

The Concept Of Tourism Destination Development In Indonesia Based On Socio-Economic In GSTC Criteria Using Bibliometric Approach

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ABSTRACT

This study explores the development of sustainable tourism destinations in Indonesia through the lens of socio-economic criteria set by the Global Sustainable Tourism Council Destination (GSTC-D). The research addresses a key problem: the inconsistency between government policies and actual implementation of GSTC-D standards in Indonesian tourist destinations. Utilizing a bibliometric approach on 21 Scopus-indexed studies, it was found that only six focus on sustainable destination management in Indonesia, and merely three of them emphasize socio-economic aspects. This indicates a research and implementation gap in the application of GSTC-D principles. The analysis, conducted using VOSviewer software, reveals that themes related to sustainable destination development remain underrepresented and fragmented in academic discourse. The distinctive contribution of this study lies in its systematic mapping of bibliometric clusters, which uncovers overlooked yet promising areas such as economic benefits and cultural sustainability. These insights help explain the underlying causes of the implementation gap—namely, limited awareness, lack of capacity, and weak coordination among stakeholders. The study offers a practical contribution by identifying global models and trends that can guide Indonesian policymakers and destination managers in aligning their strategies with GSTC-D criteria. The findings are particularly useful for government institutions, destination management organizations (DMOs), and tourism researchers aiming to strengthen sustainable tourism development under socio-economic parameters across Indonesia.



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INTRODUCTION

The concept of sustainable tourism development has received a positive response throughout the world where the concept has received many requests from consumers related to innovative programs developed by tourism industry service providers. The birth of the sustainable tourism concept has also led to the formation of an internationally established standard, the Global Sustainable Tourism Council

(GSTC) criteria. The idea behind the Global Sustainable Tourism Council (GSTC) is to establish a shared definition of sustainable tourism. Every tourist destination must meet the GSTC Destination Criteria, also known as the "GSTC-D." The criteria are organized around four key themes: environmental impact, socio-economic impact, cultural impact, and sustainable management. These criteria apply to the entire travel and tourism industry ([Global Sustainable Tourism Council, 2019](#)). Findings of problems in the context of sustainable tourist destinations in foreign countries such as in research ([Rodríguez et al., 2017](#)) states that the community around tourist destinations in Barcelona understands the negative impact of tourism in the area, one of which is the lifestyle of the surrounding community ([Wagenseil et al., 2022](#)) there is a gap that occurs between interests and actual implementation to continue in the context of sustainable tourism in Alpine tourism. ([Branstrator et al., 2023](#)) mentioned the application of ICT (computer information technology) is able to make social reflection in realizing sustainable tourism. ([Stecker & Hartmann, 2019](#)) in their research mentioned that the lack of DMO (destination management organization) and sustainable tourism strategies are not applied to the tourism destination of Dubrovnik city. Research findings ([Bricker & Black, 2016](#)) many tour operators are experiencing major challenges with the presence of aspects of tourism products, where tour operators are very instrumental in influencing the way visitors perceive a tourist destination, so the GSTC-D concept is considered very supportive for the implementation of tour operator activities. ([Hamimah et al., 2022](#)) mentioned that mangrove forest conservation in Kota Belud, Sabah, Malaysia needs to be improved based on the criteria and indicators of the global sustainable tourism council destination (GSTC-D). The findings of ([Magio, 2022](#)) in his research mention the fears that occur if the development of tourism is fast and uncontrolled before the pandemic, the occurrence of pollution and loss of environmental ecosystems, low economic growth caused by cruise tourism, as well as limited infrastructure services in the tourist destination of Mahahual - Costa Maya.

The research findings ([Yessimova et al., 2024](#)) are that the awareness and motivation of tourism industry players is very lacking in building sustainable tourism, this is due to additional costs, climate and lack of support from the Pavlodar Government abroad. Findings ([Magio, 2021](#)) in his research there are 5 (five) highest risks in tourism resilience on Cozumel Island, Caribbean, namely in solid waste management, water conservation management, developing a multi-year sustainability concept, DMO (destination management organization), developing tour operator training standards. The context of the application of GSTC is strongly supported by the developing countries above and also one of them is the Republic of Indonesia, where the realization of this support is contained in the form of the Republican Government's Commitment in the form of Tourism Ministerial Regulation No. 14 of 2016 concerning sustainable tourism in Indonesia. The scope of the guidelines for managing tourist destinations in order to be sustainable is the management of tourist destinations in a sustainable manner, utilizing the economy of the surrounding community, preserving culture, and preserving the environment.

The concept of sustainable tourist destinations strongly leads to the achievement of economic growth and social welfare by not destroying the environment and culture around the tourist destination area. So in other words, if the tourist destination is not well managed, it will have a negative impact in the form of damage to the environment, loss of biodiversity, and cultural shifts ([Saputra, 2024](#)).

Despite the large role of developing sustainable tourist destinations in Indonesia, a number of gaps were found, namely in research ([Lemy et al., 2019](#)) stated that in their research on 96 tourist destinations in Indonesia the application of sustainable tourist destinations in the low category, which is around 42.75%, this is due to a lack of knowledge about the level of sustainability of tourist destinations in Indonesia. The same thing is in line with research ([Kusumawardhana et al., 2021](#)) which states that tourist destinations in Biak Numfor, Papua, are aware of the importance of sustainable tourism in the future which if carried out will have a positive impact on the economy, social, environment and the surrounding community and can also meet the needs of tourists. However, the implementation of sustainable tourist destinations referring to the GSTC-D criteria is still not optimal and needs to be improved. Another gap can be seen in research ([Muhamad et al., 2021](#)) which states that the destination of the Merapi volcano slope tourist village already has environmental-based destination management standards, but in its implementation it is not entirely included in the framework of sustainable tourist destinations. ([Nugroho et al., 2024](#)) stated that Permenpar No. 9 of 2021 is a guideline and effort in the realization of sustainable tourist destinations referring to criteria and indicators and can be applied by the Regional Government, but it is still not optimal. Research findings ([Maniktala & Sharma, 2024](#)) state that currently tourists are searching for tours that carry the concept of sustainability such as environmentally friendly, wildlife conservation tours, cultural tourism experiences, thus providing an authentic experience for these tourists. Research findings ([Mayuzumi, 2021](#)) state that the crafters of the souvenir business in Bali are aware that in defending skills and expertise in the field of traditional crafts, they do not get serious attention and are also not prioritized in the development of sustainable tourist destinations in the context of entrepreneurial destinations in Bali. The findings of the research above greatly strengthen researchers to see that there is a gap that occurs between the policies / regulations set by the GSTC (global sustainable tourism council) and strengthened by the Indonesian Government regulations regarding the concept of tourism sustainability can have an impact on all sectors, but in practice not all tourist destinations in Indonesia have implemented and implemented the GSTC-D concept (global sustainable tourism council destination) so that the application of the concept of sustainable tourist destinations in the social and cultural context has not been too optimal. From a number of problem findings in previous research, there are several studies such as research ([Lemy et al., 2019](#));([Kusumawardhana et al., 2021](#)); ([Muhamad et al., 2021](#)); ([Nugroho et al., 2024](#));([Maniktala & Sharma, 2024](#)); ([Mayuzumi, 2021](#));([Harefa et al., 2025](#));([Furqan & Putra, 2022](#)) which focus on the management of sustainable tourist destinations in Indonesia, but of the 6 (six)

researchers only 3 (three) researchers focused on the social and economic criteria sector. So in this case researchers are highly motivated to explore and explore the concept of developing sustainable tourist destinations in Indonesia in the economic and social sectors. Departing from the findings of the problem of developing sustainable tourist destinations in developing countries above and the findings of problems in the development of sustainable tourist destinations in Indonesia where from these findings there is research inconsistency between GSTC policies / regulations and Government Regulations on Sustainable Tourism but the implementation is not optimal and needs to be carried out further studies, so researchers want to try to explore and explore the application of the GSTC-D concept in the tourist destination sector in the world which is successful and used as a row model for developing the concept of sustainable tourist destinations in Indonesia.

METHODS

Utilizing information from the Scopus academic database, this study employs a bibliometric approach to examine the growth of sustainable tourism destinations in Indonesia. To find the primary concepts developed in the literature, methods include author collaboration, citation patterns, quantitative analysis of the number of publications, and co-word analysis in order to identify key concepts evolving in the academic literature. The researcher employed the VOSviewer bibliometric tool to analyze the research data and describe the relationship between the articles and the research studied. The data was gathered using keywords related to destinations, tourism, gstc, and criteria (Judijanto & Latif, 2025).



Figure 1. Research Conceptual Framework

RESULTS AND DISCUSSION

1. Network Visualization Based on Title and Abstract

Based on the results of data processing carried out by researchers using VosViwer tools in the title and abstract categories, the following network visualization results are obtained.

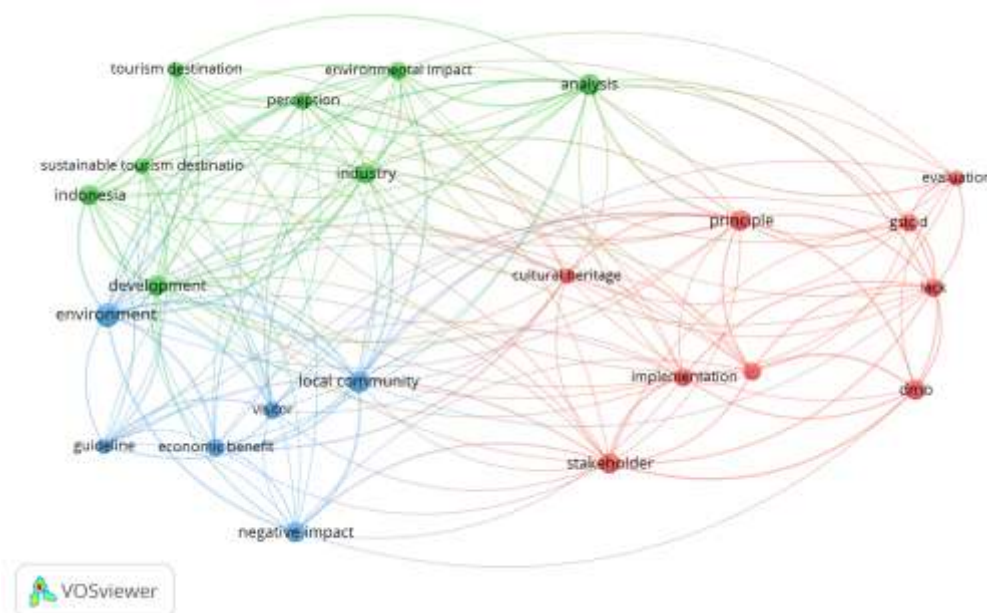


Figure 2. Network Visualization Based on Title And Abstract

The figure above is a bibliometric map that illustrates the relationship between title keywords and abstracts with Tourism Destination Development in Indonesia Based on Socio-Economic Criteria in GSTC. The map also visualizes related research publications that are often carried out by researchers and appear in various literatures. The color contained in the bibliometric map indicates the presence of clusters that are identified and become the focus of research in the field of Tourism Destination Development in Indonesia Based on Socio-Economic Criteria in GSTC.

The red cluster is closely related to the GSTC-D criteria where this cluster is a trend in research which includes evaluation, deficiencies, destination organization management, tourist destination principles, cultural heritage, implementation and stakeholders. Although the GSTC-D cluster is a trend in research, the cluster is very rarely developed or managed effectively, this can be seen from the red circles in the cluster are still very small and far apart.

The dark green clusters visualize the most trending topics in sustainable tourism destinations in Indonesia, which are development, destination, perception, industry, and environmental impact. Blue clusters also show environmental linkages with guidelines, economic benefits, visitors, local communities, and negative impacts. Where the cluster cluster is one of the trends of research topics that are widely developed and researched regarding the tourist destination environment. However, in the three clusters as a whole, the circles in the GSTC-D cluster, sustainable tourist destinations and tourist destination environments are still very small, which indicates that the topics of GSTC-D, sustainable tourist destinations in Indonesia and destination environments still need to be developed and managed effectively and efficiently in order to become sustainable.

On the other hand, economic and cultural benefits that examine the development of sustainable tourist destinations using the GSTC-D approach still do not show a consistency of research that has been carried out. So this is an opportunity and opportunity to conduct a study of economic and cultural benefits in the management of sustainable tourist destinations based on GSTC-D criteria.

2. Overlay Visualization Based on Title And Abstract

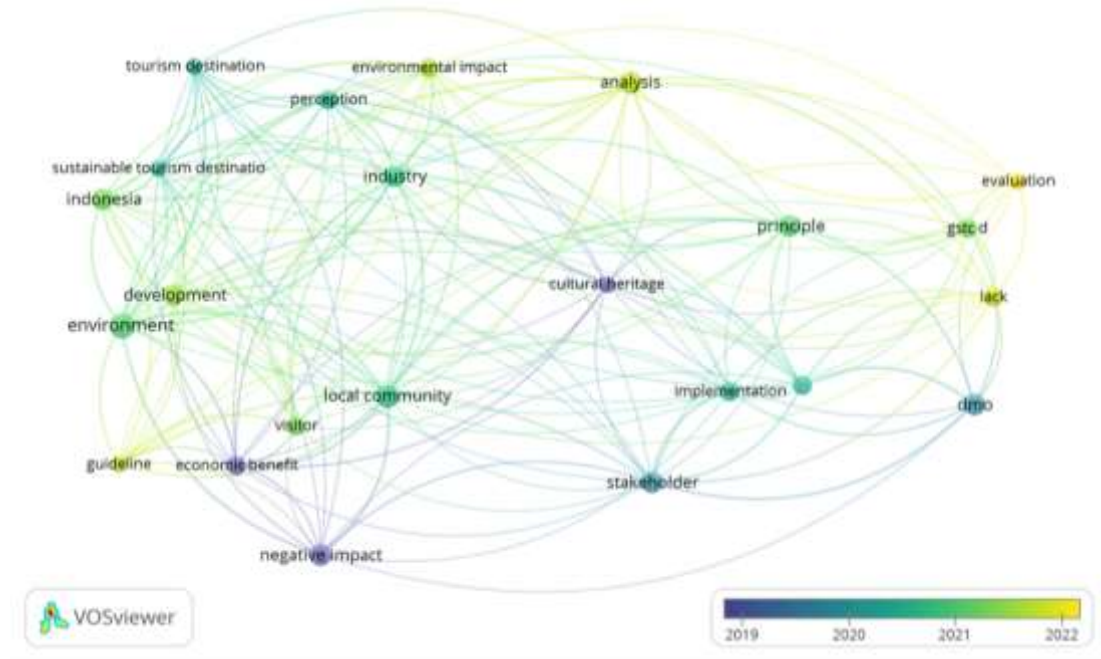


Figure 3. Overlay Visualization Based on Title And Abstract

The figure above shows that yellow clusters are clusters that have the youngest research age and are widely developed by researchers in the form of lack, evaluation, analysis, environmental impact, and guidelines. Meanwhile, light green clusters are clusters that have an age a year below the yellow cluster, namely in 2021, which are widely studied and developed in GSTC-D, namely DMOs, implementation, principles, stakeholders, perceptions, tourist destinations, sustainable tourist destinations in Indonesia, development, industry, surrounding communities, visitors, and the environment. Meanwhile, dark blue is a cluster that has a research age of 4 years below the yellow cluster which includes economic benefits, negative impacts, and cultural heritage. Based on this explanation, the potential for the Concept of Tourism Destination Development in Indonesia based on Socio-Economic Criteria in GSTC is very likely to be developed and conducted in-depth studies related to this.

The research findings identified by researchers by tracing the review of previous research literature related to the development of tourist destinations in Indonesia with social and economic criteria in the GSTC-D approach from 21

scopus indexed academic research only 6 (six) studies that focus on the social and economic scope, namely

Table 1. Research Scope of Sustainable Tourism Destinations on the GSTC-D Concept on social and economic criteria

No	Researcher & Year	Title	Publication
1	(Lemy et al., 2019)	How sustainable is our destination? A snap-shot from the first Indonesia sustainable tourism destination award	African Journal of Hospitality, Tourism and Leisure
2	(Kusumawardhana et al., 2021)	Towards a common goal for a sustainable tourism destination: Case study of Biak Numfor, Papua, Indonesia	IOP Publishing
3	(Muhamad et al., 2021)	Monitoring of the tourism village of the mount merapi slope area through the global sustainable tourism council (gsc) snapshot assessment system	IOP Publishing
4	(Nugroho et al., 2024)	Tourism SDGs action plan from a regulatory perspective	BIO Web of Conferences
5	(Maniktala & Sharma, 2024)	Demand for Green Practices: Inception of Sustainable Tourism	Springer Nature Singapore
6	(MAYUZUMI, 2021)	Analysis of the Impact of Ethnic Tourism on the Transmission of Traditional Crafts:Case Study in Bali, Indonesia	Japan Section Of The Regional Science Association International

CONCLUSION

Based on the results and discussion of the research above, it is necessary to conduct further studies on the application of the GSTC-D policy in the management of tourist destinations in Indonesia in order to have an impact on the social and economic sectors, as well as the management of sustainable tourist destinations, cultural sustainability, and environmental sustainability. So that later all aspects of tourism in Indonesia have led to the concept of sustainability as outlined in GSTC-D and the Ministry of Tourism regulation No. 14 of 2016 concerning sustainable tourism in

Indonesia.

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