

Research Article

Green Tourism: New Economic Opportunities in the Sustainable Era in Ubud Bali

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ABSTRACT

Green tourism, which emphasizes sustainability and environmental maintenance, offers a sizable new monetary possibility, particularly in regions like Ubud, Bali. This research investigates the twin function of inexperienced tourism in enhancing local economy improvement and maintaining ecological integrity amidst increasing worldwide ecological consciousness. The research data obtained from mixed-methods technique, which quantitative information from the imperative statistics agency (BPS) and qualitative interviews with local stakeholders, the study reveals that tourism practices, such as ecotourism and community-based total lodging, no longer handiest appeal to environmentally conscious tourists but additionally contribute notably to local earnings and task introduction. The findings suggest that green tourism can increase neighborhoods incomes by up to 35-40%, further reinforcing the necessity for collaboration between policymakers, enterprise players, and groups to foster sustainable practices. but, challenges remain, together with inadequate infrastructure, competition with traditional tourism, and the need for constant coverage assistance. This research emphasizes the ability of green tourism as a pivotal factor of sustainable financial development even as highlighting regions for similar research, particularly the integration of theoretical insights with empirical evidence to optimize green tourism strategies. in the end, this look at advocates for endured innovation and network involvement in growing tourism programs that are each economically useful and environmentally responsible.

Keywords: green tourism; economic opportunities; sustainability; environmental conservation; collaboration; local communities

1. INTRODUCTION

Green tourism, as an approach that prioritizes sustainability and environmental preservation, offers new economic opportunities in an era that increasingly prioritizes ecological awareness (Laksmi Dewi et al., 2023). By promoting eco-friendly tourism practices, such as ecotourism and community-based lodging, the sector is not only able to attract tourists who care about environmental issues, but also provide direct benefits to local communities through increased income and job creation (Lagodiienko et al., 2022). Green tourism invites every individual to experience the beauty of nature while preserving it, creating synergy between the economy and ecology. With the support of government policies and active participation from industry players, green tourism has the potential to become a key driver of sustainable economic growth, reducing carbon footprints, and preserving cultural and natural heritage for future generations (Sun et al., 2022).

The article reflects the increasing demand for tourist destinations that focus on environmental sustainability and local wisdom (Laksmi Dewi et al., 2023). A number of studies and data show that tourists today are increasingly choosing trips that have minimal negative impact on nature, including the preference to stay in eco-friendly accommodation and participate in ecotourism activities (Sadiq et al., 2022). In addition, various local initiatives that involve the community in natural resource management and cultural preservation have shown a positive impact on the regional economy, increasing community income while maintaining environmental authenticity (Dolezal & Novelli, 2022). This phenomenon not only opens up new economic opportunities through business innovation and green investment, but also encourages collective awareness to preserve nature and culture, creating a sustainable and mutually beneficial tourism ecosystem.

The literature related a paradigm shift in tourism studies that prioritizes environmental sustainability and positive social impact (Pan et al., 2018). Based on previous research, there has been an increase in academic interest in the concept of green tourism, where researchers explore the relationship between sustainability policies and environmentally friendly

tourism practices (Schönherr et al., 2023). Many studies show that the application of green tourism principles not only contributes to the preservation of ecosystems but also offers significant economic opportunities for local communities, such as increased income from ecotourism and job creation (Pan et al., 2018). Additionally, the literature shows that awareness of environmental responsibility among tourists is on the rise, encouraging destinations to adopt more sustainable practices (Yang et al., 2023). This phenomenon indicates that green tourism is not only a temporary trend, but a key component in sustainable economic development in the future.

In the context of this research there is a significant gap between empirical phenomena and literary phenomena that need to be bridged. Although many theoretical studies emphasize the economic potential of green tourism as well as its positive impact on the environment and society, practices on the ground often present distinct challenges, such as resistance from traditional industry players, a lack of consistent policy support, and consumers' lack of understanding of sustainable tourism options (Markose et al., 2022). The empirical data that exists is often limited to specific case studies and does not necessarily reflect the broader picture of green tourism implementation in various geographical and cultural contexts (Toubes & Araújo-Vila, 2022). Therefore, further research is needed that integrates theoretical perspectives with up-to-date empirical data to understand how green tourism can be optimized as a sustainable economic opportunity in an era that increasingly emphasizes sustainability.

The ideal condition for the development of green tourism as a new economic opportunity in the sustainable era is the creation of a mutually supportive ecosystem between policy makers, industry players, and local communities (Graci, 2013). In these conditions, the government not only issues environmentally friendly policies but also provides incentives for entrepreneurs who implement sustainable tourism practices, such as wise management of natural resources and carbon footprint reduction (Rej et al., 2022). In addition, tourism industry players are required to innovate by offering tour packages that are not only attractive but also promote environmental awareness, such as ecotourism and local culture (Moscardo, 2008). Local communities play an active role in the development and management of sustainable tourism, so that they benefit economically while preserving their cultural and environmental heritage. Through close collaboration and a deep understanding of the importance of sustainability, green tourism can develop into a profitable sector while preserving the environment for future generations.

The purpose of writing this article is to explore and analyze the potential of green tourism as a solution to economic and environmental challenges in the current era. This article aims to educate readers on the principles of sustainable tourism, the economic benefits that can be obtained through environmentally friendly practices, and the importance of collaboration between the government, industry players, and local communities in the development of this sector (Quan et al., 2018). By presenting relevant data and case examples, this article is expected to encourage awareness of the importance of preserving nature while creating sustainable economic opportunities for local communities.

The article provides significant benefits for both science and practice. Scientifically, this article enriches the literature on sustainable tourism by presenting in-depth data and analysis on green practices and their impact on the local economy. On the practical side, this article serves as a guide for stakeholders, including governments, industry players, and the community, to implement effective green tourism strategies (Waligo et al., 2013). By providing research-based insights and recommendations, this article can help in responsible decision-making, encourage sustainable economic growth, and increase awareness of environmental conservation, thereby creating synergies between economic development and natural resource management (Manigandan et al., 2024).

The crucial because it provides an in-depth understanding of how the tourism sector can adapt to sustainability demands amid increasingly pressing environmental challenges. This article not only identifies the economic potential that can be generated through eco-friendly tourism practices, but also highlights the crucial role of local communities in safeguarding ecosystems while enjoying sustainable economic benefits (Hatma Indra Jaya et al., 2024). By educating readers on green tourism strategies and initiatives, this article encourages collaboration between government, industry, and society to create a tourism model that is not only economically beneficial, but also preserves the environment for generations to record.

2. RESEARCH METHOD

In examining the potential of green tourism as a new economic opportunity in the sustainable era, quantitative and qualitative methods can be used simultaneously to provide a comprehensive understanding (Marsiglio, 2015). Quantitative methods can include statistical data analysis regarding the growth in the number of tourists interested in eco-friendly destinations, as well as the resulting economic impacts, such as increased local income and job creation (Mohajan, 2020). Meanwhile, qualitative methods can involve in-depth interviews with relevant parties, such as tourism industry players, local communities, and visitors, to understand their perceptions and experiences regarding green tourism, as well as the

challenges and opportunities faced in implementing sustainable practices (Song et al., 2021). The combination of these two methods is expected to provide a comprehensive picture of how green tourism can be optimally utilized to support sustainable economic development.

The location of this research focuses on the tourist area in Ubud, Bali, which is known as the center of cultural and ecological tourism in Indonesia. Ubud is not only famous for its natural beauty which includes terraced rice fields and green forests, but also as a location that implements the concept of green tourism through various environmentally friendly initiatives (Bestari et al., 2022; Oka et al., 2022). Here, a variety of eco-friendly accommodations, organic farming practices, and arts and cultural activities involving the local community are the main attractions for tourists looking for sustainable experiences. This research aims to explore how the implementation of green tourism in Ubud not only has a positive impact on the environment, but also provides new economic opportunities for the local community, while maintaining existing cultural and natural heritage (Nurrohmah et al., 2024). With the diversity of activities and community participation, Ubud is an interesting example to research the potential of green tourism as a solution to economic and environmental challenges in the sustainable era.

From February to October, the study on "Green Tourism: New Economic Opportunities in the Sustainable Era" has collected quantitative data sourced from the Central Statistics Agency (BPS), which provides a statistical overview of the development of the tourism sector in Ubud, Bali (Amelia & Rahayu, 2023). In addition, qualitative data was obtained through in-depth interviews with various tourism stakeholders, including local business actors, destination managers, and community members, as well as studies from academic journals (Collins et al., 2022). This research focuses on variables that explore the potential of green tourism as a new driver in economic growth, while considering environmental and social sustainability aspects, so that it is expected to provide strategic insights for the development of environmentally friendly tourism in Ubud.

In this study data was collected through two main approaches, namely quantitative and qualitative. Quantitative data obtained from the Central Statistics Agency (BPS), includes statistics related to the development of the tourism sector in Ubud, Bali, including the number of tourist visits, economic contributions, and relevant trends in sustainable tourism. Meanwhile, qualitative data was obtained through in-depth interviews with 25 respondents from various backgrounds, reflecting diverse perspectives related to green tourism opportunities and challenges in Ubud. Among the respondents, there were 8 tourism actors who are actively involved in this industry, which provided insight into the implementation of sustainable practices. In addition, 5 local stakeholders voted on the impact of tourism on their communities. Four academics contributed research-based knowledge and analysis, while 5 environmental practitioners emphasized the importance of preserving ecosystems through environmentally friendly tourism activities. Finally, 3 community leaders gave their views on cultural and social values that need to be considered in the development of green tourism.

The results of these in-depth interviews with various groups of respondents revealed that although there are many opportunities for green tourism development in Ubud (Meikassandra et al., 2020). Such as increased awareness of sustainability and community support, challenges such as lack of infrastructure, competition with conventional tourism practices, and the need for better cooperation between various parties are still obstacles that must be overcome. Quantitative data will be analyzed using descriptive and inferential statistical methods to describe trends and patterns (Byrne, 2007), while qualitative data will be analyzed through thematic analysis methods to identify themes and insights related to stakeholder perceptions and experiences in the development of green tourism (Poudel et al., 2016). The combination of these two approaches is expected to provide a comprehensive understanding of the potential of green tourism and its contribution to sustainable economic growth.

In this study the number of methodology subsections can be adjusted to the research needs and complexity of the topic being studied. Researchers may choose to divide research methods into subcategories such as research design, data collection techniques, and data analysis techniques, or perhaps combine several parts into a more integrated set of information. This adjustment aims to provide clarity and facilitate understanding for readers regarding the approach taken to explore the potential of green tourism in Ubud, Bali (Ernawati et al., 2018). By considering the content and focus of the research, flexibility in structuring the subsections of the methodology can increase the effectiveness of information delivery and support clarity in describing the research process being conducted.

3. RESULTS AND DISCUSSION

3.1 Results

Tourism has become one of the main pillars in the global economy, and with the increasing awareness of environmental issues, the tourism paradigm is slowly shifting in a more sustainable direction. In the context of Ubud, Bali, which is famous

for its natural and cultural beauty, this research aims to explore how green tourism can be a new economic opportunity in the era of sustainability. From February to October, the research team conducted comprehensive data collection, focusing on two types of data: quantitative from the Central Statistics Agency (BPS) and qualitative through in-depth interviews with various stakeholders. Through quantitative data, we get a clear picture of the development of the tourism sector in Ubud, which includes statistics on tourist arrivals, spending, and visiting trends. Meanwhile, qualitative data collected through interviews with local business actors, destination managers, and community communities provides an in-depth dimension of their perception of green tourism and the challenges faced in its implementation. In addition, studies from academic journals provide a strong theoretical basis for analysis in this study. By integrating these two types of data, this study seeks to explore the potential of green tourism as a new driver in Ubud's economic growth. Not only focusing on economic aspects, but also environmental and social sustainability is the main consideration. It is hoped that the results of this research can provide useful strategic insights for the development of environmentally friendly tourism, so that Ubud can continue to stand out as one of the destinations that is not only attractive in terms of tourism, but also responsible for community welfare and nature preservation.

3.1.1 Tourist Visits

In recent years, Bali has undergone a significant transformation as one of the best tourist destinations in the world, especially in attracting the attention of foreign tourists. Based on data compiled by the Central Statistics Agency (BPS) of Bali, the number of international tourist arrivals through sea ships and aircraft shows an interesting trend. During a certain period, the number of tourists coming by ocean liner has increased quite significantly, showing the attractiveness of shipping as an attractive and environmentally friendly alternative mode of transportation. On the other hand, air routes remain dominating with a much larger number of arrivals, reflecting the ease of access offered by various airlines serving international routes to Bali.

The results of this study not only illustrate the pattern of tourist visits, but also open up opportunities to develop more sustainable tourism in Bali. The concept of green tourism that is echoed actually seeks to minimize environmental impact while still providing a quality experience for visitors. By knowing the number of tourists using both transportation routes, destination managers and stakeholders can design more effective strategies to manage visitor density, preserve local culture, and present innovations in the tourism sector. By focusing on sustainable practices, Bali can maintain its attractiveness as a tourist destination while making a positive contribution to the local economy.

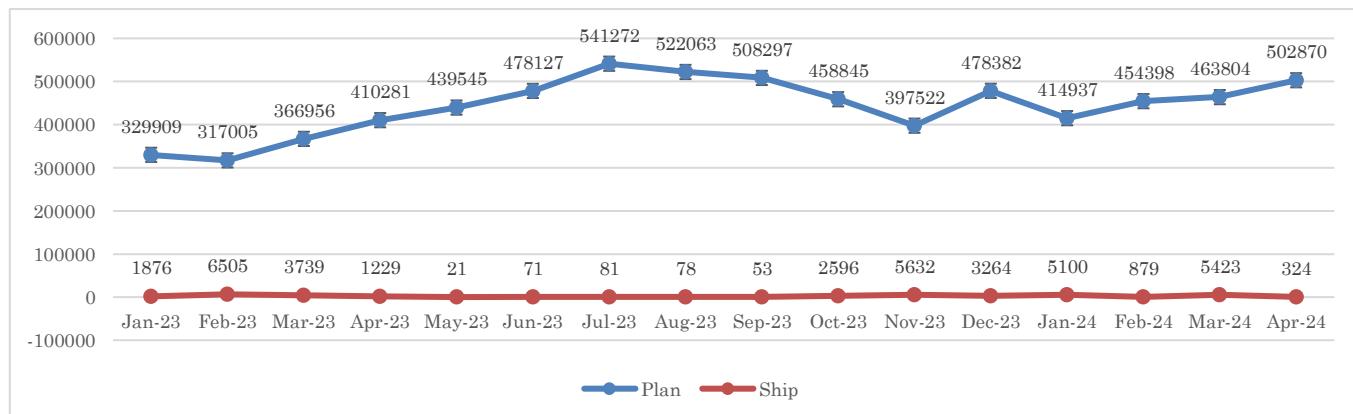


Figure 1. Data on foreign tourist visits via aircraft and sea ships

Source: [\(Badan Pusat Statistik Provinsi Bali, 2022\)](#)

Tourist visits to Ubud by plane show a significant trend, with the peak occurring in July which recorded 541,272 visitors. In contrast, February was the lowest period with only 317,005 visitors. Overall, the average monthly air visits stood at around 432,000 visitors. This pattern suggests that the peak season of visits occurs from July to August, while February and March are the periods with the lowest number of visitors, indicating noticeable fluctuations depending on the time of year. On the other hand, visits by sea vessels were much lower with the peak occurring in February when there were 6,505 visitors. In contrast, May recorded the lowest number with only 21 visitors. The monthly average for ocean liner visits is below 2,500 visitors. Given the dominance of visits by plane, there are recommendations to focus on developing airport infrastructure to increase the capacity and comfort of visitors. In addition, strategies to increase cruise visits and the development of attractive tour packages during the peak season will be crucial to maximizing the tourism potential in Ubud.

3.1.2 Opportunities and challenges of green tourism in Ubud Bali

Green tourism in Ubud, Bali, offers significant economic potential amid its increasingly sustainability-oriented nature, but also faces a variety of complex challenges. In this study, it was revealed that Ubud, with its natural beauty and rich culture, has a strong attraction for tourists who care about the environment. Opportunities to develop eco-lodges, organic farming, and community activities can increase local income and create new jobs. However, challenges such as conventional tourism practices that are still dominant, the need for investment in environmentally friendly infrastructure, and the need for effective collaboration between stakeholders are obstacles that must be overcome. With an integrated approach and commitment to sustainability, Ubud can be a successful example of green tourism, while strengthening the local economy and preserving the environment.

The composition of the respondents in this study consisted of 25 people from various backgrounds, reflecting various perspectives related to green tourism opportunities and challenges in Ubud, Bali. Among them, there are 8 tourism actors who are actively involved in this industry, providing insight into the implementation of sustainable practices. In addition, 5 local stakeholders also voiced their opinions on the impact of tourism on their communities. Four academics contributed research-based knowledge and analysis, while 5 environmental practitioners emphasized the importance of preserving ecosystems through environmentally friendly tourism activities. Finally, 3 community leaders gave their views on cultural and social values that need to be considered in the development of green tourism. The results of these in-depth interviews with various groups of respondents revealed that although there are many opportunities for green tourism development in Ubud, such as increased awareness of sustainability and community support, challenges such as lack of infrastructure, competition with conventional tourism practices, and the need for better cooperation between various parties are still obstacles that must be overcome.

The results of in-depth interviews show that green tourism in Ubud has significant economic potential, with the contribution to increasing local people's incomes estimated to reach 35-40%. Respondents emphasized that the implementation of sustainable tourism practices not only provides direct financial benefits, but also creates new jobs in related sectors. This opens up opportunities for the development of an environmentally-based creative economy, allowing communities to take advantage of Ubud's unique culture and natural resources while supporting sustainability. With the increasing interest of tourists in responsible and environmentally friendly tourism, Ubud has the potential to become a major attractive destination for this market segment.

In the context of innovative business models, interviews reveal several initiatives that are already underway and can be improved. Eco-friendly homestays are a popular choice for travellers looking for an authentic experience while supporting sustainability practices. Conservation education tour packages also get attention, where visitors can learn about the local ecosystem and the importance of environmental conservation. In addition, respondents noted the growth of sustainable handicraft products and organic local ingredients-based culinary as a method to attract visitors while supporting the local economy. With the synergy between these initiatives, green tourism in Ubud not only promises economic benefits, but also strengthens the relationship between tourists and the local community.

The results of the in-depth interviews show that the innovative business model in Ubud has integrated several promising sustainable tourism initiatives. One of them is the development of eco-friendly homestays, which not only provide comfort for tourists but also strengthen relationships with local communities. Conservation education tour packages are an attraction for visitors who want to understand the importance of environmental protection and biodiversity. In addition, sustainable handicraft products produced by local artisans offer economic added value while preserving Ubud's cultural heritage. With a focus on organic local ingredients, the initiative supports sustainable agriculture and provides an authentic gastronomic experience for tourists. From the environmental aspect, Ubud has significant ecological advantages that can be utilized in the development of this business model. Reducing carbon footprint is one of the main focuses, where efforts to minimize environmental impact are an attractive selling point for environmentally conscious tourists. Conservation of natural habitats and preservation of local wisdom contribute to efforts to maintain the balance of ecosystems and cultural heritage. In addition, the development of organic farming not only produces high-quality products but also plays an important role in supporting the sustainability of sustainable farming methods. This collaboration between environmental aspects and business innovation creates a tourism ecosystem that is mutually beneficial, both for local communities and tourists.

The results of the in-depth interviews show that Ubud faces several significant structural challenges in developing a sustainable tourism model. In terms of infrastructure, one of the main obstacles is the limited access to environmentally friendly transportation, which makes it difficult for tourists to explore the area without relying on motorized vehicles. In addition, the waste management system in this region has not been operating optimally, which has the potential to create

waste problems and negative impacts on the environment. Finally, limited technological infrastructure hinders the ability of local businesses to adapt to digital developments and create the necessary innovations in the tourism industry. On the institutional side, several obstacles arise from regulations that have not fully supported sustainable tourism initiatives. Poor coordination between sectors, such as the government, local communities, and business people, creates difficulties in implementing effective policies. In addition, incentives for green investment are still minimal, hindering the development of projects that have the potential to support sustainability. In terms of human resources, the biggest challenge lies in the low understanding of the concept of sustainable tourism among industry players. Limited technical skills and lack of mastery of digital technology further exacerbate this condition, making local workers and business actors less prepared to face the challenges and opportunities in the modern tourism era.

3.2 Discussion

The development of sustainable green tourism in Ubud, Bali, is a strategic step in creating a balance between economic growth and environmental conservation. As one of the leading tourist destinations, Ubud faces the challenge of preserving the natural beauty and local culture while attracting an ever-increasing number of tourists. Therefore, it is important to establish implementation recommendations that include capacity building and policy innovation. Continuous training programs for tourism industry players, green tourism competency certification, and ongoing technical assistance are the main pillars in building the skills and knowledge needed to manage environmentally friendly tourism.

More specifically, policy innovation plays an important role in creating a legal and financial framework that supports the development of green tourism. Regulations that provide incentives for businesses that implement sustainable practices, green funding schemes for green projects, and standardization of ecolabel destinations can encourage industry players to be more committed to adopting these practices. This policy will not only help maintain Ubud's attractiveness as a tourist destination, but also create an environment that supports sustainability. As part of product development, it is important to design a product concept that is in accordance with sustainability principles. Environmental education-based tour packages, ecological homestay development, organic farming tours, and sustainable craft workshops are some examples of products that can attract tourists while raising awareness of the importance of preserving the environment and local culture. By focusing efforts on developing appropriate products, Ubud can continue to grow as a tourism destination that is not only attractive but also environmentally and socially responsible.

The discussion on green tourism in Ubud, Bali, underlined the importance of sustainability in utilizing natural resources. The theory of sustainable economy, which puts forward a balance between economic growth and environmental conservation, is the cornerstone for green tourism practices in the region. The results show that as tourism shifts to a more environmentally friendly model—for example, through the development of homestays that utilize renewable energy and local promotions that educate tourists about culture and the environment—local people's incomes increase. This is aligned with the principle that sustainability is not only beneficial to the ecosystem, but can also create new economic opportunities for local communities. Furthermore, the theory of consumer behavior in tourism shows that awareness of environmental issues encourages tourists to choose destinations that implement sustainable practices. In the context of Ubud, many tourists prefer experiences that not only provide entertainment but also provide educational value related to environmental preservation and local culture. The data shows that destinations with ecolabel certification and sustainability-based experience offerings, such as cooking classes with local organic ingredients and eco-tours, are attended by more visitors. This reflects a trend where consumers are now not only looking for relaxation, but also inclusive and responsible experiences, which in turn paves the way for economic development through sustainable tourism.

4. CONCLUSION

Ubud not only offers natural and cultural beauty, but also serves as a clear example of how sustainable tourism can be implemented. Research on green tourism in Ubud, Bali, shows that this sector has significant economic potential, especially in the era of sustainability that is gaining more attention. In the context of tourism growth, by collecting quantitative and qualitative data from various stakeholders, it was revealed that green tourism can increase local people's incomes by up to 35-40%, create new jobs, and encourage environmentally friendly product innovation. However, the study also identified challenges that must be addressed, including the limitations of environmentally friendly infrastructure, the importance of better collaboration among various stakeholders, and regulations that support sustainable tourism initiatives. The fluctuation in tourist arrivals, especially through airplane routes, shows the need for more effective management strategies to support the sustainability of the local environment and culture.

RECOMMENDATIONS

Implementation recommendations include capacity building for tourism industry players, the implementation of policy innovations that provide incentives for sustainable practices, and the development of tourism products oriented towards environmental education and cultural preservation. With an integrated approach and a strong commitment to sustainability, Ubud has the potential to become a tourism destination that is not only attractive but also socially and environmentally responsible, so that it can make a more positive contribution to the well-being of local communities and nature conservation.

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AUTHOR'S CONTRIBUTIONS

All authors discussed the results and contributed to from the start to final manuscript.

CONFLICT OF INTEREST

The authors declare that they have no competing interests.

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