

CHAPTER 2 LITERATURE REVIEW

Based on the background content in the first chapter, there are several keywords that must be explored more as the base theories in this research. There are cultural landscape, sustainable tourism, ecotourism, and village tourism. Moreover, there is also GSTC Destination Criteria as one of this research method base, then a brief background of both research case study, which are Zhentoushan Agriculture Leisure Area and Pancoh Ecotourism Village.

2.1. Cultural Landscape

The concept of cultural landscapes has evolved significantly, particularly in Taiwan, where cultural heritage preservation has shifted from building-specific conservation to site-wide preservation. This approach emphasizes not only physical maintenance but also community participation, education, and event management to sustain cultural and environmental values. (Wang, 2023) Communities are closely tied to the intangible values of cultural landscapes, reflected in their cultural activities, which strengthen the collective sense of identity. (Ivanović et al., 2023)

In tourism contexts, cultural landscapes often evoke nostalgic rural imagery while serving as multifunctional spaces. Developing cultural landscapes for rural tourism requires three critical considerations: achieving compatibility between traditional land uses and visitor needs demands a strong shared sense of place; involving residents in decision-making to redefine their home landscapes; and ensuring coordination across government levels to balance local, national, and global forces of change. (Huang et al., 2017) Strategic planning and leveraging cultural assets are essential for preserving landscape values while driving economic benefits for local communities.

Sustainable tourism development, especially when aligned with cultural landscape preservation, offers economic opportunities that respect local heritage.

Initiatives like cultural digitalization and online accessibility have been highlighted as ways to showcase heritage and ensure its longevity. For instance, the Europeanna Strategic Plan demonstrates how the relationship between information science and cultural heritage can inspire innovative content and new services. (Carvalho et al., 2023)

Participatory approaches such as co-design workshops have proven effective in enhancing sustainable tourism and managing cultural landscapes. These workshops integrate the perspectives of citizens and experts across sectors like heritage, mobility, and agriculture, promoting constructive exchanges of ideas. By inventorying existing heritage, gathering community design proposals, and incorporating stakeholder feedback, these workshops embody the principles of the European Landscape Convention, creating actionable strategies for managing and protecting cultural landscapes. (Ducci et al., 2023)

Despite these advancements, cultural landscapes face growing threats from road construction, agricultural expansion, and temple construction, which serve as proximate drivers of change. Broader forces such as modernization, urbanization, and deforestation exacerbate these threats, leading to the erosion of traditional belief systems, loss of cultural knowledge transfer, and shifts in local knowledge bases. (Patwardhan et al., 2021) Tourism infrastructure, particularly at the edges of forest and grassland landscapes, should reflect local natural and cultural characteristics to mitigate these vulnerabilities. (Chen et al., 2023)

The integration of community-driven approaches is vital for protecting and valorizing cultural landscapes. For example, a map-based questionnaire used to inventory heritage, followed by design workshops, effectively gathers local perspectives and creates collaborative strategies. This methodology ensures that local needs and values are respected while enhancing the landscape's appeal for sustainable tourism. (Ducci et al., 2023)

To sum up, cultural landscapes are essential for preserving local heritage while promoting sustainable tourism. Taiwan's approach shows the importance of combining

education, community involvement, and preservation of both physical and cultural heritage. Around the world, involving communities through activities like mapping and workshops has helped balance tourism development with local traditions and environmental care. However, challenges like urban growth and ecological damage highlight the need for stronger community-focused solutions to protect these landscapes for the future.

2.2. Sustainable Tourism

Sustainable tourism is defined as tourism that is developed and maintained in a community or environment in such a manner that it remains viable indefinitely without degrading the human or physical environment. This ensures the success and well-being of other activities and processes within the same area. Key elements of sustainable tourism include its site-specific nature and scale, as large-scale tourism may not sustain prolonged viability or address the needs of social and natural realms effectively. Furthermore, tourism activities can compete for resources, potentially compromising other sectors like agriculture or the welfare of marginalized groups such as women, children, and animals. (Nikolova & Hens, 2020)

The core of sustainable tourism is to harmonize economic, social, and environmental development. (Yuedi et al., 2023) This balanced approach is crucial, especially within specific frameworks such as geoparks, where geodiversity, biodiversity, and cultural diversity serve as foundational strengths. These diversities must be reflected in the properties and quality of geosites to align with sustainable principles. (Reinhart et al., 2023)

To enhance sustainable tourism, innovative frameworks like the Tourism Sustainability Assessment Framework (TSAF) have been developed. The TSAF integrates nationally adopted tourism statistics and monitors the dynamics between

tourism industry variables and destination ecosystems, offering a roadmap to evaluate tourism sustainability. (Glyptou, 2024)

Sustainable tourism also extends to specific initiatives such as cycle tourism, which exemplifies responsible resource use and fosters economic and socio-cultural benefits while addressing climate resilience. (Carra et al., 2023) Similarly, responsible ecotourism integrates stakeholder participation to generate income, restore habitats, and educate visitors on ecosystem services and biodiversity. This approach emphasizes synergy between ecological protection and economic benefits, optimizing outcomes for tourism sustainability. (Ghasemi et al., 2024)

Humanistic values further play a critical role in sustainable tourism development, particularly in preserving intangible cultural heritage. For instance, in traditional Chinese drama, humanistic values rank as the most significant factor, followed by project quality, tourism development, and overall sustainability. (Zhao et al., 2024)

In conclusion, sustainable tourism demands a holistic strategy that integrates environmental, cultural, and socioeconomic considerations. By employing frameworks like TSAF and embracing diverse approaches such as geopark management, cycle tourism, and responsible ecotourism, sustainable tourism development can achieve resilience and balance, benefiting communities and ecosystems alike.

2.3. Ecotourism

Ecotourism refers to a type of tourism centered around natural environments, where visitors are primarily interested in observing and appreciating nature as well as local cultural traditions. This form of tourism typically involves educational elements and is often managed by small-scale operators who prioritize sustainability and support local economies. The core goal of ecotourism is to reduce negative environmental and cultural impacts while contributing to the preservation of natural areas. It also seeks to benefit local communities by creating job opportunities and increasing public awareness about

the importance of conservation, both for residents and tourists. (*Ecotourism and Protected Areas* | *UN Tourism*, n.d.)

The core principles of ecotourism include a tangible connection to nature, a focus on environmental education, and support for community control and development. It promotes conservation and preservation through ethical planning, development, and management practices. According to Australia's ECO Certification Program, ecotourism is defined as tourism in natural areas that minimizes environmental impact, uses resources wisely, and offers learning opportunities about the environment while contributing to conservation efforts and supporting local communities. (Nikolova & Hens, 2020)

When creating ecotourism experiences and services, it is essential to preserve the balance between human communities and the surrounding environment. This means that any ecotourism initiative should align with the unique natural and cultural characteristics of the area, ensuring that these elements remain undisturbed and respected. Different regions must also consider their ecological carrying capacity when developing localized and differentiated ecotourism products. (Zheng et al., 2023)

To conclude, ecotourism is a type of travel that focuses on enjoying nature and local cultures, while making sure not to harm the environment. It aims to educate tourists about nature and conservation and supports local communities by creating jobs and raising awareness. The main goals of ecotourism are to protect the environment, use resources wisely, and involve local people in managing tourism. When developing ecotourism activities, it is important to respect the natural and cultural landscapes and consider how much the environment can handle. This helps make sure that ecotourism is sustainable in the long run.

2.4. Village Tourism

Village tourism, or rural tourism, utilizes the unique cultural, natural, and traditional aspects of rural areas as key attractions. These tourism products provide an alternative to urban tourism, promoting the preservation of local traditions and environments, while diversifying the overall tourism offering. (Hamzah & Irfan, 2018) For a village to function effectively as a tourism destination, essential infrastructure and services must support various tourism activities, ensuring that the experience is both authentic and accessible. (Hamzah & Irfan, 2018)

However, successful village tourism development requires careful planning and management to mitigate potential negative impacts on the environment and community. This requires guidance to promote sustainable growth and ensure that tourism benefits the local economy while preserving the cultural and natural heritage. (Hamzah & Irfan, 2018)

In conclusion, village tourism highlights the unique cultural and natural aspects of rural areas, offering a different experience from urban tourism. To succeed, it requires proper infrastructure and thoughtful planning to ensure a sustainable and authentic experience. Ultimately, it provides opportunities for local economic growth while preserving cultural heritage and environmental integrity.

2.5. Global Sustainable Tourism Council Destination Criteria

One of the instruments that can be used to measure the vulnerability of environmental issues in the tourism sector is the Global Sustainable Tourism Council (GSTC) criteria and indicators. These criteria and indicators have several points that can be used to assess and evaluate tourist destinations based on the four main pillars of sustainable tourism development. (Hatibie et al., 2021) The GSTC-D (Global Sustainable Tourism Council - Destination Criteria) are minimum standards that any tourism destination should aspire to achieve in order to enhance sustainability. These criteria are

organized into four main themes: sustainable management, socio-economic impacts, cultural impacts, and environmental impacts, all of which are applicable across different destinations worldwide. The criteria are structured into four distinct sections: Section A, focusing on sustainable management; Section B, dealing with socio-economic sustainability; Section C, addressing cultural sustainability; and Section D, which targets environmental sustainability. (Global Sustainable Tourism Council, 2019)

Section A centers on sustainable management and includes a series of sub-criteria. The first criterion, Management Structure and Framework, emphasizes the need for a coordinated approach to sustainable tourism, with involvement from the public, private, and civil sectors. This structure should ensure clear responsibilities and oversight in managing socio-economic, cultural, and environmental issues. The second criterion, Destination Management Strategy and Action Plan, requires a multi-year strategy that incorporates stakeholder input and aligns with sustainability principles, addressing the impacts of tourism assets and broader sustainable development policies. The third sub-criterion, Monitoring and Reporting, mandates the establishment of a system to track the socio-economic, cultural, and environmental effects of tourism, ensuring that these are regularly evaluated and publicly reported. (Global Sustainable Tourism Council, 2019)

The next key area in Section A is Stakeholder Engagement, which involves promoting collaboration with local businesses, residents, and visitors. This includes informing tourism-related enterprises about sustainability issues and encouraging them to adopt recognized sustainability standards. Additionally, it is essential for destinations to facilitate public participation by monitoring local community satisfaction and concerns, while also providing opportunities for residents to engage in sustainability efforts. Similarly, visitors should be engaged through feedback mechanisms and educated on their role in promoting sustainability. (Global Sustainable Tourism Council, 2019)

Another significant aspect of Section A is Managing Pressure and Change, which involves addressing the challenges posed by increasing tourism numbers and their impact on local resources and communities. This includes ensuring that promotional materials

accurately reflect the destination's sustainability values and managing visitor volumes to avoid negative consequences on the environment and community life. Additionally, destinations are encouraged to have regulations in place that address development controls, climate change risks, and crisis management plans, ensuring that they are prepared for any adverse impacts. (Global Sustainable Tourism Council, 2019)

Section B of the criteria focuses on socio-economic sustainability, which aims to deliver both economic benefits and enhance social well-being. One of the key criteria is the measurement of tourism's economic contribution, which requires destinations to monitor various economic indicators such as visitor expenditure, employment, and investment. Supporting local entrepreneurship and promoting fair trade practices are also emphasized, aiming to keep tourism revenue within the local economy and to promote sustainable, locally sourced products. The section also highlights the importance of decent work and career opportunities, encouraging tourism enterprises to provide equal employment opportunities, fair wages, and safe working conditions for local workers. (Global Sustainable Tourism Council, 2019)

Social well-being and impact are equally important in this section. Destinations are urged to facilitate community support initiatives through responsible tourism practices, ensuring that volunteering and community involvement do not exploit local people. The criteria also stress the importance of preventing human rights violations, such as human trafficking and discrimination, particularly toward vulnerable groups. There is also a focus on property rights and the need to ensure that land acquisition and development do not infringe upon communal or indigenous rights, with public consultations and fair compensation as part of the regulatory framework. (Global Sustainable Tourism Council, 2019)

Cultural sustainability, outlined in Section C, involves both protecting cultural heritage and managing visits to cultural sites. Destinations must have policies and systems to conserve cultural assets, including tangible heritage such as buildings and cultural landscapes, as well as intangible heritage such as traditions, music, and gastronomy. The

criteria highlight the importance of ensuring that cultural experiences provided to tourists are authentic and respectful of local communities. The section also stresses the need to protect traditional access to cultural and natural sites, and to ensure that intellectual property rights of local communities are respected and preserved. Furthermore, visitor management at cultural sites is crucial to minimize impacts on these sensitive areas, with guidelines on appropriate behaviour and the provision of informative materials that are culturally accurate and sensitive. (Global Sustainable Tourism Council, 2019)

Section D of the GSTC Destination Criteria addresses Environmental Sustainability, focusing on the conservation of natural heritage, effective resource management, and the management of waste and emissions within a destination. This section is organized into three key areas: the conservation of natural heritage, resource management, and the management of waste and emissions. (Global Sustainable Tourism Council, 2019)

Conservation of Natural Heritage focuses on the protection of sensitive environments and wildlife, as well as managing the impacts of tourism on ecosystems. Destinations are required to implement systems to monitor and respond to tourism's effects on natural environments, including conserving ecosystems, habitats, and species. This involves mitigating the spread of invasive species and ensuring sustainable management practices are followed. Additionally, tourism operators must manage visitors at natural sites, optimizing visitor flow and minimizing adverse impacts. Guidelines for responsible visitor behaviour should be provided, ensuring that both tourism operators and visitors contribute to the preservation of these sites. Furthermore, wildlife interactions must comply with local, national, and international standards to avoid any negative impacts on wildlife populations. Regulations should ensure non-invasive interactions, and destinations must monitor and enforce these practices. Additionally, destinations must comply with laws protecting species and animal welfare, ensuring that animals are treated humanely and sustainably, particularly in terms of their trade and captivity. (Global Sustainable Tourism Council, 2019)

Resource Management includes the sustainable use of energy and water resources. Destinations are expected to set clear targets for reducing energy consumption and improving energy efficiency, particularly by incorporating renewable energy sources. Tourism enterprises should also be encouraged to track, reduce, and report their energy consumption. Water conservation is similarly critical, with destinations needing to assess water risks and encourage enterprises to manage water usage responsibly. High-risk areas should have specific water stewardship goals to ensure that tourism activities do not harm local communities or ecosystems. The quality of water, including drinking, recreational, and ecological water sources, must be monitored regularly to ensure safety for both locals and visitors. (Global Sustainable Tourism Council, 2019)

Management of Waste and Emissions focuses on reducing environmental pollution, including waste, greenhouse gas emissions, and light and noise pollution. Destinations should establish guidelines for wastewater management, ensuring that systems are properly maintained and that wastewater is treated and released in a manner that does not harm the environment. In terms of solid waste, destinations should measure and report waste generation, setting reduction targets while promoting recycling, reducing single-use items, and ensuring proper disposal. Enterprises should be encouraged to adopt sustainable waste management practices. Similarly, the reduction of greenhouse gas emissions is paramount, with destinations setting emission reduction targets and engaging enterprises in these efforts. Offsetting emissions should also be promoted. The destination should support low-impact transportation systems to reduce transportation-related emissions, encouraging the use of public transport, cycling, walking, and low-emission vehicles. Finally, destinations must minimize light and noise pollution by implementing regulations and guidelines that tourism enterprises must follow. (Global Sustainable Tourism Council, 2019)

In summary, the GSTC criteria offer a comprehensive framework for evaluating the sustainability of tourism destinations, covering four key areas: sustainable management, socio-economic impacts, cultural sustainability, and environmental

sustainability. These criteria highlight the importance of responsible tourism practices, such as engaging local communities, preserving cultural heritage, and managing environmental resources. The indicators within these criteria are useful for designing checklist for quantitative data and interview questions to collect qualitative data in research, making them an essential tool for assessing sustainability in the two case studies.

2.6. Pancoh Ecotourism Village



Figure 2. 1 Pancoh Ecotourism Village in Yogyakarta
Source: Author's Analysis, 2025



Figure 2. 2 Pancoh Ecotourism Village Attractions (Scale 1:200)

Source: Author's Analysis, 2024

Pancoh Ecotourism Village, located in Girikerto Village, Turi District, Sleman Regency, emerged as a tourist destination after the Merapi eruption in 2010. This transformation was facilitated by the Rural Technology Development Institute (LPTP) in collaboration with the Ministry of Environment and the Center for Tourism Studies at Gadjah Mada University. Officially inaugurated on February 14, 2012, as Pancoh Ecotourism Village, the community adopted the concept of ecotourism, emphasizing environmental conservation and sustainable practices. (Endiyanti & Sarwadi, 2021)

Despite its promising launch, the village faced significant challenges in its initial years. Tourism activities struggled to gain momentum due to ineffective management under the first chairman, Mr. Sarimin, who was appointed without broad community consultation. This lack of inclusivity led to declining community trust and participation, stalling development efforts. Recognizing these issues, the community initiated a leadership change in 2014, ensuring broader involvement in management and decision-making processes. The new team fostered community collaboration, creating tourism programs that aligned with ecotourism principles, which revived the village's growth as a sustainable tourism destination. (Endiyanti & Sarwadi, 2021) This tourism village managed by one management, which is local community.

2.7. Zhentoushan Agriculture Leisure Area

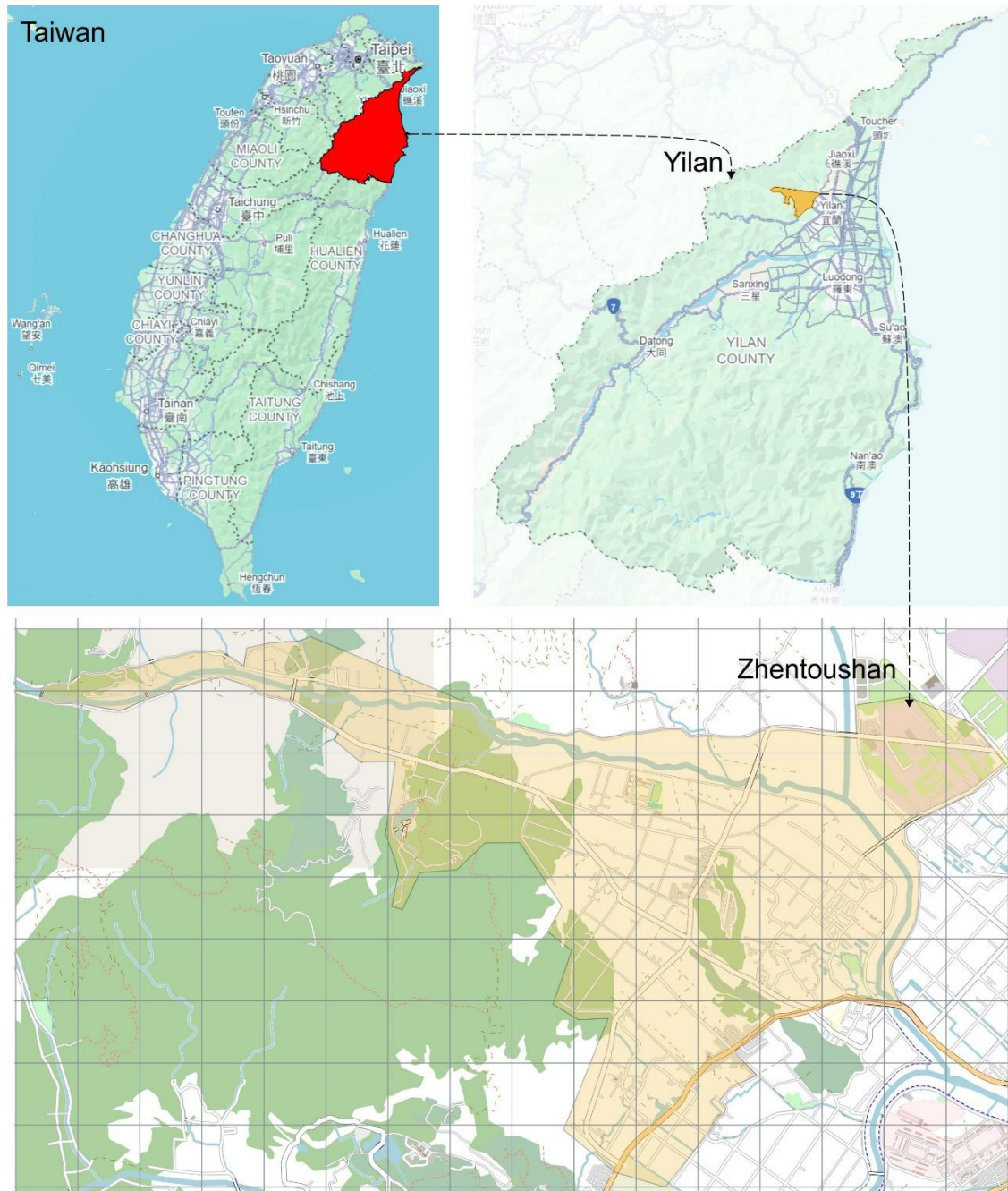


Figure 2. 3 Zhentoushan Agriculture Leisure Area in Yilan

Source: Author's Analysis, 2025



Figure 2. 4 Zhentoushan Agriculture Leisure Area Attractions (Scale 1:1000)

Source: Author's Analysis, 2025

Zhentoushan Agricultural Leisure Area, located in Yilan, Taiwan, represents a successful integration of agriculture, tourism, and community collaboration. Known as “Pillow Mountain” or “Huaguoshan” for its breathtaking natural landscapes and seasonal abundance of fruits and flowers, Zhentoushan stands out as a model for recreational agriculture. This area includes three interconnected villages (Zhenshan, Tongle, and Toufen) where community-driven initiatives have shaped a thriving rural tourism destination. Visitors are drawn to its scenic attractions, including Leigongpi and Alanchen natural springs, as well as its vibrant agricultural offerings, such as mulberries, guavas, kumquats, and persimmons. Through active participation, villagers maintain their environment while enhancing its aesthetic and functional appeal, making Zhentoushan a pioneer in Taiwan's leisure farming movement. (*Zhentoushan Leisure Agricultural Zone* | *Gogo-TaiwanFarm*, n.d.)

Zhentoushan has agricultural practices, including pesticide-free kumquat farming and eco-conscious cultivation of rare carnivorous plants like nepenthes and Venus flytraps. These efforts not only support biodiversity but also promote environmental education for visitors. Tourists can engage in hands-on experiences, such as fruit picking and crafting activities, which foster a deeper appreciation for local traditions and ecology. Additionally, the community's emphasis on sustainable practices, such as reducing carbon footprints through local farm-to-table dining, showcases how tourism can be harmonized with ecological stewardship. (*Zhentoushan Agricultural Leisure Area* | *Taiwan Leisure Farms Development Association*, n.d.)

Beyond its environmental initiatives, Zhentoushan supports socio-economy and culture by actively involving the local community in tourism operations. The “Four-Season Rural Feast,” where villagers prepare meals using fresh, locally sourced ingredients, highlights the area's rich culinary heritage while providing economic opportunities. The success of these efforts has encouraged many locals to return to their hometowns to work as flower and fruit farmers, contributing to the region's cultural

vitality and economic resilience. (*Jhenthoushan Agricultural Leisure Area | Taiwan Leisure Farms Development Association, n.d.*)

Overall, this literature review highlights the importance of sustainable tourism development through various frameworks and concepts. Cultural landscapes and ecotourism serve as vital strategies to preserve natural and cultural heritage, engage communities, and create sustainable economic opportunities. Instruments like the GSTC criteria provide comprehensive guidance for assessing tourism destinations, focusing on sustainable management, socio-economic impacts, cultural preservation, and environmental sustainability. These frameworks also offer practical tools for designing research methodologies, such as checklist interview questions, to evaluate and enhance sustainable tourism practices. The insights from these studies underscore the need for participatory approaches and strategic planning to balance tourism growth with cultural conservation and environmental protection.