takes time to reach the perfect sustainable tourism. Fortunately, the sustainability concept is already known and understood, so the concept will slowly achieve; it just needs some adjustment on which aspects have not been maximized; in the Sleman case, the ecology and environment aspect.

The third strategy is Sustainable Tourism Certification (STC). In sustainable tourism, certification is needed to evaluate and judge the standard level of sustainability in the destination (Lemy et al., 2020). With standardization, tourism destinations and amenities can implement good sustainable tourism with the same standard. The implementation of sustainable tourism in Indonesia has been explained in the Regulation of the Ministry of Tourism of the Republic of Indonesia No.14 (2016), which is the basis and guidelines for sustainable tourism. In Indonesia, an organization has been formed to help the sustainable tourism certification, called Indonesian Sustainable Tourism Council (IST). IST also facilitated destination, hotel, accommodation, and tour and travel to take a sustainable tourism certification. By certification, the destination and the amenities are expected to benefit. For the community around the tourism destination, preserving the environment and culture can also be granted certification in sustainable tourism. On the other side, the sustainable destination is expected to survive and maintain its sustainability development by doing the three strategies STD, STO, and STC. Sustainable development is vital to pay attention to, as well as it is something that can ensure the sustainability of the destination. It has also become one way to realize business in harmony with the environment and in line with the green economy (Haitao, 2022).

Tourism is one of the many industries affected by the COVID-19 pandemic. Gradually improving conditions have made the tourism industry squirm again this year. Amidst the momentum of the recovery of the tourism sector, the global economic slowdown, the risk of stagflation, and high uncertainty will be challenging and need to be watched out for. Minister of Finance of Republic of Indonesia, Sri Mulyani, stated that "next year there will be a global recession caused by high inflation due to soaring food and energy prices in several countries, especially Europe and the USA. High inflation triggers central banks in developed economies to raise interest rates and tighten liquidity". To face the global recession the tourism industry in Indonesia, which has begun to implement the concept of sustainable tourism, is expected to face a global recession. In facing the global recession, Sandiaga Uno, as the Ministry of Tourism stated, would affect hotel occupancy and tourist spending. The most affected is the consumption of craft

souvenirs. But, the strategy to face the recession has been made; tourism will focus on MSMEs (Micro, Small and Medium enterprises) and tourism villages and prioritize human resources development in education. He believes that MSMEs and village tourism, which in this case is applying the sustainable tourism concept, will stand still in the threat of global recession.

#### 4. CONCLUSION

One of the strategies for improving the Indonesian economic sector is green economy. The initiatives include concentrating on green investments and the growth of green energy. The strategy is mainly to preserve the natural resources of Indonesia but also to improve the economic sector. It's in line with the sustainable development goals that United Nations have proclaimed. With the goals in 2030, all UN members can implement the 17 SDGs. One sector to promote the 17 SDGs is tourism, incredibly sustainable tourism that developed in Indonesia by doing the three aspects; STD, STC, and STO. On the other side, sustainable tourism can get through the global recession well.

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