
REGENERATIVE TOURISM MARKETING STRATEGY FOR SUSTAINABLE TOURISM VILLAGE DEVELOPMENT IN NUSA PENIDA

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Abstract: Pariwisata Nusa Penida menghadapi tekanan akibat kunjungan massal yang memicu degradasi lingkungan, ketimpangan sosial, dan penurunan kualitas pengalaman wisata. Kondisi ini menuntut transformasi menuju pariwisata regeneratif, yaitu pendekatan yang tidak hanya berkelanjutan tetapi juga memulihkan ekosistem, budaya, dan kesejahteraan masyarakat. Penelitian ini bertujuan mengidentifikasi praktik regeneratif yang telah diterapkan di desa wisata, menganalisis strategi pemasaran yang berjalan, menelaah faktor pendukung dan penghambat, serta merumuskan model strategi pemasaran regeneratif yang sesuai konteks Nusa Penida. Metode penelitian menggunakan pendekatan kualitatif melalui studi kasus regeneratif dengan wawancara mendalam, observasi partisipatif, dan analisis dokumentasi. Hasil penelitian menunjukkan bahwa praktik regeneratif mulai tumbuh melalui konservasi terumbu karang, pelibatan masyarakat dalam kegiatan budaya, dan pengelolaan daya dukung lingkungan, meski penerapannya belum merata. Strategi pemasaran saat ini masih dominan pada promosi visual dan belum menonjolkan narasi regeneratif maupun edukasi wisatawan. Faktor pendukung mencakup kekuatan budaya, komitmen komunitas, dan keunikan ekologi, sedangkan faktor penghambat meliputi keterbatasan infrastruktur, kapasitas SDM, dan kebijakan yang kurang adaptif. Studi ini menyimpulkan bahwa model strategi pemasaran regeneratif ideal harus mengintegrasikan branding berbasis nilai lokal, paket wisata berbasis komunitas, edukasi wisatawan, serta mekanisme pemantauan dampak secara partisipatif melalui kolaborasi multistakeholder.

INTRODUCTION

Tourism in Bali has grown rapidly over the past two decades and become a major driver of the regional economy. However, this growth is not evenly distributed across Bali. Nusa Penida, an archipelago in Klungkung Regency, has experienced a significant surge in tourist visits, particularly following the rise in popularity of social media platforms featuring iconic destinations such as Kelingking Beach, Crystal Bay, and Broken Beach. This surge in tourism, unmatched by infrastructure readiness, environmental capacity, and destination governance, has led to serious problems related to overtourism, ecological damage, and social pressure on local communities (6)(33). This phenomenon aligns with global findings that destinations experiencing sudden visitor growth tend to face degradation of ecological carrying capacity and a decline in the quality of tourism experiences (11).

In Nusa Penida, environmental pressures are evident in coastal erosion, increasing waste volumes, coral reef damage due to uncontrolled snorkeling and diving activities, and excessive groundwater use. Several studies have noted that mass tourism development on small islands tends to be unsustainable due to their relatively limited ecological capacity (14)(22). These conditions indicate that Nusa Penida is at a critical juncture, requiring a tourism development approach that not only mitigates negative impacts but also makes a significant contribution to ecological restoration and improves the well-being of the local community.

Awareness of the limitations of sustainable tourism approaches has led to the emergence of a new concept: regenerative tourism. Unlike sustainability approaches, which tend to focus on impact mitigation, regenerative tourism emphasizes creating positive value for nature and society, restoring ecosystems, and strengthening the socio-cultural capacity of local communities (2)(27). This approach views tourism as a tool for regenerating ecological and social systems, rather than simply maintaining them. Thus, regenerative tourism demands fundamental transformations in destination governance, operational practices, and marketing strategies.

Marketing strategy plays a central role in this transformation. In the tourism context, marketing is not only about promotion, but also about establishing a destination's identity, conveying its value proposition, and educating tourists about responsible behavior (20). Within the regenerative paradigm, marketing must be able to build a narrative that invites tourists to become part of the recovery process, understand local cultural values, and contribute to the destination's long-term sustainability (13). Regenerative marketing prioritizes transparency, community collaboration, connection with nature, and an invitation to participate in restoration or conservation activities. Therefore, the right marketing strategy is crucial for the success of a tourism village in implementing regenerative tourism.

The selection of Nusa Penida tourism villages as case study locations is highly relevant because the region possesses two important characteristics: first, its immense potential for natural beauty and cultural richness; and second, the ecological and social pressures resulting from the rapid increase in mass tourism. Tourism villages such as Pelilit, Sakti, and Toyapakeh possess unique local cultures and traditional wisdom related to natural resource management, which could provide a strong foundation for implementing regenerative tourism. However, this potential has not been fully integrated into destination marketing strategies, which have traditionally emphasized visual aesthetics and social media

popularity. Yet, research shows that community-based destinations that utilize authentic cultural and ecological narratives have higher levels of sustainability (31).

Furthermore, the selection of Nusa Penida was driven by the growing interest of global tourists in nature-based experiences, wellness, Balinese spirituality, and conservation activities. This trend aligns with the principles of regenerative tourism, which emphasize meaningful experiences, tourist engagement in community activities, and contributions to ecosystem sustainability. However, little research has examined how marketing strategies can support the transformation towards regenerative tourism at the tourism village level, particularly in the context of island destinations in Indonesia.

Research on marketing in tourism in Indonesia is largely focused on digital promotion, destination image, and increasing visitation. Meanwhile, research on regenerative tourism in Indonesia remains limited to environmental issues and community empowerment, without integrating the marketing dimension, a key component in attracting tourists with behaviors and values compatible with regenerative goals. This research gap highlights the importance of in-depth study of regenerative marketing strategies in the context of tourism villages, particularly in Nusa Penida.

Based on the increasingly complex dynamics of tourism in Nusa Penida, as well as the demand to shift from mass tourism to a more environmentally restorative and community-empowering model, this study is designed to answer several important questions related to the implementation of regenerative tourism. The first question is how regenerative tourism principles have been applied to tourist villages in Nusa Penida, given that each village has distinct ecological and social characteristics. Understanding the application of regenerative principles is the first step in assessing the extent to which tourist villages are able to transform from mere destinations into self-restoring socio-environmental ecosystems.

The second issue relates to the marketing strategies used by tourism village managers. In regenerative tourism, marketing not only promotes attractions but also shapes tourist values and behaviors. Therefore, it is necessary to examine whether narratives, digital platforms, and other marketing approaches reflect regenerative values and encourage responsible tourist behavior.

The third issue concerns the supporting and inhibiting factors for implementing regenerative marketing strategies. Factors such as human resource capacity, local community support, local government policies, infrastructure, and local cultural strengths need to be analyzed to understand the context that influences the success of regenerative tourism transformation in tourist villages.

The final challenge is how to formulate a regenerative tourism marketing strategy model that is appropriate to the conditions in Nusa Penida. This model is expected to serve as a practical guideline for tourism village managers, local communities, and other stakeholders in developing tourism based on restoration, not exploitation.

Thus, this research not only focuses on problem analysis, but also offers strategic solutions so that tourist villages in Nusa Penida can develop as regenerative destinations that are resilient, competitive, and sustainable.

In line with the research problem formulation, this study has four main objectives. First, to identify regenerative practices and potential that have been developed in tourist villages, including environmental conservation efforts, community engagement, and cultural

revitalization. Second, to describe the ongoing marketing strategies of tourist villages, including promotional media, narratives, tour packages, and communication methods used to attract tourists. Third, to analyze the supporting and inhibiting factors of regenerative marketing strategies so that managers can understand the actual conditions in their implementation. Fourth, to formulate an ideal regenerative marketing strategy model appropriate to the socio-ecological context of tourist villages in Nusa Penida.

Theoretically, this research contributes to the relatively new literature on regenerative tourism marketing, particularly in the Indonesian context. Practically, it provides recommendations for tourism village managers, local governments, and local businesses to design more effective marketing strategies oriented toward environmental restoration and community empowerment. From a policy perspective, this research can serve as a reference for local governments in formulating regulations for community-based and regenerative tourism development, ensuring that tourism development on Nusa Penida is inclusive, equitable, and in accordance with environmental carrying capacity.

LITERATURE REVIEW

2.1 Regenerative Tourism Concept

Regenerative tourism is a new approach to destination management that not only seeks to minimize the negative impacts of tourism but also focuses on restoring the socio-ecological conditions of a region. Unlike the concept of sustainability, which emphasizes do-no-harm, regenerative tourism emphasizes leaving it better than you found it, or generating a net-positive impact for the environment and society (27). The regenerative approach is rooted in the principles of ecology, community-based development, and a holistic sustainability philosophy. According to Ateljevic, regenerative tourism is a form of tourism system transformation that enables the environment and local communities to grow stronger through tourism activities.

There are several key principles in regenerative tourism. First, community-led development, which involves destination development led by local communities as owners of knowledge, culture, and resources. This principle emphasizes that communities are not only beneficiaries but also decision-makers in destination planning and management (29). Second, the principle of environmental restoration, which encourages tourism activities to directly contribute to conservation, habitat rehabilitation, and ecological improvement. Third, the principle of net-positive impact, which involves creating social, economic, and ecological value that outweighs the negative footprint left by tourists or the industry.

The differences between regenerative tourism, sustainable tourism, and ecotourism can be seen in the focus and intensity of the interventions they promote. Sustainable tourism aims to balance environmental, social, and economic aspects to ensure long-term sustainability (37). Ecotourism focuses on environmental preservation and tourist education through nature experiences (38). Meanwhile, regenerative tourism goes beyond these two concepts by emphasizing system transformation and creating positive impacts on both ecological and social scales (17). Therefore, the regenerative concept is highly relevant for tourist destinations experiencing ecological pressures, such as Nusa Penida.

2.2 Sustainable Tourism Marketing

In the context of regenerative tourism, marketing is not only oriented towards destination promotion but also aims to build awareness, values, and responsible tourism behavior. Sustainable tourism marketing fundamentally prioritizes value (value-based tourism marketing), a marketing approach that emphasizes cultural uniqueness, environmental character, and authentic narratives as primary attractions (15). This approach positions the tourism experience as meaningful, thus encouraging tourists to make positive contributions to local communities.

Culturally and ecologically based tourism village branding is a crucial strategy in sustainable marketing. According to Kavaratzis and Hatch, place branding is not simply the creation of a logo or slogan, but the process of building a destination identity through community participation and narratives that reflect local values. In the context of tourism villages, branding must highlight cultural assets such as traditions, local wisdom, social structures, and the village's unique ecological landscape (25). This approach aligns with the principles of regenerative tourism, which emphasize cultural and ecological roots as the basis for destination development.

Furthermore, digital marketing is a crucial element in promoting sustainable tourism. Digital platforms can be used to disseminate educational narratives, promote responsible tourism, and efficiently expand the reach of destinations. Sigala emphasized that digital media plays a transformational role in influencing tourist preferences and can support more ethical and sustainable practices. In the context of regenerative tourism, digital marketing needs to integrate messages of values, ethics, conservation, and community participation so that marketing strategies not only attract tourists but also strengthen local ecosystems.

2.3 Development of Tourism Villages

Village tourism development is a community-based tourism development model that places local communities as the primary drivers. Village tourism generally has four main components: attractions, accessibility, accommodation, and amenities (7). Attractions can include natural beauty, cultural richness, local traditions, and community-based activities. Accessibility is a crucial factor in ensuring a smooth tourist journey. Accommodation and amenities support tourist comfort and extend the duration of their stay.

Community-Based Tourism (CBT) is the main foundation for developing tourism villages. According to Scheyvens, CBT emphasizes community empowerment through capacity building, resource control, and involvement in decision-making. CBT also plays a crucial role in maintaining a balance between economic interests and ecological sustainability. In the context of regenerative tourism, the concept of CBT becomes increasingly important because it involves communities as environmental restorers and guardians of local culture.

The link between tourism village development and regenerative tourism lies in the shared goal of creating destinations that are capable of self-regeneration and provide long-term benefits. When tourism villages adopt regenerative principles, tourism activities not only generate income but also support environmental conservation, cultural revitalization, and strengthening social networks at the community level.

2.4 Previous Research

Research on regenerative tourism has grown rapidly in recent years, particularly globally. Research by Pollock emphasizes that regenerative tourism is a response to the failure of sustainable tourism to mitigate environmental degradation in popular tourist destinations. Ateljevic adds that regenerative tourism is a systems change approach that integrates concepts of ecology, spirituality, and community-based development.

At the national level, studies on regenerative tourism are still relatively limited. Some studies focus on conservation and community empowerment efforts, but have not explicitly integrated regenerative concepts into marketing strategies. For example, Rahmawati and Darmawan's study discusses the sustainability of tourism villages, while Nurhadi's study highlights the implementation of culture-based branding in tourism villages. However, neither study directly integrates regenerative principles into its marketing approach.

A research gap is apparent when considering the context of Nusa Penida. Although this region experiences ecological pressures due to mass tourism, there is limited research comprehensively addressing regenerative implementation at the tourism village level, particularly from a marketing perspective. Therefore, this study offers an important contribution by combining the concepts of regenerative tourism and marketing strategies in a case study of a tourism village in Nusa Penida.

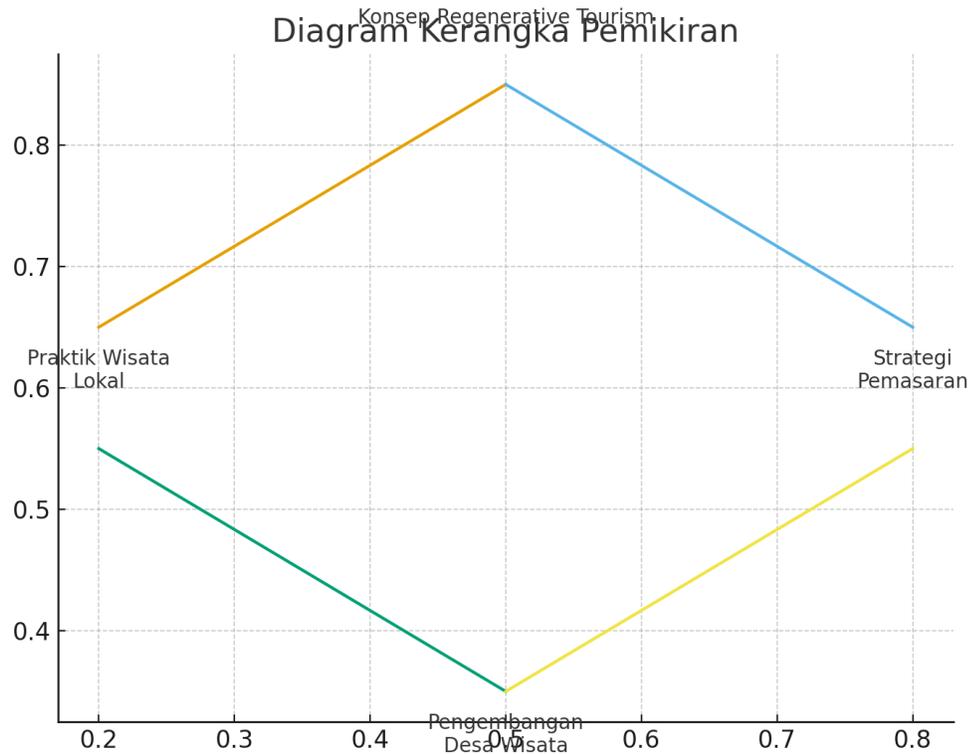
2.5 Framework of Thought

This research framework is built on the conceptual relationship between regenerative tourism theory, tourism village development, and sustainable marketing strategies. In general, this framework views regenerative tourism as a paradigm that can shape tourist behavior, guide marketing strategies, and generate positive impacts for tourism villages.

First, the concept of regenerative tourism provides basic principles such as environmental restoration, strengthening local culture, and community empowerment. These principles serve as the foundation for assessing local tourism practices in Nusa Penida's tourist villages. Second, local tourism practices in each village including attractions, environmental management, community participation, and institutional structures are important contexts that influence how marketing strategies can be formulated.

Third, regenerative marketing strategies are positioned as transformational tools that serve not only for promotion but also to build value, strengthen destination identity, and educate tourists. Strategies aligned with regenerative principles are expected to create narratives that strengthen tourists' connections with nature and local culture.

Fourth, the relationship between these components will influence the success of developing regenerative-oriented tourism villages. When marketing strategies align with regenerative practices, tourism villages can thrive as destinations that restore ecology, strengthen local culture, and improve community well-being.



Gambar 1

RESEARCH METHODOLOGY

3.1 Research Approach

This research uses an exploratory qualitative approach to deeply understand the meanings, practices, and perceptions of stakeholders related to the implementation of regenerative tourism in tourist villages in Nusa Penida. This approach was chosen because it can explore social phenomena in a naturalistic and contextual way, in accordance with the view that social reality cannot be understood separately from the context of culture, environment, and community interactions (8). The qualitative approach also allows researchers to capture the dynamics of regenerative values that cannot be measured quantitatively.

3.2 Research Method: Regenerative Case Study

The method used is a regenerative case study, a development of the traditional case study method that emphasizes a holistic understanding of socio-environmental systems (39). This case study focuses on one or more tourist villages in Nusa Penida to examine how ecological, cultural, social, and economic aspects are connected as a regenerative ecosystem. This approach is relevant because regenerative tourism requires a systemic analysis of human-environment interactions and the community's capacity to restore local ecology and culture (1).

3.3 Research Location and Subjects

The research location was the Toyapakeh Village Tourism Village, a village in Nusa Penida with complex tourism dynamics, particularly related to environmental pressures and the role of the local community. The research subjects included various stakeholders,

including tourism village managers, traditional leaders, local business owners, tourists, the village government/tourism office, and the local community. Informants were selected purposively and snowballed, following the principles of relevance and depth of information (24).

3.4 Data Collection Techniques

Data collection techniques include three main methods. (1) In-depth interviews with a semi-structured format to explore perceptions, regenerative values, environmental management practices, and implemented marketing strategies. Semi-structured interviews allow for flexibility and in-depth data collection (21). (2) Participatory observation, namely direct observation of tourism activities, community interactions, traditional rituals, conservation practices, visitation flows, and tourist behavior. Observations are carried out in a participatory manner to understand the phenomenon from a community perspective (36). (3) Documentation, namely searching for tourism village reports, policy documents, digital archives, official websites, and social media to supplement information and validate field findings.

3.5 Data Analysis Techniques

Data analysis using the Miles, Huberman, and Saldaña model which includes:

1. **Data reduction**, namely the process of filtering and focusing relevant data.
2. **Data presentation** in the form of matrices, narratives, and thematic categories.
3. **Drawing conclusions** iteratively and continuously throughout the research process.

In addition, thematic coding was used to identify patterns in the form of regenerative values, marketing narratives, and supporting and inhibiting factors for regenerative marketing strategies. This technique is essential for understanding the structure of meaning behind informants' experiences (4).

3.6 Data Validation Techniques

Data validation was conducted through source triangulation, method triangulation, and field context triangulation, which aimed to ensure consistency of information between informants and between methods (10). In addition, member checking was conducted by confirming preliminary findings with informants to increase data credibility.

3.7 Research Ethics

This research adheres to ethical principles of social research, including informed consent from all informants, guaranteeing confidentiality, and sensitivity to the local socio-cultural context, particularly given the high traditional and spiritual values of the research area. Researchers are required to respect local norms and maintain the integrity and safety of all parties involved (18).

RESULTS AND DISCUSSION

4.1 Overview of Research Location

Kampung Toyapakeh Village in Nusa Penida is one of the tourist villages that has developed rapidly in the past five years. Geographically, this village is located in the northern part of Nusa Penida and is known as a coastal area with a rich marine ecosystem, especially coral reefs and unique marine life such as mola-mola and manta rays. This potential makes Toyapakeh a center for marine tourism activities, especially snorkeling and diving. Furthermore, the presence of Toyapakeh Harbor as an entry point for tourists strengthens

the village's role as a hub for mobility and tourism activities in Nusa Penida.

Ecologically, the Toyapakeh coastal area faces challenges of ecosystem degradation due to overtourism, the use of motorized boats that damage coral reefs, and increasing waste volumes. This situation aligns with previous research findings showing that the increase in tourist visits to Nusa Penida is directly proportional to ecological pressures on the coastal area.

From a cultural and social perspective, the Toyapakeh community still strongly upholds Bali Aga traditional values and Hindu religious rituals, which are integrated into daily activities. Village social life is characterized by the banjar system (customary social groups) and the active role of the village youth group (sekaa teruna-teruni). This traditional lifestyle influences how the community views tourism, not merely as an economic activity but as part of harmony with nature and local culture.

In the context of village tourism development, Toyapakeh demonstrates significant socio-economic dynamics. The emergence of various homestay businesses, restaurants, diving equipment rentals, and sea transportation provides economic opportunities for the community. However, pressures on environmental quality also raise an urgent need for more responsible tourism practices, including regenerative tourism approaches.

4.2 Regenerative Tourism Practices in Tourism Villages

4.2.1 Environmental Management (Restoration, Conservation, Carrying Capacity)

Participatory observations and interviews with tourism village managers indicate that several regenerative programs have been implemented in Toyapakeh. One key program is coral reef restoration through coral transplantation and reef monitoring techniques, carried out by community groups in collaboration with the diving community. This practice aligns with the principles of regenerative tourism, which emphasize ecosystem restoration and net-positive impacts.

In addition, the village has begun implementing carrying capacity restrictions for snorkeling spots near the Toyapakeh pier. Limiting the number of boats and tourists per session is intended to reduce pressure on the coral reef. This regulation not only serves as a conservation effort but also enhances the quality of the tourist experience. Community-based waste management programs are also part of regenerative practices. A system for sorting organic, inorganic, and residual waste is run by tourism awareness groups (Pokdarwis) and is supported by a fine mechanism for businesses that fail to comply.

4.2.2 Local Community Involvement

Community engagement is a key dimension of regenerative tourism, emphasizing strengthening community capacity. In Toyapakeh, the community is involved in a variety of activities, from managing tourist attractions and providing homestay services to managing sea transportation and cultural activities.

Interviews with traditional leaders indicate that the village implements community-led development principles, where strategic decisions regarding tourism are made not individually, but through village meetings and customary deliberations. This ensures that tourism benefits flow throughout the community and are not concentrated in a specific group.

Environmental education programs for village children and youth are also part of the regenerative efforts, such as conservation diving training, waste management workshops,

and youth involvement in responsible tourism outreach events. These activities aim to strengthen the ecological awareness of the younger generation as guardians of village sustainability.

4.2.3 Cultural and Ecological-Based Tourism Activities

Toyapakeh has developed several cultural and ecological tourism activities. Snorkeling and diving remain the main attractions, but they are complemented by ecological education delivered by local guides. Each tourist receives a briefing on environmentally friendly behavior, including prohibitions against touching coral and throwing trash into the sea.

Meanwhile, culture-based activities include village walking tours, temple visits, and tourist participation in certain traditional ceremonies, subject to ethical restrictions. This program reflects the principles of regenerative tourism, which positions local culture not as a commodity but as a narrative of identity that must be preserved.

These practices demonstrate that, although the village is still in the early stages of implementing a regenerative model, the shift toward restorative tourism is already evident. The integration of local cultural values with ecological conservation is a key strength in the future development of Toyapakeh tourism village.

4.3 Analysis of Current Marketing Strategy

Observations and digital documentation show that the Toyapakeh Village Tourism Village has utilized a number of marketing strategies to attract tourists, but most remain conventional and have not fully integrated regenerative principles. The primary strategy employed is digital marketing through platforms such as Instagram, TikTok, and Google Reviews. Official accounts of the tourism village, the diving community, and local businesses regularly upload content about destinations, snorkeling activities, and coral reef conditions. Visual content that emphasizes natural aesthetics has proven effective in attracting young tourists, especially domestic tourists aged 18–35. However, educational content about conservation and regenerative values has not yet become a central part of the digital narrative, thus underutilizing social media's potential as a tool for transforming tourist mindsets.

In terms of village branding, Toyapakeh promotes the image of a marine tourism hub in Nusa Penida. This branding is largely driven by diving center operators, who emphasize their reputation for safety, professionalism, and the quality of the underwater experience. However, to date, there has been no unified branding identity developed by the village or the Tourism Awareness Group (Pokdarwis) to highlight regenerative values, local culture, or socio-ecological uniqueness. Village branding remains fragmented and commercially oriented.

Regarding community tourism packages, several community groups have offered locally-based packages such as eco-diving, educational waste tours, and walking tours in residential areas. However, these packages are still small-scale and marketed to personal networks or through local guides. Yet, community tourism packages are a crucial platform for conveying regenerative values such as marine conservation, traditional rituals, and sustainable practices.

Another crucial element of a marketing strategy is storytelling based on local values. Some local guides have practiced cultural narratives, such as those about village origins, the meaning of religious rituals, and fishing traditions. However, this storytelling has not been

systematically integrated into marketing materials, either offline or online. Yet, a narrative approach based on culture and ecology can build emotional connection with tourists and encourage responsible tourism behavior.

The overall analysis shows that current marketing strategies still focus on the visual and aesthetic appeal of the destination, rather than on transforming tourist perceptions or promoting regenerative values. This opens up space for the development of more structured, inclusive marketing strategies aligned with the regenerative goals of tourism villages.

4.4 Supporting and Inhibiting Factors

The development of regenerative marketing strategies is inseparable from various internal and external factors that influence the performance of tourism villages. The main supporting factors identified in the field include:

1. Developed tourism infrastructure, such as Toyapakeh pier, diving facilities, and relatively easy transportation access.
2. Experienced local human resources, especially dive guides and village youth who have digital skills and an understanding of conservation.
3. The strength of local culture, including traditional rituals, the banjar system, and local wisdom values, are the foundation for developing community-based tourism.
4. The community's commitment to conservation is evident in coral restoration initiatives and beach clean-up activities.
5. The potential of digital technology, including social media algorithms, supports the dissemination of tourism content.

However, there are a number of inhibiting factors that hinder the optimization of regenerative marketing strategies:

1. Limited environmental infrastructure, such as suboptimal waste management and sanitation.
2. Fluctuations in the tourist season, which causes instability in demand and the community's economy.
3. Unequal community capacity, especially in the aspects of storytelling, digital marketing, and hospitality.
4. Regulations do not fully support carrying capacity management, so pressure on the ecosystem continues to occur.
5. Limited data on monitoring the impact of tourism makes it difficult for villages to accurately calculate ecological, social and economic changes.

Analysis of these supporting and inhibiting factors is important for designing a regenerative marketing strategy that is realistic and based on local context.

4.5 Regenerative Marketing Strategy Model

Based on field findings, literature analysis, and regenerative tourism practices, this study proposes a regenerative marketing strategy model that can be applied in the Toyapakeh Village Tourism Village. This model integrates ecological, cultural, community, and value-based marketing aspects.

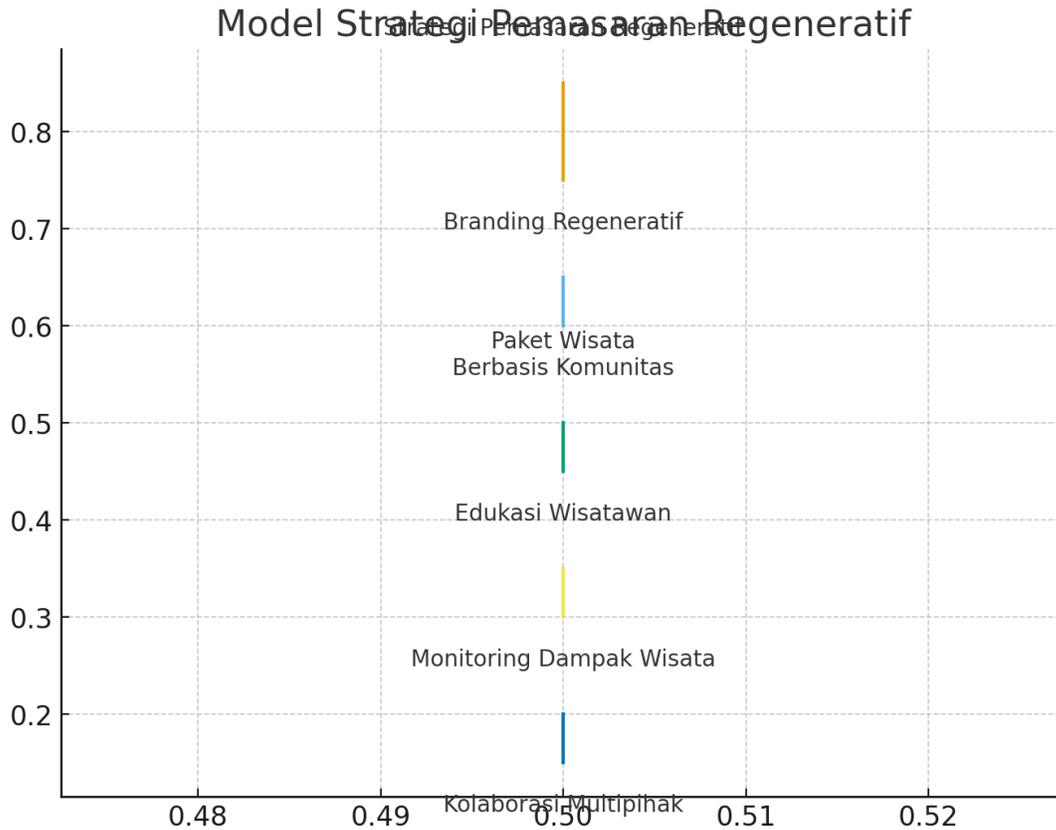


FIGURE 2. Regenerative Marketing Strategy Model

1. Regenerative Branding

Village branding needs to be geared toward an identity that reflects the values of environmental restoration, cultural harmony, and community leadership. A branding identity such as "Toyapakeh: Regenerative Maritime Village" can emphasize the village's commitment to marine conservation, sacred fish culture, and community empowerment. This branding should appear in all digital and physical promotional materials.

2. Community-Based Tour Packages

Villages need to develop regenerative tourism packages that directly involve the community, such as:

- *eco-snorkeling* with conservation education,
- cultural tour to temples and banjar,
- marine conservation volunteer program,
- waste processing workshop or local crafts.

This package not only offers a tourism experience, but also a real contribution to the ecosystem and community well-being.

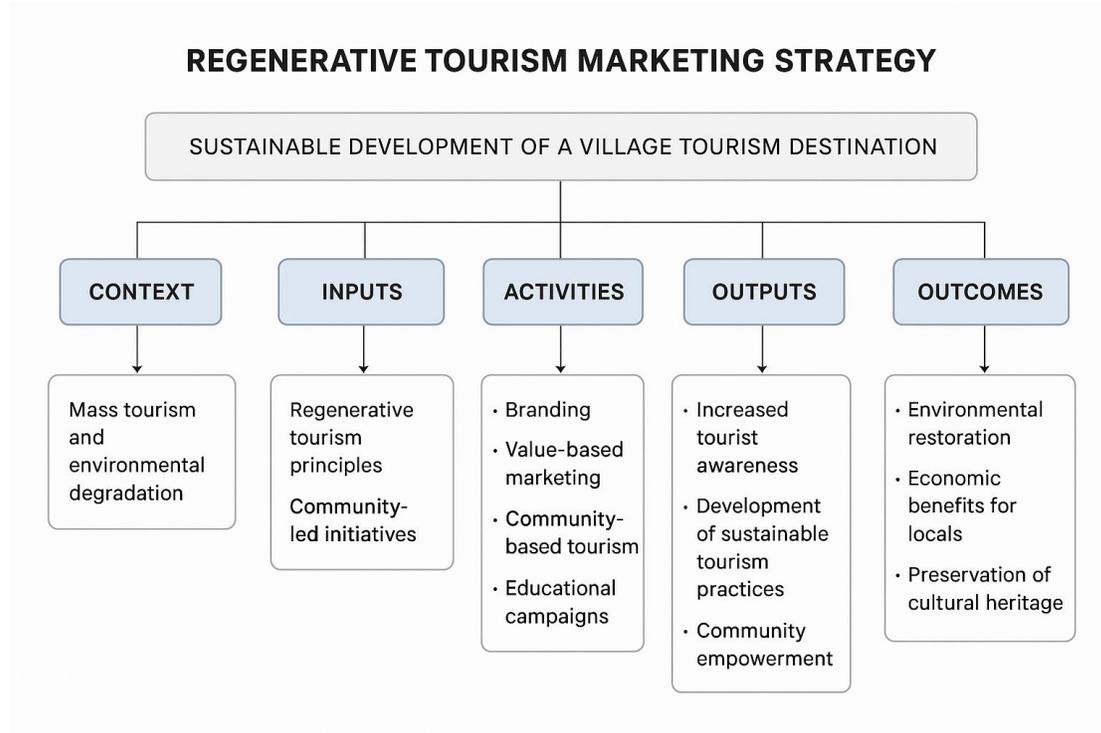


Figure 3. Regenerative Tourism Marketing Strategy Model for Tourism Village Development

This figure illustrates a regenerative tourism-based marketing strategy framework designed to encourage the sustainable development of tourism villages. The model consists of five core components: context, inputs, activities, outputs, and outcomes, which are interconnected to create a tourism system that delivers a net positive impact on the environment, communities, and local economies.

1. **Context** describes the initial conditions in the form of pressure from mass tourism and environmental degradation which are the reasons for the need to implement a regenerative approach.
2. **Inputs** encompasses the principles of regenerative tourism and community-led initiatives as the main foundation in formulating marketing strategies.
3. **Activities** includes marketing processes such as branding, value-based marketing, community-based tourism package development, and educational campaigns that promote local narratives.
4. **Outputs** demonstrate direct results from strategy implementation, such as increased tourist awareness, growth of sustainable tourism practices, and strengthening the capacity of local communities.
5. **Outcomes** are the expected long-term impacts, including environmental restoration, improving the economic welfare of the community, and preserving local cultural heritage.

Overall, this diagram emphasizes that marketing strategies not only serve to attract tourists, but also as a tool to encourage socio-ecological transformation towards regenerative tourism villages

3. Tourist Education

Education is a crucial element of regenerative marketing. Media used can include short videos, digital booklets, Instagram/TikTok content, educational briefings before tourism activities, and information boards at tourist spots. The key messages are responsible tourism behavior, an understanding of the marine ecosystem, and Toyapakeh's cultural values.

4. Monitoring the Impact of Tourism

Regenerative marketing strategies must be supported by environmental and social monitoring systems. Villages can collaborate with research institutions and diving communities to monitor:

- coral reef health,
- number of daily tourists,
- beach litter levels,
- community participation.

This data is then published transparently in the form of an “Annual Regenerative Report” as part of a trust-based branding strategy.

5. Multi-party Collaboration

This model emphasizes the importance of collaboration between:

- village government and Pokdarwis,
- conservation community,
- diving and transportation business actors,
- academics and research institutions,
- digital tourism platform.

Multi-stakeholder collaboration ensures that regenerative marketing strategies are not just campaigns, but a collective movement to restore ecosystems and strengthen local cultures.

4.6 Thematic Analysis

Thematic analysis was conducted to identify patterns of meaning from interviews, observations, and documentation. Through open, axial, and selective coding, four main themes emerged that illustrate the dynamics of regenerative tourism implementation in the Kampung Toyapakeh Tourism Village.

Theme 1: Ecological Regeneration and Environmental Restoration

The first theme emerged from informants' narratives about coral reef restoration programs, waste management, and tourist restrictions at specific snorkeling spots. Informants from the diving community emphasized that uncontrolled tourism has damaged marine ecosystems, making regeneration an urgent need. This finding aligns with the view that regenerative tourism should have a net-positive impact on the environment.

Theme 2: Strengthening Local Communities and Cultural Values

Interviews with traditional and community leaders indicate that regeneration targets not only ecology but also cultural revitalization. The Toyapakeh community views tourism as a space to maintain traditional rituals, strengthen the banjar system, and increase youth involvement. This supports the concept of community-led tourism, where the community is at the center of decision-making.

Theme 3: Transforming Marketing Strategy through Regenerative Narratives

Digital data analysis shows an increasing use of platforms like Instagram and TikTok to promote tourist villages. However, the dominant narrative still emphasizes natural visuals over restoration values. Informants recognized the need to align marketing with

regenerative principles, for example through storytelling about conservation, culture, and tourist contributions. This aligns with the principles of value-based tourism marketing, which places values and ethics at the core of communication.

Theme 4: Structural Barriers and Implementation Challenges

The final theme describes obstacles such as limited infrastructure, suboptimal coordination between stakeholders, and a lack of tourism impact monitoring data. Furthermore, external factors such as visiting seasons and regulatory changes also impact the stability of regenerative programs. Denzin and Lincoln note that the dynamics of the socio-ecological context often hinder the sustainability of community-based programs.

These four themes form a comprehensive picture of how regenerative tourism principles are applied in real-life tourism villages and how marketing strategies can be directed to strengthen regenerative goals.

DISCUSSION

The results of this study indicate that regenerative tourism practices in Nusa Penida tourist villages have developed through various local initiatives such as coastal ecosystem conservation, cultural revitalization, and increased community participation in destination management. These findings align with the concept of regenerative tourism, which emphasizes the restoration of socio-ecological systems and generating a net positive impact on the environment and society. However, its implementation remains uneven and has not been integrated into the overall governance framework of tourist villages. This suggests that adopting a regenerative approach requires a gradual process, cross-actor commitment, and consistent organizational capacity, as explained by Mang and Haggard in regenerative design theory.

Community involvement in traditional rituals, tour guides, and conservation program management underscores the relevance of community-based tourism (CBT) theory, which views communities as key actors in destination planning and management. However, this study also shows that community readiness varies. Some groups already possess strong managerial and digital capacities, while others have limited understanding of marketing and conservation practices. This capacity gap is a major obstacle to the consistent implementation of regenerative principles and underscores the importance of human resource capacity building as part of a long-term strategy.

In terms of marketing, research findings show that current strategies still focus on promoting visuals and natural attractions, particularly through social media platforms like Instagram, TikTok, and Google Reviews. This situation indicates a gap between actual marketing practices and the theory of value-based tourism marketing, which emphasizes the importance of conveying values, cultural identity, and sustainability narratives as key elements in shaping destination image. The lack of educational content on conservation and local culture indicates that tourism villages have not fully utilized marketing as a tool for educating and transforming tourist behavior, as recommended in the regenerative marketing model.

This gap is reinforced by the finding that key supporting factors include the strength of local culture, community social capital, and unique ecological landscapes. Meanwhile, barriers identified include limited infrastructure, low digital literacy, immature regulations,

and the pressures of mass tourism. These findings are consistent with adaptive governance theory, which emphasizes the need for flexible, participatory, and responsive governance to socio-ecological dynamics. Therefore, the successful implementation of a regenerative approach requires a synergy between local values, structural capacity, and institutional support.

The regenerative marketing strategy model formulated in this study which encompasses local value-based branding, community-based tourism packages, tourist education, and participatory impact monitoring demonstrates an integration of theory and the contextual needs of tourism villages. This model enriches the literature by illustrating how marketing can function not only as a promotional tool but also as a mechanism for shaping meaning and behavior in tourists toward regenerative practices. In the context of Indonesian tourism villages with their unique cultural and ecological richness, these findings make an important contribution in emphasizing the role of marketing as an instrument of regeneration.

Overall, this discussion confirmed that the success of regenerative marketing strategies depends on harmonizing community capacity, policy support, and a transformation of the marketing paradigm toward a value- and recovery-oriented one. By integrating theory, field findings, and stakeholder needs, tourism villages in Nusa Penida have the potential to become models for sustainable, inclusive, and highly regenerative destinations.

CONCLUSION

This research aims to explore regenerative tourism practices and analyze marketing strategies implemented in tourist villages in Nusa Penida, with a particular focus on the integration of ecological, cultural, and social values in destination development. Based on the results of case studies, in-depth interviews, participant observation, and document analysis, several key conclusions can be drawn:

First, regenerative tourism practices in tourist villages have shown positive progress, although their implementation is still partial and not yet comprehensively structured. Environmental restoration efforts such as coral reef rehabilitation, mangrove planting, community-based waste management systems, and the implementation of the concept of carrying capacity have begun to be implemented, but their intensity varies from one tourist village to another. Community involvement in cultural activities, traditional rituals, tourist attraction management, and local knowledge-based tour guides have played a crucial role in maintaining the continuity of local identity and strengthening community capacity as key actors in regeneration.

Second, current marketing strategies are still focused on destination promotion and do not fully emphasize regenerative values. Digital marketing through Instagram, TikTok, and Google Reviews has increased the visibility of tourist villages, but the content circulating is dominated by natural beauty without incorporating in-depth ecological education and cultural narratives. Tourism village branding is also not yet uniform and does not convey a strong regenerative identity. Nevertheless, there are embryonic regenerative marketing strategies through community tourism packages, tourist education activities, and the use of storytelling based on local wisdom that are beginning to develop in several villages.

Third, through thematic analysis, it was found that supporting factors for regenerative

marketing strategies include the strength of local culture, the uniqueness of the ecological landscape, community commitment, and collaborative networks with environmental groups. However, several obstacles also exist, such as limited infrastructure, uneven human resource capacity, dependence on the tourist season, regulations that do not optimally favor villages, and limited technology utilization. These conditions prevent the implementation of regenerative marketing strategies from being optimal.

Fourth, this research successfully formulated an ideal regenerative marketing strategy model for tourist villages in Nusa Penida. This model emphasizes four main pillars: (1) regenerative branding based on local values, (2) community-based tourism packages that emphasize ecological restoration activities and cultural exploration, (3) tourist education through storytelling, cultural interpretation, and responsible digital campaigns, and (4) participatory monitoring of tourism impacts. This model is supported by multi-stakeholder collaboration and an adaptive governance system. Thus, this model can serve as a strategic reference for the development of regenerative tourism in destinations facing similar issues to Nusa Penida.

Suggestion

Implementing regenerative marketing strategies in tourism villages requires integrated efforts from various parties. Tourism village managers need to strengthen regeneration-based branding, develop educational community tourism packages, improve digital literacy, encourage youth involvement, and conduct regular evaluations of sustainable practices. Local governments are expected to support this through carrying capacity policies, improving basic infrastructure, digital and conservation training, facilitating multi-stakeholder collaboration, and establishing regenerative indicators in tourism village standards. Meanwhile, academics and researchers need to develop more measurable evaluation methods, conduct longitudinal studies, compare various destinations, enrich theoretical contributions on marketing and regenerative tourism, and design new collaboration models, such as co-management, that are appropriate for the context of tourism villages in Indonesia.

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