

## LUXURY MEETS SUSTAINABILITY: ECO TOURISM STRATEGY AT LAMPUNG MARRIOTT RESORT & SPA

Mohammad Athian Manan<sup>1</sup>, Hiro Sejati<sup>1</sup>, Euis Mufahamah<sup>1</sup>

Corresponding Author : [mohammadathian@malahayati.ac.id](mailto:mohammadathian@malahayati.ac.id)

<sup>1</sup>Management, Universitas Malahayati, Bandar Lampung, Indonesia

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### Abstract

*Sustainable tourism is a crucial aspect in maintaining the attractiveness of tourist destinations while minimizing environmental and economic impacts. This study aims to analyze the influence of tourist satisfaction, environmental impact, and destination attractiveness on the sustainability of tourism at Lampung Marriott Resort & Spa. This research employs a quantitative approach using a simple random sampling method, involving 100 tourists visiting the destination. Data were collected through questionnaires and analyzed using regression tests with SPSS version 23 to examine the relationships between the research variables. The findings reveal that tourist satisfaction, environmental impact, and destination attractiveness have a significant positive effect on tourism sustainability. High tourist satisfaction indicates that the services and facilities provided meet visitors' expectations. Effective environmental management contributes to maintaining long-term destination appeal, while destination attractiveness, including natural beauty and cultural diversity, plays a key role in attracting more visitors. This study concludes that achieving tourism sustainability requires continuous improvement in service quality, sustainable environmental management strategies, and innovation in destination development. Therefore, tourism managers should enhance visitor experiences and implement sustainability principles to maintain long-term competitiveness.*

**Keywords:** Tourism sustainability, Tourist satisfaction, Environmental impact, Destination attractiveness, and Tourism management

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### INTRODUCTION

Today the development of the tourism sector is a special attraction for local governments, because this sector has an important role in supporting Regional Original Revenue (PAD). Therefore, the government through the Ministry of Eco-Tourism focuses on the construction and development of infrastructure to support the development of tourist areas, this has an impact on regional economic growth and increased employment. This makes the tourism sector, especially Eco-Tourism, have a positive domino effect on other sectors, especially supporting regional development.

According to the Kemenparekraf Press Release (2024), the Ministry of Economic Tourism and Creative continues to strive to accelerate economic recovery through the tourism sector by inviting people to travel #DiIndonesiaAja, the government is trying to foster public interest in traveling in Indonesia this is because the tourism sector has a contribution of 3.8% to Indonesia's GDP in 2023.

Bank Indonesia (BI) considers that the tourism sector is one of the most effective in increasing foreign exchange (Rahma, 2020). This is due to the availability of resources that support its development, both in terms of Human Resources (HR) and geographical factors. Indonesia has a significant area and rich natural, cultural, culinary, and historical heritage that attracts domestic and foreign tourists.

Lampung is one of the provinces in Indonesia that has natural and cultural wealth that has the potential to be developed as a tourist destination. Its natural beauty includes a charming landscape with cool air, green hills, and a diversity of flora that beautifies this region. In addition, the uniqueness of its culture and customs is a special attraction.

Although some tourism potential in Lampung has been well utilized, management is still not optimal compared to the wealth available. There are still many natural and cultural potentials that have not been maximally developed. Geographically, Lampung has a strategic location as a tourist travel center. The city can be accessed in about 1.5 hours from Bakauheni and only 30 minutes from Radin Inten Airport (Rostiyati, 2013). Various tourist destinations such as beaches, cultural areas, mountains, forests, rivers, as well as diving and fishing activities are easily accessible, the proximity between attractions makes travel more dynamic and provides a more diverse experience for tourists.

According to the BPS data on Lampung Province's Regional Original Revenue above, it can be concluded that Lampung Province's PAD has an increasing trend from 2019-2022. This is the role of the attention of the Lampung Province regional government to increase and maximize the potential of tourism to support regional original income.

**Table 1. Local Revenue of Lampung Province**

Description/Year	2019	2022	2021	2022
Regional Original Income (PAD)*	3.018.067.291	2.842.286.479	3.249.614.882	3.678.302.295
Percentage (%)	-	-5,82%	14,33%	13,20%

\*in thousand Rupiah

Source : [www.lampung.bps.go.id](http://www.lampung.bps.go.id) (2023)

Sustainable tourism is increasingly becoming a major focus in the hospitality industry, especially for destinations that rely on natural beauty as the main attraction. Lampung, as one of the provinces in Indonesia that is rich in natural and cultural tourism potential, offers a variety of excellent destinations that attract domestic and foreign tourists. One of the luxury accommodations that plays a role in the development of tourism in this region is Lampung Marriott Resort & Spa.

Lampung Marriott Resort & Spa is part of the Marriott International network that carries the concept of eco-luxury hospitality, combining the comfort of a five-star hotel with sustainability practices, strategically located in a beautiful coastal area, this resort offers exotic sea views and a variety of modern facilities that are environmentally friendly, by utilizing the geographical advantages and natural potential of Lampung, this resort seeks to implement eco-tourism concepts, such as energy efficiency, sustainable waste management, and participation in environmental conservation ([www.marriott.com](http://www.marriott.com), 2025). However, despite its great potential in supporting sustainable tourism, the implementation of eco-tourism in the hospitality sector still faces various challenges. Some of these include tourist education, environmental policies that have not been fully adopted, and synergy between the hotel, local government and local community. Therefore, it is important to examine how the eco-tourism strategy implemented by Lampung Marriott Resort & Spa can contribute to the development of sustainable tourism in Lampung.

Recent research shows that sustainable tourism is becoming a major concern in the hospitality industry and tourist destination planning. According to research by Alvianna, et al (2022), the application of green tourism principles and eco-friendly hospitality contributes to increasing traveler loyalty through enhancing authentic experiences and hotel social responsibility. This shows that the concept of sustainability not only plays a role in environmental aspects, but also has an impact on tourists' preferences in choosing socially and ecologically responsible accommodation. Sangkipul (2017) also revealed that natural attributes (nature tourism) are key in influencing tourists to revisit destinations or nature tourism, this is a key role for tourism managers to implement green tourism to increase tourist loyalty.

The study by Yang et al. (2023) revealed that tourism sustainability involves a balance between customer satisfaction, environmental awareness, and responsible operational practices. In the Indonesian context, various destinations have begun to implement the concept of sustainability by utilizing local resources, increasing community involvement, and maintaining ecological and economic balance.

Besar et al. (2024) in their research on community-based eco-tourism destination management strategies in Lake Ranau, West Lampung, emphasized that the success of sustainable tourism is highly dependent on the involvement of local communities. This model prioritizes community economic empowerment, environmental conservation, and participatory-based tourism management to increase sustainable tourism attractiveness. A similar approach can be applied in the management of Lampung Marriott Resort & Spa, especially in the aspect of integration with the surrounding culture and environment. Lampung Marriott Resort & Spa as one of the luxury hotels in Lampung has the potential to become a model of sustainable hotel management with the implementation of environmentally friendly practices, involvement of local communities, and innovation in services based on natural and cultural tourism experiences.

Although previous research has extensively addressed sustainability in the tourism and

hospitality industry, there are still some research gaps that need to be further explored. The study by Besar et al. (2024) highlights the management strategy of community-based eco-tourism destinations in Lake Ranau, but has not specifically examined how this concept can be applied to star hotels such as Lampung Marriott Resort & Spa. In addition, research by Alvianna et al (2022) revealed that green tourism and eco-friendly hospitality have an impact on tourist loyalty, but there have not been many studies that link the implementation of sustainability in luxury hotels with their contribution to the local economy and the welfare of the surrounding community. Meanwhile, research by Yang et al. (2023) emphasized the importance of balance between customer satisfaction and environmental awareness in the hospitality industry, but there are still minimal studies that discuss the integration of sustainability with the culture and uniqueness of local destinations such as Lampung.

Therefore, this research aims to fill this gap by analyzing how Lampung Marriott Resort & Spa can adopt the principles of sustainability in its operations and its impact on tourist attraction and the local economy in Lampung. Based on this, the researcher developed a hypothesis in this study, namely:

H1 : Eco-tourism strategy has a positive effect on tourist satisfaction at Lampung Marriott Resort & Spa.

H2 : The implementation of sustainable hotel operations has an effect on reducing environmental impacts at Lampung Marriott Resort & Spa.

H3: Empowerment of local communities in tourism management affects the increase in destination attractiveness.

## RESEARCH METHODS

The framework describes the relationship between variables in the study. According to Sugiyono (2022), the framework is a concept that explains the relationship between theory and various factors that have been identified as the main issues in research. In this study, the framework is presented in Figure 1 below.

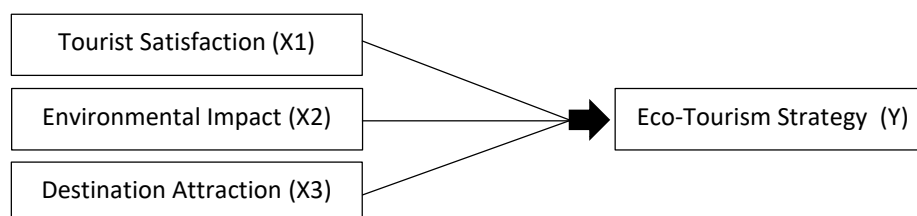


Figure 1. The Framework

This research uses a quantitative approach. The population that became the object of research was all tourists visiting Lampung Marriott Resort & Spa, Lampung Province. The sampling technique applied in this study is probability sampling. The probability sampling method used is simple random sampling, where sample selection is carried out randomly without considering differences in strata in the population (Husna and Novita, 2020).

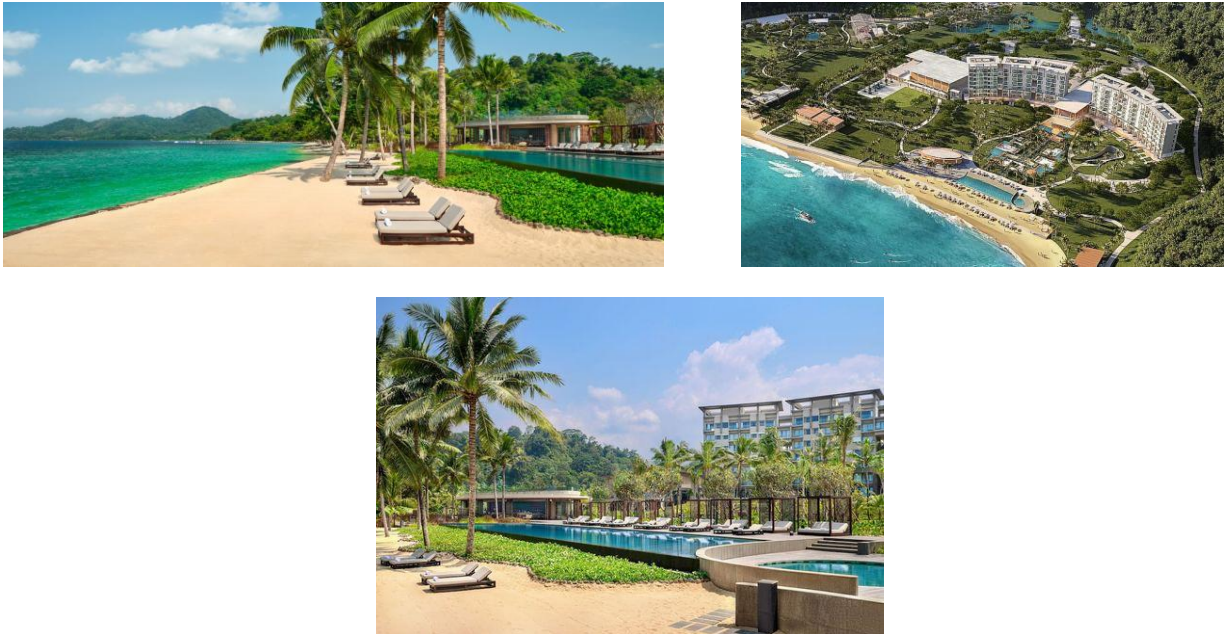
This study uses primary data obtained through the distribution of questionnaires and interviews with respondents, namely tourists visiting Lampung Marriott Resort & Spa in Lampung Province. According to Sugiyono (2022), a questionnaire is an appropriate method to use if the number of respondents is relatively large and spread over a wide area.

## RESULTS AND DISCUSSION

### a. Results

Profile Lampung Marriott Resort & Spa, is a dream destination, located along 1500 meters of beach in Hurun Village of Lampung Province. This exclusive area can only be accessed via the hotel's main road, providing comfort and privacy for guests. The resort is also in close proximity to Lampung's only Japanese pearl farm, which preserves clean water quality and abundant marine life. Hurun Village is certified as a national conservation site that aims to protect and nurture various bird species. In this natural area, guests can enjoy the sight of graceful peacocks and fascinating hornbills, which are hatched and raised here. Every part of the hotel complex reflects Lampung's rich transmigration history, with

each room decorated with traditional Indonesian wastra fabrics from Sabang to Merauke, such as batik and ikat. The décor is also enriched with the Daun Semanggi symbol, which resembles four clover leaves symbolizing love, health, wealth and good fortune. Resort facilities include a 24-hour fitness facility, the pampering Quan Spa and a large swimming pool overlooking Hurun Beach, with a children's pool and water fountain. Explore the resort's animal sanctuary, where you can meet peacocks, cockatoos, deer and other native Indonesian birds. For business or social gatherings, our resort offers three different restaurants and five state-of-the-art event venues. Here is a picture of Lampung Marriot Resort & Spa tourist attractions.



**Figure 2. Lampung Marriot Resort & Spa**

Although it is a new tourist attraction in Lampung, Lampung Marriot Resort & Spa has very good reviews on Google, namely 4.7/5.0 or can be seen in the following image:



**Figure 3. Google Review, Lampung Marriot Resort & Spa**

Source : [www.google.com](http://www.google.com)

In addition to reviews from Google This tour also has a good review on the Traveloka Application, which is 9.7/10 or can be seen in the following image:



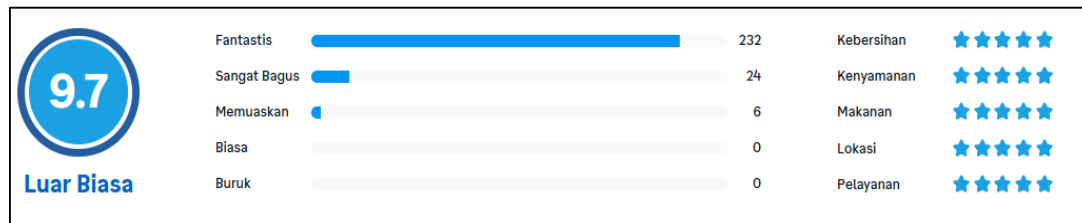


Figure 4. Traveloka Review, Lampung Marriot Resort &amp; Spa

Source : [www.traveloka.com](http://www.traveloka.com)

Researchers distributed questionnaires to visitors to Lampung Marriott Resort & Spa as many as 100 questionnaires, researchers processed the questionnaire data using the SPSS version 23 statistical application. The normality test was carried out to analyze whether the regression model in this study had normally distributed confounding or residual variables (Sugiyono, 2022). In this study, the method used was Kolmogorov-Smirnov non-parametric statistical analysis. Decisions are made based on the results of the K-S test, where if the significance value is more than 0.05, the data is considered normally distributed. Conversely, if the significance value is less than 0.05, then the data is not normally distributed. The results of the normality test are presented in Table 2 below.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal	Mean	0,0000000
Parameters <sup>a,b</sup>	Std. Deviation	4,15306756
Most Extreme Differences	Absolute	0,083
	Positive	0,083
	Negative	-0,051
Test Statistic		0,083
Asymp. Sig. (2-tailed)		0,055 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The results of the data normality test using the Kolmogorov-Smirnov test above show a significance value of 0.055, which means that the value is greater than 0.05 so it can be concluded that the data is normally distributed or meets the normality test requirements.

Multiple linear regression analysis is used to test the nature of the cause-and-effect relationship between the independent variable (X) and the dependent variable (Y). The results of multiple linear regression analysis tests in this study can be seen in Table 3 below:

Table 3. Multiple Linear Regression Test Results

Coefficients <sup>a</sup>					
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t
1	(Constant)	45,575	5,011		9,096
	Tourist Satisfaction (X1)	0,148	0,055	0,246	2,688
	Environmental Impact (X2)	0,219	0,100	0,200	2,181
	Destination Attraction (X3)	0,342	0,038	0,234	2,230

a. Dependent Variable: Eco-Tourism Strategy

Table 3 uses multiple linear regression analysis methods to test the effect of independent variables on the dependent variable, based on the results of the table, the following equation can be prepared:

$$\text{Eco-Tourism Strategy} = 0,246 (X1) + 0,200 (X2) + 0,234 (X3)$$

The T test is used to test whether there is a significant relationship between the independent variable (X) partially or individually on the dependent (Y) using a significance level of <0.05. The T-test tests the coefficient partially, the results of the t test in this study can be seen in Table 4 below:

**Table 4. T Test Results (Hypothesis)**

Coefficients <sup>a</sup>					
Model		Unstandardized	Standardized	t	Sig.
		Coefficients	Coefficients		
		B	Beta		
1	(Constant)	45,575		9,096	0,000
	Tourist Satisfaction (X1)	0,148	0,246	2,688	0,008
	Environmental Impact (X2)	0,219	0,200	2,181	0,031
	Destination Attraction (X3)	0,342	0,234	2,230	0,005

a. Dependent Variable Destination Attraction

Based on Table 4 of the T hypothesis test above, the hypothesis results show that all independent variables (X) in this study have a significant positive effect on the dependent variable (Y), so it can be concluded that all hypotheses in this study are accepted.

#### b. Discussion

Based on table 4, it is known that the results show that tourist satisfaction has a sig value of 0.008 which means it is smaller than 0.05 (<0.05) and a positive t value so it can be concluded that variable X1 in this study has a significant positive effect on Eco-Tourism Strategy (Y) at Lampung Marriott Resort & Spa. This Significant Positive Effect concludes that the first hypothesis in this study is accepted (H1: accepted). High tourist satisfaction indicates that the facilities and services provided by the manager have met tourist expectations. This is in line with the research of Besar et al (2024) which emphasizes the importance of community-based eco-tourism destination management strategies in improving the tourist experience.

Environmental Impact (X2) is also an important factor in the sustainability of tourism that implements the Eco-Tourism Strategy (Y). Based on table 4, it is known that the results of this study indicate that Environmental Impact has a sig value of 0.031 which means it is smaller than 0.05 (<0.05) and a positive t value so that it can be concluded that the X2 variable in this study has a significant positive effect on the Eco-Tourism Strategy (Y) at Lampung Marriot Resort & Spa. This Significant Positive Effect concludes that the second hypothesis in this study is accepted (H2: accepted). The results of this study corroborate the findings of Besar et al (2024) which highlight how good environmental management can maintain the long-term attractiveness of tourist destinations. Lampung Marriott Resort & Spa, which applies the principle of eco-tourism, is able to maintain a balance between tourism development and environmental preservation.

Destination Attractiveness (X3) which includes natural beauty, complete facilities, and cultural diversity also contributes to attracting tourists. Based on table 4, it is known that the results of this study indicate that Destination Attractiveness has a sig value of 0.005 which means it is smaller than 0.05 (<0.05) and a positive t value so that it can be concluded that variable X3 in this study has a significant positive effect on Eco-Tourism Strategy (Y) at Lampung Marriot Resort & Spa. This Significant Positive Effect concludes that the third hypothesis in this study is accepted (H3: accepted). This is in line with previous research which emphasizes that destination attractiveness has a close relationship with increasing tourist visits and their satisfaction.

Based on the findings of this study, the researcher provides implications that may be of interest to the management of Lampung Marriott Resort & Spa to implement sustainability principles in its operations. This aims to enhance tourism appeal and support the local economy. The managerial implications that should be considered by the management are as follows:

1. Enhancement of Eco-Friendly Facilities, The management can utilize renewable energy sources, improve waste management, and implement a plastic reduction system in hotel operations (Zero Plastic).
2. Educational Programs for Tourists, Increasing awareness about eco-tourism and encouraging tourists to participate in sustainable practices such as recycling and water conservation.
3. Collaboration with Local Communities, The resort's management can collaborate with local communities in providing local products, organic food, and cultural activities to boost the local economy.
4. Strengthening Sustainability-Based Marketing Strategies, Utilizing digital marketing strategies that emphasize sustainability values and eco-friendliness as the main attraction for tourists.

The researcher considers the impact of implementing an eco-tourism strategy at Lampung Marriott Resort & Spa on tourism appeal and the local economy in Lampung, which can be explained as follows:

1. Impact on Tourism Appeal:
  - Enhancing Destination Reputation: Implementing sustainability principles, such as eco-friendly environmental management and green tourism practices, positions Lampung Marriott Resort & Spa as a premier destination for environmentally conscious travelers.
  - Attracting Premium Tourist Segments: Tourists seeking authentic and sustainable experiences will be more inclined to visit this destination, increasing visitor numbers.
  - Extending Tourists' Length of Stay: With a more comfortable environment and sustainability-supporting facilities, tourists tend to stay longer, ultimately increasing their spending at the destination.
  - Differentiation from Other Destinations: The eco-tourism strategy adds unique value that distinguishes Lampung Marriott Resort & Spa from its competitors, making it a key attraction in Lampung.
2. Impact on the Local Economy:
  - Increasing Local Business Revenues: As the number of tourists increases, economic sectors such as MSMEs, transportation, and creative industries around the resort will gain direct economic benefits.
  - Creating New Job Opportunities: The implementation of eco-tourism requires additional labor in sustainable hospitality, environmental conservation, and local resource management.
  - Enhancing Property Value and Investment: The success of sustainability strategies will attract investors to develop other green tourism sectors in Lampung.
  - Strengthening a Sustainability-Based Economy: Hotels that adopt eco-tourism principles often collaborate with local communities, such as by providing eco-friendly products or educational programs for the surrounding population, ultimately improving local economic welfare.

## CONCLUSIONS

Based on the results of this study, it can be concluded that tourist satisfaction, environmental impact, and destination attractiveness have a significant positive influence on eco-tourism strategies at Lampung Marriott Resort & Spa. These findings support the proposed hypothesis and indicate that these factors play a crucial role in the successful management of eco-tourism at the resort. Proper management of facilities, the environment, and destination attractiveness can enhance tourist satisfaction and support tourism sustainability.

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