

## Implementing the Triple Bottom Line Concept to Support the Development of Sustainable Educational Tourism

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Submit: 14 Mei 2026; revisi: 24 Juni 2026, diterima: 24 Juni 2026

### ABSTRACT

*The development of sustainable educational tourism faces various challenges, including the need for ongoing site conservation, limited community participation in educational tourism related to historical interpretation, and the lack of integration of local economic potential into this tourism development. This international community service program aims to implement the Triple Bottom Line (TBL) concept in developing sustainable educational tourism. The activity took place at Gunung Padang in Cianjur, West Java. The methods used in Community Service activities include problem assessment based on the implementation of TBL concepts, Focus Group Discussions with stakeholders, and evaluation of activities through participant discussions. The results of the study show that implementing the Triple Bottom Line Concept effectively supports the development of sustainable educational tourism at the Gunung Padang Site by supporting environmental conservation, social empowerment, local economic growth, and that the activities received positive evaluations from participants. This study highlights that implementing the Triple Bottom Line Concept encourages sustainable educational tourism by balancing economic, social, and environmental dimensions, and implies the importance of stakeholder collaboration in sustainability-oriented policies and practices.*

**Keywords:** Community Participation, Educational Tourism, Gunung Padang Site, Sustainable Tourism, TBL concept



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### INTRODUCTION

Tourism is one sector that can have a significant impact on a country's economy. The development of this sector plays a crucial role in creating jobs and encouraging the growth of various economic enterprises in areas surrounding tourist destinations. Tourism in Indonesia is a major driver of regional economic development. This tourism phenomenon has proven relevant and significant in the context

of West Java Province in 2023 (Wandini et al., 2024). West Java, one of Indonesia's most populous and prominent provinces, has significant tourism potential due to its diverse natural, cultural, historical, and culinary resources. The Gunung Padang site in West Java is a cultural and historical tourism destination with great potential to attract domestic and international tourists (Sorongan et al., 2025).

The Gunung Padang site in Cianjur Regency, West Java, is currently experiencing rapid development as an educational tourism destination. Gunung Padang is the largest megalithic site in Southeast Asia. The Gunung Padang Site, located in Karya Mukti Village, Campaka District, Cianjur Regency, is 30 km from Cianjur City and 90 km from Jakarta (Fig. 1). The Gunung Padang megalithic site is the largest megalithic site in Southeast Asia, covering an area of 3,132.15 square meters. Located at 6°57' South Latitude and 107°01' East Longitude, approximately 50 kilometers southwest of Cianjur City, West Java, the site is shaped like a stepped pyramid consisting of five terraces (Handayani et al., 2024).

Educational tourism is a type of tourist trip that aims to provide an overview or knowledge about the tourist area being visited (Hermawan et al., 2021). Besides functioning as a means of entertainment and recreation, educational tourism is designed to prioritize educational aspects, so that visitors not only enjoy the natural beauty or existing facilities, but also gain a deeper understanding of various topics, such as history, science, culture, and the environment (Jacobus et al., 2024). Environmental education in tourist areas is something that tourists should pay attention to to support the development of sustainable tourism (Šimková et al., 2023).

This educational tourism destination stands out for its extraordinary potential in social, economic, and environmental education. West Java Governor Dedi Mulyadi inaugurated the start of the reconstruction of the Gunung Padang site located in Karyamukti Village, Campaka District, Cianjur Regency, on Monday (12/15/2025). The Governor of West Java was full of attention during his visit to the Gunung Padang Site. This inauguration demonstrates the West Java Provincial Government's strong commitment to conserving the historic cultural heritage site, which has been officially designated as a National Cultural Heritage by the Ministry of Culture of the Republic of Indonesia. (Jabarprov.go.id, 2025).



Figure 1. The Governor of West Java Was Full of Attention During His Visit to The Gunung Padang Site.

Source: Jabarprov.go.id, 2025

Gunung Padang, considered a stepped pyramid and claimed to be the oldest pyramid in the world, is a unique megalithic site (Fig. 2). The composition of basaltic andesite rocks and the surrounding natural panorama attracts the attention of tourists from all over the world. Gunung Padang is the

largest megalithic site in Southeast Asia, featuring distinctive cultural elements symbolized by the number five, including five terraces and five surrounding mountains.(Handayani et al., 2024). The Gunung Padang site is the largest megalithic site in Southeast Asia and has high potential as an archaeological-based educational tourism location.



Figure 2. Gunung Padang Site Destination, Cianjur, West Java  
Source: Observation Results, 2025

However, the development of educational tourism in this area has not been optimal. Some of the problems faced include: (1) low capacity and community involvement in historical interpretation and tourism services, (2) environmental management of the site that is not yet based on sustainable conservation, and (3) the lack of integration of local economic potential into tourism activities. Collaboration with local communities also plays a key role in creating authentic experiences that support community empowerment and the sustainability of this educational tourism (Alfiani et al., 2024). In this community service activity, the Triple Bottom Line (TBL) concept will be applied to the three issues mentioned above, related to the development of an educational tourism destination at the Gunung Padang Site. The TBL concept can be an effective framework in guiding sustainable tourism policies and practices (Saputra et al., 2025).

The TBL concept, as proposed by John Elkington in 1994, centers on three pillars of sustainability: Economic Performance, Social Performance, and Environmental Performance (Ali et al., 2025). Furthermore, the TBL concept has significant uses in tourism area management because it emphasizes balanced considerations between economic, social, and environmental aspects. According to these researchers, the TBL is a Modern Sustainability Framework that consists of three main aspects, namely:

- (1) The main economic aspects relate to conventional financial measures, including return on investment, profitability, liquidity, and competitiveness,
- (2) The main environmental aspects relate to reducing harmful ecological impacts such as waste production, pollution, and excessive use of resources.
- (3) The main social aspect measures an organization's social contribution, such as creating jobs, promoting social justice, and the welfare of the wider community.

The TBL concept is a framework for evaluating the performance and success of an organization or business from three dimensions: economic, social, and environmental (Purnama, 2024). The three dimensions of the Triple Bottom Line are considered effective in supporting sustainable tourism development (Sim et al., 2026).

The implementation of the TBL concept to support the development of sustainable educational tourism is a novelty in the study and implementation of community service.

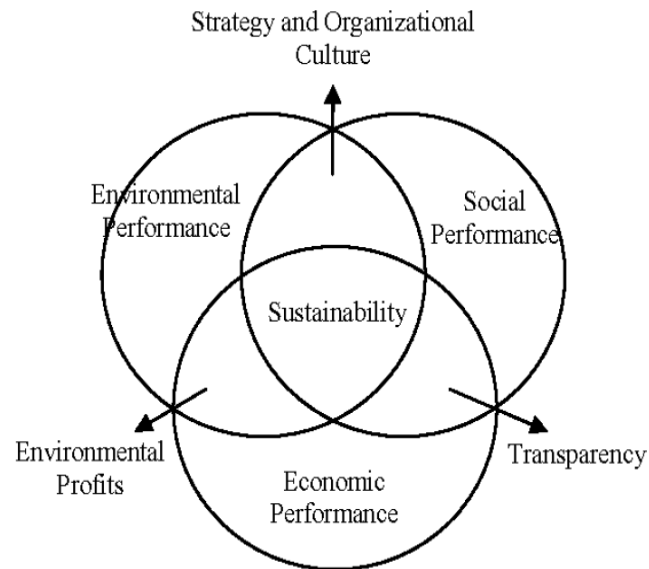


Figure 3. Sustainability Concept in Triple Bottom Line  
Source: Ghahremani-Nahr et al., 2022

Model for a sustainable concept is shown in Fig. 3. In this figure, it can be seen that the scope of sustainable management is no longer limited to individual, economic, social, or environmental goals, but to their integration in all operations (Ghahremani-Nahr et al., 2022).

Indonesia has implemented the TBL concept, particularly in the tourism sector. The development of eco-tourism based on the Triple Bottom Line is implemented in Karangguli Village, Aru Islands District, in Eastern Indonesia (Warkula & Temalagi, 2022). The results can provide an overview of the environmental costs and benefits related to local wisdom in terms of increasing social value for the community, the sustainability of the local economy (BUMDes), and the environment in the future. The Triple Bottom Line concept was implemented as a solution for sustainable tourism management in the SAMOTA Area, Sumbawa Regency (Maradita & Aprirachman, 2023). The implementation of the TBL framework demonstrates that tourism development boosts local income and strengthens community-based tourism by empowering local communities as active participants. Furthermore, activities carried out by Mahran & Sugiana (2025) stated that measuring the potential for adventure tourism based on the Triple Bottom Line in the Gunung Sangar tourist area through the development of the three aspects in the TBL was very appropriate. The results of this application can be a solution for environmental preservation and economic empowerment of local communities.

One important reason for developing educational tourism destinations is to introduce Indonesia's cultural, historical, and natural diversity to both domestic and international tourists. This is also closely linked to the existence of sustainable tourism (Irawati & Prasetyo, 2025). Sustainable tourism, as defined by the World Tourism Organization (UNWTO), is tourism that takes full account of current and future economic, social, and environmental impacts, responding to the needs of visitors, the tourism industry, the environment, and local communities (UNWTO, 2013). Sustainable tourism is a development that is environmentally friendly, economically viable, and ethically and socially just for the community. This means that sustainable tourism development is an integrated and organized effort to improve the quality of life by regulating the provision, development, utilization, and maintenance of natural and cultural resources in a sustainable manner (Rahayu & Saragih, 2022).

This International Community Service activity aims to implement the Triple Bottom Line concept in the development of educational tourism at the Gunung Padang Site in Cianjur, West Java. This activity helps the Gunung Padang community become the primary driver of educational tourism through environmental conservation, social empowerment initiatives, and enhancements to local

Prayitno et al. (2026). Implementing the triple bottom line concept to support the development of sustainable educational tourism. *Educate: Journal of Community Service in Education*, Vol.6, No. 1 (2026)

economic well-being. This International Community Service activity can contribute significantly to the development of sustainable tourism in the Gunung Padang site area, Cianjur, West Java.

## IMPLEMENTATION METHOD

This International Community Service (PKM) activity was attended by representatives from three universities, namely lecturers and students from Universiti Teknologi Mara, Johor, Malaysia, several students from the University of Economic and Finance, Ho Chi Minh City, Vietnam, as well as lecturers, Doctoral Program students, and undergraduate students from Perbanas Institute, Jakarta, Indonesia. The event, held on September 18, 2025, was organized by the Directorate of Research and Community Service (DP2M) of Perbanas Institute, Jakarta, Indonesia, with sponsorship from Bank Rakyat Indonesia (BRI).

The activity was implemented using observation, focus group discussions (FGD), and an evaluation method based on online surveys.



Figure 4. International Community Service Team for Educational Tourism at the Gunung Padang Site Data Collection

Source: Results of International Community Service Activities, 2025

Data were collected through on-site observations, Focus Group Discussions (FGDs), and participant evaluations via online surveys. The FGDs involved local government officials, academics from three ASEAN universities, business representatives from BRI, community members from the Gunung Padang Tourism Awareness Group, and media representatives from Pasundan Post (Fig. 4). FGDs can be an effective medium for gathering commitment from FGD participants, exploring local aspirations, and formulating action plans collectively (Meliyana et al., 2025).

## Data Analysis

Data analysis involved identifying problem issues in developing TBL-based educational tourism, analysis of FGD results, and analysis based on the evaluation of this International Community Service activity.

## RESULT AND DISCUSSION

### Results

In the initial stage, the International Community Service Team conducted an analysis of problems, aspects, and implementation based on the TBL concept, as shown in Table 1.

Table 1. Results of Analysis of Problems, Aspects, and Application of the TBL Concept

| No. | Identification of problems                                                                   | TBL aspects                    | Educational Tourism Development Program Based on the Implementation of the TBL Concept                                                                                                                                                                                                                                                        |
|-----|----------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Environmental management of sites that are not yet based on sustainable conservation         | <b>Planet</b><br>(Environment) | <ul style="list-style-type: none"> <li>Environmentally friendly educational tourism routes that consider the site's carrying capacity.</li> <li>Development of standard operating procedures (SOPs) for waste management and conservation of sensitive areas.</li> <li>Increased public awareness of megalithic site conservation.</li> </ul> |
| 2   | Low capacity and community involvement in historical interpretation and tourism services,    | <b>People</b><br>(Social)      | <ul style="list-style-type: none"> <li>Empowering tourism awareness groups (Pokdarwis, Indonesian abbreviation)</li> <li>Improving tourism services,</li> <li>Sharing community roles.</li> </ul>                                                                                                                                             |
| 3   | The economic potential of local communities has not been integrated into tourism activities. | <b>Profit</b><br>(Economic)    | <ul style="list-style-type: none"> <li>MSME integration,</li> <li>Preparation of paid tour packages,</li> <li>Digital marketing strategies</li> </ul>                                                                                                                                                                                         |

Source: Results of International Community Service Activities, 2025

The results of the identification related to the TBL aspects, namely: Planet (Environment), People (Social), Profit (Economic), as shown in Table 1, reveal that Environmental management of sites is not yet based on sustainable conservation. Low capacity and community involvement in historical interpretation and tourism services, and the economic potential of local communities, have not been integrated into tourism activities. The results illustrate the environmental costs and benefits of local wisdom in enhancing community social value and ensuring future environmental sustainability (Warkula & Temalagi, 2022). Developing these three aspects within TBL is highly appropriate. The results of this implementation can provide solutions for environmental preservation and local community economic empowerment (Mahran & Sugiyama, 2025).



Figure 5. Presentation of Problem Identification based on TBL Aspects in Educational Tourism Development

Source: Results of International Community Service Activities, 2025

Initial activity presenting the results of problem identification, aspects, and implementation based on the TBL concept by Academic Representatives from the Perbanas Institute Jakarta, Indonesia, namely Mr. Deden Prayitno, MM., M.Kom (Fig. 5).

Applying the TBL concept in developing the Gunung Padang educational tourism destination is essential to overcoming current challenges. FGD participants, representing diverse stakeholder groups, offered varied perspectives on its implementation.

Table 2. Results of Focus Group Discussion on Implementation of the TBL Concept

| No. | Discussion Group | Group Representative                                                                                                                                                                                                                                                | Discussion Input Results                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Government       | Cianjur Regency Government, West Java Province, represented by <b>Hadi Sutrisna, SE, MM, CHA</b> , Tourism Expert                                                                                                                                                   | <ul style="list-style-type: none"> <li>Supporting the creation of environmentally friendly educational tourism trails that consider the carrying capacity of the sites.</li> <li>Encouraging waste management and conservation of sensitive areas.</li> <li>Outreach to raise public awareness of megalithic site conservation.</li> </ul>                                                                                                   |
| 2   | Academics        | The group of academics from three universities was represented by <b>Deden Prayitno, MM, M.Kom</b> , as a Doctoral Program student of Perbanas Institute Jakarta                                                                                                    | <ul style="list-style-type: none"> <li>Academics will develop paid tour packages.</li> <li>Digital marketing training will be provided to the community and site managers.</li> <li>Lecturers and students contribute to applying the TBL concept in educational tourism development.</li> <li>International academics are encouraged to study this cultural destination.</li> </ul>                                                         |
| 3   | Public           | Tourism Awareness Group (Pokdarwis, abbreviated in Indonesian) of the Gunung Padang Cultural Heritage Site, Karyamukti Village, Campaka District, Cianjur, West Java. Represented by: <b>Zenal Aripin</b> , Head of Pokdarwis and Manager of the Gunung Padang Site | <ul style="list-style-type: none"> <li>This group agreed to optimize the empowerment of Pokdarwis (tourism groups), improve tourism services, and allocate community roles.</li> <li>The community group will increase the integration of local MSME businesses.</li> <li>Participate in mentoring in the development of paid tourism packages from the government and academics.</li> <li>Maximize digital marketing strategies.</li> </ul> |
| 4   | Business Sector  | Bank Rakyat Indonesia (BRI). Represented by: <b>Budi Santosa</b> , Public Service Staff, BRI                                                                                                                                                                        | BRI, as a facilitator and investor, can support the implementation of this educational tourism by providing special sponsorship for this activity.                                                                                                                                                                                                                                                                                           |

|   |                                                                                                                                   |                                                                                                                                                                                                                                                                                                                         |
|---|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | Mass media<br><br>Pasundan Post - Cianjur, West Java. Represented by:<br><b>Jan Prince Permata</b> , Journalist for Pasundan Post | The media outlets agreed to assist with the publication and promotion of digital information through electronic media. They created a coordinated and integrated promotional campaign for this educational tourism destination development project based on the implementation of the Triple Bottom Line (TBL) concept. |
|---|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Source: Results of International Community Service Activities, 2025

Symbolic handover of Waste Bin assistance from Bank Rakyat Indonesia (BRI) so that the environmental conditions of the Gunung Padang site are better maintained in terms of cleanliness (Fig. 6).

The main conclusions drawn from this FGD include:

- (1) The agreement from the discussion helps protect the site's environment and reduce the risk of physical damage.
- (2) The educational tourism development model based on the implementation of the TBL concept is expected to help strengthen the community's social capital.
- (3) The implementation and integration of aspects within the TBL concept is expected to produce a comprehensive and sustainable approach to educational tourism development.



Figure 6. Symbolic handover of waste storage assistance from Bank Rakyat Indonesia (BRI)

Source: Results of International Community Service Activities, 2025

The combination of the three aspects of the TBL Concept will demonstrate:

1. Environmental preservation → improving the quality of the tourism experience.
2. Social empowerment → increasing community readiness as managers.
3. Economic growth → encouraging program sustainability.

This section aims to assess the results of the International Community Service activities conducted by the International Community Service Team. The assessment was conducted by twenty FGD participants, all representing groups from government, academics (lecturers and students), the community, the business sector, and the media. The results are shown in Table 3.

Table 3. Evaluation Results of International Community Service Activities

| No | Valuation Statement                                                                                                                                 | Average Rating Scale | Value Criteria |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------|
| 1  | <b>Understanding the material presented</b><br>To what extent do you feel you understand the content of the material presented during the activity? | 4.75                 | Very Good      |
| 2  | <b>How the speakers delivered the material</b><br>Was the material presented clearly, easily understood, and communicative?                         | 4.83                 | Very Good      |
| 3  | <b>The resource persons' mastery of the material</b><br>How well do the resource persons master and explain the material?                           | 4.83                 | Very Good      |
| 4  | <b>The material is presented engagingly.</b><br>Is the material relevant, useful, and interesting to follow?                                        | 4.75                 | Very Good      |
| 5  | <b>Overall presence of the speakers</b><br>Assessment of the speakers' attitude, speaking style, and appearance                                     | 4.83                 | Very Good      |
| 6  | <b>Willingness to participate again</b><br>If this activity were held again, would you be willing to participate again?                             | 4.58                 | Very Good      |
| 7  | <b>Overall assessment of the activity</b><br>The general score you give to the entire activity                                                      | 4.83                 | Very Good      |

Source: Results of International Community Service Activities, 2025

Overall, the evaluation shows that 71% of participants rated the International Community Service activity as very good, while the remaining 29% considered it good.

### Discussion

The application of the Triple Bottom Line concept in developing educational tourism at Gunung Padang, Cianjur, was an international community service activity involving academics from three ASEAN universities. This program aligns with the West Java Provincial Government's serious commitment to preserving historical cultural heritage sites designated as National Cultural Heritage by the Ministry of Culture of the Republic of Indonesia. (Jabarprov.go.id, 2025). One of the key reasons for the importance of educational tourism destinations is to introduce Indonesia's cultural, historical, and natural diversity

to both local and international tourists. Therefore, this program is inextricably linked to sustainable tourism. (Irawati & Prasetyo, 2025).

The Triple Bottom Line (TBL) concept has been applied in various initiatives in Indonesia, especially within the tourism sector. The development of Triple Bottom Line-based eco-tourism in Karangguli Village, Pulau-Pulau Aru District (Warkula & Temalagi, 2022). The Triple Bottom Line (TBL) concept was implemented as a solution for sustainable tourism management in the SAMOTA Area, Sumbawa Regency (Maradita & Aprirachman, 2023), and the measurement of adventure tourism potential based on the Triple Bottom Line in the Gunung Sangar Tourism Area (Mahran & Sugiana, 2025). However, in this International PKM activity, the TBL concept was applied to develop educational tourism at the Gunung Padang Site in Cianjur, West Java. In this International Community Service activity, the application of three aspects of the TBL concept has focused on developing educational tourism at the Gunung Padang Site, Cianjur, West Java.

The primary objective is to achieve sustainable tourism. (Rahayu & Saragih, 2022). Aligning with the World Tourism Organization's (UNWTO) vision for sustainable tourism development (UNWTO, 2013). This activity demonstrates the West Java Provincial Government's strong commitment to preserving historical and cultural heritage, which the Ministry of Culture of the Republic of Indonesia has designated as National Cultural Heritage (Jabarprov.go.id, 2025). In this activity, the commitment of the West Java Provincial Government was expressed through direct support from the Cianjur Regency Government, represented by a Cianjur Tourism Expert who participated and was involved in the FGD that was carried out.

The results of the identification related to the TBL aspects show that environmental management remains unsustainable, community involvement in tourism interpretation and services is still low, and local economic potential has not been integrated into tourism activities. These findings indicate that strengthening the Planet, People, and Profit dimensions is essential to support environmental preservation, enhance social value, and empower local economies through sustainable tourism development. The results illustrate the environmental costs and benefits of local wisdom in enhancing community social value and ensuring future environmental sustainability (Warkula & Temalagi, 2022). Developing these three aspects within TBL is highly appropriate. The results of this implementation can provide solutions for environmental preservation and local community economic empowerment. (Mahran & Sugiana, 2025).

The FGD concluded that implementing the Triple Bottom Line concept can support environmental conservation, strengthen community social capital, and provide a comprehensive and sustainable approach to educational tourism development. Hal ini sejalan dengan beberapa penelitian sebelumnya (Handayani et al., 2024; Alfiani et al., 2024; Saputra et al., 2025).

At the end of this activity, an assessment was carried out by 20 FGD participants, all of whom represented government groups, academics (lecturers and students), the community, the business sector, and the media. The evaluation shows that 71% of participants rated the International Community Service activity as very good, while the remaining 29% considered it good. This underscores the importance of the TBL concept. It can serve as an effective framework for guiding sustainable tourism policies and practices. (Saputra et al., 2025).

## CONCLUSION

This study concludes that the Triple Bottom Line concept is a key driver of sustainable educational tourism, as it balances economic viability, social inclusion, and environmental stewardship. Sustainable educational tourism can only be achieved through the integrated implementation of these three dimensions and strong stakeholder collaboration.

The results of the problem identification activity using the TBL framework provide a foundation for developing educational tourism at the Gunung Padang site. The FGD results showed that implementing the TBL concept improved environmental conservation, strengthened community social capital, and supported the local economy. Participants provided positive evaluations of the

program, and the TBL approach is recommended as a strategic model for managing educational tourism and other cultural heritage sites in Indonesia.

It is recommended that future programs focus on strengthening stakeholder collaboration between the government, the business sector, and the local community. The development of sustainability indicators and the integration of digital technologies should be actively supported by academia and the media to ensure the long-term sustainability of educational tourism initiatives at this cultural heritage site.

## ACKNOWLEDGE

The authors would like to express their gratitude to the Cianjur Regency Government, the management of the Gunung Padang Site, and the tourism awareness group for their support in implementing this community service activity. The Community Service Team sincerely thanks the Directorate of Research and Community Service of Perbanas Institute Jakarta for initiating this International Community Service activity. Finally, we, the entire team, would like to thank BRI for its sponsorship support for this international community service activity.

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