

## Review and Acceptance Letter

Dear Author,

**Manuscript Submission ID:** Russian Law journal\_2023\_03\_5003

**Manuscript Title:** RUSSIAN TOURIST ETHICS IN BALI: LAW ENFORCEMENT ASPECTS TOWARD SUSTAINABLE TOURISM

On behalf of Editorial Team of the “Russian Law journal (RLJ)”, we are pleased to inform you that your manuscript has been accepted publication in Current Issue of 2023 as per the recommendations given by the peer review group of experts.

The blind peer review process results are given below

**REVIEW RESULT: Article is accepted**

**REVIEW SHEET: JUDGMENTS**

S.N.	JUDGMENT CRITERIA	COMMENT
1.	Originality	84%
2.	Scope of the Article	81%
3.	Content writing of the article	Satisfactory
4.	Clearly and concisely written of the article	Satisfactory
5.	Are the presentation, organization and length satisfactory?	yes
6.	Are the illustrations and tables necessary and acceptable?	Yes
7.	Are the interpretations and conclusions sound and justified by the data?	Yes
8.	Are the references Cited Properly	Yes

For any further query feel free to contact us.

<https://www.russianlawjournal.org/>

Russian Law Journal

ISSN: 2312-3605

# Russian Tourist Ethics in Bali: Towards Sustainable Tourism

## Abstract

With millions of foreign tourists traveling the globe each year, tourism is regarded as the largest and most significant industry in the world. Mainstream operators with a large volume of inexpensive and affordable vacations dominate tour operations market. A specialty operator sector coexists with the mainstream market and offers niche products to remain competitive. This study aims to determine whether specialized tour operators of Russian market in Bali view green and sustainable tourism as a niche market potential. Green and sustainable tourism has gained popularity over the past ten years. It will delve into the idea of green and sustainable tourism, look at how the Russian tourist market specialist view consumer demand for green and sustainable vacations' products, and identify the crucial qualities for green and sustainable Bali tourism operators. Whether specialized tour operators of Russian market who promote green and sustainable tourism travel feel they may obtain a competitive advantage at a high cost will be determined.

Keywords: Russian tourist, green and sustainable tourism, specialist tour operators, consumer behavior, niche products

## INTRODUCTION

The tourist sector is a broad, flourishing industry whose expansion is still going strong. More than 800 million individuals spent at least one night abroad in 2019. With international tourism anticipated to expand by 7.4% in 2019 and more than 1.5 billion passengers by 2030, the number of tourists is expected to nearly double in the next 20 years (Page, 2019). The millions of foreign tourists who travel throughout the world each year have an unavoidable impact on the destination countries of the world since tourism is the largest and most significant industry in the world. Over 29 million people travel abroad for annual vacations, making holiday business extremely competitive (Streimikiene et al, 2021; Gudkov, 2018; Kumar & Legashova, 2017).

Twelve major tour operators produce package vacations for the mass market in the oligopolistic market system that governs outbound tour operations (Sheresheva, 2018; Christian, 2016). Approximately 1,500 "micro-operators" or SMEs serve the remaining 10% of the outbound market, which represents overall abroad inclusive travel industry (Groulx et al, 2019; Goryushkina et al, 2019). Holloway & Humphreys (2022) claim that mainstream operators maintain their competitive position by selling a lot of cheap vacations and making little margins, usually between 2 and 3 percent. The independent sector is made up of manufacturers who sell a lesser amount of higher-priced holidays because these low margins are untenable for SMEs. The most significant aspect of marketing vacations for inbound tour worldwide is price, and pricing techniques are extremely important in both the package vacation and the specialty vacation industries (Sheresheva et al, 2020; Camilleri, 2018; Aguiar-Quintana, 2016). Through differentiation and augmentation, SMEs lessen the impact of such fierce pricing rivalry, and to compete successfully, they must offer specialist tourism products (Andrades & Dimanche 2019; Gudkov, 2018). As a niche product inside the mass market, green and sustainable tourism can enable businesses to compete on more than simply price, according to a tour operator, adding quality and value to the industry (Andrades & Dimanche 2017). Previous research on environmental tourism found that companies implementing environmentally friendly business strategies could benefit financially and boost their competitive advantage (Sheresheva et al, 2016). This study will investigate if green and sustainable tourism, which provides added value, can offer chances to a market striving to move away from price-based competing strategies.

The more openness of Russian citizens to travel abroad is a golden opportunity to boost foreign tourist visits to Indonesia, especially Bali. Therefore, tourism business actors under the coordination of the Ministry of Tourism are intensively promoting tourism to Russia. There are several factors causing the increase in visits by Russian tourists to Bali which are interrelated with one another, so that the increase in visits has reached its peak since the 2000s. First, close diplomatic relations between the Republic of Indonesia and the Russian Federation are followed up with a visa-free visit policy for Russian citizens to Indonesia. Second, the promotion of tourism through cooperation in the economic and trade sectors, which led to the opening of a direct flight Moscow-Denpasar by Rossiya Airlines on October 28 2018 (Kompas.com 2019). Prior to the issuance of the visa-free policy for Russian citizens in 2015 (Presidential Decree No 69/2015), Russian tourists visited Indonesia using a regular visit visa and in 2007 began using a visa on arrival (VOA).

The purpose of this study, which builds on the work of Mzembe, Lindgreen, Idemudia, & Melissen (2020), is to determine whether specialized SMEs view green and sustainable tourism as a niche market. The concept of green and sustainable tourism will be examined, along with consumer demand for green and sustainable tourism vacations and the necessary qualities for green and sustainable tourism businesspeople in this specialized industry. This research focuses on the competitive opportunities of green and sustainable tourism as perceived by specialized SMEs rather than overtly defining and discussing consumer behavior. The operators' perceptions of their customers' demand for green and sustainable tourism will also be examined.

## **LITERATURE REVIEW**

### **Concern over the Impact of Tourism**

It is crucial to look at the concept of green and sustainable tourism's roots and how it has developed into such a current concern before considering the prospects for operators that provide it as a niche product. Many people travel the world in quest of paradise as a result of tourism, which is a significant economic driver in global markets. This has put a tremendous amount of strain on the environment and raised concerns about the effects of mass tourism, which is long seen as unsustainable and insatiable in its growth and effects (Morozov and Morozova, 2018). Although the continuous expansion of the tourist sector has been welcomed by both suppliers and customers, there is a growing global trend to question the nature and rate of this growth. Tourism can undoubtedly help the economy, but it can also exacerbate social and economic disadvantages of the host community, particularly in developing nations (Zdravković and Peković, 2020; Cvijanović and Pavlović, 2018).

The dominant transnational companies (TNCs) in the global tourist sector can exert influence over the suppliers of the tourism product, resulting in unequal relationships and unequal exchange. Pressure organizations, the media, and customers are challenging the notions of green and sustainable tourism trading, human rights concerns, and the social and environmental accountability of these enterprises as they continue to dominate world commerce (Gudarenko and Bagmet, 2015). Although the tourism sector should be concerned about this, it does present marketing opportunities for businesses who want to offer alternatives to mainstream tourism, such as green and sustainable tourism (Донскова and Редькин, 2020).

### **Consumer Demand**

Understanding consumer demand is crucial for any service provider, and the travel industry is no different (Sofronov, 2019). Although businesses are increasingly advised to embrace socially responsible policies, it remains unclear if consumers actually care about green and sustainable tourism business (Cimbaljević et al, 2019). There is growing recognition that the majority of business decisions entail some type of green and sustainable tourism judgment (Gerstenfeld and Roberts, 2017). In a consumer-driven organization, it is obvious that if the consumer requests green and sustainable tourism products, the organization must deliver them (Jones and Comfort, 2020). Furthermore, there is evidence to suggest that the consumer will reward a business for its green and sustainable tourism behavior by being prepared to pay a higher price (Gössling and Schweiggart, 2022; Palacios-Florencio et al, 2021).

Green and sustainable tourism products might offer a chance for differentiation when consumers perceive little difference between competing products or brands (Peng and Chen, 2019). Selling green and sustainable tourism values presents a chance for competitive advantage as significant numbers of green and sustainable tourism consumers begin to factor green and sustainable tourism considerations into their buying decisions (D'Souza et al, 2021). According to market research, customers are calling for higher levels of corporate accountability and green and sustainable tourism standards in business, with 73% of all consumers expressing urgent concern about matters of conscience when purchasing items (Ettinger et al, 2021). With more than one in four customers declaring themselves to be strongly green and sustainable tourism, a jump of 5% since 1990, The Russian Federation Government statistics show an increase in the number of consumers actively searching out green and sustainable tourism items (Мишулина, 2020). A recent survey focused on the travel industry found that 27% of Russian tourists said that a company's green and sustainable tourism values were very important to them when deciding with which operator to travel. One could argue that businesses that meet such consumer demand will have a competitive advantage (Мишулина, 2021; Ilina et al, 2019).

Consumer research in the tourism industry undoubtedly shows that there are green and sustainable tourism vacationers who are motivated by motivations other than altruism (Bondar et al, 2023; Khartishvili, 2019). Existing research in psychological studies highlights the issue of a discrepancy between the conscience of the consumer and their actual purchasing behavior (Teng, et al, 2018). For instance, travelers may choose green and sustainable tourism vacations because they believe they will be purchasing a higher-quality well, whether it entails traveling in smaller groups or going off the beaten path (Han et al, 2019). To imply that all customers who exhibit interest

in green and sustainable tourism vacations are drawn solely by the moral value added would be untrue (Han and Hyun, 2018).

There is a need for further consumer behavior study in the tourist industry, but more general research shows that green and sustainable tourism corporate behavior is anticipated and that a company's behavior is a significant factor when making a purchase. With more than 65% of consumers saying they will pay more for green and sustainable tourism items, consumers will reward a company's green and sustainable tourism behavior by being willing to pay higher costs. According to a recent tourism survey, 59% of travelers would be willing to spend more for a vacation if the extra money went toward ensuring excellent salaries and working conditions, protecting the environment, or supporting a local nonprofit. Tourists would typically pay 5% more for a vacation with these moral credentials.

### **Green and Sustainable Tourism**

The phrase "green and sustainable tourism" is now widely used, particularly by pressure groups and Christian charities worried about the expansion and effects of tourism in poor nations. It has its roots in the creation of sustainable tourism, which was a subset of the larger problem of global sustainable development (Kurniawati et al, 2023). The World Conservation Strategy and subsequent establishment of the World Commission on Environment and Development in March 1980 brought global sustainable development to the public's attention for the first time.

The Brundtland Report, which was produced by the WCED and titled "Our Common Future" (1987), emphasized the significance of sustainability for future global economic growth. The Brundtland Report, which received fervent support from governments, NGOs, universities, and the general public, was essential in determining that sustainable development should be a key factor in the future of international tourism.

Tourism sustainability was promoted as a beneficial alternative to mass tourism, which was thought to have negative and potentially destructive effects. It was promoted with the idea that it aimed to promote tourism growth that was respectful of regional cultures, environmentally sound, and beneficial to the local population (Aspan and Irwansyah, 2023). The fundamental premise was that sustainable tourism would keep the positive economic benefits for the host populations while limiting the negative effects of tourism on locations. The nature of its frequently limited and small-scale projects, which are not regarded as genuine alternatives to the pervasive rise of mass tourism, has led to criticism of sustainable tourism. This assumption has not always been true.

Although thorough analysis of the green and sustainable tourism implications of tourism is still in its infancy, there is mounting evidence that green and sustainable tourism considerations are starting to factor into travelers' choices, and players in the industry are starting to pay attention. The World Tourism Organization (WTO) pledged in May 1997 to put forth and establish a Global Code of Ethics for Tourism, which was later done. The emergence of ethics and codes of ethics within the framework of tourism has also received substantial attention from academics during the past ten years. The importance of green and sustainable tourism travel is increasing along with the conversation. A tourism code of ethics is rife with challenges in such a complicated and fragmented industry that spans a wide variety of cultural and business practices. Codes of conduct and codes of ethics have, however, been criticized as mere PR puff.

The Association of Independent Tour Operators (AITO) and the Federation of Tour Operators (FTO), two industry organizations in the UK, have responded by urging their members to follow green and sustainable tourism and environmental standards. In order to inform tourists about green and sustainable tourism issues, the Association of British Travel Agents (ABTA) has collaborated closely with Voluntary Service Overseas (VSO) on projects like sensitive tourism in the Gambia. In November 2000, ABTA published the findings of a study into their clients' green and sustainable tourism preferences. The promotion of green and sustainable tourism has been urged by international organizations including UNESCO, the WTO, the United Nations Environment Programme (UNEP), and the World Trade Organization as a steward of both the natural and cultural surroundings of the world. Although it is only recently that these complex issues have been discussed by UK tourists within an green and sustainable tourism framework, non-governmental organizations (NGOs) in the tourism industry, such as Tourism Concern, and charities, such as Voluntary Service Overseas and Tearfund, have helped to increase public awareness of a perceived inequity between tourism destinations and tourist-generating countries.

Though it might be challenging to distinguish between green and sustainable tourism and sustainable tourism, the two concepts are closely related. They also have a few things in common. There are many different types of sustainable tourism that claim to address each of the three main principles of sustainability—social, economic, and environmental equity—including ecotourism, responsible tourism, and community tourism. Even though they are all included under the category of sustainable tourism, it is vital to realize that each of these distinct forms of sustainable tourism may have a different green and sustainable tourism stance.

However, green and sustainable tourism is a notion that goes beyond the three sustainability tenets since it takes into account the requirements of those who are involved in the tourism industry. When business strategy is developed using the stakeholder concept, it is acknowledged that both tourists and tourism service providers must bear some responsibility for their actions and attitudes, with each stakeholder group receiving equal weight in the decision-making process.

### **Issues of Green and Sustainable Tourism Concern for Tour Operators**

All businesses, including tour operators, make decisions and choices that are directly influenced by moral considerations. Business ethics are a must-have, not an option, if want to be succeeded. Green and sustainable tourism practices, however, could not be viewed by tour operators as a long-term investment but rather as a luxury and an expense in a highly competitive market. The topic of "who is ultimately responsible?" remains open in a debate of tourism ethics. Visitors believe that operators should teach them about green and sustainable tourism issues in tourism, tour operators believe that governments should be proactive, and other stakeholders think that tourists need to be accountable for their own attitudes and behavior. Although all stakeholders have a duty, this "passing the buck" has created the perception that responsibility is being shirked. As a result, the problem of green and sustainable tourism responsibility in the tourism industry remains unresolved.

Stakeholder groups have been the focus of additional research despite the fact that there are many intricate concerns connected to ethics in tourism. These provide evidence that, despite the fact that operators cannot be categorized as having a uniform green and sustainable tourism orientation, there are four issues that must be resolved for tour operators to pursue green and sustainable tourism and be able to make claims to having a strong green and sustainable tourism foundation. These include the relationships that operators have with host communities, how they treat their employees, how they promote their goods to tourists, and how they handle the environment. These four categories obviously stem from the economic, social, and environmental tenets of sustainable tourism and offer opportunity for tour operators who are aware of their moral obligations.

Looking more closely at these four areas of concern, it is crucial to facilitate the beneficial social-cultural effects of tourism because it frequently has a communal focus. Creating partnerships between tour operators and regional businesses in destinations is one way to accomplish this and ensure that local control and decision-making prevail. Contracting locally owned and operated tourism service providers, such as lodging, transportation, and local guides, would be another example that would further benefit the host community by reducing economic leakage. Reduced social impact, least disruption of host communities' way of life, and less environmental stress can all be achieved by keeping tour group sizes to a minimum.

Employees and their need to be treated fairly and, consequently, green and sustainable tourism, is another problem for green and sustainable tourism operators. Employees play a significant role in establishing and maintaining customer happiness since business ethics can serve as a vehicle for employee pride and motivation as well as a focus for customer satisfaction. Despite this, the sector has a bad reputation as an employer due to the notion of unskilled workers, the low status of tourism positions, low compensation, and unsociable work hours, which results in a high staff turnover. If running a green and sustainable tourism vacation product, it would be proper for operators to treat staff fairly, both in the Federal of Rusia and in host communities.

The provision of truthful and unambiguous promotion of operators' products would be another potential. Millions of travelers express their dissatisfaction every year because travel marketers failed to provide the services they had promised, and the sector has long faced criticism for its marketing strategies. Tourist dissatisfaction can and frequently does happen when they have been promised something that has not been fulfilled. This can be a sea view, secret extras that were not disclosed at the time of booking, or even the golf course that was promised but has not yet been constructed.

The 1990 EU Directive on Package Travel requires tour operators to avoid misleading consumers by making false claims or using unreliable brochure descriptions, however most consumers are still dubious about how truthful operators are with their brochure descriptions. As consumers are thought to be more educated and seasoned travelers, they are also more aware of their rights, which highlights the necessity for operators to offer honest and accurate promotional materials.

As a result of the discussion above and for the purposes of this study, an operator should try to provide the following four elements in order to claim green and sustainable tourism credentials:

- Employ locally run businesses to deliver lodging, transportation, and related services in tourist areas
- To minimize disruption to local residents' daily routines and habitats, tour group sizes must be kept to a minimum.

- All employees, including those employed in the UK and those employed abroad, must also receive fair treatment and pay.
- Packages must be promoted in a clear, honest, and unambiguous manner.

The major research for this project will be built on these four components. It is necessary to collect information about how green and sustainable tourism operators understand and interpret green and sustainable tourism in order to determine whether they believe that offering this kind of niche product gives them a competitive advantage. This will help us determine whether green and sustainable tourism operators believe that their product will give them a competitive advantage.

## RESEARCH METHODS

This study draws on the key findings of an empirical inquiry of specialist tour operators' perceptions of green and sustainable tourism and the extent to which they see it as a source of competitive advantage, in addition to the body of existing literature. In order to obtain insight and investigate the difficulties surrounding green and sustainable tourism for the tour operating sector, two preliminary qualitative interviews were conducted: one with a well-known tour operator, Russian Holidays, and the other with a significant tourist pressure group, Tourism Concern.

At this point in the research, it was critical to determine that green and sustainable tourism was relevant to tour operators and wasn't merely an academic concept. If so, was it equally essential to the mainstream market and the independent specialist? Did green and sustainable tourism have any relevance to tour operators in today's market? A thorough examination of the problems relating to tourism and tour operations in the Republic of Indonesia was made possible by the respondents' perceived expertise in the tourist sector. The information gained influenced the second phase of the investigation and aided in the creation of the survey questionnaire.

It was evident from the interviews that mass-market consumers were thought to not seek green and sustainable tourism travel. Mainstream operators did not offer them because they believed there was little consumer demand since "consumers continue to be price-led and any new product development tends to be operator-led." Tourism Concern, which said that only recently have a few prominent operators (like the UTE Megapolus Group) been aware of the viability and commercial potential of green and sustainable tourism business policies, backed this point of view. Before mass market operators offer a green and sustainable tourism vacation, there is still some distance to go.

Additionally, independent specialist tour operators (SMEs), such as those affiliated with the Association of Independent Tour Operators (AITO) and/or Tourism Concern's Community Tourism Directory, were recognized as the operators who promoted themselves as providing green and sustainable tourism vacations. It was required to perform a quantitative survey of these operators to ascertain the degree to which they recognized the marketing prospects of offering this specialized product, despite the fact that they may generate green and sustainable tourism vacations for a variety of reasons.

## Sampling

A non-probability, purposeful sample frame of 5 independent specialist tour operators for Russian market, namely Russian Holidays, UTE Megapolus, Big Tour, Southern Cross, and Lanta Tours, the operators are specifically those which provide green and sustainable tourism, alternative, and/or eco-friendly holidays. The researcher interviewed tour companies whose promotional materials stated that tour group sizes were kept to a minimum and that they used locally owned businesses in the destinations for lodging, transportation, and other services in order to identify those that offered elements of green and sustainable tourism.

These standards were determined to be important predictors of moral tour operators in the literature, and they were supported as valid during the qualitative interview with Tourism Concern. However, these issues would be clearly addressed in the study survey. At this time, it was hard to tell whether operators claimed to be green and sustainable tourism in their treatment of employees or to judge whether operators employed accurate and unflinching promotional material.

The sample was created with the intention of locating those tour operators who met the standards established by the literature on tourism ethics. As there may be other tour operators in the Russian Federation that provide green and sustainable tourism vacations but do not advertise this or are unaware that they do so and do not belong to an association or directory of tour operators, this could be a source of prejudice. The researcher selected the largest sample frame available, which included 5 operators, in order to collect data from those that they felt met green and sustainable tourism standards.

The postal survey was carried out over a four-week period after the piloting phase, with the researcher identifying named respondents of the 5 operators surveyed who were asked to complete a questionnaire did so.

This resulted in a high response rate of 60%, which may be attributable to the respondents and the fact that a large portion of the named respondents were owner-directors and thus closely associated with the business. In addition, a series of additional questions using a five-point Likert scale were added to assess operators' attitudes and beliefs regarding green and sustainable tourism. Operators were urged to include insightful remarks all throughout the questionnaire.

## FINDINGS

This section sets out what the operators know about green and sustainable tourism for tourist market in Bali, to what extent they provide it and what they consider to be the competitive opportunities of the green and sustainable tourism. It will also discuss operators' perceptions of their customers' interest in the green and sustainable tourism and whether they believe their customers will pay more for a green and sustainable tourism products.

### What operators know about green and sustainable tourism in Bali

When asked to indicate the elements they thought would be provided by an operator that implement green and sustainable tourism (see Figure 1), all respondents stated that a green operator would treat their staff fairly and that they would use clear, truthful and unambiguous promotion. Nearly all of them said that a green operator would use locally owned organizations in destinations and more than three-quarters of respondents stated that group size would be kept to a minimum.

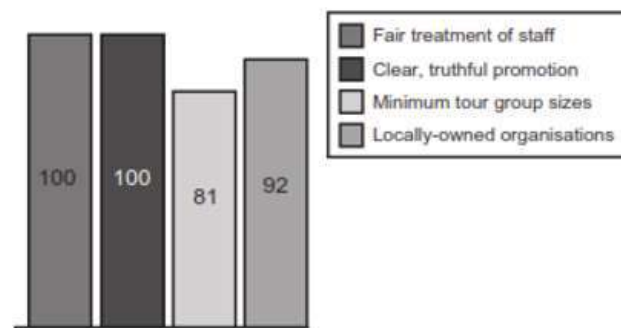


Figure 1. Elements provided by an ethical operator

When asked how green and sustainable tourism they thought their own organization (see Figure 2) all operators supported the use of clear and truthful promotion. Within the Republic of Indonesia (RI), the Directive on Package Travel (Batubara et al, 2022) requires that tour operators accurately describe holidays in brochures, which might explain why all the operators asserted that their promotion was truthful. All but one of the operators believed themselves to treat their staff fairly, with 5 operators using locally owned organizations for support services such as accommodation and transport.

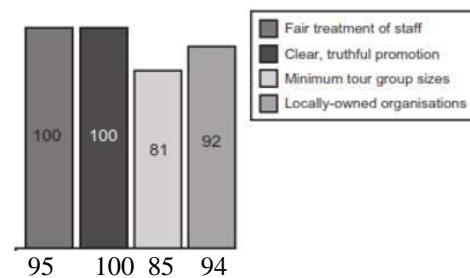


Figure 2. Level of green and sustainable tourism provided by an ethical operator

Importantly, fewer operators supported group sizes being kept to a minimum. Although a clear majority of respondents were happy to state that they kept group sizes to a minimum, some queried the word 'minimum'. Some respondents thought this was a group of five or six people, others thought it might mean up to 30 people in a group. One respondent commented 'What is your definition of small? Our maximum group size is 24.' Confusion over the exact meaning of 'minimum size' may explain why fewer operators supported this element.

Further comments received from respondents seemed to indicate the existence of a compromise situation of wanting to keep tour group sizes to a minimum but realizing this had to be 'balanced against profit margins'. This



may indicate a problem for operators attempting to provide a green and sustainable products for their holiday experience; additional costs, incurred by maintaining smaller group sizes for example, may result in a more expensive holiday experience for the consumer. With fierce competition within the Indonesia operations industry, and each company struggling for more turnover and a greater share of the market, so green and sustainable tourism credentials may be perceived by operators as being a cost rather than an investment.

The use of locally owned organizations to provide accommodation and transport was recognized as a green and sustainable tourism objective by the majority of respondents, and an equal number of operators achieved this. Qualitative comments here included an operator that used locally owned organizations 'so long as these met the criteria of the CHSE Directive on Health and Safety', and another operator used 'hotels/lodges that follow green and sustainable tourism/ecological principles and respect local communities'.

It is clear that using local organizations for supplementary services such as accommodation and transport can help prevent leakage from the host community, but as foreign tourists increasingly want high-quality accommodation and transport experiences then the quality demanded by the tourist cannot always be provided by a local organization. Many foreign tourists want to trade up and not down in accommodation quality, and very often ground handlers are used that are owned by companies from overseas countries or Indonesia in order to satisfy tourist expectations.

From the research it is clear that the independent tour operators surveyed had a clear understanding of the nature of green and sustainable tourism as defined by the researcher. While not all were able to implement the four green and sustainable tourism elements completely, the majority recognized and agreed with the researcher's definition and indicated their understanding of what an operator that implement green and sustainable tourism would provide. For those RI operators which want to provide green and sustainable products for tourists there exists the problem of producing a competitively priced expectations of the Republic of Indonesia tourist.

### **Competitive opportunities**

While more than a quarter of the operators recognized the commercial opportunities of green and sustainable tourism, an equal number were undecided. It is not clear the reasons for this indecision - further research would need to be undertaken to ascertain whether this indicated the respondents' lack of awareness regarding their company's overall competitive opportunities or their uncertainty that green and sustainable tourism could be a competitive niche product.

These findings contradict a previous study of environmentally responsible companies which suggested that environmental business practices would enable a company to gain commercial advantage. Nor do they support a tourism-specific study which indicated that environmental business practices would increase a niche operator's competitive advantage. Furthermore, one-fifth of the respondents disagreed that selling green and sustainable holidays' products gave them any advantage at all. It is not clear why so many respondents disagreed that green and sustainable tourism gave them a competitive opportunity - further research would need to be undertaken - but it could be argued that many operators in this study are not in business for the commercial opportunities of selling green and sustainable holidays' products.

### **Are consumers interested in green and sustainable tourism?**

When asked whether operators perceived their customers to be interested in holidays that contained at least one of the four green and sustainable tourism elements as defined by the researcher, more than three-quarters believed that their customers were either very, or somewhat, interested (see Figure 4). However, a small number of this majority believed that although their customers were interested in green and sustainable tourism, they were only interested in one or two elements, such as truthful promotion, or small group sizes. A further few operators believed their customers were only interested in green and sustainable tourism because it contained elements that improved the quality of their holiday, for example visiting destinations that are less crowded or off the beaten track.

This supports a previous tourism study that suggested tourists were attracted to green and sustainable tourism products not because of their perceived added moral value, but because they believed they were buying a better-quality product. In fact, one operator stated that his customers were not at all interested in green and sustainable tourism holidays' products, using a qualitative quote to support his opinion: 'the European holidaymakers are not aware of any green and sustainable/environmental consideration in tourism'. This operator provided all four green and sustainable tourism elements yet appeared to believe that his customers did not purchase his holiday products because of the green and sustainable tourism values attached. Although previous studies suggest an increasing demand from consumers for green and sustainable standards in business, the operators surveyed in this research were not aware of this trend in their customers.

However, the majority of the operators believe their customers are interested in green and sustainable tourism, although not all customers are interested equally in all four of the green and sustainable tourism elements. Additional



research would need to be undertaken to examine in more detail which of the elements consumers believe are most important for a green and sustainable tourism operator to provide. It is important to remember that this is a survey of tour operators' assessment of the level of their customers' interest in green and sustainable tourism. As such, this survey is not conclusive on this point - for a more accurate description of consumer interest it would be necessary to ask consumers directly.

### **Will consumers pay more for green and sustainable tourism?**

An organization's green and sustainable tourism stance can influence the consumer's buying behavior, and the survey supports this assertion, although further research into consumers' motivation would need to be undertaken. However, it would be wrong to suppose that the decision to purchase a green and sustainable tourism holiday also included the intention by the consumer to pay a premium price - less than a quarter of surveyed operators believed that their customers would pay a premium price for green and sustainable tourism holidays. In fact, more than half of the respondents were unsure whether their customers would pay more.

This contradicts recent tourism research which concluded that tourists are interested in products that contain a moral dimension and will pay extra for them. However, it supports previous studies which asserted that while consumers may feel some sympathy with green and sustainable tourism issues, this does not necessarily mean they will pay higher prices for products that claimed to contain some green and sustainable tourism elements.

This survey suggests that although consumers feel sympathy with some of the issues they will not necessarily pay higher prices for a green and sustainable tourism holiday, highlighting the acknowledged discrepancy between consumers' green and sustainable tourism concerns and their actual purchasing behavior. In short, this supports the view that the altruistic nature of the 'green and sustainable tourism' consumer may dissipate when it comes to decisions regarding the purchasing of an annual holiday.

It could also be suggested from these results that the specialist market, formerly relatively price inelastic, is now moving towards being more price sensitive, and there is concern whether the industry will ever break away from this price sensitivity. This survey suggests that, far from moving away from price-based competitive strategies, price and pricing will remain a key feature of SMEs' competitive activities for the future. For instance, the management of the Russian tourist market through the application of a tour sharing system by foreign representatives in handling Russian tourists at PT. Pegasus Indonesia, Look Asia, Navigatoria, and Bounty Tours & Travel as companies owned by the Russian in Bali have exploited the tour guides. Tour guides are forced to follow a fixed schedule for all handling activities from arrival, to tours, to departures of Russian tourists. Tour guides as supporters of local culture are very difficult to get the opportunity to leave if at any time there is a traditional ceremony. This traditional ceremony is part of the life of the Balinese people who are predominantly Hindu. Even tourism developed in Bali is cultural tourism, which is based on Balinese culture inspired by Hinduism.

The implementation of the sharing system in the handling of Russian tourists at PT. Pegasus Indonesia, Look Asia, Navigatoria, and Bounty Tours & Travel have limited the number of tour guides as local workers with efficiency in mind. Foreign representatives do not want their income to be reduced if they employ more tour guides than the current number at PT. Pegasus Indonesia, Look Asia, Navigatoria, and Bounty Tours & Travel, as many as 95 people. This is a veil of rationality in which a political power is oppressing the local community. Limiting the number of tour guides clearly negates the regeneration of Russian-speaking tour guides. Tour guide activities organized in the Division *Guide* Russia's DPD HPI Bali is a form of struggle to get their rights taken away through the system that applies to the handling of Russian tourists at the travel agency where they work. Foreign representatives with the excess of their cultural capital from the aspect of language, as native speakers, have been able to exploit the local tour guides through the system that applies to the handling of Russian tourists. The opportunity obtained by foreign representatives makes tour guides a tool to gain multiple benefits. Therefore, the goal of the struggle that was initiated by the tour guides through the forum that was formed was to eliminate illegal practices carried out by foreign representatives. This illegal practice has caused harm to Bali, which has always developed cultural tourism. The problem of struggling with the discourse of the Russian tourist market in Bali tourism which involves hegemony and counter-hegemony is a *pawongan* issue in the context of Balinese local wisdom. In this case the problems involving local people (tour guides) at PT. Pegasus Indonesia, Look Asia, Navigatoria, and Bounty Tours & Travel as well as hotel employees and foreigners (*dura negara*), namely foreign representatives from Russia, Belarus, Ukraine, and Uzbekistan.

Foreign representatives can continue to work in Bali while transferring expertise to Indonesian workers in accordance with the mandate of the labor law, so that tour guides have autonomy in dealing with Russian tourists. Russian tourist handling system with *sharing tour* can be returned with a handle system. Apart from being more flexible, this handle system can also involve a very large number of tour guides to carry out activities for handling Russian tourists. The number of required guides can contribute to the provision of employment, especially for the younger generation and the regeneration of Russian-speaking tour guides occurs effectively.

Russian tourists visiting Bali want to take a close look at the traditions and way of life of the Balinese people. The application of a flexible handle system can revive solidarity among fellow tour guides if one of them is unable to attend due to traditional and religious ceremonies. The tour guide who is unable to attend can ask another tour guide to replace him. On the part of Russian tourists also feel more benefits from the handle system compared to the sharing system. Tourists will feel comfortable without having to be tied to the pick-up time and length of stops at tourist attractions specified in the tour schedule. Russian tourists also become easy to contact if they need something because they are handled by the same tour guide.

The struggle of the Russian tourist market discourse in Bali tourism involving foreign representatives, tour guides and hotel employees in handling Russian tourists at PT. Pegasus Indonesia, Look Asia, Navigatoria, and Bounty Tours & Travel, provide economic and socio-cultural impacts. The economic impact in the form of leakage of tourism income is due to the large amount of income earned by these foreign workers being brought back to their home countries. Tour guides consisting of Balinese people need to preserve their own culture, not only be enslaved by the tourism industry which makes profits from Balinese culture as an attraction. The economic contribution of tourism, which can increase the country's foreign exchange and the welfare of the people, will no longer be meaningful if there is a degradation of people's lives.

In addition to the economic and socio-cultural impacts, the conflict of interest between foreign representatives and tour guides in handling Russian tourists at PT. Pegasus Indonesia, Look Asia, Navigatoria, and Bounty Tours and Travel also give meaning to the two components of the workforce, both foreign and local, namely (1) the meaning of achieving material or instrumental welfare where foreign representatives get income which is very large from the handling of Russian tourists. Meanwhile, tour guides also get a large income from the many tour activities carried out. However, the instrumental welfare of the income earned in handling Russian tourists, has not been able to provide mental well-being. This inner welfare can be realized through opportunities for tour guides to interact in the community such as attending traditional and religious ceremonies. (2) The meaning of upholding harmony in the handling of Russian tourists which can be realized through the *Tri Hita Karana* philosophy, especially in the *pawongan* element. A harmonious relationship between the two elements of the workforce, foreign representatives and tour guides, needs to be sought by stakeholders such as the government through policies on employment.

### **Independent Local Tour Guide for Developing a Tourist Village**

Research on Russian tourists as an emerging market in the context of sustainable tourism development in Bali can be a reference for interdisciplinary scientific development efforts in the field of Cultural Studies. In the context of integrating the roles of language, tourism, environment (geo-culture), relations and social structures in society, especially those related to the dynamics of power relations and conflicts of interest of actors and agents in the tourism business sector. In addition, this research also specifically discusses Balinese culture imbued with Hinduism as the basis for the development of cultural tourism in Bali. As a research output, this research is of course filled with novelty. Novelty is an element of findings from a study. Research is said to be good if it finds elements of new findings, so that it has a contribution both to science and to the lives of the people who use it. Thus, the methodology and results of studies on the Russian tourist market in the realm of the tourism industry in Indonesia from the perspective of cultural studies are very interesting phenomena in this research. Because (1) the issue of Russian tourists is less popular than the problems of other tourists such as China, Australia and Europe in general; (2) Russia is a relatively new market that has escaped the attention of certain parties. Therefore, this research is also an attempt by researchers to answer the research gap that has existed so far.

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, it has been dominated by foreign travel agencies (BPW). As a result, many local BPW owners together with tour guides who have been evicted by the existence of foreign BPWs owned by Russian citizens with foreign representatives from the Red Bear Country, returned to the village to develop tourism villages. The essence of developing a tourism village is empowering local communities, so that these communities are actively involved in developing tourism in their own villages, especially with the Russian tourist market as an emerging market. So far, the European market staying in tourist villages in Bali is dominated by French, German, Italian, Spanish and Polish tourists. Therefore, the recommendations of this research for tourism actors who handle the Russian market have been able to attract Russian tourists to spend their holidays for two or three days apart from staying at hotels in the Nusa Dua area. Where previously the Russian tourists only did village tours through tours sold by BPW with their foreign representatives. This tourism village marketing strategy has created equity in the corridor of sustainable tourism development.

In line with the Russian market and Bali tourism sustainable development, there is an incident that received a lot of blasphemy from netizens was the upload of a foreign representative from Russia named Sergei Kosenko as uploaded on the Facebook account of a public figure, Ni Luh Djelantik. Sergei Kosenko and his girlfriend from Russia

arrogantly performed the attraction of jumping into the sea on a motorbike at the Tanah Ampo port pier, Karangasem Regency.



Figure 3. Foreign representative named Sergei Kosenko doing attractions plunge into the sea using a motorcycle.  
Source: Photo by Djelantik, 2020

The actions taken by Kosenko and his girlfriend are feared to damage the natural environment. This ridiculous act of two foreign nationals is of course very detrimental, because the motorcycle that plunged into the sea is sure to have its oil and gasoline polluting the sea. Not only that, it could be that due to the silly actions of these two foreign tourists, they could kill living creatures in the sea, such as fish due to oil and gasoline poisoning from the motorbike they plunged into. In fact, to save Bali Island from the negative impact of tourism is not only determined by the Regional Law of No 2 of 2012 on Cultural Tourism alone, yet there are also progressive efforts in the field of law. For example, the formal law regulating foreign representatives who work in Bali should be in accordance to Law No. 13 of 2013 on Labor, namely in chapter 8 concerning the use of foreign workers, article 42 paragraphs 1-6. It basically states that "every company that employs foreign workers must have a permit and they can work in Indonesia only in an employment relationship for certain positions and certain times".

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, the owner of a local travel agency together with tour guides who have been displaced by the existence of BPW and their foreign representatives returned to the village to develop a tourism village. One of the tour guides is I Made Mendra Astawa who is a Russian-speaking tour guide and now serves as Chair of the Tourism Village Communication Forum (Forkom Dewi). Mendra, who spoke when he was inaugurated as Chair of Forkom Dewi for the 2019-2024 period, is committed to synergizing with the level and regional governments in promoting the Bali Tourism Village and maintaining the continuity of its culture.



Figure 4. Tourism Village Communication Forum (Forkom Dewi)  
Bali province

Source: Photo collection of Made Mendra Astawa

In the future, Mendra plans to revise the organizations by laws, collaborate with central/regional governments, conduct coaching, and synergize with universities, banking, and other stakeholders. Continuing the work program of the 2nd Village Award and village economic fair, compiling a tourism village guidebook, creating a Tourism Village catalog/tabloid both print and online, and building a joint website [www.desabali.com](http://www.desabali.com). Regarding Forkom Dewi's strategy to attract the tourist market, Mendra stated in an interview as follows.

"Tourism is like a double-edged sword, if managed properly it will be able to provide welfare for the community and maintain, preserve culture and creativity as a preferred tourist destination. If mismanaged, it will be able to damage a nation's cultural fabric in a short time. Therefore, the implementation of community empowerment through community participation along with important elements (stakeholders) in the corridor of good governance (good village governance), which operationally must reach the sides of increasing institutional capacity aims to build self together (togetherness in collective action), strengthening social capital in the "developing village" paradigm (interview, 29 January 2020).

The essence of developing a tourist village is empowering local communities, so that these communities are actively involved in tourism development in their own villages, especially with the Russian tourist market as an emerging market, as stated by Mendra in the following interview excerpt.

"So far, the European market that has stayed overnight has been dominated by French, German, Italian and Polish tourists. In the future, efforts will be made to attract more Russian tourists to spend their holidays for two or three days apart from staying at hotels in the Nusa Dua area. Usually these Russian tourists mostly only do village tours through tours sold by BPW with their foreign representatives. If the tourism village marketing strategy is successful, equity will be realized from the corridor of sustainable tourism development (interview, January 29, 2020).

Mendra's statement is a potential that can be developed in the future for the Russian tourist market share. Collective action in a climate of togetherness in welcoming the arrival of Russian tourists to villages involving residents as political entities (village) is expected to foster "new solidarity" which then strengthens social capital in village communities, through "social learning" activities. This stage of the social learning process, according to Habermas, can be arranged according to the logic of development and which institutionalizes new stages of the community learning process. The process of empowering village communities to achieve these goals can be done in various ways, one of which is through the tourism sector with its four pillars which include destinations, industries, promotions and institutions, as shown in Figure 5 below.

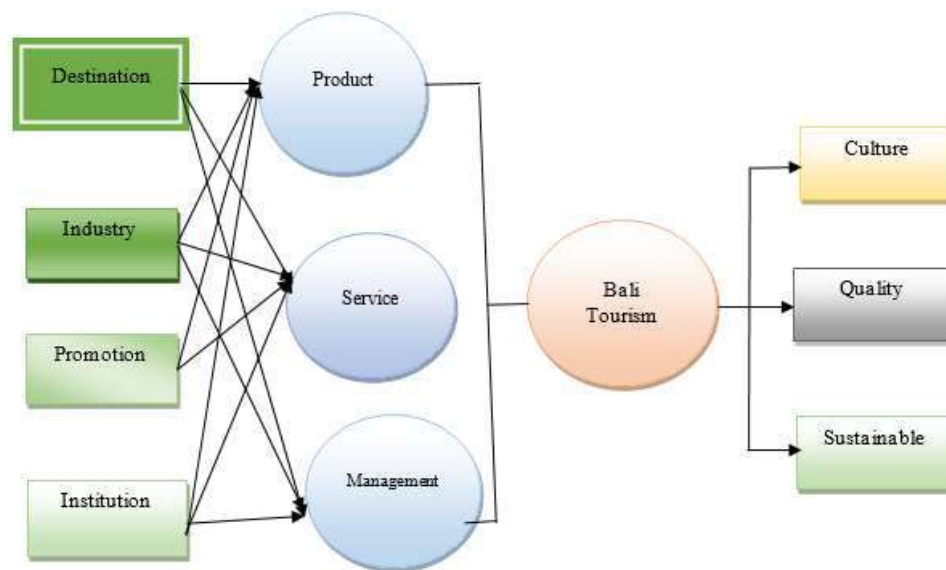


Figure 5. The four pillars of tourism in the development of a tourist village

In addition to the formation of Forkom Dewi under the auspices of the Bali Tourism Council or Disparda, the Tour Guides who are members of the Bali Russia Guide Division under the auspices of the tour guide association or DPD HPI Bali have established themselves as an association of tour guides with Russian language specialists under the name Giddy Bali (in Russian which means Bali tour guide). Giddy Bali has formed a WhatsApp group to get Russian tourists by contacting tourists who have been handled to conduct tours and stay in tourist villages. This is a very good synergy between Forkom Dewi and Giddy Bali for the development of sustainable tourism through empowerment and



participation of local communities. Some of the activities that can be done in tourist villages such as trekking, farming, dancing, and reading the Balinese alphabet as shown in Figure 6 below.



Figure 6. Activities that Tourists Can Do in Tourist Villages

In addition to some of these activities, other activities are activities that involve cooking skills, namely traditional Balinese dishes. This cooking activity, known as fun cooking, can also indirectly introduce traditional Balinese cuisine so that it can go international. After finishing cooking, tourists can enjoy together the results of their own cooking as shown in Figure 7 below.



Figure 7. Fun Cooking Activities for Traditional Balinese Dishes

All tourism activities that can be carried out by tourists in the tourist village through participation and direct interaction with local communities are a form of community-based tourism (CBT). The CBT is a form of tourism in which the community has control, is substantially involved in the development and management of tourism in their area and a proportion of the benefits are enjoyed by the local community. Tourists can stay in a beautiful village house (community house) as shown in Figure 8.

## Community House



Figure 8. Community House in the Tourist Village of Sangkan Gunung, Karangasem

The outbreak of the Covid-19 pandemic has had a direct impact on various industries in the world, including the travel and tourism industry. These two industries are even recognized by experts as the sectors most affected by the pandemic. Therefore, UNWTO believes that tourism is able to make the world move again in a safe way through the New Normal protocol. New Normal is a new order of life for the economy due to the COVID-19 pandemic. The community must adjust to the new normal order to live side by side with COVID-19 by enforcing health protocol SOPs in every activity and maintaining body immunity.



Figure 9. New Normal Era Tourism System

Source: Tourism and Creative Economy Agency of the Republic of Indonesia 2020

The tourism sector is one of the industries that will begin to clean up and reopen tourist destinations by enforcing special new normal protocols in the tourism sector. MSMEs and the tourism sector have become sectors affected by COVID-19 and have experienced paralysis due to the impact of this pandemic. Policies regarding the new normal order force the government and tourism industry players to innovate to adapt to changes in behavior and new trends that are developing in the tourism sector. Changes in the new order will create new behaviors and eventually lead to new habits and new cultures. This change in the new order will lead to changing trends in global tourism and tourism industry players are expected to be able to adapt.

The tourism industry must adapt to the conditions of the pandemic, in order to keep the wheels of the community's economy moving. If the pandemic situation in the new normal era requires everyone to follow health protocols, the tourism industry must also adopt this provision in packaging services. New standards, new habits, and

new cultures in the tourism sector must be developed so that new tourism products that are appropriate and satisfying can be created and offered to tourists in the new normal era. Solo travel tours, wellness tours, virtual tours, and staycations are tourism products that can be referred to as examples of alternative vacations that are predicted to be sold in the new normal era.

The tourism industry which is currently experiencing a hiatus due to the COVID-19 pandemic, especially Bali, has been awaited by Russian tourists who hope to be able to visit the Island of the Gods if flights are opened and Bali is certain to be safe to visit. On the other hand, several media reported that tourism recovery would last longer, perhaps until 2024, given the side effects of the pandemic, which made the economies of tourist supply countries experience a slowdown. This situation makes people will prioritize their basic needs first than traveling. I Wayan Suweca, Head of the Russia Bali Guide Division (interview, 4 October 2020) stated that while waiting for the Russian Federation's economy to recover after the covid-19 pandemic, only certain people who have money can travel to Bali in the new normal era of covid-19, while most of the others will postpone their traveling until they have enough money in their savings. When viewed from the specifications of the type of Russian tourists visiting Bali, they will return to the same way they were at the beginning of their arrival to Bali, namely from *The Wealthy World Citizen* and *The Immersive Explorer* before *The Rookie* and *The Guru*.



Figure 10. Swing and Trekking Attractions Pokdarwis Sangkan Gunung Tourist Village.

I Gusti Ngurah Tedun and I Made Tingkes Yasa, local Russian tour guides who manage the tourist village of Sangkan Gunung, Sidemen District, Karangasem Regency with swing and trekking attractions, both agreed to state that

"Looking at the various tourism products that can be developed in the new normal era of COVID-19, the development of tourist villages is very appropriate because the development pattern is on a small scale. This pattern of development is in accordance with the new normal era tourist model whose criteria are small scale, social distancing. Therefore, tourists in the new normal era prefer private villas to hotels in general to be able to carry out social distancing." (Interview, October 5, 2020)

In addition, the potential for skilled workers, including 15 thousand migrant workers (PMI), returned to villages in Bali due to layoffs in the tourism industry. This skilled workforce must build their own village and can collaborate with local tour guides because there is strong potential in the village. This is in line with the Leiper tourism system (1990) which uses a geographical approach, namely the natural potential of the village as a stakeholder that can be enjoyed by tourists from the tourist generating region to the tourist destination region, namely the tourist village itself.

Through Tourism Villages, tourism proves its alignment with the spirit of pro-job, pro-growth, and pro-poor (tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation) and pro-sustainability. Therefore, local tour guides together with migrant workers returning to the village are determined to develop their villages through the development of tourist villages to anticipate Russian tourist visits after the Covid-19 pandemic ends. This is a very positive activity carried out during the pause due to the Covid-19 pandemic so that it can offset the dominance of foreign representatives who are latently developing an online villa rental business for Russian tourists visiting Bali through the use of communication and information technology, such as [www.baliforum.ru](http://www.baliforum.ru).



## CONCLUSION

This paper has explored the concept of green and sustainable tourism, examined consumer demand for green and sustainable tourism and determined the essential attributes for tour operators of Russian market that implemented green and sustainable tourism. The independent operators surveyed had a clear understanding of green and sustainable tourism, as defined by the researcher, and were aware of the importance of all four elements to a provider of green and sustainable holidays' products. The majority of operators attempted to provide all green and sustainable tourism elements, but some compromised, particularly with regard to keeping costs low and satisfying Indonesian laws on health and safety.

The majority of operators surveyed perceived their customers to be interested in green and sustainable tourism products but their motives for this interest were unclear. In addition, the operators were unsure as to whether consumers would pay a premium price for a green and sustainable tourism holiday products. While specialist operators must continue to promote their holidays as niche products in order to sustain competitive advantage from the mainstream operators, it is unclear whether green and sustainable tourism can truly be a competitive opportunity.

Overall, this study has proved inconclusive as to whether specialist operators regard green and sustainable tourism as a niche opportunity - while more than a quarter of the operators surveyed recognized the commercial opportunities of green and sustainable tourism, an equal number were undecided.

While this paper examined a relatively small number of specialist operators and their knowledge and understanding of green and sustainable tourism, it did not consider in depth the tourist's perception of green and sustainable tourism. Further research is needed to ascertain tourists' motivation for purchasing (or not purchasing) green and sustainable holidays' products, and how planned behavior may differ from actual purchasing behavior.

Finally, the issues raised in this paper are complex and will remain so, but it is hoped this paper will be regarded as a significant step towards understanding green and sustainable tourism and the opportunities afforded to operators which offer such products.

## References

- Aguiar-Quintana, T., Moreno-Gil, S., & Picazo-Peral, P. (2016). How Could Traditional Travel Agencies Improve their Competitiveness and Survive? A Qualitative Study in Spain. *Tourism Management Perspectives*, 20, 98-108.
- Andrades, L., & Dimanche, F. (2019). Destination Competitiveness in Russia: Tourism Professionals' Skills and Competences. *International Journal of Contemporary Hospitality Management*.
- Andrades, L., & Dimanche, F. (2017). Destination Competitiveness and Tourism Development in Russia: Issues and Challenges. *Tourism Management*, 62, 360-376.
- ASPAN, Z. and IRWANSYAH, I. (2023). MAINTAINING ENVIRONMENTAL SUSTAINABILITY BASED ON TRADITIONAL KNOWLEDGE: LESSON FROM KAJANG TRIBE. *Russian Law Journal*, 11(1), 69-74.
- Batubara, M., Arif, M., & Rahman, F. (2022). POLICY ANALYSIS OF THE IMPLEMENTATION OF THE COMMUNITY ACTIVITIES RESTRICTIONS ENFORCEMENT (CARE) ON SMALL AND MEDIUM ENTERPRISES IN MEDAN CITY. *JABE (Journal of Applied Business and Economic)*, 8(3), 302-328.
- Bondar, I., Shchokholieva, I., Sokolovskiy, V., Petrenko, N., Maliuga, L. and Tereshchuk, N. (2023). Prerequisites for the Ecologization of Recreational and Tourist Activities in Ukraine. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1126, No. 1, p. 012014). IOP Publishing.
- Camilleri, M. A. (2018). The Tourism Industry: An Overview. *Travel Marketing, Tourism Economics and the Airline Product*, 3-27.
- Cvijanović, D., Sekulić, D. and Pavlović, D. (2018). Are Green Hotels Suitable for the Development of Entrepreneurship in Tourism? *Ekonomika preduzeća*, 66(7/8), 424-433.
- Christian, M. (2016). Tourism Global Production Networks and Uneven Social Upgrading in Kenya and Uganda. *Tourism Geographies*, 18(1), 38-58.

- Cimbaljević, M., Stankov, U. and Pavluković, V. (2019). Going Beyond the Traditional Destination Competitiveness—Reflections on a Smart Destination in the Current Research. *Current Issues in Tourism*, 22(20), 2472-2477.
- Донскова, Л.И. and Редькин, А.Г. (2020). Issues of State Regulation of Social Tourism: International and Russian Experience. *Сервис в России и за рубежом*, 14(5/92), 84-92.
- D'Souza, C. Apaolaza, V., Hartmann, P. and Brouwer, A.R. (2021). Marketing for Sustainability: Travellers' Intentions to Stay in Green Hotels. *Journal of Vacation Marketing*, 27(2), 187-202.
- Ettinger, A., Grabner-Kräuter, S., Okazaki, S. and Terlutter, R. (2021). The Desirability of CSR Communication versus Greenhushing in the Hospitality Industry: The Customers' Perspective. *Journal of Travel Research*, 60(3), 618-638.
- Gerstenfeld, A. and Roberts, H. (2017). Size Matters: Barriers and Prospects for Environmental Management in Small and Medium-Sized Enterprises. In *Small and Medium-Sized Enterprises and the Environment*. Routledge, 106-118.
- Goryushkina, N. E., Gaifutdinova, T. V., Logvina, E. V., Redkin, A. G., Kudryavtsev, V. V., & Shol, Y. N. (2019). Basic Principles of Tourist Services Market Segmentation.
- Gössling, S. and Schweiggart, N. (2022). Two Years of COVID-19 and Tourism: What We Learned, and What We should have Learned. *Journal of Sustainable Tourism*, 30(4), 915-931.
- Groulx, M., Boluk, K., Lemieux, C. J., & Dawson, J. (2019). Place Stewardship among Last Chance Tourists. *Annals of Tourism Research*, 75, 202-212.
- Gudarenko, P.V. and Bagmet, K.V. (2015). Socially Responsible and "Green" Tourism Industry. In *РЕГИОНАЛЬНЫЕ АСПЕКТЫ ФУНКЦИОНИРОВАНИЯ ГОСТИНИЧНОЙ ИНДУСТРИИ= REGIONAL ASPECTS OF THE HOSPITALITY INDUSTRY* (66-68).
- Gudkov, A., Dedkova, E., & Dudina, K. (2018). The Main Trends in the Russian Tourism and Hospitality Market from the Point of View of Russian Travel Agencies. *Worldwide Hospitality and Tourism Themes*.
- Han, H., Yu, J., Lee, J.S. and Kim, W. (2019). Impact of Hotels' Sustainability Practices on Guest Attitudinal Loyalty: Application of Loyalty Chain Stages Theory. *Journal of Hospitality Marketing & Management*, 28(8), 905-925.
- Han, H. and Hyun, S.S. (2018). Eliciting Customer Green Decisions Related to Water Saving at Hotels: Impact of Customer Characteristics. *Journal of Sustainable Tourism*, 26(8), 1437-1452.
- Holland, J., & Leslie, D. (2017). *Tour Operators and Operations: Development, Management and Responsibility*. CABI.
- Holloway, J. C., & Humphreys, C. (2022). *The Business of Tourism*. Sage.
- Ilina, E.L., Miloradov, K.A. and Kovaltchuk, A.P. (2019). Green Hotel: Concepts and Implementation. *Journal of Environmental Management and Tourism*, 10(2), 300-306.
- Jones, P. and Comfort, D. (2020). The COVID-19 Crisis, Tourism and Sustainable Development. *Athens Journal of Tourism*, 7(2), 75-86.
- Khartishvili, L., Muhar, A., Dax, T. and Khelashvili, I. (2019). Rural Tourism in Georgia in Transition: Challenges for Regional Sustainability. *Sustainability*, 11(2), 410.
- Kumar, A., & Legashova, A. (2017). An Analysis of Development of Domestic and Inbound Tourism in Russia. In *Opportunities and challenges for tourism and hospitality in the BRIC nations* (pp. 252-264). IGI Global.

- KURNIAWATI, A., PATITTINGI, F., MARWAH, M., ANINDHITA, A.B., APRISAL, J.S., APRISAL, J.S. and NUR, R. (2023). LAW ENFORCEMENT MODEL BASED ON LOCAL KNOWLEDGE AND FORMAL LAW IN SAVING CORAL REEF DESTRUCTION IN SPERMONDE ISLANDS. *Russian Law Journal*, 11(1), 75-80.
- Мишулина, С.И. (2021). Green Certification Issues in the Accommodation Sector. *Сервис в России и за рубежом*, 15(4/96), 5-17.
- Мишулина, С.И. (2020). Current Situation and Greening Issues in Russian Tourist Accommodation Sector. *Сервис в России и за рубежом*, 14(5/92), 119-132.
- Morozov, M.A. and Morozova, N.S. (2018). Environmental Responsibility of Enterprise in Tourism and Hotel Business in Russia. *Journal of Environmental Management and Tourism*, 9(5), 1085.
- Mzembe, A. N., Lindgreen, A., Idemudia, U., & Melissen, F. (2020). A Club Perspective of Sustainability Certification Schemes in the Tourism and Hospitality Industry. *Journal of Sustainable Tourism*, 28(9), 1332-1350.
- Page, S. J. (2019). Tourism: Its Origins, Growth and Future. In *Tourism Management* (pp. 47-78). Routledge.
- Palacios-Florencio, B., Santos-Roldán, L., Berbel-Pineda, J.M. and Castillo-Canalejo, A.M. (2021). Sustainable Tourism as a Driving Force of the Tourism Industry in a Post-COVID-19 Scenario. *Social indicators research*, 158(3), 991-1011.
- Peng, N. and Chen, A. (2019). Luxury Hotels Going Green—the Antecedents and Consequences of Consumer Hesitation. *Journal of sustainable tourism*, 27(9), 1374-1392.
- Sheresheva, M. Y., Polukhina, A. N., & Oborin, M. S. (2020). Marketing Issues of Sustainable Tourism Development in Russian Regions. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 6(1), 33-38.
- Sheresheva, M. Y. (2018). The Russian Tourism and Hospitality Market: New Challenges and Destinations. *Worldwide Hospitality and Tourism Themes*, 10(4), 400-411.
- Sheresheva, M., Polyanskaya, E., & Matveev, N. (2016). The Russian Hospitality Market: what is the Basis for Success in a Challenging Environment? *Worldwide Hospitality and Tourism Themes*.
- Sofronov, B. (2019). The Development of Marketing in Tourism Industry. *Annals of Spiru Haret University. Economic Series*, 19(1), 117-127.
- Streimikiene, D., Svagzdienė, B., Jasinskis, E., & Simanavicius, A. (2021). Sustainable Tourism Development and Competitiveness: The Systematic Literature review. *Sustainable development*, 29(1), 259-271.
- Teng, C.C., Lu, A.C.C. and Huang, T.T. (2018). Drivers of Consumers' Behavioral Intention toward Green Hotels. *International Journal of Contemporary Hospitality Management*.
- Zdravković, S. and Peković, J. (2020). The Analysis of Factors Influencing Tourists' Choice of Green Hotels. *Менаџмент у хотелијерству и туризму*, 8(1), 69-78.

# **Russian Tourist Ethics in Terms of Law Enforcement Aspects in Bali: Towards Sustainable Tourism**

## **Abstract**

With millions of foreign tourists traveling the globe each year, tourism is regarded as the largest and most significant industry in the world. Mainstream operators with a large volume of inexpensive and affordable vacations dominate tour operations market. A specialty operator sector coexists with the mainstream market and offers niche products to remain competitive. This study aims to determine whether specialized tour operators of Russian market in Bali view green and sustainable tourism as a niche market potential. Green and sustainable tourism has gained popularity over the past ten years. It will delve into the idea of green and sustainable tourism, look at how the Russian tourist market specialist view consumer demand for green and sustainable vacations' products, and identify the crucial qualities for green and sustainable Bali tourism operators **in terms of law enforcement as it is stipulated in Regional Law of No 2 of 2012 on Bali Cultural Tourism**. Whether specialized tour operators of Russian market who promote green and sustainable tourism travel feel they may obtain a competitive advantage at a high cost will be determined.

Keywords: Russian tourist, green and sustainable tourism, specialist tour operators, consumer behavior, niche products

## **INTRODUCTION**

The tourist sector is a broad, flourishing industry whose expansion is still going strong. More than 800 million individuals spent at least one night abroad in 2019. With international tourism anticipated to expand by 7.4% in 2019 and more than 1.5 billion passengers by 2030, the number of tourists is expected to nearly double in the next 20 years (Page, 2019). The millions of foreign tourists who travel throughout the world each year have an unavoidable impact on the destination countries of the world since tourism is the largest and most significant industry in the world. Over 29 million people travel abroad for annual vacations, making holiday business extremely competitive (Streimikiene et al, 2021; Gudkov, 2018; Kumar & Legashova, 2017).

Twelve major tour operators produce package vacations for the mass market in the oligopolistic market system that governs outbound tour operations (Sheresheva, 2018; Christian, 2016). Approximately 1,500 "micro-operators" or SMEs serve the remaining 10% of the outbound market, which represents overall abroad inclusive travel industry (Groulx et al, 2019; Goryushkina et al, 2019). Holloway & Humphreys (2022) claim that mainstream operators maintain their competitive position by selling a lot of cheap vacations and making little margins, usually between 2 and 3 percent. The independent sector is made up of manufacturers who sell a lesser amount of higher-priced holidays because these low margins are untenable for SMEs. The most significant aspect of marketing vacations for inbound tour worldwide is price, and pricing techniques are extremely important in both the package vacation and the specialty vacation industries (Sheresheva et al, 2020; Camilleri, 2018; Aguiar-Quintana, 2016). Through differentiation and augmentation, SMEs lessen the impact of such fierce pricing rivalry, and to compete successfully, they must offer specialist tourism products (Andrades & Dimanche 2019; Gudkov, 2018). As a niche product inside the mass market, green and sustainable tourism can enable businesses to compete on more than simply price, according to a tour operator, adding quality and value to the industry (Andrades & Dimanche 2017). Previous research on environmental tourism found that companies implementing environmentally friendly business strategies could benefit financially and boost their competitive advantage (Sheresheva et al, 2016). This study will investigate if green and sustainable tourism, which provides added value, can offer chances to a market striving to move away from price-based competing strategies.

The more openness of Russian citizens to travel abroad is a golden opportunity to boost foreign tourist visits to Indonesia, especially Bali. Therefore, tourism business actors under the coordination of the Ministry of Tourism are intensively promoting tourism to Russia. There are several factors causing the increase in visits by Russian tourists to Bali which are interrelated with one another, so that the increase in visits has reached its peak since the 2000s. First, close diplomatic relations between the Republic of Indonesia and the Russian Federation are followed up with a visa-free visit policy for Russian citizens to Indonesia. Second, the promotion of tourism through cooperation in the economic and trade sectors, which led to the opening of a direct flight Moscow-Denpasar by Rossiya Airlines on October 28 2018 (Kompas.com 2019). Prior to the issuance of the visa-free policy for Russian citizens in 2015 (Presidential Decree No 69/2015), Russian tourists visited Indonesia using a regular visit visa and in 2007 began using a visa on arrival (VOA).

The purpose of this study, which builds on the work of Mzembe, Lindgreen, Idemudia, & Melissen (2020), is to determine whether specialized SMEs view green and sustainable tourism as a niche market. The concept of green and sustainable tourism will be examined, along with consumer demand for green and sustainable tourism vacations and the necessary qualities for green and sustainable tourism businesspeople in this specialized industry. This research focuses on the competitive opportunities of green and sustainable tourism as perceived by specialized SMEs rather than overtly defining and discussing consumer behavior. The operators' perceptions of their customers' demand for green and sustainable tourism will also be examined.

## **LITERATURE REVIEW**

### **Concern over the Impact of Tourism**

It is crucial to look at the concept of green and sustainable tourism's roots and how it has developed into such a current concern before considering the prospects for operators that provide it as a niche product. Many people travel the world in quest of paradise as a result of tourism, which is a significant economic driver in global markets. This has put a tremendous amount of strain on the environment and raised concerns about the effects of mass tourism, which is long seen as unsustainable and insatiable in its growth and effects (Morozov and Morozova, 2018). Although the continuous expansion of the tourist sector has been welcomed by both suppliers and customers, there is a growing global trend to question the nature and rate of this growth. Tourism can undoubtedly help the economy, but it can also exacerbate social and economic disadvantages of the host community, particularly in developing nations (Zdravković and Peković, 2020; Cvijanović and Pavlović, 2018).

The dominant transnational companies (TNCs) in the global tourist sector can exert influence over the suppliers of the tourism product, resulting in unequal relationships and unequal exchange. Pressure organizations, the media, and customers are challenging the notions of green and sustainable tourism trading, human rights concerns, and the social and environmental accountability of these enterprises as they continue to dominate world commerce (Gudarenko and Bagmet, 2015). Although the tourism sector should be concerned about this, it does present marketing opportunities for businesses who want to offer alternatives to mainstream tourism, such as green and sustainable tourism (Донскова and Редькин, 2020).

### **Consumer Demand**

Understanding consumer demand is crucial for any service provider, and the travel industry is no different (Sofronov, 2019). Although businesses are increasingly advised to embrace socially responsible policies, it remains unclear if consumers actually care about green and sustainable tourism business (Cimbaljević et al, 2019). There is growing recognition that the majority of business decisions entail some type of green and sustainable tourism judgment (Gerstenfeld and Roberts, 2017). In a consumer-driven organization, it is obvious that if the consumer requests green and sustainable tourism products, the organization must deliver them (Jones and Comfort, 2020). Furthermore, there is evidence to suggest that the consumer will reward a business for its green and sustainable tourism behavior by being prepared to pay a higher price (Gössling and Schweiggart, 2022; Palacios-Florencio et al, 2021).

Green and sustainable tourism products might offer a chance for differentiation when consumers perceive little difference between competing products or brands (Peng and Chen, 2019). Selling green and sustainable tourism values presents a chance for competitive advantage as significant numbers of green and sustainable tourism consumers begin to factor green and sustainable tourism considerations into their buying decisions (D'Souza et al, 2021). According to market research, customers are calling for higher levels of corporate accountability and green and sustainable tourism standards in business, with 73% of all consumers expressing urgent concern about matters of conscience when purchasing items (Ettinger et al, 2021). With more than one in four customers declaring themselves to be strongly green and sustainable tourism, a jump of 5% since 1990, The Russian Federation Government statistics show an increase in the number of consumers actively searching out green and sustainable tourism items (Мишулина, 2020). A recent survey focused on the travel industry found that 27% of Russian tourists said that a company's green and sustainable tourism values were very important to them when deciding with which operator to travel. One could argue that businesses that meet such consumer demand will have a competitive advantage (Мишулина, 2021; Iliina et al, 2019).

Consumer research in the tourism industry undoubtedly shows that there are green and sustainable tourism vacationers who are motivated by motivations other than altruism (Bondar et al, 2023; Khartishvili, 2019). Existing research in psychological studies highlights the issue of a discrepancy between the conscience of the consumer and their actual purchasing behavior (Teng, et al, 2018). For instance, travelers may choose green and sustainable tourism vacations because they believe they will be purchasing a higher-quality well, whether it entails traveling

in smaller groups or going off the beaten path (Han et al, 2019). To imply that all customers who exhibit interest in green and sustainable tourism vacations are drawn solely by the moral value added would be untrue (Han and Hyun, 2018).

There is a need for further consumer behavior study in the tourist industry, but more general research shows that green and sustainable tourism corporate behavior is anticipated and that a company's behavior is a significant factor when making a purchase. With more than 65% of consumers saying they will pay more for green and sustainable tourism items, consumers will reward a company's green and sustainable tourism behavior by being willing to pay higher costs. According to a recent tourism survey, 59% of travelers would be willing to spend more for a vacation if the extra money went toward ensuring excellent salaries and working conditions, protecting the environment, or supporting a local nonprofit. Tourists would typically pay 5% more for a vacation with these moral credentials.

## RESEARCH METHODS

This study draws on the key findings of an empirical inquiry of specialist tour operators' perceptions of green and sustainable tourism and the extent to which they see it as a source of competitive advantage, in addition to the body of existing literature. In order to obtain insight and investigate the difficulties surrounding green and sustainable tourism for the tour operating sector, two preliminary qualitative interviews were conducted: one with a well-known tour operator, Russian Holidays, and the other with a significant tourist pressure group, Tourism Concern.

At this point in the research, it was critical to determine that green and sustainable tourism was relevant to tour operators and wasn't merely an academic concept. If so, was it equally essential to the mainstream market and the independent specialist? Did green and sustainable tourism have any relevance to tour operators in today's market? A thorough examination of the problems relating to tourism and tour operations in the Republic of Indonesia was made possible by the respondents' perceived expertise in the tourist sector. The information gained influenced the second phase of the investigation and aided in the creation of the survey questionnaire.

It was evident from the interviews that mass-market consumers were thought to not seek green and sustainable tourism travel. Mainstream operators did not offer them because they believed there was little consumer demand since "consumers continue to be price-led and any new product development tends to be operator-led." Tourism Concern, which said that only recently have a few prominent operators (like the UTE Megapolus Group) been aware of the viability and commercial potential of green and sustainable tourism business policies, backed this point of view. Before mass market operators offer a green and sustainable tourism vacation, there is still some distance to go.

Additionally, independent specialist tour operators (SMEs), such as those affiliated with the Association of Independent Tour Operators (AITO) and/or Tourism Concern's Community Tourism Directory, were recognized as the operators who promoted themselves as providing green and sustainable tourism vacations. It was required to perform a quantitative survey of these operators to ascertain the degree to which they recognized the marketing prospects of offering this specialized product, despite the fact that they may generate green and sustainable tourism vacations for a variety of reasons.

## Sampling

A non-probability, purposeful sample frame of 5 independent specialist tour operators for Russian market, namely Russian Holidays, UTE Megapolus, Big Tour, Southern Cross, and Lanta Tours, the operators are specifically those which provide green and sustainable tourism, alternative, and/or eco-friendly holidays. The researcher interviewed tour companies whose promotional materials stated that tour group sizes were kept to a minimum and that they used locally owned businesses in the destinations for lodging, transportation, and other services in order to identify those that offered elements of green and sustainable tourism.

These standards were determined to be important predictors of moral tour operators in the literature, and they were supported as valid during the qualitative interview with Tourism Concern. However, these issues would be clearly addressed in the study survey. At this time, it was hard to tell whether operators claimed to be green and sustainable tourism in their treatment of employees or to judge whether operators employed accurate and unflinching promotional material.

The sample was created with the intention of locating those tour operators who met the standards established by the literature on tourism ethics. As there may be other tour operators in the Russian Federation that provide green and sustainable tourism vacations but do not advertise this or are unaware that they do so and do not belong to an association or directory of tour operators, this could be a source of prejudice. The researcher selected the

largest sample frame available, which included 5 operators, in order to collect data from those that they felt met green and sustainable tourism standards.

The postal survey was carried out over a four-week period after the piloting phase, with the researcher identifying named respondents of the 5 operators surveyed who were asked to complete a questionnaire did so. This resulted in a high response rate of 60%, which may be attributable to the respondents and the fact that a large portion of the named respondents were owner-directors and thus closely associated with the business. In addition, a series of additional questions using a five-point Likert scale were added to assess operators' attitudes and beliefs regarding green and sustainable tourism. Operators were urged to include insightful remarks all throughout the questionnaire.

## FINDINGS

This section sets out what the operators know about green and sustainable tourism for tourist market in Bali, to what extent they provide it and what they consider to be the competitive opportunities of the green and sustainable tourism. It will also discuss operators' perceptions of their customers' interest in the green and sustainable tourism and whether they believe their customers will pay more for a green and sustainable tourism products.

### What operators know about green and sustainable tourism in Bali

The Moscow-Denpasar direct flight succeeded in boosting Russian tourist visits to Bali in 2018. Based on BPS Bali Province data for 2019, the increase in Russian tourists in 2018 was 6.95 percent from 117,500 in 2017 to 125,700 people. This is inseparable from the efforts of various parties, including tour operators, travel agents, media and airlines, in promoting Indonesian tourist destinations, especially Bali to the Russian public. To further increase Russian tourist visits to Bali, stakeholders consist of several travel agents and hotels who go to Russia twice a year to hold exhibitions, namely in March for the Moscow International Travel and Tourism (MITT) and *Intour* Market events and December for *Otdikh Leisure*.

Table 1. Travel Agents with Russian market in Bali

No	Handling Agent in Bali	Tour Operator in Russia	Foreign Representatives	Tour Guides	
				Russian	English
1.	Pegasus	Russian Holiday	12	28	5
2.	Look Asia	InTour	14	30	8
3.	Navigotaria	Lanta Tour	15	0	32
4.	Bounty	Eastern Tour	12	25	7
5.	Visi Tour	UTE Mega Polus	2	25	5
6.	Maestro Indonesia	Big Tour	3	30	8
7.	Asia Collection	Southern Cross	2	20	4
8.	Wita Tour	Interline	1	10	5
9.	Bali Voyage	Internasinal	2	15	4

When asked to indicate the elements they thought would be provided by an operator that implement green and sustainable tourism (see Figure 1), all respondents stated that a green operator would treat their staff fairly and that they would use clear, truthful and unambiguous promotion. Nearly all of them said that a green operator would use locally owned organizations in destinations and more than three-quarters of respondents stated that group size would be kept to a minimum.

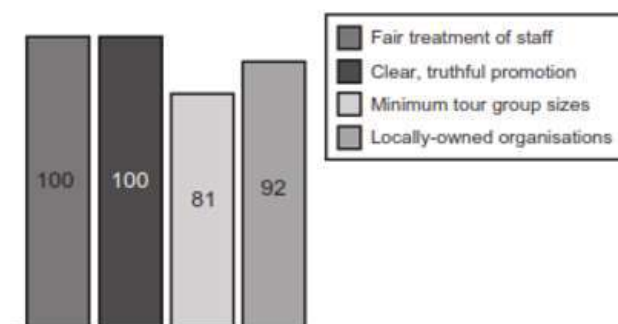




Figure 1. Elements provided by an ethical operator

When asked how green and sustainable tourism they thought their own organization (see Figure 2) all operators supported the use of clear and truthful promotion. Within the Republic of Indonesia (RI), the Directive on Package Travel (Batubara et al, 2022) requires that tour operators accurately describe holidays in brochures, which might explain why all the operators asserted that their promotion was truthful. All but one of the operators believed themselves to treat their staff fairly, with 5 operators using locally owned organizations for support services such as accommodation and transport.

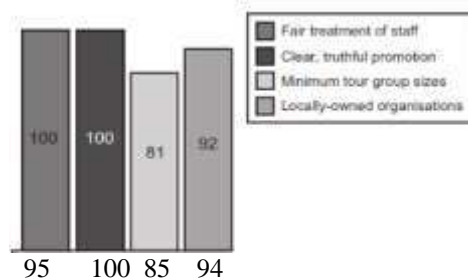


Figure 2. Level of green and sustainable tourism provided by an ethical operator

Importantly, fewer operators supported group sizes being kept to a minimum. Although a clear majority of respondents were happy to state that they kept group sizes to a minimum, some queried the word 'minimum'. Some respondents thought this was a group of five or six people, others thought it might mean up to 30 people in a group. One respondent commented 'What is your definition of small? Our maximum group size is 24.' Confusion over the exact meaning of 'minimum size' may explain why fewer operators supported this element.

Further comments received from respondents seemed to indicate the existence of a compromise situation of wanting to keep tour group sizes to a minimum but realizing this had to be 'balanced against profit margins'. This may indicate a problem for operators attempting to provide a green and sustainable products for their holiday experience; additional costs, incurred by maintaining smaller group sizes for example, may result in a more expensive holiday experience for the consumer. With fierce competition within the Indonesia operations industry, and each company struggling for more turnover and a greater share of the market, so green and sustainable tourism credentials may be perceived by operators as being a cost rather than an investment.

The use of locally owned organizations to provide accommodation and transport was recognized as a green and sustainable tourism objective by the majority of respondents, and an equal number of operators achieved this. Qualitative comments here included an operator that used locally owned organizations 'so long as these met the criteria of the CHSE Directive on Health and Safety', and another operator used 'hotels/lodges that follow green and sustainable tourism/ecological principles and respect local communities'.

It is clear that using local organizations for supplementary services such as accommodation and transport can help prevent leakage from the host community, but as foreign tourists increasingly want high-quality accommodation and transport experiences then the quality demanded by the tourist cannot always be provided by a local organization. Many foreign tourists want to trade up and not down in accommodation quality, and very often ground handlers are used that are owned by companies from overseas countries or Indonesia in order to satisfy tourist expectations.

From the research it is clear that the independent tour operators surveyed had a clear understanding of the nature of green and sustainable tourism as defined by the researcher. While not all were able to implement the four green and sustainable tourism elements completely, the majority recognized and agreed with the researcher's definition and indicated their understanding of what an operator that implement green and sustainable tourism would provide. For those RI operators which want to provide green and sustainable products for tourists there exists the problem of producing a competitively priced expectations of the Republic of Indonesia tourist.

### Competitive opportunities

While more than a quarter of the operators recognized the commercial opportunities of green and sustainable tourism, an equal number were undecided. It is not clear the reasons for this indecision - further research would need to be undertaken to ascertain whether this indicated the respondents' lack of awareness regarding their company's overall competitive opportunities or their uncertainty that green and sustainable tourism could be a competitive niche product.

These findings contradict a previous study of environmentally responsible companies which suggested that environmental business practices would enable a company to gain commercial advantage. Nor do they support a

tourism-specific study which indicated that environmental business practices would increase a niche operator's competitive advantage. Furthermore, one-fifth of the respondents disagreed that selling green and sustainable holidays' products gave them any advantage at all. It is not clear why so many respondents disagreed that green and sustainable tourism gave them a competitive opportunity - further research would need to be undertaken - but it could be argued that many operators in this study are not in business for the commercial opportunities of selling green and sustainable holidays' products.

### **Are consumers interested in green and sustainable tourism?**

When asked whether operators perceived their customers to be interested in holidays that contained at least one of the four green and sustainable tourism elements as defined by the researcher, more than three-quarters believed that their customers were either very, or somewhat, interested (see Figure 4). However, a small number of this majority believed that although their customers were interested in green and sustainable tourism, they were only interested in one or two elements, such as truthful promotion, or small group sizes. A further few operators believed their customers were only interested in green and sustainable tourism because it contained elements that improved the quality of their holiday, for example visiting destinations that are less crowded or off the beaten track.

This supports a previous tourism study that suggested tourists were attracted to green and sustainable tourism products not because of their perceived added moral value, but because they believed they were buying a better-quality product. In fact, one operator stated that his customers were not at all interested in green and sustainable tourism holidays' products, using a qualitative quote to support his opinion: 'the European holidaymakers are not aware of any green and sustainable/environmental consideration in tourism'. This operator provided all four green and sustainable tourism elements yet appeared to believe that his customers did not purchase his holiday products because of the green and sustainable tourism values attached. Although previous studies suggest an increasing demand from consumers for green and sustainable standards in business, the operators surveyed in this research were not aware of this trend in their customers.

However, the majority of the operators believe their customers are interested in green and sustainable tourism, although not all customers are interested equally in all four of the green and sustainable tourism elements. Additional research would need to be undertaken to examine in more detail which of the elements consumers believe are most important for a green and sustainable tourism operator to provide. It is important to remember that this is a survey of tour operators' assessment of the level of their customers' interest in green and sustainable tourism. As such, this survey is not conclusive on this point - for a more accurate description of consumer interest it would be necessary to ask consumers directly.

### **Will consumers pay more for green and sustainable tourism?**

An organization's green and sustainable tourism stance can influence the consumer's buying behavior, and the survey supports this assertion, although further research into consumers' motivation would need to be undertaken. However, it would be wrong to suppose that the decision to purchase an green and sustainable tourism holiday also included the intention by the consumer to pay a premium price - less than a quarter of surveyed operators believed that their customers would pay a premium price for green and sustainable tourism holidays. In fact, more than half of the respondents were unsure whether their customers would pay more.

This contradicts recent tourism research which concluded that tourists are interested in products that contain a moral dimension and will pay extra for them. However, it supports previous studies which asserted that while consumers may feel some sympathy with green and sustainable tourism issues, this does not necessarily mean they will pay higher prices for products that claimed to contain some green and sustainable tourism elements.

This survey suggests that although consumers feel sympathy with some of the issues they will not necessarily pay higher prices for a green and sustainable tourism holiday, highlighting the acknowledged discrepancy between consumers' green and sustainable tourism concerns and their actual purchasing behavior. In short, this supports the view that the altruistic nature of the 'green and sustainable tourism' consumer may dissipate when it comes to decisions regarding the purchasing of an annual holiday. It could also be suggested from these results that the specialist market, formerly relatively price inelastic, is now moving towards being more price sensitive, and there is concern whether the industry will ever break away from this price sensitivity. This survey suggests that, far from moving away from price-based competitive strategies, price and pricing will remain a key feature of SMEs' competitive activities for the future.

### **Law Enforcement for Bali Green and Sustainable Tourism Development**

Research on Russian tourists as an emerging market in the context of sustainable tourism development in Bali can be a reference for interdisciplinary scientific development efforts in the field of Cultural Studies. In the context of

integrating the roles of language, tourism, environment (geo-culture), relations and social structures in society, especially those related to the dynamics of power relations and conflicts of interest of actors and agents in the tourism business sector. In addition, this research also specifically discusses Balinese culture imbued with Hinduism as the basis for the development of cultural tourism in Bali as it is stipulated in the Bali Province Regional Law of No 2 of 2012. As a research output, this research is of course filled with novelty. Novelty is an element of findings from a study. Research is said to be good if it finds elements of new findings, so that it has a contribution both to science and to the lives of the people who use it. Thus, the methodology and results of studies on the Russian tourist market in the realm of the tourism industry in Indonesia from the perspective of cultural studies are very interesting phenomena in this research. Because (1) the issue of Russian tourists is less popular than the problems of other tourists such as China, Australia and Europe in general; (2) Russia is a relatively new market that has escaped the attention of certain parties. Therefore, this research is also an attempt by researchers to answer the research gap that has existed so far.

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, it has been dominated by foreign travel agencies (BPW). As a result, many local BPW owners together with tour guides who have been evicted by the existence of foreign BPWs owned by Russian citizens with foreign representatives from the Red Bear Country, returned to the village to develop tourism villages. The essence of developing a tourism village is empowering local communities, so that these communities are actively involved in developing tourism in their own villages, especially with the Russian tourist market as an emerging market. So far, the European market staying in tourist villages in Bali is dominated by French, German, Italian, Spanish and Polish tourists. Therefore, the recommendations of this research for tourism actors who handle the Russian market have been able to attract Russian tourists to spend their holidays for two or three days apart from staying at hotels in the Nusa Dua area. Where previously the Russian tourists only did village tours through tours sold by BPW with their foreign representatives. This tourism village marketing strategy has created equity in the corridor of sustainable tourism development.

In line with the Russian market and Bali tourism sustainable development, there is an incident that received a lot of blasphemy from netizens was the upload of a foreign digital nomad named Sergei Kosenko as uploaded on the Facebook account of a public figure, Ni Luh Djelantik. Sergei Kosenko and his girlfriend from Russia arrogantly performed the attraction of jumping into the sea on a motorbike at the Tanah Ampo port pier, Karangasem Regency.



Figure 3. Foreign representative named Sergei Kosenko doing attractions plunge into the sea using a motorcycle.  
Source: Photo by Djelantik, 2020

The actions taken by Kosenko and his girlfriend are feared to damage the natural environment. This ridiculous act of two foreign nationals is of course very detrimental, because the motorcycle that plunged into the sea is sure to have its oil and gasoline polluting the sea. Not only that, it could be that due to the silly actions of these two foreign tourists, they could kill living creatures in the sea, such as fish due to oil and gasoline poisoning from the motorbike they plunged into. In fact, to save Bali Island from the negative impact of tourism is not only determined by the Regional Law of No 2 of 2012 on Cultural Tourism alone, yet there are also progressive efforts in the field of law. For example, the formal law regulating foreign representatives who work in Bali should be in accordance to Law No. 13 of 2013 on Labor. It cannot be tolerated behavior that violates the law, behavior that insults local people, behavior that damages local culture, behavior that does not respect local norms and values is unacceptable. Consequently, it is very important to carry out operations on immigration violations in Bali and in several places where it is suspected that there are foreigners who disturb order, disturb the peace, and disrupt the community's economy.

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, the owner of a local travel agency together with tour guides who have been displaced by the existence of BPW and their foreign representatives returned to the village to develop a tourism village. One of the tour guides is I Made Mendra Astawa who is a Russian-speaking tour guide and now serves as Chair of the Tourism Village Communication

Forum (Forkom Dewi). Mendra, who spoke when he was inaugurated as Chair of Forkom Dewi for the 2019-2024 period, is committed to synergizing with the level and regional governments in promoting the Bali Tourism Village and maintaining the continuity of its culture.



Figure 4. Tourism Village Communication Forum (Forkom Dewi)  
Bali province

Source: Photo collection of Made Mendra Astawa

Mendra's idea is a potential that can be developed in the future for the Russian tourist market share. Collective action in a climate of togetherness in welcoming the arrival of Russian tourists to villages involving residents as political entities (village) is expected to foster "new solidarity" which then strengthens social capital in village communities, through "social learning" activities. This stage of the social learning process, according to Habermas, can be arranged according to the logic of development and which institutionalizes new stages of the community learning process. The process of empowering village communities to achieve these goals can be done in various ways, one of which is through the tourism sector with its four pillars which include destinations, industries, promotions and institutions, as shown in Figure 5 below.

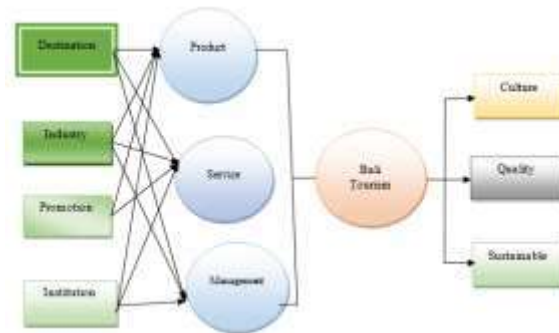


Figure 5. The four pillars of tourism in the development of a tourist village

In addition to the formation of Forkom Dewi under the auspices of the Bali Tourism Council or Disparda, the Tour Guides who are members of the Bali Russia Guide Division under the auspices of the tour guide association or DPD HPI Bali have established themselves as an association of tour guides with Russian language specialists under the name Giddy Bali (in Russian which means Bali tour guide). Giddy Bali has formed a WhatsApp group to get Russian tourists by contacting tourists who have been handled to conduct tours and stay in tourist villages. This is a very good synergy between Forkom Dewi and Giddy Bali for the development of sustainable tourism through empowerment and participation of local communities. Some of the activities that can be done in tourist villages such as trekking, farming, dancing, and reading the Balinese alphabet as shown in Figure 6 below.





Figure 6. Activities that Tourists Can Do in Tourist Villages

In addition to some of these activities, other activities are activities that involve cooking skills, namely traditional Balinese dishes. This cooking activity, known as fun cooking, can also indirectly introduce traditional Balinese cuisine so that it can go international. After finishing cooking, tourists can enjoy together the results of their own cooking as shown in Figure 7 below.



Figure 7. Fun Cooking Activities for Traditional Balinese Dishes

All tourism activities that can be carried out by tourists in the tourist village through participation and direct interaction with local communities are a form of community-based tourism (CBT). The CBT is a form of tourism in which the community has control, is substantially involved in the development and management of tourism in their area and a proportion of the benefits are enjoyed by the local community. Tourists can stay in a beautiful village house (community house) as shown in Figure 8.

#### Community House



Figure 8. Community House in the Tourist Village of Sangkan Gunung, Karangasem

The tourism industry which is currently experiencing a hiatus due to the COVID-19 pandemic, especially Bali, has been awaited by Russian tourists who hope to be able to visit the Island of the Gods if flights are opened and Bali is certain to be safe to visit. On the other hand, several media reported that tourism recovery would last longer, perhaps until 2024, given the side effects of the pandemic, which made the economies of tourist supply countries

experience a slowdown. This situation makes people will prioritize their basic needs first than traveling. I Wayan Suweca, Head of the Russia Bali Guide Division (interview, 4 October 2020) stated that while waiting for the Russian Federation's economy to recover after the covid-19 pandemic, only certain people who have money can travel to Bali in the new normal era of covid-19, while most of the others will postpone their traveling until they have enough money in their savings. When viewed from the specifications of the type of Russian tourists visiting Bali, they will return to the same way they were at the beginning of their arrival to Bali, namely from *The Wealthy World Citizen* and *The Immersive Explorer* before *The Rookie* and *The Guru*.



Figure 10. Swing and Trekking Attractions Pokdarwis Sangkan Gunung Tourist Village.

Through Tourism Villages, tourism proves its alignment with the spirit of pro-job, pro-growth, and pro-poor (tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation) and pro-sustainability. Therefore, local tour guides together with migrant workers returning to the village are determined to develop their villages through the development of tourist villages to anticipate Russian tourist visits after the Covid-19 pandemic ends.

## CONCLUSION

This paper has explored the concept of green and sustainable tourism, examined consumer demand for green and sustainable tourism and determined the essential attributes for tour operators of Russian market that implemented green and sustainable tourism. The independent operators surveyed had a clear understanding of green and sustainable tourism, as defined by the researcher, and were aware of the importance of all four elements to a provider of green and sustainable holidays' products. The majority of operators attempted to provide all green and sustainable tourism elements, but some compromised, particularly with regard to keeping costs low and satisfying Indonesian laws on health and safety.

The majority of operators surveyed perceived their customers to be interested in green and sustainable tourism products but their motives for this interest were unclear. In addition, the operators were unsure as to whether consumers would pay a premium price for a green and sustainable tourism holiday products. While specialist operators must continue to promote their holidays as niche products in order to sustain competitive advantage from the mainstream operators, it is unclear whether green and sustainable tourism can truly be a competitive opportunity.

Overall, this study has proved inconclusive as to whether specialist operators regard green and sustainable tourism as a niche opportunity - while more than a quarter of the operators surveyed recognized the commercial opportunities of green and sustainable tourism, an equal number were undecided.

While this paper examined a relatively small number of specialist operators and their knowledge and understanding of green and sustainable tourism, it did not consider in depth the tourist's perception of green and sustainable tourism. Further research is needed to ascertain tourists' motivation for purchasing (or not purchasing) green and sustainable holidays' products, and how planned behavior may differ from actual purchasing behavior.

Finally, the issues raised in this paper are complex and will remain so, but it is hoped this paper will be regarded as a significant step towards understanding green and sustainable tourism and the opportunities afforded to operators which offer such products.

## References

Aguiar-Quintana, T., Moreno-Gil, S., & Picazo-Peral, P. (2016). How Could Traditional Travel Agencies Improve their Competitiveness and Survive? A Qualitative Study in Spain. *Tourism Management Perspectives*, 20, 98-108.

- Andrades, L., & Dimanche, F. (2019). Destination Competitiveness in Russia: Tourism Professionals' Skills and Competences. *International Journal of Contemporary Hospitality Management*.
- Andrades, L., & Dimanche, F. (2017). Destination Competitiveness and Tourism Development in Russia: Issues and Challenges. *Tourism Management*, 62, 360-376.
- ASPAN, Z. and IRWANSYAH, I. (2023). MAINTAINING ENVIRONMENTAL SUSTAINABILITY BASED ON TRADITIONAL KNOWLEDGE: LESSON FROM KAJANG TRIBE. *Russian Law Journal*, 11(1), 69-74.
- Batubara, M., Arif, M., & Rahman, F. (2022). POLICY ANALYSIS OF THE IMPLEMENTATION OF THE COMMUNITY ACTIVITIES RESTRICTIONS ENFORCEMENT (CARE) ON SMALL AND MEDIUM ENTERPRISES IN MEDAN CITY. *JABE (Journal of Applied Business and Economic)*, 8(3), 302-328.
- Bondar, I., Shchokholieva, I., Sokolovskiy, V., Petrenko, N., Maliuga, L. and Tereshchuk, N. (2023). Prerequisites for the Ecologization of Recreational and Tourist Activities in Ukraine. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1126, No. 1, p. 012014). IOP Publishing.
- Camilleri, M. A. (2018). The Tourism Industry: An Overview. *Travel Marketing, Tourism Economics and the Airline Product*, 3-27.
- Cvijanović, D., Sekulić, D. and Pavlović, D. (2018). Are Green Hotels Suitable for the Development of Entrepreneurship in Tourism? *Ekonomika preduzeća*, 66(7/8), 424-433.
- Christian, M. (2016). Tourism Global Production Networks and Uneven Social Upgrading in Kenya and Uganda. *Tourism Geographies*, 18(1), 38-58.
- Cimbaljević, M., Stankov, U. and Pavluković, V. (2019). Going Beyond the Traditional Destination Competitiveness—Reflections on a Smart Destination in the Current Research. *Current Issues in Tourism*, 22(20), 2472-2477.
- Донскова, Л.И. and Редькин, А.Г. (2020). Issues of State Regulation of Social Tourism: International and Russian Experience. *Сервис в России и за рубежом*, 14(5/92), 84-92.
- D'Souza, C. Apaolaza, V., Hartmann, P. and Brouwer, A.R. (2021). Marketing for Sustainability: Travellers' Intentions to Stay in Green Hotels. *Journal of Vacation Marketing*, 27(2), 187-202.
- Ettinger, A., Grabner-Kräuter, S., Okazaki, S. and Terlutter, R. (2021). The Desirability of CSR Communication versus Greenhushing in the Hospitality Industry: The Customers' Perspective. *Journal of Travel Research*, 60(3), 618-638.
- Gerstenfeld, A. and Roberts, H. (2017). Size Matters: Barriers and Prospects for Environmental Management in Small and Medium-Sized Enterprises. In *Small and Medium-Sized Enterprises and the Environment*. Routledge, 106-118.
- Goryushkina, N. E., Gaifutdinova, T. V., Logvina, E. V., Redkin, A. G., Kudryavtsev, V. V., & Shol, Y. N. (2019). Basic Principles of Tourist Services Market Segmentation.
- Gössling, S. and Schweiggart, N. (2022). Two Years of COVID-19 and Tourism: What We Learned, and What We should have Learned. *Journal of Sustainable Tourism*, 30(4), 915-931.
- Groulx, M., Boluk, K., Lemieux, C. J., & Dawson, J. (2019). Place Stewardship among Last Chance Tourists. *Annals of Tourism Research*, 75, 202-212.
- Gudarenko, P.V. and Bagmet, K.V. (2015). Socially Responsible and "Green" Tourism Industry. In *РЕГИОНАЛЬНЫЕ АСПЕКТЫ ФУНКЦИОНИРОВАНИЯ ГОСТИНИЧНОЙ ИНДУСТРИИ= REGIONAL ASPECTS OF THE HOSPITALITY INDUSTRY* (66-68).
- Gudkov, A., Dedkova, E., & Dudina, K. (2018). The Main Trends in the Russian Tourism and Hospitality Market from the Point of View of Russian Travel Agencies. *Worldwide Hospitality and Tourism Themes*.



- Han, H., Yu, J., Lee, J.S. and Kim, W. (2019). Impact of Hotels' Sustainability Practices on Guest Attitudinal Loyalty: Application of Loyalty Chain Stages Theory. *Journal of Hospitality Marketing & Management*, 28(8), 905-925.
- Han, H. and Hyun, S.S. (2018). Eliciting Customer Green Decisions Related to Water Saving at Hotels: Impact of Customer Characteristics. *Journal of Sustainable Tourism*, 26(8), 1437-1452.
- Holland, J., & Leslie, D. (2017). *Tour Operators and Operations: Development, Management and Responsibility*. CABI.
- Holloway, J. C., & Humphreys, C. (2022). *The Business of Tourism*. Sage.
- Ilina, E.L., Miloradov, K.A. and Kovaltchuk, A.P. (2019). Green Hotel: Concepts and Implementation. *Journal of Environmental Management and Tourism*, 10(2), 300-306.
- Jones, P. and Comfort, D. (2020). The COVID-19 Crisis, Tourism and Sustainable Development. *Athens Journal of Tourism*, 7(2), 75-86.
- Khartishvili, L., Muhar, A., Dax, T. and Khelashvili, I. (2019). Rural Tourism in Georgia in Transition: Challenges for Regional Sustainability. *Sustainability*, 11(2), 410.
- Kumar, A., & Legashova, A. (2017). An Analysis of Development of Domestic and Inbound Tourism in Russia. In *Opportunities and challenges for tourism and hospitality in the BRIC nations* (pp. 252-264). IGI Global.
- KURNIAWATI, A., PATITTINGI, F., MARWAH, M., ANINDHITA, A.B., APRISAL, J.S., APRISAL, J.S. and NUR, R. (2023). LAW ENFORCEMENT MODEL BASED ON LOCAL KNOWLEDGE AND FORMAL LAW IN SAVING CORAL REEF DESTRUCTION IN SPERMONDE ISLANDS. *Russian Law Journal*, 11(1), 75-80.
- Мишулина, С.И. (2021). Green Certification Issues in the Accommodation Sector. *Сербус в России и за рубежом*, 15(4/96), 5-17.
- Мишулина, С.И. (2020). Current Situation and Greening Issues in Russian Tourist Accommodation Sector. *Сербус в России и за рубежом*, 14(5/92), 119-132.
- Morozov, M.A. and Morozova, N.S. (2018). Environmental Responsibility of Enterprise in Tourism and Hotel Business in Russia. *Journal of Environmental Management and Tourism*, 9(5), 1085.
- Mzembe, A. N., Lindgreen, A., Idemudia, U., & Melissen, F. (2020). A Club Perspective of Sustainability Certification Schemes in the Tourism and Hospitality Industry. *Journal of Sustainable Tourism*, 28(9), 1332-1350.
- Page, S. J. (2019). Tourism: Its Origins, Growth and Future. In *Tourism Management* (pp. 47-78). Routledge.
- Palacios-Florencio, B., Santos-Roldán, L., Berbel-Pineda, J.M. and Castillo-Canalejo, A.M. (2021). Sustainable Tourism as a Driving Force of the Tourism Industry in a Post-COVID-19 Scenario. *Social indicators research*, 158(3), 991-1011.
- Peng, N. and Chen, A. (2019). Luxury Hotels Going Green—the Antecedents and Consequences of Consumer Hesitation. *Journal of sustainable tourism*, 27(9), 1374-1392.
- Sheresheva, M. Y., Polukhina, A. N., & Oborin, M. S. (2020). Marketing Issues of Sustainable Tourism Development in Russian Regions. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 6(1), 33-38.
- Sheresheva, M. Y. (2018). The Russian Tourism and Hospitality Market: New Challenges and Destinations. *Worldwide Hospitality and Tourism Themes*, 10(4), 400-411.
- Sheresheva, M., Polyanskaya, E., & Matveev, N. (2016). The Russian Hospitality Market: what is the Basis for Success in a Challenging Environment? *Worldwide Hospitality and Tourism Themes*.
- Sofronov, B. (2019). The Development of Marketing in Tourism Industry. *Annals of Spiru Haret University. Economic Series*, 19(1), 117-127.

- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable Tourism Development and Competitiveness: The Systematic Literature review. *Sustainable development*, 29(1), 259-271.
- Teng, C.C., Lu, A.C.C. and Huang, T.T. (2018). Drivers of Consumers' Behavioral Intention toward Green Hotels. *International Journal of Contemporary Hospitality Management*.
- Zdravković, S. and Peković, J. (2020). The Analysis of Factors Influencing Tourists' Choice of Green Hotels. *Менаџмент у хотелијерству и туризму*, 8(1), 69-78.

# RUSSIAN TOURIST ETHICS IN BALI: LAW ENFORCEMENT ASPECTS TOWARD SUSTAINABLE TOURISM

GEDE GINAYA

Tourism Department, Politeknik Negeri Bali

**Abstract:** *With millions of foreign tourists traveling the globe each year, tourism is regarded as the largest and most significant industry in the world. Mainstream operators with a large volume of inexpensive and affordable vacations dominate tour operations market. A specialty operator sector coexists with the mainstream market and offers niche products to remain competitive. This study aims to determine whether specialized tour operators of Russian market in Bali view green and sustainable tourism as a niche market potential. Green and sustainable tourism has gained popularity over the past ten years. It will delve into the idea of green and sustainable tourism, look at how the Russian tourist market specialist view consumer demand for green and sustainable vacations' products, and identify the crucial qualities for green and sustainable Bali tourism operators in terms of law enforcement as it is stipulated in Regional Law of No 2 of 2012 on Bali Cultural Tourism. Whether specialized tour operators of Russian market who promote green and sustainable tourism travel feel they may obtain a competitive advantage at a high cost will be determined.*

**Keywords:** *Russian Tourist, Green and Sustainable Tourism, Law Enforcement*

## INTRODUCTION

The tourist sector is a broad, flourishing industry whose expansion is still going strong. More than 800 million individuals spent at least one night abroad in 2019. With international tourism anticipated to expand by 7.4% in 2019 and more than 1.5 billion passengers by 2030, the number of tourists is expected to nearly double in the next 20 years (Page, 2019). The millions of foreign tourists who travel throughout the world each year have an unavoidable impact on the destination countries of the world since tourism is the largest and most significant industry in the world. Over 29 million people travel abroad for annual vacations, making holiday business extremely competitive (Streimikiene et al, 2021; Gudkov, 2018; Kumar & Legashova, 2017).

Twelve major tour operators produce package vacations for the mass market in the oligopolistic market system that governs outbound tour operations (Sheresheva, 2018; Christian, 2016). Approximately 1,500 "micro-operators" or SMEs serve the remaining 10% of the outbound market, which represents overall abroad inclusive travel industry (Groulx et al, 2019; Goryushkina et al, 2019). Holloway & Humphreys (2022) claim that mainstream operators maintain their competitive position by selling a lot of cheap vacations and making little margins, usually between 2 and 3 percent. The independent sector is made up of manufacturers who sell a lesser amount of higher-priced holidays because these low margins are untenable for SMEs. The most significant aspect of marketing vacations for inbound tour worldwide is price, and pricing techniques are extremely important in both the package vacation and the specialty vacation industries (Sheresheva et al, 2020; Camilleri, 2018; Aguiar-Quintana, 2016). Through differentiation and augmentation, SMEs lessen the impact of such fierce pricing rivalry, and to compete successfully, they must offer specialist tourism products (Andrades & Dimanche 2019; Gudkov, 2018). As a niche product inside the mass market, green and sustainable tourism can enable businesses to compete on more than simply price, according to a tour operator, adding quality and value to the industry (Andrades & Dimanche 2017). Previous research on environmental tourism found that companies implementing environmentally friendly business strategies could benefit financially and boost their competitive advantage (Sheresheva et al, 2016). This study will investigate if green and sustainable tourism, which provides added value, can offer chances to a market striving to move away from price-based competing strategies.

The more openness of Russian citizens to travel abroad is a golden opportunity to boost foreign tourist visits to Indonesia, especially Bali. Therefore, tourism business actors under the coordination of the Ministry of Tourism are intensively promoting tourism to Russia. There are several factors causing the increase in visits by Russian tourists to Bali which are interrelated with one another, so that the increase in visits has reached its peak since the 2000s. First, close diplomatic relations between the Republic of Indonesia and the Russian Federation are followed up with a visa-free visit policy for Russian citizens to Indonesia. Second, the promotion of tourism through cooperation in the economic and trade sectors, which led to the opening of a direct flight Moscow-Denpasar by Rossiya Airlines on October 28 2018 (Kompas.com 2019). Prior to the issuance of the visa-free policy for Russian citizens in 2015

(Presidential Decree No 69/2015), Russian tourists visited Indonesia using a regular visit visa and in 2007 began using a visa on arrival (VOA).

The purpose of this study, which builds on the work of Mzembe, Lindgreen, Idemudia, & Melissen (2020), is to determine whether specialized SMEs view green and sustainable tourism as a niche market. The concept of green and sustainable tourism will be examined, along with consumer demand for green and sustainable tourism vacations and the necessary qualities for green and sustainable tourism businesspeople in this specialized industry. This research focuses on the competitive opportunities of green and sustainable tourism as perceived by specialized SMEs rather than overtly defining and discussing consumer behavior. The operators' perceptions of their customers' demand for green and sustainable tourism will also be examined.

## **1. LITERATURE REVIEW**

### **Impact of Tourism and Its Legal Aspects**

It is crucial to look at the concept of green and sustainable tourism's roots and how it has developed into such a current concern before considering the prospects for operators that provide it as a niche product. Many people travel the world in quest of paradise as a result of tourism, which is a significant economic driver in global markets. As a result, the ecosystem has been put under a great deal of stress, and concerns have been expressed about the effects of mass tourism, which is long seen as unsustainable and insatiable in its growth and effects (Morozov and Morozova, 2018). Based on Law No. 10 of 2009 concerning tourism and Government Regulation No. 50 2011 concerning the Development Master Plan The 2010 – 2025 National Tourism uses the principle of sustainability in the concept sustainable tourism law, and sustainable tourism. Although the ongoing rise of the tourist sector has been welcomed by both suppliers and customers, there is a growing global trend to question the nature and rate of this growth. Tourism can surely boost the economy, but it can also make the host community's social and economic disadvantages worse, especially in developing countries (Zdravkovi and Pekovi, 2020; Cvijanovi and Pavlovi, 2018).

Inequality in connections and trade results from the influence that the main transnational firms (TNCs) have over the suppliers of the tourism product. Pressure organizations, the media, and customers are contesting the ideals of green and sustainable tourism trading, human rights concerns, and the social and environmental accountability of these firms as they continue to dominate international commerce (Gudarenko and Bagmet, 2015). Despite the tourism industry impacts, it does offer marketing opportunities for companies that want to provide alternatives to traditional tourism, such as green and sustainable tourism (онскова и едкин, 2020).

### **Setting the Principles of Sustainable Tourism at the National Legal Level**

The principles of sustainable tourism if traced from legal documents, it is found that the formulation of norms is in line with the principles sustainable tourism as defined by UNWTO and in line with Law No 17 of 2007 concerning Long Term National Development Plans for 2005-2025. In addition, understanding consumer demand is crucial for any service provider, and the travel industry is no different (Sofronov, 2019). Although socially responsible business practices are increasingly encouraged, it is still unknown whether tourists are interested in eco-friendly and sustainable tourism businesses (Cimbaljevi et al., 2019). There is growing acceptance that most business decisions involve some sort of assessment of green and sustainable tourism (Gerstenfeld and Roberts, 2017). If a customer requests green and sustainable travel products, it is obvious that a customer-driven company must provide them (Jones and Comfort, 2020). Moreover, there is proof that customers are willing to pay more as a reward for a company's green and sustainable tourism practices (Gössling and Schweiggart, 2022; Palacios-Florencio et al., 2021).

Green and sustainable tourism products might offer a chance for differentiation when consumers perceive little difference between competing products or brands (Peng and Chen, 2019). Selling green and sustainable tourism values presents a chance for competitive advantage as significant numbers of green and sustainable tourism consumers begin to factor green and sustainable tourism considerations into their buying decisions (D'Souza et al, 2021). According to market research, customers are calling for higher levels of corporate accountability and green and sustainable tourism standards in business, with 73% of all consumers expressing urgent concern about matters of conscience when purchasing items (Ettinger et al, 2021). With more than one in four customers declaring themselves to be strongly green and sustainable tourism, a jump of 5% since 1990, The Russian Federation Government statistics show an increase in the number of consumers actively searching out green and sustainable tourism items (Мишулина, 2020). A recent survey focused on the travel industry found that 27% of Russian tourists said that a company's green and sustainable tourism values were very important to them when deciding

with which operator to travel. One could argue that businesses that meet such consumer demand will have a competitive advantage (Мишулина, 2021; Ilina et al, 2019).

Consumer research in the tourism sector unquestionably demonstrates that there are tourists who choose green and sustainable vacations for reasons other than philanthropy (Bondar et al, 2023; Khartishvili, 2019). Current psychological research emphasizes the problem of disconnect between a consumer's conscience and their actual purchase behavior (Teng, et al, 2018). For instance, tourists may choose green and sustainable tourism vacations because they believe they will be getting a higher-quality well, whether it includes traveling in fewer groups or going off the beaten route (Han et al, 2019). (Han et al, 2019). It would be false to claim that all clients who express interest in eco-friendly and sustainable tourist getaways are attracted merely by the extra moral value (Han and Hyun, 2018).

## **2. RESEARCH METHODS**

In addition to the body of existing literature, this study focuses on the primary findings of an empirical investigation into how specialist tour operators view green and sustainable tourism and the extent to which they consider it as a source of competitive advantage. Two preliminary qualitative interviews were done with two different tour operators—Russian Holidays and UTE Megapolis—in order to gain insight and study the challenges associated with green and sustainable tourism for the tour operating industry. Finding out that green and sustainable tourism was applicable to tour operators and wasn't just an academic notion was crucial at this stage of the research. If so, did it serve the general market and niche markets equally?

The interviews made it clear that mass-market consumers were believed to not be interested in eco-friendly and sustainable travel. Because they believed that there was no consumer demand because "consumers continue to be price-led and any new product development tends to be operator-led," mainstream operators did not provide them. This viewpoint was supported by Tourism Concern, which claimed that only recently have a few notable operators (such as the UTE Megapolis Group) become aware of the sustainability and financial potential of green and sustainable tourism business approaches. There is more work to be done before mass market operators can offer a green and sustainable tourism vacation. Also, independent specialist tour operators (SMEs), such as those connected to Tourism Concern's Community or the Association of Independent Tour Operators (AITO).

Five independent, specialist tour companies serving the Russian market—Russian Holidays, UTE Megapolis, Big Tour, Southern Cross, and Lanta Tours—are included in this non-probability sample frame. These companies specialize in green and sustainable tourism, alternative travel, and/or eco-friendly vacations. In order to identify those that provided elements of green and sustainable tourism, the researcher interviewed tour operators whose promotional materials claimed that tour group sizes were kept to a minimum and that they used locally owned businesses in the destinations for lodging, transportation, and other services.

In the literature, these norms were found to be significant predictors of moral tour operators, and the qualitative interview with Tourism Concern corroborated their validity. However these concerns would be distinctly addressed in the Tours and Travel Company.

The sample was developed with the goal of identifying tour companies that adhered to the norms set out by the literature on tourism ethics. Considering there may be other tour providers in the Russian Federation that provide green and sustainable tourism vacations but do not market this or are ignorant that they do so and do not belong to an association or directory of tour operators, this could be a cause of prejudice. The researcher selected the largest sample frame available, which comprised 5 operators, in order to collect data from those that they considered met green and sustainable tourism standards. After the piloting phase, the researcher conducted a postal survey over a four-week period, identifying named respondents among the five operators polled.

## **3. RESULT AND DISCUSSION**

This section outlines the operators' knowledge of green and sustainable tourism for the Bali tourist market, the level they offer it, and what they see as the prospects for green and sustainable tourism's competitive advantage. Also, it will include how operators view their clients' interest in eco-friendly and sustainable travel and whether they think these clients will be willing to pay more for these services.

### **What operators know about green and sustainable tourism in Bali**

The Moscow-Denpasar direct flight succeeded in boosting Russian tourist visits to Bali in 2018. Based on BPS Bali Province data for 2019, the increase in Russian tourists in 2018 was 6.95 percent from 117,500 in 2017 to 125,700 people. This is inseparable from the efforts of various parties, including tour operators, travel agents, media and airlines, in promoting Indonesian tourist destinations, especially Bali to the Russian public. To further increase Russian tourist visits to Bali, stakeholders consist of several travel agents and hotels who go to Russia twice a year to hold

exhibitions, namely in March for the Moscow International Travel and Tourism (MITT) and *Intour* Market events and December for *Otdikh Leisure*.

Table 1. Travel Agents with Russian market in Bali

No	Handling Agent in Bali	Tour Operator in Russia	Foreign Representatives	Tour Guides	
				Russian	English
1.	Pegasus	Russian Holiday	12	28	5
2.	Look Asia	InTour	14	30	8
3.	Navigotaria	Lanta Tour	15	0	32
4.	Bounty	Eastern Tour	12	25	7
5.	Visi Tour	UTE Mega Polus	2	25	5
6.	Maestro Indonesia	Big Tour	3	30	8
7.	Asia Collection	Southern Cross	2	20	4
8.	Wita Tour	Interline	1	10	5
9.	Bali Voyage	Internasinal	2	15	4

All respondents said that a green operator would treat their personnel correctly and use straightforward, truthful, and unambiguous promotion when asked to list the elements they believed would be given by an operator that practices green and sustainable tourism (see Figure 1). In destinations, almost all agreed that a green operator would work with locally owned businesses, and more than 75% of respondents believed that group sizes would be maintained to a minimum.

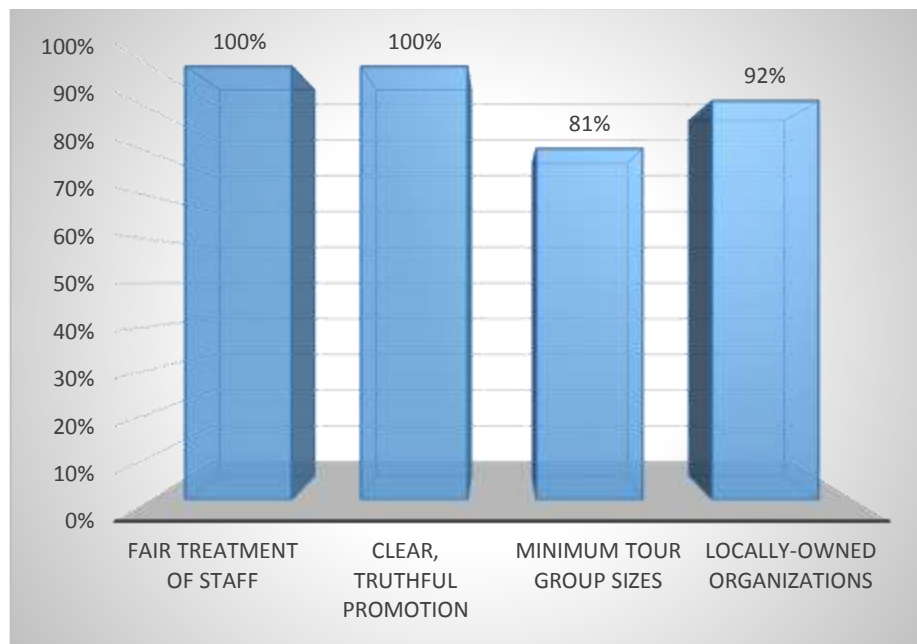


Figure 1. Elements provided by an ethical operator

When questioned about how green and sustainable they believed their business was (see Figure 2), all operators favored direct advertising. The Regulation on Package Travel (Batubara et al, 2022) mandates that tour operators in the Republic of Indonesia (RI) appropriately represent vacations in brochures, which may help explain why all the companies insisted that their advertising was genuine. Five operators used locally owned businesses for support services, including housing and transportation, and all but one operator believed they treated their employees appropriately.

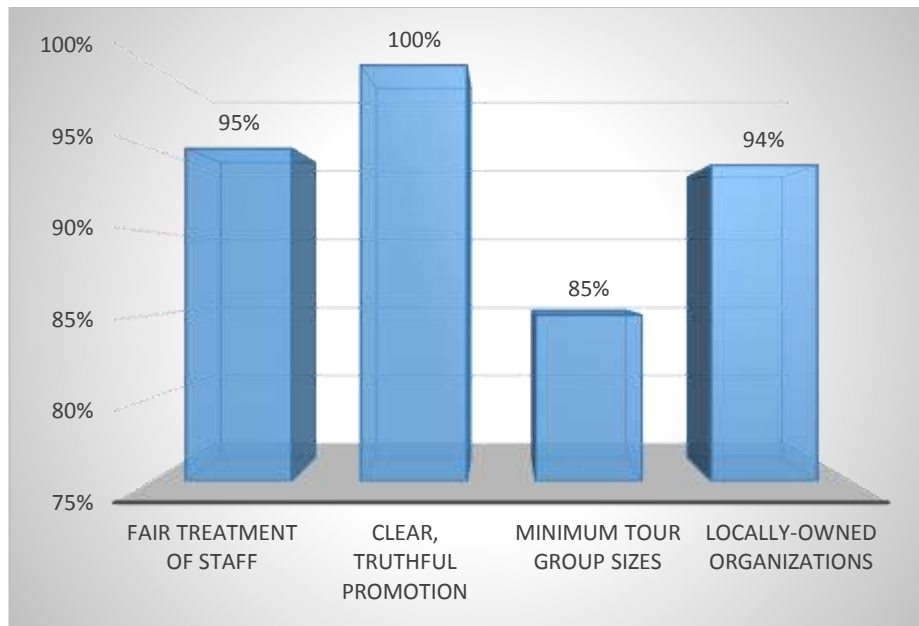


Figure 2. Level of green and sustainable tourism provided by an ethical operator

Significantly, fewer operators advocated for keeping group numbers to a minimum. Even though most respondents were pleased to report that they maintained group sizes to a minimum, some questioned using the word minimum. Some respondents believed this to be a group of five or six people, while others considered it a group of up to thirty people. What does “little” mean to you, one respondent asked. We can accommodate 24 people at most. Uncertainty about the meaning of ‘minimum size’ may explain why fewer operators supported this element.

Further comments from respondents appeared to point to a compromise between the desire to keep tour group sizes to a minimum and the realization that this had to be “balanced against profit margins.” This could be a challenge for businesses that want to offer customers a green and sustainable holiday experience; for example, maintaining smaller group numbers may involve additional costs that make the consumer’s holiday more expensive. Operators may see green and sustainable tourism credentials as a cost rather than an investment due to the intense rivalry within the Indonesian operations industry and each company’s struggle for more revenue and a more significant proportion of the market.

Most respondents identified using locally owned businesses to offer lodging and transportation as a goal of green and sustainable tourism, and an equal number of operators succeeded. An operator who used locally owned businesses “so long as these met the criteria of the CHSE Directive on Health and Safety” and another operator who used “hotels/lodges that follow green and sustainable tourism/ecological principles and respect local communities” were mentioned in the positive comments.

According to the study, the independent tour operators who participated in the poll knew precisely what the researcher meant when describing sustainable and green tourism. Most operators accepted and agreed with the researcher’s description and indicated their comprehension of the services a green and sustainable tourist operator would provide, even though not all of them could fully execute the four characteristics of green and sustainable tourism. For those RI businesses that wish to give tourists eco-friendly and sustainable items, the issue of satisfying their reasonable price expectations continues.

According to the study, the independent tour operators who participated in the survey understood precisely what the researcher meant when she described green and sustainable tourism. Even though not all operators could fully execute the four aspects of green and sustainable tourism, the majority acknowledged and agreed with the researcher’s description and expressed their understanding of the services a green and sustainable tourist operator would offer. The challenge of meeting the reasonably priced expectations of the Republic of Indonesia tourists remains for those RI operators who want to provide green and sustainable products to tourists.

### Competitive opportunities

Although more than a quarter of the tour operators were aware of the financial benefits of eco-friendly and sustainable travel, an equal proportion needed to be made aware, more investigation is necessary to determine whether



the respondents need more knowledge about their company's overall competitive potential or their concern that green and sustainable tourism could be a viable niche product are the cause of this hesitancy.

These results are at odds with prior research on environmentally conscious businesses, which hypothesized that using environmentally friendly business practices would help a company succeed financially. They also contradict a study on the tourism industry and found that adopting ecologically friendly company practices would give a niche operator a competitive edge. In addition, one-fifth of the respondents disputed any benefit they received from marketing green and sustainable holiday products. More investigation is necessary to understand why many respondents disagreed that green and sustainable tourism gave them a competitive advantage. Still, many of the operators in this study are not in business for the financial benefits of offering green and sustainable vacations.

### **Are consumers interested in green and sustainable tourism?**

More than three-quarters of surveyed tour operators said that their clients were either very interested or moderately interested in vacations that included at least one of the four green and sustainable tourism features identified by the researcher (see Figure 4). However, a tiny portion of this majority thought that while their clients were interested in eco-friendly and sustainable travel, they were only interested in one or two aspects, including accurate advertising or intimate group sizes. A few other tour operators thought that their clients were only interested in green and sustainable tourism because it included components that enhanced the enjoyment of their vacation, such as seeing less-visited or off-the-beaten-path locations.

This backs up a prior tourism study claiming consumers were drawn to eco-friendly and sustainably produced goods not because they thought they contributed moral value but because they were purchasing a higher-quality interest. One operator indicated that his consumers were interested in something other than green and sustainable tourist holiday items. He cited a qualitative quote to back his opinion: 'the European holidaymakers are not aware of any green and sustainable/environmental concern in tourism'. Although this operator offered all four aspects of green and sustainable tourism, he seemed to think that his consumers should have chosen his travel services because of the principles of green and sustainable tourism. Although previous studies suggest increasing consumer demand for green and sustainable standards in business, the operators surveyed in this research needed to be made aware of this trend in their customers.

Whilst not all clients are equally interested in all four aspects of green and sustainable tourism, most operators say their customers are interested in it. More study would need to be done to analyze in greater detail which features customers think a green and sustainable tourism operator should offer. Remembering that this survey is intended to gauge the level of interest among tour operators' clients in environmentally friendly and sustainable travel is vital. As a result, this poll cannot make a definitive statement on this; instead, it would be essential to ask consumers directly to provide a more accurate description of their interests.

### **Will consumers pay more for green and sustainable tourism?**

The survey confirms that a company's commitment to eco-friendly and sustainable travel can affect customers' purchasing decisions, albeit more investigation is required into why consumers make those decisions. It would be incorrect to assume that the consumer's decision to purchase a green and sustainable tourism vacation also included their intention to pay a higher price; less than a quarter of the surveyed operators thought their clients would pay a higher fee for green and sustainable vacations. More than half of the respondents were still determining if their clients would be willing to pay extra.

This is counter to recent tourism studies that found consumers like products with a moral component and are willing to pay more. It does, however, confirm other studies that stated that even if consumers might sympathize with green and sustainable tourist issues, this does not mean they will pay more for goods advertised with some green and sustainable tourism components.

This study reveals the acknowledged gap between consumers' concerns about green and sustainable tourism and their purchasing behavior. Even though customers sympathize with some of the issues, they will only sometimes pay more for a green and sustainable tourism vacation. This essentially supports the idea that when it comes to purchasing an annual vacation, the altruistic aspect of the "green and sustainable tourism" consumer may wane. These findings imply that the specialty market, previously essentially price inelastic, is shifting towards more cost sensitive. There is concern about whether the sector will ever be able to break away from this price sensitivity.

### **Law Enforcement for Bali Green and Sustainable Tourism Development**

Research on Russian tourists as an emerging market in the context of sustainable tourism development in Bali can be a reference for interdisciplinary scientific development efforts in the field of Cultural Studies. In the context of integrating the roles of language, tourism, environment (geo-culture), relations and social structures in society,

especially those related to the dynamics of power relations and conflicts of interest of actors and agents in the tourism business sector. In addition, this research also specifically discusses Balinese culture imbued with Hinduism as the basis for the development of cultural tourism in Bali as it is stipulated in the Bali Province Regional Law of No 2 of 2012. As a research output, this research is of course filled with novelty. Novelty is an element of findings from a study. Research is said to be good if it finds elements of new findings, so that it has a contribution both to science and to the lives of the people who use it. Thus, the methodology and results of studies on the Russian tourist market in the realm of the tourism industry in Indonesia from the perspective of cultural studies are very interesting phenomena in this research. Because (1) the issue of Russian tourists is less popular than the problems of other tourists such as China, Australia and Europe in general; (2) Russia is a relatively new market that has escaped the attention of certain parties. Therefore, this research is also an attempt by researchers to answer the research gap that has existed so far.

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, it has been dominated by foreign travel agencies (BPW). As a result, many local BPW owners together with tour guides who have been evicted by the existence of foreign BPWs owned by Russian citizens with foreign representatives from the Red Bear Country, returned to the village to develop tourism villages. The essence of developing a tourism village is empowering local communities, so that these communities are actively involved in developing tourism in their own villages, especially with the Russian tourist market as an emerging market. So far, the European market staying in tourist villages in Bali is dominated by French, German, Italian, Spanish and Polish tourists. Therefore, the recommendations of this research for tourism actors who handle the Russian market have been able to attract Russian tourists to spend their holidays for two or three days apart from staying at hotels in the Nusa Dua area. Where previously the Russian tourists only did village tours through tours sold by BPW with their foreign representatives. This tourism village marketing strategy has created equity in the corridor of sustainable tourism development.

In line with the Russian market and Bali tourism sustainable development, there is an incident that received a lot of blasphemy from netizens was the upload of a foreign digital nomad named Sergei Kosenko as uploaded on the Facebook account of a public figure, Ni Luh Djelantik. Sergei Kosenko and his girlfriend from Russia arrogantly performed the attraction of jumping into the sea on a motorbike at the Tanah Ampo port pier, Karangasem Regency.



Figure 3. Foreign representative named Sergei Kosenko doing attractions plunge into the sea using a motorcycle.  
Source: Photo by Djelantik, 2020

The actions taken by Kosenko and his girlfriend are feared to damage the natural environment. This ridiculous act of two foreign nationals is of course very detrimental, because the motorcycle that plunged into the sea is sure to have its oil and gasoline polluting the sea. Not only that, it could be that due to the silly actions of these two foreign tourists, they could kill living creatures in the sea, such as fish due to oil and gasoline poisoning from the motorbike they plunged into. In fact, to save Bali Island from the negative impact of tourism is not only determined by the Regional Law of No 2 of 2012 on Cultural Tourism alone, yet there are also progressive efforts in the field of law. For example, the formal law regulating foreign representatives who work in Bali should be in accordance to Law No. 13 of 2013 on Labor. It cannot be tolerated behavior that violates the law, behavior that insults local people, behavior that damages local culture, behavior that does not respect local norms and values is unacceptable. Consequently, it is very important to carry out operations on immigration violations in Bali and in several places where it is suspected that there are foreigners who disturb order, disturb the peace, and disrupt the community's economy.

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, the owner of a local travel agency together with tour guides who have been displaced by the existence of BPW and their foreign representatives returned to the village to develop a tourism village. One of the tour guides is I Made Mendra Astawa who is a Russian-speaking tour guide and now serves as Chair of the Tourism Village Communication Forum (Forkom Dewi). Mendra, who spoke when he was inaugurated as Chair of Forkom Dewi for the 2019-2024

period, is committed to synergizing with the level and regional governments in promoting the Bali Tourism Village and maintaining the continuity of its culture.



Figure 4. Tourism Village Communication Forum (Forkom Dewi)  
Bali province

Source: Photo collection of Made Mendra Astawa

Mendra's idle is a potential that can be developed in the future for the Russian tourist market share. Collective action in a climate of togetherness in welcoming the arrival of Russian tourists to villages involving residents as political entities (village) is expected to foster "new solidarity" which then strengthens social capital in village communities, through "social learning" activities. This stage of the social learning process, according to Habermas, can be arranged according to the logic of development and which institutionalizes new stages of the community learning process. The process of empowering village communities to achieve these goals can be done in various ways, one of which is through the tourism sector with its four pillars which include destinations, industries, promotions and institutions, as shown in Figure 5 below.

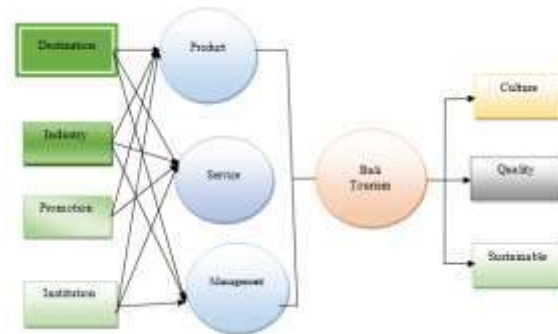


Figure 5. The four pillars of tourism in the development of a tourist village

In addition to the formation of Forkom Dewi under the auspices of the Bali Tourism Council or Disparda, the Tour Guides who are members of the Bali Russia Guide Division under the auspices of the tour guide association or DPD HPI Bali have established themselves as an association of tour guides with Russian language specialists under the name Giddy Bali (in Russian which means Bali tour guide). Giddy Bali has formed a WhatsApp group to get Russian tourists by contacting tourists who have been handled to conduct tours and stay in tourist villages. This is a very good synergy between Forkom Dewi and Giddy Bali for the development of sustainable tourism through empowerment and participation of local communities. Some of the activities that can be done in tourist villages such as trekking, farming, dancing, and reading the Balinese alphabet as shown in Figure 6 below.



Figure 6. Activities that Tourists Can Do in Tourist Villages

In addition to some of these activities, other activities are activities that involve cooking skills, namely traditional Balinese dishes. This cooking activity, known as fun cooking, can also indirectly introduce traditional Balinese cuisine so that it can go international. After finishing cooking, tourists can enjoy together the results of their own cooking as shown in Figure 7 below.



Figure 7. Fun Cooking Activities for Traditional Balinese Dishes

All tourism activities that can be carried out by tourists in the tourist village through participation and direct interaction with local communities are a form of community-based tourism (CBT). The CBT is a form of tourism in which the community has control, is substantially involved in the development and management of tourism in their area and a proportion of the benefits are enjoyed by the local community. Tourists can stay in a beautiful village house (community house) as shown in Figure 8.

### Community House



Figure 8. Community House in the Tourist Village of Sangkan Gunung, Karangasem

The tourism industry which is currently experiencing a hiatus due to the COVID-19 pandemic, especially Bali, has been awaited by Russian tourists who hope to be able to visit the Island of the Gods if flights are opened and Bali is certain to be safe to visit. On the other hand, several media reported that tourism recovery would last longer, perhaps until 2024, given the side effects of the pandemic, which made the economies of tourist supply countries



experience a slowdown. This situation makes people will prioritize their basic needs first than traveling. I Wayan Suweca, Head of the Russia Bali Guide Division (interview, 4 October 2020) stated that while waiting for the Russian Federation's economy to recover after the covid-19 pandemic, only certain people who have money can travel to Bali in the new normal era of covid-19, while most of the others will postpone their traveling until they have enough money in their savings. When viewed from the specifications of the type of Russian tourists visiting Bali, they will return to the same way they were at the beginning of their arrival to Bali, namely from *The Wealthy World Citizen* and *The Immersive Explorer* before *The Rookie* and *The Guru*.



Figure 10. Swing and Trekking Attractions Pokdarwis Sangkan Gunung Tourist Village.

Through Tourism Villages, tourism proves its alignment with the spirit of pro-job, pro-growth, and pro-poor (tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation) and pro-sustainability. Therefore, local tour guides together with migrant workers returning to the village are determined to develop their villages through the development of tourist villages to anticipate Russian tourist visits after the Covid-19 pandemic ends.

#### 4. CONCLUSION

This study analyzed the idea of green and sustainable tourism, looked at consumer demand for it, and identified the crucial characteristics of tour operators operating in the Russian market that practice green and sustainable tourism. The independent tour operators who participated in the study understood precisely what the researcher meant by "green and sustainable tourism" and knew the significance of each of the four components for a company offering green and sustainable vacations. The majority of tour operators made an effort to provide all green and sustainable tourism components. Still, some had to make concessions, mainly to keep costs down and adhere to Indonesian legislation for health and safety.

Most of the operators polled believed that their consumers were drawn to eco-friendly and sustainable travel options. However, their motivations for doing so were murky. The operators also wondered if customers would be willing to pay a premium for eco-friendly and sustainable travel services. Specialized tour operators must continue to market their vacations as niche goods to maintain a competitive advantage over mainstream operators. Yet, it is still being determined if environmentally friendly and sustainable travel can present a competitive advantage.

Although more than a quarter of the operators surveyed acknowledged the commercial opportunities of green and sustainable tourism, an equal number needed to be more specific, making the study's overall conclusion about whether specialist operators regard green and sustainable tourism as a niche opportunity inconclusive.

While this study focused on a few specialized tour operators and their expertise in green and sustainable tourism, it could have gone into better detail about how tourists perceive these types of travel. It is necessary to conduct further research to understand why tourists choose to buy (or not accept) green and sustainable vacation products and how their intentions and actions may differ.

Lastly, while it is acknowledged that the issues discussed in this article are complicated and will remain so, it is anticipated that it will be seen as an essential step toward understanding green and sustainable tourism and the potential provided to businesses that offer such services. Additionally, law and order in a destination like Bali should be firmly enforced in order to prevent illegal activities conducted by the foreign tourists rather than over reacted when the illegal activities happened. There should be considered the five moral approaches in solving the problems of law faced by the foreign tourists, such as utilitarian, virtue, common good, fairness and justice, and rights approaches in order to find good solutions of such a complex problem.

## References

- Aguiar-Quintana, T., Moreno-Gil, S., & Picazo-Peral, P. (2016). How Could Traditional Travel Agencies Improve their Competitiveness and Survive? A Qualitative Study in Spain. *Tourism Management Perspectives*, 20, 98-108.
- Andrades, L., & Dimanche, F. (2019). Destination Competitiveness in Russia: Tourism Professionals' Skills and Competences. *International Journal of Contemporary Hospitality Management*.
- Andrades, L., & Dimanche, F. (2017). Destination Competitiveness and Tourism Development in Russia: Issues and Challenges. *Tourism Management*, 62, 360-376.
- ASPAN, Z. and IRWANSYAH, I. (2023). MAINTAINING ENVIRONMENTAL SUSTAINABILITY BASED ON TRADITIONAL KNOWLEDGE: LESSON FROM KAJANG TRIBE. *Russian Law Journal*, 11(1), 69-74.
- Batubara, M., Arif, M., & Rahman, F. (2022). POLICY ANALYSIS OF THE IMPLEMENTATION OF THE COMMUNITY ACTIVITIES RESTRICTIONS ENFORCEMENT (CARE) ON SMALL AND MEDIUM ENTERPRISES IN MEDAN CITY. *JABE (Journal of Applied Business and Economic)*, 8(3), 302-328.
- Bondar, I., Shchokolieva, I., Sokolovskiy, V., Petrenko, N., Maliuga, L. and Tereshchuk, N. (2023). Prerequisites for the Ecologization of Recreational and Tourist Activities in Ukraine. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1126, No. 1, p. 012014). IOP Publishing.
- Camilleri, M. A. (2018). The Tourism Industry: An Overview. *Travel Marketing, Tourism Economics and the Airline Product*, 3-27.
- Cvijanović, D., Sekulić, D. and Pavlović, D. (2018). Are Green Hotels Suitable for the Development of Entrepreneurship in Tourism? *Ekonomika preduzeća*, 66(7/8), 424-433.
- Christian, M. (2016). Tourism Global Production Networks and Uneven Social Upgrading in Kenya and Uganda. *Tourism Geographies*, 18(1), 38-58.
- Cimbaljević, M., Stankov, U. and Pavluković, V. (2019). Going Beyond the Traditional Destination Competitiveness—Reflections on a Smart Destination in the Current Research. *Current Issues in Tourism*, 22(20), 2472-2477.
- Донскова, Л.И. and Редькин, А.Г. (2020). Issues of State Regulation of Social Tourism: International and Russian Experience. *Сервис в России и за рубежом*, 14(5/92), 84-92.
- D'Souza, C. Apaolaza, V., Hartmann, P. and Brouwer, A.R. (2021). Marketing for Sustainability: Travellers' Intentions to Stay in Green Hotels. *Journal of Vacation Marketing*, 27(2), 187-202.
- Ettinger, A., Grabner-Kräuter, S., Okazaki, S. and Terlutter, R. (2021). The Desirability of CSR Communication versus Greenhushing in the Hospitality Industry: The Customers' Perspective. *Journal of Travel Research*, 60(3), 618-638.
- Gerstenfeld, A. and Roberts, H. (2017). Size Matters: Barriers and Prospects for Environmental Management in Small and Medium-Sized Enterprises. In *Small and Medium-Sized Enterprises and the Environment*. Routledge, 106-118.
- Goryushkina, N. E., Gaifutdinova, T. V., Logvina, E. V., Redkin, A. G., Kudryavtsev, V. V., & Shol, Y. N. (2019). Basic Principles of Tourist Services Market Segmentation.
- Gössling, S. and Schweiggart, N. (2022). Two Years of COVID-19 and Tourism: What We Learned, and What We should have Learned. *Journal of Sustainable Tourism*, 30(4), 915-931.
- Groulx, M., Boluk, K., Lemieux, C. J., & Dawson, J. (2019). Place Stewardship among Last Chance Tourists. *Annals of Tourism Research*, 75, 202-212.



- Gudarenko, P.V. and Bagmet, K.V. (2015). Socially Responsible and "Green" Tourism Industry. In *РЕГИОНАЛЬНЫЕ АСПЕКТЫ ФУНКЦИОНИРОВАНИЯ ГОСТИНИЧНОЙ ИНДУСТРИИ= REGIONAL ASPECTS OF THE HOSPITALITY INDUSTRY* (66-68).
- Gudkov, A., Dedkova, E., & Dudina, K. (2018). The Main Trends in the Russian Tourism and Hospitality Market from the Point of View of Russian Travel Agencies. *Worldwide Hospitality and Tourism Themes*.
- Han, H., Yu, J., Lee, J.S. and Kim, W. (2019). Impact of Hotels' Sustainability Practices on Guest Attitudinal Loyalty: Application of Loyalty Chain Stages Theory. *Journal of Hospitality Marketing & Management*, 28(8), 905-925.
- Han, H. and Hyun, S.S. (2018). Eliciting Customer Green Decisions Related to Water Saving at Hotels: Impact of Customer Characteristics. *Journal of Sustainable Tourism*, 26(8), 1437-1452.
- Holland, J., & Leslie, D. (2017). *Tour Operators and Operations: Development, Management and Responsibility*. CABI.
- Holloway, J. C., & Humphreys, C. (2022). *The Business of Tourism*. Sage.
- Ilina, E.L., Miloradov, K.A. and Kovaltchuk, A.P. (2019). Green Hotel: Concepts and Implementation. *Journal of Environmental Management and Tourism*, 10(2), 300-306.
- Jones, P. and Comfort, D. (2020). The COVID-19 Crisis, Tourism and Sustainable Development. *Athens Journal of Tourism*, 7(2), 75-86.
- Khartishvili, L., Muhar, A., Dax, T. and Khelashvili, I. (2019). Rural Tourism in Georgia in Transition: Challenges for Regional Sustainability. *Sustainability*, 11(2), 410.
- Kumar, A., & Legashova, A. (2017). An Analysis of Development of Domestic and Inbound Tourism in Russia. In *Opportunities and challenges for tourism and hospitality in the BRIC nations* (pp. 252-264). IGI Global.
- KURNIAWATI, A., PATITTINGI, F., MARWAH, M., ANINDHITA, A.B., APRISAL, J.S., APRISAL, J.S. and NUR, R. (2023). LAW ENFORCEMENT MODEL BASED ON LOCAL KNOWLEDGE AND FORMAL LAW IN SAVING CORAL REEF DESTRUCTION IN SPERMONDE ISLANDS. *Russian Law Journal*, 11(1), 75-80.
- Мишулина, С.И. (2021). Green Certification Issues in the Accommodation Sector. *Сервис в России и за рубежом*, 15(4/96), 5-17.
- Мишулина, С.И. (2020). Current Situation and Greening Issues in Russian Tourist Accommodation Sector. *Сервис в России и за рубежом*, 14(5/92), 119-132.
- Morozov, M.A. and Morozova, N.S. (2018). Environmental Responsibility of Enterprise in Tourism and Hotel Business in Russia. *Journal of Environmental Management and Tourism*, 9(5), 1085.
- Mzembe, A. N., Lindgreen, A., Idemudia, U., & Melissen, F. (2020). A Club Perspective of Sustainability Certification Schemes in the Tourism and Hospitality Industry. *Journal of Sustainable Tourism*, 28(9), 1332-1350.
- Page, S. J. (2019). Tourism: Its Origins, Growth and Future. In *Tourism Management* (pp. 47-78). Routledge.
- Palacios-Florencio, B., Santos-Roldán, L., Berbel-Pineda, J.M. and Castillo-Canalejo, A.M. (2021). Sustainable Tourism as a Driving Force of the Tourism Industry in a Post-COVID-19 Scenario. *Social indicators research*, 158(3), 991-1011.
- Peng, N. and Chen, A. (2019). Luxury Hotels Going Green—the Antecedents and Consequences of Consumer Hesitation. *Journal of sustainable tourism*, 27(9), 1374-1392.
- Sheresheva, M. Y., Polukhina, A. N., & Oborin, M. S. (2020). Marketing Issues of Sustainable Tourism Development in Russian Regions. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 6(1), 33-38.

- Sheresheva, M. Y. (2018). The Russian Tourism and Hospitality Market: New Challenges and Destinations. *Worldwide Hospitality and Tourism Themes*, 10(4), 400-411.
- Sheresheva, M., Polyanskaya, E., & Matveev, N. (2016). The Russian Hospitality Market: what is the Basis for Success in a Challenging Environment? *Worldwide Hospitality and Tourism Themes*.
- Sofronov, B. (2019). The Development of Marketing in Tourism Industry. *Annals of Spiru Haret University. Economic Series*, 19(1), 117-127.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable Tourism Development and Competitiveness: The Systematic Literature review. *Sustainable development*, 29(1), 259-271.
- Teng, C.C., Lu, A.C.C. and Huang, T.T. (2018). Drivers of Consumers' Behavioral Intention toward Green Hotels. *International Journal of Contemporary Hospitality Management*.
- Zdravković, S. and Peković, J. (2020). The Analysis of Factors Influencing Tourists' Choice of Green Hotels. *Менаџмент у хотелијерству и туризму*, 8(1), 69-78.

# RUSSIAN TOURIST ETHICS IN BALI: LAW ENFORCEMENT ASPECTS TOWARD SUSTAINABLE TOURISM

GEDE GINAYA

Tourism Department, Politeknik Negeri Bali

**Abstract:** *With millions of foreign tourists traveling the globe each year, tourism is regarded as the largest and most significant industry in the world. Mainstream operators with a large volume of inexpensive and affordable vacations dominate tour operations market. A specialty operator sector coexists with the mainstream market and offers niche products to remain competitive. This study aims to determine whether specialized tour operators of Russian market in Bali view green and sustainable tourism as a niche market potential. Green and sustainable tourism has gained popularity over the past ten years. It will delve into the idea of green and sustainable tourism, look at how the Russian tourist market specialist view consumer demand for green and sustainable vacations' products, and identify the crucial qualities for green and sustainable Bali tourism operators in terms of law enforcement as it is stipulated in Regional Law of No 2 of 2012 on Bali Cultural Tourism. Whether specialized tour operators of Russian market who promote green and sustainable tourism travel feel they may obtain a competitive advantage at a high cost will be determined.*

**Keywords:** *Russian Tourist, Green and Sustainable Tourism, Law Enforcement*

## INTRODUCTION

The tourist sector is a broad, flourishing industry whose expansion is still going strong. More than 800 million individuals spent at least one night abroad in 2019. With international tourism anticipated to expand by 7.4% in 2019 and more than 1.5 billion passengers by 2030, the number of tourists is expected to nearly double in the next 20 years (Page, 2019). The millions of foreign tourists who travel throughout the world each year have an unavoidable impact on the destination countries of the world since tourism is the largest and most significant industry in the world. Over 29 million people travel abroad for annual vacations, making holiday business extremely competitive (Streimikiene et al, 2021; Gudkov, 2018; Kumar & Legashova, 2017).

Twelve major tour operators produce package vacations for the mass market in the oligopolistic market system that governs outbound tour operations (Sheresheva, 2018; Christian, 2016). Approximately 1,500 "micro-operators" or SMEs serve the remaining 10% of the outbound market, which represents overall abroad inclusive travel industry (Groulx et al, 2019; Goryushkina et al, 2019). Holloway & Humphreys (2022) claim that mainstream operators maintain their competitive position by selling a lot of cheap vacations and making little margins, usually between 2 and 3 percent. The independent sector is made up of manufacturers who sell a lesser amount of higher-priced holidays because these low margins are untenable for SMEs. The most significant aspect of marketing vacations for inbound tour worldwide is price, and pricing techniques are extremely important in both the package vacation and the specialty vacation industries (Sheresheva et al, 2020; Camilleri, 2018; Aguiar-Quintana, 2016). Through differentiation and augmentation, SMEs lessen the impact of such fierce pricing rivalry, and to compete successfully, they must offer specialist tourism products (Andrades & Dimanche 2019; Gudkov, 2018). As a niche product inside the mass market, green and sustainable tourism can enable businesses to compete on more than simply price, according to a tour operator, adding quality and value to the industry (Andrades & Dimanche 2017). Previous research on environmental tourism found that companies implementing environmentally friendly business strategies could benefit financially and boost their competitive advantage (Sheresheva et al, 2016). This study will investigate if green and sustainable tourism, which provides added value, can offer chances to a market striving to move away from price-based competing strategies.

The more openness of Russian citizens to travel abroad is a golden opportunity to boost foreign tourist visits to Indonesia, especially Bali. Therefore, tourism business actors under the coordination of the Ministry of Tourism are intensively promoting tourism to Russia. There are several factors causing the increase in visits by Russian tourists to Bali which are interrelated with one another, so that the increase in visits has reached its peak since the 2000s. First, close diplomatic relations between the Republic of Indonesia and the Russian Federation are followed up with a visa-free visit policy for Russian citizens to Indonesia. Second, the promotion of tourism through cooperation in the economic and trade sectors, which led to the opening of a direct flight Moscow-Denpasar by Rossiya Airlines on October 28 2018 (Kompas.com 2019). Prior to the issuance of the visa-free policy for Russian citizens in 2015

(Presidential Decree No 69/2015), Russian tourists visited Indonesia using a regular visit visa and in 2007 began using a visa on arrival (VOA).

The purpose of this study, which builds on the work of Mzembe, Lindgreen, Idemudia, & Melissen (2020), is to determine whether specialized SMEs view green and sustainable tourism as a niche market. The concept of green and sustainable tourism will be examined, along with consumer demand for green and sustainable tourism vacations and the necessary qualities for green and sustainable tourism businesspeople in this specialized industry. This research focuses on the competitive opportunities of green and sustainable tourism as perceived by specialized SMEs rather than overtly defining and discussing consumer behavior. The operators' perceptions of their customers' demand for green and sustainable tourism will also be examined.

## **1. LITERATURE REVIEW**

### **Impact of Tourism and Its Legal Aspects**

It is crucial to look at the concept of green and sustainable tourism's roots and how it has developed into such a current concern before considering the prospects for operators that provide it as a niche product. Many people travel the world in quest of paradise as a result of tourism, which is a significant economic driver in global markets. As a result, the ecosystem has been put under a great deal of stress, and concerns have been expressed about the effects of mass tourism, which is long seen as unsustainable and insatiable in its growth and effects (Morozov and Morozova, 2018). Based on Law No. 10 of 2009 concerning tourism and Government Regulation No. 50 2011 concerning the Development Master Plan The 2010 – 2025 National Tourism uses the principle of sustainability in the concept sustainable tourism law, and sustainable tourism. Although the ongoing rise of the tourist sector has been welcomed by both suppliers and customers, there is a growing global trend to question the nature and rate of this growth. Tourism can surely boost the economy, but it can also make the host community's social and economic disadvantages worse, especially in developing countries (Zdravkovi and Pekovi, 2020; Cvijanovi and Pavlovi, 2018).

Inequality in connections and trade results from the influence that the main transnational firms (TNCs) have over the suppliers of the tourism product. Pressure organizations, the media, and customers are contesting the ideals of green and sustainable tourism trading, human rights concerns, and the social and environmental accountability of these firms as they continue to dominate international commerce (Gudarenko and Bagmet, 2015). Despite the tourism industry impacts, it does offer marketing opportunities for companies that want to provide alternatives to traditional tourism, such as green and sustainable tourism (онскова и едкин, 2020).

### **Setting the Principles of Sustainable Tourism at the National Legal Level**

The principles of sustainable tourism if traced from legal documents, it is found that the formulation of norms is in line with the principles sustainable tourism as defined by UNWTO and in line with Law No 17 of 2007 concerning Long Term National Development Plans for 2005-2025. In addition, understanding consumer demand is crucial for any service provider, and the travel industry is no different (Sofronov, 2019). Although socially responsible business practices are increasingly encouraged, it is still unknown whether tourists are interested in eco-friendly and sustainable tourism businesses (Cimbaljevi et al., 2019). There is growing acceptance that most business decisions involve some sort of assessment of green and sustainable tourism (Gerstenfeld and Roberts, 2017). If a customer requests green and sustainable travel products, it is obvious that a customer-driven company must provide them (Jones and Comfort, 2020). Moreover, there is proof that customers are willing to pay more as a reward for a company's green and sustainable tourism practices (Gössling and Schweiggart, 2022; Palacios-Florencio et al., 2021).

Green and sustainable tourism products might offer a chance for differentiation when consumers perceive little difference between competing products or brands (Peng and Chen, 2019). Selling green and sustainable tourism values presents a chance for competitive advantage as significant numbers of green and sustainable tourism consumers begin to factor green and sustainable tourism considerations into their buying decisions (D'Souza et al, 2021). According to market research, customers are calling for higher levels of corporate accountability and green and sustainable tourism standards in business, with 73% of all consumers expressing urgent concern about matters of conscience when purchasing items (Ettinger et al, 2021). With more than one in four customers declaring themselves to be strongly green and sustainable tourism, a jump of 5% since 1990, The Russian Federation Government statistics show an increase in the number of consumers actively searching out green and sustainable tourism items (Мишулина, 2020). A recent survey focused on the travel industry found that 27% of Russian tourists said that a company's green and sustainable tourism values were very important to them when deciding

with which operator to travel. One could argue that businesses that meet such consumer demand will have a competitive advantage (Мишулина, 2021; Ilina et al, 2019).

Consumer research in the tourism sector unquestionably demonstrates that there are tourists who choose green and sustainable vacations for reasons other than philanthropy (Bondar et al, 2023; Khartishvili, 2019). Current psychological research emphasizes the problem of disconnect between a consumer's conscience and their actual purchase behavior (Teng, et al, 2018). For instance, tourists may choose green and sustainable tourism vacations because they believe they will be getting a higher-quality well, whether it includes traveling in fewer groups or going off the beaten route (Han et al, 2019). (Han et al, 2019). It would be false to claim that all clients who express interest in eco-friendly and sustainable tourist getaways are attracted merely by the extra moral value (Han and Hyun, 2018).

## **2. RESEARCH METHODS**

In addition to the body of existing literature, this study focuses on the primary findings of an empirical investigation into how specialist tour operators view green and sustainable tourism and the extent to which they consider it as a source of competitive advantage. Two preliminary qualitative interviews were done with two different tour operators—Russian Holidays and UTE Megapolis—in order to gain insight and study the challenges associated with green and sustainable tourism for the tour operating industry. Finding out that green and sustainable tourism was applicable to tour operators and wasn't just an academic notion was crucial at this stage of the research. If so, did it serve the general market and niche markets equally?

The interviews made it clear that mass-market consumers were believed to not be interested in eco-friendly and sustainable travel. Because they believed that there was no consumer demand because "consumers continue to be price-led and any new product development tends to be operator-led," mainstream operators did not provide them. This viewpoint was supported by Tourism Concern, which claimed that only recently have a few notable operators (such as the UTE Megapolis Group) become aware of the sustainability and financial potential of green and sustainable tourism business approaches. There is more work to be done before mass market operators can offer a green and sustainable tourism vacation. Also, independent specialist tour operators (SMEs), such as those connected to Tourism Concern's Community or the Association of Independent Tour Operators (AITO).

Five independent, specialist tour companies serving the Russian market—Russian Holidays, UTE Megapolis, Big Tour, Southern Cross, and Lanta Tours—are included in this non-probability sample frame. These companies specialize in green and sustainable tourism, alternative travel, and/or eco-friendly vacations. In order to identify those that provided elements of green and sustainable tourism, the researcher interviewed tour operators whose promotional materials claimed that tour group sizes were kept to a minimum and that they used locally owned businesses in the destinations for lodging, transportation, and other services.

In the literature, these norms were found to be significant predictors of moral tour operators, and the qualitative interview with Tourism Concern corroborated their validity. However these concerns would be distinctly addressed in the Tours and Travel Company.

The sample was developed with the goal of identifying tour companies that adhered to the norms set out by the literature on tourism ethics. Considering there may be other tour providers in the Russian Federation that provide green and sustainable tourism vacations but do not market this or are ignorant that they do so and do not belong to an association or directory of tour operators, this could be a cause of prejudice. The researcher selected the largest sample frame available, which comprised 5 operators, in order to collect data from those that they considered met green and sustainable tourism standards. After the piloting phase, the researcher conducted a postal survey over a four-week period, identifying named respondents among the five operators polled.

## **3. RESULT AND DISCUSSION**

This section outlines the operators' knowledge of green and sustainable tourism for the Bali tourist market, the level they offer it, and what they see as the prospects for green and sustainable tourism's competitive advantage. Also, it will include how operators view their clients' interest in eco-friendly and sustainable travel and whether they think these clients will be willing to pay more for these services.

### **What operators know about green and sustainable tourism in Bali**

The Moscow-Denpasar direct flight succeeded in boosting Russian tourist visits to Bali in 2018. Based on BPS Bali Province data for 2019, the increase in Russian tourists in 2018 was 6.95 percent from 117,500 in 2017 to 125,700 people. This is inseparable from the efforts of various parties, including tour operators, travel agents, media and airlines, in promoting Indonesian tourist destinations, especially Bali to the Russian public. To further increase Russian tourist visits to Bali, stakeholders consist of several travel agents and hotels who go to Russia twice a year to hold

exhibitions, namely in March for the Moscow International Travel and Tourism (MITT) and *Intour* Market events and December for *Otdikh Leisure*.

Table 1. Travel Agents with Russian market in Bali

No	Handling Agent in Bali	Tour Operator in Russia	Foreign Representatives	Tour Guides	
				Russian	English
1.	Pegasus	Russian Holiday	12	28	5
2.	Look Asia	InTour	14	30	8
3.	Navigotaria	Lanta Tour	15	0	32
4.	Bounty	Eastern Tour	12	25	7
5.	Visi Tour	UTE Mega Polus	2	25	5
6.	Maestro Indonesia	Big Tour	3	30	8
7.	Asia Collection	Southern Cross	2	20	4
8.	Wita Tour	Interline	1	10	5
9.	Bali Voyage	Internasinal	2	15	4

All respondents said that a green operator would treat their personnel correctly and use straightforward, truthful, and unambiguous promotion when asked to list the elements they believed would be given by an operator that practices green and sustainable tourism (see Figure 1). In destinations, almost all agreed that a green operator would work with locally owned businesses, and more than 75% of respondents believed that group sizes would be maintained to a minimum.

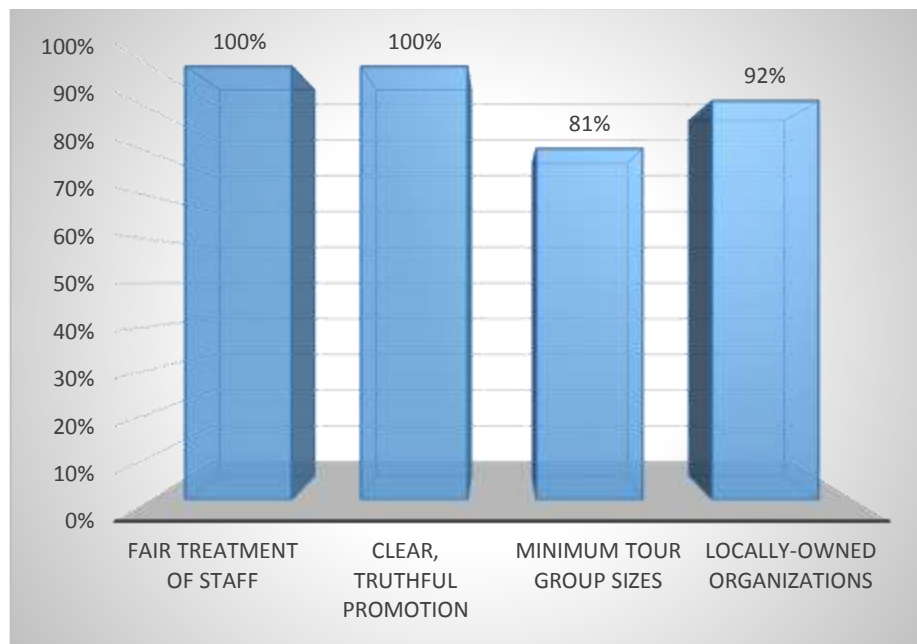


Figure 1. Elements provided by an ethical operator

When questioned about how green and sustainable they believed their business was (see Figure 2), all operators favored direct advertising. The Regulation on Package Travel (Batubara et al, 2022) mandates that tour operators in the Republic of Indonesia (RI) appropriately represent vacations in brochures, which may help explain why all the companies insisted that their advertising was genuine. Five operators used locally owned businesses for support services, including housing and transportation, and all but one operator believed they treated their employees appropriately.



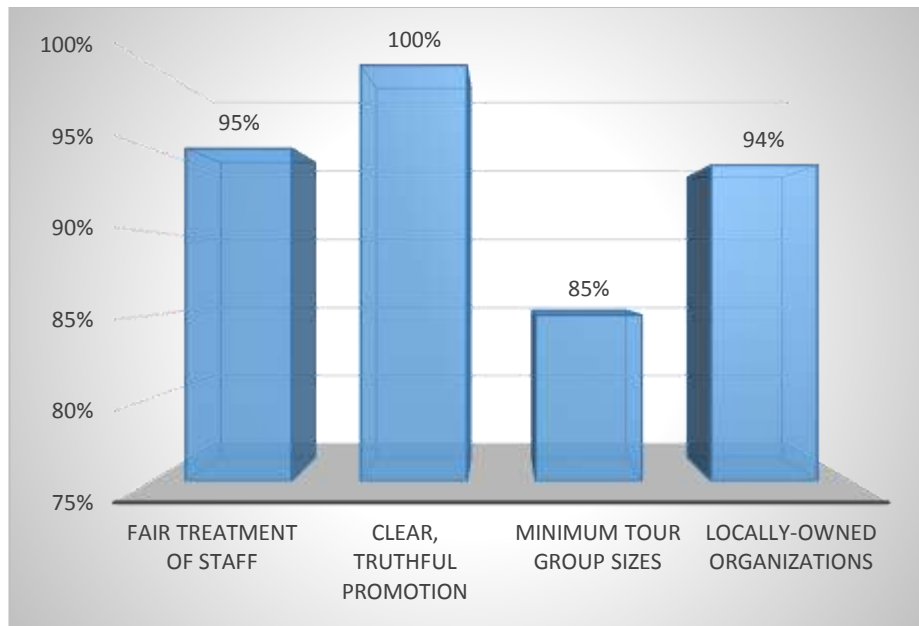


Figure 2. Level of green and sustainable tourism provided by an ethical operator

Significantly, fewer operators advocated for keeping group numbers to a minimum. Even though most respondents were pleased to report that they maintained group sizes to a minimum, some questioned using the word minimum. Some respondents believed this to be a group of five or six people, while others considered it a group of up to thirty people. What does “little” mean to you, one respondent asked. We can accommodate 24 people at most. Uncertainty about the meaning of ‘minimum size’ may explain why fewer operators supported this element.

Further comments from respondents appeared to point to a compromise between the desire to keep tour group sizes to a minimum and the realization that this had to be “balanced against profit margins.” This could be a challenge for businesses that want to offer customers a green and sustainable holiday experience; for example, maintaining smaller group numbers may involve additional costs that make the consumer’s holiday more expensive. Operators may see green and sustainable tourism credentials as a cost rather than an investment due to the intense rivalry within the Indonesian operations industry and each company’s struggle for more revenue and a more significant proportion of the market.

Most respondents identified using locally owned businesses to offer lodging and transportation as a goal of green and sustainable tourism, and an equal number of operators succeeded. An operator who used locally owned businesses “so long as these met the criteria of the CHSE Directive on Health and Safety” and another operator who used “hotels/lodges that follow green and sustainable tourism/ecological principles and respect local communities” were mentioned in the positive comments.

According to the study, the independent tour operators who participated in the poll knew precisely what the researcher meant when describing sustainable and green tourism. Most operators accepted and agreed with the researcher’s description and indicated their comprehension of the services a green and sustainable tourist operator would provide, even though not all of them could fully execute the four characteristics of green and sustainable tourism. For those RI businesses that wish to give tourists eco-friendly and sustainable items, the issue of satisfying their reasonable price expectations continues.

According to the study, the independent tour operators who participated in the survey understood precisely what the researcher meant when she described green and sustainable tourism. Even though not all operators could fully execute the four aspects of green and sustainable tourism, the majority acknowledged and agreed with the researcher’s description and expressed their understanding of the services a green and sustainable tourist operator would offer. The challenge of meeting the reasonably priced expectations of the Republic of Indonesia tourists remains for those RI operators who want to provide green and sustainable products to tourists.

### Competitive opportunities

Although more than a quarter of the tour operators were aware of the financial benefits of eco-friendly and sustainable travel, an equal proportion needed to be made aware, more investigation is necessary to determine whether

the respondents need more knowledge about their company's overall competitive potential or their concern that green and sustainable tourism could be a viable niche product are the cause of this hesitancy.

These results are at odds with prior research on environmentally conscious businesses, which hypothesized that using environmentally friendly business practices would help a company succeed financially. They also contradict a study on the tourism industry and found that adopting ecologically friendly company practices would give a niche operator a competitive edge. In addition, one-fifth of the respondents disputed any benefit they received from marketing green and sustainable holiday products. More investigation is necessary to understand why many respondents disagreed that green and sustainable tourism gave them a competitive advantage. Still, many of the operators in this study are not in business for the financial benefits of offering green and sustainable vacations.

### **Are consumers interested in green and sustainable tourism?**

More than three-quarters of surveyed tour operators said that their clients were either very interested or moderately interested in vacations that included at least one of the four green and sustainable tourism features identified by the researcher (see Figure 4). However, a tiny portion of this majority thought that while their clients were interested in eco-friendly and sustainable travel, they were only interested in one or two aspects, including accurate advertising or intimate group sizes. A few other tour operators thought that their clients were only interested in green and sustainable tourism because it included components that enhanced the enjoyment of their vacation, such as seeing less-visited or off-the-beaten-path locations.

This backs up a prior tourism study claiming consumers were drawn to eco-friendly and sustainably produced goods not because they thought they contributed moral value but because they were purchasing a higher-quality interest. One operator indicated that his consumers were interested in something other than green and sustainable tourist holiday items. He cited a qualitative quote to back his opinion: 'the European holidaymakers are not aware of any green and sustainable/environmental concern in tourism'. Although this operator offered all four aspects of green and sustainable tourism, he seemed to think that his consumers should have chosen his travel services because of the principles of green and sustainable tourism. Although previous studies suggest increasing consumer demand for green and sustainable standards in business, the operators surveyed in this research needed to be made aware of this trend in their customers.

Whilst not all clients are equally interested in all four aspects of green and sustainable tourism, most operators say their customers are interested in it. More study would need to be done to analyze in greater detail which features customers think a green and sustainable tourism operator should offer. Remembering that this survey is intended to gauge the level of interest among tour operators' clients in environmentally friendly and sustainable travel is vital. As a result, this poll cannot make a definitive statement on this; instead, it would be essential to ask consumers directly to provide a more accurate description of their interests.

### **Will consumers pay more for green and sustainable tourism?**

The survey confirms that a company's commitment to eco-friendly and sustainable travel can affect customers' purchasing decisions, albeit more investigation is required into why consumers make those decisions. It would be incorrect to assume that the consumer's decision to purchase a green and sustainable tourism vacation also included their intention to pay a higher price; less than a quarter of the surveyed operators thought their clients would pay a higher fee for green and sustainable vacations. More than half of the respondents were still determining if their clients would be willing to pay extra.

This is counter to recent tourism studies that found consumers like products with a moral component and are willing to pay more. It does, however, confirm other studies that stated that even if consumers might sympathize with green and sustainable tourist issues, this does not mean they will pay more for goods advertised with some green and sustainable tourism components.

This study reveals the acknowledged gap between consumers' concerns about green and sustainable tourism and their purchasing behavior. Even though customers sympathize with some of the issues, they will only sometimes pay more for a green and sustainable tourism vacation. This essentially supports the idea that when it comes to purchasing an annual vacation, the altruistic aspect of the "green and sustainable tourism" consumer may wane. These findings imply that the specialty market, previously essentially price inelastic, is shifting towards more cost sensitive. There is concern about whether the sector will ever be able to break away from this price sensitivity.

### **Law Enforcement for Bali Green and Sustainable Tourism Development**

Research on Russian tourists as an emerging market in the context of sustainable tourism development in Bali can be a reference for interdisciplinary scientific development efforts in the field of Cultural Studies. In the context of integrating the roles of language, tourism, environment (geo-culture), relations and social structures in society,

especially those related to the dynamics of power relations and conflicts of interest of actors and agents in the tourism business sector. In addition, this research also specifically discusses Balinese culture imbued with Hinduism as the basis for the development of cultural tourism in Bali as it is stipulated in the Bali Province Regional Law of No 2 of 2012. As a research output, this research is of course filled with novelty. Novelty is an element of findings from a study. Research is said to be good if it finds elements of new findings, so that it has a contribution both to science and to the lives of the people who use it. Thus, the methodology and results of studies on the Russian tourist market in the realm of the tourism industry in Indonesia from the perspective of cultural studies are very interesting phenomena in this research. Because (1) the issue of Russian tourists is less popular than the problems of other tourists such as China, Australia and Europe in general; (2) Russia is a relatively new market that has escaped the attention of certain parties. Therefore, this research is also an attempt by researchers to answer the research gap that has existed so far.

Starting from the development of sustainable tourism related to the management of the Russian tourist market in Bali, it has been dominated by foreign travel agencies (BPW). As a result, many local BPW owners together with tour guides who have been evicted by the existence of foreign BPWs owned by Russian citizens with foreign representatives from the Red Bear Country, returned to the village to develop tourism villages. The essence of developing a tourism village is empowering local communities, so that these communities are actively involved in developing tourism in their own villages, especially with the Russian tourist market as an emerging market. So far, the European market staying in tourist villages in Bali is dominated by French, German, Italian, Spanish and Polish tourists. Therefore, the recommendations of this research for tourism actors who handle the Russian market have been able to attract Russian tourists to spend their holidays for two or three days apart from staying at hotels in the Nusa Dua area. Where previously the Russian tourists only did village tours through tours sold by BPW with their foreign representatives. This tourism village marketing strategy has created equity in the corridor of sustainable tourism development.

In line with the Russian market and Bali tourism sustainable development, there is an incident that received a lot of blasphemy from netizens was the upload of a foreign digital nomad named Sergei Kosenko as uploaded on the Facebook account of a public figure, Ni Luh Djelantik. Sergei Kosenko and his girlfriend from Russia arrogantly performed the attraction of jumping into the sea on a motorbike at the Tanah Ampo port pier, Karangasem Regency.



Figure 3. Foreign representative named Sergei Kosenko doing attractions plunge into the sea using a motorcycle.  
Source: Photo by Djelantik, 2020

The actions taken by Kosenko and his girlfriend are feared to damage the natural environment. This ridiculous act of two foreign nationals is of course very detrimental, because the motorcycle that plunged into the sea is sure to have its oil and gasoline polluting the sea. Not only that, it could be that due to the silly actions of these two foreign tourists, they could kill living creatures in the sea, such as fish due to oil and gasoline poisoning from the motorbike they plunged into. In fact, to save Bali Island from the negative impact of tourism is not only determined by the Regional Law of No 2 of 2012 on Cultural Tourism alone, yet there are also progressive efforts in the field of law. For example, the formal law regulating foreign representatives who work in Bali should be in accordance to Law No. 13 of 2013 on Labor. It cannot be tolerated behavior that violates the law, behavior that insults local people, behavior that damages local culture, behavior that does not respect local norms and values is unacceptable. Consequently, it is very important to carry out operations on immigration violations in Bali and in several places where it is suspected that there are foreigners who disturb order, disturb the peace, and disrupt the community's economy.

The development of tourism is not only related to the number of visits and convenience at destinations, but is also heavily influenced by the socio-political situation in the host country. This is clearly seen in the management of the Russian tourist market. The ripples of protest that had arisen over the existence of illegal guides from Russia were as much as possible muted with the aim of rationality for the continued increase in visits by Russian tourists to Bali. The

local government through the Bali Tourism Office, immigration officials, and the HPI Bali DPD sat together to find the best solution to the problem of illegal tour guides that operate a lot in Bali.



Figure 4.  
A meeting held at the Tourism Office to address the troubling illegal Russian guides  
Photo source: DPD HPI Bali

I Wayan Suweca, chairman of the DPD HPI Bali Russia Guide Division, explained the anticipation made by related parties towards an increase in Russian tourist arrivals in the following interview excerpt.

"The flow of visits by Russian tourists who are starting to increase should be balanced with the provision of good services for them. Among them is preparing tour guides who specifically master the Russian language well. A good mastery of the Russian language is needed by prospective tour guides with the hope that in the future they will become the spearhead of tourism and the nation's ambassadors will be able to explain Bali's tourist destinations correctly. (Interview, 6 February 2020)

Suweca, who in 2019 had the opportunity to take a three-month short course at one of the State Tourism Institutes in Moscow, was trusted by DPD HPI Bali who represented the Russian guide division to conduct interviews and Russian language guidance in the Russian language proficiency test for the recruitment of prospective guides specializing in Russian language at the HPI Bali DPD Office, Denpasar on 25 February 2020.



Figure 5. Recruitment of prospective guides specializing in the Russian language  
Source: Suweca photo collection

Tour guides as a subordinated group become aware after a long time of hegemony in the work system that applies to travel agent companies owned by Russian Businessmen in Bali. This awareness also arises as a result of the reality that there are an increasing number of foreign representatives working to handle Russian tourists, as seen at airports, hotels and tourist attractions. This situation led to consolidation among Russian-speaking tour guides in Bali. These tour guides come from various travel agency commissariats that handle Russian tourists. They often discuss their

respective experiences in handling Russian tourists every time they carry out activities, whether transfer-in, meeting service, tours, or transfer-out. The increasingly rampant presence and movements of foreign representatives have become a hot topic at every meeting between the tour guides.

The initiative of the tour guide group to take this action is the response of the subordinate group to the hegemony that has taken place in tour and travel agency companies where foreign representatives are the incorporation parties. Awareness of tour guides to carry out counter hegemony against foreign representation also received support from Indonesian-Russian expatriate. They previously worked at a local travel agency (BPW) with the Russian tourist market, such as Visi Tur, Maestro Indonesia, and Nustra Tours & Travel. After the travel agency was eliminated due to the domination of Russian foreign BPWs, the former BPW employees who were of mixed Indonesian-Russian blood established a new BPW. Among them is Buriando, a former staff of Visi Tur are affiliated with Wita Tur, Daniel previously worked at Maestro Indonesia to establish New Horizon Tours, Yuda Permana previously worked at Nustra Tours to establish Hello Bali Tours. According to Buriando (interview, 12 May 2019) he has Russian blood from his Russian mother, whom his father married during a student exchange in Moscow in the 1950s during the Soviet Union era. As is well known, during the Old Order, relations between Indonesia and Russia were very harmonious. The cooperation between the two countries takes place in various fields where the fields of military, education, culture are the most prominent fields in terms of bilateral cooperation between the two countries.

In addition to cultural capital in mastering the Russian language, social relations that were built from experience participating in tourism promotion events in Russia as sellers to get buyers from Russian tour operators are social capital for these Indonesian-Russian businessmen to get Russian tourists. Even though the big buyers (whole sellers) are controlled by the Russian Businessmen in Bali, they can still get small buyers (retailers). Operations from BPW Wita Tur, New Horizon, and Helo Bali can accommodate tour guides who previously worked at the evicted local BPW. The existence of a travel business for mixed Indonesian-Russian businessmen can be seen as the nationalism of these businessmen who refuse offers to work at foreign BPWs from Russia and prefer to be affiliated with marginalized local tour guides. Therefore, these mulatto business people are a group that is between the two dominant groups (foreign representatives) and dominated (local tour guides).

#### **4. CONCLUSION**

This study analyzed the idea of green and sustainable tourism, looked at consumer demand for it, and identified the crucial characteristics of tour operators operating in the Russian market that practice green and sustainable tourism. The independent tour operators who participated in the study understood precisely what the researcher meant by "green and sustainable tourism" and knew the significance of each of the four components for a company offering green and sustainable vacations. The majority of tour operators made an effort to provide all green and sustainable tourism components. Still, some had to make concessions, mainly to keep costs down and adhere to Indonesian legislation for health and safety.

Most of the operators polled believed that their consumers were drawn to eco-friendly and sustainable travel options. However, their motivations for doing so were murky. The operators also wondered if customers would be willing to pay a premium for eco-friendly and sustainable travel services. Specialized tour operators must continue to market their vacations as niche goods to maintain a competitive advantage over mainstream operators. Yet, it is still being determined if environmentally friendly and sustainable travel can present a competitive advantage.

Although more than a quarter of the operators surveyed acknowledged the commercial opportunities of green and sustainable tourism, an equal number needed to be more specific, making the study's overall conclusion about whether specialist operators regard green and sustainable tourism as a niche opportunity inconclusive.

While this study focused on a few specialized tour operators and their expertise in green and sustainable tourism, it could have gone into better detail about how tourists perceive these types of travel. It is necessary to conduct further research to understand why tourists choose to buy (or not accept) green and sustainable vacation products and how their intentions and actions may differ.

Lastly, while it is acknowledged that the issues discussed in this article are complicated and will remain so, it is anticipated that it will be seen as an essential step toward understanding green and sustainable tourism and the potential provided to businesses that offer such services. Additionally, law and order in a destination like Bali should be firmly enforced in order to prevent illegal activities conducted by the foreign tourists rather than over reacted when the illegal activities happened. There should be considered the five moral approaches in solving the problems of law faced by the foreign tourists, such as utilitarian, virtue, common good, fairness and justice, and rights approaches in order to find good solutions of such a complex problem.

## References

- Aguiar-Quintana, T., Moreno-Gil, S., & Picazo-Peral, P. (2016). How Could Traditional Travel Agencies Improve their Competitiveness and Survive? A Qualitative Study in Spain. *Tourism Management Perspectives*, 20, 98-108.
- Andrades, L., & Dimanche, F. (2019). Destination Competitiveness in Russia: Tourism Professionals' Skills and Competences. *International Journal of Contemporary Hospitality Management*.
- Andrades, L., & Dimanche, F. (2017). Destination Competitiveness and Tourism Development in Russia: Issues and Challenges. *Tourism Management*, 62, 360-376.
- ASPAN, Z. and IRWANSYAH, I. (2023). MAINTAINING ENVIRONMENTAL SUSTAINABILITY BASED ON TRADITIONAL KNOWLEDGE: LESSON FROM KAJANG TRIBE. *Russian Law Journal*, 11(1), 69-74.
- Batubara, M., Arif, M., & Rahman, F. (2022). POLICY ANALYSIS OF THE IMPLEMENTATION OF THE COMMUNITY ACTIVITIES RESTRICTIONS ENFORCEMENT (CARE) ON SMALL AND MEDIUM ENTERPRISES IN MEDAN CITY. *JABE (Journal of Applied Business and Economic)*, 8(3), 302-328.
- Bondar, I., Shchokolieva, I., Sokolovskiy, V., Petrenko, N., Maliuga, L. and Tereshchuk, N. (2023). Prerequisites for the Ecologization of Recreational and Tourist Activities in Ukraine. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1126, No. 1, p. 012014). IOP Publishing.
- Camilleri, M. A. (2018). The Tourism Industry: An Overview. *Travel Marketing, Tourism Economics and the Airline Product*, 3-27.
- Cvijanović, D., Sekulić, D. and Pavlović, D. (2018). Are Green Hotels Suitable for the Development of Entrepreneurship in Tourism? *Ekonomika preduzeća*, 66(7/8), 424-433.
- Christian, M. (2016). Tourism Global Production Networks and Uneven Social Upgrading in Kenya and Uganda. *Tourism Geographies*, 18(1), 38-58.
- Cimbaljević, M., Stankov, U. and Pavluković, V. (2019). Going Beyond the Traditional Destination Competitiveness—Reflections on a Smart Destination in the Current Research. *Current Issues in Tourism*, 22(20), 2472-2477.
- Донскова, Л.И. and Редькин, А.Г. (2020). Issues of State Regulation of Social Tourism: International and Russian Experience. *Сервис в России и за рубежом*, 14(5/92), 84-92.
- D'Souza, C. Apaolaza, V., Hartmann, P. and Brouwer, A.R. (2021). Marketing for Sustainability: Travellers' Intentions to Stay in Green Hotels. *Journal of Vacation Marketing*, 27(2), 187-202.
- Ettinger, A., Grabner-Kräuter, S., Okazaki, S. and Terlutter, R. (2021). The Desirability of CSR Communication versus Greenhushing in the Hospitality Industry: The Customers' Perspective. *Journal of Travel Research*, 60(3), 618-638.
- Gerstenfeld, A. and Roberts, H. (2017). Size Matters: Barriers and Prospects for Environmental Management in Small and Medium-Sized Enterprises. In *Small and Medium-Sized Enterprises and the Environment*. Routledge, 106-118.
- Goryushkina, N. E., Gaifutdinova, T. V., Logvina, E. V., Redkin, A. G., Kudryavtsev, V. V., & Shol, Y. N. (2019). Basic Principles of Tourist Services Market Segmentation.
- Gössling, S. and Schweiggart, N. (2022). Two Years of COVID-19 and Tourism: What We Learned, and What We should have Learned. *Journal of Sustainable Tourism*, 30(4), 915-931.
- Groulx, M., Boluk, K., Lemieux, C. J., & Dawson, J. (2019). Place Stewardship among Last Chance Tourists. *Annals of Tourism Research*, 75, 202-212.



- Gudarenko, P.V. and Bagmet, K.V. (2015). Socially Responsible and "Green" Tourism Industry. In *РЕГИОНАЛЬНЫЕ АСПЕКТЫ ФУНКЦИОНИРОВАНИЯ ГОСТИНИЧНОЙ ИНДУСТРИИ= REGIONAL ASPECTS OF THE HOSPITALITY INDUSTRY* (66-68).
- Gudkov, A., Dedkova, E., & Dudina, K. (2018). The Main Trends in the Russian Tourism and Hospitality Market from the Point of View of Russian Travel Agencies. *Worldwide Hospitality and Tourism Themes*.
- Han, H., Yu, J., Lee, J.S. and Kim, W. (2019). Impact of Hotels' Sustainability Practices on Guest Attitudinal Loyalty: Application of Loyalty Chain Stages Theory. *Journal of Hospitality Marketing & Management*, 28(8), 905-925.
- Han, H. and Hyun, S.S. (2018). Eliciting Customer Green Decisions Related to Water Saving at Hotels: Impact of Customer Characteristics. *Journal of Sustainable Tourism*, 26(8), 1437-1452.
- Holland, J., & Leslie, D. (2017). *Tour Operators and Operations: Development, Management and Responsibility*. CABI.
- Holloway, J. C., & Humphreys, C. (2022). *The Business of Tourism*. Sage.
- Ilina, E.L., Miloradov, K.A. and Kovaltchuk, A.P. (2019). Green Hotel: Concepts and Implementation. *Journal of Environmental Management and Tourism*, 10(2), 300-306.
- Jones, P. and Comfort, D. (2020). The COVID-19 Crisis, Tourism and Sustainable Development. *Athens Journal of Tourism*, 7(2), 75-86.
- Khartishvili, L., Muhar, A., Dax, T. and Khelashvili, I. (2019). Rural Tourism in Georgia in Transition: Challenges for Regional Sustainability. *Sustainability*, 11(2), 410.
- Kumar, A., & Legashova, A. (2017). An Analysis of Development of Domestic and Inbound Tourism in Russia. In *Opportunities and challenges for tourism and hospitality in the BRIC nations* (pp. 252-264). IGI Global.
- KURNIAWATI, A., PATITTINGI, F., MARWAH, M., ANINDHITA, A.B., APRISAL, J.S., APRISAL, J.S. and NUR, R. (2023). LAW ENFORCEMENT MODEL BASED ON LOCAL KNOWLEDGE AND FORMAL LAW IN SAVING CORAL REEF DESTRUCTION IN SPERMONDE ISLANDS. *Russian Law Journal*, 11(1), 75-80.
- Мишулина, С.И. (2021). Green Certification Issues in the Accommodation Sector. *Сервис в России и за рубежом*, 15(4/96), 5-17.
- Мишулина, С.И. (2020). Current Situation and Greening Issues in Russian Tourist Accommodation Sector. *Сервис в России и за рубежом*, 14(5/92), 119-132.
- Morozov, M.A. and Morozova, N.S. (2018). Environmental Responsibility of Enterprise in Tourism and Hotel Business in Russia. *Journal of Environmental Management and Tourism*, 9(5), 1085.
- Mzembe, A. N., Lindgreen, A., Idemudia, U., & Melissen, F. (2020). A Club Perspective of Sustainability Certification Schemes in the Tourism and Hospitality Industry. *Journal of Sustainable Tourism*, 28(9), 1332-1350.
- Page, S. J. (2019). Tourism: Its Origins, Growth and Future. In *Tourism Management* (pp. 47-78). Routledge.
- Palacios-Florencio, B., Santos-Roldán, L., Berbel-Pineda, J.M. and Castillo-Canalejo, A.M. (2021). Sustainable Tourism as a Driving Force of the Tourism Industry in a Post-COVID-19 Scenario. *Social indicators research*, 158(3), 991-1011.
- Peng, N. and Chen, A. (2019). Luxury Hotels Going Green—the Antecedents and Consequences of Consumer Hesitation. *Journal of sustainable tourism*, 27(9), 1374-1392.
- Sheresheva, M. Y., Polukhina, A. N., & Oborin, M. S. (2020). Marketing Issues of Sustainable Tourism Development in Russian Regions. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 6(1), 33-38.

- Sheresheva, M. Y. (2018). The Russian Tourism and Hospitality Market: New Challenges and Destinations. *Worldwide Hospitality and Tourism Themes*, 10(4), 400-411.
- Sheresheva, M., Polyanskaya, E., & Matveev, N. (2016). The Russian Hospitality Market: what is the Basis for Success in a Challenging Environment? *Worldwide Hospitality and Tourism Themes*.
- Sofronov, B. (2019). The Development of Marketing in Tourism Industry. *Annals of Spiru Haret University. Economic Series*, 19(1), 117-127.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable Tourism Development and Competitiveness: The Systematic Literature review. *Sustainable development*, 29(1), 259-271.
- Teng, C.C., Lu, A.C.C. and Huang, T.T. (2018). Drivers of Consumers' Behavioral Intention toward Green Hotels. *International Journal of Contemporary Hospitality Management*.
- Zdravković, S. and Peković, J. (2020). The Analysis of Factors Influencing Tourists' Choice of Green Hotels. *Менаџмент у хотелијерству и туризму*, 8(1), 69-78.

## COPYRIGHT DECLARATION


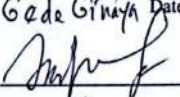
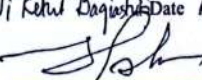
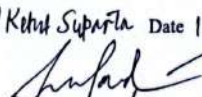

Russian Law Journal (RLJ)

Title of the Article:

### Authors

I/We hereby assign copyright of the article named above (the Work), to the publisher, Russian Law Journal (RLJ). I/We understand that Russian Law Journal (RLJ) will act on my/our behalf to publish, reproduce, distribute and transmit the Work and will authorize other reputable third parties (such as document delivery services) to do the same. I/We warrant that the Work has not been published before in its current or a substantially similar form and is not under consideration for another publication, does not contain any unlawful statements. I/We warrant that "proof of consent" has been obtained for studies of named organizations and people. All authors have received a final version of the Work, take responsibility for the content and agree to its submission. I/We assert my/our moral rights to be identified as the author/s of the Work.

Note: In case if all authors are not available then only one author's signature is sufficient.

1. Signature		
Author Name	Gede Ginyah	Date 18-04-2023 Place Denpasar, Bali, Indonesia
2. Signature		
Author Name	Ni Ketut Baguswati	Date 18-04-2023 Place Denpasar, Bali, Indonesia
3. Signature		
Author Name	Ketut Suparta	Date 18-04-2023 Place Gianyar, Bali, Indonesia
4. Signature		
Author Name	Made Ruyei	Date 18-04-2023 Place Badung, Bali, Indonesia
5. Signature		
Author Name	Ni Putu Wiwiek Ary Susyarini	Date 18-04-2023 Place Denpasar, Bali, Indonesia
6. Signature		
Author Name		Date Place

[Submission - ginaya@pnb.ac.id - Politeknik Negeri Bali Mail \(google.com\)](#)

Search: russianlawjournal@gmail.com

Submission External

2 of 3

**Gede Ginaya** <ginaya@pnb.ac.id>  
to Editor

Wed, Mar 15, 9:24 PM

Dear Editorial Team RLJ,

I would like to submit my manuscript but i cannot login in the OJS provided in the website. How can i submit my article? Can i submit through this email?

Thank you for the kind attention. We look forward to hearing from you soon.

Kind regards,  
Gede Ginaya

**Editor RLJ** <editor@russianlawjournal.org>  
to me

Mon 17, 2023, 11:53 PM

Dear author  
Sorry for the inconvenience,  
You can submit your article by mail also  
Thank you  
Regards  
Editorial Team

**Gede Ginaya** <ginaya@pnb.ac.id>  
to Editor

Mon 18, 2023, 5:22 AM

Thank you for your reply. I have submitted it to [russianlawjournal@gmail.com](mailto:russianlawjournal@gmail.com)  
Hopefully it will be reviewed and get feedback soon for publication.

Kind regards,  
Gede Ginaya

[Acceptance: Russian Law Journal - ginaya@pnb.ac.id - Politeknik Negeri Bali Mail \(google.com\)](#)

Acceptance: Russian Law Journal External

Editor RLJ  
to me

Sun, Apr 16, 7:02 PM (5 days ago)

**Russian Law Journal (RLJ)**  
<https://russianlawjournal.org>  
ISSN: 2312-3605

Dear author/ authors:

Paper ID: RLJ\_23/04\_5003

Paper Title: **RUSSIAN** TOURIST ETHICS IN BALI: LAW ENFORCEMENT ASPECTS TOWARD SUSTAINABLE TOURISM

We are happy to inform you that your research paper is accepted to be published in "Russian Law Journal"  
After completion of the registration processes your research paper will be available on our official website <https://russianlawjournal.org> in the upcoming issue.

**The publication fee: USD 370**

**(Important)** In order to complete registration, you must finish the following steps.

1. Download and complete the Copyright Form.
2. Kindly pay the fee using the link below and send us your final paper in manuscript template, scanned copy of copyright form and payment receipt in a single email. You have to send documents at [editor@russianlawjournal.org](mailto:editor@russianlawjournal.org).

**Manuscript template:**

[https://russianlawjournal.org/downloads/paper\\_template.docx](https://russianlawjournal.org/downloads/paper_template.docx)

**Copyright Form:**

[https://russianlawjournal.org/downloads/copyright\\_form.pdf](https://russianlawjournal.org/downloads/copyright_form.pdf)

**Payment link:** [Click to Pay Processing Charges](#)

You can also pay the fee by paypal using the link: <https://paypal.me/researchpublication>

**Last date of Registration:** **27<sup>th</sup> April 2023**

**Publication will take at least 60 days after registration.**

3. Kindly mail us payment receipt, scanned copy of copyright form and your final manuscript according to manuscript template in a single email. You have to send documents at [editor@russianlawjournal.org](mailto:editor@russianlawjournal.org). Do not send multiple emails for copyright form, payment receipt and final paper. The paper should be in template and you are suggested to crosscheck all the details such as author's name, its affiliation etc. **Once a paper gets published it will not be possible to update the paper. And fees will not be refunded after registration.**

Regards,

Chief-In-Editor

**Russian Law Journal (RLJ)**

<https://russianlawjournal.org>

One attachment • Scanned by Gmail



## Review and Acceptance Letter

Dear Author,

**Manuscript Submission ID:** Russian Law journal\_2023\_03\_5003

**Manuscript Title:** RUSSIAN TOURIST ETHICS IN BALI: LAW ENFORCEMENT ASPECTS TOWARD SUSTAINABLE TOURISM

On behalf of Editorial Team of the "Russian Law journal (RLJ)", we are pleased to inform you that your manuscript has been accepted publication in Current Issue of 2023 as per the recommendations given by the peer review group of experts.

The blind peer review process results are given below

**REVIEW RESULT: Article is accepted**

**REVIEW SHEET: JUDGMENTS**

S.N.	JUDGMENT CRITERIA	COMMENT
1.	Originality	84%
2.	Scope of the Article	81%
3.	Content writing of the article	Satisfactory
4.	Clearly and concisely written of the article	Satisfactory
5.	Are the presentation, organization and length satisfactory?	yes
6.	Are the illustrations and tables necessary and acceptable?	Yes
7.	Are the interpretations and conclusions sound and justified by the data?	Yes
8.	Are the references Cited Properly	Yes

For any further query feel free to contact us.  
<https://www.russianlawjournal.org/>  
 Russian Law Journal  
 ISSN: 2312-3605



**Gede Ginaya** [gginaya@pnb.ac.id](mailto:gginaya@pnb.ac.id)  
 to Editor

Sun, Apr 16, 8:14 PM (9 days ago) ☆ ↶ 1

Thank you for your mail. We will transfer the APC and send our revised paper soon\*\*\*

\*\*\*



**Gede Ginaya** [gginaya@pnb.ac.id](mailto:gginaya@pnb.ac.id)  
 to Editor

Mon, Apr 17, 7:36 PM (4 days ago) ☆ ↶ 1

Dear Editor,

We are completing the copyright and the paper with all authors' names and we will transfer the publication fee soon. However, We have an unhappy message from one of our colleagues in our campus that RLJ has not been included (covered) in Scopus any longer since 2021 and he also said the journal is under supervision from ICSB for the status of covered or discontinued. Would you please clarify about this case because we believe that RLJ is Scopus indexed and we don't want our manuscript's publication not included (excluded) in Scopus as when it is published in RLJ it will be documented in [scopus.com](https://scopus.com) together with our previous publications.

Thank you for the kind attention. We are so sorry if we ask you about the clarification of RLJ Scopus indexed coverage. We are looking forward to hearing from you soon.

Kind regards,  
 Gede Ginaya

\*\*\*



## Documents External



**Gede Ginaya** -ginaya@pnb.ac.id-

to Editor

Tue, Apr 18, 9:31AM (3 days ago)



Dear Sirs/Madam,

We have transferred the journal publication fee (enclosed is the receipt). We also send the copyright and the revision of our paper.

Thank you for the kind attention. We look forward to hearing from you soon.

Kind regards,

Gede Ginaya

3 Attachments • Scanned by Gmail



**Editor RLJ**

to me

Tue, Apr 18, 8:37 PM (3 days ago)



Dear Author,

We have received your registration details. Your paper will be published within 15 working days.

Thank you.

Regards

Editorial Team



**Gede Ginaya** -ginaya@pnb.ac.id-

to Editor

Tue, Apr 18, 6:56 PM (3 days ago)



Noted with thanks



**Editor RLJ**

to me

Tue, Apr 18, 5:00 PM (4 hours ago)



Dear Author,

**Paper Title: RUSSIAN TOURIST ETHICS IN BALI: LAW ENFORCEMENT ASPECTS TOWARD SUSTAINABLE TOURISM**

We are pleased to inform you that your article is published in **Russian Law Journal**, Vol. XI Issue No. 3 (2023)

Link of paper: <https://www.russianlawjournal.org/index.php/journal/article/view/1240>

PDF of your paper is attached with this mail.

If you have any questions, feel free to contact us.

Regards

Editorial Team

One attachment • Scanned by Gmail



**Gede Ginaya** -ginaya@pnb.ac.id-

to Editor

6:49 PM (2 hours ago)



Well received with thanks. We hope that our paper will soon indexed in Scopus and it can be search (included) in [scopus.com](https://scopus.com)\*\*\*

\*\*\*