

## Analysis Implementation Green Tourism based Sustainable Development Goals (Case Study: Sambirejo Sub-district, Prambanan District, Sleman Regency)

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**Abstract:** Green tourism is a way to maintain the sustainability of the tourism world. This program was formed in line with the desire to increase the number of green jobs to achieve the Sustainable Development Goals (SDGs). This study aims to analyze the implementation of SDGs-based green tourism in Sambirejo Village. This study uses a qualitative descriptive method using questionnaires and primary data from the research object. This research was conducted from March to August 2024. The respondents in this study were the community around the tourist area in Sambirejo Village. The results of the study explain that Sambirejo Village has been trying to implement a green tourism program based on SDGs since 2019. This is evidenced by the receipt of several awards obtained for the development of environmentally based villages.

### Introduction

Tourism is one of the sectors that continues to be developed in Indonesia. Indonesia has many tourist areas with natural beauty offered differently with the characteristics given. The research conducted by Setijawan (2018) explained that the tourism sector provides benefits in the form of new jobs, sustainable tourism development, improving human resources and reducing poverty with the cooperation of governments, organizations, and the private sector. The government is also trying to encourage sustainable tourism to provide decent work with the concept of environmentally friendly or known as Green Jobs. International Labour Office (2021) explained that the COVID 19 pandemic shows that economic transformation continues, and the question arises what types of jobs will survive in the future and what skills are needed. Tourism is one sector that may be able to answer these questions by innovating with the Green Job approach.

Green jobs provide benefits to society such as reduced use of energy and material consumption, and reduced waste in water, air, sound, and climate change to maintain the ecosystem (Riswano & Widiaty, 2023; Streimikis et al., 2024; Wijaya & Fasa, 2024). Green jobs must be supported by a green-based tourism sector. According to Wijaya & Fasa (2024) Green-based tourism will be successful when implemented with environmental innovation, investment in an environmentally friendly tourism industry, superior human resources, and green skills. The Indonesian government is committed to providing green-based tourism by conducting the Greening Tourism program. Riswano & Widiaty (2023) explained that the development of green tourism is a renewable concept used to overcome the negative impacts of the tourism industry.

Yogyakarta is one of the tourist destinations that is visited by many domestic and foreign tourists. Data obtained from BPS Yogyakarta explains that in January 2024 the number of tourist visits was 6,879. The y-on-y comparison shows that there was an increase of 77.39%. This number shows that Yogyakarta is still a place to visit. Data obtained from Bappeda D.I. Yogyakarta on the types of tourist attractions are presented in table 1 belowing.

Table 1. Types of Tourism Objects in D.I.Yogyakarta

No	Types of Tourism	Total
1	Marina Attractions	17
2	Tirta Attraction	11
3	Historical Attraction	15
4	Nature Attraction	98
5	Museum Attraction	44
6	Village Attraction	148
7	Other Tourism Objects	7
	Total	340

Source: Bappeda Daerah Istimewa Yogyakarta (2024)

The Yogyakarta Manpower Office is trying to improve the quality of the workforce in Yogyakarta by providing training starting from the village level. The purpose of this activity is to provide information between employers, expand employment opportunities, improve human resource competencies, and protect workers (Disnakertrans D.I.Y, 2024). In line with this, one of the villages in Yogyakarta, Sambirejo Village, Prambanan District, Sleman Regency, is one of the villages that strives to create Green Jobs and Greening Tourism based on Sustainable Development Goals (SDGs). The village recently received the ASEAN Rural Development and Poverty Eradication (AMRDPE) award at Marina Bay Sands Hotel, Singapore for successfully increasing community income by developing a tourism village. The village strives to create Greening Tourism in several of its tourism areas is Candi Ijo, Riepung View, Embung Sumberwatu, Trinata Coffee and View, Wanawatu, Balkondes danTebing Breksi. Greening Tourism is applied because almost all tourist attractions are nature-based. Based on these conditions, this research will attempt to analyze the implementation of Green Job and Green Tourism using the SDGs in Sambirejo Sub-district, Prambanan District, Sleman Regency.

Tourism is a form of providing peace because of routine. The positive impact of tourism is the creation of jobs, the development of facilities and infrastructure that are comfortable and have an impact on the surrounding community, as well as additional foreign exchange for the country (Setijawan, 2018). Darmawati (2018) explained that green concept tourism is a form of ecological responsibility to enjoy the beauty of nature and local culture. Research done by Deng et al. (2024) explains that tourism acts as a moderating variable that serves to protect the environment.

Research carried out by D'Souza (2023) in India explained that hotel owners in India are committed to environmental sustainability based on SDGs practices. Practices carried out by using energy-efficient technology, reducing waste, and conducting waste management with climate change mitigation measures. According to Rahman et al., (2024) green tourism is one way to protect the earth and the continuous improvement of the environment. This opinion is supported by research done by Rivera & Gutierrez (2019) which states that green tourism supports sustainable tourism by strengthening the local economy. According to Darmawati (2018) the attractiveness effect of green tourism on visitor satisfaction revealed that green tourism has a favourable and noteworthy effect on visitor satisfaction. The findings demonstrate a positive correlation between "green" practices and customer satisfaction, which in turn offers proof of the impact of environmental measures—both direct and through satisfaction-mediated—on visitors' intentions to return and their word-of-mouth (WOM) (Moise et al., 2018).

Green tourism and sustainable tourism are one way to empower local communities. This empowerment helps the surrounding community to gain income and maintain the development of the tourism business (Achmad, 2022). According to study Sun & Waqas (2024) shows that by having a favourable effect on all three of its components, tourism development is essential for fostering high-quality economic growth. In addition, the use of renewable energy influences the relationship between foreign direct investment (FDI) and greater economic growth, hence amplifying the positive impact of green financing on the advancement of EG. A measure that is expected to contribute to the sustainable growth of tourism and significantly boost its inherent competitiveness on a global scale is green tourism (Widyastuti et al., 2019).

The United Nations adopted the Sustainable Development Goals (SDGs) to improve and sustainably improve everyone's quality of life worldwide (Kementerian PPN/Bappenas, 2023). Mensah (2019) explains that equality between the three pillars of sustainable development—the environment, the economy, and society—is necessary for its efficient implementation since these three pillars will draw in each other. Research by Andari (2021) demonstrates how the SDGs are one means of achieving the objective of equitable and sustainable digital growth in Bulgaria. The SDGs' implementation in Bali offers verifiable proof that human development is improving. Ghimire (2023) ; Haas & Ivanovskis (2022; Kulkarniid et al. (2022); Suárez Giri & Sánchez Chaparro (2023) said that green technologies and ethical supply chains are examples of sustainable investments that have produced positive returns and aided in economic expansion.

According to study (Gonçalves et al., 2023) Aiming for sustainability in tourism means considering not just the immediate and long-term effects on the environment, economy, and society, but also the requirements of travellers, the tourism industry, and local communities. The terrain and natural resources of a destination must be used appropriately for sustainable tourism. To achieve the SDGs, policymakers and academic communities have stressed the importance of the tourist sector's expansion and growth (Khizar et al., 2023). The tourism industry has grown significantly and now influences many aspects of a nation's economy and society. This industry makes a substantial contribution to foreign exchange profits and is essential to the creation of jobs, the improvement of transport networks, the promotion of social globalisation, the acceleration of economic progress, and the advancement of general welfare (Jaelani et al., 2023). Hasan (2014) explained implementation of green tourism-based SDGs by comprehensive planning, environmentally conscious strategies, and programs that highlight the value of procedures and the need to protect the environment, biodiversity, cultural heritage, and long-term productivity. It also emphasises the need to strike a balance between the goals of social, cultural, environmental, and economic equality as well as national equality.

This research has contribution, Firts for policymakers in this case, the Sambirejo Village in Sleman, Yogyakarta, can utilize this study to assess the measurement of village fund utilization through the Village SDGs framework. Seconde for academics and practitioners, this research provides valuable insights into the application of knowledge related to the measurement of the Village SDGs. The findings of this study can serve as an additional reference for academics and practitioners to advance and update their knowledge. Based on introduction research question in this study is:

**RQ1** How is green tourism implemented in Sambirejo Sub-district, Prambanan District, Sleman Regency?

**RQ2** How is the implementation of green tourism based on the SDGs Environmental Pillar in Sambirejo Sub-district, Prambanan District, Sleman Regency?

## Research Methods

The research methodology employed is qualitative deskriptif. A quantitative descriptive technique was used to conduct this study. There is a descriptive qualitative technique that places a strong emphasis on gathering data, after which statistical analysis is done using the questionnaire's answers (Manjunatha, 2019). Respondent in this researc is 50 society in Sambirejo Sub-district, Prambanan District, Sleman Regency Research respondents will provide an assessment using a Likert scale from 1-7 with the criteria (1) strongly disagree, (2) disagree, (3) moderately disagree, (4) neutral, (5) moderately agree, (6) agree and (7) strongly agree.

The village SDGs six (the village deserves safe and comfortable residential areas), eleven (the village deserves clean water and sanitation), twelve (the village consumes and produces in an environmentally conscious manner), thirteen (the village is climate change responsive), fourteen (the village is climate change responsive), and fifteen (the village cares

for the land environment) make up the environmental pillar. The population's economic features, the community's views and behaviours towards tourists, the degree of acceptance of visitors by the community, and the amount of involvement and participation of the community will all be used to collect the variables related to green tourism. The respondents in this study were residents of Sambirejo Village selected using a purposive sampling method with the following criteria: at least 18 years old, actively involved in village activities, and engaged in tourism-related businesses.

## Results and Discussion

### *The implementation of Green Tourism based on Environmental Pillars of Sustainable Development Goals in the Kalurahan Sambirejo*

This pillar includes points (6) Clean Water and Adequate Sanitation, (11) Cities and Adequate Settlements, (12) Responsible Consumption and Production, (13) Handling Climate Change and (15) Land Ecosystems. In essence, it aims to achieve sustainable management of natural resources and the environment as the support of all life.

Table 1. Summary of Environmental Pillar

Skala		SDGs 6		SDGs 11		SDGs 12		SDGs 13		SDGs 15	
		Respo ns	Persenta se	Respo ns	Persenta se	Respo ns	Persenta se	Respo ns	Persenta se	Respo ns	Persenta se
1	Strongly disagree	0	0%	3	1%	2	2%	0	0%	0	0%
2	Disagree	0	0%	17	3%	6	6%	0	0%	0	0%
3	Moderately disagree	0	0%	17	3%	12	12%	0	0%	0	0%
4	Neutral	0	0%	24	5%	7	7%	0	0%	0	0%
5	Moderately agree	16	5%	35	7%	7	7%	0	0%	0	0%
6	Agree	30	10%	46	9%	5	5%	0	0%	0	0%
7	Strongly agree	254	85%	358	72%	61	61%	100	100%	100	100%

Sources: Data Process

The population of Sambirejo Sub-district, Prambanan District, Sleman Regency, strongly agrees with the current environmental circumstances, according to table 1 above, which shows the assessment indicators based on the environmental pillars overall. The village administration has carried out initiatives to uphold the environmental pillars. The community should have access to secure and comfortable residential places (72%), clean water and sanitation (85%), environmentally aware consumption and production (61%), climate change responsiveness (100%), and land environment care (100%).

Table 2. Implementasi of Environment Pillars based of Programs

No	SDGs	Description	Statement	Program
1.	SDGs 6	Water supply and sanitation villages	Access to safe drinking water services	None
2.			Access to proper sanitation	None

No	SDGs	Description	Statement	Program
3.			Quality of water sources is colorless, odorless, and tasteless	None
4.			Number of springs	None
5.			There are tree planting activities on critical land	Tree Planting to Prevent Disaster by FPRB Sambirejo
6.	SDGs 11	Village residential area is safe and secure	Slum houses reached 0%	None
7.			Home security implemented in 100% of neighborhoods	None
8.			Families, elderly, women, and people with disabilities using public transportation >50%	None
9.			Population moving to the city <15%	None
10.			Private sector and community organizations work together for village development	Introduce Domestic Products at Asean Rural Culture Expo, Jathilan Parade For 14 Hours Gumregah Culture Festival 2023, Kenduri to Succeed Gumregah Culture Festival 2023, Opening of Jogja Violin Festival #4,
11.			Culture preserved reaches 100%	Jathilan Performance at the "Sambirejo Gumregah Culture Festival" Event, Ayo Segerly Register At The Sambirejo Kridha Laksita Dance Career, Sambirejo Cultural Kirab, Being Panguripan Sambirejo, Cultural Kenduri & Nyekar Tomb Ancestors, Ngiket Paseduluran, Gondheli Budoyo In Merti Dusun At Candi Barong, Padukuhan Sumberwatu, Cultural Kirab In The Framework Of Synergy Between Culture And Tourism
12.			Disaster early warning available	Socialization Of Disaster Prevention in Dense Residential Areas,

No	SDGs	Description	Statement	Program
				Tourist Destinations, And Cultural Heritage
13.			Disaster risk index (IRB) of all neighborhoods reached 0%	Socialization Of Disaster Prevention in Dense Residential Areas, Tourist Destinations, And Cultural Heritage
14.			Disaster early warning available	Waste Management Socialization, PKK Sambirejo Care About Waste
15.			There is waste management and family waste handling reached 100%	None
16.	SDGs 12	Environmentally conscious village consumption and production	Perdes/SK Kades on non-polluting business activities and waste management and household waste available	None
17.			Waste processing unit available	None
18.	SDGs Desa – 13	Climate change-responsive village	Disaster Risk Index (DRI) reaches 0 in all neighborhoods	Basic disaster equipment management training, Socialization of Disaster Prevention in Dense Settlement Areas, Tourist Destinations, And Cultural Resources
19.			Disaster risk management/mitigation covers 100% of each RT	Coordination On the Follow-Up of Landslide Disaster Management With The Regional Secretary Of Sleman
20.	SDGs Desa - 15	Land environment care village	Village regulation/SK Kades on biodiversity conservation available	Diversity Of Sambirejo Urban Village
21.			Open land area of at least 33% of the village area	Protect Animals Through Draft Kalurahan Regulations
22.			Extent of degraded forest land and critical land in the forest reaches 0%, utilization of timber from restored forests	None

Sources: Data process



*Implementasi green tourism based Sustainable Development Goals in Kalurahan Sambirejo  
Kalurahan Sambirejo*

The implementation of SDG-based green tourism is based on the environmental pillar based on 5 concepts applied in Village programs or activities. The implementation of green tourism does not only focus on the application of eco-green products but also on the preservation of cultural events in the community. The village government plays an active role in this cultural preservation activity, which can have an economic impact on the community. This cultural event attracts a lot of interest and attention from many people and even foreign tourists. In addition to the cultural field, the village government also hopes that this cultural event can be a driver for the emergence of other economic opportunities. To create a sustainable economy, the community is also given provisions to increase independence through active Family Welfare Improvement (PKK) activities. PKK activities are orientated towards economic improvement activities using materials that are easy to find around the community. This activity is intended primarily for underprivileged communities.

Economic improvement for these poor families is carried out by being given a sustainable mentoring programme. The results of the products produced by the community are directed in accordance with the application of green tourism based on the SDGs. The Sambirejo Village Government's concern for the implementation of SDGs in the village has earned the village the nickname "Smart Village Nusantara". The following presents the concept of SDGS implementation and the program.

Table 2. Implementation Green Tourism based SDGs

No	Konsep	Program
1	Holistic Planning Followed by Environmentally Oriented Strategies and Programs;	Disaster Prevention Socialization in Densely Residential Areas, Tourist Destinations, And Cultural Heritage
2	Emphasizing The Importance of Processes and The Need to Preserve The Environment;	Diversity Of Sambirejo Village, Protecting Animals Through Draft Village Regulations
3	The Need to Protect Cultural Heritage and Biodiversity;	Jathilan's Performance at the "Sambirejo Gumregah Culture Festival", Let's Register Immediately At The Laksita Kridha Sambirejo Dance Sanggar, Sambirejo Cultural Carnival, Sambirejo Panguripan, Cultural Kenduri & Ancestral Graveyard, Ngiket Paseduluran, Gondheli Budoyo In Merti Dusun Di Temple Barong, Padukuhan Sumberwatu, Cultural Cost In The Framework Of Synergy Between Culture And Tourism
4	The Need to Increase Long-Term Productivity;	PKK Activities Working Group II Friday School Making Birthday Cakes and Ginger Tea, Final Exposure Of Ded Watu Payung Tourism Area, Strengthening The Capacity Of Village Apparatus, Syawalan And Halal Bi Halal Pkk Kalurahan Sambirejo, Tarawih Safari With Muspika Kapanewon Prambanan, Strengthening The Ties Of Social Ties With Tarawih Rounding, It Facilities And Government Government Of Cigentur Village, Paseh District
5	The Need to Achieve a Balance Between Economic,	Village Preneur Training Blangkon Model Development Stage, Increasing Creativity Through Batik Training



No	Konsep	Program
	Environmental, Social and Cultural Goals as Equality Of Nations And Equality Among Nations.	

Sources: Data process

To avert catastrophes, the Sambirejo Disaster Risk Reduction Forum (FPRB) is implementing this pillar in conjunction with the Clean Water and Sanitation Village through tree planting efforts. The Safe and Comfortable Village residential area will be implemented, and private sector involvement will be involved in programs like introducing domestic products at the Asian Rural Culture Expo, the 14-hour Jathilan Parade of the Gumregah Culture Festival in 2023, the opening of the 4th Jogja Violin Festival, and kenduri, which will take place after the Gumregah Culture Festival in 2023. Additionally, locals are working to preserve the local way of life by hosting Jathilan performances at the "Sambirejo Gumregah Culture Festival"; in the context of the synergy between culture and tourism, let's register right away at the Sambirejo Laksita Kridha Dance Studio, Sambirejo Cultural Carnival, being panguripan Sambirejo, cultural kenduri & nyekar ancestral graves, ngiket Paseduluran, gondheli budoyo in merti dusun at candi barong, padukuhan Sumberwatu and cultural carnival In addition, the community receives proactive early warnings regarding catastrophe management from the local government. Disaster prevention socialisation is the way that this activity is implemented in populated areas, tourism hotspots, and cultural heritage sites. Lurah Decree No. 52/KPTS.Lurah/2023 on waste management was issued concurrently with the goal of enhancing village comfort. This was followed by PKK sambirejo waste care operations and the socialisation of garbage management.

With the formation of the Disaster Risk Reduction Forum (FPRB), the climate change-responsive village was put into action. A program called Basic Disaster Equipment Management Training was offered to the FPRB to strengthen their abilities. Additionally, the Sambirejo Village FPRB's skills were upgraded through follow-up coordination of landslide disaster handling with the Sleman Regional Secretary. As a concrete demonstration of the government's concern for and protection of the animals in the village, the Village Cares for the Land Environment program is being implemented. The actual manifestation of this work takes the shape of promoting diversity in Sambirejo Village and animal protection through draft village regulations. The Village Consultative Body and the Sambirejo Village Government oversaw this animal preservation initiative. These two organisations deliberated about the proposed animal hunting law. It is expected of youth organisations to fulfil their tasks and responsibilities with genuine activity.

The implementation of SDGs-based green tourism has been carried out by the Sambirejo village. The implementation is carried out by focusing on 5 key indicators according to. Based on these indicators, the program that has been run by the village since 2019 has attempted to be based on green tourism and SDGs in supporting the sustainability of the surrounding tourist areas. This is proven by several nominations received by the Sambirejo

Village Head, such as an award from the ASEAN Ministers Meeting on Rural Development and Poverty Eradication (AMRDPE) which was selected as a Village that plays a role in increasing community income and opening employment opportunities in the village through the development of tourist villages. In addition, another award received was the nomination for the ASEAN Village Network Village. This award is given so that delegates understand the progress of development in the area and see that the concept of village development can be applied in their respective areas.

## Conclusion

Based on the data presented above, it can be concluded that first, the government has made efforts and implemented green tourism in Sambirejo Village, Prambanan District, Sleman Regency by implementing the environmental pillars in the SDGs which include pillars (SDGs 6) Clean Water and Proper Sanitation, (SDGs 11) Proper Cities and Settlements, (SDGs 12) Responsible Consumption and Production, (SDGs 13) Handling Climate Change and (SDGs 15) Land Ecosystems and the community plays an active role. The community also feels the impact of these government programs with an assessment of (SDGs 6) Clean Water and Sanitation is very satisfied 85%, (SDGs 11) Decent Cities and Settlements is very satisfied 72%, (SDGs 12) Responsible Consumption and Production is very satisfied 61%, (SDGs 13) Handling Climate Change and (SDGs 15) Land Ecosystems is very satisfied with an assessment of 100%. There is still a need for improvement and continuous improvement for pillars 6, 11, and 12 and maintaining the good assessment.

The government has developed a work program aimed at the sustainability of the tourism world and increasing the economic capacity of the community. Based on discussion the second conclusion, the program compiled in the implementation of SDG-based green tourism has been implemented by grouping into 5 important indicators and each indicator has its program implementation. The program carried out has attempted to increase public awareness both in terms of nature and culture to create a conducive tourism environment.

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