



Regenerative Tourism as a Solution for Tourism Development in East Java

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Abstract

Indonesia is a country that has many tourist destinations that are attractive to tourists, both local and foreign. With many interesting tourist attractions to visit, tourism can be used as an alternative to improve the Indonesian economy. East Java Province is a province that has several tourist destinations that are unique in terms of natural tourism attractions and cultural tourism attractions. This destination is experiencing quite serious problems with a lot of scattered garbage, ecosystem damage and still massive tourism development. In the era of climate change and environmental damage that continues to increase, regenerative tourism is an important solution to reduce the negative impact of tourism and repair existing damage. The purpose of this research is to restore and improve the environmental, cultural, and economic conditions of tourism destinations. His approach is centered on recovery and regeneration, with the hope of leaving a destination better than its original condition. This study uses a qualitative method with a descriptive approach. The data collection method uses literature studies from various reference journals, agency reports and online media. The study concludes that through paradigm shifts and collaborative action, regenerative tourism has the potential to repair environmental damage, advance the well-being of local communities, and provide meaningful tourism experiences for visitors. Therefore, we can encourage the development of tourism that is not only beneficial today, but also for future generations.

Keyword: Regenerative Tourism, Tourist Destinations, Environmental Damage, Beaches

1. Introduction

Indonesia is a country that has many tourist destinations that are attractive to tourists, both local and foreign. The tourism sector is one of the contributors to income in Indonesia that helps in improving the community's economy (Zaenal, 2019). The Organization for Economic Co-Operation and Development (OECD) in the Tourism Trends and Policies 2022 report stated that in 2019, the tourism sector contributed 5.0% of Indonesia's gross domestic income (GDP) (purwowidhu, 2023). Tourism is a sector that can help people increase their daily income so that the economy becomes better. People can open a food buying and selling business at tourist locations so that they can increase family income.

Tourism is usually defined as the movement of a person from their place of origin to another destination for the purpose of recreation, fun, or even for educational or business purposes (Minarsih et al., 2023). Tourists have a tendency to travel in areas that are still natural (Tri et al., 2024). This provides opportunities for the development of Indonesian tourism because Indonesia is the largest archipelagic country in the world that is rich in biodiversity, has a coastline of more than 81,000 km and 17,504 islands, of which 10,000 islands are small, even very small, unnamed and uninhabited. Small islands have the potential to be used for tourism activities in the form of marine tourism or ecotourism (Qodriyatun, 2019).

Tourism has a role as a contributor to regional income, but the existence of tourism has a negative impact on the environment (Epler Wood et al., 2019). Tourism often contributes to environmental pollution through solid waste, water, and air from tourism activities such as transportation, waste management, and tourism infrastructure construction (Amelia & Sukma, 2024). In addition, the increase in the number of tourists and tourism development activities can

cause direct damage to natural ecosystems such as beaches, forests, and coral reefs. Tourism has economic, social, and environmental impacts (Kamal & Dewangga, 2022). Therefore, sustainable tourism management is becoming increasingly important to ensure that these activities provide positive benefits without harming the local environment or culture.

Green tourism or sustainable tourism will be a trend in tourism development in the future. Green tourism is also the theme of World Tourism Day (WTD) on September 27, 2023, namely, "Tourism and Green Investments, Investing in People, Planet and Prosperity" (Green and environmentally friendly investments, investment in people, earth, and welfare) is the main theme of WTD which lasts for two days on September 27-28 in the city of Riyadh, Saudi Arabia with a number of high-level meeting agendas (Sulfiantono, 2023). The sustainable tourism paradigm aims to change the way we view and approach tourism, with a focus on economic, social, and environmental sustainability. The implementation of these principles requires collaboration between the government, the tourism industry, local communities, and tourists to achieve sustainability goals (Ateljevic, 2020).

Sustainability models have only a narrow chance of becoming truly sustainable and are used to limit negative externalities without increasing positive externalities (Hussain Asif & Haley Marie, 2022). Factors such as economic pressures, business competition, and pressure to make a profit can often make it difficult to implement a comprehensive sustainability model. Some sustainability initiatives focus only on reducing negative impacts without actually increasing the positive impacts, such as contributions to local development, community well-being, or environmental preservation (Duxbury et al., 2021).

The sustainable tourism paradigm has a mission to reduce potential damage to tourism destinations and strive to overcome it without trying to have a positive impact on the environment (Mihalic, 2020). The main focus of this concept lies in ecology, economics, and socio-culture. Sustainable tourism pursues a balance between benefits and adverse effects on the environment (Mihalic et al., 2021). Recently, the increasing demand for eco-friendly tourism has become a trend, and tourists are starting to become aware of the concept of sustainable tourism (Kiezel et al., 2019). This has led to a gradual growth in the demand for eco-friendly and climate-neutral travel facilities. However, it has fueled the greenwashing phenomenon and caused competition among tourism-related industries to pretend to be more sustainable than it is (Smith & Font, 2014). In the context of tourism, greenwashing can occur when destinations, accommodations, or tourism operators make untrue or exaggerated sustainability claims to improve their image without making substantial changes in their practices. Therefore, the concept of regenerative tourism is present as a more pragmatic concept in managing tourism.

The concept of regenerative tourism was first proposed by Anna Pollock and is considered to be the antithesis of mass tourism (Sujawoto, 2023). Regenerative tourism is considered different, even beyond the concept of alternative tourism or sustainable tourism. Sustainable tourism is developed to reduce the negative impact of tourism, while regenerative tourism is sought to restore, regenerate, and even improve the condition of the environment and local communities. Regenerative tourism has four concepts in its application, namely community involvement, environmental conservation and restoration, economic sustainability, and education and awareness (Hui et al., 2023).

Behind the success of tourism destinations there are problems related to the waste problem generated from the tourism sector that disturbs the surrounding environment (pustek menlhk, 2020). According to Sustainable Travel International, a non-profit organization whose mission is to encourage sustainable tourism activities, tourists generally produce up to twice as much waste as local residents (Iqbal, 2023). The problem of waste in tourist destinations is a serious issue that requires attention and quick action. The negative impacts of waste accumulation in the tourism environment include ecosystem damage, water and air pollution, and disturbing wildlife life. The existence of plastic waste is a big problem for the environment and marine ecosystem. The World Population Review estimates that about 4.8 to 12.7 million metric tons of plastic enter the ocean each year. According to World Population Review records, Indonesia is ranked fifth as a contributor of plastic waste to the sea, which reached 56 thousand tons in 2021 (Mutia, 2022). The problem of plastic waste is one of the big challenges in various countries, including Indonesia. In previous years, Indonesia was often ranked high as a contributor of plastic waste to the sea (Agapa et al., 2021). Factors that cause this include a lack of adequate waste management infrastructure, a lack of public awareness of the impact of plastic waste, and consumption patterns that tend to use single-use plastic products.

East Java Province is one of the provinces that has many tourist destinations in various regencies in East Java, one of the famous tourist destinations is Mount Bromo tourism located in Probolinggo

Regency. The tourism sector is one of the largest regional revenue contributors in East Java. Khofifah said that the circulation of money from the tourism sector in the province he leads reached Rp 487 trillion throughout 2022. This makes East Java the main destination province in 2022 with the highest number of trips in Indonesia around 27.29% of the total trips of Indonesian tourists (Putra, 2023). Behind the success of tourism in East Java, there is a problem that waste generated from tourism has not been properly managed, damaging the environment and marine ecosystem. The Mount Bromo tourist area in East Java has faced serious problems related to waste generated by visitors. To overcome this, the Bromo Tengger Semeru National Park Center (BB TNBTS) closed the area on April 25-26, 2024 for waste cleaning activities, approximately 3.5 tons of garbage was cleaned in the Mount Bromo area in the first phase of the cleanup action (CNN Indonesia, 2024). The closure of the area aims not only to clean up the environment, but also to increase visitor awareness about the importance of maintaining cleanliness and preserving nature.

The tourism industry is one of the sectors that can lead to an increase in waste, especially plastic waste and other waste (Cordova & Nurhati, 2019). To overcome this problem, there is a need for the latest and innovative solutions in waste management in the tourism sector. The concept of regenerative tourism can be a more sustainable solution in facing the challenge of waste in the tourism industry (Obersteiner et al., 2021). Regenerative tourism not only focuses on reducing negative impacts, but also aims to leave a positive impact on the environment and local communities (Iqbal, 2023). Therefore, it is important to understand that maintaining environmental sustainability and the sustainability of the tourism industry are not separate concepts. Awareness of the environmental impact of tourism must be an integral part of destination management in order to provide long-term benefits to local communities and the environment.

Several previous studies conducted by (Hussain, 2021) and (Obersteiner et al., 2021) examined tourism as a partial industrial system by using the adaptive cycle model as a key element of panarchy to explain a healthy socio-ecological system, so the regenerative tourism model along with regenerative tourism indicators were drawn to measure the extent to which a tourism product is regenerative. Research conducted by (Hui et al., 2023) and (Duxbury et al., 2021) discusses a new approach to regenerative tourism that has been developed to create awareness about pro-environmental behaviour to meet the primary needs of the community. Research conducted by (Ateljevic, 2020) and (Dredge, 2022) examines the changes in mindsets, system changes, and boundary expansion practices needed to transition to a regenerative approach in tourism and seeks to provide concrete ways to change thinking and transition to a regenerative paradigm. From several studies on regenerative tourism and waste and environmental problems that occur in the tourism sector in Indonesia, including in East Java Province, solutions are needed to overcome these problems. Therefore, this research will focus on the concept of regenerative tourism as a solution for the development of the tourism sector in East Java.

Literature Review

Regenerative Tourism Concept

Sustainable development aims to achieve positive economic growth while ensuring that the impact on nature and the environment is not negative or remains stable, where the focus is on a balance between economic development and environmental conservation. Regenerative tourism goes beyond the concept of sustainable tourism. Sustainable tourism focuses on minimizing negative impacts on the environment and maintaining balance, while regenerative tourism aims to improve and renew the conditions of nature and the environment (Bellato & Pollock, 2023). Regenerative tourism aims to provide positive economic growth and strive to restore ecosystem health, repair damaged environments, and improve the welfare of local communities (Pung et al., 2024).

Regenerative tourism in its simplest form seeks to ensure travel and tourism reinvest in people, places, and nature and support the long-term renewal and development of our socio-ecological systems (Dredge, 2022). The goal of regenerative tourism is to contribute to the regeneration of the places and communities where the tourism operates, and to build the capacity of the support system so that it can develop and produce positive impacts (Suarez-Rojas et al., 2023). While sustainability measures are a key component of regeneration, this approach goes beyond sustainable tourism. Another key difference between sustainable tourism and regenerative tourism is that regenerative tourism makes use of Western and Indigenous knowledge systems. Regenerative tourism recognizes that Indigenous peoples and the way they know, become, and act must play an important role in shaping tourism values, principles, knowledge, and practices (Aaron & Bishnu, 2023). Understanding the tourism system as an interconnected subsystem of a larger whole, and the interconnectedness between humans and nature reflects Indigenous influences. In contrast, sustainable tourism

continues to prioritize colonial systems, structures, and knowledge that result in compromised solutions that fit with and serve the dominant order (Bellato et al., 2024).

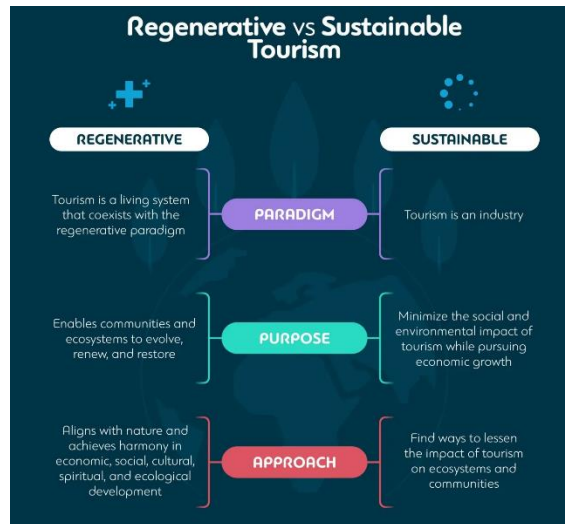


Figure 1. Comparison of Regenerative Tourism Aspects with Sustainable Tourism
Source: (Truyols 2023a)

Sustainable tourism now means "doing less damage". Regenerative tourism is within the scope of "doing more good" and going further than that "leaving a better place than when we found it" (Rastegar, 2025). This concept tries to change the traditional view of tourism which is often only consumptive and detrimental to the environment. Some of the main principles of regenerative tourism are: (Truyols, 2023b)

1. Acknowledging that the tourism process takes place in an ecosystem
Humans are part of an ecosystem that has a great responsibility to protect nature in the tourism process. In the management of tourism destinations, environmentally friendly and sustainable practices are implemented and prioritize nature conservation activities and ecosystem restoration efforts that may be affected by tourism activities.
2. Recognize tourism as an industry that is responsible for creating conditions for places and communities to thrive
GDP growth is not the main indicator of tourism success. GDP growth remains an indicator of success, but other factors such as well-being, cultural prosperity, landscape integrity, and community sentiment are also important. Integrate educational programs for tourists and local communities on the importance of sustainability and the impact of tourism activities and encourage social and environmental responsibility from all parties involved in the tourism industry.
3. The main agent of tourism is the host community
Regenerative tourism allows people to become managers of local ecosystems, thus allowing them to develop and progress together. Regenerative tourism seeks to improve the economic and social welfare of local communities by empowering them in tourism management and development. In tourism management, the government encourages active participation of the community and local ownership in decisions related to the management of tourist destinations.

Regenerative tourism tries to shift the tourism paradigm towards more holistic thinking and has a positive impact (Pung et al., 2024). The goal is not only to protect the environment and culture, but also to leave a legacy that can support long-term sustainability for destinations and local communities. The implementation of this concept requires the involvement and commitment of all stakeholders, including the government, the tourism industry, and the local community. All stakeholders in the tourism value chain, including tourists, businesses, employees, and the community have a shared responsibility in preserving local assets and enabling the destination as a whole to thrive. According to the United Nations, tourism can contribute to the Sustainable Development Goals (SDGs). (The World Tourism Organization (UNWTO), 2018)



Figure 2. Tourism in Supporting the Sustainable Development Goals
Source: (The World Tourism Organization (UNWTO) 2018)

In line with these SDGs, the United Nations has also outlined a series of principles of regenerative tourism that utilize the wisdom of nature, which are as follows: (The World Tourism Organization (UNWTO), 2018)

1. Holistic understanding and approach to life systems
Providing an understanding that everything is interconnected and that the interactions between each stakeholder across the tourism value chain have an impact on each other and the entire ecosystem.
2. Collaborative
This principle is about encouraging collaboration and partnerships between various stakeholders ranging from the government, the private sector, the voluntary sector, and the community. This is different from the current competitive mindset that governs our dominant economic system.
3. Naturally diverse
Diversity in various revenue streams helps reduce the dependence of ecosystems and communities on tourism revenues. Diversification between various segments of the market—leisure vs. business vs. domestic vs. International, it also helps to mitigate various economic and geopolitical risks and increase resilience.
4. Inclusive and equitable
This principle relates to the involvement of local communities to strengthen the ecosystem as a whole. For example, this could be a collaboration with a local supplier; asking people who need rooms and places; considering supporting refugees or homeless.
5. Transformational and inspirational
This principle is about creating experiences for guests that are life-changing and highlight the uniqueness of each place, and about offering activities that showcase cultural heritage, folklore, gastronomy, local landmarks, and wildlife in a responsible way.
6. Responsible for the environment
Protecting the environment well through the management of natural resources and biodiversity, as well as the protection of fragile landscapes and wildlife.
7. Cultural management
Protection of local cultural heritage and traditions as well as local communities who are the best people to preserve biodiversity and natural ecosystems thanks to ancient wisdom and knowledge passed down from generation to generation.

2. Methods

The method used in this study is qualitative and collects a number of data in the form of words. Qualitative data analysis aims to give valid opinions from much of the data collected (Sekaran & Bougie, 2017). For a thorough research on the study of the literature, conduct a search from several selected databases based on a large number of results: Science Direct, Google Scholar, Web of Science, etc. (Yadav, 2022). In data collection, the method of documentation from secondary data is used by

collecting and processing data from various journals, reports, books, websites and others relevant to the topic to be discussed. Furthermore, it is discussed in depth in the literature review section and comparisons are made between past results and theories available to obtain correct results according to both (Saputra & Ali, 2022).

3. Results and Discussion

Implementation of the Tourism Sector in East Java

The tourism sector plays an important role in contributing to socio-economic development, job creation and poverty reduction (Sharma & Tham, 2023). This statement is in line with the development of the tourism sector in Indonesia, especially in the province of East Java, which was expressed directly by Governor Khofifah. Based on data released by BPS, the number of foreign tourist visits to East Java in 2023 will reach nearly 200 thousand visitors. This number increased by 263.11 percent compared to the previous period. This fact assures that since the decline in covid-19 cases in 2022, traveling has become one of the activities needed by humans in recent months. This trend is referred to as "revenge tourism" because the psychological condition of people is confined during the covid period which causes stress (Radyahadi & Nurfara, 2024).

Based on these achievements, the Governor of East Java expressed his appreciation to all related parties. The increase in the number of tourists to East Java indicates that East Java's tourist attraction is getting stronger and can compete globally. Furthermore, the Governor explained some of the favorite destinations of visitors, namely the city of Batu or Malang Raya, Probolinggo Regency, Banyuwangi Regency to the city of Surabaya. The main purpose of tourists coming to East Java is to enjoy natural tourism and family educational tours in the city of Batu (Jatim, 2024).

As mentioned above, tourism has a positive impact on the economy of the region that is a tourist destination. Khofifah said that the circulation of money from the tourism sector in the province he leads reached Rp 487 trillion throughout 2022. This makes East Java the main destination province in 2022 with the highest number of trips in Indonesia around 27.29% of the total trips of Indonesian tourists. This year for East Java itself, it is targeted to have a transaction turnover of Rp 400 trillion with an accumulation of 200 million tourist movements. The provincial government is also optimistic about this target, considering that they have tried to improve security and service standards in the tourism sector (Putra, 2023).

With the rapid development of the tourism sector in East Java, it is in contrast to the indifference to waste by the Indonesian people, especially when traveling in East Java. Batu City, which is one of the largest tourist visit cities when traveling in East Java, is affected by waste management problems. It was recorded in 2019, according to the Batu City Environment Agency, in a day the city was able to produce as much as 90 tons of waste and this figure significantly increased to 100 tons on weekends or national holidays (Haliya, Setyaningsih, & Winarto, 2020).

The problem of increasing waste production every year accompanied by a decrease in public awareness of the importance of processing and sorting waste in the tourism sector will result in a decrease in the attractiveness of these tourist destinations. Regenerative tourism is here to provide alternative solutions as a balancing of the socio-economic-environmental impacts of tourism transformation. Regenerative tourism places special emphasis on the need to create opportunities to restore tourist destinations by addressing the climate crisis and depleting resources of the planet until a better and more meaningful tourism journey is realized (Sharma & Tham, 2023).

Potential for Regenerative Tourism Development in East Java

Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno emphasized that tourism in Indonesia is directed towards regenerative tourism in order to create sustainable management that can be enjoyed by future generations. In Indonesia, the tourism sector along with the creative industry is one of the sectors that contributes the largest amount of foreign exchange to the country and provides employment for more than 20 million people (Septy, 2024).

The tourism and creative industries sectors are expected to become the largest economic sectors in the coming decades. East Java has huge tourism potential, ranging from charming high mountains to exotic beaches that offer natural beauty and rapidly growing tourist village destinations in various regions. The modality in the context of tourism needs to be optimized for maximum benefit for the community, especially the local community in the tourist destination.

The development of regenerative tourism in East Java has significant potential to increase sustainable tourism and have a positive impact on the environment and local communities. Here are some potentials and concrete steps that can be taken:

1. Natural Potential and Biodiversity

East Java has abundant natural resources, such as mountains, beaches, and national parks, which can be the basis for the development of regenerative tourism, such as:

- a. Mount Bromo and Semeru: The management of tourist areas with regenerative principles can include land rehabilitation, erosion control, and biodiversity conservation.
- b. Baluran and Meru Betiri National Parks: Develop conservation programs that involve tourists in efforts to preserve flora and fauna, as well as ecosystem restoration.
- c. Beach destinations in East Java such as G-Land beach and red island in Banyuwangi, Gili Ketapang beach, Klayar Pacitan beach can be integrated with regenerative activities such as mangrove planting, coral reef restoration, plastic waste reduction and education about the importance of maintaining marine ecosystems.

2. Cultural Uniqueness and Historical Heritage

East Java is rich in cultural and historical heritage that can be integrated in the development of regenerative tourism, such as:

- a. Tourism and Local Culture Village: Develop a tourism village that focuses on the preservation of local culture, such as traditional dances, handicrafts, and traditional ceremonies. Tourists can participate in the daily activities of the community, support the local economy, and learn about the importance of cultural preservation.
- b. Temples and Historic Sites: Historic site preservation programs that involve tourists in maintenance and restoration activities, as well as the organization of environmentally friendly cultural festivals.

3. Local Community Empowerment

The East Java government can improve human resources through training and education related to regenerative tourism. This will improve the quality of services and increase the participation of local communities in the development of regenerative tourism.

- a. Training and Education: Training programs for local communities in managing sustainable tourism, hospitality skills, and environmental conservation.
- b. Collaboration with MSMEs: Supporting local micro, small, and medium enterprises (MSMEs) through partnerships in the provision of tourism products and services, such as homestays, culinary, and handicrafts.
- c. Collaboration between the government, the private sector, and local communities is essential in the development of regenerative tourism. This can include the participation of local communities in sustainable tourism activities, as well as support from the private sector in developing infrastructure and services that support regenerative tourism.

4. Green Technology and Green Infrastructure

The use of technology and innovation in the development of regenerative tourism can help in data collection, waste management, and the implementation of environmentally friendly practices. A good example is the blockchain-based cultural exhibition in Bali which includes unique installations of bamboo and increased tourist insights about the environment. Innovations in technology and infrastructure development can support regenerative tourism, such as:

- a. Green Building: The construction of tourist facilities uses environmentally friendly materials and designs that support energy efficiency and good water and waste management.
- b. Renewable Energy: Utilizing renewable energy such as solar panels and wind turbines to reduce carbon footprint and create a cleaner environment.

5. Educational Programs and Tourist Participation

Increasing awareness and participation of tourists in activities that support regenerative tourism, through the following activities:

- a. Educational Tours and Workshops: Develop tours that educate tourists about environmental sustainability and regeneration, such as organic garden tours, recycling workshops, and reforestation activities.
- b. Volunteer Tourism: A volunteer tourism program where tourists can participate in environmental and social projects, such as beach cleanups, tree planting, and wildlife conservation.

The development of regenerative tourism in East Java has great potential to improve tourism sustainability while having a significant positive impact on the environment and local communities. By utilizing natural resources, culture, and environmentally friendly technology, as well as actively engaging the community and tourists, East Java can become a successful and sustainable model of regenerative tourism destinations. By developing the potential of regenerative tourism in East Java,

local governments can increase regional revenues, preserve the environment, and provide greater economic and social benefits to local communities.

Thirteen Principles of Regenerative Tourism Business

Taking the shift in perspective described in the previous section as a starting point, the next step is to figure out what regenerative tourism means for businesses operating in the sector. Future of Tourism urges businesses that want to pursue regenerative tourism to have a global commitment to the following set of principles: (Hesliga et al., 2022)

1. See the big picture: realize that most tourism essentially involves the destination as a whole, not just industrial businesses, but also ecosystems, natural resources, cultural assets and traditions, communities, aesthetics, and building infrastructure.
2. Use sustainability standards: respect the minimum publicly available and internationally approved criteria for sustainable tourism practices maintained by the Global Sustainable Tourism Council (GSTC) for industries and destinations.
3. Collaborate in destination management: seek to develop all tourism through a collaborative management structure with equal participation by governments, the private sector, and civil society organizations that represent diversity in society.
4. Choose quality over quantity: manage tourism development based on the quality of visits, not the quantity of visitors, so as to enhance the travel experience while maintaining the character of the destination and benefiting the local community.
5. Demand equitable income distribution: establish policies that address the unequal benefits of tourism within destination communities and that maximize the retention of tourism revenues within those communities.
6. Reduce the burden of tourism: take into account all tourism costs in the form of local tax burdens, environmental and social impacts, and objectively verifiable disturbances. Ensure investment is associated with optimizing net positive impacts on society and the environment.
7. Redefining economic success: rather than a raw contribution to GDP growth, it prioritizes metrics that determine the benefits of goals such as small business development, income distribution, and sustainable local supply chain improvements.
8. Reducing climate impacts: strive to follow the accepted scientific consensus on the necessary reductions in greenhouse gas emissions. Invest in green infrastructure and rapid reductions in transportation emissions associated with tourism – air, sea, and land.
9. Close the resource cycle: when post-pandemic safety allows, stop the use of single-use plastics by tourism businesses and switch to the use of circular resources.
10. Limit tourism land use: limit tourism to high-occupancy resorts to concentrated areas. Prevent resort expansions from taking over coasts, islands and mountainous areas, while maintaining important geographical character, diverse economies, local access and ecosystems.
11. Diversification of source markets: in addition to international visits, encourage strong domestic tourism, which may be more resilient to the crisis and increase the perceived value of citizens towards their own natural and cultural heritage.
12. Protect a sense of belonging: encourage tourism policies and business practices that protect and benefit natural assets, landscapes, and culture. Maintaining and enhancing the identity and uniqueness of the destination. The diversity of places is a reason to travel.
13. Conduct business responsibly: provide incentives and rewards to tourism businesses as well as related companies that support these principles through their actions and develop strong local supply chains that enable the creation of higher quality products and experiences.

These principles are based on tourism expert Pauline Sheldon and her colleagues called Social Tourism Entrepreneurship (TSE). Tourism social entrepreneurs play the role of agents of change in the social sector, through 5 dimensions that are the basis of social entrepreneurship, including: (Hesliga et al., 2022)

- a. Social mission: Adopt a mission to create and maintain social value (not just personal value).
- b. Social innovation: Recognizing and continuously pursuing new opportunities to serve the mission.
- c. Social change: Engage in a continuous process of innovation, adaptation, and learning.
- d. Entrepreneurial spirit: Act boldly without being limited by current resources.
- e. Personality: Demonstrates greater accountability to the constituents served and to the results created.

Implementation of Regenerative Tourism in East Java

There are many potential benefits of adopting a regenerative approach rather than a purely sustainable approach. The most important benefits include; Increased ecosystem resilience, tourists can enjoy tourist destinations for many years to date, increased profits for travel companies, more predictable developments in the natural and business world, increased local support for tourism, improved quality of life of local communities, preserved cultural heritage. The following are the steps that need to be taken to implement regenerative tourism in the tourism development process of East Java, including:

1. Evaluate tourism practices that have been implemented and get the support of all parties
Try to identify all sustainability practices in the tourism business, as this will be the foundation that will be built. If this tourism business is a medium or large business, it is necessary to invite all stakeholders and management to support their ideas to develop the concept of regenerative tourism.
2. Set clear goals
If the business operates within the confines of traditional tourism, then the mission, vision, and goals of the tourism business should be revisited. Let the company's values and goals be a guide in managing tourism activities. Check if there is something in tourism activities that is in accordance with regenerative principles, if there are then these principles can be applied and developed.
3. Write a regenerative tourism policy
To truly commit to regenerative practices, managers must write a new tourism management policy. A regenerative tourism policy should outline all regenerative practices to be implemented and how those practices will help in achieving goals.
4. Implement a sustainability approach
The management must make some concrete adjustments. For example, managers can review processes and identify operations that can be made in adjustments to minimize environmental impact, conserve resources, and minimize waste production.
5. Finding partners in local communities
Local communities are an important part of the overall regenerative tourism landscape. To truly implement this type of tourism, managers need to support them and look for potential partnerships. Managers should engage local communities to learn about them, identify their priorities, and truly understand their needs. Tourism management can also partner with local small businesses and venue managers to help create more opportunities for locals.
6. Tourism Staff Training
Staff must understand the principles of regenerative tourism, sustainable practices related to tourism, and specific cultural sensitivities. This will help them contribute to efforts to implement the concept of regenerative tourism.

The role of local communities, governments, and tourism business actors has a big role in the implementation of regenerative tourism. Let's briefly discuss their most impactful roles:

- a. Surrounding community
Local communities are critical to the long-term success of regenerative tourism initiatives. The more they are empowered, engaged, and engaged, the better, as it promises better results when implementing the initiative. Furthermore, all the knowledge about the peculiarities of the destination, cultural heritage and traditions is in the hands of the local people. This can help make the destination more attractive and attractive for tourists.
- b. Government
The government also plays an important role in the success of this process. They are the ones responsible for the frameworks, regulations, and policies that can promote regenerative tourism and facilitate its implementation. They can also utilize their offices to ensure compliance and maintain quality control. In addition, the government can allocate budgets to fund relevant projects such as conservation and regeneration efforts and the development of environmentally friendly infrastructure.
- c. Tourism business
Tourism business can promote regenerative tourism and facilitate its implementation by building networks. Such networks can enable collaborations that prove essential for adopting regenerative and sustainable practices at scale. For example, they can use their marketing platform to promote regenerative tourism products and services together. However, keep in mind that this is not only true for the tourism business, as regenerative tourism is a holistic approach and can benefit companies from other industries as well.

A limited understanding of regenerative tourism for all parties, including tourists, travel brands, governments, and local communities, does not fully understand the principles of regenerative tourism. Governments can address these challenges by organizing education and panel discussions. Governments should focus on the benefits brought by this concept and provide training for parties that can help in the further promotion of regenerative tourism.

4. Conclusion

Regenerative tourism goes beyond the concept of sustainable tourism, where sustainable tourism focuses on minimizing negative impacts on the environment and maintaining balance while regenerative tourism aims to improve and renew the conditions of nature and the environment. The project can be implemented well if collaboration between the government, the tourism industry, local communities, and non-profit organizations runs in harmony to achieve sustainability goals.

There are many potential benefits of adopting a regenerative approach rather than a purely sustainable approach. The most important benefits include; Increased ecosystem resilience, tourists can enjoy tourist destinations for years to come, increased profits for travel companies, more predictable developments in the natural and business world, increased local support for tourism, improved quality of life of local communities, preserved cultural heritage. By taking advantage of the opportunities that exist through the development of regenerative tourism, it is not imaginable that later the province of East Java will become a pilot province that will be used as a pilot project for the development of tourism in Indonesia.

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