

Toward a greener future: Exploring sustainable practices in travel and tourism in Bali

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Abstract

Purpose: This study examines sustainable practices in travel and tourism, particularly Balinese tourism. It reviews the literature to understand the current sustainability efforts and suggests ways to enhance environmental, social, and economic sustainability. The aim is to offer ideas for a greener future in travel and tourism that is applicable beyond Bali.

Research Methodology: This study employs a quantitative approach, focusing on structural equation modelling, to investigate sustainable tourism practices in Bali. A quantitative approach was selected for its ability to offer a comprehensive understanding of sustainable practices, challenges, and opportunities in Balinese tourism.

Results: The findings suggest that while progress has been made in implementing sustainable practices, challenges remain to be overcome, such as balancing economic growth with environmental protection and ensuring that benefits are equally distributed among local communities.

Limitations: The main limitation of this study is its reliance on quantitative analysis, which might limit the depth of analysis and the ability to collect firsthand insights from Balinese tourism stakeholders. Focusing solely on Balinese tourism could restrict the relevance of these findings to other locations.

Contribution: This research can improve environmental, social, and economic sustainability. It aims to benefit policymakers, industry practitioners, and academics interested in promoting sustainability of travel and tourism in Bali and beyond.

Novelty: This study is unique in its exploration of sustainable travel and tourism practices. Although sustainability in tourism is gaining attention, this study stands out for its detailed examination of environmental conservation, social responsibility, and economic viability.

Keywords: *A Greener Travel and Tourism, Environmental Conservation, Sustainable Tourism*

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1. Introduction

The tourism industry plays a significant role in the global economy by providing employment opportunities and contributing to economic growth. However, the rapid growth of tourism in many

destinations has led to environmental degradation, cultural erosion, and social issues (Maftuhah and Wirjodirdjo 2018). In response, there has been growing interest in sustainable tourism practices that seek to minimize these negative impacts and promote long-term sustainability (Astawa et al., 2018). Bali, Indonesia, which is known for its rich culture and stunning natural beauty, has experienced rapid tourism growth in recent decades, leading to concerns about sustainability (Hengky, 2016). This quantitative analysis aimed to explore sustainable practices in Balinese tourism, focusing on how stakeholders can work together to create a greener future for the island. By examining the existing literature, this review seeks to identify the key challenges and opportunities for sustainable tourism in Bali and provides recommendations for future research and practice (Halim & Ervina, 2021). Various studies have shown that sustainable tourism management relies heavily on the local communities' ability to interact with tourists, receive government support, and form partnerships (Budhiastra, 2016). The allure of Bali's picturesque landscapes and vibrant culture has attracted millions of tourists annually, making tourism a cornerstone of the island's economy (Purwaningsih, Annisa, Susanty, & Puspitaningrum, 2020). However, this influx of visitors has put immense pressure on Bali's environment and society, threatening sustainability. Issues such as waste management, water scarcity, loss of biodiversity, and cultural commodification have become increasingly prevalent, prompting calls for more sustainable tourism practices (Wahono, Poernomo, & Kusumah, 2019).

This quantitative analysis adopts a comprehensive approach to understand sustainable tourism in Bali, drawing on a wide range of scholarly works and reports. It seeks to explore the current state of sustainable tourism practices in Bali, identify key challenges and opportunities, and propose strategies to achieve a greener future. Central to this exploration is the concept of sustainable tourism, which seeks to balance economic, social, and environmental considerations in order to ensure the long-term viability of tourism (Setini et al., 2021). In the context of Bali, sustainable tourism involves not only minimizing the negative impacts of tourism but also maximizing its benefits for local communities and the environment (Mutaqin, Marfai, Helmi, Rindarjono, & Windayati, 2020). Additionally, this quantitative analysis highlights the importance of stakeholder collaboration for achieving sustainable tourism in Bali.

Key themes that have emerged from the literature include the importance of community involvement in tourism planning and decision-making, the need for cultural preservation and authenticity, and the promotion of environmental conservation efforts (Astawa et al., 2018). Community-based tourism initiatives, such as home-stays and village tours, have been highlighted as effective ways to empower local communities and promote cultural exchange (Ningrum, Hendradewi, & Nurbaeti, 2018). Environmental conservation efforts in Bali have also gained momentum with initiatives focusing on waste management, water conservation, and renewable energy. These efforts are crucial for preserving Bali's natural beauty and biodiversity, which are major attractions for tourists (Oka, Astuti, & Suparta, 2021).

However, despite these positive developments, several challenges remain. Issues such as overtourism, inadequate infrastructure, and limited local participation in tourism revenue continue to hinder sustainability efforts in Bali. Addressing these challenges will require a concerted effort from all stakeholders, including governments, businesses, local communities, and tourists (Ernawati, Sudarmini, & Sukmawati, 2018). This quantitative research provides valuable insights into sustainable tourism practices in Bali and offers recommendations for future research. By adopting a holistic approach that considers the economic, social, and environmental dimensions of tourism, Bali can pave the way for a greener and more sustainable future (Sinaga, Bendesa, Suryawardani, Wiranatha, & Arianti, 2020).

2. Literature review

2.1 A Greener Travel and Tourism

Greener travel and tourism refer to practices and initiatives that prioritize environmental sustainability, social responsibility, and economic viability. This approach aims to minimize the negative impacts of travel and tourism on the environment and local communities while maximizing positive outcomes (Harmini, 2017). Greener travel and tourism represent a holistic approach to travel that seeks to

minimize the negative impacts of tourism on the environment, culture, and local communities while maximizing the benefits for all stakeholders (Reiser, 2012). At its core, greener travel and tourism aim to achieve a balance between economic prosperity, social well-being, and environmental stewardship (Streimikiene, Svagzdiene, Jasinskas, & Simanavicius, 2021).

Environmental conservation is a key aspect of green travel and tourism (Van, 2020). This involves reducing the carbon footprint of travel by promoting sustainable transportation options, such as public transit, cycling, and walking. It also includes initiatives to minimize waste generation, conserve water resources, protect biodiversity, and promote the use of renewable energy sources (Chengcai et al. 2017). Cultural preservation is another important component of green travel and tourism. This involves respecting and preserving the cultural heritage and traditions of the host communities (Guo et al., 2019). It also includes promoting cultural exchange and understanding among tourists and local residents as well as supporting local artisans and cultural initiatives. The proposed hypotheses are as follows:

H1: A Greener Travel have a positive impact on Tourism

2.2 Environmental Conservation Promotion and Sustainable Tourism

Promotion of environmental conservation is a multifaceted and dynamic process that encompasses a wide range of strategies and activities aimed at raising awareness, changing attitudes, and inspiring actions to protect and preserve the environment (Zhang et al., 2016). At its core, environmental conservation promotion seeks to engage individuals, communities, businesses, and governments to mitigate environmental degradation and promote sustainability (Osiako et al., 2022).

Education is a key aspect of the promotion of environmental conservation. This involves providing information and knowledge about environmental issues, such as climate change, biodiversity loss, and pollution, to increase public awareness and understanding (Ardoin et al., 2020). Education efforts can take various forms, including school programs, community workshops, and public awareness campaigns, and can target audiences of all ages and backgrounds (Permanasari, Suherman, & Budiati, 2021).

Community engagement is another critical component of the promotion of environmental conservation. Engaging local communities in conservation efforts helps to build a sense of ownership and stewardship of the environment (Nugraha & Maryono, 2018). Community-based initiatives, such as tree-planting programs, waste management projects, and sustainable agriculture practices, can empower communities to take action and have a positive impact on the environment (Bennett et al., 2018).

H2: Environmental Conservation Promotion positively impact on Tourism

2.3 A Greener Travel, Environmental Conservation Promotion and Sustainable Tourism

A Greener Travel is a company that focuses on promoting environmental conservation and sustainable tourism (Sharma, Stanimir, Przybysz, & Roszko-Wójtowicz, 2023). They offer various services and products to help travelers reduce their carbon footprint and contribute to environmental preservation (Ariyanto, 2019). Some of their initiatives include carbon offsetting, eco-friendly transportation options, and sustainable accommodation choices (Trstenjak, Žiković, & Žiković, 2023). They also provide educational resources and tips for travelers to make more environmentally conscious decisions while on the road. Sustainable tourism aims to minimize harm to the environment, society, and economy while maximizing benefits for everyone involved (Erianda, Alanda, & Hidayat, 2023). It strives to balance the needs of tourists and local communities as well as protect natural and cultural resources (Janusz & Bajdor, 2013).

The key principles of sustainable tourism include environmental conservation, which involves reducing carbon emissions, conserving water and energy, minimizing waste, and protecting biodiversity (Maftuhah and Wirjodirdjo 2018). It also promotes eco-friendly transportation options such as cycling and walking to reduce air pollution. Social responsibility is another important aspect, ensuring tourism benefits local communities through job creation, support for local businesses, and preservation of cultural heritage (Dewi, Issundari, Rachmawati, & Sugiarto, 2019). Sustainable tourism encourages

cultural exchanges and respect for local customs and traditions. Sustainable tourism focuses on social responsibility by benefiting local communities through job creation, supporting local businesses, and preserving cultural heritage (Angelevska-Najdeska and Rakicevik 2012). It promotes cultural exchange and understanding, while respecting local customs.

Economic sustainability is also important, ensuring that tourism provides long-term benefits for communities without relying heavily on tourism revenue. The aim is to diversify the tourism economy, support local businesses, and create sustainable livelihoods. Sustainable tourism emphasizes planning and management practices that are sustainable at every stage of the tourism lifecycle (Guo et al. 2019). Collaboration between governments, tourism operators, communities, and tourists is required to meet sustainability goals (Cristobal-Fransi et al., 2020). Overall, sustainable tourism balances environmental, social, and economic factors to benefit both current and future generations, while preserving the natural and cultural heritage of destinations (Asmelash & Kumar, 2019).

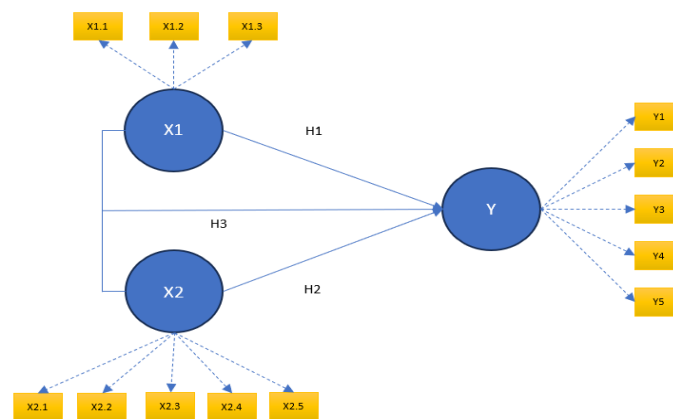


Figure 1. Conceptual Framework

Table 1. Variable Indicators

No	Variable	Indicators
1	A Greener Travel and Tourism	1. Ecosystem conservation and restoration 2. Social Responsibility 3. Economic Viability
2	Environmental Conservation Promotion	1. Environment Education 2. Partnership with Environmental Organizations 3. Implementation of green practices 4. Environmental Recognition 5. Environmental Impact Assessment
3	Sustainable Tourism	1. Environmental Conservation 2. Worker welfare and safety 3. Increased employment 4. Cultural Preservation 5. Visitor Experience Enhancement

Source: Researcher (2024)

3. Research methodology

This study utilized a quantitative approach involving the creation of a structured survey questionnaire to gather quantitative data from tourists, industry professionals, and local communities. The survey covered topics such as environmental conservation, social responsibility, and economic viability in tourism. Random sampling was employed to select a representative sample of participants with the possibility of using stratified sampling to ensure diversity based on relevant factors. The survey was administered to participants either in person or online, and measures were taken to ensure confidentiality

and anonymity to promote honest responses. The statistical results were then interpreted to identify significant trends, patterns, and relationships concerning sustainable travel and tourism practices.

As survey data are collected and analyzed, patterns and trends begin to emerge regarding sustainable practices in the travel and tourism sector. The results reveal that while there is growing awareness and interest in sustainability, there are also significant challenges and barriers to implementing sustainable practices effectively.

Table 2. The Relevance Studies

No	Title and Authors	Objective	Findings
1	An essay on Karma Karana: A notion on restructuring the Bali hospitality and service industry by re-establishing the concepts of Tri Hita Karana and Karmaphala (Budhiastra, 2016)	The proposed business idea aims to create a sustainable hospitality product that could help address the social, economic, and environmental issues that Bali has faced in recent decades.	The business idea combines traditional Balinese values with modern economic development. Creating a system to boost entrepreneurial spirit is seen as a way for residents to benefit more fairly and transparently from tourism development.
2	Policy models for improving ecotourism performance to build quality tourism experience and sustainable tourism (Setini et al., 2021)	The purpose of this study was to investigate the seven factors of ecotourism success, and their impacts on quality tourism experiences and sustainable tourism.	The research model fit well, but ecotourism alone did not boost economic and infrastructure development. Community involvement didn't notably affect conservation, which, in turn, didn't influence ecotourism performance. Similarly, services didn't impact tourism performance. It's vital for strategic management to prioritize ecotourism income, community involvement, conservation, and services to improve ecotourism quality and sustainability.
3	Impacts of Tourism in Ubud Bali Indonesia: A community-based tourism perspective (Ernawati et al., 2018)	This study aims to identify the impact of tourism in Ubud tourist destination, Bali, Indonesia.	The Average analysis result indicates that people generally agree (score of 1.9) that tourism has a positive impact on Ubud. Factor analysis categorized tourism impacts based on their positive or negative effects on society.
4	Comparative study: Perception on sustainable tourism of urban and rural eco-villages in Bali (Halim & Ervina, 2021)	The study aims to analyze the perceptions of both the community and tourists regarding sustainable tourism in the eco-villages of Sanur Kauh (urban) and Blimbingsari (rural).	There were significant differences between the Community and Tourists in terms of AEB, CCE, and Perceptions of Sustainability (all $p < 0.01$). Additionally, there were significant differences between the community and tourists in both Sanur Kauh and Blimbingsari in terms of AEB, CCE, and Perception on sustainable tourism (all $p < 0.01$).
5	Model of Green Tourism Destination At Nusa Lembongan, Klungkung Regency, Bali Province (Harmini, 2017)	This research aims to identify the features of tourist attractions in Nusa Lembongan and create a	Tourism development today focuses more on green tourism than conventional tourism. The authors will design a model for developing

model for a green tourism destination.	a green tourism destination in Nusa Lembongan.
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4. Results and discussions

4.1 Result

Table 3. Reliability Test

Construct	α
A Greener Travel and Tourism	0,954
Environmental Conservation Promotion	0,937
Sustainable Tourism	0,926

Source: Smart PLS 3.0

In general, the limit of acceptance for construct reliability is a coefficient value of α above 0.70. Based on the calculation of construct reliability, as shown in Table 3, it can be seen that the five latent constructs used in this study have a coefficient greater than 0.70. This study had a coefficient, α , greater than 0.70. Thus, it can be concluded that the latent constructs used in this study are reliable. Thus, it can be concluded that the latent constructs used in this study were truly reliable. Indicators of an underlying concept should align or show a significant amount of overlap, which is known as convergent validity. Factor loading values were used to assess construct validity, with higher values indicating a stronger convergence. It is generally expected that the factor loadings should exceed 0.5, ideally reaching 0.7. The standardized loading estimates from the output indicate that all factor loadings are statistically significant and exceed the threshold of 0.5, which is satisfactory.

Table 4. Variance Extract

Construct	α
A Greener Travel and Tourism	0,935
Environmental Conservation Promotion	0,943
Sustainable Tourism	0,955

The variance Extract is a measure that shows the amount of variance in the indicators extracted by the latent construct developed. In SEM modeling, the limit value used to measure the acceptable variance extract was $\alpha = 0.50$.

Table 5. Hypotheses Testing

No	Variable	CR	P- Value	Result
1	A Greener Travel and Tourism → Sustainable Tourism	2,806	0,004	Significant
2	Environmental Conservation Promotion → Sustainable Tourism	3,855	0,000	Significant
3	A Greener Travel and Tourism, Environmental Conservation Promotion → Sustainable Tourism	3,432	0,002	Significant

Source: SmartPLS 3

Hypothesis testing was performed at a significance level of 95% or $\alpha = 0.05$. The hypothesis was accepted if the CR value had a p-value of <0.05 . Based on the test results, it was determined that all variable relationships have a p-value below 0.05; therefore, it can be said that all measurements of the relationship between variables are positive and significant.

4.2 Discussion

4.2.1 The Impact of a Greener Travel and Tourism on Sustainable Tourism

The impact of a greener approach to travel and tourism on sustainable tourism is multifaceted, encompassing the environmental, social, and economic dimensions. A shift towards greener practices

in travel and tourism has the potential to significantly reduce the industry's environmental footprint, promote social equity, and contribute to local economic development (Pan et al., 2018). One of the key impacts of adopting greener practices is a reduction in environmental degradation. By promoting sustainable transportation options such as public transit, cycling, and electric vehicles, the industry can reduce greenhouse gas emissions and air pollution (. Zhu, Zhang, Zhao, & Jin, 2017). Additionally, initiatives to conserve water, minimize waste, and protect biodiversity can help preserve fragile ecosystems and natural resources at tourism destinations.

Furthermore, a greener approach to travel and tourism can have a positive social impact. By promoting cultural exchange and respecting local customs and traditions, greener tourism practices can help to preserve and celebrate the cultural heritage of host communities (Yfantidou et al., 2017). Additionally, community-based tourism initiatives can economically empower local communities and promote social inclusion and cohesion. Economically, embracing greener travel and tourism practices can lead to long-term benefits for destinations (Magalhaes et al., 2014). Sustainable tourism practices can diversify the tourism economy, reduce dependency on mass tourism, and create new opportunities for small-scale and locally owned businesses (Shafieisabet & Haratifard, 2020). By supporting sustainable livelihoods for local residents, greener tourism can contribute to poverty alleviation and economic resilience in tourism-dependent communities (Buckley 2012).

A greener approach to travel and tourism can have wide-ranging impacts beyond just environmental, social, and economic aspects (Zakharchenko, Kostenko, Zhvanenko, & Mukhin, 2021). It can drive innovation in sustainable technologies, enhance destination reputations as sustainable tourism spots, and attract environmentally conscious travelers (Zolfani, Sedaghat, Maknoon, & Zavadskas, 2015). Additionally, it aligns with global sustainability goals and requires collaboration among stakeholders for its successful implementation.

Overall, the impact of a greener approach to travel and tourism on sustainable tourism was significant. By prioritizing environmental conservation, social responsibility, and economic sustainability, the industry can contribute to a more sustainable future for both destinations and travelers (Scott, 2021). Embracing greener practices in travel and tourism can lead to a more sustainable future for destinations, communities, and the planet (Islam, Zhang, & Hasan, 2020).

4.2.2 The Impact of Environmental Conservation Promotion on Sustainable Tourism

The impact of the promotion of environmental conservation on sustainable tourism is a topic of great importance. By promoting environmental conservation in the context of sustainable tourism, we can ensure the long-term viability and success of tourism destinations while minimizing negative impacts on the environment and local communities (Ottenbacher, Schwebler, Metzler, & Harrington, 2015). Through various initiatives and strategies, such as implementing sustainable practices in tourism operations, educating tourists about responsible behavior, and supporting local conservation efforts, we can achieve a harmonious balance between tourism development and environmental preservation (. Zhu & Lu, 2019). By integrating environmental conservation into the core principles of sustainable tourism, we can create a positive feedback loop, in which the preservation of natural resources and ecosystems directly contributes to the attractiveness and uniqueness of tourism destinations (Gutiérrez-Marines & Reyes-Mercado, 2018).

This, in turn, enhances the tourism experience for visitors while also fostering a sense of stewardship and responsibility towards the environment. This approach not only benefits the environment but also generates economic opportunities for local communities. For example, by supporting local conservation efforts, sustainable tourism can help create employment opportunities in ecotourism activities such as wildlife monitoring, habitat restoration, and eco-friendly tours or accommodations (Mbaiwa & Kolawole, 2013). Sustainable tourism, as a concept, goes beyond minimizing its negative impacts. It focuses on making positive contributions to the environment and local communities. One of the key aspects of sustainable tourism is community involvement and empowerment (Lee and Jan 2019). When

local communities are involved in the tourism industry and their voices are heard, the result is not only environmental conservation but also social and economic benefits for communities (Dewi et al., 2019).

Furthermore, the integration of environmental conservation into sustainable tourism practices calls for innovative approaches to tourism development (Ramaswamy and Kumar, 2010). This can include promoting and supporting eco-friendly infrastructure, encouraging responsible waste management, and facilitating the use of renewable energy sources in tourism facilities (Suartha and Budiarta, 2019). These efforts not only contribute to environmental conservation, but also showcase the potential for sustainable practices to become the norm in the tourism industry.

In addition, the education of tourists about the significance of environmental conservation and responsible behavior plays a crucial role. Through educational programs and initiatives, tourists can gain a deeper understanding of the local ecosystems and cultural heritage, fostering greater appreciation for the destination and a sense of responsibility towards its preservation (Chiu, Lee, & Chen, 2014). By continuing to emphasize the importance of integrating environmental conservation into sustainable tourism, we can pave the way for a more holistic and impactful approach to tourism development that benefits both the environment and the local communities (Xiao, 2022).

4.2.3 The Impact of a Greener Travel and Tourism and Environmental Conservation Promotion on Sustainable Tourism

The importance of promoting sustainable practices in the travel and tourism industry has become increasingly evident as the world continues to grapple with environmental challenges, such as climate change and resource depletion (Pan et al., 2018). Implementing greener travel and tourism initiatives along with promoting environmental conservation can have a significant impact on achieving sustainable tourism. These initiatives can help minimize the negative environmental impacts of tourism, preserve natural resources and ecosystems, and contribute to the overall well-being of local communities (Maftuhah & Wirjodirdjo, 2018). By adopting greener travel and tourism practices, such as reducing carbon emissions, minimizing waste, conserving water and energy, and promoting responsible tourism activities, we can create a more sustainable tourism industry (Bichurova and Yordanova-Dinova, 2019). This will not only help protect the environment and preserve natural attractions for future generations but also generate economic benefits and enhance the overall visitor experience. In addition, promoting environmental conservation and raising awareness of the importance of preserving natural ecosystems can further contribute to sustainable tourism (Zhang et al., 2016). By engaging tourists in activities that promote conservation, such as guided eco-tours or volunteer opportunities, we can educate and inspire travelers to become stewards of the environment, fostering a sense of responsibility and care for the destinations they visit.

Embracing a greener approach to travel and tourism involves a holistic shift in mindset, operations, and consumer behavior. It requires collaboration among various stakeholders, including government bodies, private sector businesses, local communities, and tourists (Islam et al., 2020). This concerted effort can lead to the development of innovative sustainable tourism practices that not only benefit the environment, but also create meaningful and authentic experiences for travelers (Wahono et al., 2019). Furthermore, the integration of environmental conservation into tourism experience can contribute to a deeper understanding and appreciation of the natural world (Chiu et al., 2014). Guided eco-tours that highlight the significance of ecosystems, biodiversity, and conservation efforts can enrich travel experiences by providing insight into the interconnectedness of all living organisms and the delicate balance of nature (W. Zhu & Lu, 2019).

Essentially, the impact of promoting greener travel and tourism, along with environmental conservation, extends beyond immediate environmental benefits (H. Zhu et al., 2017). It encompasses social, cultural, and economic dimensions and fosters a harmonious relationship between tourism and the natural environment (Cristobal-Fransi et al. 2020). As we continue to strive for sustainability in the travel and tourism industry, collaborative efforts to implement these initiatives will be pivotal in shaping a more responsible and enduring travel approach (Ardialisa et al., 2012).

5. Conclusion

This quantitative analysis provides a comprehensive overview of sustainable tourism practices in Bali and identifies the challenges and opportunities faced in realizing greener tourism in the future. Various sustainable practices have been implemented in Bali, including environmental conservation, participation of local communities, cultural preservation, and sustainable economic benefits. One of the key findings is the importance of local community involvement in tourism planning and decision making, as well as the importance of cultural preservation and local wisdom. In addition, environmental practices, such as waste management, water conservation, and the use of renewable energy, are also an important focus of efforts towards more sustainable tourism in Bali.

Although there has been progress in implementing sustainable practices, there are still challenges that need to be addressed, such as the problem of over-tourism, lack of adequate infrastructure, and limited participation of local communities in the utilization of tourism benefits. Overcoming these challenges requires cooperation among the government, tourism operators, and local communities, as well as careful and sustainable planning. Recommendations for the future include increasing awareness and education regarding sustainable tourism, strengthening policies that support sustainable practices, developing inter-stakeholder cooperation, and empowering local communities in tourism management. By implementing these recommendations, Bali can move towards a greener, more sustainable, and rewarding tourism future for all.

5.1 Suggestion

To further advance the goal of sustainable tourism in Bali, it is recommended that a comprehensive sustainability certification program be established for tourism businesses. This certification evaluates businesses based on their adherence to sustainable practices including environmental conservation, cultural preservation, and community engagement. By incentivizing businesses to adopt sustainable practices through certification, Bali encourages the widespread adoption of environmentally and socially responsible tourism practices. This initiative would not only benefit the environment and local communities, but also enhance Bali's reputation as a leading sustainable tourism destination.

5.2 Recommendation

Based on the findings of this quantitative research, it is recommended that Bali's tourism industry focuses on enhancing community involvement and cultural preservation initiatives. Community-based tourism programs should be expanded to empower local communities and promote cultural exchanges. Additionally, efforts should be made to strengthen environmental conservation practices such as waste management and water conservation. Collaborative partnerships between the government, the tourism industry, and local communities should be fostered to ensure that sustainability goals are met. Bali can move toward a greener and more sustainable tourism future by prioritizing community involvement, cultural preservation, and environmental conservation.

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