



ASSESSING FACTORS THAT AFFECTING SUSTAINABLE TOURISM: A REVIEW

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ABSTRACT

Tourism is a rapidly growing industry that has grown to be one of the largest in the world, especially in Indonesia. International tourist arrivals continue to grow, reaching 1.3 million in 2019. This number will continue to grow, reaching an estimated 2 million international tourists in 2030, despite a decline in recent years due to the Covid-19 pandemic. It is hoped that following the pandemic, a new trend in travel will emerge, with tourists paying more attention to tourism protocols related to health, safety, comfort, and nature conservation. Frequently, when developing sustainable tourism, numerous barriers go unnoticed by stakeholders such as managers, government institutions, and society. This paper theoretically reviews the concept of sustainable tourism to increase dynamism and better align theory and practice. The author asserts that there are six factors that contribute to sustainable tourism: (1) Regulation, (2) Market Conditions, (3) Environmental Conditions, (4) Organization Readiness, (5) Innovation, and (6) Perceived Benefit and Risk. This proposition is intended for theoretical implications and future research on the topic of sustainable tourism. Finally, this study suggests several alternative strategies for stakeholders to pursue in order to develop sustainable tourism and mitigate the pandemic's negative effects.

Keywords: *Sustainable Tourism; Factors; Covid-19; Pandemic*