



# BALI JOURNAL OF HOSPITALITY, TOURISM AND CULTURE RESEARCH

Journal Homepage: [www.baliacademicpublishing.com](http://www.baliacademicpublishing.com)

## Tourism Development Challenges in The Era of Globalization: Maintaining The Archipelago's Insights and Pancasila's Morals

Aqueena Janette Putri Riyadi<sup>1\*</sup>, Hany Sekar Maulida Wijaya<sup>2</sup>, Najwati Yanis<sup>3</sup>, Maulia Depriya Kembara<sup>4</sup>

University Pendidikan Indonesia, Bandung, Indonesia<sup>1,2,3,4</sup>

Aqueena31@upi.edu<sup>1</sup>, hanysekar.11@upi.edu<sup>2</sup>, najwatiyanis12@upi.edu<sup>3</sup>, maulia@upi.edu<sup>4</sup>

\*Corresponding Author: Aqueena31@upi.edu

### ABSTRACT

Globalization has significantly influenced local cultural values and triggered a national identity crisis in the development of Indonesia's tourism sector. This article aims to explore the correlation between globalization, national identity, and tourism development that is built upon national values. It analyzes the roles of Wawasan Nusantara (archipelago insight) and Pancasila morals as ethical foundations for sustainable tourism and culturally grounded tourism. Utilizing a qualitative method through literature review, the study examines scholarly sources concerning nationalism, development ethics, tourism strategies, and the cultural impacts of globalization. The findings reveal a gap between modern tourism strategies and the preservation of cultural and moral values. This article underscores the importance of integrating national insight and Pancasila morals as foundational elements in tourism development. It is hoped that this research provides valuable insights for industry practitioners and academics in fostering tourism that not only stimulates economic growth but also strengthens national identity in the face of globalization in Indonesia.

### ARTICLE HISTORY

Sent 01-September-2025

Accepted 12-September-2025

Approved 15-November-2025

Published 01-December-2025

### KEYWORDS

Tourism; Era of Globalization; Archipelago Insight; Morals.

## 1. Introduction

As the era grows, Indonesia's local culture is starting to be lost. This is caused by the influx of foreign cultures, the impact of globalization, and the lack of education about archipelago insight, especially about Indonesian culture, making it difficult for people to preserve and maintain their own culture. This can be seen from the Bali Post news portal entitled "Tourism-Related Cases Emerge, Serious Challenges for the Sustainability of Balinese Culture and Customs". This section discusses the incident of a fireworks party in Canggu, Finns Beach Club when the Balinese held a religious ceremony. The fireworks were considered destructive and also disrespectful to the spiritual ceremony and the balance of nature in Bali (Bali Post, 2024). This shows a degradation in the foreign visitors. With the promotion of culture and tourism in border areas, it can help strengthen national identity and invite visitors to respect local customs. Incidents or cases like this will certainly further erode the value of Balinese culture and also make it easier for other countries to claim our territory due to the lack of education about the insight of the archipelago to the community. In this context, it is also necessary

**CONTACT** Language Assistance ✉ [bjhtcr@balilanguageassistance.com](mailto:bjhtcr@balilanguageassistance.com)

©2025 The Author(s). Published by Bali Journal of Hospitality, Tourism and Culture Research

Open Access article distributed in terms of Creative Commons Attribute License (CC BY 4.0) <https://creativecommons.org/licenses/by/4.0/>

*Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara* to understand the insight of the archipelago and how to develop the tourism sector by maintaining Indonesian culture while maintaining public morals.

Archipelago Concept is a perspective of Indonesian society related to the people, nation and territory of the Unitary State of the Republic of Indonesia, both land, sea and air as political, economic, social, cultural, defense and security actors. In general, the Archipelago Concept serves as a guide, motivation and encouragement for state administrators, both central and regional, as well as all Indonesian citizens in the community, nation and province, in implementing all kinds of policies, decisions, actions and actions. According to M. Panggabean (1979), Archipelago Concept is based on economy, geography, demography, technology and other strategic opportunities.

Tourism is a social, cultural, and economic event in which people travel to countries or places outside their normal environment for personal, business, or professional reasons (World Tourism Organization). Meanwhile, according to S. Nyoman, tourism is a temporary and short-term activity carried out by people to go to a destination outside their place of residence or work, or outside their activities; customer (S. Nyoman, 1994). Moral is a set of values and norms that govern human behavior in determining good or bad actions in social life. Morals are often associated with ethics, but morals are more practical in everyday life. According to Emile Durkheim, morals are a set of rules accepted by society and regulate individual behavior afar in accordance with prevailing social values.

Based on the above background, the problem formulation is: "How to maintain the insight of the archipelago and the moral of Pancasila in the development of the tourism sector in the era of globalization?" From the formulation of the problem, several research questions were raised as follows: 1. What factors impact the tourism development process?; 2. How to overcome obstacles to tourism development?; 3. How can the archipelago's insight be maintained in the development of the tourism sector in the era of globalization?; 4. What is the correlation of the archipelago's insight with the Pancasila morals in the tourism sector?; 5. What is the relevance of the archipelago's insight with the Pancasila morals in the development of the tourism sector in the era of globalization?; 6. How does the degradation of Pancasila morals affect the tourism sector in maintaining the archipelago's insight?; 7. How to maintain Pancasila morals in the tourism sector? Therefore, the objectives of the research are: 1. To find out the factors that influence the development of the tourism sector; 2. Knowing how to overcome obstacles in tourism development; 3. Knowing solutions to maintain the archipelago's insight in the era of globalization in the development of the tourism sector; 4. Knowing the correlation of archipelago insight with Pancasila morals in the tourism sector; 5. Knowing the relevance of archipelago insight with Pancasila morals in tourism development in the era of globalization; 6. Knowing the effect of Pancasila moral degradation on the tourism sector in maintaining the archipelago's insight; 7. Knowing how to maintain Pancasila morals in the tourism sector. Therefore, the benefits or urgency of this research are as follows: 1. This research aims to provide education on the importance of preserving local and cultural values in tourism development, so that the tourism sector can focus on the tourism sector and not only on economic aspects; 2. Providing solutions for the development of the tourism sector that not only attracts tourists but also emphasizes local identity and increases the prosperity of local communities; 3. Increasing public understanding of the importance of maintaining archipelago insight and its impact on national identity in the context of tourism; 4. Being able to prioritize archipelago insight and moral values in development in the tourism sector.

## **2. Literature Reviews**

### **2.1 The Archipelago Concept in the Context of Globalization**

This study draws from Ratih and Najicha's (2021) "Archipelago Concept" article, which explore the concept of "archipelago insight." This perspective, shaped by a nation's philosophy, history, geography, and existence, aims to foster national goals. The study also considers Abdul Hadi's (2019) "Moralitas Pancasila di Era Global," highlighting globalization as an unavoidable consequence of rapid technological and communication advancements, contributing to economic integration under capitalist influence. In the context of tourism discourse, the concepts of the archipelago and globalization are frequently perceived as being in opposition. Archipelago Concept places significant emphasis on territorial unity, cultural diversity, and a sense of nationhood. In contrast, globalization fosters movement, cultural exchange across borders, and the predominance of global values that have the potential to erase differences. However, upon closer examination, these two concepts do not inherently contradict each other. Instead, they can establish a reciprocal relationship, whereby they influence each other.

Birowo (2022) and Deliana et al. (2024) have indicated that the tourism industry is the most evident domain for observing the interplay between the influx of global culture and the efforts to preserve local culture. When tourism is developed in an exploitative manner to meet the tastes of the international market, the archipelago's insights are often overlooked. Conversely, if tourism development is implemented to enhance the sense of belonging of local communities to their culture and region, then globalization can be leveraged to fortify the nation's identity in the international arena.

Deliana et al. (2024) propose a community-based tourism model that strengthens local identity in response to globalization. Their model utilizes "national insight" to foster community participation in destination management and transmit local values to both young people and tourists. This reflection demonstrates that the archipelago view and globalization are in a constant state of negotiation, adapting to the evolving circumstances. Globalization, being a necessity, cannot be avoided; however, it can be strategically addressed by establishing the archipelago as the foundation for ethical and political principles. This necessitates a recalibration of tourism development strategies to address the demands of the global market while also functioning as a cultural diplomacy instrument that showcases local values on the global stage.

### **2.2. Archipelago Concept in Tourism Development**

Archipelago Concept is a geopolitical and socio-cultural paradigm that regards territorial integrity and diversity as national strengths. Ratih & Najicha (2021) posit that this insight serves to unify diversity through national awareness.

In the context of tourism, this insight necessitates the involvement of local communities as the subject of development, as well as destination management that is not only profit-oriented, but also preserves national values. This assertion is further substantiated by the findings of Birowo (2022), who underscores the pivotal role of promoting border tourism in fortifying the nation's cultural identity. Furthermore, Deliana et al. (2024) demonstrated that the archipelago concept is also pertinent in countering the impact of cultural homogenization brought by globalization. The development of tourism that prioritizes the preservation of local culture not only results in the creation of a unique destination, but also fosters a counter-narrative to the pervasive influence of global culture. In this case, the insight of the archipelago is not merely a response to external challenges rather, it serves as a foundation for the development of a culturally sovereign tourism model.

The integration of this value into the tourism development strategy is imperative to ensure that Indonesian tourism maintains its distinct identity in global competition and evolves as a national force grounded in its historical and cultural heritage.

### **2.3. Tourism in the Era of Globalization**

Tourism is a collection of activities and tours carried out by individuals, communities, or families to a location briefly in the hope of achieving qualities such as seeking relaxation, harmony, consistency, and inner happiness. This is complemented by various facilities and infrastructure that have been prepared by stakeholders with this authority (Muchlisin Riadi, 2020).

Sugiama (2013) defines tourism as a collection of activities and services designed with the aim of meeting the travel needs of a person or group of people, such as tourist attractions, transportation, accommodation, and other services. Tourism that is carried out is only carried out with a short span of time for the purpose of rest, business, or other interests. Meanwhile, according to Bakaruddin (2008:17) "Tourism is a trip made by a person or group for a while, from one place to another, with the intention not to try and make a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill diverse desires."

Tourism is a sector that has a close relationship between local and international, therefore tourism development will not escape the flow of globalization. It cannot be denied that tourism development in the era of globalization is increasingly eroding national and cultural values.

### **2.4. Morality of Pancasila**

Morality refers to commonly accepted teachings about what is right and wrong in attitudes, obligations, actions, and character (Sudarsih & Widususeno, 2024). In general, morality is set of principles or rules that essential to guiding one's life with integrity and respect for others. In the context of tourism, morality serves as the ethical foundation for service—shaping how stakeholders, from policymakers to local communities, engage with visitors in a humane, fair, and culturally respectful manner.

According to Abdul Hadi (2019), Pancasila morality plays a crucial role in civic education by instilling the core values of humanity and justice. In tourism development, this morality provides an ethical framework that guides not only individual behavior but also policy and practice. Ensuring that tourism reflects national identity, respects local diversity, and strengthens social solidarity. By embedding Pancasila moral values into tourism activities, the sector becomes a strategic platform for shaping national character and enhancing the global competitiveness of Indonesia's tourism industry.

Globalization presents significant challenges to national cultural identity, particularly in the tourism sector, which serves as a platform for interaction between local and global values. In response to this, *Wawasan Nusantara* functions as a national paradigm that safeguards cultural values, while *Pancasila* morality provides the ethical framework for shaping tourism-related behavior and policy. The integration of these elements creates a balance between global competitiveness and the strengthening of national identity, positioning tourism as a strategic instrument in the development of national character. A total of ten articles were reviewed, as outlined in Table 1.

Table 1. Literature Review References

| Author                                | Abstract  | Link  |
|---------------------------------------|---|---|
| Febrianingrum S. Rahayu, et.al (2019) | This research uses a deductive approach and data collection methods using observation, random sampling for questionnaires, interviews with purposive sampling and document studies. To determine the level of importance of aspects and factors that influence the scoring analysis technique is used. The results of this study related to the driving factors in the development of coastal tourism are the availability of adequate road networks, the proximity of tourist destinations to the origin of tourists, the active role of the community and security in tourist destinations. Factors that hinder the development of coastal tourism include, limited fulfillment of facilities and infrastructure, incompleteness of fishing port facilities, non-integration of public transportation modes between coastal tourism, non-optimality of the role of tourism management institutions and non-optimality of media utilization for tourism promotion. | <a href="https://doi.org/10.20961/desa-kota.v1i2.14762.130-142">https://doi.org/10.20961/desa-kota.v1i2.14762.130-142</a>                   |
| Dimuru, A. (2023)                     | In this decade the development of the world of tourism has undergone various changes, both patterns, forms and nature of activities, encouragement of people to travel, ways of thinking and the nature of development itself. In developed countries tourism is no longer a new thing, even people travel is   | <a href="http://dx.doi.org/10.53625/jcij.urnalcakrawalailmiah.v2i7.5286">http://dx.doi.org/10.53625/jcij.urnalcakrawalailmiah.v2i7.5286</a> |

|                                   |  |  |
|-----------------------------------|--|--|
|                                   | <p>a necessity of human life. This research uses descriptive with data sources are primary data and secondary data with data collection techniques in the form of interviews and observations, the data analysis technique used is to describe the research data according to the variables to be studied.</p>   |  |
| <p>Deliana, D. et.al (2024)</p>   | <p>The purpose of this paper is to investigate strategies and challenges in strengthening local identity through tourism development and cultural preservation in the context of globalization. This research method uses a literature study to collect and analyze sources related to strengthening local identity through tourism and cultural preservation in the context of globalization. Data were obtained from academic databases, online libraries, and other reliable sources, then thematically analyzed to identify key themes in formulating insights and recommendations related to the sustainability of culture and tradition in the era of globalization.</p> | <p><a href="#">Memperkuat Identitas Lokal dalam Globalisasi Melalui Pariwisata dan Pelestarian Budaya (pdf)   Paperity</a></p> |
| <p>Adiwijaya, S. et.al (2024)</p> | <p>In this era of globalization marked by the rapid development of technology and the internet, it can easily affect the sustainability of local wisdom. The influence of globalization often makes local wisdom become neglected. Therefore, local wisdom must be maintained and also preserved in this globalization era. Many</p>   | <p><a href="#">PENTINGNYA KEBERLANJUTAN KEARIFAN LOKAL DALAM ERA GLOBALISASI   Adiwijaya   Ei -Hekam</a></p>                   |

|                          |  |  |
|--------------------------|--|--|
|                          | <p>ways can be used so that local wisdom is maintained, one of which is that the community itself must intervene directly by holding traditional cultural events and introducing them to the outside world. The purpose of this study is how important it is to maintain and preserve local wisdom in the midst of the era of globalization that is all technology like today. The method used in this research is an exploratory-orientated qualitative research method that seeks to analyze research problems from reading sources by applying content analysis.</p>  |  |
| <p>Birowo M. (2022)</p>  | <p>Tourism, according to Presidential Instruction No. 9 of 1969, aims to increase foreign exchange earnings; expand employment opportunities; and introduce the natural beauty of Indonesian culture. With the development of people's lives today, tourism needs to be reviewed within the framework of the archipelago's insight in the digital era. Referring to the 1999 MPR Tap, tourism is seen from the point of view and attitude about the environment, nature and the diverse existence of this country. Meanwhile, the insight of the archipelago is an understanding of the Indonesian nation in political, economic, social and cultural unity, including defense and security.</p> | <p><a href="https://www.kompasiana.com/mathildaamwbirowo6595/62b6da48cfc22e37e564d112/hakikat-wawasan-nusantara-dalam-pemulihan-kepariwisataan">https://www.kompasiana.com/mathildaamwbirowo6595/62b6da48cfc22e37e564d112/hakikat-wawasan-nusantara-dalam-pemulihan-kepariwisataan</a></p> |
| <p>Melumpi M. (2014)</p> | <p>The influence of globalization due to the development of information</p>  | <p><a href="https://www.academia.edu/87456815/Peran_Duta_Wisata_Ongga_Bale_Kabupaten_Poso_Dalam_Memajukan_E">https://www.academia.edu/87456815/Peran_Duta_Wisata_Ongga_Bale_Kabupaten_Poso_Dalam_Memajukan_E</a></p>   |

|                                    |   |  |
|------------------------------------|---|--|
|                                    | <p>technology followed by easy access makes human movement faster, more varied, more comfortable, more economical, and easier. In educational tourism, it is not only pleasure and satisfaction that is obtained when finished doing tourism activities, but coupled with knowledge. The lack of tourism education owned by Ongga Bale is expected to continue learning in order to represent the region in an effort to advance the potential and tourism assets of the region.</p>                          | <p><a href="#">dukasi Pariwisata Di Era Globalisasi</a></p>  |
| <p>Riani T. (2021)</p>             | <p>The most appropriate way to instill the concept of archipelago insight is about how to preserve cultural differences by linking archipelago insight. The era of globalization can lead to changes in the lifestyle of a more modern society. As a result, people tend to choose a new culture that is considered more practical than the local culture.</p>  | <p><a href="https://www.researchgate.net/publication/357030836_PENINGNYA_WAWASAN_USANTARA_UNTUK_MELESTARIKAN_PERBEDAAN_BUDAYA_DI_REA_GLOBALISASI">https://www.researchgate.net/publication/357030836_PENINGNYA_WAWASAN_USANTARA_UNTUK_MELESTARIKAN_PERBEDAAN_BUDAYA_DI_REA_GLOBALISASI</a></p> |
| <p>Mubarokah I, Jaya A. (2024)</p> | <p>Technological advances in the era of globalization have accelerated the exchange of information and culture between countries. If people are not careful in sorting and filtering foreign cultural influences, it can have a negative impact on the sustainability of Indonesia's original culture. One of the efforts to avoid westernization is through the application of the concept of archipelago insight, which can strengthen and protect Indonesia's cultural wealth. It is important for all</p> | <p><a href="http://dx.doi.org/10.31602/jt.v6i1.13477">http://dx.doi.org/10.31602/jt.v6i1.13477</a></p>   |

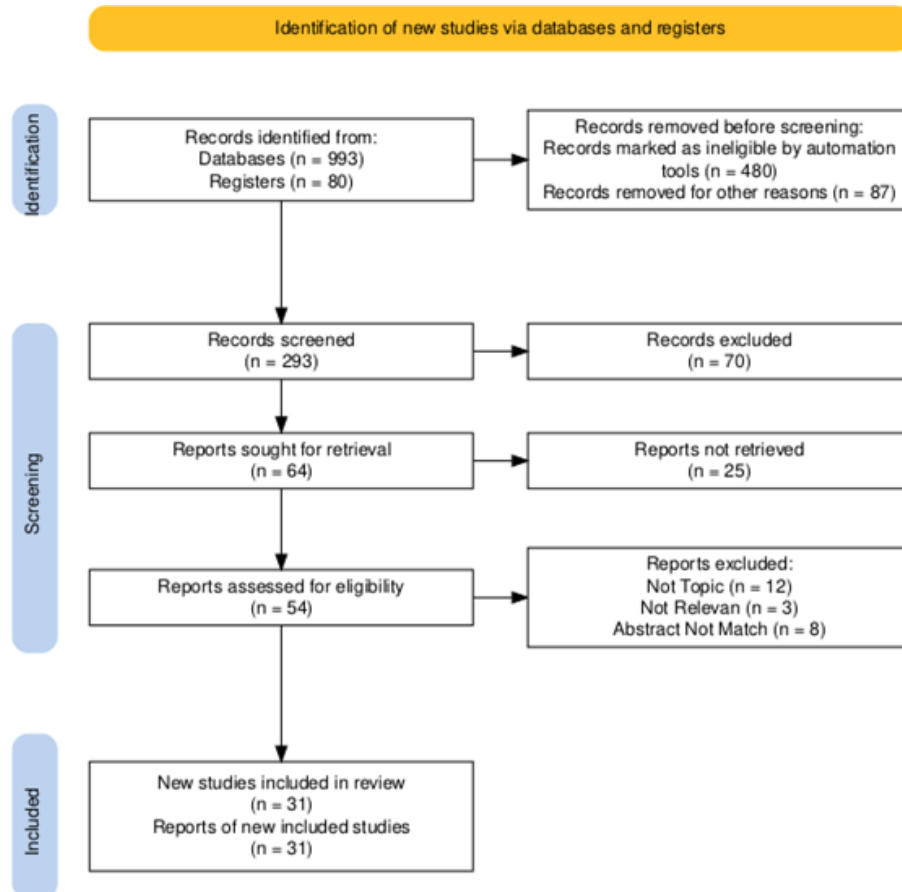
|                                       |  |   |
|---------------------------------------|--|---|
|                                       | Indonesians to understand the concept of insight into the archipelago, unfortunately, many are still uninformed about it.  |   |
| Hidayah D. (2022)                     | <p>How to apply archipelago insight in the digital era:</p> <ol style="list-style-type: none"> <li>1. Awareness as a society about the importance of maintaining the unity and integrity of the homeland.</li> <li>2. Utilizing social media to build and sensitize the community, especially teenagers.</li> <li>3. Creating implementation in various fields of life such as economics, politics and social life.</li> </ol> | <a href="https://www.kompasiana.com/dianhasnal04/62aeab7bb448625fb162e62/penerapan-wawasan-nusantara-di-era-digital-dan-globalisasi">https://www.kompasiana.com/dianhasnal04/62aeab7bb448625fb162e62/penerapan-wawasan-nusantara-di-era-digital-dan-globalisasi</a> |
| Kurniawan A. & Primawardani Y. (2021) | This research is an analytical descriptive research that refers to the results of research and literature studies related to the discussion. The results show that corporate involvement in tourism development in Labuan Bajo, Komodo, Indonesia has an impact on human rights.   | <a href="http://dx.doi.org/10.54629/jli.v18i1.748">http://dx.doi.org/10.54629/jli.v18i1.748</a>   |

### 3. Research Methods

The research method used in this research is a qualitative method using a literature review and literature study approach. Based on the reference source used, namely an article entitled "Qualitative Research Methods for Literature and Field Studies" by Wahyudin Darmalaksana (2020), the author chose qualitative research methods because this method is more commonly used by academics in the humanities and social sciences (Darmalaksana, 2020). This research uses a literature review and literature study approach. The literature review is a review of previous research that serves to form a framework and theoretical basis for this research. Meanwhile, the literature study approach is part of a qualitative method carried out by collecting literature sources, both primary and secondary, then processing and interpreting data to produce knowledge. Data collection uses various sources such as books, journals, articles, and research that has been done. The reference sources taken have been critically analyzed. To find reference sources as

Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara references, we used Google Scholar with the following keywords: "Archipelago Insights", 'Tourism', "Era of Globalization", and "Morals Pancasila". The sequence of steps undertaken in the present study is illustrated in Figure 1.'

Figure 1. Flow Chart of Research



## 4. Result and Discussion

### 4.1. Factors Impacting the Tourism Development Process

Of course, if you want to improve an object, you need to know what factors affect the improvement of the object. Therefore, based on the literature review we used, there are various factors that influence tourism development. Based on a journal article entitled "Faktor- Faktor yang Mempengaruhi Pengembangan Pariwisata Pantai di Kabupaten Purworejo" (Febrianingrum, S. Rahayu. et.al 2019), the factor that influences the development of marine tourism is the availability of appropriate resources. Infrastructure includes road networks, proximity of tourist destinations to departure points, the role of the community, and security systems in a tourist destination. The magazine also identifies elements that must be met by a tourist spot such as attractions, facilities, infrastructure, transportation, and hospitality. Meanwhile, according to Jannah (2024), the main factor that impacts the tourism development process is local wisdom, which is in the form of culture, traditions, art, and the way of life of the local community. Looking at the factors that have been mentioned, this shows that the awareness of tourism owners, communities, and visitors plays a big role in creating sustainable tourism and also protecting the local culture itself. By maintaining and preserving local wisdom, it can create a tour that fosters the interest of tourists.

Meanwhile, according to Suwardjoko (2007: 78) states that the development of tourist attractions must fulfill two things: the exoticism of the appearance of tourist attractions and

Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara the human need for leisure entertainment. The journal also suggests that the attraction in a tour is one of the main components used in increasing the attractiveness of tourists. This includes four points, namely tourists, transportation, attractions, and facilities and services provided. The things mentioned above are factors that must be highlighted in the development of tourist attractions. In addition to the above, the influence of western culture or known as "Westernization" is also evident in Indonesia, and the lifestyle of the community is increasingly leading towards modernity. In this increasingly challenging time, the influence of westernization cannot be avoided. In a journal entitled "Kandungan Ideologi Pancasila dalam Pembangunan Ekonomi Pariwisata Indonesia", it is stated that the ideological content of Pancasila is one of the guidelines for tourism development. Good tourism development is realized from the results of democratic decision making in the legislature (Putra et al., 2022).

Although the digital era is useful for sharing information, including information related to travel activities that are popular or make tourism popular, on the other hand, technological advances have a negative impact on tourism, such as the case when a foreign tourist uploaded a photo of opening his pants while at the top of Mount Agung Bali, this violated Constitution Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE) by uploading immoral videos and photos on social media. Another example of a case is a student who damaged a barrier facility in the Kota Rebah Mangrove tourist area, Tanjungpinang, this was done only for content on social media. From these case examples, people who damage tourism value become one of the obstacles in tourism development (Afriani et al., 2024). In addition, government agencies have also published studies on the impact of tourism businesses on local communities in an academic journal article entitled "Dampak Bisnis Pariwisata terhadap Masyarakat Lokal: Sebuah Studi tentang Dampak Bisnis Pariwisata terhadap Hak Asasi Manusia" (Arief Rianto Kurniawan & Yuliana Primawardani, 2021). Tourism planning and development, local community enthusiasm, and laws and regulations governing the tourism sector are also among the factors that influence tourism development.

In the article "The Relevance of Peter L. Berger's Political Ethics for Tourism Development in Indonesia" (Bernardus Badj, 2024) said that natural, human, and cultural resources are important assets of development. As community participation is a supporting factor in tourism development. The legal policy of Law Number 10 of 2009 concerning Tourism and PP Number 50 of 2011, the role of government, private and community must also be included in tourism development, so that the creation of standard service infrastructure such as accommodation, accessibility, amenity, attractions, and activities can be provided properly. Therefore, in developing the tourism sector, cooperation from all stakeholders is needed, in order to create a good tourism environment, appropriate services, to maintain the insight of the archipelago and the morals of Pancasila.

#### **4.2. Solutions to Overcoming Obstacles in Tourism Sector Development**

If there are supportive factors, there will also be factors that hinder the development process. However, according to the output of the literature review we used, we found solutions to overcome the inhibiting factors based on the sources we read. The journal article titled "Memperkuat Identitas Lokal di Tengah Arus Globalisasi Melalui Pariwisata dan Pelestarian Budaya" (Dian Deliana et al., 2024) shows tactics that can be done, such as education about cultural philosophy & the use of information technology. Education & promotion of Indonesian culture can also help citizens appreciate & realize the uniqueness of existing cultures and get involved in efforts to preserve Indonesian culture.

It is concluded from the next article, that the national language is one of the ways to maintain local culture, because it is used to interact and communicate in daily life. There

*Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara* needs to be awareness from each individual to realize that they have similarities in basic habits (behavior). Another way to overcome the inhibiting factor is to use the event of selecting a

tourism ambassador in the area, by prioritizing someone who has insight related to tourism, and is able to promote tourism in the area. In addition, Indonesian people must also understand and apply the applicable standards in terms of tourism, not only the community, but all stakeholders involved in the tourism industry must take part in this (Socialization of Travel Ethics in the Digital Age, Afriani et al., 2024). From this section, it can be seen that the solution to overcome the inhibiting factors in the development of the tourism sector is to maintain the national language, this can be applied by communicating and interacting in everyday life.

In addition, according to the journal article "Peran Duta Wisata Ongga Bale Kabupaten Poso dalam Memajukan Pendidikan Kepariwisata di Era Globalisasi" (Martho Harry Melumpi, 2014), Edu-Tourism or commonly called Educational Tourism is an event where participants in tourism activities travel in an exclusive location in a group using the primary purpose of receiving personal experience related to the location visited. Alternatives to this program can take the form of ecotourism, student exchanges between educational institutions, and also heritage tourism.

This tourism case is often related to using the rights of local communities, so problems like this must involve local communities to participate in tourism development planning, including how local communities promote their areas to become tourist areas, as well as the active role of civil society in defending the rights of local communities.

### **4.3. Solutions for Maintaining Archipelago Concept in the Era of Globalization in the Tourism Sector Development Process**

Maintaining the insight of the archipelago is a big challenge in the current era of globalization. As a result, we need to find solutions to maintain it, especially in terms of tourism development. The researcher found a journal that provides a solution to this problem. A journal article titled "Memperkuat Identitas Lokal di Tengah Arus Globalisasi Melalui Pariwisata dan Pelestarian Budaya" (Dian Deliana et al., 2024) suggests community-based tourism development, where local communities are actively involved in the decision-making process and management of tourism in the area. Tourism development is expected to further strengthen existing cultural values by involving local communities. Communities are expected to maintain their cultural diversity and pass it on to future generations so that effective collaboration and appropriate strategies can run smoothly. Then if local cultural values begin to be abandoned and local communities begin to be influenced by outside cultures, then local communities must better understand the characteristics and respect and preserve existing cultures, by maintaining local culture, the bad influence of globalization will not affect local culture.

According to Jannah et al. (2024) in their journal, it is stated that maintaining local wisdom in tourist areas is a form of maintaining the archipelago's insight as a pedomana for tourism development in Indonesia. Researchers also found that using social media to build public awareness is an effective method. Judging from the quote above, a solution can be obtained to maintain the insight of the archipelago in the current era of globalization, namely by developing community-based tourism and inviting local communities to be more active in developing the tourism sector in the region. In addition, the community itself must be able to control the outside culture that enters in this era of globalization.

#### **4.4. Correlation of Archipelago Concept with Pancasila Moral in Tourism Sector**

The archipelago as a way of seeing the unity of a region and culture is in line with the values contained in Pancasila, such as unity and justice. Both encourage harmony and ethics in tourism development, so that the tourism sector does not only pursue economic benefits, but also maintains the nation's identity. Although the leadership is changing due to various socio-political problems, the ideological content of Pancasila is used as a policy construction to build Indonesia's tourism credibility internationally (Putra et al., 2022). The link between the insight of the archipelago and the moral of Pancasila is very close, this is what encourages the creation of unity and justice in Indonesia. Both of these encourage ethics in the development of the tourism sector, which maintains the identity of the nation.

In the article "Adaptation System and Environmental Ethics of Indigenous Peoples Towards Tourism Activities in Kampung Naga" (Mandasari et al., 2024), it is stated that the Pancasila morals such as divinity, humanity, and social justice are reflected in the way the people of Kampung Naga protect the environment, uphold the ethics of traveling, and deliberate to establish applicable customary rules. This shows that the development of the tourism sector can run in harmony with the preservation of the nation's culture and noble values. Thus, the insight of the archipelago and the moral principles of Pancasila complement each other as a foundation in building sustainable tourism and national character. Archipelago insight also means maintaining state sovereignty, including in the management of the tourism sector from foreign intervention. This is in line with the value of independence and national responsibility reflected in Pancasila. In the 1st precept, the moral value of Pancasila also emphasizes the importance of religious and ethical attitudes, as applied in tourism promotion that respects places of worship and does not exploit culture disrespectfully.

#### **4.5. Relevance Between Archipelago Concept and Pancasila Moral in Tourism Sector Development in the Era of Globalization**

As stated in an article entitled "Muatan Ideologi Pancasila pada Perencanaan Pariwisata Indonesia" (Putra et al., 2022), the concepts of Nusantara perspective and the moral principles of the Indonesian Constitution are closely intertwined. In the contemporary global context, characterized by the proliferation of liberal ideologies, these two factors serve as crucial countermeasures against the potentially deleterious influences that may emerge.

The aforementioned product is also an integral component of the national development strategy, which is implemented in a systematic, planned, coordinated, sustainable, and accountable manner, with a focus on safeguarding national interests, cultural heritage, and national interests.

The utilization of the five principles and the Archipelago Concept as the primary reference is imperative to avert the potential entrapment of tourism development within the confines of market logic, which is predicated on the pursuit of profit without duly considering the socio-cultural ramifications. Consequently, the role of both is not merely an abstract norm, but rather, it must be manifested in concrete form, encompassing all aspects of policy formulation and daily practices in tourist destinations. This value cultivation, it is argued, must be pursued collectively through character education, tourism regulations, and the reinforcement of the national narrative in Indonesia's tourism promotion

The presence of tourists encourages change because they influence people to adapt to technological advances while maintaining traditions and environmental sustainability (Mandasari et al., 2024). Communities must maintain their culture, customs, and local wisdom to preserve the essence of the archipelago. They must also prioritize the values of the Indonesian Unity (3rd Precept), which views cultural diversity as a national strength, by upholding the morals of the Pancasila. The morals of the second and fourth precepts of

Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara Pancasila are reflected in customary deliberations, tolerant attitudes toward differences, and mutual cooperation to preserve the environment and culture. Development must be based on local values and social justice so as to not victimize local communities. Ethical development prioritizes human values and participation, which is relevant for facing the challenges of globalization and maintaining national identity.

The presence of visitors has had a substantial impact on the social and cultural fabric of the local community. This impact has necessitated a delicate balance between embracing modern advancements and preserving traditional practices and environmental sustainability. In the face of these challenges, the values of Nusantara's wisdom and the principles of the Moral Pancasila serve as the fundamental ethical foundation. The values of unity, humanism, and consensus serve as the foundation for the examination of cultural diversity and the assurance of equitable, participatory, and nationally grounded sports. In light of the aforementioned, the integration of local and national values is imperative for achieving sustainable and dignified progress in the globalized era

#### **4.6. The Effect of Pancasila Moral Degradation on the Tourism Sector in Maintaining Archipelago Insight**

The term "*Wawasan Nusantara*" refers to the nation's perspective or foundation for understanding its relationship with itself and its environment. This concept is inextricably linked to the concept of morality, which serves as the foundation for the ethical principles that govern social interactions, including within the context of the tourism industry. The correlation between the perspective of Nusantara and the moral principles of Pancasila has been demonstrated to support the development of the social and cultural aspects of the nation.

The deterioration of ethical standards, manifesting in the forms of exploitation and avarice on the part of certain individuals, has exerted a deleterious influence on the tourism industry. A case in point is the frequent expropriation of land by the government or developers in the tourism sector. This phenomenon signifies the erosion of humanitarian and equitable values that are fundamental to the moral principles of the Pancasila and the Nusantara vision. The article was published in a scholarly journal under the title "Moral Development in Tourism in Yogyakarta." Sri Dan Widisuseno (2024) posits that the politeness of the local populace constitutes a significant factor in the appeal of the destination for visitors. This is particularly evident in destinations that are rooted in cultural heritage. The aforementioned forms of hospitality are not only evident in direct interactions, but also manifest in outward appearances, tolerance of differences, and respect for cultural and traditional values. The author emphasizes that the moral aspects of society manifest in the practices of hospitality grounded in local cultural and social values.

In addition, Putra et al. (2022) posit that the moral implications of the Panca Sila are significant, with the potential to generate substantial social conflict, as evidenced by the disintegration and communal conflicts that occurred during the Reformasi period. In the absence of a religious foundation, the pursuit of tourism will inevitably become a breeding ground for malevolent elements, as evidenced by the profound impact of religion on the tourism industry.

This assertion is further reinforced by the first principle of the Pancasila, which asserts the concept of "*Ketuhanan Yang Maha Esa*" signifying the centrality of a divine entity within the national framework. It is evident that a correlation exists between the concept of "*wawasan nusantara*" and the moral principles that govern human conduct. The significance of this correlation extends beyond the realm of merely fostering harmonious community interactions; it encompasses the promotion of ethical values and the establishment of a just and equitable social order. In the realm of tourism, the alignment of

Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara the archipelago's cultural identity and ethical principles has the potential to serve as a compelling attraction for visitors, encouraging them to explore specific destinations. In the event of a moral degradation within the tourism sector, the development of a national character in the field of tourism may be hindered, which would in turn damage the image of Indonesia as a cultural nation, an integral component of the concept of "Nusantara" (the Indonesian archipelago).

#### **4.7. A Proposed Solution for the Preservation of the Five Principles of Morality within the Context the Tourism Industry**

The relationship between the preservation of the moral values enshrined in the five principles of the Pancasila and the tourism sector is characterized by the paramount importance of upholding the highest standards of ethics and etiquette in the provision of services to visitors, with the objective of fostering a positive image for tourist destinations. In addition, the moral principles of the five principles ensure that the benefits derived from the tourism sector are not exclusively enjoyed by visitors or large businesses, but are also disseminated in a uniform manner to the general public, including small and medium-sized enterprises (SMEs) and individuals engaged in informal sector activities. In light of the aforementioned, the role of the state in this matter is twofold: first, to function as an economic entity; and second, to serve as a means to achieve social justice and the preservation of national values.

The preservation of the moral principles of Pancasila in the tourism sector can be achieved by preserving the local wisdom, including the culture, customs, and traditions of Indonesia. In addition, it is imperative for developers and visitors of the tourism industry to adhere to the principles of the Pancasila as a foundational framework for their respective endeavors. This commitment fosters the development of an environment that is conducive to the promotion of cultural and ethical values, thereby contributing to the creation of a positive and beneficial tourism landscape (Putra et al.). In the context of maintaining the integrity of the moral principles of Pancasila, the tourism sector plays a pivotal role in preserving these values through the preservation of traditional customs, environmental ethics, and outwardly visible conduct grounded in cultural values. The implementation of the values of cooperation, ethics, and the promotion of diversity, which serve as the foundational principles of the moral philosophy of the five principles of the Indonesian constitution, serve as the basis for the strategy of environmental sustainability. This strategy is accompanied by the articulation of the nation's identity.

It is imperative that stakeholders comprehend the ethical principles of humanistic public policy, which prioritize the well-being and cultural significance of communities. In addition, it is imperative to impart education on the subject of ethics in the context of social media, particularly in the context of tourism promotion. This has encouraged local communities to play an active role in preserving their cultural heritage and environmental quality, while also promoting their own local attractions. Another potential solution involves a collaboration between government officials, academics, and the public to ascertain a promotional approach that is equitable, civil, beneficial, and prioritizes the ethical principles of the five principles of

the United Nations (Etika Pengguna Media Sosial: Studi Promosi Destinasi Pariwisata di Desa Patoameme, (Abdussamad & Muhtar 2022). This interdisciplinary collaboration is not merely a technological advancement, it is also deeply rooted in national values that preserve the positive image of local culture and bolster national identity.

## 5. Conclusion

This study posits the notion that the Archipelago Concept and the five principles of Pancasila serve as the ideological and ethical underpinnings for the development of tourism in Indonesia in the context of globalization. The study indicates that these cultural institutions not only serve to protect the nation's cultural identity and sovereignty, but they can also serve as a foundation for the development of sustainable, inclusive, and nationally distinctive tourism.

In the context of tourism vocational education, it is imperative to integrate national values into the curriculum and occupational certification programs. In the context of destination management, it is imperative to prioritize community engagement strategies and the preservation of local culture in the formulation of plans. In the context of promotional strategies, the values of cooperation and tolerance espoused by the five principles (Pancasila) can play a pivotal role in the realm of national tourism marketing. From a social regulatory perspective, it is imperative that policies are created to protect the rights of indigenous peoples. These policies should require socio-cultural impact assessments prior to the development of any destination. In the digital context, it is imperative to formulate ethical guidelines for tourism promotion that prioritize the promotion of positive values, with the objective of mitigating the dissemination of content that is deleterious to the image of local culture.

From a scholarly standpoint, this study makes a significant contribution to academic discussions on the incorporation of local and national values in tourism development strategies. This is especially true through a literature approach that highlights the challenges of modernization and global impacts. By reinforcing the relationship between nationalistic insights and ethical practices in tourism, this study offers a conceptual framework that can be applied in value-based tourism policy-making.

## References

- ABDUSSAMAD, Z., & MUHTAR, M. H. (2022). Etika Penggunaan Media Sosial Dalam Promosi Destinasi Wisata di Desa Patoameme. *Akuntansi Dan Humaniora: Jurnal Pengabdian Masyarakat*, 1(2), 132–139. <https://doi.org/10.38142/ahjpm.v1i2.339>
- Adlini, M. N., Dinda, A. H., Yulinda, S., Chotimah, O., & Merliyana, S. J. (2022). Metode Penelitian Kualitatif Studi Pustaka. *Edumaspul: Jurnal Pendidikan*, 6(1), 974–980. <https://doi.org/10.33487/edumaspul.v6i1.3394>
- Badj, B. (2020). *Relevansi Etika Politik Peter L. Berger Bagi Pembangunan Pariwisata di Indonesia*. *Lumen Veritatis*, 15(2), 139–164. <https://doi.org/10.30822/lumenveritatis.v15i2.3291>
- Bakri, S. (2020). Pentingnya Keberlanjutan Kearifan Lokal Dalam Era Globalisasi. *EL-Hekam: Jurnal Studi Keislaman*, 14, 51–69.
- Deliana, D., Purbosaputro, E., Sunyoto, S., (2024). Memperkuat Identitas Lokal dalam Globalisasi Melalui Pariwisata dan Pelestarian Budaya. *Innovative: Journal Of ...*, 4, 1561– 1573. <http://j-innovative.org/index.php/Innovative/article/view/10675>
- Ester Rosa Komara, Muhammad Gilang Putra Tryana, Neila Zira Alfiah, Ratu Azmi Muthmainna Shauban, & Maulia Depriya Kembara. (2024). Menumbuhkan Cinta Tanah Air Melalui Teknologi Dalam Konteks Wawasan Kebangsaan Pada Generasi Muda. *Aktivisme: Jurnal Ilmu Pendidikan, Politik Dan Sosial Indonesia*, 1(3), 46–55. <https://doi.org/10.62383/aktivisme.v1i3.297>
- Harsana, M. (2010). *Pariwisata dan Pembangunan Karakter Jati Diri Bangsa*. Seminar Nasional 2010 "Character Building for Vocational Education," 78–87.

- Aqueena Janette Putri Riyadi, Hany Sekar Maulida Wijaya, Najwati Yanis, Maulia Depriya Kembara Jannah, D. N., Kristiansen, H. N., & Wibowo, M. S. (2024). Pengaruh Kearifan Lokal Terhadap Minat Pengunjung Di Desa Wisata Nongkosawit. *Jurnal Pariwisata*, 11(1), 28–39. <https://doi.org/10.31294/par.v11i1.21456>
- La Dimuru, A. H. (2023). Pengembangan Destinasi Pariwisata Pantai Di Pulau Hatta Kecamatan Banda Naira. *Jurnal Cakrawala Ilmiah*, 2(7), 3005–3020. <https://doi.org/10.53625/jcijurnalcakrawalailmiah.v2i7.5286>
- Malinda, V., & Najicha, F. U. (2023). Upaya Memperkuat Kebudayaan Bangsa Melalui Penerapan Wawasan Nusantara di Era Gemparnya Budaya Westernisasi. *Jurnal Global Citizen*, 2, 66–74. <https://ejurnal.unisri.ac.id/index.php/glbctz>
- Melumpi, M. H. (2014). Peran Duta Wisata Ongga Bale Kabupaten Poso Dalam Memajukan Edukasi Pariwisata Di Era Globalisasi. *Jurnal Akademia*, 1(2), hal 10. <http://dompu.info/duta->
- Nikita, A., Lubis, N. P., & Fauziah, S. (2023). Upaya Manajemen Sekolah dalam Menghadapi Hambatan Sarana Prasarana Pendidikan. Bhinneka: *Jurnal Bintang Pendidikan*, 1(3), 1–9. [https://pbsi-upr.id/index.php/Bhinneka/article/view/163%](https://pbsi-upr.id/index.php/Bhinneka/article/view/163%25)
- Putra, A. P., Nugroho, M. S., Kusrawan, Andi Bahri, S., & Nurgiansah, T. H. (2022). Muatan Ideologi Pancasila Dalam Pembangunan Ekonomi Pariwisata Indonesia. *Jurnal Kewarganegaraan*, 6(1), 898–904. <http://journal.upy.ac.id/index.php/pkn/article/view/2609>
- Qodariah, L., & Armiyati, L. (2015). Nilai-Nilai Kearifan Lokal Masyarakat Adat Kampung Naga Sebagai Alternatif Sumber Belajar. *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 10(1), 10–20. <https://doi.org/10.21831/socia.v10i1.5338>
- Rahmani, A. S. P., Edriana, A. S., & Kembara, M. D. (2024). Media Sosial Instagram Sebagai Media Penyebaran Informasi Identitas Nasional. *Jurnal Pendidikan Sosial Dan Humaniora*, 3(2), 1286–1293.
- Ramadhani Puji Astutik, Yusuf, S. (2020). Pengaruh Nilai Nilai Pancasila Terhadap Etika Bersosial di Era Digital. *Jurnal Global Citizen Jurnalilmiah*, 9(2), 51–62.
- Salsabila, N., Lestari, A., Tsaqila, A. N., & Kembara, M. D. (2024). Maraknya Tindakan Kriminal Yang Menyalahi Sistem Etika Pancasila. *Student Scientific Creativity Journal*, 2(4), 63–70. <https://journal.amikveteran.ac.id/index.php/sscj/article/view/3366/2565>
- Shintia, Lailiah, T., Masrochah, S., & Firmansah, F. R. (2019). Implementasi wawasan nusantara di era global. *Jurnal Ketahanan Nasional*, 39, 1–12. [https://www.academia.edu/39729778/IMPLEMENTASI\\_WAWASAN\\_NUSANTARA\\_DI\\_ERA\\_GLOBAL](https://www.academia.edu/39729778/IMPLEMENTASI_WAWASAN_NUSANTARA_DI_ERA_GLOBAL)
- Tyana, I., & Satlita, L. (2023). Penerapan Pariwisata Berbasis Community Based Tourism (CBT) di Desa Wisata Pandanrejo, Kecamatan Kaligesing, Kabupaten Purworejo. *Journal Of Public Policy and Administration Research*, 08(3).
- Undari, M., Darmansyah, & Desyandri. (2023). Pengaruh Penerapan Model Pjbl (Project-Based Learning) Terhadap Keterampilan Abad 21. *Jurnal Tunas Bangsa*, 10(1), 25–33. <https://doi.org/10.46244/tunasbangsa.v10i1.1970>
- Wardah Nuranisa, Aprizia Perennial Asla Wahyudi, & Maulia Depriya Kembara. (2024). Pendidikan Pancasila Sebagai Upaya Mempertahankan Identitas Nasional Dan Hak Asasi Manusia Di Era Globalisasi. *Lencana: Jurnal Inovasi Ilmu Pendidikan*, 2(3), 229–237. <https://doi.org/10.55606/lencana.v2i3.3776>