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**The Implementation of Global Tourism Ethics in a State-Owned Enterprise: A Case Study of InJourney
Tourism Development Corporation in The Nusa Dua, Bali**
Made Kayladivya Anandini, Dr. Erda Rindrasih, S.Si, MURP
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

This research examines how Global Tourism Ethics (GTE) principles are reflected in the governance practices of InJourney Tourism Development Corporation (ITDC) The Nusa Dua, Bali. This research adopts a qualitative method in which the data were analyzed through interviews, documentations and secondary data analysis by looking at environmental, social, cultural and economic aspects of destination governance alongside with the local values of *Tri Hita Karana*. This research was guided by the United Nations World Tourism Organization (UNWTO) framework on Global Tourism Ethics, Policy Implementation Theory and Open Systems Theory which are used to understand how global ethical principles are translated into governance practice at the destination level. The results suggest that the principles of GTE are included in the governance of ITDC through formal institutional processes, monitoring, financial governance, inclusion of community, cultural preservation, and environmental management systems. This research also acknowledges some of its limitations, including in the bureaucratic responsiveness and operational consistency in all the actors that form part of destination management, and in the uneven internalisation of ethical values in all the stakeholders. Overall, this research suggests that ITDC's governance of The Nusa Dua area represents an important example of how ethical tourism principles may be demonstrated in a state-managed tourism destination, while simultaneously showing that effective implementation depends on stakeholder coordination, institutional capacity, and adjust to the global ethic principles to the local and cultural contexts.

Keywords: *Global Tourism Ethics, tourism governance, state-owned enterprises, InJourney Tourism Development Corporation (ITDC), Tri Hita Karana, sustainable tourism.*

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INTISARI

Penelitian ini mengkaji bagaimana prinsip-prinsip Etika Pariwisata Global (GTE) tercermin dalam praktik tata kelola InJourney Tourism Development Corporation (ITDC) di The Nusa Dua, Bali. Penelitian ini menggunakan metode kualitatif dengan analisis data yang mencakup wawancara, dokumentasi, dan analisis data sekunder, serta meninjau aspek lingkungan, sosial, budaya, dan ekonomi dari tata kelola destinasi yang dipadukan dengan nilai-nilai lokal Tri Hita Karana. Penelitian ini berlandaskan pada kerangka kerja United Nations World Tourism Organization (UNWTO) mengenai Etika Pariwisata Global, Teori Implementasi Kebijakan, dan Teori Sistem Terbuka untuk memahami bagaimana prinsip-prinsip etika global diterjemahkan ke dalam praktik tata kelola di tingkat destinasi. Hasil penelitian menunjukkan bahwa prinsip-prinsip GTE diintegrasikan ke dalam tata kelola ITDC melalui proses kelembagaan formal, pemantauan, tata kelola keuangan, pelibatan masyarakat, pelestarian budaya, dan sistem manajemen lingkungan. Penelitian ini juga mengakui adanya beberapa keterbatasan, termasuk terkait responsivitas birokrasi dan konsistensi operasional di antara berbagai pihak yang terlibat dalam pengelolaan destinasi, serta belum meratanya internalisasi nilai-nilai etika di kalangan pemangku kepentingan. Secara keseluruhan, penelitian ini menunjukkan bahwa tata kelola kawasan The Nusa Dua oleh ITDC merupakan contoh penting penerapan prinsip pariwisata etis pada destinasi wisata yang dikelola negara, sekaligus memperlihatkan bahwa efektivitas implementasinya bergantung pada koordinasi pemangku kepentingan, kapasitas kelembagaan, serta penyesuaian prinsip etika global dengan konteks lokal dan budaya setempat.

***Kata kunci**: Etika Pariwisata Global, tata kelola pariwisata, badan usaha milik negara, InJourney Tourism Development Corporation (ITDC), Tri Hita Karana, pariwisata berkelanjutan*