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Sustainable Travel Tour: Tourism Location, Local Wisdom, Promotion and Service Quality

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Abstract: The purpose of this literature research is expected to help hypothesize for future authors in determining research related to sustainable travel tourism. Sustainable travel tourism research articles: Tourism location, local wisdom, promotion and service quality are scientific literature articles in the scope of management. The approach used in this literature review research is descriptive qualitative. Data collection techniques are using literature studies or conducting literature reviews of relevant previous articles. The data used in this study are secondary data, which are sourced from academic online media such as Thomson Reuters Journals, Sage, Springer, Taylor & Francis, Scopus Emerald, Elsevier, Sage, Springer, Web of Science, Sinta Journals, DOAJ, EBSCO, Google Scholar and digital reference books. In previous studies, 1 relevant previous article was used to review each independent variable. The results of this literature review article are: 1) Tourism Location affects Sustainable Travel Tourism; 2) Local Wisdom has an effect on Sustainable Travel Tourism; 3) Promotion affects Sustainable Travel Tourism; and 4) Service Quality affects Sustainable Travel Tourism.

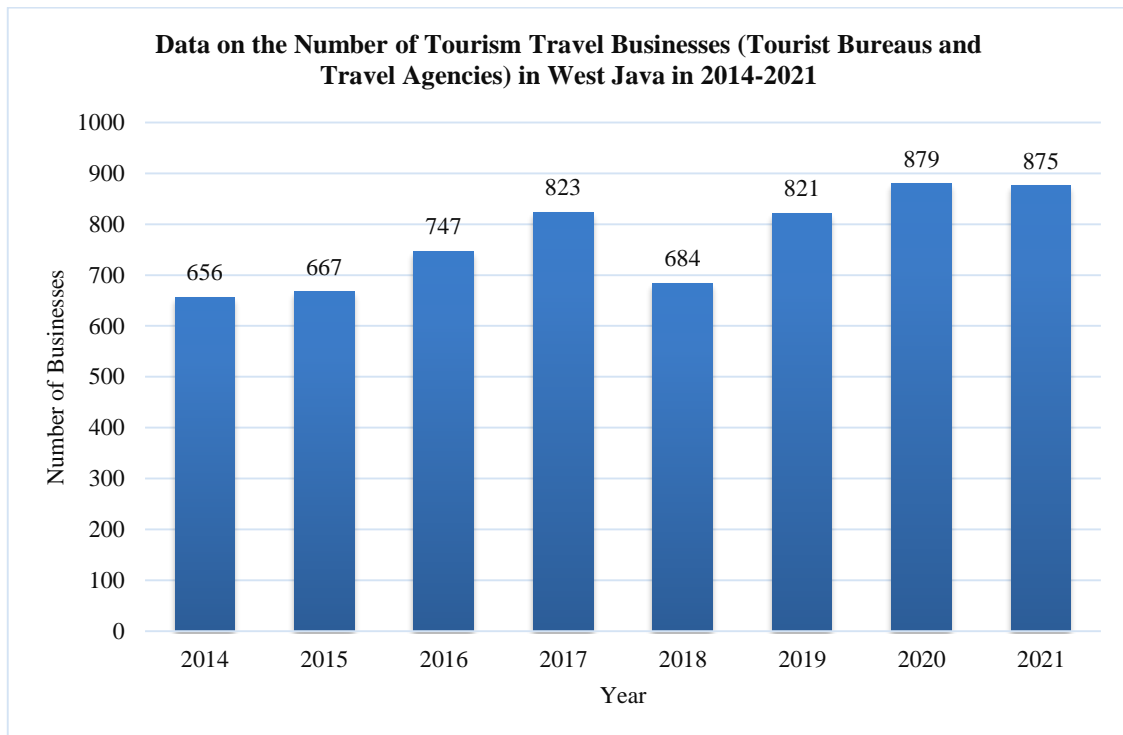
Keyword: Sustainable Travel Tour, Tourism Location, Local Wisdom, Promotion, Service Quality

INTRODUCTION

Sustainable travel tourism has become an increasingly important issue in the context of global tourism, especially at a time when awareness of the environmental and social impacts of tourism activities is increasing. According to data obtained by Dinisari, (2024), the tourism sector accounts for about 10% of the world's total gross domestic product (GDP) and provides one in ten jobs worldwide. However, this rapid growth is often accompanied by negative impacts such as environmental degradation, loss of local wisdom, and neglect of local communities. Therefore, it is important to develop a tourism model that is not only economically profitable, but also environmentally and socially responsible.

In the context of Indonesia, an archipelago of more than 17,000 islands and diverse cultures, sustainable tourism is increasingly relevant. The tourism sector was also able to absorb 12% of the workforce in the labor market in 2019 (Kemenparekraf, 2024), despite a significant decline due to the COVID-19 pandemic. With abundant natural potential and rich cultural diversity, Indonesia has many tourism sites that can be developed with a sustainable

approach. This includes efforts to protect the environment, empower local communities, and preserve local cultural wisdom.



Source: opendata.jabarprov.go.id

Figure 1. Data on the Number of Tourism Travel Businesses (Tourist Bureaus and Travel Agencies) in West Java in 2014-2021

In figure 1 above, find out the data on the number of travel businesses (travel agency / bpw) and (travel agent / apw) in West Java in 2014-2021. Where relevant to the context of travel tourism sustainability, the data shows that the number of travel business actors experienced a fluctuating increase and decrease from 2014 to 2021. In 2014 the number of travel businesses amounted to 656 businesses, the lowest compared to the following years. 2020 was also the emergence of the covid-19 pandemic in Indonesia, where the highest number of business actors in that year reached 879 business actors. Then in the following year (2021), the number of travel business actors decreased by 4, totaling 875 business actors. This indicates that there are several business actors who cannot achieve sustainability, one of the factors is local wisdom, this is relevant to the research conducted by (Lubis et al., 2020).

Local wisdom is one of the important aspects of sustainable tourism development. Local wisdom includes the knowledge, practices and values of local communities, which are often time-honored. Research shows that integrating local wisdom into tourism management can enhance the tourist experience while strengthening the cultural identity of the community (Firman, 2021). For example, indigenous villages in Bali that use the subak system to manage irrigation water not only maintain agricultural sustainability, but also attract tourists who want to learn about traditional agricultural practices.

Promoting and marketing sustainable tourism also plays an important role in attracting tourists. In today's digital age, information about destinations is easily accessible through social media and online platforms. A successful example is the Ministry of Tourism's "Wonderful Indonesia" campaign, which highlights Indonesia's natural and cultural beauty while promoting sustainable tourism practices.

Service quality is also a key factor in creating a positive tourism experience. Research shows that good service quality can increase tourist satisfaction and loyalty (Susanto, Mahaputra, et al., 2024). In the context of sustainable tourism, service quality includes not only aspects of hospitality and efficiency, but also environmental and social awareness. For example, hotels and restaurants that implement environmentally friendly practices, such as the use of local raw materials and good waste management, can provide added value to tourists who are concerned about environmental issues.

Against this background, this dissertation will explore more about sustainable travel tourism, focusing on tourism location, local wisdom, promotion and service quality. Through comprehensive analysis, it is expected to provide recommendations that are useful for the development of sustainable tourism in Indonesia, as well as contribute to efforts to preserve the environment and empower local communities.

Problem Formulation

Based on the background of the problem above, the problem formulation is obtained to be used as a hypothesis for further research, among others: 1) Does Tourism Location affect Sustainable Travel Tourism?; 2) Does Local Wisdom affect Sustainable Travel Tourism?; 3) Does Promotion affect Sustainable Travel Tourism?; and 4) Does Service Quality affect Sustainable Travel Tourism?.

METHOD

This research uses a descriptive qualitative approach. This method was chosen because it allows researchers to understand management-related research concepts thoroughly, focusing on the context and meaning of tourism management concepts. Descriptive qualitative data collection and analysis allows researchers to customize their approach to the needs of the research and the characteristics of the subject under study, (Susanto, Arini, Marlita, et al., 2024) (Dewi, 2024).

The data used in this study comes from previous research related to sustainable travel tourism, tourism location, local wisdom, promotion, and service quality. The researcher will analyze the existing literature to identify patterns and trends in sustainable travel tourism. By using previous research and other references, researchers can develop stronger, evidence-based arguments and contribute to a broader understanding of sustainable travel tourism, (Susanto, Arini, Yuntina, et al., 2024).

The type of data used in this study is secondary data, which utilizes data from various leading academic journals, including Thomson Reuters Journal, Springer, Taylor & Francis, Scopus, Emerald, Sage, WoS, Sinta Journal, DOAJ, and EBSCO, as well as platforms such as Publish or Perish and Google Scholar. Using these sources, researchers can ensure that the data they collect is valid and accountable. The use of multiple sources also allows researchers to gain a more comprehensive understanding of risk management from various perspectives, (Susanto, Arini, Marlita, et al., 2024).

RESULTS AND DISCUSSION

Results

The following are the research findings considering the context and problem formulation:
Sustainable Travel Tourism

Sustainable travel tourism is a form of tourism designed to minimize negative environmental, social and cultural impacts, while providing economic benefits and supporting the conservation of natural resources and cultural heritage for future generations. The concept includes responsible resource management, such as the use of renewable energy, waste management and biodiversity conservation. Sustainable travel tourism also places local communities as key stakeholders, providing them with economic opportunities through

participation in the tourism sector without compromising their cultural identity (Mariati et al., 2022).

Indicators or dimensions contained in the Sustainable Travel Tourism variable include: 1) Environmental Conservation: Includes biodiversity conservation, waste management, and sustainable use of natural resources; 2) Local Community Participation: Involving local communities in the planning and implementation of tourism activities to create direct economic benefits; 3) Carbon Footprint Reduction: Using renewable energy, green transportation, and reducing carbon emissions from tourism activities; 4) Tourist Education: Informing and educating tourists about the importance of sustainable practices while traveling; 5) Economic Sustainability: Supporting local micro, small and medium enterprises (MSMEs) to create long-term economic impact; and 6) Local Culture Preservation: Preserving and respecting traditions and cultural heritage that become tourist attractions without exploitation (Salim et al., 2023a).

Sustainable Travel Tourism variables are relevant to previous research conducted by: (Sudiantini & Narpati, 2022), (Priantoko et al., 2021), (Gössling et al., 2020), (Panggabean et al., 2024), (Susanto et al., 2023), (Simarmata & Keke, 2016), (Supardi et al., 2023).

Tourism Location

Tourism sites refer to places or destinations that have a certain appeal, both in terms of natural beauty, historical value, cultural richness and entertainment facilities. These places can be beaches, mountains, national parks, historic cities, or artistic and cultural centers. Each location has unique characteristics that become a magnet for tourists (Supraptini, 2020).

Indicators or dimensions contained in the Tourism Location variable include: 1) Main Attraction: Natural, historical or cultural beauty that attracts tourists; 2) Accessibility: Ease of transportation to the site, including road, airport, or port infrastructure; 3) Availability of Facilities: The presence of accommodations, restaurants, parking, and information centers to support tourist convenience; 4) Environmental quality: Cleanliness and good waste management in tourist areas; 5) Safety: Availability of security services and emergency facilities to ensure a safe travel experience; and 6) Local Uniqueness: Unique characteristics that set the place apart from other destinations, such as traditions, special foods, or handicrafts (Bhattacharya et al., 2023).

The Tourism Location variable is relevant to previous research conducted by: (Nines & Oktarini, 2021), (Susanto, Mahaputra, et al., 2024), (Hadita & Adiguna, 2019).

Local Wisdom

Local wisdom is the knowledge, values, norms, traditions, and practices that have developed over generations in a local community and reflect the way they adapt to the environment and social life. Local wisdom often takes the form of art, architecture, language, customs, and traditional technology (Lubis et al., 2020).

Indicators or dimensions contained in the Local Wisdom variable include: 1) Traditional Knowledge: The use of local knowledge in daily life, such as agricultural techniques or traditional medicine; 2) Customs: Cultural customs and rituals preserved by the local community; 3) Local language: The continuation of local languages as part of cultural identity; 4) Traditional Arts: Typical performing arts, handicrafts, or music passed down from generation to generation; 5) Local Technology: Simple technology based on local wisdom, such as traditional irrigation or traditional house architecture; and 6) Social Values: Moral and ethical principles that form the basis of interaction in local communities (Halmahera et al., 2019).

Local Wisdom variables are relevant to previous research conducted by: (Fatmasari & Badaruddin Badaruddin, 2022), (Sadubun, 2020), (Salim et al., 2023b).

Promotion

Promotion is a set of communication activities designed to introduce, create awareness of, and stimulate public interest in a product, service, or destination. In the context of tourism, promotion involves various media such as television advertising, social media, exhibitions, and working with influencers or travel bloggers (Saputra & Sumantyo, 2022).

Indicators or dimensions contained in promotional variables include: 1) Marketing media: The use of social media, websites and conventional media such as brochures or advertisements to promote the destination; 2) Destination Branding: Creating a unique image of the destination that is easily recognizable and attractive; 3) Market segmentation: Tailoring promotional strategies based on target travelers, such as families, couples or adventurers; 4) Collaboration: Working with influencers, travel bloggers, or travel agents to increase exposure; 5) Organizing events: Festivals or activities that attract tourists to a particular location; and 6) Information delivery: The ease with which travelers can access comprehensive information about the destination through various platforms (Simarmata et al., 2019).

Promotion variables are relevant to previous research conducted by: (Saputra & Mahaputra, 2022), (Budiono, 2020), (Sobari & Ambarwati, 2020), (Simarmata et al., 2020).

Service Quality

Service quality is the level of excellence in meeting or exceeding customer expectations for a product or service. In the tourism industry, service quality includes various aspects such as staff friendliness, speed of service, comfort of facilities, cleanliness, and the ability to provide solutions to tourist complaints. Quality service not only creates a positive experience for tourists, but also builds their loyalty to return to the destination or use the same service in the future (Susanto, Mahaputra, et al., 2024).

Indicators or dimensions contained in the service quality variable include: 1) Friendliness: A friendly and courteous attitude of staff towards tourists that creates a positive impression; 2) Speed of Service: Time efficiency in providing services to tourists; 3) Expectation Match: The ability to provide experiences that meet or exceed tourists' expectations; 4) Cleanliness: High standards of cleanliness in tourist facilities such as toilets, hotel rooms and restaurants; 5) Reliability: Consistency in providing quality services without errors; and 6) Complaint Resolution: Responding quickly and effectively to travelers' problems or complaints (Jaya Sakti et al., 2021).

Service quality variables are relevant to previous research conducted by: (Khaira et al., 2022), (Jumawan et al., 2023), (Sudiantini et al., 2023), (Simarmata et al., 2017).

Previous Research

Based on the findings above and previous studies, the following research discussion is formulated:

Table 1. Results of Relevant Previous Research

No	Author (Year)	Research Results	Similarities With This Article	Differences With This Article
1	(chaerunissa, 2020)	-Tourism Location Variables affect the Sustainability of Travel Tourism -Accessibility variables affect the Sustainability of Travel Tourism	This article has in common that it examines the Tourism Location variable on the independent variable, and examines the Travel Tourism Sustainability variable on the dependent variable.	The difference with previous research is in the Accessibility variable as another independent variable.

No	Author (Year)	Research Results	Similarities With This Article	Differences With This Article
2	(Rhiza et al., 2023)	-Local Wisdom variables affect the Sustainability of Travel Tourism -Guide Empowerment variable affects the Sustainability of Travel Tourism	This article has in common that it examines the variable Local Wisdom in the independent variable, and examines the variable Sustainability of Travel Tourism in the dependent variable.	-The difference with previous research is in the variable of Guide Empowerment as another Independent variable. -There is an object of research conducted in the Ngadas Traditional Village, Poncokusumo, Malang Regency.
3	(Prihanto & Damayanti, 2022)	-The Perception of Business Prospects variable affects the Sustainability of Hajj and Umrah Travel Tourism -Business Company Image variable affects the Sustainability of Hajj and Umrah Travel Tourism -Promotion variables affect the Sustainability of Hajj and Umrah Travel Tourism	This article has in common that it examines the Promotion variable in the independent variable, and examines the Travel Tourism Sustainability variable in the dependent variable.	The difference with previous research is that there are variables of Company Image and Perception of Prospects as other Independent variables.
4	(Mei et al., 2024)	-Variable Service Quality affects the Sustainability of Travel Tourism at the Mojopahit Tour and Travel Travel Service Company -The Consumer Satisfaction variable affects the Sustainability of Travel Tourism at the Mojopahit Tour and Travel Travel Service Company	This article has in common that it examines the Service Quality variable in the independent variable, and examines the Travel Tourism Sustainability variable in the dependent variable.	-The difference with previous research is in the variable Customer Satisfaction as another Independent variable. -There is an object of research conducted at the Mojopahit Tour and Travel Travel Service Company.

Discussion

This literature review will be discussed based on the history of the topic, research objectives, problem formulation, indicators or dimensions, and related previous research:

1. Influence of Tourism Location on Sustainable Travel Tour

Tourism sites play a crucial role in supporting sustainable travel tourism, as elements such as main attraction, accessibility, availability of facilities, environmental quality, safety, and local uniqueness contribute to different aspects of sustainability. For example, the main attraction of a place is the main reason why tourists visit the destination. These attractions can be natural beauty, cultural heritage, or unique activities that reflect local wisdom. When these attractions are well managed and complemented by educational programs, tourists not only enjoy the experience but also understand the importance of preserving the local environment and culture, thus supporting environmental and cultural conservation.

Accessibility is the next important aspect that affects the sustainability of tourism. Tourism sites that are easily accessible by both public and private transportation make it easier for tourists to visit. However, sustainable accessibility, such as the use of environmentally friendly vehicles or transport routes designed to minimize environmental damage, can directly

reduce the carbon footprint of tourists. This provides a link between the main attraction and the environmental responsibility that sustainable travel tourism should embrace.

In addition to accessibility, the availability of facilities supports a comfortable travel experience without neglecting sustainability. Facilities such as good waste management, renewable energy sources, or eco-friendly accommodations help preserve environmental quality while providing comfort to travelers. Facilities designed with sustainability in mind also encourage local community participation in the management and provision of services, creating positive economic impacts that strengthen economic sustainability.

In this context, environmental quality is a key indicator that cannot be ignored. Places with preserved environmental quality create an added attraction for tourists while serving as tangible evidence of conservation efforts. A clean and healthy environment provides an immersive experience for tourists and encourages them to get involved in conservation efforts, whether through voluntary activities such as tree planting or education about the importance of maintaining local ecosystems.

Equally important is the aspect of safety, which provides tourists with a sense of comfort that allows them to explore the destination without worry. Safety, which includes protection from natural hazards, public order and health surveillance, is an important element in attracting tourists. When safety is guaranteed, tourists are more likely to stay in the destination, which in turn contributes to a sustainable economy for the local community.

Finally, local uniqueness is an element that distinguishes a place from other destinations. This uniqueness can take the form of traditions, art, cuisine or landscapes that are unique to that location. Well-managed uniqueness not only enhances the attractiveness of a destination, but also supports the preservation of local culture. When tourists enjoy this uniqueness, they are often encouraged to better understand and appreciate the local culture, which in turn promotes tourist education and local community involvement in sustainable travel tourism.

Thus, each element of a tourism site is interrelated in supporting the goals of sustainable travel tourism. The main attraction attracts tourists, accessibility facilitates travel, facilities provide comfort, environmental quality maintains natural attractiveness, safety provides a sense of tranquility, and local uniqueness provides added value that strengthens cultural and ecological linkages. All of these contribute to environmental conservation, local community involvement, carbon footprint reduction, traveler education, economic sustainability, and local cultural preservation, creating a harmonious synergy for sustainable tourism.

2. Influence of Local Wisdom on Sustainable Travel Tour

Local wisdom is one of the important elements that provide the foundation for supporting sustainable travel tourism. Traditional knowledge passed down from generation to generation is key to preserving the environment. Local communities often have unique and effective ways of managing natural resources wisely, such as environmentally friendly farming techniques or methods of using water resources. This knowledge, when applied to tourism activities, not only helps preserve the environment, but also educates tourists about the importance of preserving ecosystems.

In addition, customs play an important role in building a local identity that appeals to tourists. Preserved traditions, such as religious rituals or cultural festivals, become a unique attraction and encourage tourists to respect local values. Community participation in the preservation of these customs not only strengthens the sense of community, but also creates economic opportunities through the management of traditional tourism events. In this way, customs contribute to both economic sustainability and the preservation of local culture.

Local language is also an important element of local wisdom that can support sustainable travel tourism. Local languages are not only a means of communication, but also a medium to transmit social and cultural values to tourists. By introducing local languages to tourists, such as through short courses or tour guides, communities can increase in-depth social interaction.

In addition, the use of local languages in tourism activities also helps create an emotional connection between tourists and local communities, which in turn encourages them to care more about the local environment and culture.

Traditional arts such as dance, music and handicrafts become visual and experiential attractions that illustrate the richness of local culture. These arts not only provide entertainment for tourists, but also serve as a medium to convey conservation and sustainability messages. For example, environmental art performances can educate tourists about the importance of protecting nature. On the other hand, the existence of traditional arts also creates employment opportunities for local communities, strengthening economic sustainability while promoting the preservation of local culture.

Smooth technologies based on local wisdom, such as organic waste treatment technology or the use of renewable energy, have an important role to play in reducing the carbon footprint of tourism activities. These technologies are not only efficient, but also environmentally friendly, helping to maintain the balance of the local ecosystem. Travelers who are introduced to these technologies through hands-on experiences can be inspired to adopt a more sustainable lifestyle. This creates a synergy between tourism education and environmental conservation.

Finally, the social values of local communities, such as mutual cooperation and respect for nature, are at the core of successful sustainable travel tourism. These values teach the importance of collective participation in maintaining a balance between human needs and environmental sustainability. When these social values are applied to tourism activities, such as through cooperative programs between tourists and communities in conservation projects, tourism becomes not only a recreational experience, but also a means to create a positive impact on the environment and local communities.

Thus, each element of local wisdom-traditional knowledge, customs, local languages, traditional arts, fluent technologies, and social values-complement each other in supporting sustainable travel tourism. Traditional knowledge preserves the environment, customs strengthen cultural identity, local languages enhance social interactions, traditional arts provide immersive experiences, fluent technologies reduce carbon footprints, and social values create harmony between people and nature. Together, these elements create a synergy that strengthens environmental protection, community participation, traveler education, economic sustainability, and local cultural preservation.

3. Influence of Promotion on Sustainable Travel Tour

Effective promotion plays a very important role in supporting sustainable travel tourism. Marketing media is one of the main channels for disseminating information about destinations that support sustainability. Through marketing media such as digital advertising, social media and promotional campaigns, messages about the importance of environmental protection and sustainable natural resource management can be communicated to a wider audience. The right marketing media can raise awareness among tourists about the importance of maintaining the balance of nature and participating in environmental conservation efforts. In this case, marketing media is not only about attracting tourists' attention, but also about educating them to understand their role in preserving nature and local culture.

Destination branding also serves to strengthen the image and identity of a region. Creating a brand that represents natural wealth, culture, and a commitment to sustainability will attract tourists who are more concerned about environmental protection. By creating a brand that focuses on uniqueness and local values, the destination not only showcases its natural and cultural potential, but also educates tourists about the importance of environmental and cultural preservation. Destinations with strong sustainability branding will attract market segments that are more concerned with environmental, social and economic issues, which in turn can support sustainability efforts.

Market segmentation is the next step in promoting sustainable tourism. By understanding the characteristics of different audiences, destinations can develop more targeted strategies to attract tourists who are concerned about environmental and sustainability issues. Segmentation allows destinations to be more specific in offering travel experiences that are not only fun, but also educational. Well-segmented travelers will be more receptive to educational messages about protecting the environment, reducing carbon footprints, and the importance of economic sustainability. This, in turn, can increase local community participation in destination sustainability programs.

Collaboration between government, the private sector and local communities is essential to promoting sustainable tourism. By building solid partnerships between the various stakeholders in the tourism industry, destinations can strengthen resources and efforts focused on sustainability. This collaboration allows for the sharing of knowledge, resources and experiences, which ultimately accelerates the achievement of sustainability goals. For example, destination managers can work with local communities to manage ecosystems, provide environmentally friendly facilities, and educate tourists to participate in sustainable practices. Collaboration can also create new economic opportunities for local communities through job creation and business development that support sustainable tourism.

Organizing sustainability-based events is another effective promotional strategy. Events such as cultural festivals, environmental seminars or conservation activities can attract travelers interested in sustainability issues. These events not only provide tourists with entertainment, but also directly involve them in education about environmental conservation and local culture. In addition, sustainably run events can also introduce environmentally friendly practices, such as reducing waste, using green transportation, and providing local products that support the community's economy. These events, in turn, reinforce the destination's image as a place that cares about environmental and cultural preservation.

Finally, the provision of appropriate and clear information to tourists is crucial to ensuring that they understand the importance of sustainability in their travel. Information should include environmental management, ways to get involved in conservation, and the economic and social benefits of sustainable tourism. Providing information through different channels, such as brochures, websites and travel apps, can reinforce the message. With the right information, tourists will better understand their role in preserving the environment and local culture. This not only helps to promote sustainable tourism, but also raises collective awareness of the importance of sustainability in the tourism industry.

Through a combination of effective promotion in marketing media, destination branding, market segmentation, cooperation, sustainability-based events and appropriate information provision, sustainable travel tourism can continue to flourish. Each of these promotional elements is mutually supportive and reinforces the sustainability goals to be achieved, whether it is environmental protection, tourist education, preservation of local culture or economic empowerment of local communities.

4. Influence of Service Quality on Sustainable Travel Tour

Service quality plays a very important role in the creation of sustainable travel tourism. Service hospitality is the first factor that has a direct impact on the tourist experience. The hospitality shown by staff and local communities not only creates a pleasant atmosphere for tourists, but also educates them about the importance of maintaining a good relationship with nature and local culture. When tourists feel warmly welcomed, they are more likely to care about sustainability issues such as good environmental management and active participation in cultural preservation activities. With good hospitality, local communities can invite tourists to participate in environmental and cultural preservation, creating a symbiotic relationship that supports sustainability.

Speed of service also contributes to a positive tourist experience. Fast and efficient service makes tourists feel valued and comfortable. When destination managers provide fast and responsive service, it not only increases traveler satisfaction, but also supports the smooth running of environmentally friendly operations. For example, with an efficient check-in process, less wasted time and easily accessible transportation, destination management can reduce excessive energy consumption and minimize carbon emissions. Good service speed also reduces the waste of natural resources, supporting the goal of reducing carbon footprints and improving destination sustainability.

Matching expectations between tourists and destination managers also affects the quality of sustainable services. When tourists' expectations match what they receive, satisfaction levels increase and they are more motivated to support existing sustainability programs. If destinations are able to provide facilities and experiences that match expectations, tourists will be more receptive to and participate in sustainable practices undertaken by managers, such as protecting the environment and preserving local culture. This alignment of expectations also helps tourists understand the importance of sustainability, which in turn increases their contribution to environmental and cultural conservation efforts.

Cleanliness is a very important aspect of service in creating an environment that supports sustainability. The cleanliness maintained in any tourist area provides a clear picture of responsible environmental management efforts. By maintaining cleanliness, whether in public areas, tourist attractions, or public facilities, destinations provide a direct example to tourists of the importance of protecting the environment. Good hygiene also prevents negative impacts on nature, such as waste pollution and damage to ecosystems, which can hinder sustainability in the long term. Therefore, maintaining cleanliness not only creates comfort for tourists, but also supports broader environmental conservation goals.

Service reliability includes the reliability of facilities and services provided by destinations. Tourists want a reliable experience, from transport services to accommodation and other public facilities. This reliability is directly related to efforts to maintain environmental quality and economic sustainability. For example, a reliable and efficient transportation system reduces reliance on private vehicles, which can contribute to air pollution. In addition, sustainable facilities, such as the use of renewable energy and good water management, can serve as tangible examples to tourists of how destinations can manage natural resources efficiently. With high reliability, destinations not only provide comfort to tourists, but also contribute to reducing negative impacts on the environment.

Finally, complaint handling is an equally important aspect of service in supporting sustainable tourism. When tourists have problems or complaints, a quick and effective response from management will strengthen the relationship between tourists and destinations. Good complaint resolution can turn a less-than-pleasant experience into a positive one, while demonstrating the destination's commitment to sustainability. For example, if travelers complain about issues related to waste management or wasteful energy use, a responsive manager can explain the sustainability measures being taken or offer sustainability-based solutions. In this way, the destination not only solves the problem directly, but also educates travelers about the importance of environmentally friendly practices and supports the preservation of local culture.

Overall, good service quality - which includes friendliness, speed of service, meeting expectations, cleanliness, reliability and complaint resolution - plays an important role in supporting sustainable travel tourism. Each of these service quality elements is interrelated and contributes to sustainability goals related to environmental protection, local community involvement, carbon footprint reduction, traveler education, economic sustainability, and local cultural preservation.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous studies that are relevant to the discussion of this literature research:

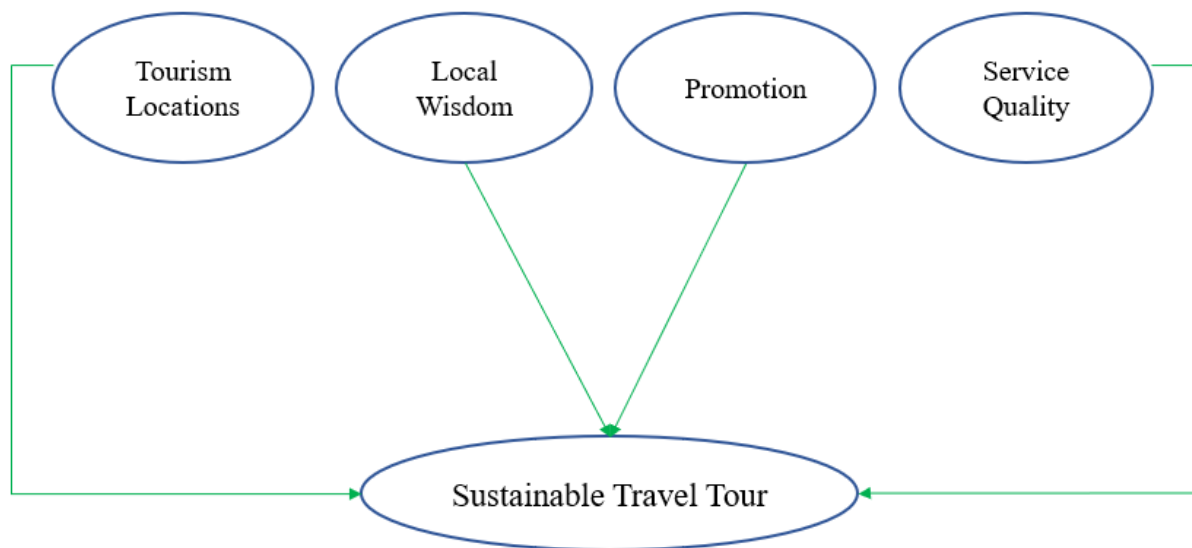


Figure 2. Conceptual Framework

Based on Figure 2 above, tourism location, local wisdom, promotion and quality of service affect sustainable travel tourism. However, in addition to variables of tourism location, local wisdom, promotion and quality of service that affect sustainable travel tourism, there are other variables that affect, among others:

- 1) Ticket Prices: (Kurnia et al., 2020), (Paris & dan Deli Rahmawati, 2020)(Sari & Wakhidah, 2022), (Ricardianto et al., 2023), (Sihombing et al., 2023).
- 2) Infrastructure: (Ali et al., 2024), (Satriawan et al., 2024), (Husen & Baranyanan, 2021), (Husen & Baranyanan, 2021).
- 3) Sustainable Transportation: (Suprptini & Supriyadi, 2020), (Soehardi et al., 2021), (Fauziah et al., 2023), (Hadita & Adiguna, 2019).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this study are:

1. Tourism location affects Sustainable Travel Tourism;
2. Local Wisdom affects Sustainable Travel Tourism;
3. Promotion affects Sustainable Travel Tourism; and
4. Service Quality affects Sustainable Travel Tourism.

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