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International Journal of Research and Community Empowerment *Vol 04, No 01, 31-41*
e-ISSN: 2985-6175 *https://doi.org/10.58706/ijorce*
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Tourism Attractions and Their Influence on the Sustainable Green Economy: A Study of Amenities, Accessibility, and Policy Network

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Abstract

Tourism villages play a crucial role in promoting sustainable regional development by integrating environmental preservation with local economic empowerment. In this context, Senaru Tourism Village represents a model of how natural and cultural attractions can contribute to a sustainable green economy. The purpose of this study is to find out the Influence of Senaru Village Tourism Attraction on the Sustainable Green Economy. The research method used was quantitative, with the primary data source being a questionnaire of 200 respondents (domestic and foreign tourists). The selection of Senaru Tourism Village with a policy network approach, the development of Senaru Village is no longer only oriented towards increasing the number of tourist visits, but shifting towards fulfilling overall welfare or destination tourism wellbeing (DTW). Measurement is carried out using variables from the tourist attraction framework consisting of amenities, attractions, accessibility, and other supporting factors. The research method used was quantitative, with the primary data source being a questionnaire of 200 respondents (domestic and foreign tourists). Data analysis using SEM-pls software was used in conducting data analysis for this study. Data presentation used the results of hypothesis tests, cronbach alpha, and statistical T-values. The results of the study show that three of the five variables which include amenities, accessibility, and Policy Network have an effect on the green economy. Then for the attraction and ancillary variables have no effect on the green economy.

Keywords: Green Economy; Senaru Village; Tourism Attractive; Sustainable
SDGs: Goal 8 (Decent Work and Economic Growth), Goal 11 (Sustainable Cities and Communities)

Manuscript History
Received: July 30, 2025 Revised: October 16, 2025 Accepted: November 2, 2025

How to cite:
Gumilang, R.G.T., et al. (2025). Tourism Attractions and Their Influence on the Sustainable Green Economy: A Study of Amenities, Accessibility, and Policy Network. *International Journal of Research and Community Empowerment*, **4**(1), 31-41. DOI: https://doi.org/10.58706/ijorce.v4n1.p31-41.

INTRODUCTION

Tourism is one of the strategic sectors that has great potential in encouraging economic growth, especially in areas rich in natural and cultural resources (Kajanus et al., 2019; Shi et al., 2023). However, unsustainable tourism development often negatively impacts the local environment, social, and culture. For this reason, the green economy approach is important as a framework in sustainability-oriented tourism development (Steer et al., 2007). Green economy refers to a development model that not only pursues economic growth, but also considers aspects of environmental conservation, resource efficiency, and social justice (Liou et al., 2020). In the context of tourism, this approach encourages the use of environmentally friendly tourism potential, empowers local communities, and creates economic value in an inclusive and sustainable manner. This concept is in line with the principle of sustainable tourism, which is tourism that is able to meet the needs of tourists and the industry today without sacrificing the ability of future generations to meet their needs (Panth, 2021).

The implementation of the green economy in the tourism sector includes various aspects, ranging from sustainable management of tourist attractions, the provision of environmentally friendly amenities and facilities, efficient and low-emission accessibility, to the active participation of the community in destination governance (Purwaningwulan & Ramdan, 2022). The application of these principles can provide long-term economic benefits, preserve the environment, and improve the quality of life of local communities. However, the challenges in realizing a sustainable green economy in tourism areas are still quite large, especially in developing areas that do not have adequate infrastructure, limited destination management capacity, and uneven awareness of related actors (Singh & Helfert, 2019; Levyda et al., 2021). Therefore, an in-depth study of the factors that affect the successful implementation of the green economy in tourist areas is very necessary, so that tourism development not only pursues the quantity of visits, but also the quality and long-term sustainability (Pašalić et al., 2021).

One of the Tourist Attractions or Daya Tarik Wisata (DTW) at the foot of Mount Rinjani is Senaru Village which is one of the villages that has its own natural beauty. The village consists of fifteen hamlets and still maintains their customs and culture (Nutralip et al, 2021). Senaru Village is about 80 kilometers from the city of Mataram, and the road trip takes about two hours. The village, which is located at an altitude of 600 meters above sea level, has a cool atmosphere, beautiful natural attractions, and a unique social and cultural community (Hadiyana, 2020). The Head of the Mount Rinjani National Park Agency said that currently many things are being done to make the management of climbing Mount Rinjani a world-class climbing management (Asriady, 2021).

The Governor of NTB Province has established 99 Tourism Villages on the islands of Lombok and Sumbawa. In North Lombok Regency, eight of them are Senaru Village (Bata, 2023). As one of the tourist villages in West Nusa Tenggara, Senaru Village has beautiful natural scenery with expanses of State forests and customary forests, Mount Rinjani and mountains, traditional houses, cultural attractions, waterfalls, chocolate and coffee plantations, and more (Apriani et al., 2022). Senaru Tourism Village has two types of DTW, namely natural tourism and cultural tourism as an attraction for tourists to visit. Senaru has also been included in the category of an advanced tourism village which means that this village has an active role in empowering the surrounding community (Amir et al., 2020; Widiyastuti et al., 2023). Senaru Village as a tourist area actually does not have good management in terms of governance. There are many parties who cooperate from the local government, the management of Mount Rinjani National Park, Senaru Village Tourism actors, and the surrounding community (Syaifudin & Ma'ruf, 2019). This of course requires lightness and even policy cooperation where it will involve actors based on common interests.

The success of Senaru as a tourist area is not entirely clear. There are many parties who work together, ranging from the local government, the manager of Mount Rinjani National Park, tourism actors, and even the local community (Syaifudin & Ma'ruf, 2019). This is referred to as a policy network, where cooperation and tourism policies are not carried out by one entity alone, but through the cooperation of various stakeholders. This kind of collaboration is important to ensure that the resulting work meets the needs and potential of the region (Gracias et al., 2023). Therefore, consideration is needed between the environment and the community as well as having tourism benefits for all parties (Diputra, 2024). This collaboration between actors will result in his collaboration between actors will result in will have an impact on development in all government sectors, including tourism (Awewomom et al., 2024).

In the public policy approach, the concept of policy network also emphasizes interaction between actors during the process of policy formulation, implementation, and monitoring (Mondschein et al., 2019). This network itself consists of various parties such as the government, the community, the private sector and the local community (Sari et al., 2022; Boschet & Rambonilaza, 2018; Ji & Miao, 2020). In the theory of policy networks in tourism, it is explained that policies are formulated through interaction between the government, the private sector, academics, and local communities (H D Vu et al., 2022: Sigala, 2020). This policy was born from the collaboration of various actors, making it more participatory, flexible, and effective in facing sustainability, socio-economic, and disaster challenges (Mihalic et al., 2021; Sigala, 2020).

The Green Economy in tourism emphasizes sustainability by minimizing environmental impact, supporting the economy, and improving social welfare. The main principles include energy efficiency, waste management, conservation, and community participation (Badoc-Gonzales et al., 2022). Tourism supports climate mitigation and preservation through ecotourism, green certification, and sustainable incentives for economic, environmental, and social balance (Hoa Dinh Vu et al., 2022). However, previous research has not explicitly examined the relationship between policy networks and the achievement of Destination Tourism Wellbeing (DTW) as a new parameter for assessing the success of green economy-based tourism development.

This DTW framework will prioritize the framework of the socio-economic aspects of the local community, tourist satisfaction and environmental sustainability (Pramezwary et al., 2022). In addition, some previous studies have focused on partial aspects such as visits, populations, and environmental conservation separately. So, it does not look at the purpose of the collaborative policy framework.

This study offers a new conceptual perspective on destination tourism wellbeing (DTW) as a collaborative network system, emphasizing that DTW should not only be understood as the final socio-economic outcome of tourism development, but also as a dynamic connection among government actors, local communities, tourism stakeholders, and the private sector in managing resources sustainably. The network of these actors serves as a strategic instrument to realize sustainable tourism based on the green economy through adaptive and innovative reciprocal relationships. The purpose of this study is to determine the influence of the tourism attraction of Senaru Village on the sustainable green economy and to strengthen empirical understanding of the role of policy network collaboration in creating destination wellbeing.

METHOD

This study used a quantitative method with a case study approach in Senaru Tourism Village. A quantitative approach was adopted to identify the variables and research objects that were prominent within the community. The study employed a random sampling technique to select respondents among tourists who visited Senaru Village. The total sample consisted of 200 respondents. The informants in this study were tourists who visited Senaru Village, North Lombok. Primary data were obtained from field surveys conducted with tourist respondents in Senaru Village. A questionnaire was used to collect data through a series of structured questions distributed via Google Forms. The Likert scale was also utilized to measure respondents' perceptions. This scale consisted of five options: (1) Not at all aware, (2) Not aware, (3) Moderately aware, (4) Aware, and (5) Highly aware. Furthermore, the author employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) to process the research data and test the hypotheses. In total, 200 visitors or tourists from Senaru Village were randomly selected using a random sampling technique. The questionnaire used a closed-ended format with a Likert scale to obtain consistent responses. Furthermore, the overall flow of the research method was illustrated in the following Figure 1.

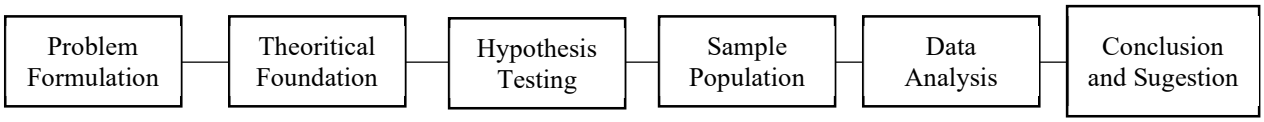

Figure 1. Research Stages

To measure the influence of tourist attractions on the sustainable green economy, this study uses DTW theory and policy network. The indicators in this study are attraction, amenities, accessibility, and supporting factors (Lew, 1987). Figure 2 illustrates the conceptual framework developed for this study.

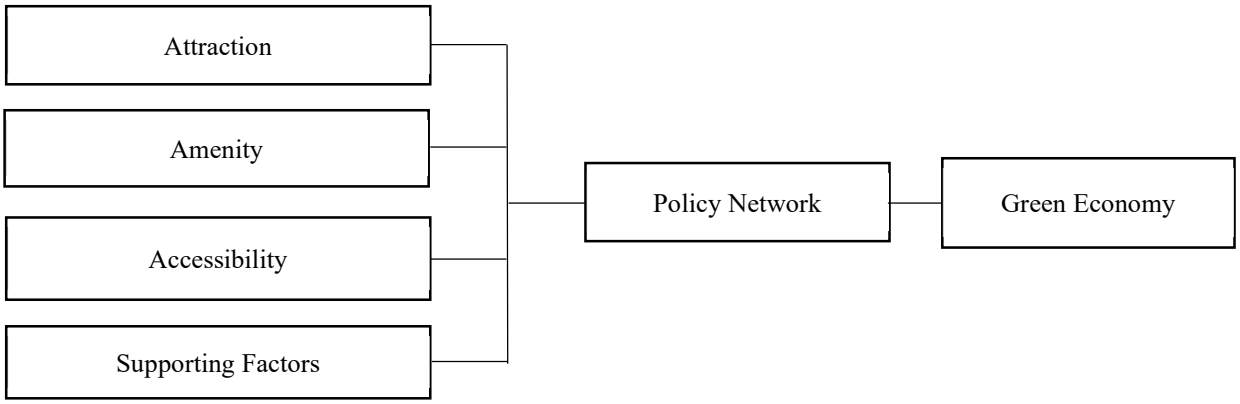

Figure 2. Theoretical Framework

The conceptual framework of DTW is measured from attraction, amenity, accessibility, supporting factors, policy network, and green economy. Attraction consists of the beauty of nature, culture, and creativity of humans. Amenities are forms of lodging, restaurant, and infrastructure accommodation. Accessibility

consists of roads and transportation and access to location information. Supporting factors consists of additional services in the form of souvenir information and tour guides and supporting facilities. In addition, the policy network is used as a medium for coordination between actors and community participation in realizing a sustainable green economy. Furthermore, the hypothesis used is as figure 2:

H1: Tourism attraction through the collaboration of stakeholders in Senaru Village is influential positive on the green economy
H2: Senaru Village's tourist attractions have a positive effect on the perception of tourists on the effectiveness of the policy network in the management of tourism villages
H3: Amenities have a positive effect on the green economy
H4: Senaru Village Tourism Accessibility has a Positive Effect on the Green Economy
H5: Additional tourism facilities in Senaru Village have a positive effect on green Economy

Table 1 shows a complete description of the parameters of each indicator.

Table 1. Indicator and Parameter

No	Indicator	Parameter
1	Attraction	a. The beauty and uniqueness of nature (natural resources) b. Cultural attractions c. Man-made attractions
2	Amenity	a. Availability of accommodation b. Availability of restaurants and restaurants c. Quality of tourism supporting infrastructure
3	Accessibility	a. Road conditions to tourist locations b. Availability of public/private transportation to the location c. Easy access from major cities/airports d. Directions and location information
4	Supporting Factors	a. Tourist Information and Assistance Services b. Additional Transportation Services
5	Policy Network	a. Coordination between actors (policy collaboration) b. Local community participation
6	Green Economy	a. Green open space b. The Value of Citizen Income c. Contribution Environmentally friendly energy

RESULTS AND DISCUSSION

Profile Respondent

This study produced several findings, including respondent profiles and hypothesis test results based on dependent and independent indicators. The respondents in the study had a male profile of 73% and 27% female as illustrated Figure 3.

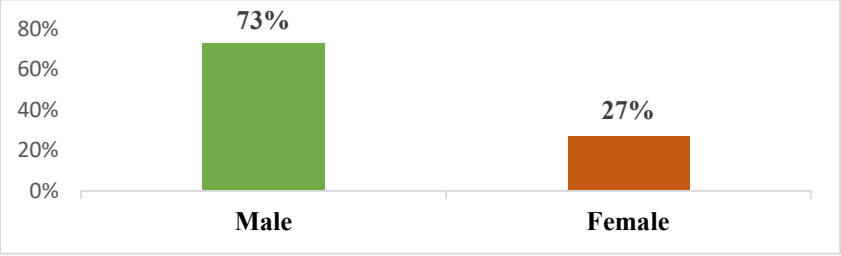

Figure 3. Profile Respondent

According to Figure 4 for the level of education, respondents have various variations based on the survey results, the majority of respondents have a fairly high educational background. Most of the respondents, namely 57.9%, were Strata 1 (S1) graduates, followed by high school (SMA) graduates as many as 34%. Then

followed by education level at junior high school, master'degree, elementary school, and doctoral degree. Here are the full data illustrated figure 4.

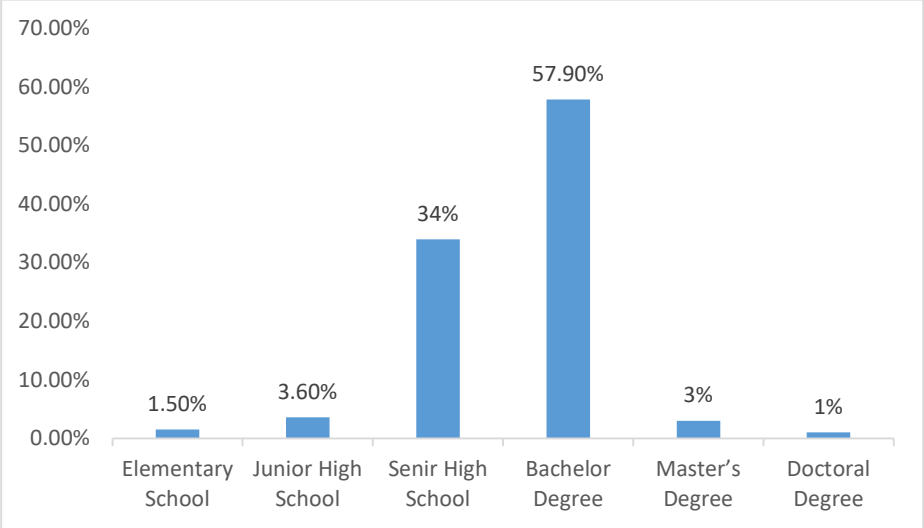

Figure 4. Education Level Respondent

Means, Standard Deviation, and Cronbach's Alpha

Cronbach Alpha is used to calculate the relationships between all variables and the scale that has already been created. The value of Cronbach's Alpha is the basis for testing whether the instrument used in the assessment is feasible or not. The Alpha Cronbach value is realistic or valid if it is on a scale of 0.70 (Nunnally, 1978). All variables in this study showed excellent reliability and validity of the construct, as shown by Cronbach's Alpha value which was all above the threshold of 0.70, so it can be concluded that the instrument used is realistic and valid. The Amenity variable has an Alpha Cronbach's value of 0.900; Accessibility of 0.887; Attraction of 0.912; Green Economy of 0.855; and Policy Network of 0.853, all of which show strong internal consistency. Meanwhile, the Ancilliary variable showed perfect values on all evaluation indicators, namely Cronbach's Alpha, rho A, Composite Reliability, and AVE of 1,000 each, indicating no measurement errors. In addition, the Composite Reliability and Average Variance Extracted (AVE) values on all variables were above the recommended minimum values (0.70 for CR and 0.50 for AVE), which confirms that all constructs have high combined reliability and sufficient convergent validity for use in further analysis. The following is the complete data illustrated in Table 2.

Table 2. Means, Standard Deviation, and Cronbach's Alpha.

Variables	Cronbach's Alpha	Rho A	Composite Reliability	Average Variance Extracted (AVE)
Amenity	0.900	0.901	0.938	0.833
Ancilliary	1.000	1.000	1.000	1.000
Accesibility	0.887	0.888	0.930	0.816
Attraction	0.912	0.913	0.958	0.920
Green Economy	0.855	0.862	0.911	0.774
Policy Network	0.853	0.854	0.931	0.872

According to Table 2, the hypothesis test process is used with the SEM-pls bootstrapping method on dependent and independent variables to measure the validity and reliability value of the research results. The measurement of the boostrapping method uses statistical numbers of *t* and *p* values in a hypothesis test in the form of a table. This validity value can be seen if the value is more than 1.96 (T-Statistic) and less than 0.05 (*p*-value) (Siswoyo, 2017).

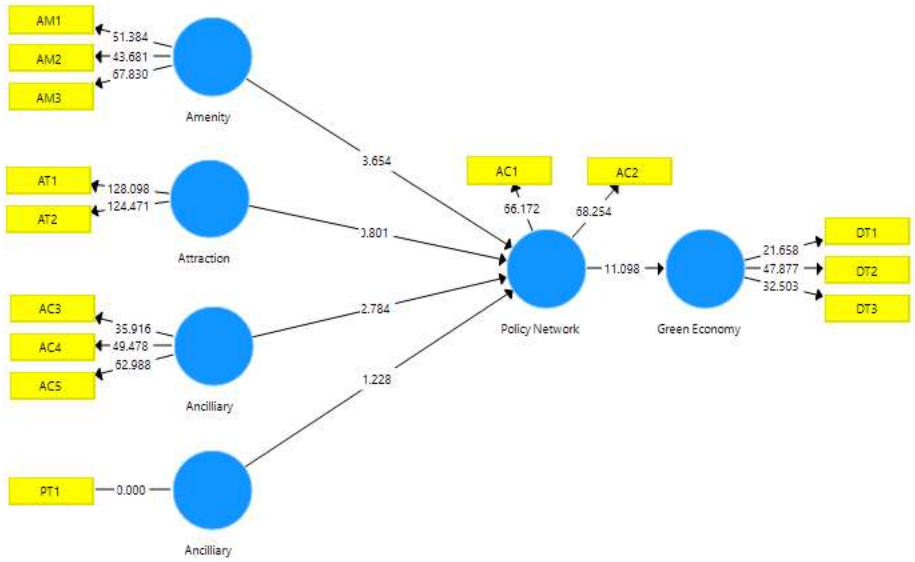

Figure 5. Boostraping Result SEM-pls

Table 3. Means, Standard Deviation, and Cronbach's Alpha.

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Amenity	0.398	0.403	0.115	3.457	0.001
Attraction	0.080	0.088	0.098	0.817	0.414
Accessibility	0.308	0.306	0.114	2.711	0.007
Supporting factors	0.122	0.112	0.108	1.130	0.259
Policy Network	0.706	0.713	0.060	11.791	0.000

Amenities Hypothesis (AM) – Amenities factors have a positive and significant effect on the green economy. In the AM hypothesis, it can be seen that the *p* values value is 0.001 (ideal score <0.05). Furthermore, for the statistical *t* value, the AM value is 3.457 where the score is above the ideal score (ideal score >1.96). So that it can be concluded that the AM variable has a comprehensive and significant effect on the green economy. Attraction Hypothesis (AT) - Senaru Village tourist attractions have a positive effect on the effectiveness of the policy network in the management of tourist villages. In the AT hypothesis, it can be seen that the *p* value values above the predetermined score is 0.259 (ideal score<0.05). Then for the statistical *t* value, the value of the AT variable is 0.817 or the score is below the ideal score (ideal score>1.96). Therefore, it can be concluded that the Senaru Village Tourist Attraction does not have a positive effect on the effectiveness of the policy network in the management of tourist villages.

Accessibility Hypothesis (AC) - Senaru Village Tourism Accessibility has a positive effect on the green economy. In the AC hypothesis, we can see that the SEM-pls result score is ideal 0.007 (ideal score <0.05). Furthermore, for the statistical *t*-value in the AC variable above the ideal score, which is 2.711 (ideal score >1.96). Therefore, the conclusion that can be drawn from this accessibility variable is that it has positive and significant implications for the green economy. Ancilliary Hypothesis (AC). Additional tourism facilities in Senaru Village have a positive effect on the green economy. In the AC hypothesis, it can be seen that the score is 0.259 (ideal score <0.05). Furthermore, for the statistical *t* value in the AC variable, which is 1.130, the score is below the ideal score (ideal score >1.96). So it can be concluded that the AC variable has no influence and implications for the additional tourism facilities of Senaru Village have a positive effect on the green economy. Policy Netwok Hypothesis - Tourism attraction through the collaboration of Senaru Village stakeholders has a positive effect on the green economy. In the policy network variable it is 0.000. The score is below the predetermined value (ideal score <0.05). For the statistical *t* score of 11,791 where the score is located is the

ideal score (ideal score >1.96). Therefore, it can be concluded that the policy network variable has a positive impact on the green economy.

In this study, the author conducted a test of the framework that analyzed the influence of Tourism Attraction on tourism management in Senaru Village based on a sustainable green economy. In the first hypothesis "The Amenities Hypothesis (AM) does not have a significantly positive and significant influence on the green economy" (rejected). This is in stark contrast to previous studies that "amenities have a positive influence and implications for the sustainable green economy" (Diogsha & Noviarita, 2024; Asyrofi et al, 2024; Mistriani et al., 2024; Genaro et al., 2025). In other research, it is stated that this aspect of amenities has an effect on improving community welfare and sustainable development (Tefera, 2024). In addition, the economic contribution of the community is also affected by this aspect of amenities (Knapp & Vandegehuchte, 2022). The results of this study show that in the context of Senaru Village, the facilities have not reached the level of quality or integration required to have a significant impact on the green economy. This divergence represents a state of contextual novelty, suggesting that the influence of facilities may be highly dependent on local development capacity and governance collaboration.

In the first hypothesis, the Attraction Hypothesis (AT) does not have a significant and positive influence on the sustainable green economy (rejected). These findings are not in line with previous studies that have shown that tourist attractions have a contribution to driving sustainable green economic growth through increased visits and local economic activity (Khairunisa et al., 2023; Puteri & Purnomo, 2024). Attraction activities in tourism actually have an impact on the economic value of sustainable tourism practices (Jonathan et al., 2025; Toubes & Araújo-Vila, 2022). These findings illustrate that the objects of natural tourism exist but are not optimal through sustainable tourism governance or digital promotion strategies carried out. Thus, this research adds empirical to the understanding that attractions are not enough without collaborative management and green innovation. Furthermore, the Accessibility Hypothesis (AC) has a significant and positive influence on the sustainable green economy (accepted). This reinforces the view that easy access to tourist destinations can encourage environmentally friendly local economic growth, as well as expand the reach of the tourist market in a sustainable manner (Hadipranata & Setyowati, 2023; Ermelia et al., 2023; Putri et al., 2024). In other research, it is explained that accessibility affects tourist satisfaction and encourages sustainable tourism growth (Kourtit et al., 2025). In addition, these findings on accessibility act as a logistical factor but also as a mediator in environmental sustainability and economic utilization (Yuliantini, 2023; Fauzi & Rahmawati, 2019).

The Supporting factors Hypothesis (AC) does not have a significant and positive influence on the sustainable green economy (rejected). This results are contrary to a number of literature that states that additional facilities such as information centers, places of worship, and rest areas can increase tourist satisfaction while supporting economically social, social, and environmentally sustainable tourism practices (Wulida et al., 2024; Koerniawan & Umar, 2025). In fact, it turns out that this supporting factor is actually a significant aspect in increasing tourism development outside of basic facilities. Rest areas, places of worship, digital payment systems and others have significance in the sustainable development of tourism (Bevaola Kusumasari 2025). The Ancillary Hypothesis (AC) does not have a significant and positive influence on the sustainable green economy (rejected). This results are contrary to a number of literature that states that additional facilities such as information centers, places of worship, and rest areas can increase tourist satisfaction while supporting economically social, social, and environmentally sustainable tourism practices (Sholikin et al., 2025; Nerini et al., 2019; Anam et al., 2025). Bevaola has shown that supporting facilities can play a transformative role in strengthening tourism value chains. In contrast, the rejection of this hypothesis in the present study indicates that such supporting facilities in Senaru are still underdeveloped or fragmented. The result highlights a contextual gap between theoretical assumptions and field reality—suggesting that the presence of facilities alone does not guarantee sustainable economic outcomes unless they are supported by collaborative governance and innovation-driven management (Li & Zhang, 2025).

This study measures the development of sustainable tourism based on the green economy through amenities, attractions, accessibility, supporting factors, and collaboration networks in the Senaru Village Tourism Area. The results and findings of this study show that accessibility, and policy network indicators have a significant influence on the sustainable green economy. However, this research also has several limitations, namely; 1) the respondent criteria were selected by random sampling and only among tourists, 2) the research period was only carried out for one month, 3) purely quantitative research data only needed to validate the interview data. Therefore, future research needs to expand the scope of the research and use more comprehensive analytical validation. The real contribution to the achievement of the SDGs is the 8th SDGs

goal (decent work and economic growth), the 11th SDGs goal (sustainable cities and settlements), and the 13th SDGs goal (climate change). The development of sustainable tourism based on the green economy from indicators of amenities, accessibility, and policy networks in the Senaru tourism area has contributed to policy collaboration and development to encourage the green economy, in addition to this basis is also a policy maker that acciliary and attraction indicators still leave problems in Senaru Village.

CONCLUSION

Three factors from the five variables which include amenities, accessibility, and Policy Network have an effect on the green economy. Attraction and ancillary variables have no effect on the green economy. Tourism Attraction serves as a forum for Senaru Village to improve sustainable green economy governance and the results become research findings and used as a guidelines for the development of future tourist attractions. In addition, the supporting variables in this study are amenities, attractions, accessibility, and policy networks which have a significant impact on the green economy. However, this study has a number of constraints, including a controllable focus and a short data collection period (1 month) with a limited set of variables and respondents. From these limitations, the author recommends that future research can adopt a wider scope and triangulate data using qualitative to complement this research.

ACKNOWLEDGEMENT

We would like to thank for Department of Government Studies Universitas Muhammadiyah Yogyakarta for the support this research.

AUTHOR CONTRIBUTIONS

Raden Galih Teja Gumilang: Conceptualization, Methodology, Data Curation, Investigation, and Validation; **Sakir**: Methodology, Investigation, Formal Analysis, Software, Visualization, and Writing – Original Draft; and **Fairuz Arta Abhipraya**: Methodology, Writing – Original Draft, and Writing – Review & Editing. All authors have read and approved the final version of this manuscript

DECLARATION OF COMPETING INTEREST

The authors declare no known financial conflicts of interest or personal relationships that could have influenced the work reported in this manuscript.

DECLARATION OF ETHICS

The authors declare that the research and writing of this manuscript adhere to ethical standards of research and publication, in accordance with scientific principles, and are free from plagiarism.

DECLARATION OF ASSISTIVE TECHNOLOGIES IN THE WRITING PROCESS

The authors declare that generative artificial intelligence (Gen AI) and other AI-assisted tools were used prudently, not excessively, during the research and preparation of this manuscript. Specifically, ChatGPT was used for brainstorming idea. All AI-generated material was reviewed and edited for accuracy, completeness, and compliance with ethical and scholarly standards. The authors accept full responsibility for the final content of the manuscript.

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