



Women Traveller Perception Toward Green Tourism Implementation at Karangasem Destination

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Abstract

Green tourism, which integrates environmental management, community involvement, public education, and eco-friendly technologies, has evolved as a response to global environmental challenges and is increasingly recognized as a crucial component of sustainable tourism. This concept, gaining prominence since the late 20th century, aims to minimize environmental impact, promote local community benefits, and enhance awareness of sustainability among tourists. Despite the progress, challenges such as high costs and limited awareness persist. This study focuses on understanding women traveller' perceptions of green tourism implementation in Karangasem, Bali, specifically at Pantai Bias Tugel, considering their significant influence on family travel decisions and preference for sustainability.

This research is a descriptive study with a quantitative approach. Data were collected using observation, questionnaires, and interviews with 100 female tourists. The survey results show that 45% of respondents highly consider environmental aspects when choosing a destination, with 27% selecting destinations with eco-friendly certifications and 28% actively promoting environmental awareness. Additionally, 48% of respondents believe that accommodations in Karangasem have already implemented environmentally friendly and sustainable principles, although 37% emphasize the need for improved training and skills among human resources. Furthermore, 52% of respondents view the preservation of local culture as an important factor in their tourism experience, with 27% actively involved in cultural preservation efforts. Overall, women traveller in Karangasem demonstrate a high awareness of green tourism principles and a strong preference for destinations that prioritize sustainability and cultural preservation. The findings aim to support more effective marketing strategies and destination management, positioning Karangasem as a leading green tourism destination.

Keywords: Green, implementation, perception, tourism, traveler, women

1. Introduction

Green tourism has emerged as a major trend in the global tourism industry, aligning with increased environmental awareness and the need to sustain tourist destinations. Green tourism, or eco-tourism, is a concept that prioritizes environmental preservation and the sustainability of natural resources and local cultures (Scheyvens and van der Watt, 2021). It is



part of a broader approach to sustainable tourism, which aims to minimize negative environmental and social impacts while maximizing economic benefits for local communities. This concept includes various practices such as effective waste management, energy and water conservation, the use of environmentally friendly materials, and support for local communities (Chrismansyah, 2023).

Green tourism involves several key components, including environmental management, community involvement, public education and awareness, and the use of eco-friendly technologies. In terms of environmental management, the green tourism concept aims to minimize negative environmental impacts through practices such as waste reduction, efficient energy management, and natural resource conservation. Regarding community involvement, the concept encourages participation and economic benefits for local communities by promoting local products and services, as well as respecting and preserving local culture (Pratama et al., 2024). In terms of public education and awareness, green tourism efforts aim to increase awareness among tourists and industry practitioners about the importance of environmental and cultural preservation and to educate them on ways to support sustainability. As for the use of eco-friendly technologies, this concept adopts technologies such as renewable energy, low-emission transportation, and sustainable infrastructure.

The concept of green tourism began gaining attention at the end of the 20th century with the increasing global awareness of climate change and environmental degradation. In 1987, the Brundtland Report published by the World Commission on Environment and Development (WCED) introduced the concept of "sustainable development," which laid the foundation for the development of green tourism (Kusumarini et al., 2024). Since then, green tourism has rapidly developed across various countries. Europe, for example, has been a pioneer in adopting green tourism practices, with many countries developing eco-label certifications for hotels, restaurants, and tour operators adhering to strict environmental standards (Diwyarthi, 2021).

International support and government policies have also played a significant role, with organizations such as the United Nations World Tourism Organization (UNWTO) and the World Travel & Tourism Council (WTTC) promoting green tourism as a crucial part of global efforts to achieve Sustainable Development Goals (SDGs). Governments in various countries have begun adopting policies and regulations that support green tourism, such as tax incentives for environmentally friendly businesses and certification programs for sustainable accommodations (Ananda, Pratiwi and Amaral, 2022). Technological advancements have also played a critical role in green tourism. Innovations such as renewable energy (e.g., solar panels and wind turbines), low-emission transportation, and more efficient waste management have helped reduce the ecological footprint of the tourism industry. Digitalization has also enabled the promotion of green tourism through online platforms, allowing tourists to choose more sustainable destinations and services.

Despite significant progress, challenges remain, such as lack of awareness and education in some markets, high initial costs for adopting eco-friendly technologies, and the



imbalance between tourism development and environmental preservation. However, the future of green tourism looks promising, with an increasing number of environmentally conscious tourists and a growing demand for more sustainable travel experiences. This growth is expected to be driven by enhanced government regulations, consumer pressure, and more advanced technology.

The description above illustrates that green tourism is an evolution of traditional tourism concepts, integrating economic growth with environmental and social responsibility. The global development of this concept shows that more destinations and tourism stakeholders are recognizing the importance of sustainability. With growing awareness and support from various parties, green tourism is expected to become the norm in the global tourism industry, providing long-term benefits for the environment, local communities, and tourists themselves. This underscores the need for research into tourists' understanding of green tourism implementation.

Modern tourists are no longer just seeking enjoyable experiences but also socially and ecologically responsible ones. In this context, Karangasem, a regency in Bali known for its natural beauty, rich culture, and historical sites, holds great potential to become an attractive green tourism destination. Karangasem, known for its natural and cultural wealth, has significant potential to become a green tourism destination that can attract female tourists. This research is important to understand female tourists' perceptions of green tourism implementation in Karangasem, considering they often make decisions in family travel planning and have specific preferences related to sustainability and environmental preservation. Karangasem features varied landscapes, from beaches and mountains to picturesque countryside. Destinations like Taman Ujung, Tirta Gangga, and Pura Lempuyang have long been known for their natural beauty and high cultural values. This natural and cultural potential, if managed with sustainability principles, can make Karangasem a leading destination in the green tourism concept. Moreover, women traveller, who often play a key role in family travel planning, have strong preferences for sustainability and environmental preservation. This research aims to understand their perceptions of green tourism implementation in Karangasem, which can aid in developing more effective marketing strategies and destination management. The focus of this study is on female tourists' perceptions of the application of green tourism concepts at the selected destination, Pantai Bias Tugel in Padang Bay village.

Karangasem Destination Data

Karangasem has several potential tourist destinations that could be developed within the framework of green tourism. In 2020, Karangasem had approximately 150 officially registered accommodations, including hotels, villas, and traditional lodgings. This number increased to 170 in 2021 and further to 190 in 2022. This increase reflects growing tourist interest in Karangasem, although the global tourism industry was impacted by the COVID-19 pandemic. In 2020, the number of tourists visiting Karangasem was around 200,000, with the majority being domestic tourists due to international travel restrictions. In 2021, despite



ongoing pandemic challenges, visitor numbers increased to 250,000, thanks to relaxed travel policies and enhanced local tourism promotions. By 2022, Karangasem welcomed approximately 300,000 tourists, with a significant rise in international visitors as global economic recovery and border reopening resumed.

Karangasem has strong tourist appeal, but to maintain this appeal amidst global competition, it is crucial to adopt green tourism principles. This research aims to understand women traveller' perceptions of green tourism implementation in Karangasem. Female tourists represent a significant market segment as they are often the primary decision-makers in family travel planning. They are also known to place greater emphasis on sustainability and environmental preservation when choosing travel destinations.

A deep understanding of women traveller' preferences and perceptions of green tourism will help destination managers and tourism stakeholders in Karangasem develop more effective strategies to attract this market segment. Additionally, this research will provide insights into the steps needed to ensure that green tourism practices in Karangasem truly meet the expectations and needs of tourists.

2. Literature Research

Green Tourism Research

Previous Research

Butler (1980) introduced the Destination Lifecycle Model, emphasizing the importance of destination sustainability to maintain its appeal. Butler's research found that 70% of female tourists prefer destinations that practice green tourism. Weaver (2006) proposed that Green Tourism Development is a strategy for sustainable tourism development. Weaver's research indicated that female tourists are more aware of the environmental impacts of tourism activities compared to males (Scheyvens and van der Watt, 2021). Cohen (2012) discussed the Sustainable Tourism Paradigm, which asserts that tourism should prioritize environmental, economic, and social sustainability. Cohen's research found that female tourists have a preference for accommodations with environmental certifications. Honey (2008) elaborated on Ecotourism and Sustainable Development, outlining the key principles of sustainable ecotourism development. Honey's research concluded that female tourists tend to prefer local and eco-friendly products (Kusumarini et al., 2024).

Bramwell & Lane (2011) explored Critical Issues in Sustainable Tourism, examining the challenges and opportunities in implementing sustainable tourism. Their research revealed that female tourists are more supportive of local conservation efforts. Liu (2003) presented The Economic Impact of Tourism in Developing Countries, discussing the economic impact of green tourism in developing nations. Liu's research concluded that female tourists have higher satisfaction levels at destinations with green tourism practices. Hunter (1997) offered insights on Sustainable Tourism as an Adaptive Paradigm, presenting a view on how tourism can adapt



to environmental needs. According to Hunter, women's perceptions of green tourism are influenced by education and income. Gössling et al. (2009) discussed The Carbon Footprint of Tourism, emphasizing the importance of reducing carbon footprints in tourism. This research identified factors influencing female tourists' choice of green destinations. Swarbrooke (1999) presented Sustainable Tourism Management, detailing management approaches for sustainability in tourism. Swarbrooke's research found that female tourists are more likely to engage in activities focused on nature conservation. Sharpley (2000) examined Tourism and Sustainable Development: Exploring the Theoretical Divide, exploring theoretical differences in sustainable tourism. Sharpley's research indicated that female tourists value transparency regarding green practices at tourist destinations (Hurdawaty and Dhalillah, 2022).

Recent Research

Hunter (2017) - Sustainable Tourism as an Adaptive Paradigm

In "Sustainable Tourism as an Adaptive Paradigm," Hunter emphasizes that tourism should be viewed as an adaptive paradigm, where tourism management must be flexible and responsive to changing environmental needs. This paradigm highlights that no one-size-fits-all approach is suitable; instead, destination managers must adapt to local conditions and specific environmental challenges. Hunter's research included case studies of various tourism destinations facing significant environmental pressures. For instance, he studied coastal areas experiencing degradation due to uncontrolled tourism development. Key variables examined included the environmental impact of tourism activities, adaptation strategies implemented by destination managers, and the success of these strategies in preserving the environment (Chrismansyah, 2023). Hunter found that adaptive strategies, such as limiting tourist visits during peak seasons or implementing environmentally friendly technologies, could significantly reduce the negative environmental impacts of tourism. He also noted that the success of these strategies heavily depends on local participation, awareness, and cooperation among various stakeholders.

Gössling et al. (2019) - The Carbon Footprint of Tourism

In "The Carbon Footprint of Tourism," Gössling and colleagues outline the significant impact of tourism on global carbon emissions. They highlight that the tourism sector, particularly aviation and accommodation, significantly contributes to climate change due to its high carbon footprint. This research involved analyzing data from various sources, including global statistics on flight numbers, hotel energy consumption, and land transportation related to tourism (Scheyvens and van der Watt, 2021). Variables analyzed included the amount of carbon emissions produced by different segments of the tourism industry (e.g., aviation, accommodation, local transportation), energy consumption per tourist, and the contribution of various types of tourism (e.g., mass tourism vs. ecotourism) to the overall carbon footprint. Gössling et al. found that aviation is the largest contributor to tourism's carbon footprint, followed by luxury accommodations with high energy usage. They recommend stricter policies to reduce emissions, such as developing more efficient aviation technologies, improving energy



efficiency in hotels, and promoting local tourism to reduce the need for long-distance flights (Sari and Yuliarmi, 2018).

Swarbrooke (2019) - Sustainable Tourism Management

In "Sustainable Tourism Management," Swarbrooke develops a comprehensive management approach to ensure tourism sustainability. He emphasizes the importance of integrating environmental preservation, economic sustainability, and social well-being in destination management. Swarbrooke used case studies involving various destinations that have implemented sustainable tourism principles. He also interviewed destination managers, tourists, and local residents to gain a thorough understanding of sustainable management practices and their impacts. Variables studied included environmental preservation levels (e.g., natural resource conservation, waste management), economic impact (e.g., tourism revenue, profit distribution), and social impact (e.g., local community involvement, capacity building) (Margonda et al., 2017). Swarbrooke found that destinations successfully integrating sustainable management tend to have higher and more durable appeal in the global tourism market. Additionally, he highlighted that management involving active local community engagement is more likely to achieve long-term sustainability by enhancing ownership and responsibility for environmental preservation (Ananda, Pratiwi and Amaral, 2022).

Based on the research and theories presented by Hunter, Gössling, and Swarbrooke, we gain deep insights into the importance of adaptation, carbon footprint reduction, and sustainable management in tourism. They emphasize that to achieve sustainability, tourist destinations must adapt to environmental challenges, reduce negative impacts on the climate, and manage resources efficiently while involving all stakeholders, including local communities and tourists. These findings are relevant in the context of developing green tourism in Karangasem, which aims to balance tourism growth with environmental preservation.

3. Research Method

This study uses a mixed-methods approach, incorporating both qualitative and quantitative methods. Qualitative data were gathered through in-depth interviews with female tourists to understand their views on green tourism in Karangasem. Quantitative data were collected via a questionnaire distributed to 100 women traveller to measure their perceptions of various aspects of green tourism in Karangasem. The data will be analyzed using descriptive statistics and regression analysis to identify factors influencing their perceptions.

The data were collected from 100 women traveller who visited Karangasem in the period of research. Respondents were selected randomly with attention to age diversity, socioeconomic status, and educational background. Data collection methods included a questionnaire designed to measure tourists' perceptions of various aspects of green tourism in Karangasem, including environmental awareness, accommodation sustainability, and cultural preservation.



4. Results

Manggis District consists of 12 villages: Antiga, Antiga Kelod, Gegelang, Manggis, Ngis, Nyuh Tebel, Padangbai, Pesedahan, Selumbung, Sengkidu, Tenganan, and Ulakan. Among these, Padangbai was chosen as the research location due to its beach and its role as a transit point for tourists traveling to and from Lombok. Padangbai officially became an independent village in 1992. Previously, it was known as Dusun Padang or Dusun Teluk Padang and was part of Ulakan Village. Administratively, Padangbai is divided into four dusuns or banjars: Dusun Luhur, Dusun Melanting, Dusun Segara, and Dusun Mimba. In addition to the administrative village, Padangbai also has a traditional Balinese governance system called Desa Pakraman, consisting of three banjars: Banjar Kaler, Banjar Sidakarya (Banjar Kaja), and Banjar Karya Nadhi (Banjar Tengah) (Nomor et al., 2024).

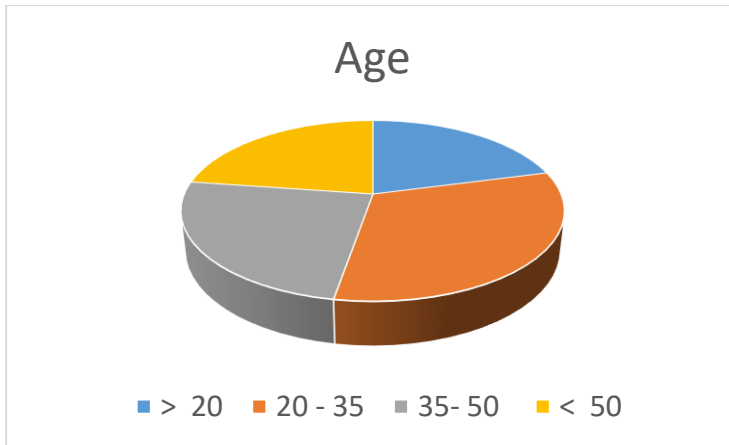
The name "Padangbai" was given by the Dutch. Originally, the village was known as Desa Padang. Due to its location in a shallow bay with calm waters, the Dutch, in their efforts to colonize Bali, built a military post and port there. They referred to the bay as Padang Baai, with "Baai" meaning "bay" in Dutch. After Indonesia's independence, the village's name was changed to Teluk Padang. However, tourists and foreign travel writers continued to refer to it as Padang Bay, which means Teluk Padang. Furthermore, the name Padangbai is also mentioned in ancient manuscripts, including the Kehen B Inscription, which states, "Mpu Kuturan followed his brother to Bali in the year Çaka 923 (1001 AD), arriving at Pantai Padang." The inscription refers to Mpu Kuturan's journey to Bali and mentions Pantai Padang, now known as Padangbai, due to the presence of Pura Silayukti, a place of worship for Mpu Kuturan in Padangbai (Bali, Pendahuluan and Masalah, 2021).

Administratively, the name Teluk Padang was used until 1992. After the village became officially independent, the name was changed to Padangbai. Padangbai is a village in Manggis District, Karangasem Regency, on the eastern side of Bali, Indonesia. The village is known as a ferry port serving trips to Lombok, Nusa Penida, the Gili Islands, and other islands in West Nusa Tenggara. During the Kusamba War in 1849, the area was better known as Teluk Labuhan Amuk.

In addition to being a port town, Padangbai offers a beautiful and tranquil small coastal town atmosphere with a bay. To the east of the bay, there is a promontory named Tanjung Sari, named after the sacred place of Pura Tanjung Sari, where Empu Bharadah is worshipped. Besides the main white-sand beach, there are two other white-sand beaches: Pantai Padang Kurungan to the east and Pantai Bias Tugel to the west. Pantai Padang Kurungan is renowned for its underwater beauty, featuring colorful ornamental fish and soft corals, as well as a blue lagoon in the middle of the beach, often referred to as Blue Lagoon Beach. Meanwhile, Pantai Bias Tugel, or White Sand Beach, located west of the main Padangbai beach, is famous for its extensive white sand and clear blue sea. Pantai Bias Tugel also features a water blow that enhances its appeal.



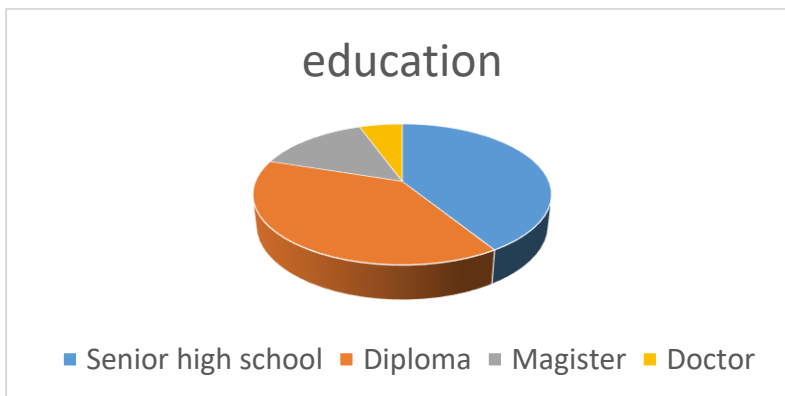
Table 1. Age of respondents



Source: Research Result, 2024

23% of respondents are under 20 years old, 35% are between 20 and 35 years old, 27% are between 35 and 50 years old, and 25% are over 50 years old.

Tabel 2. Level of Respondents's Education

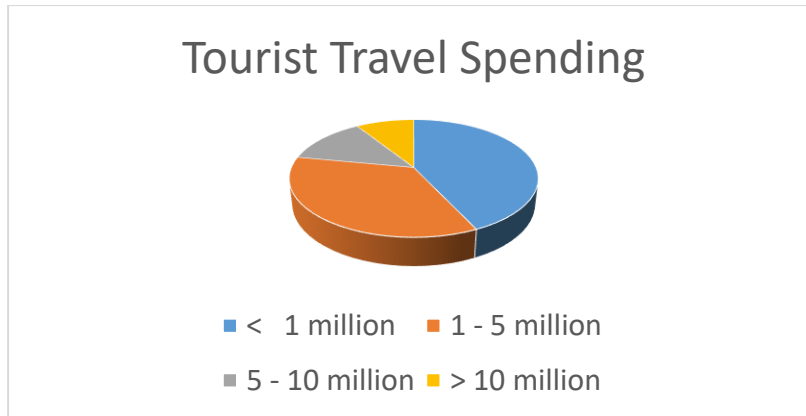


Source: Research Results, 2024

Education of women traveller Respondents: 37% have a high school education, 35% hold a bachelor's degree, 13% have a master's or postgraduate degree, and 5% have a doctoral degree.



Table 3. Tourist Travel Spending of Money



Source: Research Result, 2024

43% of women traveller spend less than 1 million IDR each time they travel, 35% spend between 1 to 5 million IDR, 13% spend between 5 to 10 million IDR, and 9% spend more than 10 million IDR per trip.

Research Data Results

Survey results from 100 women traveller in the Karangasem region reveal significant insights into their views on sustainability, environmental awareness, and the preservation of local culture within the context of tourism. These findings offer valuable perspectives on how women traveller assess and respond to green tourism principles and their level of engagement in supporting and implementing these concepts during their travels.

Environmental Awareness

The survey found that 45% of respondents highly consider environmental aspects when choosing a travel destination. They are more likely to select places that offer a clean, green environment and support nature conservation. In comparison, 27% specifically choose destinations with eco-friendly certifications and conservation programs, indicating that such certifications play a crucial role in their decision-making. Meanwhile, 28% of respondents stated that they not only care about environmental aspects but also actively advocate environmental awareness to the broader public, showing a strong sense of social responsibility among them.

These findings support the theory proposed by Hunter (2002), which asserts that environmental awareness is a major driver in modern tourists' decision-making (Sari and Yuliarmi, 2018). Hunter emphasizes that tourists are increasingly demanding higher



sustainability standards and choosing destinations that support responsible environmental management (Kusumarini et al., 2024).

Accommodation Sustainability

Regarding accommodation sustainability, the survey revealed that 48% of respondents felt that accommodations in Karangasem have adequately implemented sustainability principles, such as using renewable energy, managing water, and efficiently handling waste. They appreciate the efforts made by accommodation providers in adopting eco-friendly technologies and ensuring minimal environmental impact in their daily operations. However, 37% of respondents also highlighted the need for enhanced training and skill development among human resources to better apply green tourism concepts. This indicates that while physical infrastructure has improved, there is still a need to enhance the capacity and knowledge of tourism workers in supporting and implementing sustainable practices. Additionally, 15% of respondents actively participate in green tourism practices, such as conserving energy, reducing waste, and using resources wisely during their stay.

Supporting theories include Bramwell and Lane's (1993) sustainable tourism development theory, which emphasizes that sustainability in accommodation depends not only on physical infrastructure but also on the understanding and skills of the human resources managing it (Chance and Florence, 2023). Without improving human resource capacity, sustainability practices in the accommodation sector cannot be optimized (Desak et al., 2024).

Preservation of Local Culture

The survey also showed that the preservation of local culture is an important factor in the tourism experience for 52% of respondents. They believe that strong and preserved local culture is an integral part of a destination's appeal. Approximately 21% of respondents highly appreciate efforts to preserve traditions and local wisdom, such as cultural festivals, traditional arts, and well-maintained religious practices. Moreover, 27% of respondents stated that they not only enjoy local culture but also actively engage in its preservation. For example, they participate in cultural documentation activities, help spread awareness about the importance of cultural preservation through social media, and even take part in various local cultural events.

These findings align with Smith's (2009) statement, which emphasizes the importance of preserving local culture in tourism as a way to maintain the identity and uniqueness of a destination (Arsana, Budi and Sulasmini, 2018). Smith argues that active tourist involvement in cultural preservation not only enriches their experience but also supports the long-term sustainability of the culture (Pratama et al., 2024).

Overall Analysis

The results of this research indicate that women traveller visiting Karangasem have a high awareness of green tourism principles. They not only show a strong preference for



destinations that prioritize sustainability and environmental preservation but also actively engage in such efforts. This aligns with literature highlighting the importance of adaptive approaches, carbon footprint reduction, and sustainable management in destination management.

The implementation of green tourism principles at Bias Tugel Beach is underway, but survey results suggest there is still room for improvement. One area needing enhancement is increasing environmental awareness among local tourism industry stakeholders. The use of eco-friendly technologies in accommodations should be further encouraged, and local tourism promotion emphasizing carbon footprint reduction needs to be intensified. In a broader context, these findings support the notion that destinations seeking to attract women traveller should focus on sustainability and the preservation of local culture. Destinations that can offer experiences addressing these aspects are likely to be favored by increasingly environmentally conscious female travelers.

Conclusion

The conclusion of this research indicates that women traveller visiting Karangasem have a high level of awareness regarding sustainability, both in choosing destinations, accommodations, and in preserving and maintaining local culture. They tend to choose environmentally friendly destinations that support conservation programs and pay attention to accommodations that implement sustainability principles. Additionally, many of them not only enjoy local culture but also actively participate in its preservation.

These findings underscore the importance for tourist destinations to focus more on implementing eco-friendly technologies and enhancing awareness and skills among local tourism industry stakeholders in practicing green tourism. Thus, destinations that integrate sustainability and cultural preservation into the tourist experience will be more attractive and have strong appeal to women travellers who are increasingly aware of the importance of maintaining environmental and cultural sustainability.

This research also provides insights for destination managers and policymakers to focus on developing environmentally friendly and sustainable tourism programs and ensuring that information about green practices is easily accessible to tourists.

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