Legal Regulatory Analysis of the Implementation of Green Tourism Principles in Tourism Business Activities in Denpasar

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Abstract. The development of the tourism industry in Denpasar has made a significant contribution to regional economic growth. However, it has also generated various environmental challenges, including increased waste generation, the exploitation of natural resources, and growing pressure on environmental sustainability. These conditions highlight the importance of implementing green tourism principles in tourism business activities. This research aims to analyze the legal regulations governing the implementation of green tourism principles and their application within travel agency businesses in Denpasar. This research employed a juridical-empirical legal approach by combining normative analysis of tourism and environmental regulations with empirical data obtained through semi-structured interviews with three owners of tourism service businesses in Denpasar. Secondary data were collected from legislation, academic literature, and official documents, and the data were analyzed using descriptive qualitative analysis. The findings indicate that green tourism principles have been accommodated within various Indonesian legal regulations concerning tourism and environmental protection. However, their implementation remains inconsistent due to the absence of specific technical guidelines, limited understanding of sustainable tourism practices among business operators, and insufficient government guidance and supervision. The study concludes that strengthening green tourism requires measurable technical regulations, particularly clear operational standards for waste management, energy and water efficiency, environmental education, and compliance monitoring, supported by continuous capacity-building programs and stronger collaboration among government, tourism businesses, and local communities.

Keywords: Environmental Protection, Green Tourism, Tourism Regulation, Travel Agencies, Sustainable Tourism

1 Introduction

The tourism sector is one of the strategic sectors that plays a significant role in promoting both national and regional economic growth (Yanti, 2020). As the capital city of Bali Province, Denpasar occupies a strategic position as a center of government, trade, services, and tourism, all of which have experienced continuous development

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over the years (Sarah Ratna Sari Panjaitan et al., 2019). Tourism activities in Denpasar are supported by a wide range of cultural attractions, culinary tourism, creative economy enterprises, travel agencies, and tour guide services, all of which play an essential role in providing services to visitors (Andriyansah et al., 2025). The growth of the tourism sector has contributed positively to regional revenue, employment opportunities, and the expansion of tourism-related businesses.

On the other hand, the rapid growth of tourism has also created various environmental challenges. The increasing number of tourist arrivals has led to greater waste generation, higher consumption of energy and water resources, environmental pollution, and increased pressure on the sustainability of natural resources (Andriyansah et al., 2025). These conditions demonstrate that tourism development should not solely focus on economic growth but must also maintain a balance between economic, social, cultural, and environmental dimensions. Consequently, the implementation of green tourism principles has become an essential approach to achieving sustainable tourism development (Islahuddin & Tun Ismail, 2024).

Green tourism emphasizes environmentally responsible tourism practices through the efficient use of natural resources, waste reduction, the preservation of local culture, and community empowerment (Jaelani et al., 2023). These principles are consistent with the concept of sustainable development, which recognizes environmental protection as an integral component of development. Within the tourism industry, the implementation of green tourism is not solely the responsibility of government institutions but also requires the commitment of all tourism stakeholders, including travel agencies and tour guides, who interact directly with tourists and influence their travel behavior (Luekveerawattana, 2024).

From a legal perspective, the implementation of green tourism principles is supported by various Indonesian laws and regulations, including Law Number 10 of 2009 on Tourism (as amended), Law Number 6 Year 2023 concerning the Enactment of Government Regulation in Lieu of Law Number 2 Year 2022 on Job Creation into Law, Law Number 32 Year 2009 on Environmental Protection and Management, as well as various local government policies promoting sustainable tourism development. Collectively, these legal instruments require tourism business operators to conduct their activities in a manner that preserves the environment, promotes the efficient use of natural resources, and supports ecosystem sustainability as part of their legal and social responsibilities (Ibnou-Laaroussi et al., 2020).

Despite the existence of this legal framework, the implementation of green tourism principles in tourism business practices in Denpasar has not yet been fully optimized(Adnyani & Landrawan, 2023). Preliminary observations and interviews with several travel agency operators revealed a number of challenges, including the absence of specific technical guidelines governing the implementation of green tourism, the limited understanding of sustainable tourism concepts among some business operators, and inadequate guidance and supervision from relevant government authorities (Papadaki, 2024). Furthermore, tourism business operations continue to prioritize service quality and economic profitability over environmental sustainability (Ibnou-Laaroussi et al., 2020).

These findings indicate a gap between the existing legal framework and its practical implementation (Al Fahmawee & Jawabreh, 2023). Therefore, this study examines the extent to which the current legal regulations support the implementation of green tourism principles in tourism business activities, particularly within travel agencies and

tour guide services in Denpasar(Yadnya & I Gusti Ketut Adnya Wibawa, 2020). The study also seeks to identify the obstacles to effective regulatory implementation and to formulate recommendations for strengthening the legal framework in order to enhance the implementation of green tourism as a foundation for sustainable, competitive, and environmentally responsible tourism development (Tong, 2023).

2 Methodology

This study employed a legal research method using a juridical-empirical approach (I Putu Andika Pratama et al., 2023) This approach was used to examine legal provisions concerning the implementation of *green tourism* principles in tourism business activities and to assess their implementation in practice. The juridical aspect involved an examination of relevant laws and regulations, legal doctrines, and literature concerning sustainable tourism and environmental protection. Meanwhile, the empirical aspect was conducted to obtain an overview of the actual implementation of these provisions by tourism business operators in Denpasar. The juridical-empirical approach was adopted because this study aimed to identify the gap between *das sollen* and *das sein*, namely the gap between the conditions expected under applicable laws and regulations and the actual conditions found in practice (Pratama et al., 2023). Normatively, tourism development is directed toward sustainable and responsible tourism while maintaining environmental preservation. However, in practice, the implementation of *green tourism* principles by tourism business operators has not been fully aligned with these provisions. The gaps include limited technical guidelines for implementing *green tourism*, differences in business operators' understanding of environmentally friendly tourism practices, inconsistent implementation of environmentally friendly practices, and suboptimal guidance and supervision of their implementation.

The study was conducted in Denpasar, Bali, with a particular focus on the implementation of *green tourism* principles in tourism service businesses, particularly travel agencies and tour guide services. Denpasar was selected as the research location because it is one of the major tourism centers in Bali Province and has experienced significant growth in tourism service businesses. This condition provides economic opportunities for local communities while also creating a need to ensure that tourism activities continue to consider sustainability and environmental preservation.

The study utilized primary and secondary data. Primary data were obtained through semi-structured interviews with the owners of 3 (three) tourism service businesses in Denpasar. Informants were selected using a *purposive sampling* technique based on their knowledge, experience, and direct involvement in business management and the implementation of *green tourism* principles. The three tourism service businesses were selected to provide an overview of the implementation of sustainable tourism principles in business operations, including environmental management, resource use, waste management, and other forms of environmental responsibility. Secondary data were obtained through a literature review of relevant laws and regulations, academic books, scholarly journal articles, previous research findings, and official documents related to

tourism development, environmental protection, and the implementation of *green tourism*. Secondary data were used as a basis for identifying the legal provisions that should serve as guidelines for tourism service businesses.

Data were collected through literature review, interviews, and documentation. The literature review was conducted to identify legal provisions governing sustainable tourism and environmental protection. Interviews were conducted with the owners or managers of the three tourism service businesses to obtain information regarding the implementation of *green tourism* principles in their business activities. The interviews covered aspects such as resource use, waste management, reduction of environmentally harmful materials, tourist education, and other activities supporting sustainable tourism. Documentation was used to complement and strengthen the data obtained from the interviews.

Data analysis focused on comparing the applicable legal provisions with empirical conditions in the field. The gap between regulations and practices was analyzed based on several aspects, namely: (1) legal provisions that direct tourism development toward sustainability but are not yet fully supported by technical guidelines specifically regulating the implementation of *green tourism* at the operational level; (2) differences in the understanding of *green tourism* principles among business owners or managers; (3) inconsistent implementation of environmentally friendly practices in business operations; and (4) suboptimal government guidance, supervision, and evaluation of the implementation of *green tourism* principles by tourism service businesses.

The collected data were analyzed using a descriptive qualitative analysis. The analysis was conducted by describing the applicable legal provisions and subsequently comparing them with the findings obtained from interviews and documentation involving the three tourism service businesses. The study then identified the forms of gaps between legal provisions and practices, the factors contributing to these gaps, and the efforts that could be undertaken to improve the implementation of *green tourism* principles. Accordingly, the findings are expected to provide recommendations for the government and tourism service businesses to strengthen the implementation of *green tourism* principles and support the development of sustainable tourism in Denpasar.

3 Result and Discussion

3.1 Result

The findings indicate that, from a normative legal perspective, the implementation of green tourism principles in tourism business activities in Denpasar is supported by an adequate legal framework(Indriyani et al., 2025). These principles are reflected in various laws and regulations concerning tourism, environmental protection and management, as well as local government policies promoting sustainable tourism development (A.A. Istri Eka Krisna Yanti, 2023). Collectively, these legal instruments require tourism business operators to conduct their activities in a manner that emphasizes environmental conservation, the efficient use of natural resources, community empowerment, and social responsibility toward the surrounding environment (Durrani et al., 2014).

However, the review of the existing legal framework also reveals that green tourism has not yet been comprehensively regulated under a single legal instrument. Instead, its principles are dispersed across several laws and policies governing tourism, environmental protection, waste management, and sustainable development(Martein et al., 2021). Although these regulations provide a normative legal basis for the implementation of green tourism, they do not establish explicit operational standards or technical guidelines that can be consistently applied by tourism business operators (Martein et al., 2021).

Interviews with travel agency operators in Denpasar indicate that most respondents recognize the importance of implementing green tourism principles. Several environmentally responsible practices have been adopted, including reducing the use of single-use plastics during tour activities, selecting destinations that demonstrate a commitment to environmental sustainability, utilizing digital media to minimize paper consumption, and educating tourists about environmental conservation, local cultural preservation, and responsible tourist behavior. Nevertheless, these initiatives remain voluntary and are implemented inconsistently across tourism businesses.

The interviews also identified several challenges affecting the implementation of green tourism. These include limited understanding of green tourism indicators among some tourism business operators, the absence of clear technical guidelines, limited collaboration with destination management authorities in promoting sustainable tourism practices, and the perception that environmentally friendly business practices require higher operational costs. In addition, government guidance and supervision continue to focus primarily on business licensing and tourism service standards rather than evaluating compliance with environmental sustainability principles (Made Hendra Wijaya & Putu Lantika Oka Permadhi, 2021).

Overall, the findings demonstrate that the implementation of green tourism principles in Denpasar has begun to develop and has received positive responses from both tourism business operators and local government institutions. However, its effectiveness remains constrained by regulatory and institutional limitations. Strengthening the implementation of green tourism requires the development of comprehensive technical regulations, continuous capacity-building programs for tourism business operators, sustained government guidance and supervision, and stronger collaboration among government agencies, tourism businesses, local communities, and other stakeholders. These measures are expected to facilitate the effective implementation of green tourism principles and support the realization of sustainable tourism development in Denpasar.

3.2 Discussion

The findings indicate that, from a normative legal perspective, Indonesia has established various legal regulations that provide the foundation for implementing green tourism principles in tourism business activities (Izziyana et al., 2022). These provisions are reflected in legislation governing tourism, environmental protection and management, as well as regional policies promoting sustainable tourism development(Ni Wayan Merda Surya Dewi, 2021). Conceptually, these legal instruments incorporate sustainability principles through the responsible management of natural resources, environmental conservation, community empowerment, and the

enhancement of public welfare. Accordingly, from the perspective of legal substance, the existing regulatory framework provides an adequate legal basis for the implementation of green tourism.

Despite the existence of this legal framework, the implementation of green tourism principles by travel agencies in Denpasar has not yet reached an optimal level. Several tourism businesses have adopted environmentally friendly practices, such as reducing the use of single-use plastics, encouraging tourists to maintain the cleanliness of tourist destinations, and promoting awareness of environmental conservation and local cultural preservation. However, these practices remain voluntary and are not supported by standardized operational guidelines. This condition reflects a gap between the legal norms (*das sollen*) and their practical implementation (*das sein*), which is a common issue identified in empirical legal research.

The implementation of *green tourism* in Indonesia can be compared with other countries, such as Singapore and Thailand, which have also developed sustainable tourism policies (Aliyah et al., 2025). In Indonesia, the legal basis for sustainable tourism is primarily provided by Law Number 10 Year 2009 concerning Tourism. The regulation emphasizes sustainable and responsible tourism development while maintaining environmental preservation and quality. It also establishes principles of tourism development that include environmental sustainability. In Singapore, sustainable tourism is supported through the *Singapore Green Plan 2030* and policies developed by the Singapore Tourism Board (STB), including the *Tourism Sustainability Programme (Henderson et al., 2001)*. These policies encourage tourism businesses to adopt sustainability standards and environmentally responsible practices.

Meanwhile, Thailand has developed the *Sustainable Tourism Goals (STGs)* as a framework for promoting tourism that considers economic, social, cultural, and environmental aspects (Saifuddin et al., 2025). Thailand also applies sustainability standards and recognition mechanisms for tourism businesses that meet established sustainability criteria (Yue et al., 2021). The comparison indicates that Indonesia already has a legal framework supporting sustainable tourism, while Singapore and Thailand have developed additional operational instruments to translate sustainability principles into business practices. Singapore emphasizes sustainability programmes and support for tourism businesses, while Thailand focuses on sustainability goals, standards, and recognition mechanisms. This comparison demonstrates that strengthening *green tourism* in Indonesia requires not only a strong legal framework but also clearer technical guidelines, measurable sustainability standards, business assistance, and monitoring mechanisms to ensure effective implementation at the tourism business level.

The limited implementation of green tourism is influenced by several interrelated factors. From the perspective of legal substance, there are no specific technical guidelines establishing clear indicators or operational standards for the implementation of green tourism by travel agencies and tour guides. From the perspective of the legal structure, government guidance and supervision remain primarily focused on administrative compliance and business licensing rather than evaluating the implementation of environmental sustainability principles. Furthermore, from the perspective of legal culture, some tourism business operators still perceive green tourism merely as an effort to maintain environmental cleanliness, without fully recognizing that the concept also encompasses efficient resource utilization, the preservation of local culture, and community empowerment.

These findings indicate that the effectiveness of legal regulations is determined not only by the existence of legislation but also by the quality of implementation, the level of compliance among tourism business operators, and institutional support. Therefore, strengthening the implementation of *green tourism* requires concrete measures to bridge the gap between legal provisions and practices at the tourism business level. Local governments should strengthen the regulatory framework by developing specific and measurable technical guidelines for *green tourism*, including indicators for waste management, energy and water efficiency, environmentally friendly transportation, and environmental education for tourists. These guidelines should be accompanied by regular monitoring and evaluation mechanisms to assess the compliance of tourism business operators. The government should also provide training, technical assistance, incentives, and recognition or certification for tourism businesses that consistently implement sustainable practices. In addition, clear corrective measures should be established for businesses that fail to comply with applicable tourism and environmental requirements.

Tourism business operators should integrate *green tourism* principles into their business governance through environmentally responsible operational standards, efficient resource use, proper waste management, and continuous employee training. Meanwhile, local communities and other stakeholders should be actively involved in environmental education, monitoring, and the development of sustainable tourism products. Through these measures, the implementation of *green tourism* can move beyond general legal obligations toward a measurable, monitored, and sustainable tourism governance system.

Overall, the findings demonstrate that the existing regulatory framework has provided a clear legal direction for promoting sustainable tourism development. Nevertheless, greater efforts are still required to strengthen the legal substance, institutional capacity, and legal culture to ensure the effective implementation of green tourism principles and to achieve environmentally sustainable tourism development in Denpasar.

4 Conclusion

Based on the findings of this study, it can be concluded that the legal framework governing the implementation of green tourism principles in tourism business activities in Denpasar has been established through various laws and regulations concerning tourism, environmental protection, and environmental management. This regulatory framework provides a legal foundation for tourism business operators to conduct their activities in a manner that promotes environmental sustainability, cultural preservation, and community empowerment.

Nevertheless, the implementation of green tourism principles by travel agencies in Denpasar has not yet reached an optimal level. This condition is influenced by the absence of comprehensive technical guidelines governing the operational standards for green tourism implementation, the limited understanding and awareness of sustainable tourism concepts among some tourism business operators, and the lack of effective guidance and supervision from local government authorities. Consequently, the implementation of green tourism continues to depend largely on the commitment of

individual business operators and has not yet been applied consistently across the tourism sector.

Therefore, strengthening the regulatory framework is essential through the development of more comprehensive technical guidelines, the enhancement of tourism business operators' capacity through education and training programs, and stronger coordination among local governments, tourism business operators, and local communities. These efforts are expected to improve the effectiveness of green tourism implementation and contribute to the realization of sustainable, competitive, and environmentally responsible tourism development in Denpasar.

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