Sustainable Tourism As A Catalyst For Achieving Sdgs In Indonesia

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Abstract.

Sustainable tourism plays a strategic role as a catalyst for achieving the Sustainable Development Goals (SDGs) in Indonesia, particularly in promoting economic growth and decent work. This study analyzes the impact of several factors namely, the number of tourists, tourism investment, tourism foreign exchange, and the average length of tourist stays on the achievement of the SDGs in Indonesia. It utilizes secondary data from the Central Bureau of Statistics and the Ministry of Tourism and Creative Economy, covering the period from 2000 to 2023. The data analysis employs multiple linear regression, along with classical assumption testing and statistical hypothesis testing. The results indicate that both the number of tourists and domestic tourism investment positively influence the achievement of the SDGs in Indonesia. This suggests that sustainable tourism development can create decent jobs and enhance the income of local communities. Moreover, tourism has the potential to drive regional economic growth, which can subsequently contribute to national economic growth

Keywords: *Economic growth; investment; SDGs and tourism.*

I. INTRODUCTION

Indonesia is the largest archipelago in the world, consisting of over 17,000 islands that stretch from Sabang to Merauke [1]. The diversity of nature, culture, and history gives Indonesia immense tourism potential. The tourism sector has become a key contributor to the country's foreign exchange and plays a strategic role in supporting national economic development [2]. Tourism's contribution to Gross Domestic Product (GDP) reached 5.8 percent in 2023 and is projected to rise to 7.4 percent by 2027 [3].

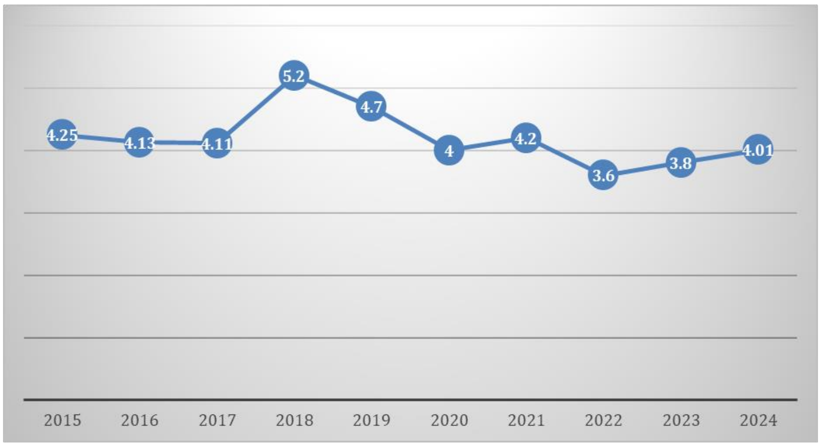


Fig 1. Tourism Contribution to Indonesia's GDP 2015 - 2024 (in percent)

The graph depicting the tourism sector's contribution to Indonesia's GDP from 2015 to 2024 reveals significant fluctuations. In 2015, the tourism sector contributed 4.25 percent to GDP, maintaining relative stability until 2017, when it slightly decreased to 4.13 percent. During the 2015-2017 period, the tourism sector was prioritized nationally, significantly contributing to GDP, with a foreign exchange target of 260 trillion and an increase in employment within the sector. In 2018, there was a sharp increase, peaking at 5.2 percent, indicating positive growth in tourism due to a rise in both domestic and foreign tourist visits, which spurred increased consumption and investment in the sector. However, following this peak, the contribution of tourism to GDP began to decline gradually. In 2019, it fell to 4.7 percent and continued to decrease, reaching a low of 3.6 percent in 2022. This decline was likely a consequence of the COVID-19 pandemic, which disrupted tourism activities worldwide, including in Indonesia, due to travel restrictions and the closure of tourist destinations. In the subsequent years of 2023 and 2024, the tourism sector began to show signs of recovery, with contributions of 3.8 percent and 4.01 percent, respectively. Although it has not yet returned to pre-pandemic levels, this upward trend indicates that recovery efforts are underway, including the development of new tourist destinations, improvements in tourism-supporting infrastructure, and more aggressive promotion to attract both domestic and international tourists [4].

The rise in the number of tourists visiting Indonesia directly affects the demand for labor across various sectors related to tourism [5]. An increase in the number of tourists can generate numerous new jobs, both in the formal sector, such as hotels and restaurants, and in the informal sector, including street vendors and transportation service providers. [6] It explains that every 10 percent increase in the number of tourists can reduce the unemployment rate by 1.5 percent, highlighting tourism's significant potential to address unemployment issues in Indonesia. The following graph illustrates the number of workers in the tourism industry in Indonesia.

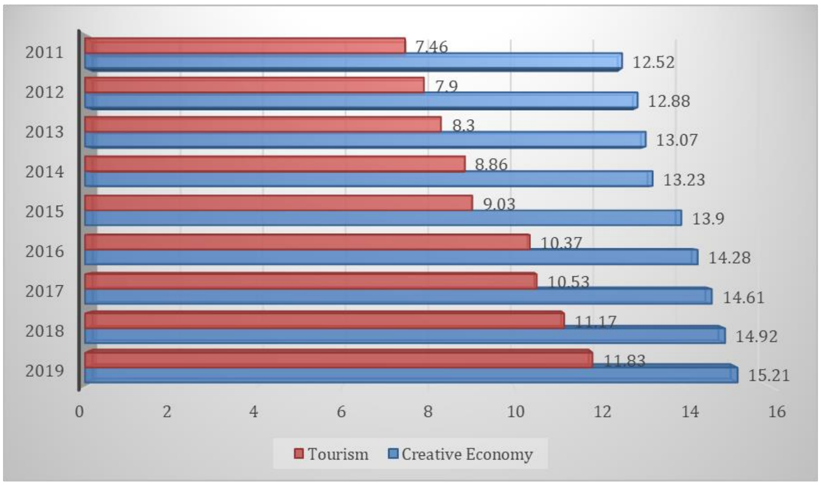


Fig 2. Sector that Absorbs Labor in Tourism and Creative Economy 2011 - 2019 (in percent)

The tourism and creative economy sectors play a significant role in employment within the Indonesian labor market and have experienced rapid growth over the past nine years. In 2019, the creative economy accounted for 15 percent of employment, while tourism accounted for approximately 12 percent. From 2011 to 2019, employment in these sectors showed a consistent upward trend. The average annual growth rate for tourism employment was 8.22 percent, compared to 4.59 percent for the creative economy. Notably, 2016 marked the peak growth rate for tourism employment, driven by the initiative "Acceleration of Tourism Development in the Framework of Achieving the Target of 12 Million Tourists and 260 Million Tourists in 2016" [7].

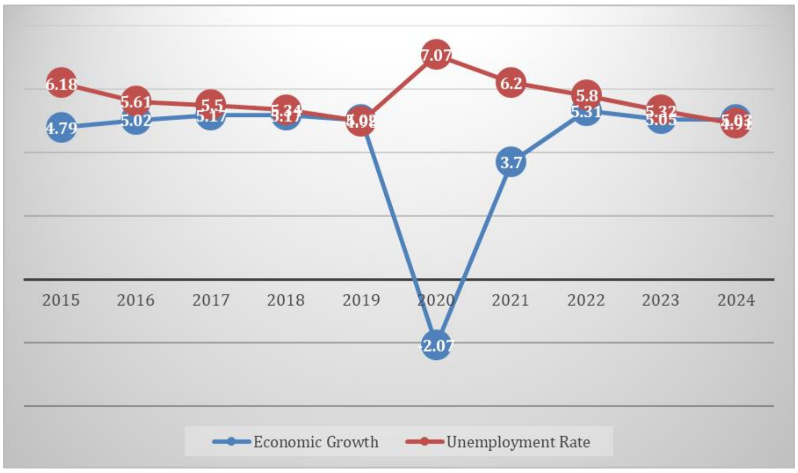


Fig 3. Economic Growth and Unemployment Rate in Indonesia 2015 - 2024 (in percent)

Economic growth in Indonesia has a complex relationship with the unemployment rate from 2015 to 2024. While economic growth exhibits a positive trend, its effect on reducing the unemployment rate is often nonlinear [8]. One cause of this issue is that economic growth does not generate enough jobs to absorb the expanding labor force. This phenomenon is known as jobless growth, where an increase in GDP does not lead to a corresponding rise in employment [9]. Tourism development is a key driver of job creation, both directly and indirectly. It generates employment opportunities in supporting sectors such as agriculture, transportation, and handicrafts, thereby expanding the local economic base and helping to reduce unemployment rates. Beyond job creation, tourism development also stimulates the growth of other sectors within the economy. In Indonesia, the tourism sector has significant potential to act as a catalyst for achieving the Sustainable Development Goals (SDGs) by promoting sustainable economic growth, empowering local communities, and preserving the environment. Given this context, what role does tourism play as a catalyst for economic growth in achieving the SDGs in Indonesia?

II. METHODS

The research employs quantitative methods, a scientific approach that utilizes numerical data and statistical analysis to objectively test hypotheses, measure phenomena, and identify relationships between variables [10]. This research was conducted using multiple linear regression analysis, with the number of tourists, tourism investment, tourism foreign exchange, and the average length of stay as independent variables. The dependent variable is the achievement of the Sustainable Development Goals (SDGs) in Indonesia. This study utilizes data from the Central Bureau of Statistics, covering the period from 2000 to 2023. The use of multiple linear regression methods aims to determine how two or more independent variables affect one dependent variable [10]. In conducting multiple linear regression analysis, classical assumption testing and statistical hypothesis testing are performed to obtain a well-fitting research model. The equations derived from this research model are:

$$y = a_0 + \beta_1 X_1 + \beta_2 X_2 + B_3 X_3 + \beta_4 X_4 + \varepsilon$$

Information:

y	: SDGs achievement (in percent)
a, β	: Regression Coefficient
X_1	: Number of tourists (million)
X_2	: Tourism investment (million USD)
X_3	: Tourism foreign exchange (million USD)
X_4	: The average length of stay (day)
ε	: error term

III. RESULT AND DISCUSSION

Description of Research Variables

The condition of tourism in Indonesia from 2000 to 2023 experienced significant fluctuations, largely influenced by various external and internal factors. In 2019, the tourism sector peaked with 16.11 million foreign tourist arrivals, contributing approximately 5 percent to the Gross Domestic Product (GDP). However, the COVID-19 pandemic in 2020 caused a drastic drop in visits to just 4.05 million, and this figure fell further to 1.56 million in 2021. Nonetheless, the sector began to recover in 2022, with total foreign tourist arrivals reaching 5.5 million, surpassing the target set for that year. As of 2023, Indonesian tourism demonstrated a positive trend, with 9.49 million visits, driven by post-pandemic economic revival and government efforts to promote tourist destinations. Projections for 2024 are increasingly optimistic, with expectations of attracting between 9.5 and 14.3 million foreign tourists. The following graph illustrates the state of tourism in Indonesia, highlighting the number of tourists, tourism investment, tourism foreign exchange, and the average length of stay.

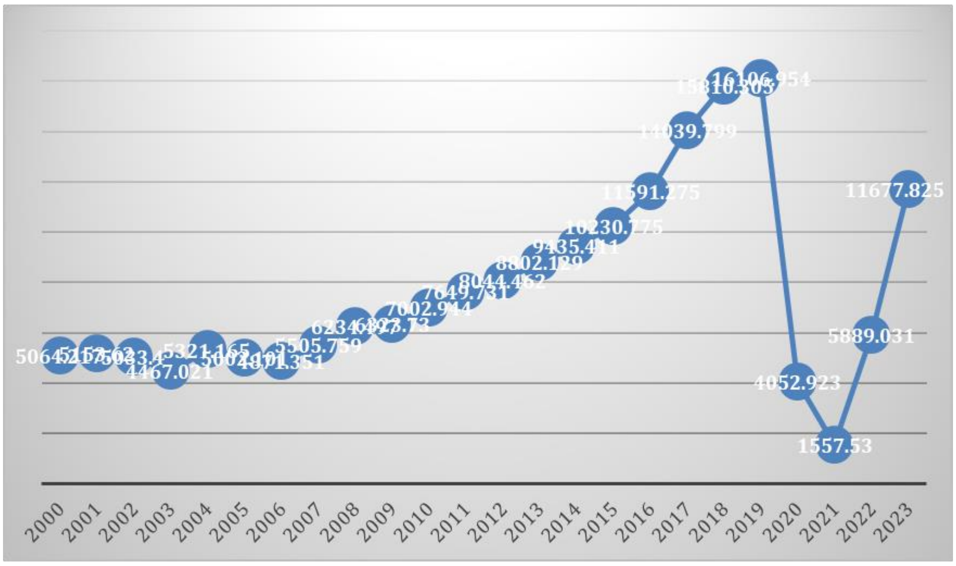
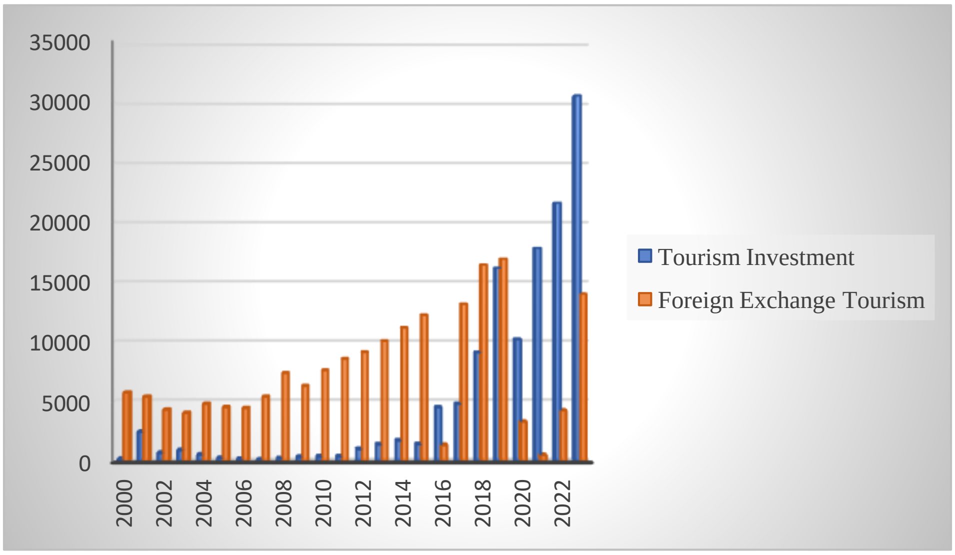


Fig 4. Number of Tourists in Indonesia 2000 – 2023

The number of tourists to Indonesia from 2000 to 2023 showed a significant upward trend, starting at 5.06 million in 2000 and peaking at 15.8 million in 2019. However, the COVID-19 pandemic caused a sharp decline in 2020 and 2021, with tourist numbers plummeting to 4.05 million and 1.55 million, respectively. In 2022, the tourism sector began to recover, with the number of tourists rising to 5.88 million. By 2023, the recovery strengthened further, reaching 11.67 million tourists, indicating that Indonesia's tourism sector is back on track after the impacts of the pandemic.

Fig 5. Tourism Investment and Foreign Exchange in Indonesia 2000 – 2023



The graph indicates a significant increase in tourism investment in Indonesia (PMDN) from 2000 to 2023. Beginning with a relatively low value, investments gradually grew, peaking in 2023. This trend reflects a rise in local investors' confidence and interest in Indonesia's tourism sector, driven by substantial market potential and government initiatives to promote tourist destinations and offer investment incentives. Additionally, the increase in investment highlights improvements in infrastructure and a more conducive investment climate. Meanwhile, foreign exchange from tourism has shown a positive trend, although it has experienced greater fluctuations than investment. Foreign exchange from tourism increased from 2000, peaking in 2018 and 2019, before sharply declining due to the COVID-19 pandemic in 2020. However, the sector began to recover in 2022 and 2023, although it has not fully returned to pre-pandemic levels. The flow of tourism foreign exchange is strongly influenced by the number of foreign tourists visiting Indonesia and their spending during their stay.

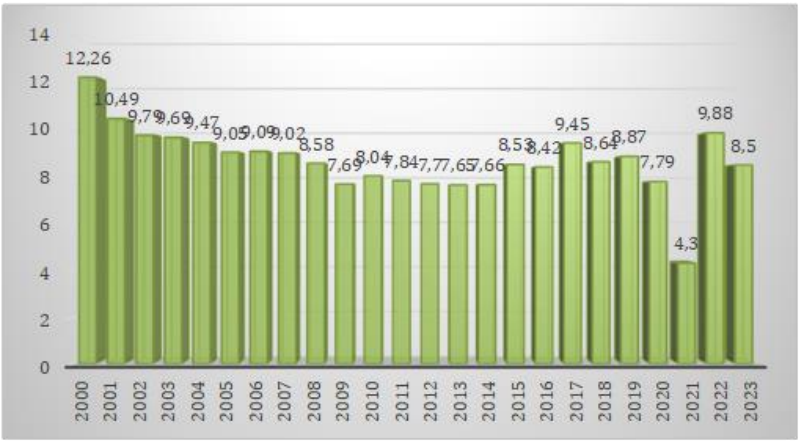


Fig 6. Average Length of Stay in Indonesia 2000 – 2023

The average length of stay for tourists in Indonesia from 2000 to 2023 reveals a varied trend. It began with a peak of 12.26 days in 2000, followed by a gradual decline that reached its lowest point of 4.3 days in 2021 due to the travel restrictions imposed by the COVID-19 pandemic. After the pandemic subsided, the average length of stay rose significantly to 9.88 days in 2022, although it dipped again to 8.5 days in 2023. These fluctuations reflect changes in tourist behavior as well as the impact of various policies and global conditions on Indonesia's tourism sector.

Classical Assumption Test

Classical assumption testing is conducted to ensure that the linear regression model is valid and provides accurate, unbiased, and consistent estimation results. The key classical assumptions include normally distributed data, the absence of multicollinearity, and homoscedasticity. Below are the results of the classical assumption testing that has been performed.

Table 1. Normality Test

Skewness and Kurtosis					
Variable	**Obs**	**Pr (Skewness)**	**Pr (Kurtosis)**	**Adj chi2 (20)**	**Prob>chi2**
resid	24	0.2261	0.5235	2.07	0.3560
Shapiro-Wilk					
Variable	**Obs**	**W**	**V**	**z**	**Prob>z**
resid	24	0.94837	1.393	0.675	0.24969

Source: Data Processing, 2025

Based on the results of normality testing using Skewness and Kurtosis, the Prob>chi2 value is greater than 0.05 (0.3560 > 0.05), indicating that the data is normally distributed. Similarly, the Shapiro-Wilk test also yielded a Prob>z results greater than 0.05 (0.24969 > 0.05), further confirming that the data is normally distributed.

Table 2. Multicollinearity Test

Variable	VIF	1/VIF
Number of tourist	3.64	0.274401
Tourism investment	1.14	0.878100
Tourism foreign exchange	3.58	0.279597
The average length of stay	1.06	0.939178
Mean VIF	2.36	

Source: Data Processing, 2025

The results of the multicollinearity testing for the variables number of tourists, tourism investment, tourism foreign exchange, and the average length of stay show a Mean VIF value of 2.36. Since this value is smaller than 10, it indicates that the model is not affected by multicollinearity.

White's test

H_0 : Homoskedasticity

H_1 : Unrestricted heteroskedasticity

Chi (14) : 19.07
Prob>chi2 : 0.1621

Table 3. Heteroskedastisity Test

Source	chi2	df	p
Heteroskedasticity	19.07	14	0.1621
Skewness	7.24	4	0.1238
Kurtosis	0.01	1	0.9159
Total	26.32	19	0.1214

Source: Data Processing, 2025

Based on the results of the heteroscedasticity test, the p-value is 0.1621. Since this value is greater than 0.05, the regression model is homoscedastic and passes the heteroscedasticity test.

Statistical Hypothesis Test

Multiple linear regression analysis is used to examine the influence of independent variables on the dependent variable. In this study, the independent variables representing sustainable tourism include the number of tourists (X1), tourism investment (X2), tourism foreign exchange (X3), and the average length of stay (X4). The dependent variable is the achievement of the 8th Sustainable Development Goal (SDG), which focuses on inclusive and sustainable economic growth, proxied by the SDG score (Y).

Table 4. Multiple Linear Regression

Variable	Coefficient	Std.Error	t	P > | t |
Number of tourists	0.0003243	0.0001507	2.15	0.044
Tourism investment	0.0002938	0.0000391	7.52	0.000
Tourism foreign exchange	-0.0001601	0.0001266	-1.26	0.221
The average length of stay	-0.2692362	0.2177222	-1.24	0.231
Constant_	70.32488	1.990124	35.34	0.000

Number of obs	F(4,19)	Prob > F	R-Squared	Adj-Rsquared	Root MSE
24	21.13	0.0000	0.8165	0.7778	1.4423

Source: Data Processing, 2025

Based on the results of the multiple linear regression analysis, the following equation can be derived:

$$y = 70.32488 + .0003243X_1 + .0002938X_2 - 0001601X_3 - .2692362X_4$$

Information:

y : SDGs achievement (in percent)

X_1 : Number of tourists (million)

X_2 : Tourism investment (million USD)

X_3 : Tourism foreign exchange (million USD)

X_4 : The average length of stay (day)

The F test shows a value of 21.13 with a p-value of 0.0000. The F-count value exceeds the F-table value (21.13 > 3.127), and the p-value is smaller than 0.05 (0.000 < 0.05). This indicates that the number of tourists, tourism investment, tourism foreign exchange, and the average length of stay of tourists collectively influence the achievement of the Sustainable Development Goals (SDGs). The Adjusted R-Squared value is 0.7778, or 77.78 percent. This indicates that 77.78 percent of the variability in the number of tourists, tourism investment, tourism foreign exchange, and the average length of stay of tourists contributes to the achievement of the Sustainable Development Goals (SDGs). The remaining 22.22 percent is influenced by variables outside the model.The coefficient value of 0.0003243 (with a positive sign) indicates that an increase of 1 million tourists will raise the achievement of the Sustainable Development Goals (SDGs) by 0.0003243 percent. With a t-value of 2.15 and a significance level of 0.044, the t-count exceeds the t-table value (2.15 > 2.08596), and the p-value is less than 0.05 (0.044 < 0.05). This means that the number of tourists has a significant positive effect on the SDGs.The coefficient value of tourism investment is 0.0002938 (positive sign), indicating that every increase of 1 million USD in tourism investment will result in a 0.0002938 percent increase in the achievement of the Sustainable Development Goals (SDGs).

With a t-value of 7.52 and a significance level of 0.000, this indicates that the t-count is greater than the t-table value (7.52 > 2.08596), and the p-value is smaller than 0.05 (0.000 < 0.05). Therefore, tourism investment has a significant positive effect on the achievement of SDG goals.The coefficient value of tourism foreign exchange, -0.0001601, indicates that for every increase of 1 million USD, the achievement of the SDGs decreases by 0.0001601 percent. With a t-value of -1.26 and a significance level of 0.221, the t-count is smaller than the t-table value (-1.26 < -2.08596) and the p-value is greater than 0.05 (0.221 >< -2.08596), and the p-value is greater than 0.05 (0.221 > 0.05). This means that tourism foreign exchange has no significant effect on the SDGs.The coefficient value of the average length of stay for tourists, -0.2692362, indicates that each additional day reduces the achievement of the SDGs by 0.2692362 percent. With a t-value of -1.24 and a significance level of 0.231, the t-count is smaller than the t-table value (-1.24 < -2.08596) and the p-value is greater than 0.05 (0.231 >< -2.08596), and the p-value is greater than 0.05 (0.231 > 0.05). This means that the average length of stay for tourists has no significant effect on the SDGs

Discussion

Effect Number of Tourists on SDGs achievement

An increase in tourist visits directly impacts the Gross Domestic Product (GDP) of a region and country by generating foreign exchange, encouraging investment, and creating new jobs [11]. Research conducted by Magalhaes, (2022) found that the variable number of tourists is an important indicator in the economic growth model. An increase in tourist numbers positively contributes to the growth of Gross Regional Domestic Revenue (GRDP), highlighting the synergy between tourism and regional economic development. Similar results were also found by Anggraeni, (2017) in ASEAN countries, the rise in the number of international tourists stimulates economic growth by boosting exports of tourism services and creating employment opportunities. This positive effect on economic growth arises from the increased domestic expenditure generated by tourist visits. Such spending acts as an “invisible export,” increasing domestic consumption and boosting national production [14]. In this study, the number of tourists positively impacts the achievement of the Sustainable Development Goals (SDGs) in Indonesia. Tourists drive the creation of new jobs, particularly in tourist destinations such as villages and floating markets, engaging local communities in various economic activities, including micro, small, and medium enterprises (MSMEs), service provision, and tourism infrastructure management. Additionally, the Public-Private Partnership (PPP) approach in sustainable tourism fosters collaboration among government, businesses, and communities, enhancing investment and human resource capacity. This impact not only increases community income but also promotes inclusive and sustainable economic growth in alignment with SDG goals.

Effect Investment Tourism on SDGs achievement

Investment in the tourism sector significantly boosts economic growth. Research conducted by Mwakalobo et al., (2016) argues that the multiplier effect of tourism investment has generated additional revenue streams, not only from direct tourist spending but also from expenditures in related sectors such as transportation, hospitality, and retail. This indicates that investment—whether from the private sector or through Foreign Direct Investment (FDI)—can enhance the overall economic growth of the region. Rasit et al., (2020) argued that there is a positive relationship between investment in the tourism sector—especially foreign investment—and the economic performance of ASEAN countries. Incoming investment not only enhances the facilities and appeal of tourist destinations but also contributes to improved infrastructure and a skilled labor force. This creates synergies between capital, technology, and local expertise, ultimately fostering sustainable economic growth.

Research by Biletska, (2024) discovered that an integrated approach along the value chain can enhance the quality of tourism products to meet modern needs, thereby contributing to greater competitiveness and regional economic growth. This is in line with Rosidi & Purbadharmaja, (2023) that investment in the tourism sector is proven to have a positive impact on local revenue and growth. In this study, investment positively impacts the achievement of the Sustainable Development Goals (SDGs) in Indonesia. The tourism sector plays a significant role in creating new jobs, particularly through the development of micro, small, and medium enterprises (MSMEs) that involve local communities. Public-Private Partnership (PPP) schemes between the government and the private sector are also crucial in facilitating these investments, aiming to enhance tourism infrastructure and services that support economic sustainability. This approach not only increases community income but also fosters inclusive and sustainable economic growth.

Effect Tourism Foreign Exchange on SDGs achievement

Research conducted in various regions suggests that the tourism sector, specifically regarding foreign exchange from tourism, has no significant effect on economic growth [19]. Anggraini, (2022) discovered that the tourism sector, especially the hotel and restaurant industries, had a positive and significant impact on economic growth. However, other areas, such as transportation and recreation, exhibited different effects, leading to the understanding that not all aspects of tourism contribute equally to overall economic growth. This is in line with the research by Nilam, (2020) which links tourist attraction to economic growth, but notes that the role of other sectors is equally important in contributing to macroeconomic growth. This study finds that foreign exchange from tourism has no effect on the achievement of the Sustainable Development Goals (SDGs) in Indonesia. While foreign exchange from the tourism sector contributes to state revenue, its impact is more pronounced on the balance of payments and macroeconomic stability than on inclusive job creation or sustainable local economic growth. The foreign exchange generated by international tourists tends to be concentrated in the formal sector and specific regions, resulting in a limited direct impact on the development of micro, small, and medium enterprises (MSMEs) and economic equity at the local community level.

Effect The Average Length of Stay on SDGs achievement

Research Conducted by Barros & Machado, (2010) showed that length of stay does not significantly correlate with broad economic growth. Although there is a relationship between length of stay and tourist expenditure, this may be influenced by external factors, including the macroeconomic conditions of a destination. While a longer length of stay may lead to increased direct spending in the area, its impact on long-term economic growth may not be as substantial as anticipated.. Ghartey, (2013) also stated that although the tourism industry can drive economic growth in Jamaica in the short term, the length of stay alone is not always significant enough to ensure sustainable growth without support from other sectors, such as investment and local production. In this study, the average length of stay for tourists is shown to have no effect on the achievement of the Sustainable Development Goals (SDGs) in Indonesia. Despite an increase in the number of arriving tourists, the shorter average length of stay suggests that visitors tend to make brief visits, which do not contribute significantly to the local economy through increased spending or sustainable job creation. This trend may lead to limited circulation of money within the community, thereby hindering inclusive and sustainable economic growth. To effectively achieve the SDGs, strategies must be implemented to extend tourists' stays and encourage greater investment in local communities.

IV. CONCLUSION

The number of tourists and investment in the tourism sector positively impact the achievement of the Sustainable Development Goals (SDGs) in Indonesia, particularly those focused on decent work and economic growth. The rise in both domestic and international tourists has stimulated local economic growth by generating new jobs and fostering the development of micro, small, and medium enterprises (MSMEs). Furthermore, investments in tourism infrastructure through Public-Private Partnership (PPP) schemes have enhanced human resource capacity and strengthened collaboration between the government and the private sector, resulting in a more sustainable and inclusive tourism ecosystem. On the other hand, foreign exchange earned from the tourism sector and the average length of stay of tourists do not significantly influence the tourism sector or the achievement of the Sustainable Development Goals (SDGs). Although foreign exchange from tourist visits can contribute to macroeconomic stability, its impact on decent job creation and local economic growth is limited, particularly when the average length of stay is short. This results in sub-optimal circulation of money within local communities, thereby hindering inclusive economic growth. Therefore, to effectively achieve the SDGs, there needs to be a strategy focused on community-based tourism development and efforts to extend the duration of tourist stays to enhance their impact on the local economy.

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