

Strengthening Environmental Protection Measures for a Sustainable Tourism Future Through the Revision of Indonesia Tourism Law

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Abstract

The growth of Indonesia's tourism sector has significantly contributed to the national economy, but inadequate environmental regulations pose risks to natural attractions. Over 60% of tourist destinations are in ecologically sensitive areas, necessitating stronger legal safeguards. This study reviews the Draft Tourism Law, which emphasizes stricter enforcement and sanctions for environmental violations. Findings indicate that while these measures enhance sustainability, stakeholder awareness and robust oversight are critical. This paper proposes enhanced law enforcement, educational campaigns, and community engagement to ensure effective implementation, balancing environmental preservation with tourism development.

Keywords: Environmental Protection, Law Enforcement, Sustainability, Tourism.

A. INTRODUCTION

Tourism as one of the sectors that currently plays a vital role in the Indonesian economy has made a major contribution over time. It is known that the foreign exchange value in this sector has reached 14 billion USD from the initial target of 7.08-9.99 billion USD, with the cumulative number of foreign tourist visits reaching 1.07 million visits in April 2024 with an increase of 23.23 percent compared to the same month last year and an increase of 24.85 percent in national tourists with the number of trips reaching 756.02 thousand trips in April 2024.³ The huge potential in this sector needs to be utilized well by the Indonesian government through the Ministry of Tourism and Creative Economy by accommodating forms of tourism that follow trends and are in accordance with the desires of tourists without ignoring the sustainability of the ecosystem and increasingly vulnerable environmental conditions.

In recent years, research on sustainable tourism has increasingly focused on environmental protection efforts and the development of sustainable destinations. According to a report by the Centre for the Promotion of Imports (CBI) (2024), 74% of global tourists prefer destinations with sustainable practices, reflecting the rising awareness of environmental impacts in tourism.⁴ Additionally, Booking.com's 2023 Sustainable Travel Report indicates that 76% of travelers express a desire to travel more sustainably, highlighting the growing importance of sustainable practices in the tourism industry.⁵ In line with this, destinations like Vietnam and Costa Rica have

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³ Central Bureau of Statistics. (2024, June 3). Official statistics news No. 42/06/Th. XXVII: Tourism development April 2024. Retrieved from <https://www.bps.go.id/id/pressrelease/2024/06/03/2351/perkembangan-pariwisata-april-2024.html>

⁴ Centre for the Promotion of Imports. (n.d.). Trends in tourism: Sustainability takes center stage. Retrieved from <https://www.cbi.eu/market-information/tourism/trends>

⁵ Booking.com. (2023). Sustainable travel report 2023. Retrieved from <https://www.gstcouncil.org/booking-com-2023-sustainable-travel-report>

successfully integrated sustainability principles through robust policies and community participation mechanisms.

The Indonesian government has so far made the tourism industry a mainstay sector of the non-oil and gas national economy, as stated in various strategic policies and official government statements. This is stated in the 2020-2024 National Medium-Term Development Plan (RPJMN) and a number of documents from the Ministry of Tourism and Creative Economy. In recent years, the tourism sector has been prioritized to diversify the Indonesian economy and reduce dependence on the oil and gas sector. In fact, Indonesia is targeting tourism as a major foreign exchange earner in the future, with the aim of attracting tens of millions of foreign tourists and developing priority destinations, such as Bali, Lake Toba, and Labuan Bajo. On the other hand, the development of the tourism sector is also considered the only development that does not cause environmental damage. Several experts and researchers in the field of sustainable tourism state that the development of the tourism sector, if carried out with the principle of sustainability, can minimize environmental damage compared to other sectors such as mining, heavy industry, or large-scale plantations. Responsibly managed tourism can provide significant economic and social benefits to local communities without causing the same amount of damage to the environment, as is often the case in extractive sectors.⁶ Tourism development has the potential to preserve nature, because tourism basically depends on natural beauty and healthy ecosystems.⁷ This is very reasonable considering that tourism activities are always motivated by the motivation of tourists to enjoy the beauty of nature, breathe fresh air for physical comfort in order to relax. Until now, there have been no tourists who carry out their tourism activities because they like damaged, dirty and polluted places.

However, the current global environmental conditions have changed significantly and the collective awareness of tourists about this has influenced the shift in trends and preferences of tourists in the current tourism industry. One of them is the coolcations tourism trend where tourists seek cooler and more natural destinations such as mountains, lakes, and forest areas to enjoy a calm atmosphere away from the hustle and bustle and extreme temperatures in big cities as one of the impacts of climate change which has increased by 1.45°C compared to the pre-industrial era (1850 - 1900) and reached its highest temperature in 2023.⁸ This condition then also encourages a paradigm shift in tourism activities that were originally mass tourism concepts towards more responsible tourism. Today's tourists are no longer just looking for instant entertainment and experiences, but also demand tourism that has a positive and authentic impact.⁹ This awareness has led to the emergence of various types of alternative tourism that pay more attention to local environmental, social and cultural aspects. Concepts such as ecotourism, cultural tourism and community-based tourism are increasingly in demand because they not only offer unique experiences but also provide positive contributions to the environment and local communities.

The spread of restorative activities as a new pattern in tourism is a positive phenomenon that can be utilized by the government in creating a sustainable tourism ecosystem. Therefore, a regulation is needed that is not only appropriate but can also specifically accommodate the need

⁶ Goodwin, H. (2016). *Responsible tourism: Using tourism for sustainable development*. Goodfellow Publishers Ltd.

⁷ Honey, M. (2008). *Ecotourism and sustainable development: Who owns paradise?* (2nd ed.). Island Press.

⁸ Ministry of Tourism and Creative Economy. (2024, September 23). *Tourism and creative economy outlook 2024/2025*. Retrieved from <https://tasransel.kemenparekraf.go.id/outlook-pariwisata-dan-economic-kreatif-20242025/show>

⁹ Ibid.

to maintain the attractiveness of destinations from the direct impacts of tourism and effectively respond to the phenomenon of climate change and environmental damage that threatens the carrying capacity of the tourism ecosystem itself. In this context, the revision of the Tourism Law is becoming increasingly urgent. More progressive regulatory changes are expected to regulate and guide tourism industry players in maintaining environmental sustainability and respecting local values, so that the negative impacts of tourism on the environment and culture can be minimized. This revision will be a strong legal basis for environmental protection in the tourism sector, while meeting the expectations of tourists who are increasingly concerned about sustainability and social responsibility in their tourist visits.

Furthermore, many experts and research reports state that the lack of a strong legal basis in Indonesia contributes to the problem of environmental damage caused by tourism. One of the main issues is the weak enforcement of environmental laws that lead to exploitation of natural resources and pollution that is often not handled effectively. The development of the tourism sector in Indonesia refers to the legal basis of UU No. 10 Tahun 2009 concerning Tourism. This law has provided basic guidelines for the management and development of the tourism sector in Indonesia. Meanwhile, the sustainable development paradigm emphasizes the balance between economic growth, environmental protection, and social welfare, which has not been fully achieved in the implementation of UU No. 10 Tahun 2009. In fact, without strong regulations and policies, the negative impacts of tourism are difficult to control (Suryawan, 2021).

B. RESEARCH METHOD

This study employs normative legal methods, combining literature reviews and comparative analyses. The selection of literature prioritized legal documents, academic journals, and expert commentary published within the last five years. Content analysis was used to evaluate environmental protection provisions in both the current and draft laws. The information obtained through literature searches is then analyzed using the method analytical descriptive research, namely by describing the applicable laws and regulations associated with legal theories and practices of implementing positive law concerning the problems that have been formulated.

A comparative approach is carried out with the aim of comparing Undang-Undang No. 10 Tahun 2009 concerning Tourism with the latest draft Law (RUU) on Tourism. The main focus of this study is content analysis related to provisions regarding environmental protection and sustainability in the tourism sector, both in the old law and in the latest revision, and how these changes are aligned with current tourism trends that are more oriented towards sustainability.

FINDINGS AND DISCUSSION

1. Regulations on Environmental Protection Aspects and Sustainability Principles in the Tourism Law in Indonesia

In responding to the urgency of including environmental protection aspects and sustainability principles in tourism law, this study shows that comprehensive tourism regulations are needed to deal with environmental impacts caused by increased tourism activities. In Indonesia itself, comprehensive tourism regulations are contained in UU No. 10 Tahun 2009 concerning Tourism. However, the provisions regarding environmental protection and sustainability aspects in this law have not yet concretely provided sufficiently firm provisions regarding sanctions for violations or technical steps on how sustainability is achieved.

This can be seen in Article 5 and Article 6 of the law, which states that tourism must be implemented based on principles including maintaining a balance between humans and the environment and paying attention to diversity, uniqueness, and distinctiveness of culture and nature, as well as human needs for tourism in its development plan (Article 5 and 6 of UU No. 10 Tahun 2009 concerning Tourism) without providing technical guidelines that regulate how this is done. Another example is also found in Article 14 Paragraphs (1) and (2) which regulate the obligations of the government and regional governments to ensure the implementation of sustainable and environmentally responsible tourism development (Article 14 Paragraphs (1) and (2) of UU No. 10 Tahun 2009 concerning Tourism) and Article 22 which stipulates that tourism business actors have an obligation to protect and maintain the environment around their tourism business locations, as well as comply with environmental provisions that apply in the implementation of tourism businesses (Article 22 of UU No. 10 Tahun 2009 concerning Tourism) without providing an explanation regarding what sanctions can be imposed on each perpetrator of violations so that this regulation is considered to have lost its coercive power.

The absence of phrases that can support the effectiveness of environmental protection in this regulation makes the revision of UU No. 10 Tahun 2009 concerning Tourism an important legal reform step to be taken in response to the global crisis related to the risk of environmental damage due to mass tourism and reducing the negative impacts of tourism on the ecosystem. In Indonesia itself, currently efforts to reform this regulation have reached a bright spot with the agreement on the discussion of the Revision of the Law (RUU) concerning the Third Amendment to UU No. 10 Tahun 2009 concerning Tourism to be carried over to the next government period.¹⁰ This revision is expected to strengthen the legal basis for more environmentally friendly and sustainable tourism practices.

In addressing this issue, it is also important to look at successful examples of sustainable tourism implementation globally. In the rural areas of Hoi An, located on Vietnam's central coast, community-based tourism (CBT) initiatives have flourished, earning a reputation as one of the most successful examples of CBT. The integration of traditional craft villages such as Kim Bong Carpentry Village, Tra Que Vegetable Village, Thanh Ha Pottery Village, and the Cam Thanh Ecotourism Area has further strengthened its sustainable tourism framework. These villages, known for their cultural and natural richness, have embraced sustainable practices under the guidance and support afforded by Hoi An's UNESCO World Heritage and Biosphere Reserve status.¹¹ In a similar vein, Costa Rica has gained recognition for its impactful ecotourism efforts. The nation has created a variety of protected areas, such as national parks and biological reserves, to ensure the conservation of its diverse ecosystems. Active involvement of local communities in tourism programs allows them to benefit economically while contributing to the industry. This inclusive model has been instrumental in safeguarding natural resources, advancing conservation initiatives, and fostering long-term sustainable livelihoods.¹²

¹⁰ Ministry of Tourism and Creative Economy/Baparekraf RI. (2024, Sept 24). Press Release: Discussion of Tourism Bill Officially Carry Over to the Next Period. kemenparekraf.go.id., <https://kemenparekraf.go.id/berita/siaran-pers-pembahasan-ruu-kepariwisataan-resmi-carry-over-ke-periode-selanjutnya>.

¹¹ Ngo, T. H., & Creutz, S. (2022). Assessing the sustainability of community-based tourism: A case study in rural areas of Hoi An, Vietnam. *Cogent Social Sciences*, 8(1), 2116812. <https://doi.org/10.1080/23311886.2022.2116812>

¹² Ekka, B., Das, G., Aarif, M., & Alalmal, A. (2023). Unveiling the significance of sustainability in tourism: Environmental conservation, socioeconomic development, and destination resilience. *Rivista Italiana di Filosofia Analitica Junior*, 14(1), ISSN: 2037-4445.

In order to improve the regulatory gaps in the old law, several new provisions have been added to the latest revised draft of the Tourism Law. In its formulation, there has been a change in focus in tourism development, which was originally mass tourism with the main focus only on the benefits obtained from the quantity of tourists, now transforming towards developing quality tourism by providing novelty for tourist experiences while still considering aspects of sustainability and environmental sustainability as the main thing with a more multidisciplinary approach. This fundamental change is a step that deserves to be appreciated considering that in tourism activities, interactions between tourism actors with diverse social and cultural backgrounds will have interrelated impacts between one issue and another outside the economic aspect, such as social, cultural, and environmental aspects on the environment at the destination.¹³ So that this new regulation can be a solution to more needs and problems that arise by considering all elements in a tourist destination without sacrificing one aspect for the benefit of another aspect.

Furthermore, strengthening in terms of imposing sanctions is also added in this manuscript in order to ensure compliance with existing regulations. In the context, imposing sanctions in the form of administrative warnings, fines, to revocation of business licenses, as well as criminal sanctions in the form of imprisonment for violations that pose a high risk to the ecosystem is proof of the government's commitment to creating sustainable tourism.¹⁴ This is in line with the fact that tourism is highly dependent on the existence of natural nature and the overall natural landscape that is considered beautiful. Therefore, if nature is damaged to the point that its aesthetic value decreases or its resources are exploited excessively, then the economic basis of tourism will also be disrupted.¹⁵ This opinion was later supported by Richard Sharpley who said that sustainable tourism development is greatly influenced by humans as managers, therefore, the existence of rules and sanctions that can direct human behavior as managers is necessary, because in reality human development, community welfare, and environmental factors are integral aspects.¹⁶

In its context, strengthening this aspect can also be a step to harmonize with several provisions contained in UU No. 32 Tahun 2009 concerning Environmental Protection and Management which is the main reference in the management of natural resources and environmental protection in Indonesia. In the context of environmental protection in tourism areas, several articles in UU No. 32 Tahun 2009 concerning Environmental Protection and Management (UUPPLH) are very relevant, especially in relation to the addition of sanctions in the latest revision of the Tourism Law. In this case, Article 85 of the UUPPLH can provide a legal basis or reference in imposing administrative and criminal sanctions for parties who violate environmental protection provisions (Article 85 of UU No. 32 Tahun 2009 concerning Environmental Protection and Management). In addition, Article 88 of the UUPPLH which stipulates criminal sanctions for those who intentionally or negligently cause severe environmental damage, such as damage to the ecosystem due to tourism activities, can provide a basis for imposing prison sentences on perpetrators who risk significantly damaging the

¹³ Rizal, M., & Maulini, Y. (2020). Development of Indonesian tourism law in the tourism industry 4.0. *Social Values and Society*, 2(1). <https://doi.org/10.26480/svs.01.2020.09.15>

¹⁴ DPR RI. (2022, July 2). Draft central tourism bill PUU BK DPR RI. Retrieved from <https://berkas.dpr.go.id/puuekkukesra/draft-ruu/public-file/draft-ruu-public-30.pdf>

¹⁵ Op.cit., Rizal and Maulini.

¹⁶ Op.cit., Rizal and Maulini.

sustainability of nature (Article 85 of UU No. 32 Tahun 2009 concerning Environmental Protection and Management).

In its efforts to create environmentally friendly and sustainable tourism, the central government cannot act alone. Therefore, the provisions regarding community and stakeholder involvement are also expanded by providing greater authority to local governments to manage tourism according to local needs in the revitalization of the Tourism Law. It is hoped that this can encourage community participation in the planning and management process of tourist destinations through public consultation and discussion forums, as well as space for local communities to develop their regional tourism potential in order to improve welfare.

In this context, it is important to remember that sustainable tourism development aims to maintain a balance between human activities and the preservation of nature, without reducing the quality of the environment and the opportunities for future generations to enjoy a healthy environment.¹⁷A more inclusive strategy, involving local communities in the management and development of the sector, allows for the creation of fair and sustainable opportunities for local communities to participate in every aspect of tourism activities, from planning, management, to the utilization of economic benefits.¹⁸This form of collaboration can be realized through empowering village-owned enterprises, community empowerment institutions, and other local organizations, which directly open up employment opportunities, revive economic activities, and strengthen social ties within the community. Through community involvement, it is hoped that economic benefits will not only flow to large tourism actors, but also reach communities directly involved in the tourist destination itself, while maintaining social integrity and its natural ecosystem.

In an effort to realize environmentally friendly and sustainable tourism, the central government needs more active support from regional governments and local communities. The revision to the Tourism Law expands provisions related to community and stakeholder participation by giving greater authority to regional governments to manage tourism potential according to local needs and environmental characteristics. This is an important step that allows communities to play an active role in determining policies that are in accordance with their aspirations and interests, both through discussion forums, public consultations, and involvement in the strategic planning process. This involvement not only supports the development of tourism that is more relevant to local wisdom, but also strengthens the role of communities in protecting their environment. Regional governments are expected to be a bridge for communities in developing tourism potential based on the local environment and culture, creating an inclusive economy, while preserving the local ecosystem. This initiative is expected to encourage communities to be more responsible in managing tourist destinations, and support the creation of sustainable tourism with a balance between economic interests and environmental sustainability.

2. Challenges in Implementing the New Rules contained in the revision of Undang-Undang No. 10 Tahun 2009

Revision of UU No. 10 Tahun 2009 on Tourism such as in the aspect of stronger law enforcement and proportional sanctions, may affect investment decisions, both in the short and

¹⁷ Fadli, M., Susilo, E., Puspitawati, D., Ridjal, A. M., Maharani, D. P., & Liemanto, A. (2022). Sustainable tourism as a development strategy in Indonesia. *Journal of Indonesian Tourism and Development Studies*, 10(1). <https://doi.org/10.21776/ub.jitode.2022.010.01.04>.

¹⁸ Nugroho, P., & Numata, S. (2020). Resident support of community-based tourism development: Evidence from Gunung Ciremai National Park, Indonesia. *Journal of Sustainable Tourism*, 30(5). <https://doi.org/10.1080/09669582.2020.1755675>

long term. It can be said that environmental sustainability regulations in the tourism sector can reduce investor interest. As according to Hunter (2002) that environmental regulations affect investment decisions and their impact on the competitiveness of tourist destinations.¹⁹ Especially those who are after quick profits and are more interested in development that is minimally bound by strict rules. In some cases, strict regulations on sustainability can discourage investors seeking short-term profits.²⁰

Here are some of the main reasons why environmental regulations can reduce investor interest in the short term, such as;

1. Increased operational and compliance costs.
Environmental regulations in tourism often include higher compliance requirements, such as investment in green technology, waste management, resource conservation, and protection of local habitats. Meeting these requirements can incur significant additional costs, reducing profit margins or increasing the time to break-even. This can discourage short-term profit-oriented investors from investing;
2. Restrictions on development and expansion.
Many environmental regulations limit the scale of development and access to ecologically sensitive areas. These restrictions can hinder the development of large tourism infrastructure, such as luxury hotels or resorts, which may require large areas and require flexibility in design. Investors seeking large-scale development and quick returns may see such regulations as a deterrent, as they must seek alternatives that are more compliant;
3. Tourist capacity restrictions.
Some environmental regulations in the tourism sector set limits on the number of tourists to maintain environmental carrying capacity, especially in ecotourism destinations or sensitive natural areas. These restrictions can reduce potential revenues due to limited visitor capacity. For investors who rely on high volumes for profitability, this can be a factor that reduces the attractiveness of their investments;
4. Requirements for local community involvement
Sustainability regulations often require the involvement and empowerment of local communities in tourism management. These requirements can include revenue sharing or ownership sharing with locals, which some investors may find reduces profit margins. For investors seeking full control over operations and profits, these requirements can be prohibitive;
5. Decrease in potential Return on Investment (ROI)
Due to the additional costs of meeting sustainability standards, such as building green infrastructure or conservation, the time required to achieve ROI (Return on Investment) can be longer. Investors who expect a quick ROI may not be interested in projects that require large initial outlays without the assurance of a commensurate return in the short term;
6. Higher legal compliance risks
Sustainability Regulation creates additional legal risks for investors in the event of environmental violations. Any non-compliance can result in sanctions or fines, which can

¹⁹ Hunter, C. (2002). Sustainable tourism and the touristic ecological footprint. *Journal of Environment Development and Sustainability*, 10(3). <https://doi.org/10.1023/A:1016336125627>

²⁰ Bramwell, B., & Lane, B. (2000). *Tourism collaboration and partnership: Politics, practice, and sustainability*. Channel View Publications.

reduce profits and increase investment risk. For investors who are risk-averse, the tourism sector with strict environmental regulations may seem less attractive.

To attract investors while maintaining sustainability, tourism regulatory solutions that can be implemented include incentive approaches, collaboration, and flexible regulatory frameworks that remain committed to the principles of sustainability. Here are some concrete solutions that can be adapted into regulations:

- a. **Fiscal Incentives for Green Projects.** Implementation of Regulations such as rules can establish tax incentives, duty reductions, or exemptions for investors who invest in green technologies and practices, such as renewable energy, waste management systems, or protection of local habitats. Investor benefits such as tax reductions will ease the burden of initial costs, provide economic added value, and increase interest in investing in projects that meet environmental standards. Impact on Sustainability: These incentives encourage more projects that are oriented towards environmental conservation, maintaining the quality of the tourism ecosystem in the long term.
- b. **Public-Private Partnerships Required in Regulations.** The implementation of regulations can include provisions on public-private partnerships to support projects that meet sustainability criteria. The government can contribute to the provision of basic infrastructure, such as road access or waste management, while the private sector funds the construction of environmentally friendly facilities. The advantage for investors is that collaboration with the government will reduce financial risks for investors, while providing support from local authorities. Impact on sustainability: The government involved can monitor compliance with sustainability, so that the project runs according to environmental conservation principles.
- c. **Sustainability Certification Benefiting in Global Market.** The implementation of the regulation by the government can require or provide incentives for companies to obtain sustainability certification. This certification can be a condition of operation or a requirement to obtain additional permits. The benefit for investors is that internationally recognized sustainability certification can increase the competitiveness of destinations, attract environmentally conscious tourists, and provide higher selling points for investors. Impact on Sustainability: Encourage more businesses to comply with sustainability standards, ensuring that company operations do not damage the ecosystem.
- d. **Tourist Restrictions with an Exclusive Approach.** The implementation of regulations where rules can limit the number of tourists in sensitive destinations to prevent overtourism. Regulations can set premium entrance prices that are used for conservation, while tourist restrictions maintain the quality of the tourist experience. Benefits for investors are that the exclusive model attracts high-quality tourists with high purchasing power, allowing higher rates with lower tourist volumes. Impact on Sustainability: Tourist restrictions reduce pressure on the environment and extend the sustainability of the destination.
- e. **Implementation of Green Finance for Tourism Projects.** Regulatory Implementation: Regulations can include green financing guidelines or support such as green bonds for tourism projects that meet sustainability standards. Financial institutions can collaborate to provide special funding schemes. Benefits for Investors: Green finance lowers the cost of capital and offers an additional source of funding for investors who want to commit to

sustainability. Impact on Sustainability: Increasing investment in green and sustainable projects, helping to minimize the environmental impact of tourism activities.

- f. **Phased Sustainability Standards.** Regulatory Implementation: Regulations can adopt a phased approach to meet sustainability standards. Investors are given time to improve their operational practices, from basic requirements to higher standards over a period of time. Investor Benefits: Flexible timing in meeting standards allows investors to adjust their business strategies while meeting regulations. Sustainability Impact: Ensures long-term sustainability compliance without burdening investors with high standards at the outset.
- g. **Transparency and Local Community Involvement in Projects.** Regulation Implementation: Regulations can set requirements for involving local communities in decision-making and project implementation. Communities can participate in public consultations, and part of the profits are directed to local community development. Benefits for Investors: Social support from local communities reduces the risk of social conflict and enhances the positive image of the project in the eyes of tourists and business partners. Impact and Sustainability: Local community participation in tourism projects increases social responsibility and strengthens commitment to social and environmental sustainability.
- h. **Education and Promotion of Sustainable Tourism.** Implementation of Regulation: Governments can establish educational programs for investors to understand the importance of sustainability, such as the positive long-term impacts on ecosystems and the financial benefits of environmentally friendly management. Benefits for Investors: Education and promotion will help investors understand that investing in sustainability provides long-term value, attracts environmentally conscious tourists, and reduces the risk of future regulation. Impact on Sustainability: Investors who are more environmentally conscious will be more likely to choose projects and practices that support environmental conservation.

This regulatory approach can be attractive to investors through economic benefits and flexibility, while maintaining long-term environmental and social sustainability.

C. CONCLUSION

Revitalization of UU No. 10 Tahun 2009 on Tourism is an important step to promote sustainable tourism in Indonesia. By strengthening regulations related to environmental protection, local community participation, and enforcement of responsible tourism ethics, Indonesia can optimize tourism potential while maintaining the sustainability of nature and culture. More inclusive and sustainable policies will ensure that tourism not only benefits the economy but also contributes to long-term resource conservation and social welfare. It is clear that the existence of criminal and administrative sanctions is an important step in encouraging compliance and increasing awareness of environmental responsibility among tourism industry players. However, the effectiveness of this policy will depend greatly on consistent implementation, industry commitment to sustainability, and government supervision that needs to be continuously improved.

Further research could focus on the actual impact of the sanctions on tourism operations and the extent to which these regulations have succeeded in reducing ecological

damage in tourist destinations. Comparative studies between Indonesia's evolving tourism regulations and other countries like Vietnam or Costa Rica could also provide guidance on best practices that can be adapted. In addition, research examining the level of public awareness and industry players' responses to these new policies would be helpful in understanding the socio-economic implications of these policies. The efforts to integrate international standards implemented in this bill also need to be studied further to assess their impact on environmentally-based tourism attractions, thereby supporting Indonesia's tourism competitiveness on the global stage.

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