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GREEN TOURISM IN HISTORICAL SETTINGS: IMPLEMENTATION STRATEGIES AND TOURIST RESPONSES IN KOTA TUA JAKARTA

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Abstract

This study examines the implementation of green tourism in Kota Tua, Jakarta, within a historical heritage context and evaluates tourist responses related to satisfaction and environmentally responsible behavior. Using a mixed-methods approach, the research integrates interviews with destination managers and survey data from 101 visitors to triangulate findings. The study investigates how green tourism practices are adopted at the destination and how these practices influence tourist satisfaction and environmentally responsible behavior. The findings reveal progress in infrastructure revitalization, low-emission zones, and green transportation initiatives, while also identifying gaps in renewable energy use, technological integration, and community engagement. Younger and more educated tourists exhibit higher awareness of and satisfaction with the destination's green initiatives. Policy implications underscore the need for stronger community participation, targeted investment in green technologies, and more visible communication of sustainability efforts to enhance visitor experience and support long-term heritage conservation. In other words, these findings provide practical insights for destination administrators, emphasizing the need for targeted policies, investment in green technologies, and improved stakeholder collaboration. Overall, this research offers strategic insights for managing environmentally sustainable heritage tourism destinations and aligning them with tourists' expectations for a sustainable experience, thereby contributing to the development of green tourism policies in Indonesia.

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INTRODUCTION

The tourism sector plays a crucial role in fostering economic expansion, increasing national income, generating employment opportunities, and supporting small enterprises (Frent, 2016; Thullah & Abdulai Jalloh, 2021). Globally, tourism contributed approximately US$9.5 trillion to GDP in 2023, accounting for 9.1% of total global output. This figure represents a 23.2% increase from the previous year and is forecasted to continue rising in the coming years (Https://Wttc.Org, 2024). At the national level, Indonesia's tourism industry generated US$10.46 billion in foreign exchange revenue, with the sector's contribution to national GDP estimated at 3.8% (https://kemenparekraf.go.id, 2024). Given its substantial economic impact, tourism has emerged as a strategic sector, alongside the oil and gas industry. In fact, it has been officially designated as one of Indonesia's priority sectors (Permenparekraf RI Nomor 12 Tahun 2020, 2020). Beyond its economic significance, tourism also catalyzes socio-cultural development by facilitating cultural exchanges and driving infrastructure improvements (Thullah & Abdulai Jalloh, 2021).

While tourism development has contributed positively to economic growth and infrastructure enhancement in many countries, it has also generated negative impacts on environmental quality, local economies, and the socio-cultural fabric of host destinations (Chong, 2020; Kuvan, 2012). Nevertheless, the extent of these negative impacts is largely determined by the scale of tourism development and the level of environmental awareness among tourists (Frent, 2016; Thullah & Abdulai Jalloh, 2021).

This study can be better understood through established theoretical frameworks. From the perspective of sustainable tourism theory (Sharpley, 2020). The integration of green practices in heritage destinations reflects an effort to balance environmental protection with cultural preservation and community benefits. The observed tourist appreciation for initiatives such as renewable energy adoption and low-emission zones demonstrates how sustainability principles can enhance the attractiveness of heritage sites while addressing global climate concerns.

Tourist responses can also be interpreted through value–expectancy theory (Fishbein & Ajzen, 1975). Visitors perceive green practices as adding value to their experience and aligning with their pro-environmental expectations, thereby increasing satisfaction. This aligns with consumer behavior models in tourism (Han, 2021), which suggest that environmentally responsible practices shape destination image and influence revisit intentions.

The concept of sustainable tourism is increasingly recognized as a viable alternative to mass tourism, offering a strategic approach to mitigating the negative impacts of large-scale tourism. Sustainable tourism seeks to achieve a balance between economic, social, and environmental considerations (Amoiradis et al., 2023), while ensuring that tourism activities do not degrade ecosystems (Skarakis et al., 2023), disrupt local cultures (Mayuzumi, 2022), or negatively affect local communities (Chili & Xulu, 2015). This approach emphasizes responsible tourism practices that promote long-term environmental conservation, cultural preservation, and socio-economic benefits for local populations.

One of the key components of sustainable tourism is green tourism, which refers to tourism practices that safeguard the long-term availability of environmental, economic, social, and cultural resources (Azam et al., 2010). Green tourism has become an increasingly significant approach in the global tourism sector, aligning with the growing

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awareness of environmental sustainability and the need to preserve natural resources for future generations (Gonçalves et al., 2023). This concept encompasses both eco-conscious traveler behavior and environmentally responsible tourism service providers who adopt sustainable practices (Ibnou-Laaroussi et al., 2020). Moreover, green tourism has gained increasing attention from tourism businesses and operators due to government regulations and pressures to enhance environmental performance through implementing more effective management techniques (Furqan et al., 2010).

Green tourism specifically focuses on the implementation of environmentally friendly practices in the tourism sector, including the use of renewable energy, responsible management of natural resources, and preservation of natural environments at tourist destinations. As an eco-conscious travel approach, green tourism aims to minimize negative impacts on destinations while fostering sustainability. This includes activities that support local communities, conserve natural resources, and educate tourists on sustainable practices (Hasan, 2014). Over the decades, green tourism practices have evolved in the tourism industry and continue to grow significantly (Kim et al., 2017). Green tourism has three primary objectives: (1) protecting both natural and built environments, (2) providing tourists with fulfilling and meaningful experiences, and (3) ensuring the well-being of local communities (Kearney, 1994).

Empirical work in the Southeast Asia region highlights the central role of community participation and co-management in sustaining heritage values. For example, case studies in Trang An and other heritage settings show that government-guided yet participatory models can enhance local stewardship if properly resourced and institutionalized (Mai et al., 2023).

The implementation of green tourism is strongly influenced by global commitments, particularly through policy frameworks such as the Sustainable Development Goals (SDGs), which emphasize reducing the negative environmental impacts of tourism while enhancing its socio-economic benefits for local communities. At the national level, governments have introduced various policies to promote green tourism, reflecting a growing emphasis on sustainable tourism practices. Moreover, green tourism has increasingly become a focal point of academic research, thereby reinforcing its significance in achieving sustainable development within the tourism sector.

Dodds and Joppe (2001) categorize the principles of sustainable tourism into four key components: (1) environmental responsibility, encompassing efforts to protect, conserve, and enhance natural ecosystems to ensure long-term environmental sustainability and ecological health; (2) local economic vitality, focusing on strategies to support the sustainability of the local economy, including equitable economic benefits for local communities; (3) cultural diversity, emphasizing the preservation and respect for local cultural heritage, traditions, and tourism-related cultural expressions; and (4) experiential richness, aiming to provide high-quality and meaningful experiences for tourists, enhancing their engagement with the destination while promoting sustainable tourism practices. These four components serve as a foundational framework for integrating sustainability into tourism development, ensuring a balanced approach that considers environmental, economic, and socio-cultural dimensions.

Kota Tua Jakarta (Kota Tua) is one of Indonesia's most significant historical tourism destinations, serving as a valuable cultural and historical heritage site (Nugteren, 2020). Therefore, maintaining a balance between heritage preservation and sustainable

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tourism development is crucial. Green tourism provides a strategic approach that enables both aspects to coexist harmoniously. However, the high volume of tourists presents challenges for environmental preservation, waste management, and maintaining the quality of life for the local community (Hristov et al., 2021). Given the increasing pressure from tourism activities, it is essential to assess the extent to which green tourism principles have been implemented in Kota Tua. This evaluation includes key aspects such as waste management, carbon emission reduction, energy conservation, and active participation of local communities in sustainable tourism initiatives.

According to Hadi and Johan (2023), environmental awareness, knowledge, and individual values positively influence tourists' attitudes towards green tourism, which, in turn, promotes environmentally responsible behavior (Hadi & Johan, 2023; Ibnou-Laaroussi et al., 2020). The implementation of green tourism in Kota Tua aims to foster greater awareness among tourists about the importance of preserving cultural heritage and protecting the surrounding environment. Tourists are encouraged to adopt sustainable practices, such as reducing single-use plastic by bringing their own water bottles and choosing eco-friendly dining options (Sugihharto et al., 2024). Furthermore, they are urged to walk or use environmentally friendly public transportation (Rizki et al., 2022), such as Transjakarta, to explore the Kota Tua area. This shift in behavior also includes being mindful of destination cleanliness by refraining from littering and supporting local businesses that promote sustainable products (Sugihharto et al., 2024).

Beyond Kota Tua Jakarta, heritage destinations such as Malioboro in Yogyakarta and Kota Lama Semarang are also undergoing revitalization efforts that integrate sustainability values into heritage tourism development. Similar challenges emerge in these destinations, including balancing commercial tourism growth with heritage preservation, ensuring waste and mobility management, and strengthening local community participation in destination decision-making. A comparison indicates that while the strategic direction toward green heritage tourism is consistent across these sites, the depth and form of implementation differ depending on local governance coordination, investment capacity, and stakeholder engagement. Positioning Kota Tua Jakarta within this broader national trend highlights both the replicability of its strategies and the areas where further improvements are necessary for long-term sustainability.

Previous studies have examined sustainable practices in tourism and heritage conservation. However, little is known about how green tourism is implemented at the administrative level in heritage destinations. The effects of these practices on tourist responses and satisfaction also remains underexplored. Much of the existing research discusses environmental sustainability and heritage management as separate issues (Al Fahmawee & Jawabreh, 2023; Ghosh et al., 2025). Few studies link the managerial use of green policies such as Low Emission Zones, renewable energy adoption, or smart technologies, with visitor perceptions in historical urban areas (Tarriño-Ortiz et al., 2021).

Despite the growing interest in sustainable tourism development in Indonesia, the practical implementation of green tourism within historic urban destinations remains insufficiently examined (Shinde, 2025). Kota Tua Jakarta represents a critical case where sustainability goals intersect with heritage conservation and tourism development pressures. However, little is known about how green tourism principles are translated into

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management strategies, how effectively they are experienced by visitors, and whether these efforts influence tourist satisfaction and environmentally responsible behavior.

To address these gaps, this study seeks to answer the following research questions: (1) How are green tourism principles being implemented in Kota Tua Jakarta as a historical heritage destination? (2) How do tourists perceive these green tourism initiatives, and to what extent do these perceptions influence their satisfaction and environmentally responsible behavior? The analysis considers both the management of green tourism practices and the ways tourists respond to them. By combining administrative and visitor perspectives, this study provides new insights into the literature on green heritage tourism. The findings highlight how policy, practice, and tourist experience interact within a rapidly urbanizing Southeast Asian city.

METHODOLOGY

This study aims to analyze and evaluate the implementation of green tourism in Kota Tua Jakarta, as a tourist destination. The analysis was conducted through four key dimensions: (1) environmental protection and preservation by assessing the extent to which green tourism practices contribute to environmental sustainability; (2) local economic sustainability by evaluating the role of green tourism in supporting and enhancing the economic vitality of the local community; (3) socio-cultural preservation by examining the effectiveness of green tourism in protecting and maintaining local cultural heritage and social structures; (4) tourist experience and behavior by analyzing the impact of green tourism on tourist satisfaction and its influence on responsible tourist behavior.

The study focuses on the core zone of Kota Tua Jakarta, specifically the area within the historic city walls, as illustrated in the following figure.

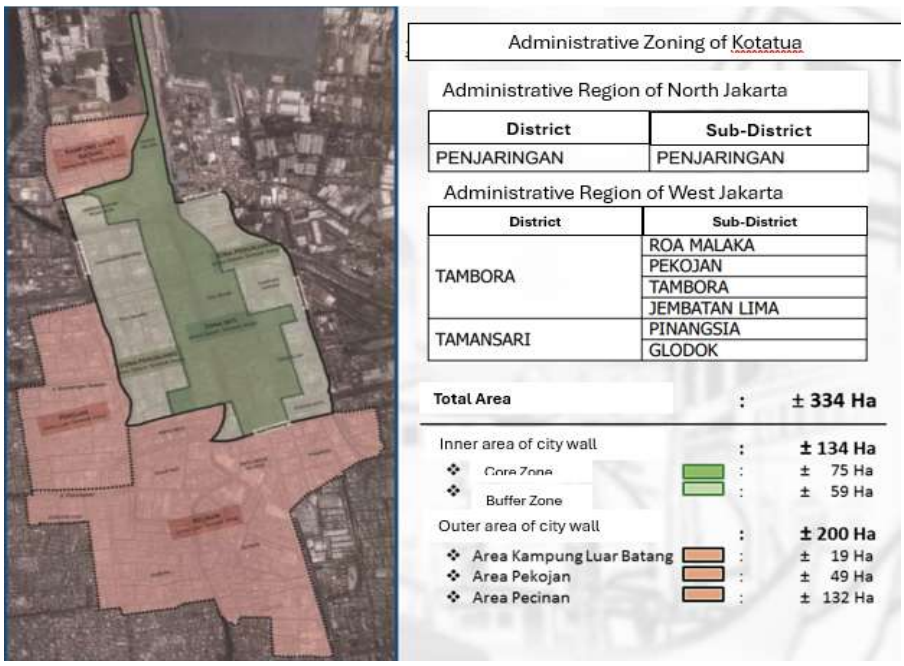

Figure 1. Map showing the delimitation of the study area in Kota Tua.

Source: Division of the Administrative Area of Kota Tua, based on Governor of DKI Jakarta Province Regulation No. 36/2014 on the Kota Tua Jakarta Area Master Plan.

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A mixed-methods research approach was employed, combining qualitative and quantitative methods to obtain a comprehensive understanding of the analyzed aspects. To gain insights into the implementation of green tourism strategies, semi-structured interviews were conducted with five key informants from the Kota Tua Area Management Office. Informants were selected through purposive sampling based on their roles and direct involvement in tourism planning, environmental initiatives, and heritage preservation.

To ensure the trustworthiness of the qualitative strand, several strategies were employed as the key strategy to enhance research trustworthiness, as suggested by Richards and Hemphill (2018). Credibility was supported through data triangulation, and preliminary thematic interpretations were subjected to peer debriefing within the research team to challenge assumptions and refine coding consistency. Dependability was maintained by keeping a structured audit trail, documenting decisions made during data collection, coding, and theme development, thereby ensuring transparency in the analytical process. Confirmability was enhanced through member checking, in which selected participants were invited to review and confirm the accuracy of synthesized interpretations.

The development of question items in the interview guide is presented in the following table.

Table 1. Interview guide

Variable	Indicators
Environmental protection and preservation (Zhang et al., 2016)	1. Water management 2. Energy management 3. Waste management practices 4. Carbon footprint
Sustainability of the local economy (Mtapuri et al., 2022)	1. Local economic contribution from tourism activities (use of local products) 2. Creation of sustainable employment opportunities for locals/surrounding residents
Protection and preservation of the social and cultural heritage of local communities (Santosa et al., 2023)	1. The level of community involvement in tourism planning and management 2. Cultural preservation efforts (observation and historical data). 3. Perception of social equality among members of society

Source: Research Data, 2025

The qualitative analysis in this study was guided by thematic analysis, a method that helps researchers identify and interpret patterns within interview data. This approach allows for grouping responses into key themes such as green tourism implementation, use of technology, resource management, carbon footprint reduction, community involvement, cultural preservation, and issues of social equity (Heriyanto, 2018). Thematic analysis, as described by Braun and Clarke (2012), is widely used in qualitative research for its capacity to reveal deeper insights into how people experience and respond to complex initiatives. In this study, it provided a nuanced understanding of how various stakeholders perceive the efforts to implement green tourism in Kota Tua and the challenges they face on the ground.

For the quantitative approach, this study employed an exploratory case study design with a sample of 101 respondents. The sample size was considered adequate for the scope of this study, following the guidelines for descriptive and exploratory research (Hair Jr. et al., 2019), and is comparable with previous studies on tourist satisfaction in green

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tourism contexts (Ibnou-Laaroussi et al., 2020; Moise et al., 2018). The data collection technique employed a structured questionnaire to assess tourist behavior regarding the implementation of green tourism in the Kota Tua Jakarta area and their satisfaction with its practices. The question items/statements measuring tourist behavior were developed based on key indicators, including environmental awareness, participation in sustainable activities, support for local products and services, waste management practices, energy and water conservation, respect for cultural and environmental norms, willingness to pay for sustainable tourism initiatives, and feedback on green tourism practices (Hadi & Johan, 2023; Ibnou-Laaroussi et al., 2020).

While this approach provides valuable insights, it also presents certain limitations. The sample size is relatively modest, which constrains the generalizability of the findings. In addition, the reliance on self-reported survey data may introduce response bias. These constraints were taken into account when interpreting the results.

Tourist satisfaction was measured using indicators such as quality of experience, perceived value, environmental responsibility and awareness, satisfaction with green practices, behavioral values, and emotional and cognitive fulfillment (Moise et al., 2018; Pekovic, 2021). A Likert scale with five response options was used for measurement, ranging from 5 (Strongly Agree) to 1 Strongly Disagree. The variables of tourist behavior and satisfaction were analyzed using univariate tests with the assistance of SPSS version 24 software, facilitating meaningful assessment and interpretation of the data.

Questionnaire's Validity and Reliability Testing

The validity test of the questionnaire involved 30 tourists visiting Kota Tua. The data from the questionnaire were then tested using the Pearson Product-Moment correlation. The validity criterion for each item was established based on the comparison between r-count and r-table. With n = 30, the r-table value is 0.361. An item is considered valid if r-count > r-table. Following this, a reliability test was conducted using Cronbach's alpha formula, with a cut-off value of 0.7. A Cronbach's alpha value greater than 0.7 indicates acceptable reliability of the questionnaire. Based on the results of the validity test, six items from the tourist behavior variable were deemed invalid out of a total of 32 items, while all items in the tourist satisfaction variable were found to be valid. The test results showed that all variables had a Cronbach's $\alpha > 0.7$, so it was declared reliable.

FINDINGS AND DISCUSSION

Green Tourism Implementation: Progress and Gaps

The green tourism concept in Kota Tua Jakarta is designed to foster a sustainable, comfortable, and visitor-friendly tourism environment. The interviews with Kota Tua management officials reveal meaningful, though uneven, progress in implementing green tourism. Technology plays a crucial role in supporting the implementation of green tourism in Kota Tua Jakarta, particularly in the maintenance of vegetation within historical buildings featuring internal gardens. Automated systems, such as lawn mowers and water spray systems, are utilized to sustain green ecosystems. Waste separation stations, LEZ enforcement, and walking tour designs are positive developments that enhance sustainability while preserving historical integrity (Attia et al., 2023). These initiatives

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align with global efforts observed in cities like Milan and Seoul (Tarriño-Ortiz et al., 2022), signaling Jakarta's readiness to reposition heritage tourism through a greener lens.

However, systemic limitations persist. The limited use of renewable energy and incomplete technology integration reflect infrastructural inertia and underinvestment. Despite existing policies, these measures are not yet embedded into daily operations or visitor flow management. As emphasized by Myeong et al. (2021) without strategic investment and training, smart systems remain largely symbolic rather than functional.

Kota Tua Jakarta area relies on water resources from both groundwater and PDAM (Regional Water Utility), with management responsibilities shared by several agencies, namely the Water Resources Agency (SDA) and PT PAM Jaya. The Water Resources Agency oversees canals and rivers, while PT PAM Jaya is in charge of water distribution for building managers and tenants. To ensure adequate access to clean water for visitors, the area uses pump machines and jet pumps, which are regularly maintained. In addition, efforts to enhance water efficiency have been made through the installation of water reservoir systems in several buildings and the placement of water-saving stickers in public facilities. While these actions are a positive step toward sustainable water management, challenges persist, particularly in the monitoring of water consumption, which may lead to potential water waste. Ramazanova (2020) suggests that the implementation of wastewater recycling systems within the tourism sector could improve water use efficiency without compromising visitor comfort. This would be a valuable strategy to enhance sustainability in the area, representing a valuable strategy for the area

Waste and energy management strategies already in place include organized waste disposal systems and initiatives to raise awareness among tourists and the public through bulletin boards and educational campaigns. However, a key challenge remains the limited utilization of renewable energy. According to UNEP (2020), many tourist destinations continue to rely on conventional energy sources, and transitioning to renewable energy requires the formulation of policies and incentives to encourage businesses to adopt more sustainable energy solutions (Tiwari et al., 2022).

Jakarta ranked sixth among Southeast Asian cities with the highest levels of PM2.5 pollution, according to the 2021 World Air Quality Report. In response, the DKI Jakarta Provincial Government has implemented initiatives to reduce air emissions from the transportation sector, including the Low Emission Zone (LEZ), considered one of the most effective strategies for reducing urban pollution (Lebrusán & Toutouh, 2020),

The Provincial Government has started implementing the LEZ program in the Kota Tua area as part of the ongoing revitalization efforts (ITDP, 2022). This program has been rolled out in key areas such as Fatahilah Park, Jalan Lada, Jalan Ketumbar, Kali Besar Timur, Jalan Kunir, and Jalan Pos, where motor vehicle restrictions have been enforced to reduce carbon emissions. Additionally, eco-friendly transportation options, including electric vehicles, have been made available to tourists. The LEZ initiative, launched by the Transportation Department in collaboration with the World Resources Institute (WRI) Indonesia, prioritizes reorganizing traffic systems to favor public and non-motorized transport, thereby lowering emissions in this historic district. The LEZ was officially implemented on February 8, 2021 (ITDP, 2022). Despite these efforts, the program faces challenges in terms of awareness and acceptance among tourists and local communities.

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Consequently, ongoing education and environmental campaigns remain crucial for promoting the initiative.

Community participation in Kota Tua Jakarta remains limited and often superficial. Seven community groups are active in promoting attractions and cultural events, and the Management Unit provides training in tourism communication, history, and Sapta Pesona. Yet their influence on planning and decision-making is minimal. Weak governance structures, scarce financial resources, limited tourism skills, and unequal benefit distribution diminish incentives for meaningful engagement. Moving beyond tokenism requires stronger empowerment. Arnstein's (2017) ladder of participation highlights the need for deeper involvement. Economic incentives and community-based tourism programs can help residents co-design products and share revenues (Krittayaruangroj et al., 2023). Participatory governance platforms that unite government, private actors, and local groups can build trust (UNESCO, 2021). Training in guiding, heritage interpretation, and entrepreneurship would also strengthen capacity (Su & Wall, 2014). International policy frameworks stress that empowering communities is essential for sustainable heritage tourism (UNESCO, 2023; UNWTO, 2022).

Tourist Perception and Satisfaction: Who Responds Positively and Why

Based on the demographic profile, the number of female respondents, as seen in Table 2, exceeds that of male respondents, suggesting that female tourists may be more inclined to visit cultural heritage sites, reflecting a potentially higher interest in cultural and historical experiences (Escobar et al., 2020).

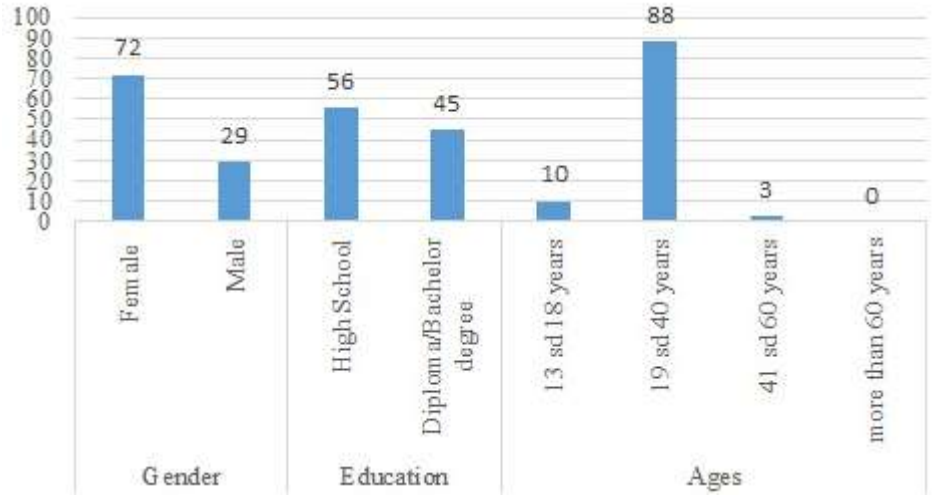

Figure 2. Respondent's profile.

Source: Survey results

The results of the descriptive analysis (Table 2) on the tourist behavior variable yielded an average score of 111.66, suggesting that, on average, tourists demonstrate favorable behavior and generally support green tourism initiatives. The values ranged from a minimum of 94 to a maximum of 130, indicating notable variability among individual tourist behaviors. This implies that while most tourists display good awareness and involvement in green tourism practices, there are still differences in individual behavior

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patterns, with some exhibiting more proactive tendencies. With a mean of 111.66 and a variance of 89.686, tourist behavior shows a moderate dispersion around the mean. The standard deviation of 9.47 indicates that most data points fall within the range of ±9.47 from the mean (between 102 and 121). Although some tourist behaviors show slight deviations from the average, the positive skewness of 0.523 suggests a slight tendency toward higher behavior scores, but overall, the distribution is relatively symmetric.

Table 2. Descriptive Analysis of Tourists' Behavior

N	Valid	101
	Missing	0
Mean		111.6634
Median		111.0000
Std. Deviation		9.47025
Variance		89.686
Skewness		.523
Std. Error of Skewness		.240
Kurtosis		-.796
Std. Error of Kurtosis		.476
Minimum		94.00
Maximum		130.00

Source: Researh Data, 2025

Our survey confirms that younger and more educated tourists are more aligned with green tourism ideals (Table 3). Tourists aged 19-40 showed greater responsiveness to eco-initiatives, ranging from using public transportation to participating in cultural interpretation activities. These findings underscore the rise of the "eco-curious" traveler, a segment that is values-driven, research-oriented, and socially engaged. This aligns with prior studies (Ibnou-Laaroussi et al., 2020; Pekovic, 2021), which support the growing consensus that sustainable practices are no longer a niche add-on but a core value proposition.

The 13-18 years age group exhibited relatively high tourist behavior, although not as prominently as the 19-40 age group. Their lower scores may be due to limited travel experience and dependence on family for travel decisions. On the other hand, the 41-60 years age group showed relatively lower tourist behavior scores. This likely reflects more traditional tourism preferences, lower participation in eco-focused activities, and entrenched travel habits less responsive to current green tourism trends (Novianti et al., 2020; Nugraheni et al., 2019; Yulianty, 2022).

Table 3. Ranks

	N	Mean Rank
13-18 years	10	43.75
19-40 years	88	52.19
41-60 years	3	40.33
Total	101	
	N	Mean Rank
High schools	56	47.66
Diploma/bachelor's degree	45	55.16
Total	101	

Source: Research Data, 2025

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The Kruskal-Wallis H test (Table 4) yielded a value of 1.159 with an asymptotic significance (p-value) of 0.560, indicating no significant difference in tourist behavior based on age groups. Although variations in tourism behavior were observed across different age groups, they were insufficient to establish a consistent pattern among the surveyed tourists.

The Mann-Whitney test results showed a value of 1.639 with a p-value of 0.201. Therefore, it can be concluded that there is no significant difference in tourist behavior based on education level. These findings are consistent with previous research (Özdemir Uçgun & Narcı, 2022), which suggests that while age and education level may increase awareness of sustainable tourism, they do not have a statistically significant impact on tourist behavior.

Table 4. Tourist behavior

grouping variable	age		Education level
Kruskal-Wallis H	1.159	Mann-Whitney U	1.639
Df	2	Wilcoxon W	1
		Z	
Asymp. Sig.	0.560	Asymp. Sig. (2-tailed)	0.201

Source: Research Data, 2025

The variance in satisfaction scores points to a deeper issue: perception gaps. Not all tourists recognize or value the sustainability efforts underway (Bausch et al., 2021), reflecting a communication disconnect. Unless green practices are made visible, engaging, and emotionally resonant, their value may go unnoticed by casual or first-time visitors (Bendor et al., 2017). This carries direct implications for destination managers; awareness campaigns should not only inform but also inspire. Storytelling, digital signage, and real-time visitor feedback tools could bridge this gap.

The results of the tourist satisfaction test regarding the implementation of green tourism revealed an average score of 84 and a median score of 71.00 (Table 5). The higher average score compared to the median suggests that a few highly satisfied respondents elevated the mean above the median. The range between the minimum score of 58 and the maximum score of 145 highlights a considerable difference in satisfaction levels among tourists. The standard deviation of 28.86 indicates significant variation in satisfaction levels. The slope of 1.043 further suggests that while most tourists reported below-average satisfaction, a few highly satisfied individuals elevated the maximum value. Tourist satisfaction exhibits greater variability, likely due to subjective or external factors such as differing expectations, prior travel experiences, or the quality of services received.

Table 5. Tourist satisfaction.

N	Valid	101
	Missing	0
Mean		84.0000
Median		71.0000
Std. Deviation		28.85550
Variance		832.640
Skewness		1.043
Std. Error of Skewness		.240

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Kurtosis	-.256
Std. Error of Kurtosis	.476
Minimum	58.00
Maximum	145.00

Source: Research Data, 2025

Table 6 shows that the 19-40 age group tends to report higher levels of satisfaction compared to other age groups. This age group primarily consists of young adult tourists who are more independent in choosing destinations and typically possess greater purchasing power than the 13-18 age group. They often seek a broader range of experiences, including nature and culture to modern entertainment. Young adults are generally more flexible in managing their expectations and aligning them with the reality of the attractions they visit, leading to higher satisfaction levels. The finding that younger and better-educated tourists report higher awareness and satisfaction aligns with behavioral models, such as recent green tourism studies, that show education and environmental awareness as strong predictors of pro-environmental tourist choices (Hadi & Johan, 2023). The Kota Tua area of Jakarta offers various attractions that cater well to the preferences of young adult tourists (19-40 years old). With several museums, such as the Jakarta Historical Museum, Bank Indonesia Museum, Wayang (puppet) Museum, and Museum of Fine Arts & Ceramics, the area draws tourists interested in history and culture. The district's Dutch colonial architecture, along with the visual aesthetic it offers for photography, appeals to tourists seeking unique experiences, in line with current social media trends. Furthermore, the availability of vintage-style cafes and restaurants like Café Batavia and Kedai Seni Djakarta provides relaxing spots with a classic atmosphere, which often attracts younger tourists.

Table 6. Ranks

	Age	N	Mean Rank
Tourist satisfaction	13-18 years	10	38.20
	19-40 years	88	52.60
	41-60 years	3	46.67
	Total	101	
Education level			
Tourist satisfaction	High School	56	45.04
	Diploma/Bachelor	45	58.41
	Total	101	

Source: Research Data, 2025

The Kruskal-Wallis H test (Table 7) indicates no significant difference in tourist satisfaction based on age group (2.263 with a p-value (Asymp. Sig.) = 0.323). Although some variation in satisfaction levels was observed, the differences were not strong enough to be considered a general pattern within the tested tourist population. This finding aligns with the results of a study by (Zeinali et al., 2014), which found that age is not significantly related to tourist satisfaction.

In contrast, the Mann-Whitney test yielded 2522.500 with a p-value of 0.022. Tourists with higher education levels reported a clearer understanding and appreciation of environmental and cultural integration. These findings support previous research, which

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suggests that educational factors play a role in shaping how travelers evaluate their experiences. Specifically, tourists with higher education levels demonstrate a stronger positive relationship between green tourism practices and customer satisfaction in the context of sustainable tourism (Zeinali et al., 2014). This suggests that future tourism experiences must be designed to meet should be tailored to meet differentiated expectations, integrating authenticity, sustainability, and comfort. Service customization, especially in heritage environments, is essential rather than optional.

Table 7. Tourist satisfaction

Grouping variable	Age	Education	
Kruskal-Wallis H	2.263	Mann-Whitney U	926.500
Df	2	Wilcoxon W	2522.500
		Z	-2.292
Asymp. Sig.	0.323	Asymp. Sig. (2-tailed)	0.022

Source: Research Data, 2025

Managerial Insights: What Destination Administrators Can Do

This study surfaces clear, actionable strategies for destination administrators seeking to scale up green tourism without compromising heritage value. Administrators must go beyond surface-level interventions. Green tourism should not only be experienced through programs (Roxas et al., 2020), or used merely as a marketing tool (Yfantidou & Matarazzo, 2017), but embodied insystems, clean energy-powered venues, circular economy vendors, and environmentally literate frontline staff.

Destinations need to communicate their values better. Kota Tua's sustainability message is being heard, but not loudly or often enough. Administrators must develop strategic storytelling through mobile apps, eco-tour certification, and immersive green interpretation zones that connect visitors emotionally to the mission. As mentioned by Nematpour et al., (2024) Information technology, in particular, significantly impacts the destination's competitive identity.

Community engagement must shift from contractual to collaborative. Instead of outsourcing performances or services, Kota Tua can co-develop tourism products with local groups, craft tours, storytelling nights, and cultural workshops that serve both sustainability and social equity goals. This participatory approach enhances authenticity, distributes economic value, and builds resilience (Eyisi et al., 2021).

Strategic alignment between environmental planning, cultural preservation, and tourism services should be institutionalized (Usman et al., 2020). Cross-sector collaboration platforms, bringing together government agencies, NGOs, cultural institutions, and hospitality providers, could ensure that green tourism development is systemic rather than fragmented.

The findings of this study also align with international policy frameworks on sustainable heritage tourism. The UNWTO (2022) highlights that integrating renewable energy and sustainable mobility is critical for reducing emissions in urban heritage destinations. Similarly, UNESCO (UNESCO, 2021) emphasizes the importance of participatory governance and community involvement to ensure that heritage conservation delivers inclusive benefits. Recent UNESCO (2023) guidelines further call for cross-sector collaboration between governments, private actors, and local communities to achieve long-

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term sustainability. Incorporating these perspectives reinforces our conclusion that heritage destinations such as Kota Tua Jakarta require both environmental strategies and governance mechanisms that link administration with community participation.

Practical Implications for Tourism Operators and Local Businesses

Beyond policy-level considerations, the findings offer several practical insights for tourism operators and local businesses in the Kota Tua heritage area. Tourism operators can incorporate green tourism messaging into tour narratives, emphasizing responsible behavior and conservation awareness as part of the visitor experience. Local cafés, souvenir shops, and micro-businesses can adopt environmentally friendly practices, such as reducing single-use plastics, providing refilling stations, or offering locally sourced products, to align their operations with sustainability principles. Capacity-building programs for local guides and vendors could strengthen storytelling about heritage value, local identity, and conservation efforts, thereby enhancing the authenticity of the visitor experience. Collaboration between business owners and destination managers can support the development of coordinated green branding initiatives, creating a more unified and recognizable sustainability identity for Kota Tua. These recommendations help ensure that the study's findings are actionable at the practitioner level and that green tourism development can be implemented more broadly across the tourism value chain.

This study contributes to the broader Southeast Asian discourse on sustainable heritage tourism, where destinations such as George Town and Melaka in Malaysia, Luang Prabang in Laos, and Hoi An in Vietnam also grapple with balancing heritage preservation and tourism-driven urban pressures (K. Y. Chong & Balasingam, 2019). Similar to these destinations, Kota Tua Jakarta faces challenges related to waste management, infrastructure strain, and uneven community participation in tourism decision-making. However, compared to Hoi An's community-led cultural preservation model or George Town's heritage trust networks, Kota Tua's governance model remains more government-driven, which influences the depth of stakeholder engagement. Furthermore, the implementation of a Low Emission Zone in Kota Tua distinguishes this case within the regional context, demonstrating a more assertive policy approach toward sustainable visitor mobility. These comparisons underscore the manuscript's contribution by illustrating how green tourism strategies evolve differently across Southeast Asian heritage destinations, shaped by local governance capacity, institutional arrangements, and community empowerment dynamics.

Despite its contributions, this study has several limitations. The cross-sectional design limits the ability to capture changes over time or establish causal relationships between green tourism practices and visitor behavior. The modest sample size reduces the potential for broad generalization, particularly in comparative contexts. The use of descriptive statistics and non-parametric tests provided valuable exploratory insights but did not allow for deeper inferential analysis. Additionally, reliance on self-reported data may introduce social desirability bias. Future research could address these issues by employing larger and more diverse samples, applying longitudinal or experimental designs, and using advanced analytical methods such as regression or structural equation modeling to explore causal pathways more rigorously. Comparative studies across multiple heritage destinations would also enrich understanding of how green tourism strategies influence visitor responses in different cultural settings.

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CONCLUSION

This study reveals that while the green tourism in Kota Tua Jakarta is not yet ideal, it is on a hopeful road. Efforts such as infrastructure renewal, emission reduction, and the provision of ecologically friendly transportation show a dedication to building a sustainable tourism destination in the cultural legacy area. These results, however, also highlight the gap between policy aspirations and on-the-ground execution, especially regarding renewable energy use, technological integration, and meaningful local community participation in the decision-making process.

Moreover, this study highlights the extent to which green tourism is really carried out as opposed to just being marketed as a marketing tool. Tourist evaluations indicate that not all visitors recognize or appreciate ongoing sustainability initiatives, suggesting a communication gap. Thus, destination management has to stress the narrative, emotional involvement of visitors, and cross-sector cooperation in addition to the technical elements of sustainability.

The incorporation of an administrative method in evaluating the efficacy of green tourism, as well as its connection to the attitudes and actions of visitors in cultural legacy regions, constitutes the main contribution of this study. If they are handled strategically and inclusively, Kota Tua is an example of how cultural preservation and environmental sustainability may support one another. The success of green tourism is therefore not only determined by the policies developed but also by the degree to which these policies are internalized and experienced by stakeholders, especially tourists and local communities.

Compared with similar destinations undergoing sustainable transitions, Kota Tua stands out for its bold mix of heritage revitalization and urban greening. However, its journey also highlights the paradox of policy ambition and operational inertia. While LEZ and waste strategies are commendable, they remain under-leveraged due to inconsistent enforcement and low visibility.

Several limitations constrain the generalizability of our results and should be acknowledged. The first one is that the study focuses on a single historic urban area, Kota Tua Jakarta, which has a particular governance structure, density of informal economic activity, and visitor profile; therefore, caution is required when extrapolating findings to other heritage cities with different institutional arrangements. The quantitative component relies on cross-sectional survey data collected from 101 visitors. While sufficient for exploratory and descriptive analysis, this limits causal inferences regarding the effects of specific management actions on satisfaction and tourist behavior.

This study provides insights into the integration of green tourism in a heritage setting. The findings also suggest several practical actions. Policymakers can introduce financial incentives and regulatory support, such as tax reductions or subsidies, to promote renewable energy adoption among tourism operators in Kota Tua Jakarta. Destination managers can design community-based tourism programs that involve residents in tour planning, cultural interpretation, and revenue sharing. Such programs ensure that local communities gain fair benefits from green tourism. Cross-sector governance models are also important. Bringing together government, private actors, and civil society can improve coordination of initiatives such as Low Emission Zones and sustainable mobility. These steps can enhance environmental performance in heritage destinations while deepening community participation and governance.

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