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1. Describe a business practice you believe should be adopted (or adopted more widely) so as to effectively and efficiently promote the goals of sustainable tourism in Indonesia. Answers should not exceed 300 words.

Just like the tag line wonderful Indonesia, there is a million wonderful places in Indonesia to visit. Therefore tourism in Indonesia give a profitable business area especially the beaches since Indonesia is coastal country. But most of tourism businesses nowadays like any other business, emphasis in profit gain. This is like exploitation of the nature places for business. They are not thinking about the negative impact that may endanger the environment. As a result, it can damaged the natural beauty of tourism itself and will decrease the tourism places. Lost tourism places will affect the tourism business itself. If there's a lot of dirty places in Indonesia, people will consider to visit Indonesia. To maintain the origin of the tourist place and promoting environmental sustainability in Indonesian tourism industry therefore need an innovative business solution. Pay-Trash (Pay with your Trash) is a place for exchange the waste with a coupons that can be used to buy local product such as traditional food or souvenirs sold by local small and medium businesses around. In the other way, Pay-Trash try to engage people to look forward the environment then give them a reward for doing that. Pay-Trash business trying to change the paradigm of garbage is useless become a valuable trash. This business aims to reduce waste and empower small businesses runs by the local community. Pay-Trash will cooperate with local small businesses surrounding the tourism spot and the small business that runs on recycled products such as Project B Boutique Recycling and Trash Bank (Bank Sampah). With this kind of small business we still gain a profit while the environment keep save. Finally we could achieve the goals of sustainable tourism.

2. Describe the environmental problem or challenge this business practice is intended to address (including a description of the magnitude and consequences of this problem or challenge). Answers should not exceed 200 words.

Indonesian tourism conditions are still not clean from the rubbish existence. There are still many tourists who litter and not responsible for the environment. One of the dirtiest places is the beach. Many plastic waste are still scattered around the beach. The wave will wash out the waste and contaminated the ocean. This ocean is no longer save for its inhabitant because the plastic materials are very poisonous and very difficult to decompose. From the whale, sharks, sea lions, dolphins, and birds to the microscopic organisms called zooplankton, plastic has been and is greatly affecting marine life on shore and off shore. According to the National Oceanographic and Atmospheric Administration, plastic debris kills an estimated 100,000 marine mammals annually, as well as millions of birds and fishes. Not only the marine life, but it will create a domino effect and eventually caused a catastrophic disaster for the sustainability of the earth start from disturbing the food chain, contamination of groundwater, contaminating the soil, causing air pollution, kill animals, and the cost of an expensive waste reduction. A research published in the Science Journal revealed that Indonesia is the second largest contributor of plastic waste in the oceans.

3. Explain how your proposal solves or mitigates this environmental problem or challenge. Answers should not exceed 300 words.

Millions of dollars have been spent every year to reduce and overcome the impact of plastic waste, include health costs, manufacturing facilities, and the infrastructure. Though these costs can be used for other things, like improving the quality of education. To overcome the problem of plastic waste, Pay-Trash offers a cheap solution, saving the environment for sustainable tourism by promoting Indonesian local products. Everyone could exchange the trash with a coupons that could be used to buy local products or souvenir. By this way, people will think twice to throw up their trash and will try to collect more trash around the beach to be redeemed with coupons. Clean beach will keep us happy to visit, while the marine life save from the plastic material. Definitely this business will

reduce plastic waste and bring a healthy life for environment, animals and our-self. Thus not only keep the touristic area clean, but help the small business will be increasingly develop and promoting Indonesian products. Trash that has been collected from the exchange with the coupon, will be deposited to the Trash Bank (Bank Sampah) or could be sold to recycling business, so that the trash can be processed into valuable goods. People will learn to save the environment by doing the simple things start from themselves. With this business, tourism in Indonesia will remain sustainable and wonderful. Starting from this small business it will create a big change and should be implemented in every tourist places. It is our responsible to keep the environment sustainable for our child to enjoy.

4. Identify the costs and barriers to implementing this business practice and explain how these costs and barriers might be managed. Answers should not exceed 300 words.

Pay-Trash business

The reality is that hitting growth barriers will be inevitable for businesses that possess potential to be much bigger and more successful. Need an awareness for these growth barriers therefore they can be anticipated by developing strategies to assist the transition through each stage. Pay-Trash is a small business try to get along with the environment. Plastic waste has a very small value therefore the coupons have the small amount too for example 10kg of plastic bag waste are only worth for Rp.5000 coupon. You won't get much for that Rp.5000 coupon. It needs a very big amount of trash to get a big values of coupon. But this problem could be solve by having a cooperation with local product that sell the cheap price start from Rp.2000 and this coupon is valid forever to make it possible for anyone to save it and collect the coupon as much as he want and as long as you have the coupon, you could use it whenever you want. It doesn't need a big cost this small business, what essential is a place for a small shop, a shed and a truck. For startup cost, Pay-Trash will find many sponsorship especially engage with BLH (Environmental Agency of Yogyakarta).

5. Identify potential alternative solutions to the challenge and explain why your proposed solution is the best option. Answers should not exceed 300 words.

Potential alternative solution to the challenge of Pay-Trash is to give the customer free unique bracelet for the little amount of trash they have. This bracelet is made from plastic waste craft. Pay –Trash not only give profit but also keep the beauty of nature. More people will take responsibility of it bring the nature to the recovery. There are four reasons Pay-Trash must be implemented. First, the business will make customers participate in maintaining the authenticity of the tourist attractions. It will educate and raise awareness in every people. They will be responsible for their waste. Second, local Indonesian products will be known around the world. Third, the business will save marine life and eventually human life. Forth, Indonesia maintained natural beauty will provide wonderful memories for each person visiting and they always want to come back and achieve the goal of tourism sustainability.