

## Fostering sustainability: green tourism policy in Padang city, Indonesia

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### Abstract

*West Sumatera possesses a lot of natural wealth in terms of tourism aspects. However, it has not been used optimally, highlighting the need for a comprehensive analysis of public policies in the tourism district to achieve a tourist-friendly green tourism that could be use in the next 10 to 20 years. This research's purpose is to discover the policies in West Sumatra's district using a qualitative approach and to be supported from utilizing purposive sampling techniques by doing in-depth interviews and analyzing the results in the format of an interactive model. The outcome proves that the current West Sumatra's policies did not provide a particular regulation in terms of implementation green tourism. Therefore, it is crucial to adopt a comprehensive cross-sectoral policy approach that actively engages stakeholders and other relevant actors in the development of a green tourism destination in Padang City. This approach is expected to significantly enhance the green tourism potential in Padang City across various related sectors, leading to improved community welfare. Furthermore, the involvement of tourism-conscious communities and various tourism actors is also expected to contribute to establishing Padang City as a prominent green tourist destination in West Sumatra. This study will offer valuable insights for the West Sumatra regional government and contribute to boosting both local and global tourist visits.*

**Keywords:** Governance policy, tourist destinations, green tourism, visitor

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### Introduction

Tourism holds significant importance in enhancing Indonesia's economic growth. It is increasingly highlighted as a key sector supporting local economic progress. Eco-friendly tourism is crucial for promoting sustainability by thoughtfully attracting environmentally conscious tourists, fostering respect for nature, and encouraging environmental protection. This approach is seen as the most effective strategy for preserving scarce resources while addressing present and future demands. Ecotourism represents a type of tourism growth that emphasizes the efficient use of natural resources, the sustainable reduction of tourism's environmental impacts, and the responsible development of tourist destinations. By integrating these principles, green tourism not only contributes to the preservation of the environment but also supports the long-term sustainability of tourism as a vital economic sector (Tran A. & Xuan H., 2021).

The direct impact of green tourism is highlighted in a study by Al-Fahmawee (2023), which demonstrates that the adoption of green tourism instils a sense of responsibility among tourists. Additionally, Riojas-Díaz, et al. (2022) points that through the sustainable concept, green tourism offers the chance to generate new employment opportunities in tourist destinations, highlight regional traditions, and allocate

resources toward the prospects of nature-based tourism in West Sumatra. Wu (2022) research further confirms the positive effects of the tourism sector in achieving eco-friendly tourism. West Sumatra is a region rich in natural resources, offering a variety of attractive tourist destinations for both local and international visitors, particularly in Padang City. Given this potential, Padang's green tourism aims to provide experiences that highlight nature, environmental preservation, resource management, cultural appreciation, and social life, all contributing to an improved quality of life in the future. To achieve this, it is essential to take strategic steps to develop natural destinations that can enhance the welfare of the public community (Sun, 2022).

While travel and tourism generate positive economic benefits, they also exert negative effects on societal, traditional, and ecological aspects. These negative impacts are often neglected, leading to pollution as the volume of tourists increases in certain destinations (Furqan et al., 2010). For instance, many of Padang City's once unspoiled and clean tourist destinations now experience litter along their shores, reflecting a low level of environmental awareness. Tourists can unintentionally cause damage when visiting natural tourist destinations, even though Indonesia's nature-based tourism depends significantly on maintaining pristine conditions and protecting natural habitats (liputan6.com).

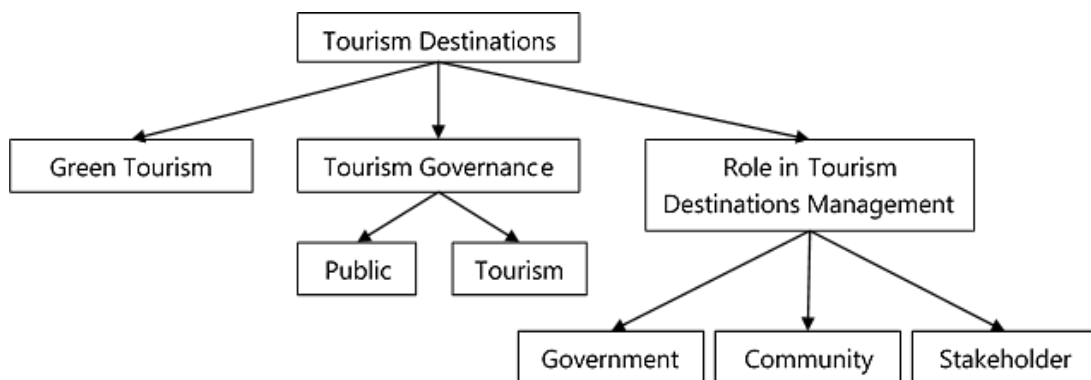
Additionally, the insufficient involvement of the community impacts the implementation of sustainability in the tourist destination. Sustainable tourism development is influenced by several key factors, including the economic benefits to the community, environmental quality improvement, and community involvement (Ibnou-Laaroussi et al., 2020). Therefore, it is crucial to engage communities more effectively by improving the quality of their participation, as they are essential in advancing the development of natural tourist destinations (Knupp M., 2021).

Another research indicates that eco-friendly tourism policies have significantly influenced various dimensions of environmental and cultural sustainability in various countries. Such measures have proven effective in mitigating the adverse impacts of harmful activities on nature, improving the quality of local interactions, and serving to promote the indigenous traditions of local communities. Additionally, eco-friendly tourism initiatives play a crucial role in addressing environmental issues such as pollution and waste caused by carbon emissions (Ibnou-Laaroussi et al., 2020).

Additionally, Abdou et al. (2020) highlight that the implementation of eco-friendly policies can reduce operational costs and increase revenue, enhance client satisfaction and return business, and positively impact a country's international image. Manalo et al. (2023) emphasize in their article that regular assessments and proactive measures are crucial for the successful implementation of these policies. Their study emphasizes the importance of prioritizing visitor contentment, offering exceptional experiences, and raising awareness about responsible tourism development to achieve long-term ecological and financial goals.

Regarding the adoption of eco-friendly tourism policies, the West Sumatra provincial administration, as a key authority in tourism development, is expected to implement, evaluate, and refine strategies based on Regulation No. 6 of 2021 concerning the West Sumatra Medium-Term Development Framework 2021-2026, and Regulation No. 14 of 2019, which updates Regulation No. 3 of 2014 on the Long-Term Development Framework for West Sumatra 2014-2025. Nevertheless, regulations concerning nature-based tourism in West Sumatera remain inadequately specific and comprehensive.

This study has a focused scope, concentrating on West Sumatra, Indonesia, with a particular emphasis on eco-tourism in Padang City. The objective of this paper is to evaluate the approach taken by the Provincial Government of West Sumatra in promoting sustainable, eco-friendly tourism. Additionally, the research will examine whether these policies are sufficiently effective in terms of economic, environmental, and socio-cultural factors within the studied area. The report will also analyse how stakeholders collaborate to develop eco-friendly tourism strategies in West Sumatra. The theoretical framework outlined below will guide the examination and evaluation in this study.



**Figure 1.** Theoretical Study

*Source: processed by The Author, 2024*

This study examines challenges observed at tourist sites in West Sumatra concerning eco-friendly tourism initiatives. It emphasizes the inadequate implementation of sustainable tourism practices, which have adversely affected both the environment and the well-being of local communities. To address these issues,

The government must implement effective tourism management and develop actionable guidelines for tourism businesses, residents, decision-makers, and tourists. Improving living standards and regional well-being requires the engaged participation of all involved parties—authorities, local populations, and interested groups—in the development of nature-based attractions. This comprehensive will enhance West Sumatra's international reputation while ensuring the safety, comfort, and well-being of its residents.

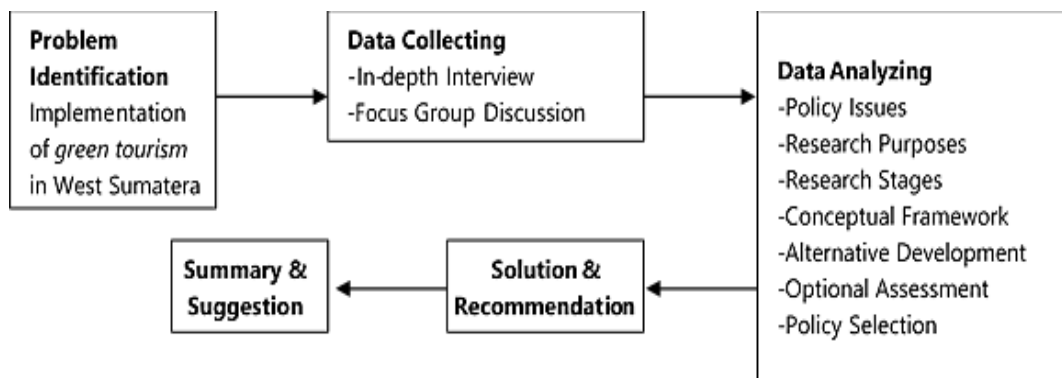
### **Research Methods**

This study's focus was established through a qualitative research approach designed to generate data that accurately reflects practical, on-the-ground realities. Qualitative research is employed to refine the study by selecting data relevant to the outcomes being investigated (Creswell, 2014). Sugiyono et al. (2013) further noted that the qualitative method can offer insights into the variables under study, resulting in data aligned with actual conditions. This approach is particularly useful when dealing with complex issues that require deep exploration. Additionally, it is essential for studying specific groups or populations, identifying non-quantifiable categories, or revealing hidden facts (Creswell, 2014).

A qualitative approach was employed in conducting the research, aimed at performing descriptive and reflective analysis. The primary strategy employed was a case study, which provides structured and comprehensive data (Yin, 2006). According to Lincoln and Guba (Yin, 2006), the use of case studies offers several advantages, such as presenting the subject's perspective, delivering a thorough description, illustrating the

interaction between the researcher and the subject, and offering detailed explanations for evaluation.

The following conceptual framework outlines the guiding principles for each stage of the research process.



**Figure 2.** Conceptual Framework  
 Source: processed by The Author, 2024

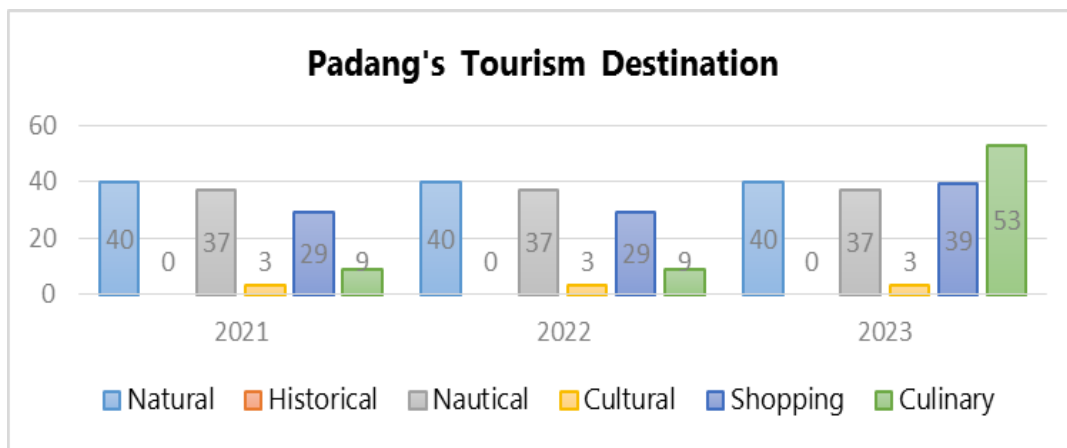
This research employed purposive sampling to identify participants who met specific criteria. The selected individuals had been actively engaged in tourism policy development for a minimum of three years and possessed at least five years of experience in the tourism industry. This approach ensured that the sample was both relevant and knowledgeable within the specified timeframe. Data collection involved in-depth interviews, characterized by focused and goal-oriented discussions. These interviews were conducted online using platforms such as Zoom Meetings and Google Meet over a two-day period in mid-June 2023. The interviewees were experts with extensive knowledge of green tourism policies in West Sumatra.

Primary data was gathered through a combination of interviews and focus group discussions with key stakeholders. These included high-ranking officials from the West Sumatra Tourism Board, the West Sumatra Tourism Office, the Governor's office, the Padang Tourism Office, and tourism operators in Padang. These respondents were selected for their comprehensive expertise in tourism policies related to green tourism in Padang City, West Sumatra. Secondary data was obtained from existing documents and previous research, including key regulations such as regional development plans and tourism master plans for West Sumatra and Padang City.

The collected data was analyzed using a community approach to ensure clarity and comprehensibility. The study utilized qualitative data analysis based on an interactive model, which involved data reduction, data display, and data verification. The analysis process continued until reaching the point of data saturation, where additional data provided minimal new insights (Gentles et al., 2015).

## Results and Discussion

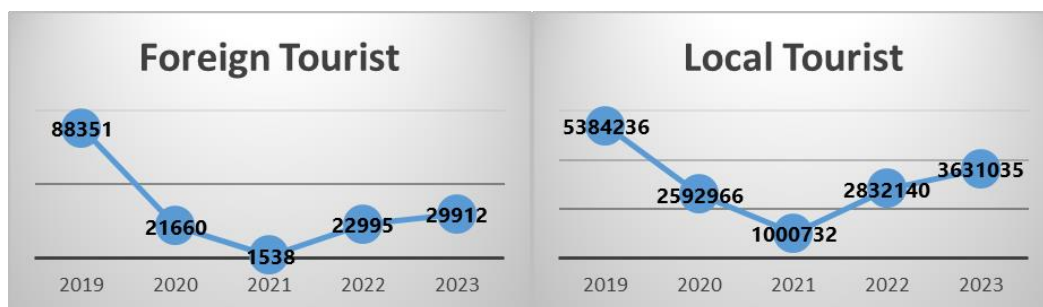
As one of the cities in Indonesia, Padang city is distinguished by its abundant natural and heritage. This richness provides West Sumatra with the opportunity to harness its natural assets to improve the quality of life for residents and to bolster the tourism industry. According to Padangkota.bps.go.id, Padang's tourism sector is diverse, encompassing five main categories: natural attractions, historical sites, marine environments, cultural heritage, also shopping and dining experiences.



**Figure 3.** Development Types in Padang City Tourism  
*Source: processed by The Author, 2024*

The data reveals that Padang City has experienced no growth in its historical tourist sites over the past three years, maintaining a stagnant rate of 0%. Cultural attractions have remained at three, marine tourism sites at 37, and natural attractions at 40. In contrast, shopping and dining destinations have seen notable growth. In 2023, The number of retail locations in Padang City rose from 29 and now 39, while dining options expanded significantly from 9 and now 53. To enhance Padang City's profile and attractiveness, it is crucial to achieve a balanced development across all five types of tourist destinations. This includes placing greater emphasis on historical and cultural sites while continuing to enhance natural and marine attractions.

The Head of the Tourism Office of the West Sumatra Regional Government underscores the importance of better utilizing the local attractions to decreasing the overall quality of tourism experience. In this case, the strategy that has been used is to enhance the management of Padang Beach. Padang Beach has the potential with their memorable experience from the breathtaking views and exceptional comfort. Supporting this, the chart below illustrates the changes in tourist numbers at various tourist area in Padang City in past few years ([padangkota.bps.go.id](http://padangkota.bps.go.id)).

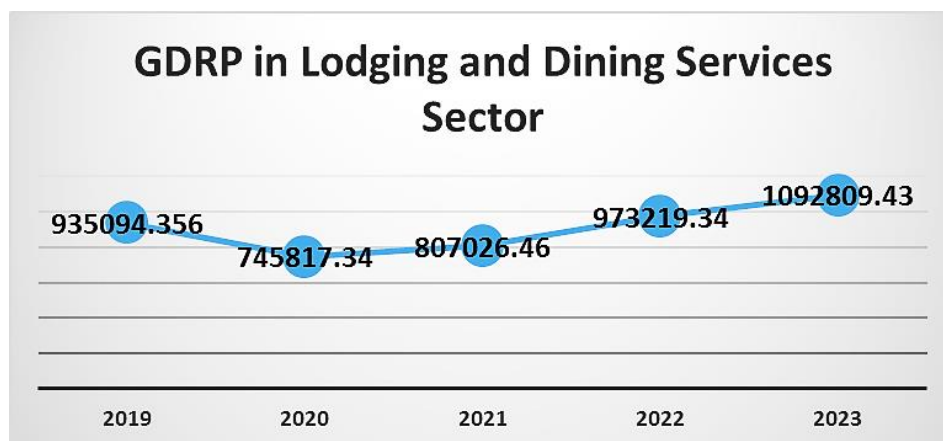


**Figure 4.** The Illustration of Padang City Visitor Over the Last 5 Years  
*Source: processed by The Author, 2024*

The tourism sector experienced a significant downturn in 2020, which extended into 2021 because of the COVID-19 pandemic, according to the same source. However, recovery began in 2022, and visitors increased to 1,852,865 in 2022, an 184.8% jump from 2021. This upward trend persisted into 2023, as visitor numbers grew by 805,812, representing a 28% increase compared to the previous year.

The Chairman of the West Sumatra Tourism Board highlights Padang City's significant tourism potential, attributing it to the rich cultural heritage of the

Minangkabau people. These heritage attractions significantly boost the local economy by attracting tourists and increasing revenue, particularly in areas near tourist destinations. Data from the Padangkota.bps.go.id website reveals that the hospitality industry, including lodging and dining services, is crucial to the Gross Regional Domestic Product (GRDP) of Padang City. The accompanying chart illustrates the growth of GRDP in Padang City derived from the lodging and dining sector in recent years.



**Figure 5.** Padang’s GRDP Development over the last 5 years  
*Source: processed by The Author, 2024*

The chart illustrates a steady rise in visitor numbers to Padang City, which parallels an increase in the city's Gross Regional Domestic Product (GRDP). This trend highlights the positive impact of tourism sector growth on the local economy. For instance, Padang Beach significantly contributes to job creation and business opportunities, particularly in areas such as transportation services, lodging, and retail. To fully leverage these economic advantages, effective management of Padang Beach is crucial. Such management will enhance economic progress while also supporting the preservation of the cultural heritage of West Sumatra’s community.

Despite progress, significant challenges remain in the oversight of sustainable tourism in Padang City. These issues arise from insufficient oversight of key tourist sites, including ecological and cultural landmarks, as well as marine locations, all of which are vital assets for West Sumatra. Tourists also continue to express dissatisfaction with the lack of supporting facilities such as prayer rooms, restrooms, parking spaces, and other comfort amenities, coupled with poor management practices. In light of these concerns, The Director of the Travel and Leisure Destination Division at Padang City has highlighted two significant issues: the presence of illegal fees at various locations and problems with waste management on the waterfront.

To obtain an eco-friendly development across all involved party, it is essential to put into action the policies centered on eco-friendly management. Aldaty et al. (2024) highlight that the Padang City government's strategy for eco-friendly tourism focuses on two crucial components: adherence to regulations and understanding the reasons behind current practices. These components are based on the model developed by Ripley and Franklin in 1986. The adherence component examines the evaluation examines how effectively tourism businesses adhere to prescribed guidelines. Additionally, it explores the processes, obstacles, and goals associated with policy implementation to understand the current situation and underlying reasons. Aldaty et al. (2024) also stress that the effectiveness of tourism policy implementation depends

on the efficient organization and empowerment of tourism stakeholders, which helps address potential conflicts of interest among different parties.

The regulations governing green tourism in West Sumatra relevant to this study include The Regional Mid-Term Strategic Plan (RPJMD) for the year of 2021 until 2026 outlines the strategic framework and objectives for West Sumatera progress during this period. This is further detailed in State Regulation Number 14 of 2019, which updates State Regulation Number 3 of 2014 on the Regional Tourism Master Plan for 2014-2025. Yanti (2019) also outlines various development programs initiated by the Ministry of Culture and Tourism aimed at enhancing the environment around tourist destinations in Padang City.

These strategies also contain (a) A project that centered on preserving Purus Beach and planning the rehabilitation of the Batu Malin Kundang tourist site. This initiative aims to restore and improve these attractions to meet environmental standards and boost their appeal; (b) Strengthening Local Collaboration: Another program to build a stronger partnership between local leaders and the surrounding communities. This effort focuses on improving the management of tourist attractions and ensuring active community involvement in tourism development; (c) Creative Industry Support: Program that aimed to nurturing the local creative sector by training and workshops designed to develop tourism-related products and services.

It seeks to stimulate innovation and creativity in the areas surrounding Padang's tourist destinations and (d) Promotional and Marketing Activities: To elevate Padang's tourism profile, the city has initiated promotional events such as the Tour de Singkarak and fashion shows. This program also features the selection of tourism ambassadors and employs advanced marketing strategies supported by cutting-edge technology to attract visitors from both local and international markets.

Syafiola (2023) suggests that local tourism policies should merge traditional knowledge with efforts to enhance community involvement in sustainability while addressing environmental and socio-economic aspects. Similarly, Rifdah et al. (2024) highlight that the distinct features of natural tourist sites, along with their rich cultural and traditional values, are crucial in motivating local communities to engage in tourism development. A compelling example of integrating local knowledge into tourism strategies is incorporating age-old fishing practices, which offer a distinctive attraction. This method aims to enhance Padang City's tourism sector by maintaining and highlighting the region's heritage and customs.

Building on these insights, halal tourism stands out as a promising development program with significant potential to engaging foreign visitor's interest because of its religious importance. Research from [web.dpmpptsp.padang.go.id](http://web.dpmpptsp.padang.go.id), Mandalia et al. (2022), and Adila et al. (2022) indicates that West Sumatra is well-positioned to support halal tourism. The region is recognized as one of the top five halal tourism destinations by the Indonesian Halal Tourism Agency (PPHI) and was among the top three at the World Halal Tourism event in Abu Dhabi in 2006, according to Samad et al. (2021). Additionally, West Sumatra earned the World Halal Tourism Award for Best Halal Destination and Best Halal Cuisine Destination in 2016 (Setiawan et al., 2022).

The Chairman of halal tourism industry professionals in Indonesia, emphasizes to be successful implementing halal tourism, it needs a careful strategy by doing the collaboration among local communities, tourism operators, and the authorities, The administration, responsible for establishing policies and allocating budgets, aims to develop a halal tourism concept that is not only clean and hygienic but also appealing

to a diverse range of visitors, beyond just Muslims. This approach is intended to contribute to national economic development and benefit all stakeholders (Wicaksana et al., 2020).

The Director of the West Sumatra Tourism Office notes that the Padang City Government is actively involved in supporting tourism development through strategic planning, infrastructure enhancement, and current destination management. The city has also introduced the National Strategic Tourism Area (KSPN) program to boost local community and tourism industry engagement in development efforts (Eliza et al., 2023). Witantoro et al. (2023) identify several methods used by the Padang City Tourism Office to manage the tourism sector effectively, including: (a) Improving tourist attractions, maintaining essential facilities, and conducting promotional activities to draw visitors; (b) Partnering with tourism operators to manage destinations and with investors to enhance the quality of tourism areas, aiming to boost and expand tourist attractions; and (c) Implementing entrance fees for tourist sites to create a steady revenue flow to support the long-term management and maintenance of attractions.

The current regulations in West Sumatra lack specific provisions for eco-tourism, meaning that environmentally sustainable tourism has not been a central focus of provincial policies. However, despite this oversight, regional authorities' initiatives have included the development of several key tourism infrastructure. Revitalization projects at several tourist sites in Padang are intended to ensure visitor safety, security, and comfort. A tourism preservation is optimized through three main approaches: a multisectoral policy method, a community-based method, and a spatial method.

Beyond authorities' initiatives, private associate are instrumental in supporting green tourism by providing financial resources for infrastructure and amenities in Padang City. These stakeholders also conduct training sessions for local communities to promote eco-friendly tourism practices. The primary aims of community involvement are to keep tourist destinations clean, ensure visitor safety and comfort through excellent service, and utilize regional value in terms of their business opportunity. The Chairman of the Tourism Association in West Sumatera adding that the longevity success is by managing eco-friendly tourist destinations hinges on robust cooperation between local authorities, communities, and stakeholders. He stresses the importance of forming Robust collaborations with hotels, governmental bodies, and other key organizations engaged in tourism management to enhance Padang City's tourism sector.

Experts in the tourism sector assert that the success of tourism advancement heavily relies on the government's involvement. They argue that the government's primary responsibilities include ensuring visitor safety, maintaining cleanliness, and enhancing comfort through collaboration with stakeholders. Additionally, they stress the importance of offering some benefits to the tour workers and promoting Padang City's distinctive attractions on national and international platforms. This perspective underscores that advancing tourism in Padang City demands more than governmental efforts alone; it requires proactive participation from the comrades, the society, and law enforcement agencies.

The Governor's Advisory Team highlights that the implementation of planned travel and leisure policies encounters significant challenges, primarily due to inadequate preparation and conflicts of interest between public authorities and industry stakeholders. Overcoming these hurdles necessitates active involvement from all parties. Effective policy execution is crucial for enhancing the quality of natural



attractions. Industry stakeholders concur, stressing the importance of policies that prioritize sustainable development. Such policies, when supported by strong collaboration between public authorities, travel professionals, and local communities, will not only drive growth in the travel and leisure sector but also improve ecological stewardship and effectively promote the adjacent regions.

From the viewpoint of public authorities, the West Sumatra Tourism Consultant observes that implementing sustainable, eco-friendly travel initiatives in Padang City faces significant challenges due to the difficulty residents have in adjusting to the shifts brought about by tourism. This underscores the need for collective community efforts to advance and support the growth of natural travel destinations in West Sumatra. The primary focus of green travel initiatives in the region is on approaches aimed at enhancing local prosperity in diverse areas, including travel and leisure. However, it is evident that the integration of green travel concepts with the economic, environmental, and community well-being aspects of the West Sumatra region by the local government remains incomplete.

The successful execution of economic scheme governed by the authorities needs significant backing from the other parties and comrade. The collaboration from the government with the local communities have not been entirely achieve the requirements to develop an eco-friendly tourist areas into major attractions on both national and international levels. The challenges faced by tourist destinations in Padang will impact the effectiveness of current plan. The travel and leisure industry has emerged as a significant revenue generator, owing to the increasing number and quality of visitors to local attractions, which has resulted in enhanced regional income and expanded job opportunities. Meanwhile, the Chairperson of the West Sumatra Travel and Leisure Board observes that although the travel and leisure sector has still to become the principal driver of the city's economy, its growing influence is evident, the potential of local tourist destinations remains crucial. Improving service quality will enhance Sumatra Barat's reputation on both national and international stages.

West Sumatra offers a rich array of tourism opportunities, including natural landscapes, culinary delights, and cultural heritage, all while maintaining the traditional values of local communities, as illustrated in Figure 3. Nonetheless, several public policy challenges need addressing. Research by Irwandi et al. (2022) and Mayendri (2022) identifies the following issues: (a) limited community engagement in the implementation of tourism development and management policies in Padang City; (b) insufficient infrastructure and amenities for both tourists and local residents at tourism sites in Padang City; (c) impediments in tourism area development due to inadequate communication and coordination among stakeholders and tourism operators, leading to inconsistencies between project objectives and their execution; (d) minimal involvement of the private sector and investors in supporting government and tourism operators in tourism development initiatives; and (e) poor budget management, resulting in ineffective maintenance and development of tourism destinations and their surrounding areas.

To achieve effective and efficient tourism development that benefits all stakeholders, it is crucial to leverage Padang City's natural beauty and local cultural heritage. Tourist sites are operated using a sustainable approach, seamlessly integrating eco-friendly practices within the destinations. This ensures that these locations provide ideal settings for visitors to relax, partake in outdoor activities, and enjoy the scenic beauty of the surroundings. Additionally, residents of West Sumatra actively preserve

the region's cultural heritage by organizing events that highlight traditional fishing practices and cultural events, further enriching the visitor experience. Such aspects have made Padang City's tourism area a focal point for research on implementing green tourism.

Interviews reveal that local challenges in adapting to manage natural tourist sites and the lack of facilities for tourists across Padang City suggest that government and local communities should collaborate to enhance tourism site management. This collaboration should focus on maintaining cleanliness, safety, and comfort for all facility users. A study by Nurdiani et al. (2024) underscores the importance of the government's role in policy development. A critical aspect of this is overseeing travel and leisure fees to promote openness, integrity, and the efficient use of regional resources, especially within the travel and leisure sector. On the other hand, current government efforts are not yet fully developed. Therefore, it is essential for the government to foster innovation to create optimal eco-friendly tourism destinations.

West Sumatra boasts a variety of tourism opportunities, from its breathtaking natural scenery and delicious cuisine to its rich cultural heritage, all while maintaining the traditional values of the local communities, as illustrated in Figure 3. Despite these advantages, several public policy issues need to be addressed. Research by Irwandi et al. (2022) and Mayendri (2022) identifies key challenges, such as (a) Limited Community Engagement: There is insufficient local participation in the development and management of tourism policies in Padang City; (b) Inadequate Facilities:

Tourist sites in Padang City suffer from a lack of necessary infrastructure and amenities for both visitors and residents; (c) Poor Coordination: Ineffective communication and coordination between stakeholders and tourism operators hinder the development of tourism areas, causing discrepancies between project objectives and their implementation; (d) Limited Private Sector Involvement: The private sector and investors play a minimal role in supporting government and tourism operators with development initiatives; and (e) Budget Management Issues: Ineffective budget management results in subpar maintenance and development of tourism destinations and their surroundings.

To realize effective and efficient tourism development that benefits all stakeholders, it is crucial to capitalize on Padang City's natural beauty and cultural heritage. The management of tourist sites integrates green tourism concepts, creating ideal locations for relaxation, outdoor activities, and appreciation of the natural environment. Local communities continue to preserve West Sumatra's cultural values by organizing events that highlight traditional fishing practices and local activities. These aspects make Padang City's tourism areas a key focus for researching the implementation of green tourism.

Interviews indicate that local difficulties in adapting to manage natural tourism sites and the lack of facilities for tourists across Padang City highlight the need for collaborative efforts between the government and local communities to improve tourism site management. This collaboration should prioritize maintaining cleanliness, safety, and comfort for all facility users.

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efforts have not yet reached their full potential. Thus, fostering innovation is crucial for developing optimal eco-friendly tourism destinations.

While there has been significant progress in stakeholder collaboration for the management of Padang City, challenges persist, particularly concerning the effectiveness of tourism marketing partnerships between the government and stakeholders. These challenges are especially relevant to the development and optimal implementation of green tourism. Despite generally favorable conditions, a comprehensive evaluation and review of existing obstacles are necessary to inform policy direction and facilitate the holistic development of Padang City's natural tourist attractions.

The goal of a well-coordinated partnership is to markedly increase local income through high-quality promotional activities that foster technological advancements and the comprehensive application of innovations. This, in turn, should contribute more broadly to regional economic development. However, local communities are experiencing concerns as they adjust to the practices introduced by tourists, which sometimes conflict with traditional values and cultural norms. Therefore, it is essential for local communities to reinforce existing tariff policies to preserve the deeply ingrained values of West Sumatra amidst tourist behaviors.

In light of these factors, an analysis is conducted of Provincial Decree 6/2021, which establishes the Regional Mid-Term Strategic Plan for the year of 2021 until 2026. Additionally, Provincial Decree 14/2019, which modifies Provincial Decree 1/March 2014 concerning the Extended Regional Planning Framework for the year of 2014 until 2025, is also reviewed. These regulations should incorporate strategies for advancing sustainable green tourism. From a public policy perspective, adopting a sustainable green tourism framework can provide a benchmark for assessing strategies to improve the well-being of West Sumatra's communities and enhance green tourism development. In this sector, there have been notable improvements in environmental quality in West Sumatra.

## **Conclusion**

Studies have demonstrated that green tourism plays a vital role in advancing sustainability by encouraging both visitors and locals to care for the environment, increasing interest in natural elements, and fostering a sense of responsibility for environmental protection while preserving community heritage. This strategy supports Padang City's vision of becoming a leading eco-friendly travel destination. The approach aims to offer experiences that highlight the natural environment, sustainable practices, resource management, cultural heritage, and community engagement. By focusing on these elements, the city seeks to enhance the quality of life for its residents and visitors in the future.

Despite this alignment, the significant amount of waste observed around tourist sites reflects a lack of environmental awareness among those managing Padang City's green tourism areas. Existing regulations on tourism policy in West Sumatra do not provide detailed or specific guidance on green tourism. Therefore, it is crucial for the local community to actively engage in the management of Padang's tourist sites. This involvement should focus on maintaining cleanliness, creating a secure and enjoyable setting for visitors while leveraging Padang as a means to improve the well-being of the local community.

Research shows that green tourism is pivotal in fostering sustainability by motivating both visitors and locals to engage with and protect the environment, heightening their appreciation for natural elements, and cultivating a commitment to environmental stewardship while preserving local cultural heritage. This approach is in line with Padang City's goal to be recognized as a green tourism destination, aiming to deliver experiences that highlight nature, environmental conservation, resources, culture, and community, ultimately improving quality of life for the future.

However, the prevalence of waste around tourist sites points to a lack of environmental awareness among those managing green tourism areas in Padang City. Existing tourism policies in West Sumatra fail to provide comprehensive or specific guidelines for green tourism. Therefore, it is crucial for local communities to actively engage in preserving travel destinations. Such efforts should focus on upholding cleanliness, ensuring a secure and enjoyable atmosphere for visitors, and leveraging Padang as a means to enhance community welfare.

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