



# Generation Z's Perception Of Sustainable Tourism Reviewed From Law No 10 Of 2009 Regarding Tourism Case Study (Tablolong Beach Tourism, Kolam Baumata, Lasiana Beach

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**Abstract.** The concept of sustainable tourism development is contained in Law No. 10 of 2009 concerning Tourism and also in Regulation of the Minister of Tourism and Creative Economy No.9 of 2021. Sustainable tourism pays attention to ecosystems that are developed with the aim of increasing the welfare of local people. The existence of sustainable tourism development as one of the positive things to overcome the negative impacts of tourism development, with the principle of developing tourism while maintaining environmental, social, economic and cultural sustainability. The success of a concept of sustainable tourism development will depend heavily on the high response and awareness of the entire community, stakeholders and tourists, especially generation Z tourists. Perception and understanding of the concept of sustainable tourism is needed by tourist groups, one of which is generation Z. Zeithmal, et al (2009: 18) states consumer behavior is studying how individuals, groups, and organizations choose, buy, use, and utilize goods and services, ideas or experiences in order to satisfy their needs and desires. No exception in this case is the need for travel. The purpose of this study is to determine the extent to which generation Z's perceptions of sustainable tourism are. This research is aimed at generation z tourists where the age range is 17 years - 28 years. In this study the method used is descriptive qualitative method by observing and interviewing directly to predetermined informants.

**Keywords:** Perception, Generation Z, Tourism La, Sustainable Tourism.

## 1. Introduction

The development of tourism development that can have an impact on the environment includes the impact of developing tourism facilities, the impact of using transportation equipment, and the impact of operating the tourism industry (Richardson and Fluker, 2004), thus tourism development can be used as a means to create awareness of identity and togetherness in diversity. (I. P. A. A. G. Hanum and I. B. Suryawan). Sustainable Tourism Development or Sustainable Tourism Development is a concept that emerged to overcome the negative impacts of tourism development. Sustainable tourism development is very important to be implemented according to the sustainable development paradigm based on the increasingly uncontrolled course of development in a country (Heylen Amildha Yanuarti, 2018). In Law No. 10 of 2009 concerning

Tourism considering letter C stipulates that tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for religious values, culture that lives in society, environmental sustainability and quality as well as national interests. Sustainable aspects are also regulated in Law No. 10 of 2009 concerning Tourism. In fact, the Act states that tourism development must be carried out based on sustainable principles. The success of sustainable tourism needs attention and support as well as participation from all stakeholders, namely tourism service providers, government, non-governmental organizations, destination communities and tourists. The concept of sustainable tourism has also been around for a long time and is regulated by several regulatory instruments in the government, but the problem is that not all people, even tourists, in this case generation Z, know and understand the concept of sustainable tourism. In addition, irresponsible travel behavior is still found. In Indonesia, especially in NTT, many tourist attractions have been damaged as a result of irresponsible tourist behavior. The concept of sustainable tourism development emerged to overcome the negative impacts of tourism development with the principle of building tourism and meeting the needs of all stakeholders, one of which is tourists. Generation Z is one of the tourist groups that has a major influence on tourism with all of its unique behavior compared to previous generations, so to increase their awareness/involvement in sustainable tourism development, the level of understanding and awareness must be known in advance. The problem that arises is the misunderstanding of generation Z about the notion of sustainable tourism so that deviant or irresponsible behavior often occurs when they carry out tourism activities, one of which is damaging, polluting and even eliminating important parts in tourist attractions. This study aims to determine the perceptions of generation Z about sustainable tourism so that they can participate in maintaining and protecting all forms of activities, or facilities as well as government rules and policies related to sustainable tourism.

## **2. Literature Review**

To support this research study, a literature review was conducted which focused on 3 sections, namely Generation Z, Sustainable Tourism, and Law No. 10 of 2009 concerning Tourism. Generation Z are people born from 1995-2010. In the data obtained, the number from generation Z to date has reached 68 million people. They were born in the midst of advanced technological developments, they are considered superior in terms of technology compared to generation X. So that generation Z is more knowledgeable and more proficient in technology in contrast to the millennial generation who were born and grew up in the midst of a technological transition (Christian & Ikasari, 2020). Growing up in the midst of technological developments, they can easily get information. One of the characteristics of Generation Z is instantaneous in various matters, including obtaining information about tourism. Generation Z is more dominant in carrying out social activities through cyberspace compared to the real world and is already familiar with technology. As a result, they prefer to enjoy tourism but ignore the functions and uses of places, locations or culture or historical knowledge about tourism and destinations that have an impact on the sustainability of tourism. Turner (2015) states that Generation Z tends to be interested in practical things and is very dependent on technology. Meanwhile, the

characteristics of the Z generation are that they often carry out social activities through cyberspace and are also fast in finding and finding information (Noordino) 2016). Sustainable tourism as defined by The World Tourism Organization (UNWTO) is tourism that takes full account of present and future economic, social and environmental impacts, responding to the needs of visitors, the environmental (tourism) industry and the host local community (Ministry of Tourism and Creative Economy), 2014

### **3. Research Method**

This research uses a qualitative approach with descriptive methods. Methodology is a formula for implementing research where in conducting research there are steps and also research results (Ariani, 2014). The qualitative research method is a procedure for collecting descriptive data in the form of written words from certain phenomena and behavior (Sihombing, 2021). Theoretical sources are taken from the results of literature studies from various references such as . This research aims to study or examine an object in a natural setting without manipulating the phenomena that occur. Qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior (Bogdan and Taylor, Moloeng, 2012) This research used open interviews. Interviews in this research were conducted with generation Z who carried out tourist activities at tourist attractions in the city of Kupang. In this research, , participant observation techniques were also used, which means monitoring and observing the situation or conditions of tourist attractions which are often used as places for generation Z to carry out. activities tour. The following is a list of questions that will be asked to visitors, including: what are Generation Z's interests in tourism? What are Generation Z tourists' interests in exploring tourism at Tablolong Beach, Lasinan Beach and Baumata Pool? tourism, how are the facilities and infrastructure in tourist objects.

### **4. Results And Discussion**

Tourism is an integral part of national development which is carried out systematically, planned and integrated, sustainably and responsibly while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, as well as national interests. This is the basis of Law No. 10 of 2009 concerning Tourism. Sustainable tourism is tourism that is growing rapidly including including increasing the flow of accommodation capacity, local population and the environment, where the development of tourism and new investments in the tourism sector should not have a negative impact and can blend with the environment, if we maximize positive impacts and minimize negative impact (Nyoman Sukam Arida, 2017). The results of the research that has been carried out show that generation Z has high motivation in visiting the tourist attractions of Lasinan Beach, Tablolong and Baumata Pool. Meanwhile, physical motivation is the dominant motivation chosen by generation Z tourists, such as relaxing, maintaining health, doing sports activities, and seeking comfort. . Generation Z's perception of tourist attractions as sustainable tourism is in the good category, but the facilities and infrastructure as well as the level of uniqueness need to be improved. The results of the study also show that Generation Z has heard and understands sustainable tourism, besides that Generation Z has the perception

that Indonesia has implemented sustainable tourism., Generation Z wants to know more about sustainable tourism with the most information media, namely through the internet and through information from people who have knowledge about sustainable tourism. This can be used as an opportunity by the the opportunity the government to further educate the public , especially Generation Z , through the use of internet media.

## 5. CONCLUSION

Sustainable tourism is the development of a travel concept that can have a long-term impact. Both for the social, cultural and economic environment for the present and future for all local communities and visiting tourists. Sustainable tourism is well understood by Generation Z. This can be an opportunity for the government .

## 6. References

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