



Concept Application Analysis Green Tourism in the Development of Borobudur Temple as a Super Priority Destination

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DOI: 10.32884/ideas.v8i4.1080

Abstract

Borobudur Temple is one of the super priority tourism destinations in Indonesia. Thus, it is necessary to develop efforts by the government, tourism object managers, and the local community to support the embedding of the designation by applying the concept of green tourism. This is what makes researchers interested in conducting literature studies related to the development of Borobudur Temple tourism objects based on the concept of green tourism. The results of this study found the fact that the development of tourist destinations at Borobudur Temple was supported by the improvement of access infrastructure to the location by the government, community empowerment through the Village Economic Center (Balkondes) which was initiated by the government but the manager was the local community, the use of electric vehicles around friendly tourist attractions environment, and digital promotion without damaging the environment by printing marketing materials.

Keywords

Green tourism, borobudur temple, ecotourism, super priority tourism destination

Abstrak

Candi Borobudur termasuk salah satu dari destinasi wisata super prioritas di Indonesia. Dengan demikian perlu upaya pengembangan oleh pemerintah, pengelola objek wisata, dan masyarakat setempat untuk mendukung penyematan sebutan tersebut dengan menerapkan konsep wisata hijau. Hal inilah yang membuat peneliti tertarik melakukan kajian literatur terkait perkembangan objek wisata Candi Borobudur berdasarkan konsep wisata hijau. Hasil dari kajian ini menemukan fakta bahwa perkembangan destinasi wisata di Candi Borobudur didukung oleh perbaikan infrastruktur akses menuju lokasi oleh pemerintah, pemberdayaan masyarakat melalui Balai Ekonomi Desa (Balkondes) yang diinisiasi pemerintah namun pengelolanya adalah masyarakat setempat, penggunaan kendaraan listrik di sekitar objek wisata yang ramah lingkungan, dan promosi digital tanpa harus merusak lingkungan dengan mencetak materi pemasarannya.

Kata Kunci

Pariwisata hijau, candi borobudur, ekowisata, destinasi wisata super prioritas

Introduction

The development of tourism in Indonesia is in line with the government's program by promoting tourism as an addition to foreign exchange outside the oil and gas sector (Endi & Prasetyo, 2020). The tourism development program launched since 1988, is expected to be able to attract the presence of domestic and foreign tourists, which will automatically bring income to state finances. Shopping expenses by tourists are expected to increase the income of local residents (Bima et al., 2020). Other advantages is the construction of supporting infrastructure to tourist sites these include transportation, lodging, and shops. Besides that, the more open the public's insight about the outside world as a result of directly between local residents and tourists (domestic and abroad). The development of the regional tourism sector is part of the overall regional development. It is hoped that this will provide positive impacts such as opening up job opportunities, increasing income regions, and communities and can direct positive activities for the community especially the younger generation (Ishak et al., 2022).

The increase in the number of tourists experienced significant growth (foreign and domestic). But at this time, the distribution of the most tourists is still piled up in Bali, Jakarta, and Riau Islands, only about 10 percent of tourists who visiting a place other than the three prime locations. In a simple analogy, 50 percent came to Bali, 30 percent came to Jakarta, and surrounding areas, and 20 percent to the Riau Islands, while the remaining 10 percent are scattered to places such as Borobudur, Toraja, and Raja Ampat. It is very unfortunate, because

Indonesia with more than 17,000 islands with a diversity of resources natural and cultural resources that should make tourists also visit tourist destinations other than Bali. This means that efforts must be made to spread tourism destinations.

In response to this, the Ministry of Tourism and Creative Economy has listed a number of destinations marked in the plan for the 10 New Balis for further development, including improving the quality of the airport and building new facilities. These attractions consist of Lake Toba in North Sumatra, Tanjung Lesung in Banten, the Thousand Islands in Jakarta, Tanjung Kelayang Beach in Bangka Belitung, Borobudur Temple in Central Java, Mount Bromo in East Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, Wakatobi in South Sulawesi, and Morotai Island in North Maluku (Sander & Christian, 2021). According to the ministry, these locations were chosen based on several things, namely that these places already had their own charm, provided the benefits of better access, and more adequate facilities. However, it still has a relatively low number of visitors, and researchers see that all these places have similar problems, namely related to access and infrastructure.

All of the attractions described above are all natural tourism with distinctive landscape and cultural characteristics, or often referred to as ecotourism. Based on the context of ecotourism, the concept of development that does not pay attention to all aspects of the rules that have been set by the government can cause environmental damage. This is because in the concept of ecotourism, nature becomes an industry or object of development, so that by itself it will damage the nature. Thus, a policy is needed in implementing ecotourism that can be friendly to nature (Damiasih & Samudra, 2022), and apply the concept green tourism as a form of ecotourism development. This is one concept that introduces humans to the importance of being friendly with nature, the environment, the importance of protecting nature, and the environment for sustainable tourism. Based on the above background, it is necessary to conduct research related to green tourism strategies for the development of Borobudur Temple as a super priority tourism destination.

The choice of Borobudur Temple as the object of study in this study is due to being part of five super priority tourism areas, which consist of Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang. Support from the government has been intensified by improving infrastructure in order to increase the number of tourists and improve the community's economy (Regional Infrastructure Development Agency, 2019).

Method

This study uses a literature review model or also known as library research (Zed, 2014) (Mardiyantoro, 2022), namely research that critically reviews ideas, knowledge and findings contained in literature-oriented sources. academic (academic-oriented literature) (Cooper et al., 2018). In this study, researchers conducted an analysis of research articles with the theme of Green Tourism Strategy in the Development of Borobudur as a Super Priority Tourist Destination. Sources of literature review used by researchers come from scientific publication journals, published articles, research at universities, websites, and books that cover similar topics.

Result and Discussion

The literature review presented in this paper consists of findings on the study of the concept of green tourism, which researchers will then use the concept to analysis its development strategy at the Borobudur Temple tourist attraction in the discussion section.

Result

Green tourism is sustainable tourism that takes into account the needs of the environment, local communities, businesses, and visitors now and in the future. This concept is relevant for any tourism enterprise, large or small, rural-urban, whether focused on ecotourism, tourism enterprises and others (Hasan, 2014). As with tourism in Europe, the concept of green tourism is often used interchangeably with rural tourism in general (Adnyana, 2020). Green tourism has the same features as rural tourism, but this concept incorporates different tourist behaviors. While green tourism occurs in rural areas, the destination of tourists who are involved in green tourism is more than just enjoying the natural environment. Ecofriendly travelers have a critical attitude towards environmentally unhealthy consumption practices and want to incorporate this awareness when traveling.

Green tourism emphasizes environmental conservation, which is aimed at the type of tourists who have a strong sense of responsibility towards the environment where they visit. However, as already mentioned, the



term green tourism is not necessarily consistently used throughout the world when referring to this form of tourism. The main features of green tourism are similar to ecotourism, as it is nature based. Although ecotourism appears to be targeted at specific population groups who are interested in learning about the natural environment through travel experiences (Prasetyo & Ahmad, 2021), green tourism seems to be targeted specifically at urban residents by suggesting a style of spending holidays in the countryside and placing emphasis on recovering from everyday stress by staying close to nature.

In addition, it is important to note the difference between green tourism and rural tourism. Apart from the fact that countryside is a key feature of rural tourism, green tourism requires privately owned, small-scale tourism facilities and interactions between visitors and residents of the host community. This feature is different from resort tourism which is also a form of rural tourism. Resort tourism requires major physical development and modern tourism facilities such as resorts, skis and golf courses.

A more critical issue is whether or not introducing green tourism will increase the number of tourists enough to ultimately contribute to increasing local people's incomes (Amelia & Prasetyo, 2020). Techniques in marketing are one way of dealing with this problem. Potential tourists have different needs, all of which cannot be met at the same time. It is important to match their needs with the skills and resources of ecotourism operators. Green tourism is a form of ecotourism development concept that is used in sustainable tourism practices that ensure future needs for adequate environmental, economic, social and cultural resources.

Indonesias tourism development has been reflected in the strategic plan formulated by the Ministry of Tourism and Creative Economy. With the concept of green tourism, it can encourage tourism sustainability through a selective stage in the development of marketing activities in terms of attracting tourists who have environmental concerns, show respect for parts of nature, have an attitude of concern for environmental sustainability, and sensitivity to local culture as a proper tourism model. best at saving limited natural resources variations in the needs of life for both present and future generations. This concept can be practiced where tourism destinations are visited by domestic and foreign tourists. Green tourism as part of the green life style must be instilled as a green mind pattern in people's lives (Yadnya & Authority, 2020).

The development of a tourist village is one form of community empowerment which is always carried out in a planned and sustainable manner. A village that is designated as a tourist village with various potentials of uniqueness or uniqueness in the form of agriculture, plowing tours, planting rice, and cooking classes. Even though it has enormous tourism potential, the lack of guidance and knowledge possessed by the community in this village makes this great potential not yet maximized in its management. This is due to a lack of knowledge related to the management of tourist villages, especially those based on green tourism (Abdi et al., 2021).

Green tourism produces responsible tourism products taking an active approach to sustainable tourism development (Tran & Xuan, 2021). The concept of green tourism can encourage tourism sustainability through a selective stage for the development of marketing activities in attracting tourists who have environmental concerns, show respect for parts of nature, have an attitude of concern for environmental sustainability and sensitivity to local culture as a tourism model that should be the best in saving the environment. Limited natural resources to meet the varied needs of life for both present and future generations (Yadnya & Wibawa, 2020).

When examined more deeply, green tourism is not merely an activity to raise consumer awareness to behave more responsibly or to campaign for an environmentally friendly tourism industry, but is actually more about presenting, developing and packaging a tourism product that is outside the mass tourism industry by the main product is nature, rural areas with all local activities which have the ultimate goal of building the local economy and growing awareness of environmental care (Prabawa, 2017).

Discussion

Borobudur Tourism Development

The development of tourism destinations does not only focus on the potential of tourist attractions, but also must pay attention to the 3A aspects (Accessibility, Amenity, and Attractions). This is because the 3A aspect is a complement to the existence of a tourist attraction (Bima et al., 2020). The existence of a tourist attraction alone without accessibility, amenities, and other supporting facilities, makes an area or area unfit to become a tourism destination. The availability of these three aspects can be used as a benchmark to measure the quality of a

tourism destination. First, accessibility that can make it easier for tourists to go to tourist sites includes transportation facilities, directions, airports, stations or terminals, roads, and others. Second, amenities in the form of hotels and inns that are used as temporary residences for tourists, restaurants or restaurants that sell typical food from an area will be of special interest in the eyes of tourists. Third, attractions in the form of natural resources (natural) such as mountains, lakes, beaches, and hills. Cultural tourism attractions such as the architecture of traditional houses in the village, archaeological sites, arts and crafts, rituals, festivals, daily life of the people, hospitality, and special foods. In addition, artificial attractions such as sporting events, shopping, exhibitions, conferences, and others. The fulfillment of these three elements is part of the obligations that must be given to tourism providers or managers to tourists, as part of the rights that must be obtained by tourists (Amelia & Prasetyo, 2022).

Formulation of priority ecotourism based tourism strategies that are suitable for the Borobudur and Dieng Plateau areas, as well as formulating priority ecotourism based tourism strategies for the Borobudur-Dieng Tourism Cluster. This is driven by the negative impact of tourism activities in the two areas on environmental, economic, and sociocultural aspects (Susanty et al., 2017). In this case, although the main cause of environmental damage in the Dieng Plateau Region is not tourism, the main cause of problems in the area directly affects the sustainability of tourism activities. To formulate ecotourism based tourism strategies, evaluate external factors (opportunities and threats) and internal factors (strengths and weaknesses) in each region.

One of the supports by the Ministry of PUPR (Public Works and Public Housing) is related to the development of the tourism sector, namely by building a road network to tourist destinations. The existence of a qualified infrastructure can support the acceleration of the realization of tourism development. The reason is, the existence of adequate roads can provide convenience for potential tourists to reach tourist destinations. Borobudur Temple is a temple destination located in Magelang, Central Java. This temple is located approximately 100 km to the southwest of Semarang, 86 km to the west of Surakarta, and 40 km to the northwest of Yogyakarta. There are many choices of transportation to get to this tourist destination. In addition to land transportation, there are also three major airports in this area, namely airports in Yogyakarta, Semarang and Surakarta. The facilities and infrastructure around this tourist area have also developed well (Regional Infrastructure Development Agency, 2019).

Community Empowerment Around Tourist Attractions

One of the efforts that have been made is as an effort to develop human resources in Candirejo Village. Improving the quality of human resources in Candirejo Village has the aim of providing a good impact for the Candirejo Village community, namely being a superior resource to welcome the Borobudur Temple Area as a Super Priority Tourism Destination. Candirejo Village is one of several tourist villages in the Borobudur Temple area which is expected to support the readiness of Borobudur Temple as a Super Priority Tourism Destination. Human resource development is going well and has good participation in supporting the Borobudur Temple area as a Super Priority Tourism Destination such as providing Tour Guide Competency Test training for the Candirejo Village community (Ramdhani & Septemuryantoro, 2022).

In addition, what continues to develop at this time is the existence of Balkondes (Village Economic Centers) in 20 villages in Borobudur District, especially in relation to the context of preserving the Borobudur Area. The existence of Balkondes in 20 villages in Borobudur adds to the impact of tourist visits, with the number varying from one village to another. The architectural style of the Balkondes building mostly uses the Javanese architectural style, but there are some who use the architectural style of the archipelago typical of Nusa Tenggara. There are several Balkondes who have succeeded in using the Balkondes to optimize the potential in their village for tourism activities, but there are also those who only use the Balkondes without connecting it to the context of their village environment. Overall, there are still many challenges for using Balkondes to function optimally in supporting tourism in the Borobudur area, as well as preserving the heritage assets of the Borobudur area (Fatimah et al., 2019).

The Village Economic Center (Balkondes) is a program formed by BUMN (State-Owned Enterprises) which is used as a regional economic window to improve the quality of life of the community who will be able to welcome and provide maximum service for tourists who come to their area. With this program, it can have a



positive impact on improving the economy of the surrounding community by providing facilities that are packaged in tourist attractions that raise local potential to support sustainable development. Development of the village economy through tourism development that pays attention to local potential in terms of nature, culture, customs and history, as a form of sustainability to support tourism development that does not have a negative impact by paying attention to the environment so that it can survive in the long term and be sustainable and in synergy with environment (Halimah & Siti, 2021).

Use of Electric Vehicle in Attractions

Various government efforts to move towards the realization of green tourism, one of which is by encouraging the use of electric vehicles (electric vehicles) in tourist areas to structuring the Borobudur Temple area. The concept of green tourism is expected to open up business opportunities, employment opportunities, and generate economic growth in the super priority destination of Borobudur. Deputy for Destination Development and Infrastructure of the Ministry of Tourism and Creative Economy, Vinsensius Jemadu conveyed this at the inauguration of the Public Electric Vehicle Charging Station (SPKLU) at the Borobudur Super Priority Tourism Destination (Arani, 2022).

Electricity based tourism vehicles will be used as a mode of transportation that connects the main points of tourism. Gradually this electric-based tourism vehicle will be implemented in all major tourist destinations in Indonesia, starting from 5 super priority destinations to other major destinations throughout Indonesia, so that the dream of making Indonesia a World Green Destination or World Sustainable Destination will come true. These points include airports, hotels and tourist attractions. In this case, close collaboration and synergy between stakeholders are needed, both the central government, regional governments, business entities, and the private sector, especially the Electric Motor Vehicle (KBL) industry in Indonesia.

The Borobudur area as one of the super priority destinations is expected to be the spearhead in implementing electric based public transportation. Currently there are two-wheeled public transportation that can be used by visitors to the area. In May 2022, an environmentally friendly electric vehicle service in Borobudur that can be used by tourists to get around the area and tourist villages in the vicinity has been inaugurated. Efforts to realize the Sustainable Development Goals (SDGs) in the tourism sector and Indonesia as an environmentally friendly country require strategic steps, such as the provision of SPKLU in tourism destinations (Editor of VOI, 2022).

There are two alternative models offered, namely the development model, firstly the concept of developing green tourism with a focus on commitment from stakeholders by establishing synergy between the government, academics, tourism business actors, and the media. The second model is a development of the first model by adding promotions for the development of tourism objects with the concept of green tourism. If the local government or tourism object manager feels that promotion is still very important and there is a need for collaboration with tourism community actors from other regions as a comparison or input, then the second model can be applied (Wardhani, 2016) because the green tourism model is the key to sustainable tourism (Putri, 2022).

Digital Marketing

The implementation of the digital marketing communication strategy is carried out by PT. The Borobudur Temple, Prambanan, and Ratu Boko Tourism Parks are an effort to build the image of Borobudur Temple which was named the four super priority destinations for Indonesian tourism in 2017. Complex digital marketing communications invite various efforts to carry out effective strategies so that the wider community is aware to the predicate of Borobudur Temple as a super priority destination for Indonesian tourism and to make a return visit to Borobudur Temple. This digital marketing communication strategy is carried out to build the image of Borobudur Temple as one of the four priority tourism destinations in Indonesia. The digital marketing communication strategy through the borobudurpark.com website is a form of the times that are now shifting from conventional to digital, in addition to aiming to bring tourists every year, the website is used as a means of education and disseminating information to website visitors. The digital marketing communication strategy in 2019 was carried out by analysis the internal situation, external situation, setting digital marketing communication goals, setting target audiences, determining message sources, designing content, developing digital marketing communication mix and monitoring to evaluation. In addition, a marketing communication mix



is applied such as advertising with video advertising, public relations with press release publications, and making company profiles, personal selling, and sales promotions by giving discounts through the website (Andini, 2020).

Conclusions

The government and managers of Borobudur Temple attractions are trying to realize the concept of green tourism, by supporting the development of access infrastructure, empowering the surrounding community, using electric vehicles (electric vehicles) in tourist areas to structuring the Borobudur Temple area, and environmentally friendly digital marketing. This step is a realization that making Indonesia a World Green Destination or World Sustainable Destination will become a reality. Actually, there are still many debated terms related to green tourism defined and can be used to refer to any tourism activity carried out in natural areas, where the main focus is natural resources, or tourism that is considered environmentally responsible. In order to realize true tourism, green, it is important that the concept of sustainable development is incorporated into tourism policy, and provides practical inspiration for developing more environmentally friendly tourism activities.

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