

## INTEGRATING SUSTAINABLE PRACTICE IN AGRICULTURAL TOURISM MANAGEMENT AT SUBAK TEBA MAJALANGU

Ni Nyoman Suriani<sup>1</sup>, Putu Ayu Sita Laksmi<sup>2</sup>, I Ketut Selamet<sup>3</sup>, I Putu Wairocana<sup>4</sup>, Noorliza Md Noordin<sup>5</sup>

<sup>1,2,3,4</sup>Management Department, Faculty of Economics and Business, Warmadewa University

<sup>5</sup>Mahsa University, Malaysia

DOI: <https://doi.org/10.56293/IJMSSSR.2024.5306>

IJMSSSR 2024

VOLUME 6

ISSUE 6 NOVEMBER – DECEMBER

ISSN: 2582 - 0265

**Abstract:** This study aims to explore and analyze the application of sustainable practices in managing agricultural tourism in Subak Teba Majalangu, an area known for its traditional irrigation system. The methodology includes field studies, interviews with local stakeholders, and secondary data analysis of sustainable tourism practices. The results in field reviews show that the integration of sustainable practices in the management of tourism in Subak Teba not only increases the attractiveness of tourists but also contributes to the preservation of local and environmental culture. The practice implemented includes the efficient use of natural resources, reducing waste, and involvement of the local community in tourism activities. This study concluded that a sustainable approach to agricultural tourism can provide significant economic, social, and environmental benefits. Therefore, stakeholders need to continue to develop and implement strategies that support sustainability in the Teba Majalangu Subak, so that agricultural tourism can grow without sacrificing local values and ecosystems.

**Keywords:** Management of agricultural tourism, sustainable practices, subak, sustainable management

### INTRODUCTION

Agricultural tourism, or agrotourism, is one of the increasingly popular sectors in the tourism industry, especially in areas with rich agricultural potential. In Bali, this concept not only offers a unique tourism experience but also serves as a means to introduce sustainable agricultural practices. This article titled "Integrating Sustainable Practice in Agricultural Tourism Management at Subak Teba Majalangu" aims to explore how agrotourism management in Subak Teba Majalangu can be integrated with sustainable practices. Subak Teba Majalangu, as one of the traditional irrigation systems known in Bali, has high cultural and ecological values (Li et al., 2022). To maintain the authenticity and sustainability of the environment, it is important to implement practices that are not only economically profitable but also conserve natural resources. Through this study, we will analyze various strategies and approaches that can be used to integrate sustainability principles in agrotourism management, thereby providing long-term benefits for local communities and the environment (Ummah, 2019). Against this backdrop, we hope that this article can provide deeper insights into the importance of sustainable agrotourism management and encourage collaboration between stakeholders in achieving common goals for community well-being and environmental conservation (Oleśniewicz et al., 2020).

One of the main obstacles to agrotourism management in Subak Teba Majalangu is the lack of awareness among local communities about the importance of sustainable agricultural practices and the benefits that can be gained from agrotourism (Abdolshah et al., 2018). This lack of understanding can hinder the adoption of new, more environmentally friendly techniques. In addition, resistance to change from traditional agricultural practices that have been in place for a long time is also a challenge. Limited resources, both in terms of finance and access to technology, are significant obstacles to the implementation of sustainable practices (Jayawarsa et al., 2021b). Many farmers do not have sufficient funds to invest in training, product development, or more efficient agricultural technologies. This has the potential to hinder the innovation and development needed to advance agrotourism. Inadequate infrastructure, such as access roads, visitor facilities, and efficient irrigation systems, can reduce the appeal of agrotourism (Predana et al., 2020). Without supporting infrastructure, it is difficult for Subak Teba Majalangu to attract tourists and optimize its existing agrotourism potential. The impact of climate change is also a constraint that cannot be ignored. Changes in weather and climate patterns can affect agricultural yields and the

availability of water resources, which in turn can disrupt the sustainability of existing agricultural practices. Tight competition with the mass tourism sector is a challenge in itself (Laksmi et al., 2023). Agritourism often has to compete for the attention of tourists who prefer more popular tourism alternatives, which may not always take sustainability into account. Barriers in terms of regulation and policy can also hinder the development of sustainable agritourism. Government policies that are not supportive or unclear about sustainable practices can create uncertainty for agritourism operators (Jayawarsa et al., 2021a). In addition, complicated bureaucracy in the licensing process can be a barrier to new initiatives.

Uncertainty about market demand for sustainable agrotourism can affect investment and development decisions. Without assurance that tourists will be attracted to sustainable agrotourism experiences, farmers and agrotourism managers may be reluctant to invest in the necessary changes. These constraints indicate that while there is great potential to develop sustainable agrotourism in Subak Teba Majalangu, the challenges faced require appropriate attention and strategies. Collaboration between all stakeholders, including government, local communities, and non-governmental organizations, will be essential to overcome these constraints and achieve the desired goals. Overcoming the constraints of limited resources in sustainable agrotourism management in Subak Teba Majalangu requires a comprehensive and collaborative approach. This approach is filled by the community service team from the management study program, Warmadewa University by prioritizing the advantages of its tourism management study program.

## **LITERATURE REVIEW**

### **Agrotourism Concept**

Agrotourism is a form of tourism that combines tourism experiences with agricultural activities. According to Sharpley (2002), agrotourism not only offers educational experiences for visitors but also provides economic benefits for local communities. This is especially relevant in Subak Teba Majalangu, where the traditional Subak irrigation system not only functions as a water management but is also an integral part of Balinese agricultural culture. Marketing strategies for agrotourism in Subak Teba Majalangu should be designed by considering the unique characteristics of the area, as well as the cultural and environmental values that are being promoted. Work with hotels and travel agents to offer tour packages that include visits to Subak Teba Majalangu, thereby increasing visibility and accessibility (Hirwa et al., 2022; Nadia, 2022; Sulewski et al., 2020). Encourage collaboration with local artisans and other businesses to create a richer experience for tourists (Dwiridotjahjono et al., 2022).

### **Sustainable Agricultural Practices**

Sustainable agricultural practices are key to effective agrotourism management. According to Pretty (2008), the application of sustainable agricultural methods can increase productivity while maintaining ecosystem balance. In Subak Teba Majalangu, the application of organic and agroecological farming techniques can improve the quality of agricultural products and attract environmentally-conscious tourists (Jayawarsa et al., 2025; Khan et al., 2021). Develop a brand that highlights the uniqueness of Subak culture and traditions, such as the Subak irrigation system and traditional farming methods. Marketing can emphasize the sustainability values associated with local agriculture. Create a logo and slogan that reflects the identity and commitment to sustainability, so that it is easily remembered by tourists (dos Santos et al., 2017).

### **Innovation and Technology**

The use of technology in agriculture and agrotourism can improve efficiency and sustainability. According to Hossain et al. (2020), technologies such as smart irrigation systems and weather monitoring applications can help farmers better manage resources. The implementation of this technology in Subak Teba Majalangu can increase productivity and attract more tourists. Encourage visitors to provide reviews on platforms such as TripAdvisor, Google, or social media (Kuo & Wu, 2014; Wei et al., 2021). Positive reviews can increase credibility and attract more tourists. Share testimonials and stories from tourists who have visited Subak Teba Majalangu, so that you can build an emotional connection with potential visitors (Javanmardi et al., 2020; Lewenussa, 2023). By implementing appropriate marketing strategies, Subak Teba Majalangu can increase the appeal of agrotourism and expand the reach of the audience.

## Marketing and Branding

An effective marketing strategy is essential to attracting tourists to agrotourism. According to Kearney (2016), branding that emphasizes sustainability and local uniqueness can attract environmentally conscious tourists. Subak Teba Majalangu can develop a strong agrotourism brand that highlights sustainability and cultural heritage values. Build an informative and engaging website, and be active on social media platforms to reach a wider audience (Alhadid & Abu-Rumman, 2014; Liu et al., 2023). Content can include beautiful photographs, community stories, and information about agrotourism activities. Create blog articles or videos that explain sustainable farming practices, the benefits of agrotourism, and the unique experiences offered. Collect data on the number of visitors before and after implementing the marketing strategy. Increased visitor numbers can be an indicator of success (Gohil, 2015; Ratna Susanti et al., 2022). Analyze visitor demographics (age, origin, interests) to understand who is interested and whether the marketing strategy is reaching the desired target audience. Use analytics tools (such as Google Analytics) to monitor the number of visitors to the website, the duration of visits, and the most viewed pages (Chernysheva et al., 2011; Tsai & Wang, 2017). This can provide insight into the effectiveness of the content and the appeal of the site. Measuring the number of followers, interactions (likes, shares, comments), and content reach on social media platforms. Increased engagement can indicate that digital marketing strategies are successful in attracting audience attention (Hashimoto & Telfer, 2006).

## Climate Change Impacts

Climate change is a major challenge for the agriculture and agrotourism sectors. According to the IPCC (2014), the impacts of climate change can affect agricultural yields, water availability, and ecosystem health. Therefore, it is important for Subak Teba Majalangu to adopt adaptation practices that can mitigate the impacts of climate change, such as crop diversification and better water resource management (Hörisch et al., 2015). Changes in rainfall patterns can cause prolonged droughts or sudden floods, which can damage crops and infrastructure. This has a direct impact on agricultural output, which is the main attraction of agrotourism (Neisi et al., 2020). Unpredictability in rainfall can disrupt the planting cycle, reducing the availability of agricultural products for sale and consumption by tourists. Climate change can threaten local biodiversity, including plant and animal species that are important to the agricultural ecosystem. Declining biodiversity can reduce the appeal of agrotourism that relies on natural beauty (Akimova et al., 2020; Cho et al., 2020). Local plants that are part of Subak's cultural and agricultural identity may be threatened by climate change, reducing the historical and cultural value of agrotourism. Declining agricultural output due to climate change can reduce farmers' incomes, which impacts their ability to invest in agrotourism management (Cho et al., 2020; Teng et al., 2012). The impact of climate change may force communities to migrate to safer areas, resulting in a reduction in the number of farmers and agrotourism managers in Subak Teba Majalangu.

## METHOD

Community service is a form of activity carried out by individuals or groups to make a positive contribution to society, especially in improving the quality of life and welfare. Holding training or seminars to improve community knowledge and skills in various fields, such as sustainable agriculture, health, or entrepreneurship. Involving experts to assist the community in developing local potential, both in the economic, social, and cultural fields. Providing technical and managerial assistance to small business actors so that they can manage their businesses better. In this community service, working together with the government, NGOs, or educational institutions to achieve common goals in community service. In this community service, we also hold activities such as free medical treatment, distribution of basic necessities, or environmental cleaning which involves community participation.

## RESULTS AND DISCUSSION

The community and managers of Subak Teba Majalangu are becoming more aware of the importance of sustainable practices in managing agricultural tourism. Training is being conducted on sustainable agricultural techniques and environmentally friendly tourism management. This includes efficient use of natural resources and preservation of local culture. The emergence of new tourism products that emphasize agricultural experiences, such as harvest tourism, which can attract more visitors (Syamsuri et al., 2022). Cooperation is being established

between farmers, tourism managers, and local government to develop strategies that support sustainability (Larasdiputra & Saputra, 2021). By integrating sustainable practices, farmers and local communities incomes are increased through more managed and attractive tourism (Saputra et al., 2023). The implementation of environmentally friendly practices helps to reduce the negative impacts of tourism on local ecosystems. A monitoring system is introduced to evaluate the impact of sustainable practices implemented, so that continuous improvements can be made (Rubio-Mozos et al., 2020).

Here are some specific examples of new tourism products that can be developed in Subak Teba Majalangu, Visitors are invited to participate in rice or vegetable harvesting activities. This provides a first-hand experience of the farming process, as well as an opportunity to learn about sustainable farming techniques (Laksmi et al., 2024). Offers guided tours by local farmers explaining organic farming methods, the use of natural fertilizers, and how to maintain environmental sustainability. Holds cooking classes using local ingredients produced by local farmers. This not only supports the local economy but also introduces visitors to traditional cuisine. Provides accommodation in the form of homestays in the middle of the farm, where visitors can experience the daily life of farmers and learn about local traditions. Holds an annual festival that showcases local products, art and cultural performances, and interactive activities that engage visitors in agricultural traditions (Arnold, 2015). Organizes a bicycle tour that takes visitors to explore the surrounding agricultural areas and natural scenery, while learning about the local ecosystem and sustainable farming practices. Holding workshops to make local crafts from natural materials, such as leaf weaving or making wooden items, which provide insight into local wisdom (Jayawarsa et al., 2021a).

The right target market for tourism products in Subak Teba Majalangu can include several segments as follows (Lewenussa, 2023; Suroija et al., 2022): 1) Educational Tourists: Students, college students, and study groups who are looking for learning experiences about sustainable agriculture, ecology, and local culture. Educational programs are attractive for schools and universities. 2) Families: Families who want to provide different experiences for their children, such as learning about the farming process and involvement in interactive activities. 3) Nature and Adventure Enthusiasts: Travelers who enjoy outdoor activities, such as cycling, hiking, or hands-on farming activities, and who are interested in ecotourism. 4) Cultural Travelers: Travelers who are interested in local culture and traditions, and who are looking for authentic experiences that connect with the local community. 5) Young Couples and Honeymooners: Couples who are looking for romantic and unique experiences, such as staying in a homestay in the middle of a garden or taking a cooking class together. 6) Environmentalist Community: Individuals or groups who care about sustainability and want to learn about environmentally friendly practices in agriculture and tourism. 7) Corporate Retreats and Team Building: Companies looking for a place to hold different outings or team-building activities, with a focus on collaboration and learning about sustainability.

Here are the recommended content strategies for each social media platform, tailored to the target market segment in Subak Teba Majalangu: 1) Facebook, Educational Travelers: Share articles about sustainable farming practices and their benefits. Hold discussions or Q&As directly with farmers or experts. Families: Post photos of family activities in Subak, as well as information about upcoming events. Create a community group for parents. Nature and Adventure Enthusiasts: Post about outdoor experiences, travel tips, and nature challenges. Invite visitors to share their photos. Cultural Travelers: Share video content or articles about local traditions and crafts. Create events for cultural experiences. Young Couples: Show testimonials from couples who have visited and photos of romantic moments. Promote special packages for couples. Environmentalists: Share sustainability tips and results from environmental conservation activities. Invite the community to get involved in events. Corporate Retreats: Post testimonials from companies that have held retreats. Offer detailed information about corporate packages. 2) Instagram, Educational Travelers: Create a photo carousel with tips for learning in the field. Use Stories to engage your followers. Families: Post fun photos of family activities and behind-the-scenes. Use reels for short, engaging videos. Nature Enthusiasts: Showcase stunning nature photos and outdoor activities. Use relevant hashtags to reach a wider audience. Cultural Travelers: Share photos and videos of local culture, crafts, and festivals. Create content that tells the story behind each tradition. Young Couples: Post romantic photos and unique experiences for couples. Use user-generated content from visitors. Environmentalists: Showcase sustainability projects and eco-friendly activities in engaging visuals. Corporate Retreats: Create visual content about the retreat atmosphere and team-building activities. Show photos of participants interacting. 3) LinkedIn, Education Travelers: Share articles about collaborations with educational institutions and the programs they offer. Corporate Retreats: Post about the benefits of retreats for companies and client testimonials. Offer articles about

team building and sustainability. 4) YouTube, Nature Enthusiasts: Create vlog videos about outdoor experiences, including biking and hiking tours. Include tips and guides for visitors. Cultural Traveler: Produce documentary videos about local culture and traditions, as well as interviews with craftsmen or artists (Lian & Yoong, 2018; Wei et al., 2021).

## CONCLUSION

This community service has successfully integrated sustainable practices into the management of agricultural tourism in Subak Teba Majalangu. Through various activities, such as training, tourism product development, and collaboration with local communities, several significant results have been achieved: Awareness and Knowledge: Local communities increasingly understand the importance of sustainable agricultural practices and their impacts on the environment and economy. Tourism Product Development: New tourism products that focus on agricultural and cultural experiences have been developed, attracting various visitor segments and increasing visits. Local Economic Enhancement: The implementation of sustainable practices in tourism helps increase the income of farmers and local communities, as well as create new jobs. Cultural and Environmental Preservation: Sustainable tourism activities help in the preservation of local culture and the environment, promoting awareness of sustainability. Monitoring and Evaluation: A monitoring system was introduced to evaluate the impact of sustainable practices implemented, allowing for continuous improvement in the future. Overall, this community service not only provides direct benefits to the Subak Teba Majalangu community but also becomes a model that can be applied in other areas to integrate sustainable practices into tourism.

## REFERENCES

1. Abdolshah, M., Fazli Besheli, B., Fazli Besheli, S., & Norouzi, A. (2018). Strategic planning for agriculture section using SWOT, QSPM, and blue ocean-case study: eshraq agro-industry Company. *International Journal of Agricultural Management and Development*, 8(2), 149–162.
2. Akimova, L., Litvinova, I. F., Ilchenko, H. O., Pomaza-Ponomarenko, A. L., & Yemets, O. I. (2020). The negative impact of corruption on the economic security of states. *International Journal of Management*, 11(5), 1058–1071. <https://doi.org/10.34218/IJM.11.5.2020.097>
3. Alhadid, A. Y., & Abu-Rumman, A. H. (2014). The Impact of Green Innovation on Organizational Performance, Environmental Management Behavior as a Moderate Variable: An Analytical Study on Nuqul Group in Jordan. *International Journal of Business and Management*, 9(7), 51–58. <https://doi.org/10.5539/ijbm.v9n7p51>
4. Arnold, M. (2015). The lack of strategic sustainability orientation in German water companies. *Ecological Economics*, 117, 39–52. <https://doi.org/10.1016/j.ecolecon.2015.06.014>
5. Chernysheva, E., Skourtis, G., Assiouras, I., & Koniordos, M. (2011). Social Media and Destination Branding: How Mediterranean Tourism Destinations Use Facebook. *Academy of Marketing Conference*, 18, 5–7. <https://s3.amazonaws.com/academia.edu.documents/7581444/AM2011>
6. Cho, C. H., Kim, A., Rodrigue, M., & Schneider, T. (2020). Towards a better understanding of sustainability accounting and management research and teaching in North America: a look at the community. *Sustainability Accounting, Management and Policy Journal*, 11(6), 985–1007. <https://doi.org/10.1108/SAMPJ-08-2019-0311>
7. dos Santos, R. A., Méxas, M. P., & Meiriño, M. J. (2017). Sustainability and hotel business: criteria for holistic, integrated and participative development. *Journal of Cleaner Production*, 142, 217–224. <https://doi.org/10.1016/j.jclepro.2016.04.098>
8. Dwiridotjahjono, J., Purwadi, & Nuryananda, P. F. (2022). Porang as Strategic Commodity to Scale Up Community Empowerment in Sumberejo, Pasuruan. *International Journal of Research and Innovation in Social Science*, 06(09), 267–273. <https://doi.org/10.47772/ijriss.2022.6914>
9. Gohil, N. (2015). Role and Impact of Social Media in Tourism: A Case Study on the Initiatives of Madhya Pradesh State Tourism Introduction: Review Of Literature: *International Journal of Research in Economics and Social Sciences*, 5(4), 8–15.
10. Hashimoto, A., & Telfer, D. J. (2006). Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies*, 8(1), 31–55. <https://doi.org/10.1080/14616680500392465>
11. Hirwa, H., Zhang, Q., Li, F., Qiao, Y., Measho, S., Muhirwa, F., Xu, N., Tian, C., Cheng, H., & Chen, G. (2022). Water accounting and productivity analysis to improve water savings of Nile River Basin, East

- Africa: from accountability to sustainability. *Agronomy*, 12(4), 818.
12. Hörisch, J., Ortas, E., Schaltegger, S., & Álvarez, I. (2015). Environmental effects of sustainability management tools: An empirical analysis of large companies. *Ecological Economics*, 120, 241–249. <https://doi.org/10.1016/j.ecolecon.2015.11.002>
  13. Javanmardi, E., Liu, S., & Xie, N. (2020). Exploring grey systems theory-based methods and applications in sustainability studies: A systematic review approach. In *Sustainability (Switzerland)* (Vol. 12, Issue 11). <https://doi.org/10.3390/su12114437>
  14. Jayawarsa, A. . K., Purnami, A. A. S., & Saputra, K. A. K. (2021a). Pentahelix To Build Sustainable Village and Tourism: a Theoretical Study. *American Research Journal of Humanities & Social Science (ARJHSS)*, 04(11), 20–27.
  15. Jayawarsa, A. A. K., Purnami, A. A. S., & Saputra, K. A. K. (2021b). Meaning the economic existence and financial management of the small organization of a traditional village in Bali. *International Journal of Business, Economics and Law*, 24(5), 8–15. <https://ijbel.com/wp-content/uploads/2021/08/IJBEL24.ISU-5-806.pdf>
  16. Jayawarsa, A. A. K., Saputra, K. A. K., & Narindra, A. A. N. M. (2025). Strengthening Ecotourism to Improve Quality of Life in Ubung Kaja Village through Creativity, Order, and Cultural Values. *Community Service: Sustainability Development*, 2(1), 109–114.
  17. Khan, P. A., Johl, S. K., & Akhtar, S. (2021). Firm Sustainable Development Goals and Firm Financial Performance through the Lens of Green Innovation Practices and Reporting: A Proactive Approach. *Journal of Risk and Financial Management*, 14(12). <https://doi.org/10.3390/jrfm14120605>
  18. Kuo, Y. F., & Wu, C. H. (2014). Understanding the drivers of sponsors' intentions in online crowdfunding: A model development. *12th International Conference on Advances in Mobile Computing and Multimedia, MoMM 2014*, 433–438. <https://doi.org/10.1145/2684103.2684169>
  19. Laksmi, P. A. S., Arjawa, I. G. W., & Pulawan, I. M. (2023). Community Participation to Improve Tourism Industry Performance: A Case Study in Mandalika Lombok Tourist Area. *International Journal of Social Health*, 2(6), 377–384.
  20. Laksmi, P. A. S., Selamat, I. K., Mangku, I. G. P., Saputra, K. A. K., Rashid, W. E. W., & Saihani, S. B. (2024). Management Strategy Planning And Implementation Of Advanced Technology In Increasing Agricultural Productivity. *RJOAS: Russian Journal of Agricultural and Socio-Economic Sciences*, 9(153), 97–106.
  21. Larasdiputra, G. D., & Saputra, K. A. K. (2021). The Effect of Tax Amnesty, Compliance Fees, and Tax Sanctions on Individual Taxpayer Compliance. *South East Asia Journal of Contemporary Business, Economics and Law*, 24(2), 84–89.
  22. Lewenussa, R. (2023). *Sustainable Mangrove Ecotourism Management Strategy in the Penta Helix Model (Literature Study) in Sorong City, West Papua Province*. Atlantis Press International BV. [https://doi.org/10.2991/978-94-6463-146-3\\_10](https://doi.org/10.2991/978-94-6463-146-3_10)
  23. Li, M., Liu, Y., Huang, Y., Wu, L., & Chen, K. (2022). Impacts of Risk Perception and Environmental Regulation on Farmers' Sustainable Behaviors of Agricultural Green Production in China. *Agriculture (Switzerland)*, 12(6). <https://doi.org/10.3390/agriculture12060831>
  24. Lian, S. B., & Yoong, L. C. (2018). Customer Engagement in Social Media and Tourism Brand Performance Implications. *Turkish Online Journal of Design Art and Communication*, 8(SEPT), 1186–1194. <https://doi.org/10.7456/1080sse/160>
  25. Liu, L., Zhou, Y., & Sun, X. (2023). The Impact of the Wellness Tourism Experience on Tourist Well-Being: The Mediating Role of Tourist Satisfaction. *Sustainability (Switzerland)*, 15(3), 1–23. <https://doi.org/10.3390/su15031872>
  26. Nadia, Y. (2022). Collaborative Governance Pentahelix Model in Building Commerce Institutions for Coffee Agroforestry in West Java. *KnE Social Sciences*, 2022, 782–802. <https://doi.org/10.18502/kss.v7i9.10980>
  27. Neisi, M., Bijani, M., Abbasi, E., Mahmoudi, H., & Azadi, H. (2020). Analyzing farmers' drought risk management behavior: Evidence from Iran. *Journal of Hydrology*, 590(June), 125243. <https://doi.org/10.1016/j.jhydrol.2020.125243>
  28. Oleśniewicz, P., Pytel, S., Markiewicz-Patkowska, J., Szromek, A. R., & Jandová, S. (2020). A model of the sustainable management of the natural environment in national parks—a case study of national parks in Poland. *Sustainability (Switzerland)*, 12(7). <https://doi.org/10.3390/su12072704>
  29. Predana, P. G. W., Jayawarsa, A. A. K., Purnami, A. A. S., Larasdiputra, G. D., & Saputra, K. A. K. (2020). Effect Of Easy Use, Trust, And Benefits Of The Use Of Mobile Banking Services. *International*

- Journal of Environmental, Sustainability, and Social Science*, 1(2), 36–40. <https://doi.org/10.38142/ijesss.v1i2.25>
30. Ratna Susanti, Suci Purwandari, & Basnendar Herry Prilosadoso. (2022). Penta Helix As Strategy of Tourism Village Development in Karangasem Village, Bulu District, Sukoharjo Regency. *International Journal of Social Science*, 2(4), 1979–1984. <https://doi.org/10.53625/ijss.v2i4.4261>
  31. Rubio-Mozos, E., García-Muiña, F. E., & Fuentes-Moraleda, L. (2020). Sustainable strategic management model for hotel companies: A multi-stakeholder proposal to “walk the talk” toward SDGS. *Sustainability (Switzerland)*, 12(20), 1–25. <https://doi.org/10.3390/su12208652>
  32. Saputra, K. A. K., Subroto, B., Rahman, A. F., & Saraswati, E. (2023). Mediation Role of Environmental Management Accounting on the Effect of Green Competitive Advantage on Sustainable Performance. *Journal of Sustainability Science and Management*, 18(2), 103–115. <https://doi.org/10.46754/jssm.2023.02.008>
  33. Sulewski, P., Was, A., Kobus, P., Pogodzinska, K., Szymanska, M., & Sosulski, T. (2020). Farmers’ attitudes towards risk-an empirical study from Poland. *Agronomy*, 10(10 October), 1–21. <https://doi.org/10.3390/agronomy10101555>
  34. Suroija, N., Asrori, M., Nugroho, B. S., & Sulistiyani, E. (2022). Pentahelix Model for the Development of Ecotourism Karang Ginger Beach Punjulharjo Village, Rembang Regency. *International Journal of Education, Business and Economics Research (IJEER)*, 2(6), 134–145. <http://creativecommons.org/licenses/by/4.0/legalcode>
  35. Syamsuri, S., Sa’adah, Y., & Roslan, I. A. (2022). Reducing Public Poverty Through Optimization of Zakat Funding as an Effort to Achieve Sustainable Development Goals (SDGs) in Indonesia. *Jurnal Ilmiah Ekonomi Islam*, 8(1), 792. <https://doi.org/10.29040/jiei.v8i1.3872>
  36. Teng, C. C., Horng, J. S., Hu, M. L. M., Chien, L. H., & Shen, Y. C. (2012). Developing energy conservation and carbon reduction indicators for the hotel industry in Taiwan. *International Journal of Hospitality Management*, 31(1), 199–208. <https://doi.org/10.1016/j.ijhm.2011.06.006>
  37. Tsai, C. T. S., & Wang, Y. C. (2017). Experiential value in branding food tourism. *Journal of Destination Marketing and Management*, 6(1), 56–65. <https://doi.org/10.1016/j.jdmm.2016.02.003>
  38. Wei, C., Wang, Q., & Liu, C. (2021). Application of an artificial neural network optimization model in an e-commerce platform based on tourism management. *Eurasip Journal on Wireless Communications and Networking*, 2021(1). <https://doi.org/10.1186/s13638-021-01947-x>