

# CHAPTER I

## INTRODUCTION

### 1.1 Project Background

In recent years following the pandemic, tourism in Indonesia has experienced remarkable development, contributing significantly to the country's economy. According to data from the Ministry of Tourism and Creative Economy, tourism has generated 4.26 billion US dollars in foreign exchange in 2022 (Ministry of Tourism and Creative Economy, 2023). Compared to the previous year, 2021, when it was only 540 million USD (Statistics Indonesia), this is expanding rapidly. Moreover, cumulatively from January to April of 2023, the number of foreign travelers visiting Indonesia increased by 393.83% compared to the same period in 2022, indicating a positive trajectory in Indonesia's tourism sector (Badan Pusat Statistik, 2023). The country's global tourism index has also increased to the position of 32th out of 117 countries, reflecting Indonesia's enhanced reputation as a preferred travel destination worldwide (Indonesian Ministry of Foreign Affairs, 2022). However, with the rise in popularity, concerns about the impact of mass tourism on the environment and local communities are seen to arise, prompting discussions about sustainable tourism practices and responsible development (Rachmasari *et al.*, 2022).

In response, there has been a growing interest in regenerative tourism, which seeks to promote sustainable and responsible tourism practices that benefit both the environment and local communities (Dredge, 2022). The shift towards regenerative tourism is necessary to address the negative impacts of mass tourism and promote sustainable regional development in Indonesia (Ollivaud & Haxton, 2019). Regenerative tourism goes beyond the traditional approach of sustainable tourism, which focuses on minimizing negative impacts, and instead encourages tourism innovations by integrating tourism activities into local communities and ecological processes, thereby enhancing the welfare of both human and non-human entities (Bellato & Cheer, 2021).

Regenerative tourism is a strategic framework that seeks to optimize the growth and beneficial impact of tourism destinations by enhancing the regenerative

capabilities of both human communities and ecosystems. This process aims to align tourism practices with the restoration and rejuvenation of interconnected ecological systems (Bellato *et al.*, 2023). After decades of research, there has not been any widely accepted principles of practice for regenerative tourism. In the midst of it, publications by Bellato *et al.*, (2023) provide guidelines for regenerative tourism or hospitality. The identification of seven conceptual principles for regenerative tourism is gathered by a comprehensive review of relevant publications and consultations with practitioners. These principles are drawn from an ecological worldview, embrace systems thinking, discover the unique potential, leverage the capability of tourism living systems to catalyze transformations, adopt healing approaches, create regenerative places and communities, and collaborate to evolve and enact regenerative tourism approaches.

Based on the data, a total of 43,528 tourists of foreign and domestic tourists visited Kepulauan Seribu, in the period July 2023 (Kabupaten Administrasi Kepulauan Seribu, 2023). This data shows that many tourists want to visit the Thousand Islands and make it one of the leading tourist destinations. Promoting itself as Jakarta's regenerative paradise, Desa Laguna is a great example of a tourist destination that empowers its local communities to embrace regenerative tourism. Desa Laguna is a private resort located in Kepulauan Seribu that attempts to explore the local nature and cultural environments without having the need to tamper with them, with key features including education about environmental issues and a positive contribution to conservation and to communities. The destination has developed a sustainable tourism model that focuses on preserving the natural environment and supporting the local community.

The authors aim to bridge the gap between theory and practice by conducting a comprehensive investigation into the real-world implementation of regenerative tourism in Desa Laguna while assessing the theoretical principles as a benchmark for assessment. Despite sustainable tourism being a relatively new concept in Indonesia, Desa Laguna has pioneered the adoption of regenerative tourism principles, which is one step ahead of sustainable tourism. This research aims to analyze the theoretical foundations of regenerative tourism and assess its practical implementation in Desa Laguna. By doing so, this study seeks to provide

educational resources for tourists, industry professionals, and stakeholders to promote more regenerative tourism practices in Desa Laguna and beyond.

### **1.2 Problem Formulation**

1. What are the practical implementations of regenerative tourism on Desa Laguna?
2. What are the aligners from the practical implementations with the theoretical principles of regenerative tourism?

### **1.3 Project Purpose**

1. To show the regenerative tourism practical implementations on Desa Laguna.
2. To determine the aligners of the practical implementations with the theoretical principles of regenerative tourism.

### **1.4 Project Benefit**

This project is expected to provide empirical evidence that supports or refines the existing theoretical framework of regenerative tourism and gaining a deeper understanding of how regenerative tourism concepts are practically applied in a specific location, shedding light on the nuances and complexities involved. Furthermore, this study will serve as an educational resource for future tourists, industry professionals, and stakeholders interested in regenerative tourism. It can be a lasting contribution to the understanding and promotion of this concept.