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Roles and Responsibilities of Stakeholders in Implementing Green Tourism Practices in Restaurants: A Global Perspective on Ecological and Social Impacts

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ABSTRACT

Many restaurants face challenges in implementing sustainable practices due to various constraints, including financial limitations, access to eco-friendly products, and infrastructural inadequacies. Lago'Ta Cafe & Resto in Pare-Pare is no exception, despite its commendable efforts in waste management and sourcing local ingredients. This study employs a qualitative approach, combining interviews with top management, employees, and policymakers at Lago'Ta Cafe & Resto. The focus is on exploring their current sustainability practices, identifying challenges, and evaluating potential solutions. The research highlights Lago'Ta Cafe & Resto's strong commitment to sustainability through effective waste management and support for local farmers and fishermen. However, significant challenges such as financial constraints, limited availability of eco-friendly products, and infrastructural limitations pose obstacles to their sustainability efforts. To enhance its sustainability initiatives, Lago'Ta Cafe & Resto should prioritize strategic financial planning, and diversification of their supply chain to include more eco-friendly options and infrastructure improvements. Effective communication with customers about their sustainability efforts and advocacy for supportive policies are also crucial steps toward maximizing their positive impact on the environment and the local community in Pare-Pare.

INTRODUCTION

Green tourism has emerged as a critical focus in the hospitality industry, with restaurants playing a significant role in promoting sustainable practices (Kusa et al., 2023; Moise et al., 2021). As environmental concerns continue to grow globally, the implementation of green initiatives in food service establishments has become increasingly important (Abdou et al., 2023). Pare-pare, a coastal city in South Sulawesi, Indonesia, has seen a rise in eco-conscious businesses, particularly in its burgeoning restaurant sector. While several studies have explored green tourism practices in various contexts, research specifically examining the application of these principles in Pare-Pare's restaurant industry remains limited. This study aims

to bridge this gap by investigating the green tourism practices adopted by Lago'Ta Cafe & Resto, a prominent establishment in Pare-Pare. By analyzing this case study, this research seeks to understand the current state of sustainable practices in local restaurants and identify potential areas for improvement in the context of Pare-pare's unique cultural and environmental landscape (Kim & Hall, 2020).

Green tourism has become increasingly crucial in the hospitality and restaurant industry, reflecting a global shift towards sustainable practices and environmental consciousness (Baloch et al., 2023; Yuliani & Setyaningsih, 2023). (Chaturvedi et al., 2024) Argues that the importance of implementing eco-friendly initiatives in restaurants cannot be

overstated, as these establishments play a significant role in shaping consumer behavior and environmental impact. Recent studies have highlighted the growing demand for sustainable dining experiences and the positive effects of green practices on both business performance and environmental conservation (Eren et al., 2023). For instance, (Filimonau et al., 2019) found that restaurants adopting green practices not only reduce their ecological footprint but also enhance their brand image and customer loyalty. Similarly, (Eren et al., 2023) demonstrated that green restaurant practices significantly influence customers' revisit intentions and word-of-mouth recommendations. Furthermore, (Abdou et al., 2023) emphasized the role of green restaurants in promoting sustainable food consumption patterns, which is crucial for addressing broader environmental challenges such as climate change and resource depletion. As the hospitality industry continues to evolve, the adoption of green tourism practices in restaurants has become not just a trend, but a necessity for long-term sustainability and competitiveness in the market.

The global trend towards environmentally friendly practices in restaurants has gained significant momentum in recent years, reflecting a broader shift towards sustainability in the hospitality industry (Akbar Zaenal & Rijal, 2024; Yaris & Yazıcıoglu, 2022). This movement is characterized by the implementation of various green initiatives, including waste reduction, energy efficiency, sustainable sourcing, and eco-friendly menu options. According to (Madanaguli et al., 2022), restaurants worldwide are increasingly adopting green practices not only to reduce their environmental impact but also to meet growing consumer demand for sustainable dining experiences. In developing countries, this trend is emerging as well, albeit at a different pace. (Pratama et al., 2023) noted that while awareness of green practices is growing in Southeast Asian cities, implementation can be challenging due to limited resources and infrastructure. In the context of Pare-pare, a coastal city in South Sulawesi, Indonesia, the adoption of green practices in restaurants is still in its early stages. However, as (Supriyanto, 2022) observed in their study of Indonesian coastal cities, there is a growing interest in sustainable tourism practices, driven by both environmental concerns

and the potential for economic benefits. This global-to-local perspective highlights the importance of understanding and adapting green restaurant practices to specific regional contexts (Mai et al., 2023).

Previous research has extensively explored green tourism practices in various contexts, highlighting their importance in the hospitality industry. For instance, (Abdou et al., 2023; Chaturvedi et al., 2024) investigated the adoption of green practices in restaurants in Vietnam, identifying key drivers and barriers to implementation. Similarly, (Núñez-Cacho et al., 2020; Vidal-Ayuso et al., 2023) examined the circular economy practices in Spanish hotels and restaurants, emphasizing the role of innovation in sustainable tourism. In the Indonesian context, (Rusyani et al., 2021) studied green practices in Bali's restaurant industry, focusing on the influence of environmental knowledge and attitudes on green behavior. While these studies provide valuable insights into green tourism practices in different settings, there is a noticeable gap in the literature regarding the specific context of Pare-Pare's restaurant industry. The unique geographical, cultural, and economic characteristics of Pare-pare, a coastal city in South Sulawesi, necessitate a focused investigation into how green tourism practices are implemented and perceived in its local restaurants. This study aims to address this research gap by examining the case of Lago'Ta Cafe & Resto, thereby contributing to the understanding of green tourism practices in the context of smaller Indonesian cities.

While existing research has provided valuable insights into green tourism practices in various contexts, there remains a significant gap in understanding these practices within the unique setting of Pare-pare's restaurant industry. This study aims to address this gap by examining the implementation of green tourism practices in Lago'Ta Cafe & Resto, a prominent establishment in Pare-Pare, South Sulawesi. Our research builds upon the framework proposed by (Chaturvedi et al., 2024; Kim & Hall, 2020) for sustainable practices in restaurants, adapting it to the local context of a smaller Indonesian coastal city. For the research on "Green Tourism Practices in Pare-pare Restaurants (Case Study Lago'Ta Cafe & Resto)", a relevant supporting theory is the Roles of key stakeholders

(Madanaguli et al., 2022). The stakeholders are (a) top management, (b) employees, (c) customers, (d) policymakers, (e) NGOs, and (f) researchers. These stakeholders can be classified as internal and external stakeholders based on their location relative to the restaurant. Top managers and employees are internal stakeholders, while customers, policymakers, and supporting organizations are external stakeholders of the company.

The implementation of green tourism in restaurants encompasses a range of crucial aspects related to environmental sustainability. The implementation of green tourism in restaurants highlights issues such as water efficiency and conservation, energy efficiency and conservation, recycling and composting, sustainable food, recycled products, non-toxic paper, cleaning products, and employee education (Kim & Hall, 2020; Madanaguli et al., 2022; Tan et al., 2019). These practices include water efficiency and conservation, aimed at reducing water usage and preserving water resources. Energy efficiency and conservation are also major focuses, to decrease energy consumption and utilize renewable energy sources. Recycling and composting are important strategies for responsible waste management. The use of sustainable food emphasizes the selection of environmentally friendly and ethically sourced ingredients. Restaurants are also encouraged to use recycled products, non-toxic paper, and eco-friendly cleaning products in their operations. Additionally, employee education about these green practices is considered a key component in ensuring effective implementation.

The study employs a mixed-methods approach, combining qualitative interviews with quantitative surveys to provide a comprehensive analysis of green practices, their implementation challenges, and their perceived impacts on both business performance and environmental sustainability. Our findings reveal that while there is growing awareness of green practices among Pare-pare's restaurateurs, implementation is often hindered by limited resources and a lack of supportive infrastructure. However, this study identifies innovative local adaptations of environmentally friendly practices that can serve as models for other small-town contexts. This research contributes to the growing literature on sustainable tourism in

developing countries (Hu et al., 2022; Zeng et al., 2022) and offers practical implications for policymakers and restaurateurs in similar settings. Our research endeavors to enhance the comprehension of sustainable methodologies within the restaurant sector by tailoring established frameworks to the specific context of Pare-Pare. By scrutinizing the contributions of pivotal stakeholders—including senior management, staff members, patrons, policymakers, non-governmental organizations, and academic researchers—this investigation aspires to elucidate the manner in which these entities affect and bolster the implementation of environmentally friendly initiatives. Furthermore, this inquiry intends to furnish actionable recommendations aimed at augmenting the efficacy of sustainable practices in analogous environments.

Employing a mixed-methods strategy that integrates qualitative interviews with quantitative surveys, this study will elucidate the obstacles and facilitators associated with the execution of green tourism and will provide pragmatic suggestions for advancing sustainability within the local restaurant industry. The results will enrich the broader conversation surrounding sustainable tourism in developing nations and will deliver invaluable insights for policymakers and restaurateurs committed to fostering environmental sustainability.

MATERIALS AND METHODS

This research employs a qualitative case study approach to identify (Creswell, 2014; and analyze the roles of various stakeholders in implementing green tourism practices at Lago'Ta Cafe & Resto in Pare-pare, South Sulawesi. The study focuses on key stakeholders including top management, employees, customers, and policymakers, examining their respective contributions and perspectives on sustainable practices within the restaurant (Madanaguli et al., 2022). The research will be conducted in three phases from May to July 2024, utilizing semi-structured interviews and direct observations as primary data collection methods. Interviews with diverse stakeholders aim to uncover their specific roles, responsibilities, and influences in promoting and implementing green initiatives.

The study explores how top management drives sustainability strategies, how employees execute and communicate these practices, how

customers perceive and respond to green initiatives, and how policymakers influence the regulatory environment for sustainable restaurant operations. Direct observations complement the interview data, providing insight into the practical implementation of green practices and stakeholder interactions. Data analysis employs thematic analysis to identify patterns in stakeholder involvement and their impact on the restaurant's green tourism practices. This research aims to provide a comprehensive understanding of stakeholder dynamics in promoting sustainability within the context of a small-city restaurant, contributing valuable insights to the broader discourse on stakeholder roles in green tourism initiatives.

RESULTS AND DISCUSSION

Lago'Ta Cafe & Resto demonstrates a strong commitment to green tourism practices, especially in terms of waste management and sourcing local ingredients. However, there is still room for improvement in areas such as water conservation and customer engagement. Key challenges include the cost of implementation and limited access to green products in Pare-Pare. The results of field findings based on interview excerpts with stakeholders as informants are described in the discussion. The highlights and focus of the questions narrowed down to the issues of Waste Management, Energy Efficiency, Water Conservation, Sustainable Food Procurement, and Customer Engagement. The interviews were conducted in a relaxed atmosphere using the Focus Group Discussion method, direct interviews, and observation.

Waste Management

On the issue of Waste Management, researchers obtained information during the interview activities from May to June 2024. There was information from the City Tourism Office and the Parepare City Health Office. In the context of policy, the information summarized from the agency office includes policies on waste management practices in Pare-Pare City. Restaurant managers who were successfully met were the General Meneger Lako'Ta cafe and restaurant. Then, an interview was also conducted with the secretary of the PHRI Branch Association (Indonesian Hotel and Restaurant Association). Information obtained such as the form of

association involvement in the implementation of green tourism practices in Pare-pare City.

The following is a summary of the interview with the health office and the Department of Youth, Sports and Tourism (Interview/May 14, 2024): "The concept of Clean City Implementation does not only focus on green restaurants but includes the entire order of a clean city or healthy city. Tourism is one of the important indicators in the concept of a Healthy City. The implementation of the Clean City Order refers to the Guidelines for the Implementation of Healthy Districts/Cities issued through the Joint Regulation of the Minister of Home Affairs and the Minister of Health Number 34 of 2005 and Number 1138/MENKES/PB/VIII/2005. Initially, in 2005, 7 orders included Healthy Tourism Areas. However, in 2022, this was revised to 9 orders, of which Tourism remains one of the components. The assessment indicators for the Tourism Order include various aspects such as local regulations on healthy tourism, RIPARDA, number of tourist attractions, percentage of tourism accommodation facilities that are healthy, percentage of sanitary restaurants, and more. It is important to note that these indicators cover aspects such as tourist safety, the implementation of OHS, cooperation with security officers, the development of Tourism Awareness Groups, and supervision of sanitary hygiene at food management sites. All of this shows that the concept of healthy tourism is an integral part of creating a clean and healthy city as a whole".

This interview response underscores the complex and integrated nature of implementing healthy and clean city concepts, with tourism playing a vital role in this ecosystem. It highlights the need for comprehensive planning, diverse stakeholder involvement, and continuous adaptation to create sustainable, healthy urban environments that benefit both residents and visitors. The implementation is guided by joint regulations from the Ministry of Home Affairs and the Ministry of Health, providing a solid legal foundation for these initiatives. The concept of healthy tourism is presented as an integral part of the broader goal of creating a clean and healthy city, suggesting a symbiotic relationship between tourism development and urban well-being.

Implementation of a healthy and clean city concept, with tourism playing an important role in

this ecosystem. The restaurant venture translates the concept through the productive utilization of used waste. The following is a summary of the interview with the General Manager of Lako'Ta Cafe and Restaurant (Interview/July 13, 2024): “We have implemented a system of sorting organic and inorganic waste. Organic waste is composted for use in our small garden”.

Lago'Ta Cafe and Restaurant shows high awareness of waste management, but there is still room for improvement in terms of plastic waste reduction. (Interview/July 13, 2024): “We utilize this used drum waste in various ways. One of them is by turning them into creative trash bins in the parking area. Drums that have been cleaned and aesthetically modified are used as bins around the parking area. In addition, some of the larger drums we transformed into part of the indoor decor. For example, as seating in the lounge area or as large flower pots placed on the terrace”.

In an effort to actualize green tourism methodologies, Lago'Ta Cafe & Resto, situated in Pare-Pare, South Sulawesi, has exhibited its dedication by repurposing discarded materials such

as drums, metal, and automobile tires for the construction of dining furniture, thereby exemplifying ingenuity and a profound commitment to environmental stewardship. This study investigates the roles and obligations of various stakeholders, with a particular emphasis on the policies enacted by restaurant management, in bolstering the adoption of sustainable practices akin to those observed. By illuminating management policies that promote the utilization of recycled resources and environmentally sustainable practices, this research aspires to examine the extent to which strategic decisions and operational measures at the managerial level facilitate the effective implementation of green tourism initiatives. This concentration will yield valuable insights into how managerial directives and strategies can maximize the ecological and societal advantages of green initiatives, while also offering a framework for other dining establishments aspiring to embrace analogous practices on a global scale. Presented herein is the documentation pertaining to the utilization of repurposed goods.



Figure 1. Utilization of used drums reduces waste and increases social responsibility

Source: Researcher Documentation, 2024

The utilization of used drums by turning them into creative trash bins and indoor decoration pieces at Lago'Ta Cafe & Resto not only reflects a commitment to environmental sustainability but also shows creativity in integrating environmental aspects with business aesthetics and functionality. It is a concrete example of how businesses can take the initiative in reducing waste and enhancing social responsibility. The focus on tourist safety, implementation of occupational health and safety (OHS), and supervision of hygiene and sanitation in food management facilities reflects a commitment to social responsibility and sustainable tourism practices (Junaid, 2024). All of this demonstrates that the city's local government, through the implementation of the Healthy and Clean City concept, is actively integrating SDG goals into the planning and execution of its local programs, particularly in the tourism sector. It emphasizes the local government's proactive approach in aligning their tourism and urban development practices with broader sustainable development goals.

Energy Efficiency

This initiative demonstrates Lago'Ta Cafe & Resto's commitment to sustainable practices and energy conservation. By focusing on these two key areas - lighting and kitchen appliances - the restaurant benefits in terms of reduced energy bills and a smaller carbon footprint. The following is a summary of the interview with the General Manager of Lago'Ta Cafe and Restaurant (Interview/July 13, 2024): "We have replaced all lights with LEDs and use energy-efficient kitchen appliances. The energy efficiency measures taken show a commitment to green practices, although the use of renewable energy is still limited".

It can be inferred that the quote shows that Lago'Ta Cafe & Resto has made meaningful efforts towards energy efficiency and sustainability, focusing on areas where they can make an immediate and significant impact. However, it also shows an understanding that their journey towards comprehensive green practices is still ongoing, with potential for further progress, especially in the area of renewable energy use.

Water Conservation

Water conservation in restaurants is a very important aspect to consider to maintain environmental sustainability and operational efficiency. Restaurants are places where water

usage can be very intensive, from washing kitchen utensils and cleaning dining areas to providing drinking water for customers. The following is a summary of interviews with Employees at Lago'Ta cafes and restaurants (Interview/July 13, 2024): "We have implemented water-saving measures in our toilets by installing automatic taps. These sensor-operated taps help us reduce water wastage by ensuring that water flows only when needed. However, I must mention that we have not yet implemented a water recycling system in our restaurants. We realize that there is still room for improvement in our water conservation efforts, and a recycling system is something we can consider in the future to further enhance our sustainability practices".

This quote indicates the specific water conservation measure implemented (automatic taps) while acknowledging the absence of a water recycling system. This quote reflects an honest assessment of the restaurant's current water management practices, showing awareness of potential areas for future improvement.

Water conservation efforts are still at an early stage and require further investment. Research shows that while awareness of the need for water conservation is increasing, implementation is still limited and often hampered by limited funding, infrastructure, and coordination between stakeholders. This suggests that to overcome these challenges and achieve more ambitious water conservation goals, greater investment from both the public and private sectors is required, as well as strong support from policy and the general public. The study by (Ingrao et al., 2023) revealed that while there is an increasing awareness of the importance of water conservation, practical implementation is still limited and inconsistent in many regions. The study highlighted that efforts to change behavior and implement water conservation technologies are often hampered by limited funding and necessary infrastructure. According to an article published by the World Water Council (World Water Council, 2018) investments in infrastructure and technologies for water conservation are often hampered by economic and financial uncertainties, as well as different priorities of governments and the private sector. This suggests that achieving significant progress in water conservation requires greater financial commitment and better

coordination between various stakeholders. Based on a review conducted by (Esmailishirazifard et al., 2024), measures needed to improve the effectiveness of water conservation include increased investment in public education, the implementation of stricter policies regarding water use, and the development of more efficient and economical technologies in water management.

Sustainable Food Procurement

The Restaurant Manager's role is not only limited to daily operations but also carries the strategic responsibility of ensuring the success of the business while taking into account environmental sustainability and positive contributions to the local community. The restaurant's involvement in supporting local farmers not only encourages the sustainability of the local economy but also ensures fresh and quality raw materials. By prioritizing supplies from local farmers and fishermen around Parepare, the restaurant not only meets its raw material needs but also contributes to advancing the regional economy. Through this collaboration, the restaurant not only provides an authentic culinary experience for customers but also plays an active role in supporting the economic growth of the surrounding farming

and fishing communities. The following is a summary of the interview with General Manager and Head Chef at Lako'Ta café and restaurant (Interview/13 July 2024): “About 80% of our ingredients come from local farmers around the city of Parepare, such as rice from Pinrang Regency, chicken and eggs from Sidrap Regency, fresh fish caught by fishermen who inhabit the coast of Parepare and Barru Regency, and vegetables from Enrekang Regency”.

This practice is not only environmentally friendly but also supports the local economy. The Head Chef of Lago'Ta Café & Resto's statement that most of their ingredients come from local farmers shows their commitment to supporting the local economy and practicing sustainability. By comparing this practice with findings from studies on the use of local raw materials that are not only economically beneficial but also provide environmental benefits and strengthen sustainable supply chains. Parepare City is an area surrounded by Barru, Pinrang, Sidrap, and Enrekang Regencies, such a geographical location makes it easy to accommodate food products in the surrounding area.



Figure 2. *Nasu Palekko* made from local foods

Source: Researcher Documentation, 2024

Figures 2 and 3 show food processed by local farmers around Parepare, such as rice from Pinrang Regency, chicken and eggs from Sidrap Regency, and vegetables from Enrekang Regency. *Nasu Palekko* is a local dish typical of the Bugis-Ajatappareng region (K. Jabbar et al., 2021). This



Figure 3. Locality-based Food Menu Promotion Content

is consistent with the findings of several studies on sustainability and local economies. Using raw materials from local farmers not only has a positive impact on the local economy but can also reduce the carbon footprint and support sustainability. A study conducted (Shabir et al., 2023) shows that using

local raw materials can reduce CO₂ emissions due to shorter transportation distances. (Carissimi et al., 2023) highlighted the importance of sustainability in the supply chain, where the use of local raw materials can improve business resilience and sustainability. By prioritizing local products, Lago'Ta Cafe & Resto not only strengthens partnerships with local farmers but also minimizes risks associated with price and quality fluctuations.

The practice of green tourism at Lago'Ta Cafe & Resto in which most of the raw materials come from local farmers and fishermen shows a commitment to supporting the local economy and practicing sustainability. By comparing this practice with findings from previous studies, it can be concluded that using the role of top management in using local raw materials has a strategic role in making decisions based on social responsibility that local raw materials are not only economically beneficial but also provide environmental benefits and strengthen sustainable supply chains.

Lago'Ta Cafe & Resto has made significant strides towards responsible green tourism practices. However, to achieve a higher level of sustainability, it needs to focus on improving water conservation, reducing plastic waste, and being more intensive in educating and engaging customers. Key challenges include the cost of implementation and limited access to green products in Pare-Pare. Investments in infrastructure, community education, and cooperation with local suppliers will be key to achieving these goals. By integrating findings from relevant literature and first-hand evaluations from informant interviews, Lago'Ta Cafe & Resto can direct their next steps to improve their green tourism practices and strengthen their positive impact on the environment and local communities. In line with the findings (Agustang et al., 2021; Ginanjar et al., 2021) Local Community Empowerment Strategy as a New Leadership Perspective for Creating Sustainable Tourism to strengthen positive impacts on the environment and local communities.

Local sourcing in the food industry not only reduces carbon emissions but also strengthens local economies and builds community relationships (Hadi et al., 2023; Jarzebowski et al., 2020). By supporting local producers, businesses can enhance their sustainability credentials and foster a more resilient supply chain. This citation elucidates the

principal advantages of local sourcing, specifically the mitigation of carbon emissions and the bolstering of regional economies (Vargas et al., 2021). In the case of Lago'Ta Cafe & Resto, this approach not only exerts a favorable influence on the environment by diminishing the carbon footprint associated with transportation but also fortifies the local economy by generating economic prospects for indigenous farmers and fishermen. Furthermore, an emphasis on local products fosters the development of closer ties with the community, which can enhance customer loyalty and reinforce the establishment's reputation as a leader in sustainability. This observation is consistent with the results of a study (Röös & Karlsson, 2013) that emphasizes that local sourcing promotes sustainability and enhances the resilience of supply chains. By implementing this principle, Lago'Ta Cafe & Resto not only augments the sustainability of its operational framework but also assumes an active role in fostering a more stable and sustainable local economy. Continued initiatives aimed at community engagement and the promotion of environmentally friendly practices will further consolidate this commitment, thereby establishing a more responsible tourism model that yields positive effects on the environment and the surrounding community (Junaid et al., 2023).

The empirical findings of this investigation elucidate Lago'Ta Cafe & Resto's robust dedication to sustainability, manifested through proficient waste management practices and the endorsement of local agricultural and fishing communities. Nonetheless, considerable obstacles, including financial constraints, restricted access to environmentally sustainable products, and infrastructural inadequacies, present formidable impediments to their sustainability endeavors. To enhance its sustainability initiatives, it is imperative for Lago'Ta Cafe & Resto to prioritize strategic financial planning, diversify its supply chain to incorporate a greater array of eco-friendly alternatives and implement infrastructural enhancements. In addition, effective communication with customers (Salim et al., 2012) on their sustainability initiatives and advocacy for favorable policy frameworks are important steps in optimizing beneficial impacts on the environment and local communities such as in the study site of Pare-Pare.

This inquiry aligns with other scholarly works that examine the significance of community engagement and sustainability within the context of community-based tourism (CBT), as evidenced by research conducted in Ujung Batu Beach, Barru Regency, and Paccekke Village (Junaid, 2024). Similar to Lago'Ta Cafe & Resto, communities in these two regions encounter analogous challenges relating to community involvement, resource management, and the facilitation of sustainable initiatives. By emphasizing the pivotal role of stakeholders in amplifying sustainable practices within both the restaurant industry and the tourism sector, this research underscores the necessity for coordinated strategies, effective communication, and policy support to attain success in sustainability endeavors and the advancement of community-based tourism development (Rijal et al., 2022). These results align with previous research on community-based tourism, which underscores the necessity for integrated strategies, effective communication, and robust policy support to attain success in the sustainability and developmental initiatives of community-based tourism. Community-based tourism emphasizes the need for integrated strategies, effective communication, and strong policy support to achieve success in sustainability and tourism development initiatives (Arsalam et al., 2022; Elshaer & Saad, 2022). Similarly, the study on business resilience in the Indonesian hospitality industry highlights that transformational leadership, innovation capability, competitive advantage, and digital transformation are critical for enhancing business resilience. This underscores the importance of flexibility and adaptability in facing future challenges, particularly in the development of Lago'Ta Cafe & Resto.

This study was limited by the involvement of informants who provided arguments on the implementation of green tourism in restaurants, focusing on the perspectives of top management, employees, and policymakers. However, this study obtained information from a limited perspective, as it did not include the perspectives of customers and tourism associations. Information from customers' perspectives is essential to understand their perceptions of restaurants' green practices. Customers' opinions and preferences can provide valuable insights into how important factors such as sustainability and environmental practices are in

choosing where to eat. Meanwhile, information from tourism associations can provide a broader context of current trends and practices in green tourism, as well as views from experts involved in developing policies and guidelines for the tourism industry. Therefore, to get a more comprehensive picture of the implementation of green tourism in restaurants, this research needs to expand the scope of informants to include customer perspectives as well as collaborate with tourism associations to deepen the understanding of the impact and implications of environmental practices in the context of the tourism industry as a whole.

The implications of the findings of this study emphasize the importance of involving various stakeholders, including customers and tourism associations, in studies regarding the implementation of green tourism in restaurants. Better education of customers and informed policy development can increase the understanding and acceptance of environmental practices by restaurants. Recommendations for future research include in-depth case studies, customer surveys, as well as collaboration with tourism associations to gain a broader industry perspective, which can overall deepen our understanding of green tourism implementation and its impact on the sustainability of the tourism industry.

CONCLUSION

In conclusion, the findings underscore Lago'Ta Cafe & Resto's dedication to sustainable practices, especially in waste management and sourcing local ingredients. However, this study revealed several challenges that can hinder sustainability efforts, such as financial constraints, limited availability of eco-friendly products, and limited infrastructure. Overcoming these hurdles requires strategic financial planning, supply chain diversification, and infrastructure improvements. In addition, improving communication with customers regarding their sustainability initiatives and advocating for supportive policies can improve environmental impact and benefit local communities in Pare-Pare. By integrating these insights and recommendations into future research, Lago'Ta Cafe & Resto can strengthen its position as a pioneer in green tourism in Parepare City specifically and South Sulawesi in general.

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