



SOCIAL TOURISM AS THE GCET IMPLEMENTATION

Lukia Zuraida^{1*)}, Ni Kade Juli Rastitiati², Anom Hery Suasapha³

¹Tour and Travel Business Diploma,
Bali Tourism Polytechnic,
Nusa Dua Badung, Indonesia

²Room Division Diploma,
Bali Tourism Polytechnic,

³Tourisms Destination Diploma,
Bali Tourism Polytechnic,
Nusa Dua Badung, Indonesia

^{1*)} e-mail: lukiazuraida@ppb.ac.id

Received: Juni, 2024

Accepted: November, 2024

Published: Desember, 2024

Abstract

This study aims to analyze the implementation of the Global Code of Ethics of Tourism in Indonesia in the form of social tourism organized by Bali Tourism Polytechnic as the case study. Therefore, a literature review to explore the concept of social tourism, its impacts, and its relation with sustainable tourism has been carried out. Then, using those concepts as the theoretical lens, the implementation of social tourism in Indonesia is analyzed. The result reveals that the social tourism organized by the Bali Tourism Polytechnic for its lecturer and staff is tourist-related social tourism. Given its benefits for the host community visited, the social tourism of Bali Tourism Polytechnic is also host-related social tourism as well as sustainable tourism. It also shows the presents of the government of the Republic of Indonesia in providing equal opportunity for the citizen to enjoy tourism, thus confirming that the mandate of the Global Code of Ethics of Tourism and the Tourism Law of Indonesia has been met. Academic implications from this study are Contribution to Social Tourism Literature, Policy and Governance. Practical implications that this study can be a Model for Social Tourism Implementation

Keywords: social tourism; GCET; implementation of GCET

1. INTRODUCTION

The term social tourism was first proposed by William Hunziker in 1951 as a form of tourism relationship and phenomenon that occurs as a result of participation in tourism activities by those who are economically weak or not too fortunate (Diekmann & McCabe, 2011; McCabe & Diekmann, 2015; Minnaert, 2014; Minnaert et al., 2011). Since its

emergence, social tourism has received widespread attention from both tourism academics and tourism organizations, including the United Nations World Tourism Organization (UNWTO) through the publication of The Global Code of Ethics for Tourism (GCET).

In article 7 of The GETC, there are 3 verse that discuss the right to travel or The Right to Tourism. The first verse states that access to be able to enjoy the natural resources on earth is actually the right of all humans without exception, and that participation in tourism activities both domestic and international is actually a reflection of the increasing free time that should be free from various obstacles or difficulties to do so. The second verse states that the universal right to travel is actually a consequence of the right to rest and enjoy leisure time, including the reduction of working hours and the provision of paid leave rights. This universal right is guaranteed by the Universal Declaration of Human Rights especially article 24, as well as The International Covenant on Economic, Social and Cultural Rights, article 7.d. The last verse of article 7 states that social tourism that provides broad access to leisure, travel and leisure should actually be developed with the full support of the government (*Global Code of Ethics for Tourism*, 2001)

Those three verses show how much it has been realized that the right to travel is basically the right possessed by all humans to enjoy all the attractions that exist on Earth. But keep in mind that until the industrial revolution, society in the world was still divided into social classes with the division of rights and obligations that had been strictly regulated in such a way. This social phenomenon was criticized by Thorstein Veblen in his book entitled *The Theory of The Leisure Class*. In his book, Veblen states that there is a group of people called The Leisure Class who have the exclusive right to the use of leisure time through various consumption activities aimed at showing their social class, wealth and power in society called conspicuous consumption (Patsiaouras & Fitchett, 2012; Shipman, 2004; Veblen, 1899). The existence of The Leisure Class then gave rise to the phenomenon of pecuniary emulation, that describe the desire of other classes of society to imitate the consumption patterns of the Leisure Class (Bagwell & Bernheim, 1996) in the hope that they also gained status like The Leisure Class (Bagwell & Bernheim, 1996; Shipman, 2004). When finally wealth ownership is no longer dominated by The Leisure Class, resulting in the working class can also have the ability to display a lifestyle like the Leisure Class. This encourages the recognition of equal rights to enjoy leisure and all its form, including tourism.

UNWTO is fully aware that the recognition of the right to travel is actually a manifestation of the recognition of equality so that what happened in the middle ages until the industrial revolution where leisure was solely a right owned only by the Leisure Class (Veblen, 1899) no longer happens. But it is undeniable that in the equality that is expected to occur there is also inequality. The inequality is in terms of ability that results in people being able or unable to travel, such as economic ability (Puczkó & Rátz, 2011). As a form of tourist determinant for travel (Boniface, B. & Cooper, 2005; Uysal, 1998), economic ability greatly affects a person's ability to travel. Those who are economically capable will be able to travel, with other determinants also supporting. But those who are not economically fortunate will find it difficult to be able to pay for their travels. For this reason, verse 3 of Article 7 underlines the importance of the role of government in striving for all citizens to have equal access to be able to enjoy tourism. One of them is through the provision of social tourism programs for its employees.

In Indonesia, respect for the right to travel is shown by the existence of articles regulating this matter in the Tourism Law of the Republic of Indonesia. This can be seen in the consideration section, which states that the freedom to travel and make use of leisure time by traveling is actually a manifestation of human rights that must be respected. Furthermore, article 19 also states that everyone has the right to fulfill their needs for travel (*UU. No. 10 Tahun 2009 Tentang Kepariwisataaan*, n.d.)

Given that The GCET underlines the importance of the government's role in ensuring equal opportunities for all people to travel through the implementation of social tourism, and given that Indonesia has also regulated the recognition of the right of all people to travel through the Tourism Law, it is interesting to see how this practice is done in Indonesia. For this reason, this paper will discuss the social tourism as the implementation of the GCET in Indonesia. Furthermore, this article will also discuss the impact of the social tourism, and its relationship with sustainable tourism. To provide more clarity, this chapter also includes example of implementation of the concept of social tourism in Indonesia in the form of tourism activities sponsored by the Government. As a case study, the Government referred to in this paper is the Central Government, through the Ministry of Tourism and Creative Economy, especially the Bali Tourism Polytechnic.

2. METHOD

This chapter is written using the literature review method. The literature review procedure used is recommended by Galvan (2017) which states that there are 4 steps that can be taken to write a literature review well. The four consecutive steps are 1). Collecting literature appropriate to the topic of study, 2). Prepare a reading list and writing format, and 3). Write a draft of the script, and 4). Make improvements to the draft literature review manuscript (Galvan, 2017).

The literature on which the reading list in this chapter is prepared is collected online by searching through the Google Scholar site. The keyword used to focus the search is "Social Tourism". The search is also developed based on an understanding of Social Tourism which is gradually formed, so as to expand the scope of literature sought to literature in the form of legal products and publications issued by various tourism organizations related to Social Tourism.

Step three proposed by Galvan (2017) requires the author to read, considering that only after reading can one write well. In order for reading to be done effectively and efficiently, the author uses recommended reading techniques to conduct a literature review. The reading techniques are scan, skim and understand (Jesson et al., 2011).

The scan technique is basically a speed reading technique. This technique begins to be applied when a literature has been obtained through a search process. Scanning is done by reading the abstract of an article to ensure the suitability of the topic. Furthermore, other parts of the literature are read quickly by focusing on searching terms, concepts or keywords related to the topic of the literature review. Literature that is considered to have topic suitability and contains materials that can be a compiler of literature review is then collected as a reading list.

The skim technique is done to read literature that has been grouped into a reading list. Skim is done by reading a literature better to foster understanding of the topic of literature review. Skim is done by utilizing memories about the content, location of keywords or concepts contained by the literature that have been mapped previously through Scan reading techniques. After scanning through the literature, the understand reading technic is applied. This technique allows the author to re-read literature that has previously been read with the skim technique, to better understand the relationship between concepts or theories that have been read from several literatures. Understand allows the author to present his reading results in a literature review, by combining it with his own ideas.

The implementation of GCET in the form of social tourism in Indonesia was then elaborated, using the concept of social tourism, its impacts, and its relation with sustainable tourism as the theoretical lens.

3. RESULT AND DISCUSSION

3.1. Definition of Social Tourism

Social tourism is a type of tourism that is considered to have the potential to alleviate social inequality (Minnaert et al., 2006) and encourage social equality (Diekmann & McCabe, 2011), and can improve life welfare (Morgan et al., 2015). The phenomenon of social tourism tends to be difficult to understand clearly considering the variety of points of view used to define it, so that the existing definitions become diverse. Social tourism can be defined from the side of the perpetrators, as well as from who receives the benefits of social tourism activities (Minnaert et al., 2006).

Social tourism in some ways has similarities with senior tourism (Dann, 2012). A distinctive characteristic of social tourism as a tourism activity is that it is carried out by those with low incomes (McCabe, 2009; McCabe & Johnson, 2013), financially unable to travel (Minnaert, 2014), nor those receiving social assistance from the government (McCabe, 2009). Because of low income, social tourists have low purchasing power (Haulot, 1981) compared to other types of tourists. In addition to being specifically intended for those who are economically disadvantaged, social tourism also includes tourism activities for those with physical disabilities as well as holiday gifts for those who are less fortunate (Minnaert et al., 2009).

Often, social tourism is sociopolitically prepared or organized by the state (de Almeida, 2011). In socialist countries such as Hungary, social tourism is sponsored by the state in the form of domestic travel where the accommodation facilities provided are of low quality, such as those managed by the state or trade unions (Puczkó & Rátz, 2011)

Judging from the beneficiaries, social tourism can be divided into visitor-related social tourism and host-related social tourism. Visitor-related social tourism is a type of social tourism that is more intended for the perpetrators, to provide opportunities for them to enjoy various resources on earth so that they can forget their difficulty for a moment, and present them the access to tourism like those who do not experience difficulties as they feel. On the other hand, host-related social tourism includes tourism activities carried out to provide benefits to the local community of tourism destinations visited by social tourists, especially in terms of providing additional economic benefits from tourism activities (Minnaert et al., 2006, 2011).

In practice, social tourism is a budget-friendly tour carried out in the perpetrator's own country, either individually or in groups, by visiting theme parks, museums and tourist attractions, where funds are obtained from donations, or provided by the government (Minnaert, 2014).

3.2 The Impact of Social Tourism

Social tourism can provide benefits to the perpetrators, both children, families, people with disabilities (disabled people) and the elderly (Morgan et al., 2015; Sedgley et al., 2018). Although this has been realized, the actualization of the understanding that social tourism has a positive impact on children into the social policies of countries, especially in the UK, has not yet occurred (Hazel, 2005). Until finally in 2015, Bos et al found that children and their families involved in a social tourism activity through school financial assistance showed an improvement in their children's learning outcomes through experiential learning that occurred when they carried out social tourism activities. By traveling, children in the UK are able to contextualize the understanding they have gained in school with the reality they see on the field. In addition, the relationship between school children and their families with the school becomes closer which in turn will positively affect the learning outcomes of children at school (Bos et al., 2013).

However, research on the relationship between social tourism and the elderly has not been widely conducted (Sedgley et al., 2018). One study that tries to uncover the relationship between social tourism and elderly health has been published by Ferrer et al (2015). According to Ferrer et al, participation in social tourism activities positively affects the life satisfaction of seniors, positively affects their perceptions regarding their own physical and mental health, and positively affects their ability to continue to be able to do various things in their daily lives (Ferrer et al., 2015). In addition, seniors who participate in social tourism activities report that their participation has brought various positive impacts into their lives, such as opportunities to socialize with new people (Sedgley et al., 2018), helping to momentarily forget their various health problems (Morgan et al., 2015; Sedgley et al., 2018), as well as reducing stress, depression and worry that they usually feel (Sedgley et al., 2018).

In addition to the impacts described above, social tourism also has a positive impact in increasing happiness and satisfaction with one's life, especially for economically disadvantaged families (Bos et al., 2013; McCabe et al., 2010; Pyke et al., 2019), even positively affect their overall quality of life (McCabe et al., 2010).

3.3 Social Tourism and Sustainable Tourism

Social tourism is a type of tourism intended for those who have physical limitations or are economically disadvantaged, and does not threaten the sustainability of the area visited (Kouřilová & Kratochvílová, 2014). So far, research on social tourism has highlighted more about the benefits of social tourism for people with physical and financial limitations. It is feared that this will disguise the true potential of social tourism in contributing positively to sustainability (McCabe, 2017).

Although it is suggested that more research are needed to reveal its contribution to sustainability (Diekmann et al., 2018; McCabe, 2017), many experts have realized that social tourism has the potential to achieve sustainability (Diekmann et al., 2018; Kakoudakis & McCabe, 2018; McCabe, 2017, 2019). Some even state that the concept of social tourism has closeness or similarity with the concept of sustainable tourism (Ryan, 2002) because it is very compatible with the spirit of "degrowth" which fights for the idea of achieving welfare for humans without glorifying economic growth too much (Higgins-Desbiolles et al., 2019). The opinion of Higgins-Desbiolles et al (2019) mentioned above can be explained by understanding that mass tourism is a form of tourism based on the volume or number of visitors to make a profit. The assumption that more visitors who come to a destination will generate greater profits results in the negative effect that can be experience by the destination. One of the negative impact of mass tourism is the phenomenon of overtourism, where the impact of tourism that occurs as a result of tourist visits has exceeded the ability of a destination to receive these adverse effects.

This phenomenon resulted in the emergence of a movement to restrain the rate of growth (degrowth) in the hope that the damage that occurred could be minimized by reducing the growth rate that occurred. In tourism, reducing growth (control over mass tourism) through carrying capacity (Mowforth & Munt, 2016) is one of the characteristics of sustainable tourism (Butler, 1999).

According to the European Union, the principles of social tourism are: 1). Increase tourism participation among people who have limited ability to travel, 2). The criteria of people with disabilities must be clearly defined, 3). There must be efforts to integrate tourism with environmental sustainability in tourism destinations, and 4). Must be able to provide stable employment to overcome seasonality (Kouřilová & Kratochvílová, 2014). Two of the four principles put forward by the European Union are compatible with 2 of the 3 pillars of sustainability, namely environmental sustainability and economic sustainability. Besides being expected to be able to increase the participation of people who have

limitations to travel to be able to enjoy equal access to tourism, social tourism is also expected to be in the form of sustainable tourism by prioritizing forms of environmentally friendly tourism activities, such as ecotourism. Through ecotourism, tourists will get the opportunity to engage in environmentally friendly tourism while participating in preserving the environment in the destinations they visit.

In addition, social tourism is also expected to be able to create jobs (Diekmann et al., 2018) and help destinations to escape dependence on tourism, especially during low-season times (McCabe & Diekmann, 2015). The way that can be taken, for example, is by attracting market segments that are able to travel at any time, not only during the holiday season (Kouřilová & Kratochvílová, 2014), such as seniors. In addition, the choice of destination can also be directed to rural tourism in the form of rural tourism, so that the economic benefits of these activities will be enjoyed by local people in the destinations visited.

3.4 Social Tourism in Indonesia

The form of social tourism exemplified in this paper is organized by the Ministry of Tourism and Creative Economy, especially the Bali Tourism Polytechnic. Since 2016, Bali Tourism Polytechnic has arranged an annual tour package for its staff, both lecturers and education staff. The tourism trips that have been carried out as a form of social tourism are domestic tourist trips, both within the scope of the island of Bali, and outside Bali. This activity is referred to as the Bali Tourism Polytechnic Employee Jiwa Korsia Development Activity, or more commonly referred to as "outbound".

The trip was prepared by a committee specially formed by the Director of Bali Tourism Polytechnic. The committee designed activities starting from determining the tourism destinations to be visited and tourist activities to be carried out. Activities carried out are usually more than one night. Given that the activity involves all lecturers and education staff at the Bali Tourism Polytechnic, the activity is held in stages, so that services in the campus for students can still be carried out.

To participate in the outbound, all participants are not charged any fees. All components of activities, ranging from transportation, accommodation, eating and drinking as well as tourism activities are fully financed by the Bali Tourism Polytechnic. To finance these activities, financial planning has been prepared a year prior to the execution of the activity, and accounted to the Republic of Indonesia at the end of the year when the activities being carried out.

Given that the activity was planned a year before the implementation of the activity, and accounted for afterwards, it means that the activity is known to the Government of the Republic of Indonesia. Besides being known, these activities are also approved by the Government of the Republic of Indonesia, because without approval at the budgeting stage and budget accountability, the Social Tourism activities will not be able to be carried out.

The implementation of the Bali Tourism Polytechnic Employee Jiwa Korsia Development Activities is an implementation of the mandate of Article 19 of the Tourism Law of the Republic of Indonesia which respects the right of all citizens to be able to get tourism opportunities (*UU. No. 10 Tahun 2009 Tentang Kepariwisata*, n.d.). In addition, the implementation of these activities is also in accordance with verse 3 Article 7 of The GCET which states that these activities are a form of the presence of the government in ensuring equal rights for its citizen to enjoy tourism (*Global Code of Ethics for Tourism*, 2001). This is important considering that lecturers and education staff of the Bali Tourism Polytechnic have diverse incomes, so it cannot be ascertained whether all of them have the ability to finance their tourist trips or not. In this case, the Government is present in terms of providing funding for its employees so that they can enjoy tourist trips like tourists.

SOCIAL TOURISM AS THE GCET IMPLEMENTATION

Lukia Zuraida, Ni Kade Juli Rastitiati, Anom Hery Suasapha

The academic implication of this study to make Contribution to Social Tourism Literature. The study enriches the theoretical understanding of social tourism, particularly in the context of a developing country like Indonesia. By integrating concepts of sustainable tourism and host-related tourism, it expands the existing framework of social tourism and highlights its multidimensional impacts.

From the Government side, doing this will increase employee loyalty as well as increase their camaraderie spirit and work productivity. In terms of employees (lecturers and education staff) this will give them a sense of pride as government employees, thus will increase their work productivity.

On the other hand, the tourist trips carried out will also benefits the local people visited. This happens considering that often the location chosen is a location that is not a tourist destination that is visited by many tourists. In addition, when the Covid-19 pandemic occurs, outbound is carried out within the scope of the island of Bali by choosing locations that are severely affected by the pandemic, such as accommodation facilities or tourist attractions owned by local residents and employing many local workers, so that the benefits caused by the implementation of these activities will be greatly felt by the community in the destinations visited, especially those who have been severely affected by the pandemic. Therefore, social tourism activities organized by the Bali Tourism Polytechnic are basically host-related social tourism, as well as tourist-related social tourism (Minnaert et al., 2006, 2011) and can also be classified as a form of sustainable tourism (Kouřilová & Kratochvílová, 2014).

4. CONCLUSIONS

Social tourism is a very noble form of tourism because it can provide happiness and welfare in the lives of the perpetrators. Social Tourism is specifically aimed at those who are economically disadvantaged, thus financially unable to finance their trip. Therefore, the implementation of social tourism really needs the presents of the government in providing all the assistance needed to provide social tourism, both in the form of providing funds and policies.

Social Tourism is also important to provide economic benefits for the community in the destinations visited. Although there is not much evidence, social tourism is said to have the potential to help achieve sustainable tourism. Social tourism can be directed to ecotourism activities to provide direct experience for the perpetrators to be involved in tourism activities that are responsible for preserving the environment of the destinations visited. In addition, social tourism can also free tourism destinations from dependence on tourism by choosing market segments who are not only available during holiday season.

One form of social tourism implemented in Indonesia is in the form of *Jiwa Korsa* Development Activity organized by government institutions such as the Bali Tourism Polytechnic. The activity was carried out by the Bali Tourism Polytechnic under the supervision of the Ministry of Tourism and Creative Economy of the Republic of Indonesia. Such activities are approved by the Government and funded with state fund. Therefore, the implementation of these activities actually shows the efforts and commitment of the Government of the Republic of Indonesia in providing equal access for its citizens to enjoy tourism.

The implementation of *Jiwa Korsa* Development Activities is in accordance with verse 3 Article 7 of The Global Code of Ethics of Tourism, and is also in accordance with the mandate of Article 9 of Law Number 10 of 2009 to provide equal rights for all humans to enjoy tourism. Besides, it is also highlighted the importance of the Government's presence in ensuring this issue

ACKNOWLEDGEMENTS

We extend our gratitude and appreciation for the management of Bali Tourism Polytechnic for their invaluable support for us during the research and during the writing of this article.

REFERENCES

- Bagwell, L. S., & Bernheim, B. D. (1996). Veblen Effects in a Theory of Conspicuous Consumption. In *The American Economic Review* (Vol. 86). <https://msuweb.montclair.edu/~lebelp/BagwellVeblenEffAER1996.pdf>
- Boniface, B. & Cooper, C. (2005). *Worldwide Destinations*. <https://doi.org/10.4324/9780080454917>
- Bos, L., McCabe, S., & Johnson, S. (2013). Learning never goes on holiday: an exploration of social tourism as a context for experiential learning. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2013.790878>
- Butler, R. W. (1999). Sustainable tourism: A state-of-the-art review. *Tourism Geographies*, 1(1), 7–25. <https://doi.org/10.1080/14616689908721291>
- Dann, G. M. S. (2012). Tourist Motivation and Quality-of-Life: In Search of the Missing Link. In *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities* (pp. 233–250). <https://doi.org/10.1007/978-94-007-2288-0>
- de Almeida, M. V. (2011). The development of social tourism in Brazil. *Current Issues in Tourism*, 14(5), 483–489. <https://doi.org/10.1080/13683500.2011.568057>
- Diekmann, A., & McCabe, S. (2011). Systems of social tourism in the European Union: A critical review. *Current Issues in Tourism*, 14(5), 417–430. <https://doi.org/10.1080/13683500.2011.568052>
- Diekmann, A., McCabe, S., & Ferreira, C. C. (2018). Social tourism: research advances, but stasis in policy. Bridging the divide. *Journal of Policy Research in Tourism, Leisure and Events*, 10(3), 181–188. <https://doi.org/10.1080/19407963.2018.1490859>
- Ferrer, J. G., Sanz, M. F., Ferrandis, E. D., McCabe, S., & Garcia, J. S. (2015). Social Tourism and Healthy Ageing. *International Journal of Tourism Research*, 113, 101–113. <https://doi.org/10.1002/jtr>
- Galvan, J. L. (2017). *Writing Literature Reviews A Guide for Students of the Social and Behavioral Sciences* (Sixth Edit). Routledge.
- Haulot, A. (1981). Social tourism. *International Journal of Tourism Management*, 2(3), 207–212. [https://doi.org/10.1016/0143-2516\(81\)90007-4](https://doi.org/10.1016/0143-2516(81)90007-4)
- Hazel, N. (2005). Holidays for children and families in need: An exploration of the research and policy context for social tourism in the UK. *Children and Society*, 19(3), 225–236. <https://doi.org/10.1002/chi.838>
- Higgins-Desbiolles, F., Carnicelli, S., Krolkowski, C., Wijesinghe, G., & Boluk, K. (2019). Degrowing tourism: rethinking tourism. *Journal of Sustainable Tourism*, 27(12), 1926–1944. <https://doi.org/10.1080/09669582.2019.1601732>
- Jesson, J. K., Matheson, L., & Lacey, F. M. (2011). *Doing Your Literature Review Traditional and Systematic Techniques*. SAGE.
- Kakoudakis, K. I., & McCabe, S. (2018). Social tourism as a modest, yet sustainable, development strategy: policy recommendations for Greece. *Journal of Policy Research in Tourism, Leisure and Events*, 10(3), 189–203. <https://doi.org/10.1080/19407963.2018.1443938>
- Kouřilová, J., & Kratochvílová, L. (2014). Social Tourism Support in the Czech Republic. *Czech Journal of Tourism*, 3(1), 63–81. <https://doi.org/10.2478/cjot-2014-0004>
- McCabe, S. (2009). Who Needs a Holiday? Evaluating Social Tourism. *Annals of Tourism Research*, 36(4), 667–688. <https://doi.org/10.1016/j.annals.2009.06.005>
- McCabe, S. (2017). Social tourism and its contribution to sustainable tourism. *Cuadernos Económicos de ICE*, 93. <https://doi.org/10.32796/cice.2017.93.6146>

- McCabe, S. (2019). "Tourism for all?" Considering social tourism: a perspective paper. *Tourism Review*, 75(1), 61–64. <https://doi.org/10.1108/TR-06-2019-0264>
- McCabe, S., & Diekmann, A. (2015). The rights to tourism: Reflections on social tourism and human rights. *Tourism Recreation Research*, 40(2), 194–204. <https://doi.org/10.1080/02508281.2015.1049022>
- McCabe, S., & Johnson, S. (2013). The happiness factor in tourism: Subjective well-being and social tourism. *Annals of Tourism Research*, 41, 42–65. <https://doi.org/10.1016/j.annals.2012.12.001>
- McCabe, S., Joldersma, T., & Li, C. (2010). *Understanding the Benefits of Social Tourism: Linking Participation to Subjective Well-being and Quality of Life*. 773(June), 761–773. <https://doi.org/10.1002/jtr.791>
- Minnaert, L. (2014). Social tourism participation: The role of tourism inexperience and uncertainty. *Tourism Management*, 40, 282–289. <https://doi.org/10.1016/j.tourman.2013.07.002>
- Minnaert, L., Maitland, R., & Miller, G. (2006). Social tourism and its ethical foundations. *Tourism, Culture and Communication*, 7(1), 7–17. <https://doi.org/10.3727/109830406778493533>
- Minnaert, L., Maitland, R., & Miller, G. (2009). Tourism and social policy: the value of social tourism. *Annals of Tourism Research*, 36(2), 316–334. <http://www.sciencedirect.com/science/journal/01607383>
- Minnaert, L., Maitland, R., & Miller, G. (2011). What is social tourism? *Current Issues in Tourism*, 14(5), 403–415. <https://doi.org/10.1080/13683500.2011.568051>
- Morgan, N., Pritchard, A., & Sedgley, D. (2015). Social tourism and well-being in later life. *Annals of Tourism Research*, 52, 1–15. <https://doi.org/10.1016/j.annals.2015.02.015>
- Mowforth, M., & Munt, I. (2016). Tourism and sustainability. In *Tourism and Sustainability*. <https://doi.org/10.4324/9781315795348-13>
- Patsiaouras, G., & Fitchett, J. (2012). The evolution of conspicuous consumption. *Journal of Historical Research in Marketing, 1899*, 1–32.
- Puczko, L., & Rätz, T. (2011). Social tourism in Hungary: From trade unions to cinema tickets. *Current Issues in Tourism*, 14(5), 459–473. <https://doi.org/10.1080/13683500.2011.568055>
- Pyke, J., Pyke, S., & Watuwa, R. (2019). Social tourism and well-being in a first nation community. *Annals of Tourism Research*, 77(May), 38–48. <https://doi.org/10.1016/j.annals.2019.04.013>
- Ryan, C. (2002). Equity, management, power sharing and sustainability-Issues of the "new tourism." *Tourism Management*, 23(1), 17–26. [https://doi.org/10.1016/S0261-5177\(01\)00064-4](https://doi.org/10.1016/S0261-5177(01)00064-4)
- Sedgley, D., Haven-Tang, C., & Espeso-Molinero, P. (2018). Social Tourism & Older People: The IMSERSO Initiative. *Journal of Policy Research in Tourism, Leisure and Events*, 10(3). <https://doi.org/https://doi.org/10.1080/19407963.2018.1465064>
- Shipman, A. (2004). Lauding the leisure class: Symbolic content and conspicuous consumption. *Review of Social Economy*, 62(3), 277–289. <https://doi.org/10.1080/0034676042000253909>
- Global Code of Ethics for Tourism*, (2001) (testimony of UNWTO).
- UU. No. 10 Tahun 2009 Tentang Kepariwisata. http://www.keepeek.com/Digital-Asset-Management/oecd/development/the-world-economy_9789264022621-en#.WQjA_1Xyu70%23page3%0Ahttp://www.sciencemag.org/cgi/doi/10.1126/science.1191273%0Ahttps://greatergood.berkeley.edu/images/application_uploads/Diener-Subje
- Uysal, M. (1998). The determinants of tourism demand.pdf. In *The Economic Geography of The Tourist Industry* (pp. 79–95).
- Veblen, T. (1899). The Theory of the Leisure Class. *Schlüsselwerke Der Wirtschaftssoziologie*, 1–300. https://doi.org/10.1007/978-3-658-08184-3_4