

The Impact of Coastal Tourist Attractions Based on Sustainability Indicators in the Southern Region of Yogyakarta

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Abstract

The purpose of this study is to analyze the potential implications of coastal tourism in the southern region of Yogyakarta and to analyze the sustainability of its management based on the four pillars of Sustainable Development Goals (SDGs). There are two findings: first, how coastal tourism objects in the southern region of Yogyakarta benefit the environment and surrounding communities; second, how the life cycle of tourism destinations in the southern region of Yogyakarta. The Jungwok Blue Ocean destination is located right on the coast. The main findings were identified based on direct observation of the Jungwok Blue Ocean destination, interviews, visual documentation, and group discussions. The study used a sustainability approach with a phenomenological paradigm. Qualitative data were processed using SWOT assessment and analysis. The results of the study show that tourist destinations in the coastal area of Gunung Kidul have a significant contribution and impact on coastal tourism development, including increasing the economic value of the surrounding community and local government revenue. The high number of tourist visits during certain seasons causes piles of trash to accumulate at the location. Findings show a negative impact in the form of high environmental vulnerability for tourists, communities, and surrounding destinations. Based on the spider diagram, it is recommended that the government pay attention to environmental risk mitigation factors, collaboration between destination management stakeholders and local governments, synergies with local communities, local entrepreneurs, and communities involved in environmental management and wastewater management. This study is far from perfect due to scientific limitations. This study is far from perfect due to scientific limitations. The researchers hope that other researchers with various fields of expertise will continue this work, including those in the fields of environment, marine science, medicine, and management.

Keywords: Coastal Tourism, Sustainable Development, Tourism Life Cycle

A. INTRODUCTION

Sustainable tourism has become one of the main issues in the development of the global tourism sector. The increase in the number of tourists in various destinations around the world not only contributes significantly to economic growth but also puts pressure on natural resources, the environment, and the social structure of communities. Based on the Sustainable Development Goals (SDGs) framework, it emphasizes the importance of tourism development that is not only economically beneficial but also preserves the environment and provides fair benefits to local communities. (Alisjahbana & Murniningtyas, 2018; Nations, 2015; UNWTO, 2018).

The concept of sustainable development emphasizes the systemic interdependence of economic, social, and environmental dimensions within a unified framework of long-term balance. Barbier and Burgess (2017) conceptualize sustainability as a dynamic process that manages the inherent trade-offs between economic growth, social equity, and ecological integrity through integrative policy design. Building upon this systems-based perspective, Miller and Torres-Delgado (2023) highlight the importance of adopting multidimensional indicators to evaluate tourism's contribution to SDG 12 (*Responsible*

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Consumption and Production) and SDG 14 (*Life Below Water*), emphasizing data-driven governance and participatory monitoring. Mishra et al. (2024) further define development as an adaptive process in which local economic aspirations are harmonized with ecosystem resilience and community capacity. From a managerial standpoint, Pizzi et al. (2020) position the SDGs as a strategic framework for fostering innovation, ethical entrepreneurship, and social responsibility within the tourism and hospitality sectors. Complementarily, Pradhan et al. (2017) propose a cross-sectoral integration of sustainability indicators—such as health, energy, and environmental performance—to capture the synergies and systemic interactions among the SDGs. Consistent with these perspectives, UNWTO (2018) emphasizes that sustainable tourism development must ensure a balance between community well-being, the conservation of natural resources, and inclusive governance that guarantees intergenerational equity. Taken together, these perspectives underscore that sustainable development represents not merely an economic pursuit but a holistic paradigm that harmonizes social, ecological, and institutional dimensions to secure long-term planetary and human prosperity.



Figure 1. Sustainable Development Goals (Barbier & Burgess, 2017; Miller & Torres-Delgado, 2023; Mishra et al., 2024; Pizzi et al., 2020; Pradhan et al., 2017; UNWTO, 2018)

Yogyakarta is one of the priority destinations for sustainable development programs. Yogyakarta has many attractions derived from its rich culture, history, and natural resources in coastal areas that have great potential as tourist attractions, such as Parangtritis, Depok, and Baron, and is experiencing rapid development as a tourist destination (Dispar DIY, 2022; Marwahid, 2022). This growth provides economic opportunities for coastal communities, but at the same time raises issues related to environmental carrying capacity, destination management, and social sustainability. In this context, studies on sustainable tourism in the coastal areas of Yogyakarta are relevant and urgent. The development of coastal tourism sites has considerable potential to improve the economic and social welfare of local communities through the responsible and sustainable use of natural resources, while preserving the natural environment and the social and cultural heritage of the surrounding communities (Airawati et al., 2023; Aisyianita, 2021; Anandhyta & Kinseng, 2020; Haryanto, 2014; Renaldi & Murdianto, 2022; Rubiyatno et al., 2023).

The coastal area of Gunung Kidul was chosen as the object of research because it has a growing tourist attraction, especially in the context of sustainability. The Integrated SDGs — TALC — SWOT — Coastal Tourism Model used in this study assesses the condition and prospects of coastal destinations in a sustainable manner, linking sustainable development indicators (SDGs) (social, economic, environmental, governance) with the tourism life cycle phases (TALC), using SWOT as a diagnostic tool to design managerial/strategic interventions at each TALC phase, and offering operational indicators and policy recommendations for sustainable coastal tourism development. The coastal area of Gunung Kidul was chosen because it has a growing tourist appeal, especially in the context of sustainability. The purpose of this study is to analyze the coastal tourism potential of the southern region of Yogyakarta and to analyze the sustainability of its management based on the pillars of the Sustainable Development Goals (SDGs).

The problems faced by the Gunung Kidul Regional Government are how the potential of coastal tourism objects in the southern region of Yogyakarta can provide benefits to the environment and surrounding communities, and how the life cycle of tourist destinations in the southern region of Yogyakarta can be managed. This research contributes to the evaluation model of sustainable coastal destinations.

Although studies on sustainable coastal tourism in Indonesia continue to develop, most research remains fragmentary, focusing on economic, social, or environmental aspects separately, without integrating them with the dynamics of the destination lifecycle. Furthermore, global literature on Sustainable Development Goals (SDGs) in tourism tends to be normative and macro-based, thus failing to capture the complexity of environmental management and vulnerability at the coastal destination level. Furthermore, the Tourism Area Life Cycle (TALC) is generally applied descriptively and linearly, without using sustainability indicators as the basis for determining the destination lifecycle phase. This research gap lies in the absence of an evaluative approach capable of simultaneously explaining the relationship between SDG achievements, destination lifecycle position, and coastal environmental risks. This study fills this gap by developing an integrated SDGs–TALC–SWOT analysis of the Jungwok Blue Ocean destination on the southern coast of Yogyakarta, providing both conceptual and practical contributions to sustainable coastal tourism management.

B. RESEARCH METHOD

This research uses a qualitative in figure 2 below phenomenological approach. The research uses a sustainability approach, one of the six pillars of sustainable development (UNWTO, 2018). The phenomenological paradigm is applied in this study to obtain data on the contributions made by destination managers to the community and the environment (Ahimsa-Putra, 2009; Anwar, 2016; Bandur, 2016; Daulay, 2010; Farid, 2016; Murtopo & Herlita, 2025).

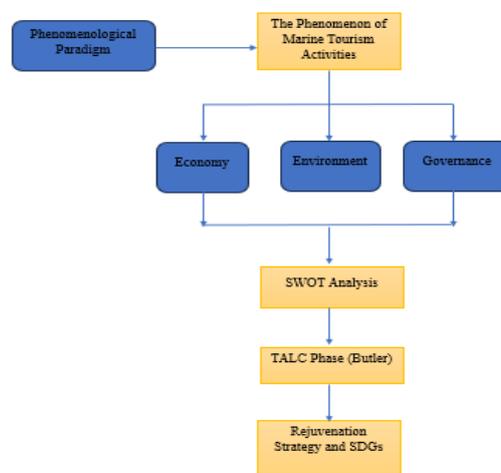


Figure 2. Integrative Phenomenological Analysis Design SDGs–TALC–SWOT

Qualitative data were identified based on direct observation of the Jungwok Blue destination, in-depth interviews, visual documentation, and group discussions. This study uses a sustainability approach with a phenomenological paradigm (Bandur, 2016; Daulay, 2010; Farid, 2016; Murtopo & Herlita, 2025; Rokhamah et al., 2024). Observation and in-depth interview data were collected based on the four pillars of the SDGs, consisting of the Social Development Pillar, Economic Development Pillar, Environmental Development Pillar, and Legal and Governance Development Pillar.

In addition to the research team, this study utilized informants within the research area deemed capable of providing clear and detailed information. These included members of the jeep community, visitors, and a member of staff at the Jungwok Blue.

The data analysis procedure utilized all data collected from interviews, observations, and field notes, which were then reduced to identify relevant information (Anufia, 2019; Anwar, 2016; Ardiansyah et al., 2023; Bandur, 2016; Haryono, 2023; Murtopo & Herlitha, 2025; Rokhamah et al., 2024; Waruwu, 2024).

The assessment mechanism used in the SDGs and SWOT assessments is an assessment of the four pillars of social development, economic development, environmental development, and governance development. The data was processed using scoring and SWOT analysis. The results of in-depth interviews related to the four pillars were based on SDG fulfillment standards, with scores ranging from 1 to 5 (UNWTO, 2005, 2018; UNWTO & JICA, 2023; Yuwono, 2025).

Table 1. Assessment of the Four Pillars

Pillar / SDGs	Indicator	Timeframe & Frequency	Data Collection Method	Person in Charge
Social (SDGs 1,3,4,5,10)	Coastal communities work in the tourism sector, tourists feel safe and healthy, Number of tourism/environmental training sessions (hours/year), Percentage ratio of female and male workers, Percentage of tourism MSMEs managed by women, Percentage ratio of local vs. non-local workers, Percentage ratio of local workers' income compared to non-local workers.	Annual (January)	employee interview	Tourism Office, BPS, destination managers
Economic (SDGs 8,9)	Number of tourists, ticket revenue, worker wages, infrastructure investment, accessibility, and technology-based services	Quarterly	Site observation	Destination manager, Tourism Office
Environment (SDGs 6,11,12,13,14,15)	Number of toilets, volume of waste, liquid waste management, green areas, tourist capacity, level of compliance with coastal zoning, and marine-friendly.	Semesterly (twice a year, rainy season and dry season)	waste audit	Environmental Agency (DLH)(Environment), local communities, NGOs
Governance (SDGs 16,17)	Number of regulations, violations prosecuted, partnership MoUs, CSR programs	Annual (end of fiscal year)	Review documents, interview stakeholders, and government data	Local government, administrators, and communities
SWOT Checkpoint	SWOT score per phase (S, W, O, T)	Biennial (mid-term review)	Participatory workshop with stakeholders	Government, universities, communities

C. RESULTS AND ANALYSIS

Result

The Santorini destination from Yogyakarta is located on the southern coast, specifically on Jungwok Beach, located on Jalan Pantai Jungwok, Pendowo Village, Jepitu District, Gunung Kidul Regency, Yogyakarta.



Figure 3. Santorini Van Yogyakarta Destination

https://earth.google.com/web/@-8.19814482,110.71498474,0.40577425a,1789.68837273d,35y,0h,0t,0r/data=CgRCAggBQgIIAEoNCP_wEQAA. (2025)

According to Ms. Ica, Santorini Van Yogyakarta is a replica of Oia on the Greek island of Santorini. The owner loves Santorini's architectural style. The availability of a water pond in Jungwok gives the impression that it is not dry and hot, and also serves as a water reservoir. The pond is used as a water storage facility, which can also collect water from rain harvesting.



Figure 4. Santorini Destination Van Yogyakarta as a replica destination located in the city of Oia on the Greek island of Santorini. (<https://www.istockphoto.com>, 2025; [Instagram.com/@jungwokblueocean](https://www.instagram.com/@jungwokblueocean), 2025)

Easy accessibility by land transportation via the South Cross Road (JJLS). The JJLS is full of curves, so drivers must be careful. Amenities include restaurants, resorts, swimming pools, bars, toilets, prayer rooms, child-friendly facilities, photo spots, and beaches. Tourist activities include relaxing, sunbathing, playing in the sand, photo spots, and swimming in the sea or swimming pools. One of the attractions is the JUNGWOK Festival show.

Analysis

Pillars of Sustainable Development (SDGs).

The scoring mechanism in table 2 below (1–5) was carried out by the research team as core informants during observations at the *Jungwok Blue Ocean (Santorini Van Yogyakarta)* location. The results of the observations were aligned with the results of in-depth interviews with visitors and management staff.

Table 2 Assessment of the Four Pillars of Sustainable Development Goals (SDGs)

CRITERIA FOUR PILLARS (SDGs - TPB)				
FOUR PILLARS	Social Development	Economic Development	Environmental Development	Governance Development
SDGs	SDGs 1,3,4,5,10	SDGs 8,9	SDGs 6,11,12,13,14,15	SDGs 16
DESTINATION	Score / Description	Score / Description	Score / Description	Score / Description
<i>Jungwok Blue Ocean (Santorini Van Yogyakarta)</i>	Score: 4 Utilizing the local community to empower them to become part of the 80-person operational staff (except for hoteliers, who are mostly outside the area based on tourist needs). Residents receive Indonesian language training. A dance competition is held to select three dancers who are ready to entertain tourists.	Score: 3 Business competition between Heha and Obelix. Empowering the local community to provide economic value through souvenir sales, affordable jeep rentals, and vehicle parking. Jungwok Blue Ocean Admission Fee Weekdays IDR 30,000 Weekends & Holidays IDR 35,000 - Free for toddlers - Half price for ages 6-10. Contributing to the state's foreign exchange earnings for the Gunung Kidul Regency Government, providing benefits to companies and investors, and offering good prospects for the future.	Score: 2 Wastewater is not discharged directly into the sea but is reprocessed. This reduces marine pollution, keeping the sea clean and protecting the health of tourists. The same applies to waste. The waste disposal process is managed by a third party.	Score: 2 Management is handled by the management department in accordance with the SOPs established by the leadership regarding repeat long stays, services for tourists, and services for visitors in general. This place implements organization in every activity. There is a management department that plans and creates programs, implements them, and monitors them. There are also those who evaluate.

SWOT analysis. Observations at the Jun Jungwok Blue Ocean destination (Santorini Van Yogyakarta) to obtain data reinforcement from the interview results above. The results of the observations in the form of strengths, weaknesses, opportunities, and threats based on the four pillars of sustainable development are shown in Table 3.

Table 3. SWOT Analysis of the Four Pillars of SDGs

SWOT ANALYSIS OF THE FOUR PILLARS OF SUSTAINABLE DEVELOPMENT GOALS			
Strengths	Weakness	Threats	Opportunities
<ul style="list-style-type: none"> ❖ Empowerment of local residents (80 people) → job creation and cultural preservation (dance competition) ❖ Relatively affordable ticket prices & fare variations (weekdays, weekends, children). 	<ul style="list-style-type: none"> • Most hotel employees are from outside the area (not local). • Dependent on cultural events for entertainment, no diversification of other attractions yet. • Management scale is still limited, 	<ul style="list-style-type: none"> ❖ Stiff competition with similar destinations in Yogyakarta. ❖ Risk of environmental pollution if waste management is inconsistent. ❖ Dependence on holiday seasons and domestic tourism trends. 	<ul style="list-style-type: none"> ✓ Sustainable tourism (eco-tourism) trend → branding as an environmentally friendly destination ✓ Potential for cooperation with local MSMEs to strengthen the community's economy.

❖ Environmentally friendly waste and garbage management (wastewater is managed, and garbage is handled by a third party).	competition with popular destinations (Heha, Obelix)	✓ Development of sustainable cultural events to attract repeat visitors.
❖ Management with clear SOPs → consistent tourist services.		

Environmental vulnerability aspects in Jungwok Blue Ocean focus on two main groups, namely tourists who feel the direct impact of the destination's environmental conditions and local communities who live alongside tourism activities. Seawater Quality and Sanitation.

Table 4 Environmental Vulnerability Aspects

Environmental vulnerability aspects	Impact on tourists	Impact on communities	Risk level (1-5)	Related SDG pillars	Description of relevance
Seawater Quality and Sanitation	Polluted water has health risks including skin and digestive diseases.	Health and clean water sources are disturbed	3	Environment – SDGs 6, 14	Water quality and sanitation affect human health and marine ecosystems.S
Trash and Beach Cleanliness	Reduces the comfort and aesthetics of tourism	Causes odor, pollution, disease vector	4	Environment and Social SDGs 11, 12	Waste management affects the comfort of tourists and the quality of life of local communities. Carrying capacity control is important for the sustainability of local economic and social tourism.
Visitor Density (Carrying Capacity)	Overcrowding, reduced tourism experience	Pressure on public spaces & local economies	4	Economic and Sosial – SDGs 8, 11	Coastal protection supports climate change adaptation and ecosystem conservation. Tourism waste management is important to maintain the ecological balance of the sea.
Coastal Erosion and Abrasion	Threatening coastal tourism facilities	Loss of land and economic resources for fishermen	3	Environment – SDGs 13, 15	Regulation of tourism activities needs to be through clear governance policies.
Liquid Waste from Tourism Businesses	Potential for seawater pollution	Disturbing local fisheries and biota	3	Environment – SDGs 12, 14	Preserving marine and coastal ecosystems maintains the basis of a sustainable tourism economy.
Noise & Tourist Activities	Decreasing the quality of natural recreation	Social disturbance and environmental noise	2	Social and Legal-Governance – SDG 16	
Ecosystem Degradation (coral, mangrove)	Reducing the appeal of underwater tourism	Loss of ecological function and coastal protection	3	Environment and Economic – SDGs 14,15	

Tourism Destination Development

1) Position and Attractions of Tourism Destinations.

The coastal tourism destination of Gunung Kidul is currently developing, with its main attractions being natural beauty and improved accessibility. To support sustainable tourism, a development strategy

is needed that involves the community, preserves the environment, and strengthens destination management.

Based on the SWOT analysis of the four pillars, using Butler's Tourism Area Life Cycle (TALC) model, Jungwok Blue Ocean's current position is in a transitional stage between development and consolidation. The number of tourists has increased along with investment and professional management, but there is pressure on environmental carrying capacity and the need for attraction innovation. At this stage, management that implements SOPs, empowers local communities, and promotes the "Santorini Van Yogyakarta" brand demonstrates the maturity of the destination structure. This marks a critical point towards stagnation if a sustainable renewal strategy does not follow it.

To ensure sustainability, Jungwok Blue Ocean needs to be directed towards rejuvenation through the diversification of eco-tourism and local cultural attractions, strengthening collaboration with MSMEs, and implementing green destination management that is adaptive to the principles of sustainable development (SDGs Social, Economic, and Environmental Pillars).

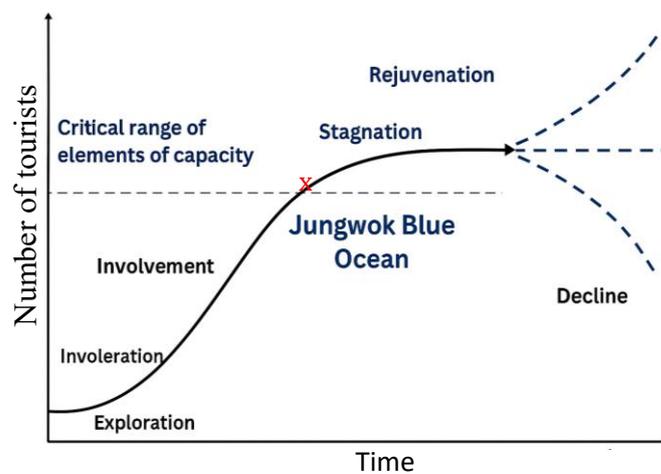


Figure 5. Integrated model study combining Sustainable Development Goals (SDGs), Tourism Life Cycle, SWOT analysis, and coastal tourism (Butler, 2024)

The position and appeal of Jungwok Blue Ocean (Santorini Van Yogyakarta) as a tourist destination based on TALC Butler are as follows: exploration shows great potential with minimal infrastructure, lack of empowerment and capacity building of human resources, economic growth with environmental pressure, innovative attractions with adaptive management, and stagnation in destination image (re-branding). There is a need for revitalization based on ecotourism and community-based tourism.

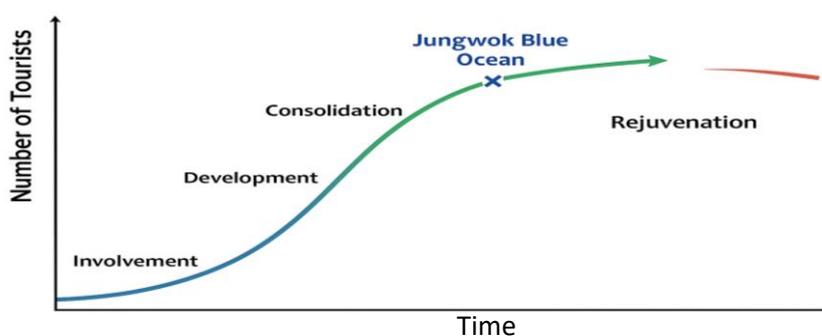


Figure 6. Position and Attractiveness of Jungwok Blue Ocean Tourist Destination

Future Development Prospects

Based on the results of the SWOT analysis, the four pillars data, and Jungwok's current TALC attractiveness position, future development prospects can be seen.

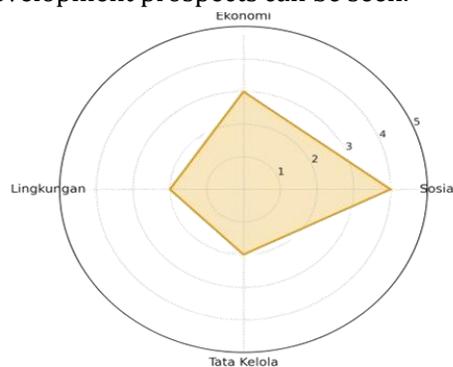


Figure 7. Spider web illustrating the assessment of the four pillars of sustainable development (SDGs) for Jungwok Blue Ocean.

The spider web shows that Jungwok Blue Ocean is in a mature phase towards consolidation, with great potential to become a leading ecotourism destination. Strengthening environmental and governance aspects remains a top priority, supported by attracting innovation and local community collaboration. The social and economic aspects are already quite strong, while the environmental and governance aspects still require strengthening to achieve balance and sustainability in the tourism destination.

The results of this study confirm that the implementation of Sustainable Development Goals (SDGs) in coastal tourism destination management cannot be understood as achieving linear and neutral indicators, but rather as a trade-off between economic, social, and ecological sustainability interests. The relatively high scores on the social and economic pillars in Jungwok Blue Ocean indicate initial success in job creation and increasing local economic value, but the disparity with the environmental and governance pillars indicates structural pressures on coastal carrying capacity. This finding reinforces the systemic view that tourism sustainability is a dynamic process fraught with conflicting interests, not simply the accumulation of indicator achievements. In the context of the Tourism Area Life Cycle (TALC), Jungwok Blue Ocean's position in the transition phase between development and consolidation reflects the condition of a destination that is economically mature but ecologically vulnerable. Thus, the integration of SDGs-TALC-SWOT in this study contributes theoretically by demonstrating that environmental and governance indicators can serve as an early warning of the risk of coastal destination stagnation if not followed by a sustainability-based rejuvenation strategy.

In terms of methodology, this paper still requires critical examination. The qualitative phenomenological approach does not fully demonstrate measurable and subjective ecological impacts related to waste, water quality, and environmental carrying capacity. The SDGs indicator scoring process and SWOT analysis rely heavily on the interpretation of researchers and key informants, potentially containing perceptual bias and institutional interests. Research on a single destination limits the ability to capture the seasonal dynamics and long-term impacts of coastal tourism. Therefore, the findings of this study should be understood as a socio-institutional evaluation of destination sustainability, opening up space for further research using mixed methods approaches and strengthening quantitative environmental data to deepen the analysis of coastal tourism sustainability.

D. CONCLUSION

In terms of providing benefits to the environment and surrounding communities, Jungwok Blue Ocean, as one of the coastal tourist destinations in southern Yogyakarta, is able to provide tangible benefits to the environment and community through the application of sustainability principles that cover social, economic, environmental, and governance aspects. **It is recommended that** synergistic cooperation between the government, local communities, the private sector, and communities is still needed to address waste management, environmental management, and wastewater disposal caused by excessive tourist visits during certain seasons. Empowering local communities is still necessary to manage their environment, implement standard operating procedures (SOPs) in the event of tsunamis and extreme weather events, and develop periodic regional development programs to maintain the attractiveness of the area despite the shortage of clean water. Rainwater harvesting systems are needed to develop standard operating procedures (SOPs) for waste management.

Regarding the tourism destination life cycle in the southern region of Yogyakarta, Jungwok Blue Ocean has the potential to transform into a resilient, competitive, and environmentally friendly coastal tourism area. In managing the tourism destination life cycle in southern Yogyakarta, it is recommended that the government and managers implement a planned revitalization strategy, emphasizing tourism product innovation, limiting the area's carrying capacity, and monitoring based on SDG indicators. It is recommended that a collaborative approach between the government, academics, the community, and business actors be strengthened to ensure the sustainability of each phase of destination development. In addition, the integration of digital technology in promotion, booking, and visitor monitoring will help maintain a balance between economic development and coastal environmental conservation.

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