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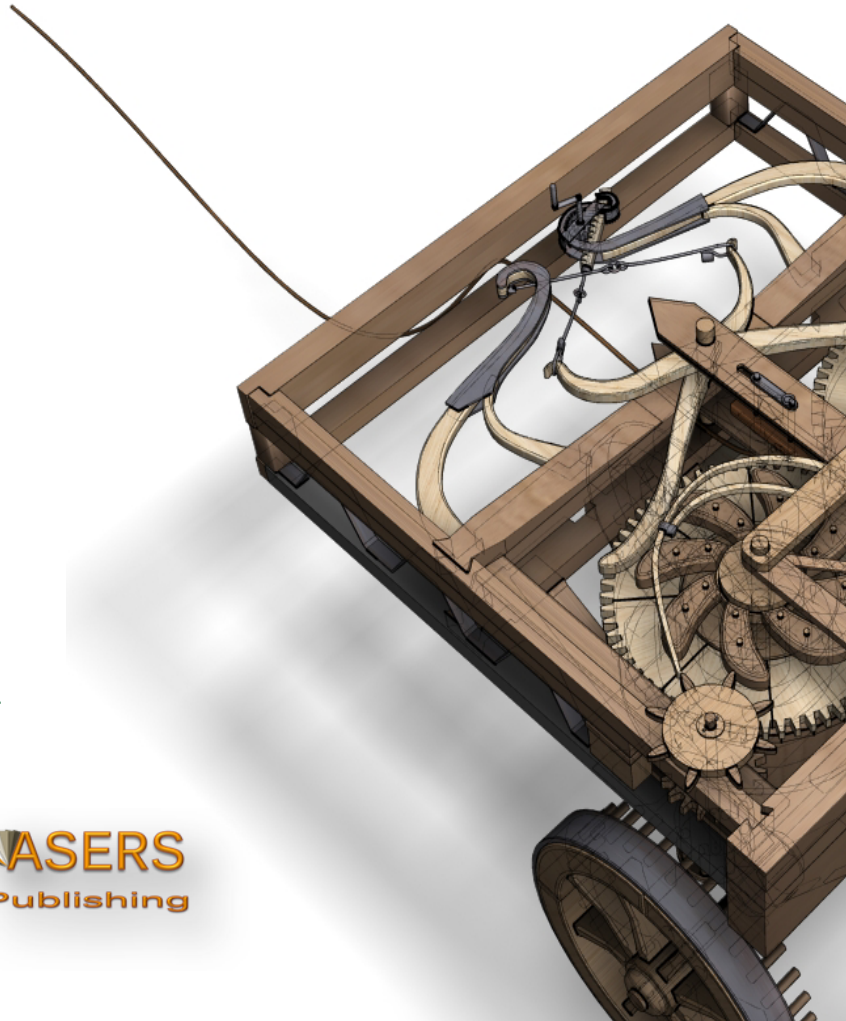
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1	<b>Consumers' Intention to Use Renewable Energy Based on the Behavioral Reasoning Theory</b> Tessy Fitriyani GOBEL, Medya RAMADHAN, Iden Aksana Putra PRATAMA, Evelyn HENDRIANA	5
2	<b>Climate Change Impact Vulnerability Assessment: The Case of Coastal Communities in Central Zambales, Philippines</b> Shirly C. SERRANO, Nipon TANGTHAM, Surat BUALERT, Suthee JANYASUTHIWONG	19
3	<b>Design of the Bali Province Food Security Action Plan towards Food Independence</b> Widhianthini WIDHIANTHINI, Ni Made Classia SUKENDAR, Anak Agung Gede PURANTARA	30
4	<b>Rapid Bathymetry Mapping Based on Shallow Water Cloud Computing in Small Bay Waters: Pilot Project in Pacitan-Indonesia</b> Nurul KHAKHIM, Agung KURNIAWAN, Pramaditya WICAKSONO, Ahmad HASRUL	41
5	<b>Results of Two Non-Market Valuation Methods Used to Estimate Recreational Fishing in the Lakes Prespa Watershed</b> Dorina GRAZHDANI	52
6	<b>Green Competence Building, Green Employee Involvement and Green Work-Life Balance to Improve Environmental Performance through Green Organizational Culture</b> Deni Widyo PRASETYO, Amiartuti KUSMANINGTYAS, Siti MUJANAH	69
7	<b>Sustainability of the Sumedang Larang Palace as a Tourism Attraction of the Kingdom of Sunda Heritage in West Java</b> Rahmat INGKADIJAYA, Fetty ASMANIATI, Heny RATNANINGTYAS, Myrza RAHMANITA	82
8	<b>Strategy Approach for the Development of a Sustainable Environmentally Friendly Tourism City</b> Lilik SULISTYOWATI, Eny KRISNAWATI, Novi ANDARESWARI, Firman AFRIANTO, Abdul RAIS, Muhammad Fauzi Hafa, Darwiyati DARWIYATI, Andi Lopa GINTING, Rifqi Rahmat HIDAYATULLAH	94
9	<b>An Importance-Performance Analysis of Accessible Tourism: A Tourist and Resident Perspective with Empirical Insights from Phuket</b> Kevin FUCHS	107
10	<b>The Role of Ecopreneurship in Bali's Sustainable Tourism Development: Insights into Government Policy, Tourist Awareness and Preferences</b> I G.P.B Sasrawan MANANDA, I Nyoman SUDIARTA	119
11	<b>Antecedents of Revisit Intention of Thai Cultural Tourist in Thailand</b> Thanat KORNSUPHKIT, Sarana PHOTCHANACHAN, Kitti CHAROERNPORNPANICHKUL, Chaveewan SHOOSANUK, Ampon SHOOSANUK	129
12	<b>Visitor Perception of the Degradation of Bar Reef Kalpitiya Sri Lanka</b> Chamathi JAYARATNE, Premachandra WATTAGE, Prasanthi GUNAWARDENA	144
13	<b>Promoting Albania's Tourist Attractions: Tourist Guides and Marketing Strategies for the Successful Management of Tour Groups</b> Gjokë ULDEDAJ, Edlir ORHANI	156
14	<b>QR Code Use and Identification Problems in Tourism</b> József UDVAROS, Norbert FORMAN	167
15	<b>Examining the Mediating Effects of Social Capital and Community-Based Tourism on the Role of Tourism Villages in Sustainable Tourism</b> Jumiati JUMIATI, Boni SAPUTRA, Aldri FRINALDI, Nora Eka PUTRI	176
16	<b>Geusun Ulun Museum as Sumedang Larang Kingdom Assets Entry Points of Tourism Destinations in Sumedang</b> Nurbaeti NURBAETI, Heny RATNANINGTYAS, Sundring PANTJA DJATI	194
17	<b>Measuring Tourism Social Carrying Capacity: An Exploratory Study of Social Dynamics in Ecotourism Development of Cirebon</b> Meizar RUSLI, Ricky AVENZORA, Tutut SUNARMINTO, Eily MALIHAH	209

# Call for Papers

## Volume XV, Issue 2(74)

### Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

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## The Role of Ecopreneurship in Bali's Sustainable Tourism Development: Insights into Government Policy, Tourist Awareness and Preferences

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**Abstract:** There are numerous environmental issues in Bali, a popular tourist destination in Indonesia, including the problems of waste, critical land, beach abrasion, coral reef destruction and water contamination, all attributed to the rapid expansion of the tourism industry. Ecotourism is one of the solutions to address these concerns, and the initiatives taken involve ecopreneurship, the process of starting and running green firms that support sustainable tourism growth in Bali. The goal of ecopreneurship in the tourism industry is to create and run enterprises that have as minimum negative environmental impacts as possible, while maximising positive social and economic consequences. This is done through improvements on both public policies and tourist preferences, to promote a sustainable tourism development. A mixed method was used, combining SEM PLS, Path Methods, and qualitative research, with comprehensive interviews conducted among ecopreneurs, government agencies, tourists, and academics in Bali. Ecopreneurship variables, comprising environmentally friendly products and services, green technology innovation, environmental and natural resource management, local community involvement, environmental education and awareness, waste and emission management, collaboration and partnerships, measurement of environmental performance and sustainability, moderated by the government policy and tourist awareness and preference, were found to have a significant influence on sustainable tourism variables, namely, natural environment preservation, social welfare and culture, local economic empowerment, resource management and environmental impact reduction, local community participation and public consultation.

**Keywords:** sustainable tourism; ecopreneurship; government policy; tourist awareness and preferences

**JEL Classification:** H11; L84; L85; L88; Q01; R11; Z32.

### Introduction

In Bali, the tourism sector plays a crucial role for its revenue, due to its stunning natural landscapes, vibrant cultural heritage, and distinctive attractions (Ekawati, Giantari, Sariyanthi 2017; Sudiarta, Sumadi and Purnamawati 2021). Nevertheless, an unregulated tourism expansion done to capitalise on these opportunities may lead to adverse effects on the environment and the well-being of the residents. Bali is currently grappling with five severe environmental issues, namely, waste management, critical land depletion, coastal erosion, water contamination, and coral reef degradation (Chong 2020), all requiring mammoth tasks to resolve. To begin with, the waste predicament is alarming, with a reported daily accumulation of 5,806 cubic metres. This waste, generated by both community activities and tourism, is largely composed of plastic materials, including bags, wrappers, bottles, and other items. Traditional waste disposal methods are no longer viable, necessitating a shift towards responsible waste separation between organic and non-organic materials. Public awareness campaigns are essential to instigate this change (Chong 2020).

The other issues are also equally crucial; worrying land concerns, as noted by the Bali Environmental Board, with 51,107.26 hectares designated as critical; beach erosion impacting 184 km of Bali's 437.7 km coastline, with 67.1 km being severely affected; water pollution damaging ten rivers that serve essential purposes; and coral reef deterioration, being addressed through rehabilitation, conservation groups, anti-theft measures, illegal fishing control, and heightened community involvement (Chong 2020).



Figure 1. Plastic waste in the sea in Bali.



Figure 2. Plastic waste on the beach.

Prioritising coral reef preservation is essential, proven in research indicating the extensive ecological and economic benefits to be gained. These benefits can be categorised into direct and indirect advantages. Direct benefits encompass serving as crucial fishing grounds for valuable species, such as, grouper, baronang, and yellowtail, as well as offering opportunities for marine tourism and research on aquatic biodiversity. Meanwhile, indirect benefits involve acting as protective barriers against coastal erosion and supporting biodiversity. The Bali Environmental Department reported that, out of the 7,249.1 hectares of coral reefs in Bali, 20.8% are already damaged. Hence, fostering sustainable tourism in Bali becomes paramount, to ensure a harmonious integration of economic, social, and environmental aspects (Chong 2020).

Ecopreneurship, a blend of entrepreneurship and sustainability principles, comes to light as a technique for boosting Bali's tourism with sustainability. Entrepreneurs who prioritise on the environment, cultural preservation, and community empowerment, ahead of financial advantages, are known as ecopreneurs [6]. Nonetheless, while ecopreneurship holds great potential for Bali's sustainable tourism, a thorough research is required, to better comprehend ecopreneurial behaviour and its impact on the pursuit of sustainable tourism objectives. This study aimed to bridge this knowledge gap, offering valuable insights to stakeholders, who aim to foster sustainable ecopreneurial practices, within Bali's tourism industry. Ecopreneurship comprises three core components; eco-innovation, eco-opportunity, and eco-commitment. These components intersect the realms of economic, ecological sustainability, and entrepreneurship, as outlined Kainrath (2011), who divides ecopreneurship into sub-concepts, encompassing eco-innovation, eco-opportunity, and eco-commitment, as follows:

#### **Eco-innovation**

It refers to the actions of entrepreneurs who generate novel ideas, practices, products, and processes, before being implemented to alleviate environmental pressures and meet distinct ecological sustainability objectives, as stated by Kainrath (2011, 28). Eco-innovation holds the key to surmounting resource limitations, specifically focusing on sustainable development. For instance, the Bambu Indah Resort in Ubud, owned by the American couple John Hardys, exemplifies the application of eco-innovation principles.

#### **Eco-opportunity**

As stated by Dean and McMullen in Kainrath (2011), incomplete customer information might result in buying choices that support ecologically harmful products, which would have been avoided with better awareness. An ecopreneur can capitalise on this situation, by enlightening consumers about a product's environmental attributes. Informed consumers opting for eco-friendly items not only generate entrepreneurial gains for the ecopreneur, but also curtail environmental harms, by substituting detrimental products with greener alternatives, for example Avani Eco Based in Denpasar.

#### **Eco-commitment**

Eco-commitment is the way to show our willingness to put in a lot of effort, commit our time and energy to a task, or engage in an eco-friendly activity, for instance, those taking place in the Village of tourism in Pemuteran. Tourism Entrepreneurs in Bali are divided into 3,910 people in non star hotels, 498 people in star

hotels, 245 tourism destinations and 225 tourism villages, and only 20% of these have implemented the ecopreneurship concept, and this prompted for this research to be carried out.

Ecological entrepreneurship, in short, ecopreneurship, emerged in 1970 as a novel concept (Gibbs 2002). It addresses the role which entrepreneurs can play in overcoming environmental shifts (Huang 2009). It is characterised as the actions, which entrepreneurs take to minimise business-related environmental harms, while still ensuring profitability (Gibbs 2002; Huang 2009). Ecopreneurs prioritise their business's effects on both the society and the environment.

Ecopreneurship offers not only fresh prospects for agile early adopters, who recognise and capitalise on these openings, it also potentially becomes a substantial driving force inside a larger change, towards a business model that is more environmentally friendly (Schaltegger 2002). Promoting ecologically beneficial ideas, goods, or technologies is what ecopreneurs do. Ecopreneurship is defined by a blend of entrepreneurial qualities and environmental conscientiousness. Moreover, according to Gibbs, D. 2002, the basis for ecopreneurship emerges from fundamental entrepreneurial activities. It takes shape as an individual entrepreneurial endeavour, capitalising on skills and the awareness that, market success can be achieved, through creative environmentally conscious approaches. Presently, research on ecopreneurship remain scarce and largely confined to literature analyses.

Another misconception is that, only large, well-resourced industries can engage in ecopreneurship. Applying ecopreneurship often demands a relatively higher investment, compared to conventional approaches (Kainrath 2013). Yet, the potential for ecopreneurship within sustainable tourism is considerable. These viewpoints, whether implicitly or explicitly, underline the significance of ecopreneurship in Bali's sustainable tourism advancement. However, there remains a scarcity of empirical evidence regarding businesses in the sustainable tourism domain. Hence, this study serves as a preliminary investigation, aiming to establish, whether the spirit of ecopreneurship can be harnessed, as a novel avenue, to boost the progress of sustainable tourism.

### **Research urgency**

How ecopreneurship as a new factor can influence the development of sustainable tourism? How can the government policies and tourist awareness and preferences promote ecopreneurship to influence sustainable tourism in Bali?

## **1. Literature Review**

### **1.1 The Concept of Ecopreneurship and Ecopreneurs**

Ecopreneurship, also known as green entrepreneurship or eco-entrepreneurship, shares a similar meaning and can be used interchangeably. The concept emerged as a response to market failures in addressing the adverse environmental impacts caused by industries (Pastakia 1998). Scholars have increasingly focused on this issue in recent decades, with Schaper (2002) asserting that the transition to sustainable development requires a substantial number of ecopreneurs.

Huang, Ding, and Kao (2009) define "green innovations" as novel technical improvements or administrative practices aimed at enhancing an organization's environmental performance and competitive advantage. Huang, Ding, and Kao (2009) emphasize that technical innovation impacts product/service development and manufacturing technology, while administrative innovation directly influences managerial activities and indirectly shapes organizational administrative processes. Hence, all environmentally friendly practices embedded in products/services, production processes, technology, and organization - whether technical or administrative - are considered green initiatives.

Examples of green initiatives in the telecommunications industry include waste reduction, air pollution mitigation, environmental education, the use of solar and wind-power generators, energy-efficient electronics, responsible air-conditioning usage, innovative carbon offsetting programs, network-sharing for efficiency, and deploying alternative energy supplies in rural off-grid locations (Anwar 2010). These initiatives underscore the diverse ways businesses can implement environmentally friendly practices, ranging from radical eco-innovations, like efficient air-conditioner use, to incremental eco-innovations, such as implementing carbon offsetting programs.

Entrepreneurship and ecopreneurship differ in their goals: entrepreneurs primarily seek profit, whereas ecopreneurship aims for both profit and environmental sustainability. While many entrepreneurs prioritize profit, an increasing number of ecopreneurs adopt a different paradigm, focusing on both financial success and addressing societal issues caused by their businesses (Ivanko and Kivirist 2008). Ecopreneurs, as described by Kirkwood and Walton (2010), are individuals who not only prioritize their business profits but also emphasize

underlying green values - an aspect lacking in traditional entrepreneurs. Schaper (2002) suggests that ecopreneurs act as a "pull" factor, influencing other firms to adopt green values proactively, in contrast to the "push" factors of government regulations and pressure from stakeholders or lobby groups. Furthermore, Pastakia (1998) classifies ecopreneurs into two categories based on their intentions: social ecopreneurs, aiming to promote eco-friendly products/ideas/technology through both market and non-market channels, and commercial ecopreneurs.

### 1.2 Benefits of Ecopreneurship

As outlined above, engaging in eco-friendly business practices yields numerous mutual benefits. These advantages not only open new opportunities for aspiring entrepreneurs but also hold the potential to instigate an innovative shift toward a more sustainable business paradigm (Schaper 2002). Dixon and Clifford (2007) discovered that the strategies pursued by ecopreneurs are more significantly influenced by their stance rather than traditional entrepreneurial principles.

Furthermore, environmentally friendly initiatives bring forth several advantages for a company, including the creation of a positive corporate image, serving as a regulatory model, reducing tax costs, fostering collaboration with trading partners, and enhancing key performance indicators (Huang, Ding, and Kao 2009). Businesses adhering to green values remain an attractive choice (Schick, Marxen, and Freimann 2002). Notably, green entrepreneurship has enhanced the competitiveness of Greek furniture enterprises (Marios *et al.* 2011). The benefits extend beyond business sustainability to encompass societal well-being, environmental conservation, and increased corporate competitiveness.

### 1.3 Challenges in Ecopreneurship

Schick, Marxen, and Freimann (2002) outlined various obstacles to sustainability during the startup process, including: Lack of information, limited knowledge and willingness of business advisers to share information on ecological issues, lack of awareness among startup entrepreneurs about the potential market for environmentally friendly businesses, limited availability of public funding for promoting sustainable enterprises, a point also supported by Yaacob (2010).

Additionally, Baxter (2004) identified other barriers such as a lack of incentives, ability, and supervision and support for the implementation of Environmental Management Systems (EMS). Two major challenges faced by ecopreneurs were recognized, namely, the negative response of potential users to alternative technology and products, especially in agriculture (Pastakia 1998). Combining the findings, it can be concluded that the most critical barriers to implementing eco-friendly businesses are a lack of awareness, insufficient knowledge/socialization, and a lack of guidance and support in implementing environmental standards (ISO 14000). Furthermore, Machiba (2009) suggested that understanding eco-innovation could be enhanced through better benchmarking and indicators. Richomme-Huet and De Freyman (2011) uncovered barriers from students in their study, including a cultural gap in France hindering entrepreneurial behavior, business schools focusing more on successful entrepreneurs, creating difficulties for students to learn, and a negative view on the development of non-profit businesses as startups. Machiba (2009) argued, in an OECD synthesis report, that the combination of innovation and environmental policies plays a crucial role in promoting eco-innovation.

Chapple, Kroll, and Montero (2010) categorized capital costs, information and technical knowledge, and regulatory constraints (Pastakia 1998) as industry barriers in their theory of barriers to environmental change. Correspondingly, Kirkwood and Walton (2010) also identified potential users' negative response to switching to alternative technology and products (agricultural inputs) and uncertain environmental regulations as the main barriers.

Managing the reputation of companies adopting green values was identified as another challenge for ecopreneurs (Dixon and Clifford 2007). Despite these barriers, overcoming them is possible. Examples include providing benefits for supportive individuals and imposing serious consequences for those resisting change.

## 2. Methods

The research on ecopreneurship as a pivotal determinant of sustainable tourism growth was initiated through a preliminary investigation conducted in June 2023 in Bali. The choice of Bali as the research location was deliberate, given its concentration of ecopreneurship activities, particularly in Gianyar, Badung, and Denpasar Regencies, where environmentally conscious businesses were prevalent.

### 2.1 Participants

A total of 50 participants, all proprietors of ecopreneurship businesses in Bali, were selected as primary data sources. The participants were chosen based on their shared objective of establishing environmentally conscious businesses. Direct interviews were conducted using a predefined set of questions to collect primary data.

### 2.2 Variables and Criteria

1.The ecopreneurship factor was assessed based on eight criteria: provision of eco-friendly products and services, advancements in green technology, environmental resource management, community engagement, environmental education and awareness initiatives, waste and emission control strategies, collaborative partnerships, and the measurement of environmental performance and sustainability (Schaltegger 2002).

2.Factors related to government policies that may influence ecopreneurship's impact on eco-friendly travel were also examined. These included regulations on sustainable power integration, policies on environmental protection and natural resource preservation, guidelines for waste management and pollution reduction, initiatives for ecotourism certifications or labels, and the extent of government funding for sustainable tourism (Kainrath 2011).

3.Tourist Awareness and Sustainable Tourism: The level of public awareness regarding environmental concerns and sustainability in tourism, along with tourist preference indices for sustainable tourism, were considered to understand their role in mitigating the effects of ecopreneurship. Destinations with sustainability certifications or labels were hypothesized to be more favored by tourists (Hyasat 2023)

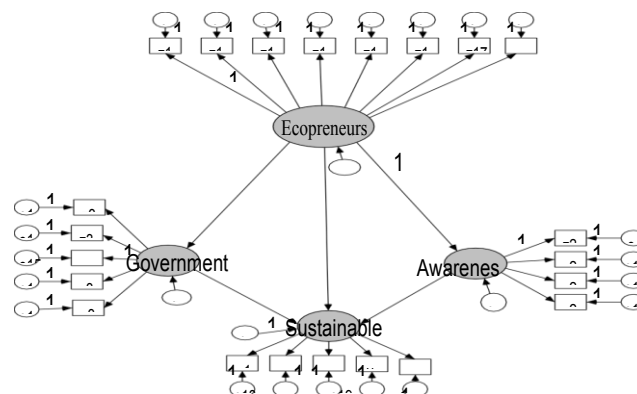
4.Sustainable Tourism Dimensions: Sustainable tourism dimensions, as defined by conservation of the natural environment, improvement of social well-being and culture, bolstering local economies, efficient resource management, environmental impact mitigation, and community engagement through public involvement, were examined. (Gibbs 2002)

### 2.3 Structural Equation Modeling (SEM)

The research employed the Structural Equation Modeling (SEM) framework using AMOS 16 software. The SEM analysis involved formulating the theoretical model, outlining the underlying theory, creating a path diagram, converting the path diagram into a measurement and structural model, conducting goodness-of-fit (GOF) evaluations, including assumption tests (normality, absence of outliers, and lack of multicollinearity), and GOF criterion testing with specified cutoff criteria.

These methodological steps were taken to ensure a comprehensive and rigorous examination of the interrelationships among ecopreneurship, government policies, tourist awareness, and sustainable tourism dimensions. The study's design aimed to provide detailed insights and facilitate replication by future researchers in the field. Ethical considerations, such as obtaining approvals and permissions for data collection from human participants, were adhered to throughout the research process.

Figure 3. The hypothetical SEM model for the development of sustainable tourism.



### 3. Research Results

The study assessed eight factors to determine the potential of ecopreneurship. The research findings indicate varying levels of potential across these factors:

- 1.Environmentally friendly products and services: exhibits a significant potential.



- 2.Green technology innovation: holds a moderate potential.
- 3.Management of environmental and natural resources: Presents a moderate potential.
- 4.Local community involvement: showcases considerable potential.
- 5.Environmental education and awareness: displays substantial potential.
- 6.Waste and emission management: reflects a noteworthy potential.
- 7.Collaboration and partnerships: holds a moderate potential.
- 8.Measurement of environmental performance and sustainability: demonstrates a noteworthy potential.

The study further evaluated the strength of relationships between ecopreneurship and its indicators, highlighting significant associations. The order of ecopreneurship variables, from strongest to weakest, based on standardized values, is as follows: Environmentally Friendly Products and Services, Green Technology Innovation, and Management of Environmental Resources.

1.Modeling ecopreneurship effects on sustainable tourism: according to Figure 3, ecopreneurship has both direct and indirect effects on sustainable tourism. The direct influence is depicted through the relationship between ecopreneurship and the development of sustainable tourism.

2.Indirect influences occur through two pathways: ecopreneurship - government policy - development of sustainable tourism and ecopreneurship - awareness and tourist preference - development of sustainable tourism.

3.Influence of ecopreneurship on sustainable tourism development: equation (3) shows that ecopreneurship has a direct impact on the progress of sustainable tourism, marked as 1.00. The investigation emphasizes how increased ecopreneurship potential catalyzes the growth of sustainable tourism. Additionally, ecopreneurship exerts a partial indirect influence on various aspects of sustainable tourism development, such as preserving the natural environment, promoting social welfare and culture, boosting local economies, managing resources, and involving the local community and the public.

4.Ecopreneurship links to government policies and tourist awareness: equations (1) and (2) demonstrate the influence of ecopreneurship on governmental policies and the development of tourist awareness and preferences. The findings suggest a significant and positive impact of ecopreneurship on both governmental regulations and the advancement of public knowledge and traveler preferences.

5.Influence of government policies and tourist awareness on sustainable tourism: equation (3) indicates the magnitude of visitor knowledge and preference processes on the development of sustainable tourism (1.31). These findings underscore the notable influence of the tourist awareness and preference process on sustainable tourism development. However, the extent of government policy's influence on sustainable tourism development is minimal (0.065), suggesting a limited discernible effect.

These results contribute valuable insights into the potential of ecopreneurship and its multifaceted impacts on sustainable tourism. The study emphasizes the need to consider ecopreneurship as a crucial factor in Bali's sustainable tourism approach. It also identifies critical factors shaping tourist awareness and preferences, shedding light on the importance of public awareness, consumer engagement, and reactions to ecopreneurial initiatives in sustainable tourism decision-making. Further analysis indicates that the efficacy of implementing green technology within the tourism industry is substantially influenced by the execution of tourist awareness and preference processes.

## 4. Discussions

The comprehensive analysis conducted in this study sheds light on the pivotal role of ecopreneurship in the context of sustainable tourism development. The discussion below highlights the significance of the results, their implications, and how this research contributes to the existing scientific knowledge:

### 4.1. Link to the Introduction and Hypotheses

The study commenced with an exploration of the multifaceted aspects of ecopreneurship, utilizing eight criteria to evaluate its impact on sustainable tourism. These criteria encompassed offerings of eco-friendly products and services, advancements in green technology, management of environmental resources, engagement with local communities, initiatives in environmental education and awareness, strategies for waste and emission control, collaborative efforts and partnerships, and the measurement of environmental performance and sustainability.

### 4.2 Relevance to Existing Theories

The study identified factors related to government policy that could potentially limit the influence of ecopreneurship on environmentally friendly travel. These factors included regulations concerning the integration

of sustainable power in tourism, policies for safeguarding the environment in tourist spots, guidelines for waste management and pollution mitigation, initiatives for ecotourism certifications or labels, and the extent of governmental funding for sustainable tourism. The findings align with existing theories on the interplay between governmental regulations and sustainable practices in the tourism sector.

#### 4.3 Tourist Awareness and Preferences

Tourist awareness and preferences emerged as crucial factors in mitigating the effects of ecopreneurship. The study revealed that travel destinations with sustainable certifications or badges are more popular among tourists. Understanding consumer reactions to ecopreneur activities and the degree of customer involvement in sustainable tourism programs is essential for shaping future ecopreneurial strategies.

#### 4.4 Sustainable Tourism Dimensions

The study affirmed that sustainable tourism encompasses the conservation of the natural environment, upliftment of social well-being and culture, strengthening of local economies, efficient resource management, mitigation of environmental impact, and engagement of local communities through public involvement. The detailed analysis of ecopreneurship's impact on each dimension provides a nuanced understanding of its contributions to sustainable tourism (Ahirwar, Gupta and Kumar 2023)

#### 4.5 Specific Impacts of Ecopreneurship

##### 1. Conservation of the Natural Environment (30-40% impact)

Ecopreneurship demonstrated substantial potential to positively influence the conservation of the natural environment within sustainable tourism. Through innovative and eco-conscious business strategies, ecopreneurs can advocate for responsible resource utilization, pollution mitigation, ecosystem safeguarding, and biodiversity preservation.

Figure 4. Bambu Indah Resort in Ubud which implemented ecopreneurship.



##### 2. Enhancing Social and Cultural Well-being (20-30% impact)

Ecopreneurship plays a crucial role in enhancing social and cultural welfare within sustainable tourism. By fostering the involvement of local communities, upholding cultural values, and ensuring fair economic advantages, ecopreneurs positively influence social and cultural well-being.

##### 3. Bolstering the Local Economy (30-40% impact)

Ecopreneurship assumes a pivotal role in strengthening the local economy within sustainable tourism. Initiatives such as endorsing local enterprises, providing skills training, expanding market reach, and facilitating sustainable economic growth contribute to the economic empowerment of local communities.

##### 4. Resource Management and Environmental Impact Mitigation (40-50% impact)

Ecopreneurship directly impacts resource management and the mitigation of environmental impacts within sustainable tourism. Through the adoption of eco-friendly operational methods, ecopreneurs contribute to minimizing adverse environmental effects, with an estimated impact ranging from 40% to 50%.

##### 5. Community Involvement and Public Consultation (20-30% impact)

Ecopreneurship assumes a crucial function in promoting the active involvement of local communities and public consultation in decisions tied to sustainable tourism. By engaging communities and prioritizing local aspirations, ecopreneurs make choices that are more comprehensive and attuned to community requirements.

## Conclusions and Further Research

### Conclusions:

1. SEM Model Appropriateness and Ecopreneurship's Influence  
Appropriateness of SEM Model: The constructed Structural Equation Modeling (SEM) model aligns seamlessly with the data, demonstrating its appropriateness as an initial framework for subsequent research endeavors. This model serves as a robust tool for understanding the intricate relationships within the context of ecopreneurship and sustainable tourism.
2. Significant influence of ecopreneurship: A groundbreaking conclusion emerges from the data, revealing that ecopreneurship manifests a significant and direct influence on the development of sustainable tourism. This novel discovery highlights the crucial role of ecopreneurship as a pivotal determinant for the enhancement of sustainable tourism practices.

### Implications and Noteworthy Findings:

1. Impact on governmental strategies and tourist preferences: In addition to its substantial effect on sustainable tourism, ecopreneurship within the tourism sector significantly contributes to improving governmental strategies and developing procedures related to awareness and tourists' preferences. This finding underscores the broader implications of ecopreneurial initiatives in shaping not only business practices but also influencing policy and public awareness.
2. Influence of governmental regulations and tourist decision processes: The development of sustainable tourism is favorably influenced by governmental regulations and tourist knowledge and decision processes. This highlights the interconnected nature of ecopreneurship with external factors, emphasizing the need for collaborative efforts between entrepreneurs, policymakers, and tourists to drive sustainable tourism development.

### Future Research Directions:

The positive and significant influence of ecopreneurship on sustainable tourism development opens avenues for future research and exploration. To build upon these insights, the following areas merit attention:

1. Enhancing ecopreneurship potential by recognizing the need for continued progress, future research should delve into strategies to enhance ecopreneurship potential. Exploring avenues for improvements in specific indicators, such as the development of environmentally friendly products and services, green technology innovation, and fostering local community engagement, can further amplify the positive impact of ecopreneurship.
2. Longitudinal studies and comparative analyses by conducting longitudinal studies can provide a deeper understanding of the evolving dynamics between ecopreneurship and sustainable tourism. Comparative analyses across different regions, industries, and scales can offer insights into the contextual variations and universal principles that govern the relationship.
3. Policy implications and framework refinement and future research should explore the policy implications arising from ecopreneurial initiatives in the tourism sector. Additionally, refining and expanding the SEM model based on new data and insights can contribute to a more comprehensive framework for understanding the complexities of ecopreneurship and its impact on sustainable tourism.

### Practical Applications and Next Steps:

The conclusions drawn from this research carry practical implications for various stakeholders involved in sustainable tourism. Entrepreneurs, policymakers, and tourists can leverage these findings to make informed decisions and contribute to the advancement of sustainable practices. The next steps in this research involve implementing the insights gained to guide practical applications, inform policy interventions, and drive ecopreneurial initiatives that align with the principles of sustainable tourism.

In summary, this study not only enhances the scientific understanding of ecopreneurship but also lays the groundwork for practical applications and future research endeavors. The positive impact of ecopreneurship on sustainable tourism is a transformative finding, urging a collective commitment to further exploration, innovation, and collaborative efforts in the pursuit of a more sustainable and responsible tourism industry.

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#### Credit Authorship Contribution Statement

**I Gusti Putu Bagus Sasrawan Mananda:** Conceptualization, Investigation, Methodology, Project administration, Supervision, Validation, Writing – review and editing, and funding acquisition.

**I Nyoman Sudiarta:** Methodology, Software, Formal analysis, Writing – original draft, Data curation and Visualization.

#### Declaration of Competing Interest

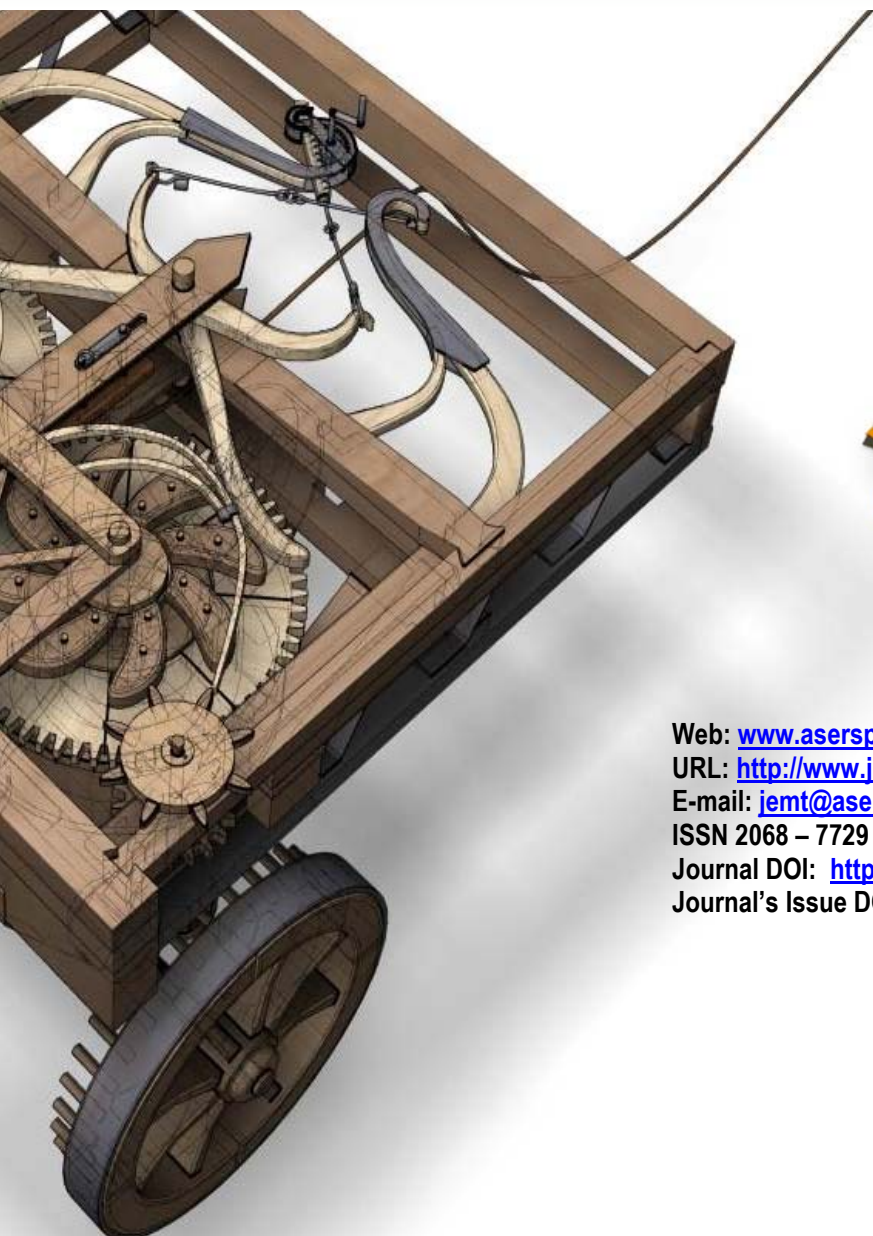
The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. We affirm our commitment to conducting unbiased research and presenting the findings with transparency and integrity. This declaration ensures that the results and interpretations presented in this article are free from any perceived influence that could compromise the objectivity of the research.

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