

Green Economy Initiatives in Enhancing Social Solidarity in the Tourism Sector in Coastal Areas

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Abstract

The tourism sector is an essential part of the coastal area. Therefore, there is a need for sustainable maintenance so that the tourism sector is maintained. The development of a sustainable tourism sector can be implemented through the green economy. In practice, the implementation of this green economy can also be used to increase solidarity among communities. This research then aims to see how green economy initiatives can increase social solidarity in the tourism sector in coastal areas. This research will be carried out using a descriptive qualitative approach. The data used in this study come from different research results and previous studies, which still have relevance to the contents of this research. The study results then found that the tourism sector in coastal areas has various challenges and obstacles. However, this problem can be solved by implementing a green economy. Through environmentally friendly practices, this can provide economic and social benefits that are more equitable to local communities. Then community involvement can be increased in managing the tourism sector, thereby strengthening environmental awareness and local culture. This, in turn, can increase social solidarity in society.

Keywords: *Green Economy, Social Solidarity, Tourism Sector, Coastal Areas.*

A. INTRODUCTION

Sustainable economic development and social solidarity are two main issues in developing coastal areas, especially tourism. Coastal regions play an important role in tourism because of their natural beauty, local culture, and biodiversity. Tourism is one of the fastest-growing economic sectors in coastal areas, but it also significantly impacts the environment and local communities. Therefore, green economy initiatives have become an increasingly adopted solution to overcome these problems (Rodriguez et al., 2020).

Green economy initiatives are a concept of sustainable economic development that prioritizes economic, social, and environmental sustainability in a balanced way. In the tourism sector, green economy initiatives include sustainable tourism development, such as eco-friendly, cultural, and community-based tourism. Sustainable tourism development in coastal areas includes environmental management and protected biodiversity, active participation of local communities in

tourism management, development of environmentally friendly infrastructure, and promotion and development of sustainable tourism products (Ahmed et al., 2021).

Within the tourism sector, green economy initiatives pay attention to the impact of tourism on the environment, social welfare, and the local economy. This concept promotes sustainable tourism development by considering ecological, social, and economic aspects. Therefore, green economy initiatives pay attention to the needs of local communities and support their participation in tourism management. With the involvement of local communities, tourism management can be more effective and sustainable (Zhang et al., 2022).

Developing green economy initiatives in the coastal tourism sector can increase local community social solidarity. In sustainable tourism management, the participation of local communities in decision-making and program implementation is critical. Through the involvement of local communities, they can have a more active role in tourism management and feel responsible for the environment and the surrounding biodiversity. This can strengthen their sense of unity and social solidarity (Shahraki, 2022).

Developing green economy initiatives can also improve the social welfare of local communities. In sustainable tourism management, infrastructure development and promoting local tourism products can improve the local community's economy. In this case, skills training and improving the quality of local tourism products can also increase tourism's attractiveness and add value to the region. Thus, developing green economy initiatives in the tourism sector can benefit local communities significantly (Zhang et al., 2022).

In addition, developing green economy initiatives can also help preserve the environment and biodiversity in coastal areas. Unsustainable tourism can cause environmental and biodiversity damage, such as damage to coral reefs and loss of wildlife habitat. Environmental and biodiversity management is a top priority in developing sustainable tourism. Thus, green economy initiatives can help preserve the environment and biodiversity in coastal areas (Downs et al., 2022).

Overall, green economy initiatives are the right solution to overcome problems related to developing the tourism sector in coastal areas. In sustainable tourism development, local community participation and environmental management are the main factors that must be considered. Through green economy initiatives, the development of the tourism sector can be carried out sustainably and provide significant economic benefits for local communities, as well as preserving the environment and biodiversity in coastal areas. In addition, green economy initiatives can also increase social solidarity among local communities, which is an essential factor in sustainable regional development.

B. LITERATURE REVIEW

1. Green Economy

In October 2008, UNEP proposed a "Green Economy" to support efforts to reduce greenhouse gas emissions. The idea aims to provide an excellent opportunity

to take advantage of the “green economy” concept to support the implementation of development-oriented toward environmental and ecosystem aspects (Adamowicz, 2022).

The "green economy" concept aims to achieve two primary goals. Firstly, it is not solely an economic principle that concerns macroeconomic factors, such as investing in environmentally-friendly industries and producing green products and services, but it also concentrates on how these investments can result in job growth in green-related fields. Secondly, the green economy intends to establish directives for pro-poor green investment or green investment that can aid in poverty alleviation. The primary aim is to persuade policymakers, governments, and private entities to contribute to supporting the growth of green investment (Ali et al., 2021)

The United Nations Environment Program (UNEP) provides an understanding of the green economy as an activity that can improve welfare and social justice on the one hand, and on the other hand, this activity can eliminate the negative impacts of economic growth on the environment and scarcity of natural resources. UNEP considers that this green economy is an economic activity low in carbon, does not rely on fossil fuels, saves natural resources, and, lastly, social justice (Ulya, 2022).

A green economy is a type of economy that focuses on providing people's needs while highlighting its impact on the environment. An example is electric motors, which are currently being encouraged because they can substitute conventional engines to reduce pollution in Indonesia. Considering that Indonesia is the most polluting country in Southeast Asia, it is clear that electric motorcycles not only answer the needs of people, but also the need for a cleaner environment (Gao et al., 2019).

Loiseau emphasized that the green economy is an economic concept with distinct implications than the economy since it prioritizes the future of natural resources, environmental welfare, and minimizing the risk associated with the use of natural resources. An example of the implication is the substitution of plastic bags for plastic bags made from cassava which are more easily decomposed so that they have a better impact on the environment. It is believed that green economic practice is an economic practice that stresses long-term planning since this economic practice can reduce poverty, carbon emissions, and ecosystem destruction (Marhaeni et al., 2023).

The modern green economy concept was then introduced as a concept that complements and develops the existing concept with aspects of discussion limited to the economy for environmentally friendly matters (economy to green requirements). From this perspective, the modern green economy concept does not only emphasize standard policies, such as how to assess the environment economically and impose sanctions on activities that are harmful and have the potential to damage the environment but more on how this concept can encourage economic actors to produce goods, trade and consume things that are environmentally friendly or products and services that are more environmentally friendly (D'amato & Korhonen, 2021). The income and jobs generated later from the green economy are, in turn, expected to make economic actors more motivated to carry out environmentally friendly

activities. This instrumental perspective from the concept of modern green economy recognizes that investment, both made by the government and the private sector, in terms of innovation, technology, infrastructure, and institutions, are things that can change the economy or achieve fundamental structural changes (Fernandes et al., 2021).

2. Social Solidarity

The division of labor has huge effects on the social structure. Durkheim was highly interested in altering the formation of social cohesion, that is, altering the nature of society and the way its members perceive themselves in relation to the whole. Durkheim classifies the two types of solidarity into mechanical and organic to summarize this distinction. Because all individuals are generalists, societies characterized by mechanical solidarity become cohesive and unified. This community forms links because its members engage in the same activities, perform the same type of work, and share similar duties. In contrast, a society characterized by organic solidarity exists precisely due to the disparities that exist within it, because everyone has various roles and duties (Yoshida et al., 2022).

Durkheim says that primitive communities have a stronger collective consciousness, or an awareness of common standards and ideas. The expanding division of work diminished the collective awareness. Collective awareness is more apparent in a society supported by mechanical solidarity than in one sustained by organic solidarity. A division of labor and reliance on the functions of others is more likely to ensure the survival of modern civilization than a collective consciousness. Therefore, even though organic society has a collective consciousness, it is a weak form that does not allow for individual change (Elnahla & McKay, 2020).

In a society formed by mechanical solidarity, collective consciousness encompasses the entire community and its members, and it is sincerely believed and deeply ingrained, and its content is highly religious. Meanwhile, in a society with organic solidarity, collective consciousness is limited to certain groups, it is not felt to be too binding, it is less ingrained, and its contents are only individual interests higher than moral guidelines. In a society that adheres to mechanical solidarity, what is prioritized is behavior and attitude. Differences are not allowed. According to Durkheim, all members of society are bound by a collective consciousness, a collective conscience, namely a shared consciousness that includes all the beliefs and feelings of the group and is extreme and coercive (Bakar et al., 2019).

Organic solidarity is a type of solidarity that unites complex civilizations, consisting of individuals who recognize a detailed division of labor and are bonded by interdependence of parts. Each part has a distinct function and is interdependent, as is the case with biological entities. It can be said that this organic solidarity causes people to depend on one another, because of this interdependence, the absence of certain role holders will disrupt the work system and community survival. The state of society characterized by this organic solidarity, the primary tie that binds the

community together, is no longer a collective consciousness but rather an agreement amongst diverse professional groups (Gasper & Gómez, 2023).

The description above describes the concept of solidarity from the sociologist Emile Durkheim. Social solidarity refers to a relationship between individuals and individuals, individuals and groups, or groups and groups based on the strong bonds of feelings and beliefs strengthened by shared emotional experiences. Solidarity refers to the compactness of sharing and lightening one another's workload. There are two forms of social solidarity, namely mechanical and organic solidarity. Mechanical solidarity has main characteristics: low individuality, no clear division of labor, and only in rural communities. While organic solidarity has the main characteristics: Collective awareness is weak, there is already a clear division of labor, and it can be seen in modern or complex societies (Malik & Malik, 2022).

3. Coastal Region

The coastal area is a transitional area between land and sea where the sea part is still influenced by land activities, such as sedimentation and freshwater flow, and the land part is still affected by ocean activity, such as tides, sea breezes, and saltwater seepage. Group of Experts on the Scientific Aspects of Marine Environmental Protection (GESAMP) defines coastal areas as land and water areas influenced by biological and physical processes from the sea and land and broadly defined for the benefit of natural resource management. So, the delineation of this coastal area can be different depending on administrative, ecological, and planning aspects (Overeem et al., 2022).

As explained above, the definition of a coastal area provides an understanding that coastal ecosystems are dynamic ecosystems with high and diverse habitat richness and interactions between these habitats. Besides having great potential, coastal areas are also the ecosystems most easily affected by human activities. Furthermore, development activities, directly or indirectly, can negatively impact coastal ecosystems (Schroeder et al., 2022).

Law (UU) No. 27 of 2007, as amended by Law No. 1 of 2014 concerning the Management of Coastal Areas and Small Islands, defines the coastal area as a transitional area between land and sea ecosystems affected by land and sea changes. In this context, the scope of regulation of Coastal Zone and Small Islands includes transitional areas between terrestrial and marine ecosystems that are affected by changes in land and sea, landward covering the sub-district administration area and seaward as far as 12 (twelve) miles according to jurisdictional boundaries of a country (Darmadi et al., 2022).

The boundaries of this kind of coastal area inland are the same as those adopted by the United States (US) Coastal Management Act and California since 1976. Seaward should include sea areas still affected by pollution originating from land or a sea area where the oil will enter coastal waters if pollution occurs (for example, an oil spill). The same coastal area boundaries can apply if the management objective is to control

arbitrary logging and to farm on land with slopes of more than 40% (Kuenzer et al., 2019).

In coastal regions, the transition between land and sea has resulted in the formation of diversified, highly productive ecosystems that offer humans with enormous economic value. As a result of increasing strain on the coast, utilization conflicts resulting from competing interests in coastal areas lead to management issues. As a land-to-sea transition zone with a unique ecosystem, this region is of great significance to the international community, particularly in the context of sustainable development and environmental protection (Alves et al., 2020). Historically, the major cities of the world were situated close to the ocean. This region has the ability to provide marine and fishery resources, in addition to facilitating trade between regions, islands, and continents. In addition, the presence of mangrove forests along the shore acts as a barrier against big waves of ocean water entering the land (Rochwulaningsih et al., 2019).

The general characteristics of the sea and coastal areas are as follows:

- a. The coast is a strategic area because it has a relatively easy topography
- b. The coast is an area that is rich in natural resources, both in land space and sea space, which are needed to meet human needs (Hernández-Fontes et al., 2020).

C. METHOD

This research will be carried out using a descriptive qualitative approach. The data used in this study comes from various previous studies and studies that still have relevance to the green economy in the tourism sector, especially in coastal areas. The collected research data will be processed immediately so that the results of this research can be found.

D. RESULT AND DISCUSSION

1. Tourism Sector in Coastal Areas

Developing the tourism sector in coastal areas can provide significant economic benefits for local communities. For example, the development of the tourism sector in Bali's coastal region has significantly contributed to the Indonesian economy. Tourism in Bali has created jobs for many people, increased household incomes, and driving the growth of tourism-related businesses and industries. However, developing the tourism sector in coastal areas can also negatively impact local communities, such as loss of natural resources and environmental damage. Therefore, it is crucial to involve local communities in tourism development. Local community participation can help preserve the environment and biodiversity and optimize the economic benefits generated by the tourism sector.

Local community participation in developing the tourism sector in coastal areas can be carried out in various ways, such as participation in planning processes, decision-making, and implementation of tourism development programs. In addition, local community participation can also be carried out through training and education, which can improve local communities' skills and knowledge in managing tourism

sustainably. Local community participation can also increase social solidarity among local communities. Social solidarity can be interpreted as unity in shared interests and goals and mutual respect and cooperation in achieving these goals. Social solidarity can help increase togetherness and cooperation between local communities, government, and tourism entrepreneurs in developing the tourism sector in coastal areas.

In addition, social solidarity can also help local communities to maintain their cultural identity and local traditions. Tourism can bring significant foreign influences to coastal areas, influencing local culture and traditions. Through social solidarity, local communities can work together to maintain the uniqueness and authenticity of local culture and traditions so that it can become a tourist attraction that is unique and different from other tourist areas.

Along with the growth of the tourism sector in coastal areas, various challenges and negative impacts have affected environmental sustainability and the welfare of local communities. These challenges and negative effects include environmental damage, reduced quality of life for local communities, and loss of natural resources. Green economy initiatives have an essential role in overcoming the challenges and negative impacts of the tourism sector in coastal areas.

2. Green Economy Initiative in the Coastal Tourism Sector

Green economy initiatives are efforts to develop a sustainable and environmentally responsible economy. In the tourism sector in coastal areas, green economy initiatives can be a solution to overcoming challenges and negative impacts that affect environmental sustainability and the welfare of local communities.

One form of green economy initiative in coastal areas' tourism sector is promoting sustainable tourism. Sustainable tourism aims to maintain the environment and biodiversity and improve the quality of life of local people. This initiative can be realized by considering ecotourism principles, such as maintaining environmental sustainability, developing local community participation in tourism development, and promoting local culture and traditions.

In addition, green economy initiatives in the tourism sector in coastal areas can also be carried out by developing environmentally friendly technologies and practices. The development of environmentally friendly technologies and practices can help reduce the negative impacts of the tourism sector on the environment, such as using renewable energy and reducing waste.

Furthermore, green economy initiatives can also help improve local communities quality of life by developing a sustainable local tourism industry. The local tourism industry can become a source of income for local communities, promote local culture and traditions, and increase local community awareness of the importance of maintaining environmental sustainability and community welfare.

In developing green economy initiatives in the tourism sector in coastal areas, it is essential to pay attention to aspects of local community involvement. Local community participation in tourism development can help increase public awareness

of the importance of maintaining environmental sustainability and community welfare and strengthening the local community's capacity to manage the tourism sector.

However, green economy initiatives have challenges and obstacles in their implementation. The challenges and barriers faced in developing green economy initiatives in the tourism sector in coastal areas include:

- a. Limited funds: Developing green economy initiatives requires a sizable investment, so that limited funds can hinder these initiatives' development.
- b. Lack of understanding of the importance of sustainability: Some stakeholders in the tourism sector still do not understand the importance of maintaining environmental sustainability and the welfare of local communities.
- c. Lack of support from the government: Support is essential in developing green economy initiatives in the tourism sector, but in some cases, government support is still lacking.

To overcome these challenges and obstacles, several solutions that can be implemented include:

- a. Leverage existing resources: Green economy initiatives in the tourism sector can be initiated by leveraging existing resources, such as promoting existing attractions more sustainably.
- b. Increasing understanding of sustainability: Increasing understanding of the importance of maintaining environmental sustainability and the welfare of local communities can be done through outreach and education campaigns.
- c. Building partnerships and collaboration: Partnerships and collaboration between stakeholders, such as government, local communities, and tourism industry players, can help overcome limited funding and increase support in developing green economy initiatives in the tourism sector.

Some of the successes that have been achieved in developing green economy initiatives in the tourism sector in coastal areas include:

- a. Increase local community participation: Green economy initiatives in the tourism sector can help increase local community participation in tourism management and strengthen community capacity in maintaining environmental sustainability and community welfare.
- b. Improving the quality of tourism: The development of green economy initiatives in the tourism sector can help improve the quality of tourism and provide a more memorable experience for tourists.
- c. Increase the income of local people: Green economy initiatives in the tourism sector can be a source of income for local people and help improve people's welfare.

3. The Contribution of Green Economy Initiatives in Enhancing Social Solidarity

Green economy initiatives can positively contribute to increasing social solidarity in the tourism sector in coastal areas. The following is a discussion of the contribution of green economy initiatives in increasing social solidarity:

- a. Strengthen local community participation in tourism management: Green economy initiatives in the tourism sector can strengthen local community participation in tourism management. This can increase the local community's sense of belonging and responsibility for tourism in their area, increasing social solidarity between them.
- b. Promote collaboration between tourism actors: Green economy initiatives in the tourism sector can also encourage cooperation between tourism actors such as hotels, restaurants, and travel agents. This cooperation can strengthen their social solidarity and help promote sustainable products and services.
- c. Strengthen partnerships between public and private sectors: Green economy initiatives in the tourism sector can strengthen partnerships between the public and private sectors in developing sustainable tourism. This can strengthen social solidarity between the two sectors and help overcome various tourism-related problems in coastal areas.
- d. Strengthen community involvement in sustainable activities: Green economy initiatives in the tourism sector can strengthen community involvement in sustainable activities, such as keeping beaches clean, improving public facilities, and supporting local, environmentally friendly products. This can help strengthen social solidarity between local communities and tourism actors.

With the contribution of green economy initiatives to the tourism sector in coastal areas, social solidarity between local communities, tourism actors, and the public sector can be further strengthened. This can help create mutually supportive and sustainable relationships so that tourism in coastal areas can continue to develop sustainably and provide greater benefits for local communities and the surrounding environment.

The importance of community involvement in managing the tourism sector cannot be doubted. A mutually beneficial relationship between local communities and tourism actors will be created by actively involving the community in managing the tourism sector. Communities can contribute to managing tourism destinations and preserving nature and local culture, while tourism actors can benefit local communities economically. Increasing community involvement can also help strengthen social solidarity among local communities to create a harmonious relationship between the community and tourism actors.

Green economy initiatives in the tourism sector can also positively impact increasing welfare and employment opportunities for local people. This can be achieved by directly involving the community in tourism management, either through developing tourism products that involve local communities or through training and

skills development that enable local communities to gain direct economic benefits from the tourism sector. One example of the success of green economy initiatives in improving the welfare of local communities is in Sembalun Village, East Lombok. Through the “Sembalun Eco Tourism” program, the local community is given training and assistance to develop tourism products that are environmentally friendly and integrate local wisdom. This allows local people to earn additional income and improve their welfare.

Green economy initiatives in the tourism sector can help strengthen local environmental and cultural awareness among local communities and tourism actors. In this case, tourism actors can promote sustainable practices in managing tourism destinations, such as reducing waste, conserving natural resources, and efficiently use of energy. In addition, tourism actors can also promote local cultural diversity and respect local cultural heritage in tourist destinations. By strengthening environmental awareness and local culture, tourism destinations can be preserved and strengthen their attractiveness for tourists who are looking for a different tourist experience.

One example of the success of green economy initiatives in strengthening environmental awareness and local culture is on the island of Bali. Through the “Bali Green Community” program, local communities are given education and training on waste management, energy saving, and sustainable use of natural resources. In addition, this program also encourages the development of tourism products based on local culture to help strengthen cultural identity and awareness of the importance of preserving the environment.

Thus, green economy initiatives in the tourism sector in coastal areas can have a positive impact in increasing community involvement in the management of the tourism sector, increasing the welfare and employment opportunities of local communities, and strengthening environmental awareness and local culture. The government, community and tourism industry players need to continue to encourage and develop these green economy initiatives to achieve sustainable development and increase social solidarity in the tourism sector in coastal areas.

E. CONCLUSION

The tourism sector in coastal areas has a vital role in the economy and regional development. However, this sector also faces challenges and negative impacts on the environment and local communities. Green economy initiatives can be a solution to overcome these challenges and negative impacts by strengthening environmentally friendly practices and providing more equitable economic and social benefits for local communities. Through green economy initiatives, community involvement can be increased in managing the tourism sector, thus strengthening local environmental and cultural awareness. This initiative can also increase the welfare and employment opportunities of the local community. Challenges and obstacles in implementing green economy initiatives must be overcome with appropriate solutions, such as involving various parties in program planning and implementation, providing education and training for the community, and developing partnerships with various

stakeholders. The success of green economy initiatives can be seen from several examples in various coastal areas, where programs such as waste management, using renewable energy, and developing tourism products based on local culture have succeeded in increasing social solidarity and the welfare of the local community. It can be said that green economy initiatives can be an effective and sustainable solution to overcome the challenges and negative impacts of the tourism sector in coastal areas and increase the social solidarity and welfare of the local community. Therefore, support and collaboration from various parties are needed to encourage the implementation of this initiative more broadly and effectively.

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