



Ethical and Sustainable Urban Tourism Development in Indonesia

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ABSTRACT

Urban tourism has become an increasingly important driver of economic development, urban regeneration, and destination competitiveness in Indonesia. However, the rapid expansion of tourism in urban areas has also generated significant environmental, social, cultural, and governance challenges that question the long-term sustainability of tourism development. This study aims to examine the principles of ethical and sustainable urban tourism development in Indonesia by synthesizing contemporary perspectives on environmental ethics, social justice, community participation, and collaborative governance. The research employs a qualitative conceptual approach using a structured literature review and theoretical synthesis of scholarly publications concerning urban tourism, sustainable tourism, environmental responsibility, and tourism governance. Relevant literature published primarily between 2020 and 2026 was analyzed through thematic interpretation to identify recurring concepts and develop an integrated conceptual framework. The findings indicate that sustainable urban tourism should extend beyond conventional economic performance indicators and incorporate broader ethical considerations that prioritize environmental stewardship, social equity, cultural preservation, and residents' well-being. The analysis highlights that inadequate stakeholder participation, fragmented governance, and weak environmental management have contributed to challenges in Indonesian urban tourism, as illustrated by the experiences of Teras Cihampelas in Bandung and tourism development in Jakarta. The study further identifies four interconnected pillars of ethical urban tourism development: environmental responsibility, social equity, meaningful community participation, and responsible governance. These principles provide a comprehensive framework for evaluating tourism policies and guiding sustainable destination management. The study concludes that integrating ethical values into tourism planning can strengthen urban resilience, improve policy legitimacy, promote inclusive development, and ensure that tourism contributes to both community welfare and environmental sustainability. The proposed conceptual framework offers practical implications for policymakers, urban planners, and tourism stakeholders while providing a foundation for future empirical research on sustainable urban tourism in Indonesia.

Keywords: Ethical urban tourism; sustainable tourism development; community participation; urban governance.

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INTRODUCTION

Urban tourism has emerged as one of the most dynamic and rapidly expanding segments of the global tourism industry. The increasing concentration of economic activities, cultural assets, creative industries, and transportation infrastructure in urban areas has transformed cities into major tourism destinations capable of attracting both domestic and international visitors. In recent decades, urban tourism has evolved beyond traditional sightseeing activities to encompass diverse experiences related to heritage, gastronomy, creative culture, entertainment, lifestyle, and digital engagement. As globalization

and urbanization continue to reshape travel patterns, cities are increasingly competing to establish distinctive destination identities that enhance their attractiveness, economic competitiveness, and international visibility.

In Indonesia, urban tourism has become an important component of national and regional tourism development strategies. Major cities such as Jakarta, Bandung, Surabaya, Yogyakarta, and Semarang have actively invested in tourism infrastructure, public spaces, cultural attractions, and creative economy initiatives to strengthen their position within the tourism market. Urban tourism is often viewed as a catalyst for economic growth because it generates employment opportunities,

stimulates local entrepreneurship, attracts investment, and contributes to urban regeneration. Furthermore, tourism development is frequently integrated into broader city-branding strategies aimed at enhancing urban competitiveness and promoting a positive destination image among visitors and investors. As a result, tourism has become increasingly embedded within urban planning and development agendas across Indonesian cities.

Despite its considerable economic potential, the rapid growth of urban tourism has generated a range of social, environmental, and governance challenges that increasingly threaten the long-term sustainability of tourism

destinations. Recent studies suggest that excessive tourism concentration in urban areas may contribute to overtourism, environmental degradation, pressure on public infrastructure, housing affordability problems, gentrification, and the commodification of local culture.¹

² Urban tourism development often creates tensions between economic interests and community well-being, particularly when tourism expansion leads to the privatization of public spaces, displacement of local residents, or unequal distribution of tourism benefits. Consequently, the success of urban tourism can no longer be measured solely through traditional economic indicators such as visitor arrivals, occupancy rates, and tourism revenues. Instead, increasing attention is being directed toward broader considerations of social equity, environmental responsibility, cultural integrity, and residents' quality of life.

The growing complexity of urban tourism challenges has stimulated scholarly interest in ethical approaches to tourism development. Ethical tourism perspectives emphasize that tourism is not merely an economic activity but also a social and moral practice that influences how urban environments are governed, experienced, and shared among different stakeholder groups. Environmental ethics highlights the responsibility of tourism actors to protect ecological systems and respect environmental limits, while social justice perspectives emphasize fairness in the distribution of tourism-related benefits and burdens among residents, businesses, and visitors.³ At the same time, contemporary discussions of regenerative and responsible tourism argue that destinations should move beyond minimizing negative impacts and actively contribute to ecological restoration, community resilience, and social well-being.

The Indonesian experience provides important examples of the ethical dilemmas associated with urban tourism development. One notable case is Teras Cihampelas in Bandung, a skywalk project originally designed to improve pedestrian accessibility, strengthen urban attractiveness, and support tourism activities. Although initially celebrated as an innovative urban tourism initiative,

the project encountered numerous challenges, including limited community participation, inadequate design adaptation, insufficient environmental management, maintenance problems, and declining visitor interest. These issues illustrate how tourism projects may struggle to achieve long-term sustainability when planning processes fail to adequately incorporate local stakeholder perspectives and changing tourism dynamics. Similar concerns have emerged in Jakarta, where tourism development continues to face challenges related to environmental degradation, fragmented governance structures, traffic congestion, unequal access to public spaces, and limited community involvement in tourism planning processes.⁴

Recent tourism scholarship increasingly argues that sustainable urban tourism requires integrated governance frameworks that balance economic development objectives with environmental protection, social inclusion, and cultural preservation. Such approaches recognize that tourism destinations operate as complex socio-ecological systems in which multiple stakeholders, including governments, local communities, tourism businesses, and tourists. Those share responsibility for ensuring sustainability outcomes. Consequently, ethical principles such as environmental responsibility, social equity, participation, transparency, and intergenerational justice have become central components of contemporary discussions on urban tourism governance.

Furthermore, the emergence of climate change, sustainability transitions, and post-pandemic tourism recovery has intensified calls for more responsible forms of urban tourism development. Scholars increasingly advocate for tourism models that prioritize community empowerment, low-carbon mobility, environmental stewardship, and inclusive decision-making processes. These developments suggest that the future of urban tourism depends not only on maintaining economic competitiveness but also on addressing ethical questions concerning who benefits from tourism, who bears its costs, and how tourism can contribute to broader sustainability goals.

Against this background, this study

examines the concept of ethical and sustainable urban tourism development in Indonesia by synthesizing perspectives from environmental ethics, social justice theory, urban tourism governance, and community-based tourism development. The study seeks to explore how ethical principles can provide a normative foundation for evaluating urban tourism practices and guiding future tourism policies. By positioning ethics at the center of tourism analysis, this research contributes to ongoing debates regarding sustainable urban development and offers a conceptual framework for promoting tourism that is environmentally responsible, socially inclusive, culturally respectful, and economically viable in Indonesian urban destinations.

METHOD

This study adopts a qualitative conceptual research design based on a structured literature review and theoretical synthesis. Conceptual research is particularly appropriate for investigating complex and multidimensional issues such as ethical and sustainable urban tourism because it enables researchers to integrate diverse theoretical perspectives and generate new conceptual understandings without relying on primary empirical data.⁵ Given that urban tourism sustainability involves environmental, social, cultural, economic, and governance dimensions, a conceptual approach provides a suitable framework for examining how ethical principles can contribute to more sustainable tourism development in Indonesian urban destinations.

The study employs a structured literature review to identify, evaluate, and synthesize relevant academic scholarship concerning urban tourism, sustainable tourism, environmental ethics, social justice, community participation, and urban governance. Unlike a traditional narrative review, a structured literature review follows a transparent and systematic process of literature identification, selection, and analysis while retaining sufficient flexibility for conceptual theory-building.^{6,7} This approach is increasingly utilized in tourism research to explore emerging themes, identify conceptual gaps, and develop integrated theoretical

frameworks capable of addressing contemporary sustainability challenges.

The literature search was conducted using major academic databases, including Scopus, Web of Science, ScienceDirect, Google Scholar, and Taylor & Francis Online. Keywords and search combinations included “urban tourism,” “sustainable urban tourism,” “ethical tourism,” “environmental ethics,” “social justice,” “community participation,” “urban governance,” “tourism sustainability,” “overtourism,” “regenerative tourism,” and “Indonesia tourism development.” Priority was given to peer-reviewed journal articles, scholarly books, conference proceedings, and policy reports published between 2020 and 2026 in order to capture the most recent developments in tourism sustainability and ethical governance. However, seminal theoretical works were also included where necessary to establish the conceptual foundations of environmental ethics, social justice theory, and participatory governance.

The analytical framework incorporates three primary bodies of literature. First, literature on ethical and sustainable urban tourism provides theoretical foundations for understanding tourism as a moral and normative issue rather than merely an economic activity. Recent studies emphasize that tourism development must be evaluated according to its impacts on environmental integrity, social equity, cultural preservation, and stakeholder well-being. This body of literature contributes concepts related to environmental responsibility, intergenerational justice, regenerative tourism, and responsible destination management.

Second, the study examines literature concerning failures and challenges in urban tourism development, particularly the case of Teras Cihampelas in Bandung. The inclusion of this case provides valuable insights into the consequences of inadequate stakeholder participation, ineffective governance, insufficient environmental management, and poor adaptation to evolving tourism trends. Recent tourism research suggests that unsuccessful urban tourism projects frequently result from fragmented planning processes, weak community engagement, and the inability to balance economic objectives with social and

environmental considerations (Milano et al., 2024; Bei & Celata, 2023). The Teras Cihampelas case therefore serves as an illustrative example of the ethical and governance dilemmas that may emerge in urban tourism development.^{1,2}

Third, literature concerning tourism development in Jakarta is incorporated to provide perspectives on sustainability challenges within large metropolitan destinations. Jakarta represents an important urban tourism context because it experiences complex interactions among tourism growth, environmental pressures, infrastructure limitations, public-space management, and community participation. Recent studies indicate that sustainable urban tourism in metropolitan areas requires integrated governance mechanisms, stakeholder collaboration, and policies that address environmental and social concerns alongside economic development goals.⁴

Data analysis was conducted through thematic interpretation and conceptual synthesis. Thematic analysis is widely recognized as an effective method for identifying recurring patterns, concepts, and relationships within qualitative literature.⁸ The analytical process consisted of four stages. First, relevant literature was reviewed and coded according to major themes related to ethics, sustainability, governance, environmental management, and community participation. Second, recurring concepts were grouped into broader thematic categories. Third, relationships among themes were examined to identify convergences and complementarities across different theoretical perspectives. Finally, the findings were synthesized into an integrated conceptual framework for ethical and sustainable urban tourism development.

The conceptual framework developed in this study focuses on four interrelated dimensions. The first dimension is **environmental responsibility**, which emphasizes ecological integrity, environmental stewardship, and sustainable resource management. The second dimension is **social equity**, which concerns fairness in the distribution of tourism benefits and burdens among different stakeholder groups. The third dimension is **community participation**,

which highlights the importance of involving local communities in tourism planning, implementation, and decision-making processes. The fourth dimension is **governance effectiveness**, which addresses institutional coordination, policy integration, stakeholder collaboration, and accountability mechanisms. Together, these dimensions provide a comprehensive lens through which ethical and sustainable urban tourism development can be understood and evaluated.

DISCUSSION

Urban Tourism Beyond Economic Growth

For decades, tourism development policies have primarily been evaluated through economic indicators such as visitor arrivals, tourism expenditures, foreign exchange earnings, employment creation, and investment growth. Although these indicators remain important for measuring tourism performance, contemporary tourism scholarship increasingly argues that economic growth alone is insufficient for assessing the overall success and sustainability of tourism destinations. In urban contexts, excessive emphasis on tourism growth may encourage local governments to prioritize visitor numbers over environmental quality, social well-being, and cultural integrity. Such growth-oriented approaches frequently contribute to overtourism, congestion, environmental degradation, commercialization of cultural heritage, and declining quality of life among local residents.⁹

The growing recognition of these challenges has led scholars to advocate for a paradigm shift from tourism growth toward tourism sustainability and destination well-being. Rather than treating cities as commodities designed exclusively for visitor consumption, ethical urban tourism recognizes cities as complex socio-ecological systems inhabited by diverse stakeholder groups whose interests must be balanced and protected. This perspective aligns with the concept of regenerative tourism, which emphasizes the capacity of tourism activities to enhance environmental conditions, strengthen local communities, and improve residents' quality of life rather than simply minimizing negative impacts.

Within the Indonesian context,

the pursuit of tourism-led urban development has often generated tensions between economic objectives and social sustainability. Popular urban destinations such as Jakarta, Bandung, and Yogyakarta face increasing pressures associated with infrastructure demand, environmental management, public-space utilization, and cultural commodification. Ethical tourism perspectives suggest that tourism policies should be evaluated according to broader criteria, including social justice, cultural preservation, environmental stewardship, and long-term community welfare. Consequently, sustainable urban tourism requires a transition from quantity-oriented development strategies toward more holistic approaches that prioritize destination resilience, inclusivity, and sustainability.^{10 11}

Community Participation as a Foundation of Sustainability

One of the most consistent findings in contemporary tourism literature is the critical importance of community participation in achieving sustainable tourism outcomes. Sustainable tourism development depends not only on governmental planning and private-sector investment but also on the active involvement of local communities who experience the direct consequences of tourism activities. Community participation has increasingly been recognized as both a practical necessity and an ethical obligation because local residents possess valuable knowledge regarding environmental conditions, cultural resources, and community needs.

The experience of Teras Cihampelas in Bandung provides an illustrative example of the consequences of insufficient stakeholder engagement. Although the project was initially envisioned as an innovative tourism and urban revitalization initiative, its implementation revealed shortcomings related to limited community consultation, inadequate adaptation to local needs, and weak stakeholder coordination. These challenges contributed to declining public support and reduced project sustainability. Similar findings have been reported in urban tourism destinations worldwide, where top-down planning

approaches frequently generate resistance from residents and undermine long-term destination viability.¹²

From the perspective of participatory development theory, community members should not merely function as passive beneficiaries of tourism projects but should actively influence decision-making processes. Arnstein's concept of citizen participation remains relevant in contemporary tourism governance, emphasizing the distinction between symbolic consultation and genuine citizen power. Recent studies demonstrate that meaningful participation improves policy legitimacy, strengthens community ownership, reduces stakeholder conflict, and enhances tourism resilience during periods of uncertainty and change.^{13 14}

Moreover, community participation contributes significantly to social justice by promoting a more equitable distribution of tourism benefits. Tourism development frequently creates economic opportunities for certain stakeholder groups while marginalizing others. Inclusive participation mechanisms help ensure that local businesses, community organizations, informal workers, women, and marginalized populations can access tourism-related benefits and contribute to decision-making processes. In the Indonesian context, strengthening participatory governance mechanisms may help address inequalities that often accompany urban tourism expansion while fostering stronger community support for sustainable tourism initiatives.

Environmental Responsibility and Urban Sustainability

Environmental sustainability represents one of the most fundamental dimensions of ethical urban tourism. Urban tourism places substantial pressure on transportation systems, energy consumption, waste management infrastructure, water resources, and public spaces. As tourist arrivals increase, cities frequently experience heightened environmental burdens that threaten both ecosystem health and residents' quality of life. Consequently, environmental responsibility has become a central principle within contemporary discussions of sustainable tourism governance.

Environmental ethics provides an important theoretical foundation for understanding tourism-related environmental responsibilities. Unlike anthropocentric approaches that value nature primarily for its economic utility, environmental ethics emphasizes the intrinsic value of ecosystems, biodiversity, and natural resources. This perspective suggests that urban parks, rivers, green corridors, and cultural landscapes should be protected not only because they attract visitors but also because they contribute to ecological integrity, climate resilience, and community well-being.^{15 16}

Recent studies further emphasize the importance of integrating tourism sustainability with broader urban environmental policies. Climate change, increasing urban temperatures, air pollution, flooding, and biodiversity loss present significant challenges for tourism destinations worldwide. As a result, sustainable urban tourism increasingly requires investments in green infrastructure, sustainable mobility systems, renewable energy, waste reduction programs, and climate adaptation strategies. Such initiatives contribute not only to environmental protection but also to improved visitor experiences and enhanced destination competitiveness.¹⁷

The experiences of Jakarta and Bandung demonstrate the relevance of these concerns. Rapid urbanization, traffic congestion, inadequate waste management, and environmental degradation continue to affect tourism attractiveness and residents' quality of life. From an ethical perspective, tourism development should not exacerbate environmental vulnerabilities but should instead contribute to ecological restoration and long-term sustainability. The growing popularity of regenerative tourism approaches reflects this broader shift from minimizing environmental harm toward actively improving environmental conditions and community resilience.

Governance and Policy Integration

Governance plays a decisive role in determining whether tourism development contributes to sustainability or exacerbates existing social and

environmental problems. Effective governance involves the coordination of multiple actors, including government agencies, tourism businesses, community organizations, non-governmental organizations, and residents. However, many urban tourism destinations continue to face governance challenges arising from fragmented institutional structures, policy inconsistencies, overlapping jurisdictions, and insufficient stakeholder coordination.

Contemporary tourism governance literature increasingly emphasizes collaborative governance as a mechanism for addressing these challenges. Collaborative governance involves shared decision-making processes that encourage cooperation among diverse stakeholders and facilitate the integration of economic, environmental, and social objectives. Such approaches are particularly important in urban tourism because tourism-related issues often intersect with transportation planning, environmental management, cultural preservation, public-space governance, and economic development policies.

In Indonesia, governance challenges frequently emerge due to institutional fragmentation and sectoral approaches to tourism planning. Tourism development initiatives are often implemented independently of broader urban sustainability strategies, resulting in policy inconsistencies and limited effectiveness. For example, tourism promotion efforts may increase visitor arrivals without corresponding investments in environmental management, transportation infrastructure, or public-service provision. Consequently, tourism growth can generate unintended negative consequences for both residents and visitors.

Transparent and accountable governance mechanisms are therefore essential for balancing competing stakeholder interests and ensuring equitable outcomes. Good governance practices enhance policy legitimacy, improve stakeholder trust, and strengthen the capacity of destinations to adapt to changing tourism trends and sustainability challenges. Furthermore, governance systems that incorporate community participation and environmental

accountability are more likely to produce socially accepted and environmentally sustainable tourism outcomes.^{18 19}

Towards an Ethical Framework for Urban Tourism

The synthesis of literature suggests that ethical and sustainable urban tourism requires an integrated framework capable of addressing the interconnected environmental, social, cultural, and governance dimensions of tourism development. Existing tourism models often emphasize economic performance while neglecting broader ethical considerations. However, contemporary sustainability debates increasingly recognize that tourism decisions inevitably involve questions of justice, responsibility, participation, and long-term stewardship.²⁰

Based on the findings of this study, four interconnected principles emerge as the foundation of ethical urban tourism development. The first principle is **environmental responsibility**, which emphasizes ecological protection, climate resilience, sustainable resource management, and the preservation of urban ecosystems. The second principle is **social equity**, which seeks to ensure the fair distribution of tourism benefits and burdens while protecting vulnerable populations from displacement, exclusion, and economic marginalization. The third principle is **community participation**, which recognizes local communities as legitimate stakeholders whose knowledge, interests, and aspirations should influence tourism decision-making processes. The fourth principle is **responsible governance**, which promotes transparency, accountability, stakeholder collaboration, and policy integration.^{21 22}

These principles are mutually reinforcing and should not be implemented in isolation. Environmental sustainability is difficult to achieve without effective governance, while social equity cannot be realized without meaningful community participation. Together, these dimensions provide a comprehensive framework for evaluating urban tourism projects and guiding future tourism policies in Indonesia. More importantly, they offer a pathway toward tourism

development that not only generates economic benefits but also contributes to environmental stewardship, social justice, cultural preservation, and long-term urban sustainability.

CONCLUSION

Urban tourism has significant potential to contribute to economic growth, urban revitalization, and cultural promotion. However, experiences from Indonesian cities demonstrate that tourism development also generates important ethical, social, and environmental challenges. The cases examined in this study indicate that tourism projects may fail when they neglect community participation, environmental management, adaptive planning, and integrated governance.

This study argues that urban tourism should be understood not merely as an economic activity but as a multidimensional process involving moral responsibilities toward communities, cultures, and urban ecosystems. Sustainable urban tourism requires balancing tourism growth with environmental protection, social justice, and community well-being.

The analysis identifies four key pillars of sustainable urban tourism: environmental responsibility, social equity, community participation, and responsible governance. Together, these dimensions provide a framework for developing tourism policies that are both economically viable and ethically legitimate.

Future urban tourism initiatives in Indonesia should prioritize collaborative planning, environmentally responsible management, community empowerment, and integrated governance structures. By adopting these principles, cities can create tourism destinations that are not only attractive to visitors but also sustainable, inclusive, and beneficial for present and future generations.

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