Green era and sustainable tourism through digital industry 4.0

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Abstrak

In the context of Industry 4.0, the concept of sustainable tourism has become a prominent subject of discourse among experts. The discussion of sustainable tourism is inextricably linked to the concept of green tourism, commonly referred to as eco-tourism. Green tourism has garnered significant attention from stakeholders within the tourism sector, as there is a growing societal awareness regarding environmental conservation and sustainable practices. This study seeks to examine the impact of green tourism on the sustainable tourism sector within the framework of the Fourth Industrial Revolution. Employing a qualitative approach with a narrative method, this research offers a comprehensive analysis of the subject under investigation. The findings indicate that green tourism plays a pivotal role in advancing sustainable tourism, as it priorities environmental stewardship and sustainability, while simultaneously contributing significantly to the local economies of communities that have yet to benefit from governmental economic empowerment. Additionally, the study reveals that the Fourth Industrial Revolution has both positive and negative implications for the development of ecotourism, which in turn, influences the broader trajectory of sustainable tourism development.