

Fostering Ecopreneurship and Green Innovation on Sustainable Marine Ecotourism Development: Evidence from Indonesia

Sri Wahyu Lelly Hana Setyanti^A, Sudarsih^B

Abstract

The competitiveness of industries that are concerned with environmental sustainability is a challenge for ecopreneurs. The development of green business makes SMEs have to start thinking about paying attention to the environmental impact of their products and production processes. It is undeniable that organizational/industrial behavior can affect environmental damage, such as water and air pollution. Global warming and environmental sustainability have an impact on today's changing business practices. The purpose of this study was to describe the role of ecopreneurship and green innovation that can support ecotourism. This research was conducted 110 womenpreneur as the unit analysis. The analytical technique used was path analysis. The result of the analysis are that ecopreneurship and green innovation provide an alternative strategy to support ecotourism.

Keywords: *Ecopreneurship; Green Innovation; Ecotourism.*

INTRODUCTION

Jember Regency has an area of 3,293.34 km² consisting of 31 sub-districts, 248 villages, and 67 small islands, which have potential regional characteristics in the form of sea, mountains, hills, and sub-tropical forests. This biological wealth is abundant, and most people depend on natural resources, including the maritime potential of Jember Regency, where geographically, the sea area owned by Jember stretches along the South Coast of Java or the Indonesian Ocean with a beach length of approximately 170 km. Data from the Jember Regency Maritime and Fisheries Service (2022) shows that the total area of Jember's waters, which is included in the Exclusive Economic Zone (EEZ), is approximately 8,338.5 km², with a sustainable potential of 40,000 tons per year. The number of tourists visiting Jember Regency in 2022 will reach 1.9 million people, with a composition of 1,994,924 domestic tourists and 3,373 foreign tourists.

The maritime potential of the tourism sector that can be further developed is that Jember Regency has seven beautiful beaches, namely Papuma Beach, Paseban Beach, Kepanjen Beach, Puger Beach, Getem Beach, Rowocangak Beach, and Watu Ulo Beach. The number of tourists visiting Jember Regency in 2022 will reach 1.9 million people,

^AFaculty of Economics and Business, Universitas Jember, Indonesia, Email: lelyhana.feb@unej.ac.id

^BFaculty of Economics and Business, Universitas Jember, Indonesia

with a composition of 1,994,924 domestic tourists and 3,373 foreign tourists. The involvement of coastal communities in sustainable marine development in Jember Regency still requires serious management from the local government that is integrated with leadership from the private sector and active participation in community empowerment. Community empowerment is needed because it is the essential capital in developing sustainable marine ecotourism. The purpose of community empowerment is not only a work concept to get increased income but also to increase community participation and contribution. The existence of coastal communities and ecopreneurship is a unified concept and contribute to each other. Risma et.al. (2018) stated that the concept of entrepreneurship with an environmental perspective is a behavior that concerns or prioritizes the sustainability of the environment in the future. Similarly, studies by Schaper (2002), Pastakia (2002) and Schaltegger (2002) underline that ecopreneurs are individual that seek to promote eco-friendly ideas/products/technology. One of the processes for the formation of ecopreneurship is the contribution of women entrepreneurs through community empowerment activities. More broadly, Ecopreneurship is also different in terms of sustainability because it focuses on the triple bottom lines (economy, equity, and environment) which protect the environment (Shepherd & Patzelt, 2011). This means that the development of sustainable marine tourism requires ecopreneurship and support about tourism sustainability.

This research seeks to find and explore the role of coastal communities in coastal ecotourism in Jember Regency, Indonesia. One hundred and ten coastal communities became research samples. The research results are expected to be used as a guideline for policymakers in empowering coastal communities and managing the marine ecotourism environment. Most of the coastal communities belong to the productive age group who live on the coasts of the Indonesian archipelago or the outer islands, with the characteristics of relatively traditional coastal villages and socio-economic life highly dependent on marine resources. Life and the economy in which to work cannot be separated from the traditions of the surrounding community. Coastal communities generally work as fishermen, processors, and traders of marine products, do agriculture and process agricultural products with coastal plant species.

Ecopreneurship (ecological entrepreneurship) is defined as an activity related to the initiative of individuals who own a business and aims to maintain and reduce the impact of environmental damage caused by the business activities they run (Pastakia, 1998; Schaper, 2002). Tourism development is a sustainable business. Coastal women-based ecotourism is an ecotourism business that focuses on an active role. A community-based ecotourism pattern forms an ecotourism development pattern that supports and allows full participation of local communities in planning, implementing, and managing ecotourism businesses and all the benefits obtained. The issue of global warming is

one of the situations that drive change, in which people have a better awareness of environmental preservation. Some see green innovation in ecotourism activities as a panacea for mitigation of the negative impact of tourism on global warming, and many others as a tactic cultivated by post-industrial society to distract from the core problem (Korstanje & George, 2012).

Ecotourism can be defined as responsible travel to conserved. Tourism development is a sustainable business. Ecotourism is an ecotourism business that focuses on an active role. The pattern of community-based ecotourism establishes a pattern of ecotourism development that supports and allows for the full participation of local communities in planning, implementing, and managing ecotourism businesses and all the benefits they derive. The issue of global warming is a situation that encourages change, where people have a better level of awareness of environmental sustainability. Some see green innovation in ecotourism activities as a panacea for reducing the negative impact of tourism on global warming, and many others as a tactic developed by post-industrial societies to divert attention from core issues (Korstanje & George, 2012). Ecotourism can be defined as responsible travel to a conserved natural area environment, sustaining the well-being of local people and involving interpretation and education.

Green innovation is a form of concern for individuals and organizations involved in entrepreneurial activities by creating environmental benefits by offering environmentally friendly products or services, namely green innovation (Rao & Reddy, 2013). Sustainable ecotourism requires strong motivation and commitment, and sustainable environment-based entrepreneurship to make this happen is the result of research (Afrizal et al., 2022; Rahmawati et al., 2021). The study (Nopianti & Hanum, 2018) explains the importance of motivation in realizing products and services that meet green innovation criteria in ecotourism. The commitment to learning green innovation in previous research (Wardhani & Susilowati, 2021) has produced significant results in encouraging ecotourism and providing competitiveness for tourist destinations in terms of services, green products, and attracting tourist tastes. Sustainable ecotourism requires strong motivation and commitment, and sustainable environment-based entrepreneurship to make it happen is the result of research (Wulandari, Indrianti, Hilmi, 2022). The study (Djunaidah & Nurmalia, 2019) explains the importance of motivation in realizing products and services that meet green innovation criteria in ecotourism. The commitment to learning green innovation in previous research (Asful, 2021) has produced significant results in encouraging ecotourism and providing competitiveness for tourist destinations in terms of services, green products, and tourist attractions.

Studies on ecopreneurship and green innovation for a sustainable environment in Indonesia still need to be expanded. Many studies (Panta & Thapa, 2018; Mukaffi, 2020) focus on community participation

in protecting the environment, but research has yet to link the relationship between coastal communities and their role as ecopreneurs. This study describes the role of ecopreneurship and green innovation in supporting ecotourism. This research approach first discusses the literature on ecopreneurship, motivation, and commitment held by coastal communities, in this case, related to coastal women who carry out their business activities based on green innovation marine tourism products and services. The methodology used is quantitative data analysis with partial least squares with a sample of 110 coastal communities living in the maritime tourism area of Jember Regency. The measure the commitment and motivation of ecopreneurs, this study uses Schwartz's behavioral values framework (De Pelsmacker et al., 2016; Jansson et al., 2011), and its theoretical contributions and recommendations are discussed in the conclusion section. This research contributes to the influence of ecopreneurship and green innovation as a way of looking at the interconnectedness of sustainable tourism growth with Indonesia's economics, highlighting the importance of sustainable tourism. Besides that, evidence can help professionals and practitioners related to marine tourism to change their policies on tourism to get the industry back on the road to growing to support the country regularly. Finally, it can help scholars identify other things that make sense as factors associated with sustainable growth.

LITERATURE REVIEW

In recent years, the concept of green innovation has received increasing attention because it is in line with the efforts of the world community to find internal solutions to environmental sustainability. Green innovation is grouped into two categories, namely: First, green product innovation is creating or improving products or services significantly to reduce the negative impact on the environment. The implementation of green product innovation is related to selecting product materials that provide the minimum possible pollution impact, the minimum energy use, and the use of products for recycling, reuse, or damage. Second, green process innovation, namely creating production or delivery methods. The new one is better than the previous method. Green innovation processes are energy saving, pollution prevention, and waste recycling. The application of the green innovation process can be seen from how effective the product manufacturing process or production process can be in reducing emissions of hazardous materials or waste, recycling waste and emissions, reducing consumption of electricity, water, coal, and oil, as well as a production process that can save us. Raw material.

There has been much discussion in several studies regarding the concept of green innovation, which is a solution for developing micro-enterprises for the economic development of a country by paying attention to the surrounding environment, Sunarjo (2021). The effect of motivation on behavior Green innovation to increase environmental

sustainability, especially in the tourism sector, has been researched by (Chang, 2017; Nuryakin & Maryati, 2020) are all actions that any person or organization can take to promote the development and application of processes, products, techniques, and management systems that can be scaled up to contribute to adverse environmental impacts and achieve specific ecological goals. The green innovation process utilizes innovative ways to reduce the negative environmental impact caused by the production process. Green innovation is a prime mover in achieving sustainable development and aims to reduce the negative impacts of every stage of the product life cycle on the natural environment. Thus, the hypothesis derived from the above debate is as under:

H₁: Motivation has a significant influence on green innovation.

Tourism activities responsible for the welfare of local communities and environmental preservation are emphasized and are a feature of ecotourism. Ecotourism can be defined as responsible travel to natural areas that conserves the environment, supports the well-being of local people and involves interpretation and education (TIES, 1990). The exact definition of ecotourism is also put forward by Adas (1999), a form of natural tourism undertaken to preserve the environment, life, and local welfare. According to Page and Ross (2002), ecotourism is tourism that provides many benefits, such as funding resources for conservation areas and conservation protection. The critical reason for being an ecopreneurship is personal motivation and the desire to maintain better environmental sustainability. Several previous studies have categorized motivation from ecopreneurship practices into two categories, namely intrinsic and extrinsic motivation (Kim et al., 2015; Luthans, 2011; Parks & Guay, 2009; Pastakia, 2002; Vijfvinkel et al., 2011; Williams & Schaefer, 2013). Intrinsic motivation is the motives that come from within the individual, which creates the urge to do something. In the context of ecopreneurship, this intrinsic motivation influences a sustainable environment (Luthans, 2011; Pastakia, 2002). Furthermore, this extrinsic motivation comes from outside, such as from customers, government policies, and technological changes (Luthans, 2011; Pastakia, 2002; Vijfvinkel et al., 2011; Williams & Schaefer, 2013). It is necessary to develop motivation that can contribute to facilitating the role of the environment and maintenance of tourist attractions. This maintenance is appropriate to increase the intention of tourists to visit more places in the country. Motivation to encourage ecopreneurship is a tourism industry that is very influential in helping sustainable tourism growth (Ojogiwa, 2021). So, the hypothesis derived from the above debate is as follows:

H₂: Motivation has a significant influence on increasing ecopreneurship

The Influence of Womenpreneur Commitment on Ecopreneurship and Green Innovation

Ecopreneurship is the development of social entrepreneurship. Ecopreneurship focuses on 3 pillars, namely (planet, people and

profitability) which protect the environment (Dixon et al., 2007; Forsman, 2013; Kirkwood & Walton, 2010; Shepherd & Patzelt, 2011).

H₃: The commitment of womenpreneurs has a significant influence on green innovation.

Ecotourism can be seen from three perspectives: first, ecotourism as a product; second, ecotourism as a market; and third, ecotourism as a development approach. As a product, ecotourism is all attractions based on natural resources. As a market, ecotourism is trips directed at conservation efforts environment. Finally, as a development approach, ecotourism is a method of utilization and management of eco-friendly tourism resources.

H₄: Commitment of womenpreneur has a significant influence on ecopreneurship.

The Influence of Ecopreneurship on Green Innovation

Green innovation is divided into two, namely green product innovation and green process innovation. Green product innovation is an innovation in products by considering environmental impacts (such as using environmentally friendly materials, green design, minimizing the use of useless goods, and products using recyclable goods) to increase company competition (Chen et al., 2006). Green process innovation is a new way that pays attention to the impact on the environment in every manufacturing process (Meeus and Edquist, 2006). In this case, Ecopreneurship conducted continuously could trigger organizational development that leads to green innovations (McEwen, 2013).

H₅: Ecopreneurship has a significant influence on green innovation

METHOD

The data analysis method in this study uses the Partial Least Square (PLS) analysis technique with the SmartPLS program. The results of the PLS analysis can be done by evaluating the structural equation model. In this study, there are two basic evaluations in PLS analysis, namely: First, the evaluation of the measurement model (outer model) to determine the validity and reliability of indicators measuring latent variables; the criteria for testing the validity and reliability of the instrument in this study refer to discriminant validity, convergent validity, and composite reliability. Second, assessing the inner model or structural model to see the relationship between the constructs, the significance value, and the R-square of the research model. Inner model testing in PLS analysis is done through bootstrap resampling. This study uses primary data obtained from respondents' answers through distributed questionnaires. The population of this study are womenpreneurs who live in marine tourism areas in Jember Regency. They have a business in the processing of marine products and seafood crafts. The sampling technique purposively selects potential samples and also uses snowballing techniques for data collection. The research sample is about 110 womenpreneurs according to the criteria for testing

the hypothesis using the PLS technique.

RESULT AND DISCUSSION

The structural model is evaluated by taking into account the Q2 predictive relevance model which measures how well the observed values are generated by the model. Q2 is based on the coefficient of determination of all dependent variables. The magnitude of Q2 has a value with a range of $0 < Q2 < 1$, the closer the value to 1 means the better the model. The coefficient of determination (R^2) of the two endogenous variables can be presented in Table 1:

Table 1. Goodness of Fit

Structural Model	Endogen Variable	R-square
1	Ecopreneurship (Y_1)	0.677
2	Green innovation (Y_2)	0.691

Source: PLS data processing results, 2022

Based on the value of the coefficient of determination (R^2), it can be seen that Q2 is calculated as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_1^2)(1 - R_2^2) \\
 &= 1 - \{(1 - 0.458)(1 - 0.477)\} \\
 &= 1 - 0.283 \\
 &= \mathbf{0.717}
 \end{aligned}$$

Based on the results of these calculations show the predictive-relevance value of $Q2 = 0.717$ or 71.70%. This means that the accuracy of this research model can explain the diversity of the motivational variables of womenpreneurs and the commitment of womenpreneurs on ecopreneurship and green innovation by 71.70%. The remaining 28.30% is explained by other variables not included in this research model. Therefore, the model is said to be good or the model is said to have a good estimation value. In the end the model can be used for hypothesis testing. That is, the value of Q2 formed has a good accuracy or model accuracy because the value is above 60%.

The rule of thumbs of supporting a research hypothesis is if the t-statistic value is more than 1.64 (two-tailed) or 1.96 (one-tailed) and the probability value (p-value) is less than 0.05 or 5%. The results of testing the hypothesis of direct and indirect effects are presented in the following table 2:

Table 2. Result of Path Coefficient and Hypothesis

Variable	Path Coefficient	t-statistics	p-Value	Description
X1-Z	0.546	5.920	0.010	Significant
X1-Y	0.212	2.106	0.037	Significant
X2-Z	0.246	2.578	0.046	Significant
X2-Y	0.134	1.981	0.028	Significant
Z-Y	0.583	6.102	0.000	Significant

Source: PLS processes data, 2022

The Influence of Womenpreneur Motivation on Ecopreneurship and Green Innovation

The results of hypothesis testing indicate that there is an influence of womenpreneur motivation on ecopreneurship. Based on the t-statistic value is 5.920 or $5.920 > 1.96$ and the p-value of 0.010 or $0.010 < 0.05$. The results of this study are in accordance with (Gibbs, 2006; Kirkwood and Walton, 2010) that strong motivation can increase the role of ecopreneurs in women. The important role of womenpreneur motivation in increasing ecopreneurship is that the current development of the entrepreneurial world leads to the exploitation of existing resources where exploitation tends to damage the existing ecology. Ecopreneurship run by womenpreneurs has a positive impact including the development and implementation of new products and helping to reduce the impact of environmental damage, thereby helping to increase product quality in an integrated manner (Ekawati et al., 2017). We need a concept that can bridge the world of entrepreneurs with the concept of sustainable development, so here the role of womenpreneurs is needed to make it happen.

The results of hypothesis testing indicate that there is an influence of womenpreneur motivation on green innovation. Based on the t-statistic value is 2.106 or $2.106 > 1.96$ and the p-value of 0.037 or $0.037 < 0.05$. The results of the study are in accordance with Gunawan, Essers and Riel (2020) The motivation of womenpreneurs has an effect on entrepreneurial activities, especially ecopreneurship. Womenpreneurs based on several research studies have more value than men in terms of protecting the environment, reducing the impact of environmental damage. This means that womenpreneurs are considered more empowered because their strong motivation can encourage positive behavior (Ramadani et al., 2017; Zelezny et al., 2000). Lyons et al. (2005) stated that women are more universal in character and have a result orientation, while men have an advantage in assertive decision making compared to women.

The Influence of Womenpreneur Commitment On ecopreneurship and Green Innovation

The hypothesis that shows the effect of womenpreneur commitment on ecopreneurship shows significant results with a t-statistic value of 2.578 or $2.578 > 1.96$ and a p-value of 0.046 or $0.046 < 0.05$. Schaltegger (2000) in Chopra (2014) stated that the commitment to maintain and reduce the impact of environmental damage has a real positive influence on the environment and a fundamental contribution to environmental progress. With the commitment possessed by womenpreneurs as stated by Schaper (2002), an ecopreneur is someone who has a strong commitment to innovation related to environmental values to gain a competitive advantage in the business they run. Kirkwood & Walton (2010) define ecopreneurs as entrepreneurs who enter the environmentally friendly market and are not only looking for profit but also has strong green values, and that is included in green

innovation activities.

The hypothesis that shows the effect of womenpreneur commitment on green innovation shows significant positive results with a t-statistic value of 1.981 or $1.981 > 1.96$ and a p-value of 0.018 or $0.018 < 0.05$. The results of this study are in line with Kirckwood & Walton (2010) that defining ecopreneurs as entrepreneurs who enter the environmentally friendly market and are not only looking for profit but also have strong green values. Becoming ecopreneurs will encourage women to be creative in managing an environment that can support their business. There have been many contributions of womenpreneurs in producing products whose innovations are environmentally friendly. Performing ecopreneurship continuously could produce a variety of organizational development that leads to green innovation (McEwen, 2013).

The Influence of Ecopreneurship on Increasing Green Innovation

The hypothesis of the influence of womenpreneur commitment to green innovation shows significant positive results with a t-statistic value of 6.102 or $6.102 > 1.96$ and a p-value of 0.000 or $0.000 < 0.05$. The results of research by Kammerer (2008) stated that green product innovation has environmental benefits for consumers and will result in stronger consumer demand. An ecopreneur is expected to have a character that is able to create products with added value of product quality that can be recycled, not producing products that become waste that is detrimental to society (Chiou et al., 2011; Ekawati et al., 2017). Some of these research studies have the same results as research (Bell & Ruhanen, 2016; Aghelie et al., 2016; Gast et al., 2017) that tourist areas must have good ecopreneurship, more eco-friendly tourist areas can be realized if we can create environmentally friendly products that can be produced through a green innovation strategy. Findings in the field show that womenpreneurs who play a role in tourist areas in Jember have been in the process of becoming a community that is included in the ecopreneurship program. It is shown by how they can manage their raw materials and product waste into diversified and environmentally friendly products. The role of womenpreneurs from marine tourism activities has an impact on the environment. Chen et al., (2006) explained that green innovation is the development and implementation of ecopreneurship in maintaining environmental sustainability and reducing environmental damage, maintaining marine tourism so that all its ecosystems can be maintained.

CONCLUSION

This study concludes that the role of womenpreneur as an ecopreneur has a very broad influence. The motivation possessed by a womanpreneur is a condition that encourages, moves, and directs the individual's desire to carry out entrepreneurial activities, independently, believe in oneself, oriented to the future, dare to take risks in taking advantage of business opportunities. An eco-friendly business by becoming an ecopreneur will bring many benefits to the company because it brings many positive influences, provides a model for regulation, increases opportunities for collaboration with trading partners, and also improves key performance indicators. Green innovation can be used as an appropriate environmental approach to improve environmental efficiency, environmental protection, and waste management. In the ecoprenership process and creating products that fall into the green innovation category, the benefits are not only to improve processes, products, and organizations by increasing technological capabilities, but also to prevent pollution and save energy. The choice of products available in the market in order to carry out green innovation is a mechanism that can minimize industrial pollution and reduce environmental impacts that can harm society.

REFERENCES

- Aghelie, A., Sorooshian, S., & Azizan, N. A. (2016). Research Gap in Sustainopreneurship. *Indian Journal of Science and Technology*, 9(12), 1-6.
- Albrecht, J. N. (2010). Challenges in Tourism Strategy Implementation in Peripheral Destinations—The Case of Stewart Island, New Zealand. *Tourism and Hospitality Planning & Development*, 7(2), 91-110.
- Bell, C., & Ruhanen, L. (2016). The Diffusion and Adoption of Eco-Innovations amongst Tourism Businesses: The Role of the Social System. *Tourism Recreation Research*, 41(3), 291-301.
- Capasso Da Silva, D., King, D. A., & Lemar, S. (2019). Accessibility in Practice: 20-Minute City as a Sustainability Planning Goal. *Sustainability*, 12(1), 129.
- Cohen, B., & Winn, M. I. (2005). Opportunity and Sustainable Entrepreneurship. Market Imperfections. *Journal of Business Venturing*, 22(1), 29-49.
- Dixon, S. E., & Clifford, A. (2007). Ecopreneurship—A New Approach to Managing the Triple Bottom Line. *Journal of Organizational Change Management*, 20(3), 326-345.
- Firman, A., Moslehpour, M., Qiu, R., Lin, P. K., Ismail, T., & Rahman, F. F. (2022). The Impact of Eco-Innovation, Ecotourism Policy and Social-Media on Sustainable Tourism Development: Evidence from the Tourism Sector of Indonesia. *Economic Research-*

- Ekonomika Istraživanja*, 1-21.
- Gast, J., Gundolf, K., & Cesinger, B. (2017). Doing Business in a Green Way: A Systematic Review of the Ecological Sustainability Entrepreneurship Literature and Future Research Directions. *Journal of Cleaner Production*, 147, 44-56.
- Hernanda, D. W., Mindarti, L. I., & Riyanto, R. (2018). Community Empowerment based on Good Tourism Governance in the Development of Tourism Destination (Case Study of Kawah Ijen Tourism Buffer Zone" Kampung Kopi" Gombongsari Village, Kalipuro District, Banyuwangi Regency). *Journal of Indonesian Tourism and Development Studies*, 6(2), 126-135.
- Isaak, R. (2016). Ecopreneurship, Rent-Seeking, and Free-Riding in Global Context: Job-Creation without Ecocide. *Small Enterprise Research*, 23(1), 85-93.
- Kyrö, P. (2001). To Grow or Not to Grow? Entrepreneurship and Sustainable Development. *The International Journal of Sustainable Development & World Ecology*, 8(1), 15-28.
- Lee, T. H., & Jan, F. H. (2019). Can Community-Based Tourism Contribute to Sustainable Development? Evidence from Residents' Perceptions of the Sustainability. *Tourism Management*, 70, 368-380.
- Mungai, E., & Velamuri, S. R. (2011). Parental Entrepreneurial Role Model Influence on Male Offspring: Is It Always Positive and When Does It Occur?. *Entrepreneurship Theory and Practice*, 35(2), 337-357.
- Panta, S. K., & Thapa, B. (2018). Entrepreneurship and Women's Empowerment in Gateway Communities of Bardia National Park, Nepal. *Journal of Ecotourism*, 17(1), 20-42.
- Pastakia, A. (2002). Assessing Ecopreneurship in the Context of a Developing Country: The Case of India. *Greener Management International*, (38), 93-108.
- Purnomo, M., & Raharja, S. U. J. (2020). Visualisation of Development of Ecopreneurship in Tourism. *World Review of Entrepreneurship, Management and Sustainable Development*, 16(4), 380-396.
- Salazar, N. B. (2012). Community-Based Cultural Tourism: Issues, Threats and Opportunities. *Journal of Sustainable Tourism*, 20(1), 9-22.
- Scheyvens, R., & Russell, M. (2012). Tourism and Poverty Alleviation in Fiji: Comparing the Impacts of Small-and Large-Scale Tourism Enterprises. *Journal of Sustainable Tourism*, 20(3), 417-436.
- Schubert, S. F., Brida, J. G., & Risso, W. A. (2011). The Impacts of International Tourism Demand on Economic Growth of Small Economies Dependent on Tourism. *Tourism Management*, 32(2), 377-385.
- Serenari, C., Peterson, M. N., Wallace, T., & Stowhas, P. (2017). Private

- Protected Areas, Ecotourism Development and Impacts on Local People's Well-Being: A Review from Case Studies in Southern Chile. *Journal of Sustainable Tourism*, 25(12), 1792-1810.
- Setyanti, S. W. L. H., Yulisetiari, D., & Paramu, H. (2021). Community Based Tourism and Strengthening of Ecopreneurship for the Development of Ecotourism in Jember.
- York, J. G., & Venkataraman, S. (2010). The entrepreneur–environment nexus: Uncertainty, innovation, and allocation. *Journal of business Venturing*, 25(5), 449-463.
- Yuardani, A. M., Heriyanto, H., Qadri, U., Rinaldi, H., Wana, D., Tandra, R., ... & Prestoroika, E. (2021). Pemberdayaan Masyarakat Berbasis Pendampingan untuk Pengembangan Pariwisata pada Desa Sungai Kupah. *Jurnal Abdidias*, 2(2), 176-185.