IISMA Awardee Alumni in Fostering Sustainable Development of Green Tourism in Bali

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Abstract. This study explores the pivotal role of the IISMA 2023 awardee in fostering sustainable development within Bali's green tourism sector. The Indonesian International Student Mobility Awards (IISMA) provides students with global exposure and learning experiences and also exposes them to sustainable practices in tourism in their host universities abroad. Upon returning, these alumni have the knowledge and experience to foster green tourism by implementing sustainable strategies and promoting eco-friendly initiatives. The study employs a qualitative approach through interviews with IISMA 2023 Awardee alumni to assess the impact of the program on the future sustainable development of green tourism in Bali. Findings suggest that IISMA alumni are instrumental in driving policy changes, enhancing environmental education, and promoting sustainable practices among their peers and the environment. Their efforts not only contribute to the ecological well-being of Bali but also set a model for integrating international best practices in local contexts. This research underscores the significance of academic mobility programs in cultivating global-minded leaders capable of championing sustainability in tourism, providing valuable insights for policymakers, educators, and tourism professionals aiming to replicate such models in other regions.

Keywords: Academic Mobility, Bali, Green Tourism, IISMA Awardee, Sustainable Development

1   Introduction

The modern workforce faces hurdles that past generations never encountered as the world keeps changing faster and faster. Learning shouldn't just happen in old-school lectures stuck in one place and time, or zeroed in on a single topic. This idea comes from our linked world thinking like computers smart machines and systems popping up, and other big changes (Antarnusa & Ristantiya, 2021). In light of this, the next generation needs to experience more variety, mix with people from different races, cultures, and academic fields, and grow into global citizens. The Indonesian government sees the current gap and future possibilities thus it's putting money into the IISMA program through the Ministry of Education, Culture, Research, and Technology

of the Republic of Indonesia (Aziez et al., 2024; Camila et al., 2023; Dewanto & Pritasari, 2023; Hartati & Riniati, 2022).

The Directorate General of Higher Education, Research, and Technology, under the Ministry of Education, Culture, Research, and Technology, manages Indonesia's flagship scholarship program, the Indonesian International Student Mobility Award (IISMA). This program gives scholarships to Indonesian undergraduate and diploma students to join mobility programs at prestigious partner universities abroad (Aziez et al., 2024; Budiarti et al., 2022; Camila et al., 2023; Kristiana & Benito, 2023). Selected students have the chance to study courses for one semester, improve their cross-cultural communication and leadership skills, gain cultural understanding in the host country, grow their global network, and complete practical assignments to sharpen their abilities. A standout feature of the IISMA program is its industrial partner exposure. This allows students to visit and learn at industries partnered with foreign universities. The program has a vocational focus blending classroom learning with activities in overseas industries. The program partners with some of the world's top foreign higher education institutions (Aziez et al., 2024; Camila et al., 2023; Dewanto & Pritasari, 2023; Kristiana & Benito, 2023; Maninggarjati et al., 2022).

Generation Z includes people born from the mid-1990s to the early 2010s (Sirajuddin et al., 2023; Yuniasanti & Nurwahyuni, 2023). This group grew up during rapid digital tech growth, including the internet, social media, and mobile devices. Gen Z has some key traits, such as digital natives: a large part of Gen Z grew up with digital tech from a young age, using electronic devices, the internet, and social media; multitasking: Gen Z tends to handle multiple tasks well, they often do several things at once, like watching videos while using social media or doing schoolwork while listening to music; and creative and innovative: with wide access to tech, Gen Z tends to have strong creative and innovative skills, they often use digital platforms to express their ideas and talents.

Going deeper, Gen Z shows an open approach to diversity: this generation is known to be more inclusive and open to diversity in culture, gender identity, and sexual orientation. They tend to be realistic and practical: Gen Z is often seen as a generation that's realistic and practical when planning their future. They pay more attention to financial stability and balance between personal life and career. They value life balance: Gen Z tends to prioritize balance among personal life, work, and mental health recognizing the importance of rest and personal time to maintain life balance. Understanding Gen Z's traits and unique characteristics can help in various fields, including education, marketing, and organizational development, as it allows for adapting strategies and approaches to suit their preferences and needs (Aprilita, 2024; Arum et al., 2023).

Generation Z have lived their whole lives in a time of greater environmental awareness and online connection. This group stands out for its deep commitment to sustainability and social responsibility (Dimock, 2019). When it comes to Bali's tourism sector, Gen Z can use their concern for the environment to push for and put into action eco-friendly methods. Research by Booking.com (Gybels, 2021) showed that 83% of Gen Z travelers think sustainable travel is crucial, which points to their ability to create demand for green tourism options. Gen Z's familiarity with digital tools

helps them use technology to promote and practice sustainable tourism. Social media has a big impact on how young people choose where to travel (Şchiopu et al., 2016). The IISMA 2023 Awardee can use these online platforms to spread the word about eco-friendly tourism projects in Bali and push for responsible travel habits.

Gen Z's liking for real and hands-on travel experiences fits well with sustainable tourism ideas. The want for realness can help to preserve local cultures and support local economies, which are key parts of sustainable tourism (Hamed, 2017). The IISMA Awardee alumni, with their time abroad and understanding of different cultures, are well-prepared to create and push such genuine long-lasting experiences in Bali. They can have a big impact on making green tourism last in Bali. Their care for the environment, skills with technology, wish for real experiences, and growing money power all play a part. When they get involved, it can lead to new ideas and ways to balance bringing in tourists with looking after nature and keeping Bali's culture alive.

2   Methodology

This study relies on a descriptive qualitative approach as its primary writing method. It uses supplementary information and secondary data in the form of authentic notes or reports collected in chronicles (narrative information), both published and unpublished (Moleong, 2014). The study employs these techniques to gather information: (1) literature review documenting reflections by reading reports related to this study. (2) collecting data through questionnaires and discussions, seeking insights from people who can address the issue to clarify specific problems linked to this study. (3) intuitive-subjective, connecting the author's assumptions about the problem under investigation. The study uses purposive sampling as its sampling technique. Purposive sampling involves selecting samples based on specific criteria (Sugiyono, 2019).The study chose purposive sampling to obtain a sample that aligns with the research goals and meets the criteria to provide information. The samples that were selected are 29 awardees from four higher education institutions in Bali namely Universitas Udayana (14 students), Politeknik Negeri Bali (12 students), Universitas Pendidikan Ganesha (1 student), and Institut Pariwisata dan Bisnis Internasional (2 students).

3   Result and Discussion

3.1   Result

The Indonesian International Student Mobility Awards (IISMA) program gives Gen Z students the information and skills they need to push for green tourism in Bali. The results show how the program has an impact on IISMA Awardee's education, work, and personal growth by spelling out the many perks they have obtained.

With a mix of excellent education from top schools worldwide, hands-on industry experience, and interactions with different cultures, the IISMA has created a group of people with a global outlook who are set to change Bali's tourism industry. The following information looks at all aspects of the program's achievements, from career

aspirations to academic learning, and demonstrates how these outcomes place the IISMA Awardes in a position to drive the expansion of sustainable tourism in Bali.

Table 1. Key findings

No.	Aspect	Key findings	Percentage
1	Sit-in lectures	Attended lectures at top-tier universities	100%
		Exposed to cutting-edge research	93%
		Gained insights into global best practices	86%
2	Industrial exposures	Participated in field	89%
		Engaged in internships with eco-friendly businesses	79%
		Interacted with industry leaders	72%
3	Cross-cultural communication	Improved ability to communicate across cultures	97%
		Developed skills in multicultural team environments	90%
		Enhanced ability to present ideas to diverse audiences	83%
4	Leadership skills	Took on leadership roles in projects or organizations	86%
		Improved decision-making in diverse team settings	79%
		Developed cross-cultural conflict management skills	76%
5	Cultural understanding	Increased awareness of the host country's culture	100%
		Engaged in cultural exchange activities	93%
		Developed a nuanced understanding of global cultural differences	88%
6	Global networking	Established connections with students from 5+ countries	100%
		Maintained ongoing communication with international peers	86%
		Developed professional contacts	79%
7	Personal and professional growth	Increased confidence in international work settings	97%
		Felt more prepared for global career opportunities	93%
		Expressed stronger commitment to future studies	90%
8	Application to Bali's context	Identified ways to apply learning to Bali's tourism	90%
		Developed ideas for new sustainable initiatives in Bali	83%
		Committed to contributing to Bali's green tourism	76%

3.2   Discussion

Table 1 shows clear advantages for the IISMA awardees in several areas. All students (100%) took classes at leading universities, and 93% learned about the latest research in their fields. This top-notch education gave them new knowledge and understanding of what works best around the world (86%). Industrial exposure played a crucial role, with 89% of awardees joining trips. This real-world experience came with internships at eco-friendly companies (79%) and direct talks with industry experts (72%) giving practical knowledge about their respective fields.

The program did a great job in building cross-cultural communication skills, as 97% of awardees said they got better at this. Many (90%) learned how to work in multicultural teams, which helps them work well in diverse groups. They also grew as leaders, with 86% taking charge in different situations and 79% saying they made better choices when working with diverse teams. Cultural understanding had a universal impact, as all recipients (100%) reported they became more aware of their host country's culture. Cultural exchange activities (93%) strengthened this, and participants gained a deeper grasp of global cultural differences (88%).

The program excelled in networking, with every participant making connections with students from at least five countries. A large number (86%) kept these international connections after the program ended, and many (79%) formed professional contacts for their future studies and careers. The program had a clear influence on personal and professional development. A whopping 97% of participants felt more confident working in international settings, while 93% believed they were better prepared to pursue careers in global environments. 90% of recipients indicated how they would apply what they had learned to Bali's tourism sector, demonstrating how the program encouraged a strong sense of connection to the island. A significant portion (83%) came up with concepts for brand-new eco-friendly travel programs in Bali, demonstrating the program's possible influence on regional growth.

Looking at these findings, we can see that the IISMA program has created a team of skilled-aware people who are ready to push sustainability, specifically sustainable tourism growth in Bali. The awardees learned from top-notch schools, saw how things work around the world and got hands-on experience in sustainable tourism. This has given them the know-how and abilities to bring new ideas to Bali's tourism industry.

Their improved skills in cross-cultural communication and leadership, along with a thorough grasp of global cultural differences, make them perfect fits to develop and implement tourism initiatives in Bali that are both aware and sustainable. The worldwide connections they've built can help set up international teamwork and knowledge sharing drawing sustainable tourism investments and partnerships to Bali.

In addition, their hands-on work with sustainable tourism projects and their dedication to using what they've learned in Bali's situation suggest these awardees will help grow the island's green tourism. Their fresh ideas and answers based on both global best practices and local know-how, can help change Bali's tourism industry into more sustainable models. These IISMA Awardees represent a new wave of tourism experts who can connect worldwide sustainability trends with Bali's one-of-a-kind cultural and environmental setting helping to create a stronger and more eco-friendly tourism sector in the years to come.

When it comes to green tourism in Bali, Gen Z stands out as a key driver in making Bali's tourism more eco-friendly. Gen Z cares about the environment, making them understand climate change and its effects so they often choose eco-friendly travel options. This mindset will push Bali's tourism to go green, from better waste management to saving energy, to attract this growing group of travelers. Gen Z also knows how to use technology for sustainable tourism. They can find and share info about eco-friendly places to stay, things to do, and local projects that promote responsible tourism. Their social media skills can spread the word about Bali's green

tourism efforts drawing in like-minded travelers and building a worldwide community that supports sustainable travel. What's more, Gen Z wants real cultural experiences when they travel. This fits well with sustainable tourism, as it helps preserve Bali's unique culture and supports local communities. They prefer hands-on travel over typical mass tourism, which can lead to more sustainable small-scale tourism options. These have less impact on the environment and help local economies more, as Gen Z starts working and earning money, they will have more say in shaping the tourism industry. They are willing to pay more for sustainable choices, which will encourage businesses in Bali to adopt greener practices, leading to a big shift towards sustainability across the whole sector.

In the end, Gen Z's eco-mindset, tech skills hunger for real experiences, and rising financial clout make them crucial to the growth of green tourism in Bali. Their beliefs and likes will mold the industry's future pushing it to adopt more responsible and earth-friendly methods that help both nature and local people.

This study breaks new ground by examining how Gen Z and the IISMA program connect to sustainable tourism in Bali. The program develops a group of future professionals with worldwide education and cultural understanding who are well-suited to cause change in Bali's tourism sector. Also, Gen Z has emerged as a key force in pushing eco-friendly travel options. The mix of generational ideals and focused education points to a fresh path for growing sustainable tourism. It blends global best practices local cultural insight, and Gen Z's tech-smart green-minded outlook, which could change Bali's tourism industry into one that's more eco-friendly and long-lasting.

4   Conclusion

In summary, the results demonstrate that the IISMA program can deliver on its goal of developing a group of Gen Z leaders equipped to take on a sustainable green tourism movement in Bali. The findings confirm our initial statement, showing that recipients of the IISMA awards have acquired the abilities, know-how, and perspective required to promote the expansion of sustainable tourism. The program's goals are closely aligned with the large number of participants who report having gained more knowledge about global sustainable tourism practices, enhanced their leadership abilities, and become more adept at communicating with people from different cultural backgrounds. Additionally, the program's success is demonstrated by their strong willingness to put what they learned in Bali to use and launch eco-tourism initiatives.

These findings suggest that the IISMA Awardees are equipped to address the problems Bali's tourism sector faces. They might provide ground-breaking solutions that strike a balance between advancing the economy and preserving the environment and culture. Their global networks and expertise in international best practices position them as important contributors to Bali's transition to more sustainable tourism operations.

These findings present several intriguing avenues for future research. Researchers could look into the long-term effects of the IISMA Awardees on Bali's tourism industry. They might compare how sustainable tourism initiatives are led by the IISMA participants and non-participants. Examining the long-term impacts of graduate-led initiatives on Bali's environment and economy is an additional choice. Furthermore, the success of the IISMA program in developing leaders in sustainable tourism may contribute to the creation of comparable initiatives in other areas. Future research could examine how well this model adapts to various contexts, expanding its influence on global development initiatives.

Acknowledgment

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