

Sustainable Tourism Management of Lake Perintis Using the Triple Bottom Line Approach

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ABSTRACT

Sustainable tourism has become a strategic issue in regional development, especially in natural tourism areas with important ecological functions, such as Lake Perintis in Bone Bolango Regency. This study aims to analyze the tourism management of Lake Perintis using the Triple Bottom Line (TBL) approach, which encompasses three main dimensions: economic (profit), social (people), and environmental (planet). The research employed a descriptive qualitative approach with data collected using observation and interview methods. The findings reveal that, from an economic perspective, tourism activities contribute to increasing local income. Socially, local communities are involved in planning and developing tourism initiatives. Environmentally, the main challenges lie in waste management and sedimentation, which threaten the lake's ecosystem. Therefore, an integrated management strategy based on community-based tourism and the application of green accounting principles is needed to balance economic, social, and ecological aspects. This study affirms that the implementation of the Triple Bottom Line can serve both as an evaluative instrument and a conceptual framework for sustainable lake tourism governance.

1. INTRODUCTION

Tourism is one of the strategic sectors in regional development, as it has the potential to generate employment, increase community income, and strengthen local cultural identity. However, uncontrolled tourism development may lead to social issues, economic disparities, and environmental degradation. Within the framework of sustainable development, the tourism sector is required not only to focus on economic growth but also to maintain social balance and environmental preservation. The Triple Bottom Line (TBL) approach (Elkington, 1997) provides a relevant framework for evaluating the success of a tourist destination through three core dimensions: profit (economic), people (social), and planet (environmental) (Hermosa Del Vasto et al., 2024).

In Bone Bolango Regency, Gorontalo Province, Lake Perintis has emerged as one of the region's leading natural tourism destinations, offering scenic landscapes, water-based attractions, and economic opportunities for the surrounding communities. However, behind the rapid increase in tourist visits, the area is beginning to face significant environmental pressures (Aura et al., 2024). One of the primary concerns is the expansion of corn plantations in the lake's catchment area. This intensive agricultural activity has led to substantial land-use changes and is likely to increase soil erosion and sedimentation in the lake. As a result, the lake's water becomes murky, particularly during the rainy season, which negatively affects both the aesthetic appeal of the site and the health of its aquatic ecosystem (Aura et al., 2024).

In addition to land-use issues, environmental cleanliness—particularly waste generated by visitors—has also become a major concern. The increase in tourism activities, which has not been matched by an adequate waste management system, has resulted in accumulations of plastic waste in the recreational areas surrounding the lake. Litter not only diminishes the aesthetic beauty of the landscape but also pollutes the water and poses a threat to aquatic life. This phenomenon reflects the low level of ecological awareness among some visitors, as well as the weak supervision by management authorities in regulating tourist behavior.

These environmental challenges are closely linked to the social and economic aspects of the local community (Higgins-Desbiolles, 2011). Although tourism presents economic opportunities through businesses such as culinary services and transportation, the benefits have not yet been distributed equitably. A significant portion of the population continues to rely on seasonal corn farming,

which is highly vulnerable to climate variability, while the tourism sector has yet to become a stable and sustainable source of income. This situation calls for a management strategy capable of balancing the economic needs of the community with environmental conservation and the strengthening of social capacities(Higgins-Desbiolles, 2011).

Accordingly, the tourism management of Lake Perintis requires a comprehensive and sustainable approach. The Triple Bottom Line concept offers an integrative perspective to evaluate the extent to which tourism activities can achieve a balance between economic growth, community participation, and environmental conservation. Through this approach, the management of Lake Perintis is expected not only to generate economic benefits for the surrounding communities but also to foster social awareness regarding the importance of preserving the lake ecosystem as a shared asset. Therefore, this study aims to analyze how the implementation of the Triple Bottom Line principles in the management of Lake Perintis tourism can address the challenges of sustainable development at the local level.

2. MATERIALS AND METHODS

2.1. Sustainable Tourism (Bramwell & Lane, 2011)

Studies on sustainable tourism governance focus on how the principles of sustainable development are applied within the tourism sector. Sustainable tourism is generally defined as tourism that does not compromise the ability of future generations to meet their needs while fulfilling the needs of the present generation (Bramwell & Lane, 2011). In simple terms, sustainable tourism can be understood as the application of sustainable development principles to the tourism sector. Tourism policies typically emphasize three core dimensions of sustainable development: economic, socio-cultural, and environmental (Higgins-Desbiolles, 2011).

This concept is a social construct influenced by economic interests, ethical values, and the political power of various stakeholders involved (Hall & Jenkins, 2004). Economic growth driven by tourism often conflicts with environmental protection, necessitating compromises or trade-offs among the three dimensions of sustainability (Higgins-Desbiolles, 2011). A similar argument is presented by (Hunter, 2012), who suggests that the idea of “balance” often obscures the reality that economic growth remains the dominant priority in practice. A balanced approach to sustainable tourism policy tends to result in the continued dominance of economic expansion, reflecting a global political-economic paradigm that is still heavily pro-growth (Hall, 2008). Tourism does not develop naturally; rather, it is consistently shaped by government policies (Hall & Jenkins, 2004), economic interests, and social and environmental factors. Strategic planning is essential to ensure that policies, actions, and management efforts are coordinated and not implemented in isolation (Hall, 2008).

The concept of sustainable tourism also serves a positive function as a dialogical space for various stakeholders with differing perspectives on the economic, social, and environmental aspects of tourism (Higgins-Desbiolles, 2011). The growing public awareness of sustainable development issues (Ibrahim et al., 2023) has heightened attention to environmental, social, and economic concerns within the tourism industry (Bramwell & Lane, 2011). However, empirical evidence indicates that the environmental impacts of tourism growth continue to increase, thus the actual achievements of sustainable tourism policies remain limited. In recent years, the debate around tourism’s role in global warming and climate change has further reinforced the urgency of engaging in meaningful dialogue regarding the direction and implementation of sustainable tourism.

2.2. Definition of the Triple Bottom Line (TBL)

The Triple Bottom Line (TBL) concept was introduced by (Elkington, 1997) as a framework that expands the objective of organizations beyond mere economic profit to encompass three dimensions of sustainability:

1. Profit (economic) – financial performance and economic efficiency.
2. People (social) – focuses on human well-being, social justice, and the empowerment of local communities involved in development or business activities.
3. Planet (environmental) – emphasizes responsibility for the preservation of nature.

The TBL framework underscores that the success of a development initiative or business cannot be measured solely by economic indicators; rather, it must be evaluated holistically based on its contributions to society and the environment. The profit aspect refers to financial performance and economic efficiency, while the people dimension concerns the well-being and social equity of communities. Ultimately, the goal is to ensure that the long-term economic benefits of any business or development activity are achieved in a way that sustains both societal welfare and environmental integrity (Elkington, 1997).

2.3. Method

This study employed a qualitative approach aimed at gaining an in-depth understanding of sustainable tourism management practices at Lake Perintis, located in Bone Bolango Regency, through the lens of the Triple Bottom Line (TBL)—namely, the economic, social, and environmental dimensions. The research was conducted in the Lake Perintis tourism area, selected purposively as it represents a flagship local tourism destination that simultaneously faces challenges in balancing economic development, social inclusion, and environmental sustainability.

Data were collected through interviews, direct observations of tourism activities, facility conditions, and environmental management efforts. The observational data were then analyzed in conjunction with relevant literature on lake management conducted in other regions to identify best practices based on economic, social, and environmental perspectives.

3. RESULTS

Economic Aspect

From an economic standpoint, the management of Lake Perintis plays a strategic role in improving the welfare of communities in Bone Bolango Regency. The lake not only serves as a source of irrigation water and flood control but also functions as a hub for local economic activities such as ecotourism, fisheries, agriculture, and micro-enterprises operating around the area.

Through the lens of sustainable economic development, lake management is directed to deliver economic benefits without compromising environmental integrity. Tourism activities at Lake Perintis generate economic value through ticket sales, paddle boat rentals, culinary businesses, and the sale of locally produced souvenirs. In addition, surrounding communities earn income from providing transportation services to visitors.

Social Aspect

The management of Lake Perintis holds significant importance for the surrounding communities, as the lake functions as a center of social, cultural, and economic activities. Its existence not only provides natural resources but also strengthens social interaction and reinforces the identity of the local community. Residents are directly involved in tourism-related activities, environmental sanitation, and ecosystem monitoring, often through community-based initiatives and collective action (*gotong royong*).

Lake Perintis also serves as a socio-cultural space, where the community organizes traditional ceremonies, festivals, and religious events that help preserve and promote local values. However, the rapid increase in tourism activities has introduced new challenges, including land-use conflicts, changes in social dynamics, and the potential for income inequality among community members.

Environmental Aspect

From an environmental perspective, Lake Perintis plays a crucial role as an aquatic ecosystem that supports ecological balance in the Bone Bolango region. The lake functions as a natural water reservoir, a flood control mechanism, a sediment trap, and a habitat for various species of fish and aquatic vegetation.

However, environmental pressures on the lake are intensifying due to agricultural activities in the watershed area, deforestation of vegetation along surrounding slopes, and the disposal of waste from tourism and household activities.

The main environmental issues affecting Lake Perintis include:

- Sedimentation, caused by soil erosion from intensive corn farming in the surrounding areas,
- Declining water quality, due to the influx of organic and plastic waste, and
- Reduced vegetation cover, which undermines the soil's water absorption capacity.

These conditions threaten to degrade the lake's ecosystem services and undermine its long-term viability as a source of life and livelihood for local communities.

4. DISCUSSION

Economic Aspect of Tourism Management at Lake Perintis

The economic dimension of tourism management at Lake Perintis represents a crucial element in demonstrating how tourism activities can generate economic value while simultaneously promoting sustainable regional development. Within the framework of the Triple Bottom Line (TBL), the economic dimension is not solely measured by increased income, but also by the destination's ability to provide long-term benefits to local communities without compromising social and environmental balance.

As one of the flagship destinations in Bone Bolango Regency, Lake Perintis has made a significant contribution to the local economy through community-based tourism and the empowerment of micro, small, and medium enterprises (MSMEs). Tourism activities around the lake have created new economic opportunities for local residents (Melo & Niode, 2022), many of whom previously relied on traditional agriculture and fishing sectors. People have shifted toward the tourism service sector, such as managing food stalls, renting paddle boats, and overseeing parking facilities.

This transformation reflects a shift in the community's economic structure—from a resource-based economy to a more service- and knowledge-driven economy that is sustainable. The income of local residents has increased alongside the growing number of tourists, particularly during holidays and weekends. This daily economic circulation is evident in rising local consumption of food, fishery products, and tourism-related logistics supplied by surrounding villages.

Tourism management at Lake Perintis has also created a strong multiplier effect on other sectors. Increased demand for local products has encouraged the emergence of new MSMEs and strengthened supply chain networks among residents. For example, agricultural produce is used as raw materials by food vendors. Moreover, parking and tourism transportation services provide employment opportunities for local youth, helping to reduce unemployment rates and increase community purchasing power. This multiplier effect illustrates how tourism activities can strengthen grassroots economies inclusively, rather than benefiting only formal tourism operators.

In the TBL framework, economic success is not measured merely by income growth but by the sustainability of its benefits. The management of Lake Perintis should emphasize that economic activities must be carried out with regard for environmental conservation and social welfare (Obiero et al., 2015). Many local business actors have begun to adopt green economy principles,

such as reducing single-use plastics, using natural packaging materials, and maintaining environmental hygiene around their businesses. This reflects an awareness that economic gains must go hand-in-hand with ecological responsibility. Thus, economic practices in the area not only provide financial benefits but also contribute to environmental preservation and social development. The local government plays a strategic role in strengthening the economic aspect of tourism through supportive policies and infrastructure development. Tourism and parking fees have become a source of locally generated revenue (PAD), which is reinvested into public facilities such as access roads, lighting, public toilets, and site management. The government also promotes partnerships between communities, academics, and the private sector to develop innovative and competitive tourism products. Through the village tourism program, local residents are encouraged to develop their economic potential rooted in local culture and wisdom, thereby ensuring that tourism is not only mass-oriented but also educational and sustainable.

Beyond direct economic benefits, Lake Perintis serves as a catalyst for creative economic learning, especially for the youth. Young people in the area actively use digital technology to promote tourism and market local products via social media. This digital promotion has significantly increased the visibility of Lake Perintis at both regional and national levels, expanded its market reach, and accelerated the growth of community-based creative economies. This indicates that economic management is not solely reliant on natural resources, but also on innovation and local knowledge developed by the younger generation.

Based on field observations, maintaining a balance between profit and socio-environmental sustainability is a key factor in the economic success of Lake Perintis (Juniariani & Lestari, 2021). Communities that directly benefit from tourism are more motivated to maintain the cleanliness and ecological integrity of the lake. In this way, the people planet profit cycle operates harmoniously: economic profit promotes social participation, and social participation supports ecological sustainability. This pattern strengthens Lake Perintis's position as a model of sustainable tourism development a destination that not only relies on its natural beauty, but also prioritizes human well-being and environmental sustainability.

Overall, this discussion confirms that the economic aspect of tourism management at Lake Perintis has had a tangible impact on improving community welfare and reinforcing the foundations of regional development. Through the application of Triple Bottom Line principles, tourism activities are capable of creating a balance between economic objectives, social responsibility, and environmental conservation (Wijaya & Nugraha Mursitama, 2023). If this pattern is sustained, Lake Perintis has the potential to become a center for green economic growth in Gorontalo, generating income while fostering collective awareness of the importance of equitable and sustainable tourism.

The economic aspect of Lake Perintis's tourism management thus acts as a core foundation (Nala et al., 2023) in realizing destination sustainability. Through the Triple Bottom Line approach (Elkington, 1997), economic management is not solely aimed at achieving financial profit but must also ensure a balance between economic benefits, social prosperity, and environmental preservation. From an economic standpoint, the development of tourism at Lake Perintis is oriented toward empowering local potential, with the community serving as the primary driver of economic activity—including managing homestays, providing tourism services, preparing traditional culinary products, and producing souvenirs based on local resources.

This economic approach ensures that growth does not undermine ecological functions or community values, but rather becomes an instrument to strengthen local economic self-reliance. In this context, tourism-generated economic benefits must be used to support environmental conservation and improve the welfare of communities living around the lake. Thus, the economic aspect of Lake Perintis tourism management is not only focused on profitability, but also serves as a vehicle to create shared value between managers, communities, and the environment as an integrated sustainability system.

Social Aspect of Tourism Management at Lake Perintis

The social dimension is arguably the most dominant in supporting the sustainability of tourism management at Lake Perintis. Tourism activities in this area not only bring economic benefits but also shape new social dynamics that enhance community solidarity, increase public participation, and foster collective awareness about the importance of environmental preservation (Takahashi et al., 2002) and local cultural values. The community has evolved from passive observers to active agents in the development of community-based tourism.

Within the Triple Bottom Line (TBL) framework, the social aspect plays a critical role because the sustainability of tourism development is not measured solely by economic growth or environmental conservation, but also by the extent of community welfare and involvement in the management process. Tourism activities in this region are deeply embedded within the sociocultural context of the local population. Therefore, a social approach serves as the foundation for achieving a balance between tourism interests and long-standing societal values (Sahana Manalu et al., 2025).

The local community around Lake Perintis plays a significant role in ensuring the sustainability of the tourism area. Their participation is evident in daily activities such as managing parking areas and providing culinary services to visitors. These forms of involvement not only contribute to income generation but also foster a sense of social ownership over the tourism site (Takahashi et al., 2002). This community participation illustrates that tourism is not merely an economic sector but also a social space that strengthens solidarity and collective responsibility in managing natural resources (Melo & Niode, 2022).

In terms of social empowerment, tourism management at Lake Perintis also has a positive impact on the equitable distribution of economic benefits (Rahmawati & Kristina Situmeang, 2024). Many community groups, particularly women and youth, have gained

new opportunities through the development of microenterprises and local crafts. Women in the area are actively involved in preparing traditional foods such as *ilabulo* and grilled fish, while young people engage in digital promotion via social media platforms. The presence of tourism has spurred entrepreneurial spirit and social collaboration, thereby strengthening the community's social structure. This empowerment process is further enhanced through training programs, mentorship, and partnerships with government institutions and academic stakeholders.

Beyond its economic relevance, tourism management is also deeply connected to the preservation of local values and cultural identity. Lake Perintis holds not only ecological value but also symbolic significance, linked to the history and belief systems of the local people. Folk stories about the lake's origin and customary rituals performed prior to the tourism season form part of a social identity that strengthens the appeal of culture-based tourism. Local governments and community groups have made efforts to incorporate cultural elements into tourism promotion—for example, through the Lake Perintis Festival, which showcases traditional dances, regional cuisine, and products from local MSMEs. These events not only attract tourists but also preserve the cultural heritage of the region.

Social equity is a key principle in the Triple Bottom Line approach (Elkington, 1997). Tourism management must ensure that all segments of society have equal opportunities to benefit from tourism-related activities (Sahana Manalu et al., 2025). In Lake Perintis, the principle of inclusivity is reflected in the proportional allocation of roles within tourism management, including for vulnerable groups such as female-headed households and low-income residents. Village governments and tourism managers also strive to maintain transparency in the management of fees and tourism-related funds to prevent social inequality. These efforts are crucial for maintaining public trust and preventing potential social conflicts that may arise from unequal distribution of economic benefits.

The enhancement of social capacity is also evident through educational programs conducted in the tourism area. Training on tourism awareness, waste management, and digital marketing are part of a broader social learning process that equips the community to adapt to change. Awareness of cleanliness and environmental sustainability has grown in tandem with the community's increasing understanding of responsible tourist behavior. This suggests that the social aspect is not solely about economic welfare, but also about building character and behavior that aligns with sustainability goals (Takahashi et al., 2002). In a liberal democratic system, debates over the meaning and direction of sustainable tourism form an important part of the political and economic processes that shape social development (Bramwell & Lane, 2011).

Another observed social impact is the emergence of strong social cohesion among residents. Tourism activities have created new spaces for interaction, strengthening social solidarity, mutual assistance, and inter-group cooperation. Residents work together to maintain the cleanliness, safety, and comfort of the tourism site. These values of community cooperation and social concern have become more prominent, transforming Lake Perintis into not just a tourism destination but a symbol of unity for the Bone Bolango community. The presence of tourists from other regions has also expanded local residents' social and cultural horizons, while reinforcing local identity through positive intercultural interactions.

Overall, the social aspect of tourism management at Lake Perintis illustrates how the community has become the central actor in the development of sustainable tourism. The Triple Bottom Line framework positions the community not merely as an object of development but as an empowered subject with control over the direction of destination management. Through active participation, equitable benefit-sharing, cultural preservation, and social capacity-building, Lake Perintis has demonstrated a transformation toward a more inclusive and just form of tourism. When communities feel a sense of ownership, responsibility, and shared commitment in developing tourism potential, social sustainability becomes the foundation that guarantees the continuity of both economic development and environmental conservation in the future (Bramwell & Lane, 2011; Wijaya & Nugraha Mursitama, 2023).

Environmental Aspect of Tourism Management at Lake Perintis

The Triple Bottom Line (TBL) approach places environmental sustainability as the fundamental pillar of sustainable tourism development. In the context of Lake Perintis in Bone Bolango Regency, Gorontalo, the environmental dimension plays a central role, as the quality of the lake's ecosystem directly determines both the economic livelihood of the local population (Rahmawati & Kristina Situmeang, 2024) and the visitor experience. Lake Perintis is not merely a tourism site, but also a critical ecological space, serving as a water reservoir, microclimate regulator, and habitat for various biotic species that help maintain ecological balance in the surrounding area.

In recent years, the growing number of tourist visits and expanding economic activities around the lake have led to ecological pressures that require urgent attention. Increased waste volume, declining water quality due to household waste, and unsustainable agricultural and fishery activities in the area have become tangible threats to environmental sustainability. Furthermore, uncontrolled land use in the watershed region has the potential to accelerate erosion and sedimentation, which could threaten the lake's water retention capacity. Therefore, environmental management in the Lake Perintis area must aim to achieve a balance between economic needs, social comfort, and ecological preservation.

Conservation efforts must be pursued through reforestation along the lake's banks and the rehabilitation of buffer vegetation. The local government, in collaboration with tourism awareness groups (Pokdarwis) and community organizations, has implemented tree-planting programs involving local species such as bamboo, ketapang, mahoni, and a variety of fruit trees. These initiatives aim

to beautify the area, strengthen water absorption zones, and prevent landslides on adjacent slopes. Beyond their ecological impact, such programs also serve as educational tools for both residents and visitors, highlighting the importance of preserving the ecological function of the lake. Regular clean-up initiatives, such as the *Clean Day Lake Perintis* program, are carried out as an expression of social responsibility toward maintaining the cleanliness of the tourist site.

Another critical area of concern is waste and water pollution management. Tourism managers have begun to implement a waste segregation system for organic and inorganic materials. Additionally, the local Environmental Agency conducts regular water quality monitoring, assessing parameters such as pH (acidity levels), BOD (Biochemical Oxygen Demand), COD (Chemical Oxygen Demand), and turbidity levels to ensure the health of the lake ecosystem. The results of these assessments form the basis for policy formulation, including restricting activities that pose risks to water quality and providing eco-friendly sanitation facilities with closed drainage systems.

Efforts toward energy efficiency and the use of environmentally friendly materials are also being applied to tourism infrastructure. Public lighting now uses small-scale solar panels, and gazebos and support facilities are constructed from natural materials such as bamboo and local wood. These choices aim to reduce the area's carbon footprint while maintaining the lake's natural aesthetic. Such initiatives reflect the local government's commitment to transforming Lake Perintis into a green tourism destination that balances development and conservation.

Environmental education and awareness also play an integral role in the site's management strategy (Aura et al., 2024). Through the campaign "Love Lake, Leave No Trash", tourism managers aim to instill responsible behavior among visitors by promoting a simple yet powerful message: loving the lake means keeping it clean, and keeping it clean means sustaining life. Educational activities such as cleanliness competitions, ecotourism dialogues, and waste management training for tourism businesses contribute positively to shifts in public behavior. The ecological awareness developed through education strengthens the role of the community as the primary guardians of environmental sustainability.

The interconnection between environmental, social, and economic aspects is profound. A clean and well-preserved environment enhances the attractiveness of the destination and stimulates local economic growth, while a prosperous and environmentally conscious community is more likely to remain committed to protecting nature (Takahashi et al., 2002). In this way, a sustainability cycle is established in which all three pillars of the Triple Bottom Line reinforce one another: a healthy environment supports harmonious social life and sustainable economic development (Aura et al., 2024).

In conclusion, environmental management at Lake Perintis is showing a positive trajectory toward becoming a model of sustainable tourism. Through the implementation of conservation practices, pollution control measures, clean energy usage, and environmental education, this area demonstrates that environmental sustainability is not merely a slogan but a tangible process that requires collective commitment. When the principles of the Triple Bottom Line are consistently applied, Lake Perintis can serve as a living example of how tourism can thrive without sacrificing ecological integrity, becoming a green destination model that inspires environmentally based tourism management in eastern Indonesia.

5. CONCLUSION

Overall, the findings of this study demonstrate that the tourism management of Lake Perintis, when guided by the Triple Bottom Line (TBL) approach, has fostered a harmonious balance between the economic, social, and environmental dimensions. These three aspects interact dynamically to form a sustainable management system, where tourism activities are not solely oriented toward economic gain, but also reinforce social values within the community and preserve nature as the foundation of shared life. Tourism development must therefore be balanced with aquatic ecosystem conservation and local community participation (Higgins-Desbiolles, 2011).

As a leading tourism destination in Bone Bolango Regency, Lake Perintis has proven capable of stimulating local economic growth through increased household income, the creation of new job opportunities, and the strengthening of small enterprises based on regional potential. The growth of tourism has created multiplier effects in other sectors such as agriculture, fisheries, and trade, generating an inclusive economic cycle. Most importantly, this economic development has occurred without neglecting social and ecological responsibilities, as local communities recognize that economic sustainability is only achievable if the environment is preserved (Jala & Nandagiri, 2015) and social well-being is maintained.

From a social perspective, tourism management at Lake Perintis has demonstrated increased community participation and awareness of community-based development (Higgins-Desbiolles, 2011). The active involvement of residents through tourism awareness groups (Pokdarwis), cleanliness initiatives, and the organization of tourism activities indicates that the community is no longer a passive beneficiary but has become a key actor in managing, developing, and promoting its local tourism potential. Shared values such as mutual cooperation, solidarity, and a sense of ownership toward the lake have grown in parallel with the economic benefits experienced. This heightened social awareness has contributed to the emergence of collective responsibility for maintaining cleanliness, order, and the environmental sustainability of the tourism area.

From an ecological perspective, the management of Lake Perintis must consistently adhere to the principles of environmental sustainability (Williams & Buswell, 2003). Conservation and pollution control efforts have been pursued through reforestation in

watershed areas, waste management, and water quality monitoring. The “Love Lake, Leave No Trash” campaign has become a symbol of collective ecological awareness among both local communities and tourists, affirming that preserving nature is an expression of valuing life itself. This environmental consciousness is not isolated but is integrated with social behavior and economic practices, which are increasingly aligned with the principles of green tourism (Aura et al., 2024).

Thus, the management of tourism at Lake Perintis exemplifies the practical application of the Triple Bottom Line concept at the local level. The synergy between communities, government, and businesses strengthens one another: the economy thrives because the community is empowered; the community is empowered because the environment is sustained; and the environment is sustained due to social awareness and participatory governance. This synergy forms the foundation for the long-term sustainability of Lake Perintis tourism, providing clear evidence that tourism development which balances profit, people, and planet can generate collective prosperity without compromising natural resources or cultural values.

Through this approach, Lake Perintis has not only developed as a natural tourism destination, but has also become a model for sustainable, inclusive, and equitable regional management. This success affirms that balancing the economic, social, and environmental aspects is not merely a theoretical ideal but a tangible outcome, achievable when all stakeholders work together in a collaborative spirit to responsibly protect and manage the potential of their region.

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