

# The Digitalization of Investment Impact on Developing Tourism Industry



Lis Julianti <sup>a\*</sup>, Artit Pinpak<sup>b</sup>

<sup>a</sup> Faculty of Law, Universitas Mahasaraswati Denpasar, Denpasar, Indonesia

<sup>b</sup> Thomas Aquinas School of Law, Assumption University, Bangkok, Thailand

\*Corresponding Author: [lisjulianti@unmas.ac.id](mailto:lisjulianti@unmas.ac.id)

## ARTICLE INFO

### Article history

Received: June 27, 2024

Revised: October 22, 2024

Accepted: November 24, 2024

### Keywords

Digitalization;

Investment;

Policy;

Tourism;

## ABSTRACT

Digitalization of investment can boost the development of the tourism sector. However, regulations in Indonesia related to digital investment still need to be improved, thus triggering risks for investors. This research aims to analyze the impact of digitalization of investment on the development of the tourism sector. This research uses normative legal study with a conceptual, legislative, and comparative approach. The research results show that, first, investment digitalization impacts the development of the tourism sector. However, various problems still need to be solved, including suboptimal regulations, overlapping authorities, digital gaps between regions, and a need for more privacy data protection. Second, investment digitalization in Japan and Thailand has several advantages compared to Indonesia, mainly due to more advanced technological infrastructure, strategic government policies, and a more mature digital economy. Third, Indonesia must implement the principle of legal certainty and protection by strengthening investment digitalization regulations and collaborating with various parties to prepare special regulations regarding investment digitalization and increase data privacy protection to realize sustainable tourism and development.



This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license



## 1. Introduction

The tourism industry is being developed to guarantee its continued prominence in the community, promoting sustainable tourism development. The fundamental principles of sustainable tourism development are the ecological sustainability of the environment in which the tourist attraction is located and the preservation of the community's social culture. This is of the utmost importance, as the sustainability of the social culture of the local community is the primary pillar in the attraction of tourism, in addition to the carrying capacity of the natural environment. Third, the community and the region attain economic sustainability due to the beneficial effects of tourism development.<sup>1</sup>

<sup>1</sup> Ceyhun Elgin and Adem Yavuz Elveren, 'Unpacking the Economic Impact of Tourism: A Multidimensional Approach to Sustainable Development', *Journal of Cleaner Production*, 478 (2024), 143947 <https://doi.org/10.1016/j.jclepro.2024.143947>

Achieving sustainable development requires a delicate balance between the promotion of economic growth, the enhancement of human well-being, and the preservation of the environment. Tourism's multifaceted character makes it a potential enabler and contributor to the Sustainable Development Goals (SDGs).<sup>2</sup> Tourism has been regarded as a driving force behind growth and development. The potential of tourism to impact sustainable development has become more significant in the context of the SDGs in the 2030 Agenda. This underscores the significance of tourism in promoting global sustainability and growth.<sup>3</sup>

Tourism is inextricably linked to the global community, rendering it a fundamental human necessity and a component of human rights upheld and safeguarded by Article 28 of the 1945 Constitution of the Republic of Indonesia. In the current era of globalization, tourism, a fundamental necessity that is recognized as a human right, has the potential to stimulate national economic development. Tourism is one of the industries that significantly contributes to improving the well-being of individuals and creating a diverse array of employment opportunities. Consequently, it must be governed by laws and regulations that are well-applied, effective, and appropriate.<sup>4</sup>

The tourism industry is responsible for providing amenities catering to visitors' tourist destination requirements. The tourism industry has had a dual impact on the welfare of communities, both directly and indirectly. However, the success of this development has been hindered by various cumulative issues that do not support the tourism development sector.<sup>5</sup> With the development and contribution of the tourism sector through foreign exchange earnings, regional income, regional development, and the absorption of investment and labor and business development spread across various regions in Indonesia, the role of the national tourism sector is becoming increasingly significant.<sup>6</sup>

In reality, implementing investment development in the tourism sector is fraught with various challenges, such as environmental conservation concerns related to tourism development, land conversion, and the pollution of sacred areas by tourists. The necessity of land to accommodate investment in the tourism sector

---

<sup>2</sup> Richard Sharpley, 'Tourism, Sustainable Development and the Theoretical Divide: 20 Years On', *Journal of Sustainable Tourism*, 28.11 (2020), 1932–46 <https://doi.org/10.1080/09669582.2020.1779732>

<sup>3</sup> Pablo Juan Cárdenas-García and Juan Ignacio Pulido-Fernández, 'Tourism as an Economic Development Tool. Key Factors', *Current Issues in Tourism*, 22.17 (2019), 2082–2108 <https://doi.org/10.1080/13683500.2017.1420042>

<sup>4</sup> Yunhui Cao and Kerui Du, 'Outbound Tourism and Outward Foreign Direct Investment', *Annals of Tourism Research*, 105 (2024), 103713 <https://doi.org/10.1016/j.annals.2023.103713>

<sup>5</sup> Seema Narayan, Paresh Kumar Narayan, and Lutzardo Tobing, 'Has Tourism Influenced Indonesia's Current Account?', *Economic Analysis and Policy*, 69 (2021), 225–37 <https://doi.org/10.1016/j.eap.2020.12.009>

<sup>6</sup> Jennie Gelter, Matthias Fuchs, and Maria Lexhagen, 'Making Sense of Smart Tourism Destinations: A Qualitative Text Analysis from Sweden', *Journal of Destination Marketing and Management*, 23.June 2021 (2022), 100690 <https://doi.org/10.1016/j.jdmm.2022.100690>

has also impacted the use of land owned by indigenous peoples. Indeed, the extinction of local wisdom values that flourish in Indonesia will be influenced by this if explicit legal regulations do not back it. Additionally, the emergence of Law Number 11 of 2020 regarding Job Creation, which is rife with controversy regarding the Central Government's various facilities to encourage investors to invest in Indonesia, has also contributed to this issue.<sup>7</sup>

Policies that can establish a balance between national interests and global trends are necessary for the development of investment in tourism in developing countries. This encompasses the economic, physical, social, and cultural mastery of the nation's tourism wealth and the sustainability of the nation's tourism resources and potential. Additionally, the advancement of sustainable tourism in the context of globalization is a series of quantifiable and planned processes designed to meet the current needs of the present and transmit them to future generations.<sup>8</sup>

The development of the national tourism industry has been significantly influenced by the era of globalization, particularly the utilization of technological advancements and changes in the behavior patterns of international visitors. This has resulted in significant consequences and movements. Tourism is anticipated to be the most critical industry in the 21st century, both domestically and internationally. The tourism sector has undergone substantial transformations in operations, marketing, and interactions with visitors due to technological advancements during globalization. The tourism sector has been able to attract capital, expand market share, and improve the efficiency of tourist destination management due to the digitalization of investment which technological advancements have significantly influenced in the period of globalization.<sup>9</sup> Crowdfunding and peer-to-peer lending platforms are two examples that offer investors from around the globe the opportunity to invest in tourism projects, including the development of new destinations or supporting facilities.<sup>10</sup> This technology enables the development of visitor destinations in remote areas with the assistance of global investment, as it provides access to a broader range of

---

<sup>7</sup> Kartika Ayu Suhanti, 'Investasi Langsung Di Era Ekonomi Digital: Tantangan Dan Peluang Baru Dalam Kerangka Hukum', *As-Syar'i: Jurnal Bimbingan & Konseling Keluarga*, 6.3 (2024), 1397–1410 <https://doi.org/10.47467/as.v6i3.6533>

<sup>8</sup> Zhang Lei, Sun Shanghong, and Chen Jie, 'Study on the Influence of Global Tourism Development on the Upgrading of County Industrial Structure', *Heliyon*, 2024, e39287 <https://doi.org/10.1016/j.heliyon.2024.e39287>

<sup>9</sup> Ghalieb Mutig Idroes and others, 'Towards Sustainable Environment in North African Countries: The Role of Military Expenditure, Renewable Energy, Tourism, Manufacture, and Globalization on Environmental Degradation', *Journal of Environmental Management*, 368 (2024), 122077 <https://doi.org/10.1016/j.jenvman.2024.122077>

<sup>10</sup> R Sivarethnamohan, 'Exploring the Transformation of Digital Tourism: Trends, Impacts, and Future Prospects', in *2023 International Conference on Digital Applications, Transformation & Economy (ICDATE)* (IEEE, 2023), pp. 260–66 <https://doi.org/10.1109/ICDATE58146.2023.10248691>

funding sources without geographical restrictions. Additionally, digitalization enables tourism actors to administer their assets and operations more effectively. Consequently, the tourism sector has been presented with significant opportunities for sustainable and global growth due to technological advancements in investment digitalization.<sup>11</sup>

The digitalization of investment substantially impacts the tourism sector, as it improves the consumer experience, fosters economic resilience, and increases operational efficiency. As the industry adapts to the digital economy, businesses must implement a holistic digital transformation strategy to remain competitive. Digital transformation transforms tourism actors' business practices and facilitates enhanced connectivity among destinations, businesses, and visitors. Through digital investment, the tourism sector can improve the quality of its interactive and personalized tourism experiences and expand markets by incorporating technologies such as online registration platforms, data-driven marketing, and digital payment system integration.<sup>12</sup>

Investment digitalization requires clear regulations to protect investors, entrepreneurs, and consumers. In several developing countries, including Indonesia, financial technology (fintech) and digital investment policies still need to mature enough or are still limited. This can hinder the development of digital investment and reduce its appeal to foreign investors.<sup>13</sup> Currently, Indonesia's digital investment regulations need to be more specific to regulate a variety of emergent digital investment models, including blockchain-based investment, peer-to-peer lending, and crowdfunding. This regulatory ambiguity generates vulnerabilities that facilitate less transparent practices and pose risks to investors.<sup>14</sup>

Indonesia's investment digitalization has not yet realized its full potential due to numerous legal obstacles that impede innovation and development. The most significant concerns include a more robust legal framework designed for the digital economy, inadequate consumer protection, and fragmented regulation.<sup>15</sup>

---

<sup>11</sup> Antonina Verhun, 'Digital Tools for the Development of the Hospitality and Tourism Industry in the Context of a Digitized Economy', *Economic Affairs*, 67.4s (2022) <https://doi.org/10.46852/0424-2513.4s.2022.20>

<sup>12</sup> NATALIIA CHORNA and others, 'The Role Of Digital Technologies In The Transformation Of The Tourism Business: Prospects For Development And Impact On The Country's Economy', *AD ALTA: Journal of Interdisciplinary Research*, 14.1 (2024), 136–40 <https://doi.org/10.33543/140139136140>

<sup>13</sup> Linqiang Wang, Xiuhuan Feng, and Luning Zang, 'Does Risk Perception Influence Individual Investors' Crowdfunding Investment Decision-Making Behavior in the Metaverse Tourism?', *Finance Research Letters*, 62 (2024), 105168 <https://doi.org/10.1016/j.frl.2024.105168>

<sup>14</sup> Jun Zhai, Siyuan Zhang, and Xuan Yang, 'Financial Subsidies, Digital Finance, and Corporate Industrial Investment Level', *Finance Research Letters*, 69 (2024), 106225 <https://doi.org/10.1016/j.frl.2024.106225>

<sup>15</sup> Saifullah Saifullah and others, 'The Evaluation Of The Indonesian Fintech Law From The Perspective Of Regulatory Technology Paradigms To Mitigate Illegal Fintech', *Jurisdictie: Jurnal Hukum Dan Syariah*, 14.2 (2024), 233–64 <https://doi.org/10.18860/j.v14i2.24025>

The Investment Law primarily regulates investment in Indonesia. This law guarantees investor rights, provides legal certainty, and includes investment principles open to domestic and foreign investment.<sup>16</sup> Nevertheless, this law continues to be general. It does not expressly regulate certain aspects of digitalization in investment, particularly those related to new digital investment models like fintech platforms or crowdfunding. Consequently, this regulation needs to adequately address the diverse digital security risks that digital investors face, and legal protection for them needs to be improved. Subsequently, the Job Creation Law substantially modifies investment regulations by streamlining regulations and licensing, mainly through risk-based licensing. This law aims to increase investment by simplifying requirements for foreign investors and facilitating investment in priority sectors. The Investment Priority List (DPI) is an example of this. It replaces the Negative Investment List (DNI) and provides guidance on which sectors are open to foreign investment.<sup>17</sup> The Job Creation Law simplifies regulations to attract more investors; however, its implementation continues to encounter technical obstacles, including overlapping rules in various sectors that impede efficiency. Furthermore, the fintech sector has yet to receive specialized, in-depth guidance, and the implementation of regulations for digital investment is frequently suboptimal because this law does not specifically address investment digitalization.<sup>18</sup>

The existence of a relatively significant disparity between countries around the globe is one of the challenges associated with globalization in terms of the investment climate. Investors will be attracted to countries with favorable climates, stable business conditions, and equitable dispute resolutions.<sup>19</sup> Conversely, nations that implement numerous investment restrictions may mitigate capital flows. This is the consequence of unbalanced globalization, which results in an unequal distribution of benefits and losses. This discrepancy induces polarisation among nations, organizations, and individuals. This results in the

---

<sup>16</sup> Sidik Budiono and John Tampil Purba, 'Factors of Foreign Direct Investment Flows to Indonesia in the Era of COVID-19 Pandemic', *Heliyon*, 9.4 (2023), e15429 <https://doi.org/10.1016/j.heliyon.2023.e15429>

<sup>17</sup> Amrie Firmansyah and others, 'Political Connections, Investment Opportunity Sets, Tax Avoidance: Does Corporate Social Responsibility Disclosure in Indonesia Have a Role?', *Heliyon*, 8.8 (2022) <https://doi.org/10.1016/j.heliyon.2022.e10155>

<sup>18</sup> Lisnawati Lisnawati and Muhammad Ikhsan Harahap, 'Analysis of Digital Infrastructure Development for the Indonesian Capital Market', *Jurnal Akuntansi, Manajemen Dan Bisnis Digital*, 1.2 (2022) <https://doi.org/10.37676/jambd.v1i2.2583>

<sup>19</sup> Ummu Salma Al Azizah and Herri Mulyono, 'Dataset on Determinants of Intention and Investment Behaviour amongst Young Indonesian Millennials', *Data in Brief*, 32 (2020), 106083 <https://doi.org/10.1016/j.dib.2020.106083>

rapid advancement of one party while the other party is increasingly marginalized.<sup>20</sup>

Indonesia's digital infrastructure and governance require improvement compared to Japan and Thailand, as evidenced by its lower rankings in the Network Readiness Index and Digital Competitiveness Index.<sup>21</sup> Thailand and Japan have implemented e-government frameworks that promote investment, while Indonesia is still developing its digital public services. Government initiatives and the prerequisite for economic revitalization are the primary factors driving the incremental transformation of investment digitalization in Japan, which primarily impacts the financial sector. The integration of digital technology is essential for improving efficiency and competitiveness. Especially in lagging sectors, the Japanese government is instrumental in promoting digitalization. In Thailand, the digitalization of the tourism sector is significantly impacted by technological advancements and regulatory frameworks designed to promote sustainable development. This transformation is distinguished by incorporating digital tools that enhance consumer engagement and service quality while addressing environmental concerns.<sup>22</sup>

Previous research by Okafor et al. conducted research demonstrating the importance of digital tools in Thailand to facilitate more effective policy responses, thereby mitigating the economic impact of crises like COVID-19.<sup>23</sup> Jha's research also indicated that emerging digital platforms enhance operational efficiency and consumer experience, which is crucial for the tourism sector's competitiveness.<sup>24</sup> Then, research by Yuan Lan et al. asserted that digital technology significantly impacts the sensitivity of investment to price. The main effect remains consistent after the endogeneity problem has been addressed and a series of robustness tests have been conducted. The mechanism test demonstrates that digital technology enhances the informativeness of stock prices, increasing the sensitivity of investments to stock prices. Additionally, firms with lower information

---

<sup>20</sup> Nianjiao Peng and others, 'The Impact of Digital Finance on Firm's Inefficient Investment: Evidence from Chinese A-Share Listed Companies', *Finance Research Letters*, 69 (2024), 106118 <https://doi.org/10.1016/j.frl.2024.106118>

<sup>21</sup> Tuba Akar, Gökhan Akar, and Ahmet Ay, 'Digital Economy and Competitiveness: An Evaluation on Selected Asian Countries', *Journal of Eurasian Economies*, 3.2 (2024), 18–27 <https://doi.org/10.36880/J03.2.0127>

<sup>22</sup> Bilsen Bilgili and Erdogan Koc, 'Digital Transformation in Tourism', in *Emerging Transformations in Tourism and Hospitality* (London: Routledge, 2021), pp. 53–65 <https://doi.org/10.4324/9781003105930-5>

<sup>23</sup> Luke Okafor, Usman Khalid, and Laura Elizabeth Moreno Gama, 'Do the Size of the Tourism Sector and Level of Digitalization Affect COVID-19 Economic Policy Response? Evidence from Developed and Developing Countries', *Current Issues in Tourism*, 26.18 (2023), 3040–63 <https://doi.org/10.1080/13683500.2022.2107898>

<sup>24</sup> Mridanish Jha, 'The Role of Digital Transformation in Business and Its Impact on Sustainable Development Goals (Sdgs) in the Tourism Sector', *SDGs Studies Review*, 5 (2024), e010 <https://doi.org/10.37497/sdgs.v5igoals.10>

transparency, higher institutional ownership, and higher managerial ownership exhibit a more pronounced positive effect.<sup>25</sup> Next, previous research by Chorna et.al shows that digitalization improves the development of tourism products and consumption patterns, promoting economic sustainability. Integrating digital devices results in the generation of new business models, the expansion of market presence, and the optimization of consumer interactions.<sup>26</sup> Whereas, research by Gunawan et.al shows that the overall tourist experience is improved by promoting cultural awareness and participation in tourism through digitalization. Although this area still requires further investigation, the transition to digital platforms enables the better preservation of the tourist experience.<sup>27</sup>

The global economy and society are undergoing a comprehensive transformation and development, with the digital economy expanding at an unprecedented rate. Existing research extensively demonstrates the diverse positive impacts of investment digitalization. Nevertheless, amidst the current surge of digital transformation, more comprehensive researches are needed on the specific effect of digital transformation on investment decisions, particularly in the tourism sector.<sup>28</sup> In the interim, this investigation will examine the root causes of suboptimal investment digitalization and the solutions identified through a comprehensive analysis, with a particular emphasis on legal concerns related to the provision of legal certainty and protection. Despite Indonesia's progress in digital transformation, the nation must also assess the potential hazards of excessive technology dependence, including cybersecurity threats and the digital divide. In the digital economy, sustainable development will be contingent upon balancing innovation with a robust regulatory framework. Therefore, it is crucial to compare the development of the tourism sector in Japan and Thailand to evaluate the influence of investment digitalization on the tourism sector. This evaluation and development can be used to improve the tourism sector in Indonesia through investment digitalization.

## 2. Research Method

This research's normative legal research methodology was derived from a thorough literature evaluation. Conceptual, statutory, and comparative methods are implemented. The primary pertinent legal sources are the 1945 Constitution of

---

<sup>25</sup> Yuan Lan, Jinkun Xian, and Nannan Bai, 'Digital Technology Adoption and Investment Sensitivity to Stock Price', *Economics Letters*, 243 (2024), 111935 <https://doi.org/10.1016/j.econlet.2024.111935>

<sup>26</sup> CHORNA and others.

<sup>27</sup> Heirvan Gunawan, Udin Udin, and Meika Kurnia Puji Rahayu, 'Research Trends on the Impact of Digital Transformation on the Development of the Tourism Industry: A Bibliometric Analysis', *Multidisciplinary Reviews*, 7.5 (2024), 2024090 <https://doi.org/10.31893/multirev.2024090>

<sup>28</sup> Siti Aminah Caniago, Feni Fitriani Putri Rozi, and Bagaskara Sagita Wijaya, 'Tekno-Konomi: Broadband Internet Sebagai Strategi Pertumbuhan Investasi Dan Peningkatan Kesejahteraan Masyarakat Indonesia', *Wahana Islamika: Jurnal Studi Keislaman*, 2022, 178–201 <https://doi.org/10.61136/nxjby668>

the Republic of Indonesia, as well as a variety of laws and government regulations.<sup>29</sup> Subsequently, secondary legal materials encompass pertinent literature, articles, and papers. Tertiary legal sources, including the Legal Dictionary and the General Dictionary of the Indonesian Language, are employed to elucidate and direct the legal materials in addition to primary and secondary legal materials. The data will be analyzed descriptively and analytically by analyzing and reviewing it per systematic rules to comprehensively understand the issues raised.<sup>30</sup>

### 3. Results and Discussion

#### *The Digitalization of Investment Impact on Developing Tourism Industry in Indonesia*

The tourism industry is transformed into a commodity that generates revenue for the community. Developing tourism artifacts is believed to have the potential to assimilate labor and increase tourist visits annually. Indonesia and other nations rely heavily on tourism, which is classified as a service industry, to generate foreign exchange.<sup>31</sup> In the present political era, tourism is a critical component of numerous significant economic issues, including the internationalization of capital, regional and national restructuring, urban development, and economic growth. The tourism industry is dissimilar to the well-known manufacturing industry. Unlike the cement, garment, or shoe industries, the tourism industry is not an independent entity. Some specialists refer to the tourism industry as a "smokeless industry" due to its intangible nature.<sup>32</sup>

Indonesia's tourism industry is currently experiencing a period of recovery. As many as 35.71% of experts are optimistic that tourism conditions will recover to pre-pandemic levels in 2024, judging from the tourism movement in 2022, if the development of innovative and high-quality tourism destinations significantly influences the future growth of the tourism sector. Conversely, there are additional variables that affect Indonesia's tourism sector expansion. Beginning with the role of technology that facilitates travel (43.59%), the expansion of infrastructure and

---

<sup>29</sup> Abdul Kadir Jaelani and others, 'Halal Tourism Sector and Tax Allowance Policy: A Case Study Observed from Normative Problems to Effective Implementation', *Ijtihad: Jurnal Wacana Hukum Islam Dan Kemanusiaan*, 23.2 (2023), 185–210 <https://doi.org/10.18326/ijtihad.v23i2.185-210>

<sup>30</sup> Reza Octavia Kusumaningtyas and others, 'Reduction of Digitalization Policy in Indonesian MSMEs and Implications for Sharia Economic Development', *JURIS (Jurnal Ilmiah Syariah)*, 21.2 (2022), 157 <https://doi.org/10.31958/juris.v21i2.6855>

<sup>31</sup> Sylvie N. Tranter and others, 'The Inclusion of Fisheries and Tourism in Marine Protected Areas to Support Conservation in Indonesia', *Marine Policy*, 146 (2022), 105301 <https://doi.org/10.1016/j.marpol.2022.105301>

<sup>32</sup> Natalia Kristiani Tandafatu, Lindiana Ermilinda, and Yohanes Brekmans M. Darkel, 'Digital Transformation in Tourism: Exploring the Impact of Technology on Travel Experiences', *International Journal of Multidisciplinary Approach Sciences and Technologies*, 1.1 (2024), 55–64 <https://doi.org/10.62207/w3vsg352>



international flight routes (34.90%), and the increase in income among domestic visitors (38.56%).

Indonesia is a developing nation with a population of nearly 250 million and a diverse array of tribes, customs, and cultures that serve as tourist attractions. This is one of Indonesia's comparative advantages in luring investors to invest their capital. Tourism activities are among the activities that generate demand for products and services.<sup>33</sup> Acceleration of national economic development can be achieved by increasing investment in converting economic potential into actual power, which can be achieved through the use of capital from both domestic and foreign sources. One of the critical initiatives of all nations, including developed and underdeveloped countries, is to attract the maximum amount of investment.<sup>34</sup>

Table 1. Contribution of Tourism Investment Realization to National Investment Realization 2018-2023

Year	Tourism Investment Realization (Rp Trillion)	National Investment Realization (Rp Trillion)	Contribution
2023	45,35	1.418,9	3,20%
2022	33,50	1.207,2	2,77%
2021	28,15	901,0	3,13%
2020	30,97	826,3	3,75%
2019	28,6	809,6	3,53%
2018	20,73	721,3	2,89%

Sources: Ministry of Tourism and Creative Economy of Indonesia

The data illustrates the trend of tourism investment realization in Indonesia from 2018 to 2023, alongside the national investment realization and the contribution of the tourism sector to the total investment. Tourism investment experienced consistent growth, rising from Rp20.73 trillion in 2018 to Rp45.35 trillion in 2023. Meanwhile, national investment also showed an upward trend, increasing from Rp721.3 trillion in 2018 to Rp1,418.9 trillion in 2023. However, the contribution of the tourism sector to the national total fluctuated. It peaked in 2020 at 3.75%, likely due to targeted efforts to sustain the sector amid the global COVID-19 pandemic. Afterward, the contribution declined to 2.77% in 2022 but rebounded slightly to 3.20% in 2023. This indicates that while tourism investment grew in absolute terms, its share relative to national investment varied due to the faster growth of other sectors.

In general, developing countries are in dire need of investment, particularly foreign investment, which aims to expedite the pace of economic expansion. Investment development will undoubtedly be characterized by an uncertain

<sup>33</sup> Daniella Oktalina Manalu, Yudhistya Ayu Kusumawati, and Cuk Tho, 'Developing Nusantara Mobile Application to Support Local Tourism in Indonesia', *Procedia Computer Science*, 227 (2023), 641–50 <https://doi.org/https://doi.org/10.1016/j.procs.2023.10.568>

<sup>34</sup> Wenzheng Zhang and others, 'Government Investment, Level of Marketization and High-Quality Tourism Development', *International Review of Economics & Finance*, 96 (2024), 103536 <https://doi.org/10.1016/j.iref.2024.103536>

trajectory without an investment policy. In other words, implementing business applications could be more optimal due to poorly planned investment development efforts. This frequently results in societal conflict and animosity due to the perception that the contribution provided is insufficient or incompatible with society's requirements.<sup>35</sup>

The significance and prominence of law are significantly enhanced in contemporary democratic societies. It is responsible for preserving equilibrium within a democratic legal system and constitution. The regulation of a nation's economy is also significantly influenced by the law as a result of the transformation of society from a trading society to a prosperous one. The position and function of law are highly valued in the economic development of a nation. This suggests that regulation is essential in both developed and developing countries.<sup>36</sup> No matter how liberated the market dynamics are to be developed in a country, the protection of economic and social rights is one of the things considered essential to be regulated in regulations. The state must intervene in the process of economic development in a country by issuing rules and permits. The state's laws must be characterized by legal certainty, justice, and benefits. A nation's citizenry will experience prosperity and benefits due to the economy's promotion of healthy and equitable freedom amid legal certainty. Investment is one of the economic sectors that can directly contribute to expanding a nation's economy.<sup>37</sup> A nation must ensure that its investment policy is conducive to investment and investment-friendly to attract investors. By enhancing comfort and reducing uncertainty, discretion, and ambiguity, a conducive investment policy can attract and facilitate private investment and foreign investment. This policy promotes investment by both domestic and foreign investors.<sup>38</sup>

Law Number 25 of 2007 concerning Investment regulates Indonesia's legal system concerning investment. This law simultaneously repeals the regulations on domestic investment (Law Number 6 of 1968 concerning Domestic Investment) and foreign investment (Law Number 1 of 1967 concerning Foreign Investment). Nevertheless, there needs to be more consistency in the conventions regarding

---

<sup>35</sup> Xiaoxue Hu and Dongxu Li, 'Foreign Business Exposure, Policy Uncertainty, and Investment Allocation Decisions of Chinese Multinational Corporations', *Pacific-Basin Finance Journal*, 2024, 102586 <https://doi.org/10.1016/j.pacfin.2024.102586>

<sup>36</sup> Sapriani Sapriani, Reza Octavia Kusumaningtyas, and Khalid Eltayeb Elfaki, 'Strengthening Blue Economy Policy to Achieve Sustainable Fisheries', *Journal of Sustainable Development and Regulatory Issues (JSDERI)*, 2.1 (2024), 1–19 <https://doi.org/10.53955/jsderi.v2i1.23>

<sup>37</sup> Qiubin Huang and Mingting Kou, 'Does Climate Policy Uncertainty Impair or Improve Corporate Investment Efficiency?', *Economics Letters*, 244 (2024), 112015 <https://doi.org/10.1016/j.econlet.2024.112015>

<sup>38</sup> Alisya Muliani, Sukarmi Sukarmi, and Djumikasih Djumikasih, 'Reformulation of Digital Market Regulations Against Indications of Monopolistic Practices in the Digital Spaces (Indonesian Perspective)', *International Journal of Business, Law, and Education*, 5.1 (2024), 800–810 <https://doi.org/10.56442/ijble.v5i1.487>

authority between the Investment Law and the Tourism Law. This inconsistency is evident in the differences between Article 1 and Article 2. In Article 2, "investment in all sectors in the territory of the Republic of Indonesia" refers to direct investment and excludes indirect or portfolio investment. Subsequently, Article 62 of the Tourism Law fails to offer legal certainty or clarification regarding the regulation of legal entities authorized to administer administrative sanctions by Article 25—the subsequent issue, which pertains to protection, results in a conflict of norms. The Investment Law allows investors to acquire investment opportunities in all sectors, violating the constitutional mandate by promoting liberalization. Meanwhile, the local tourism industry, particularly the tour guide service business, is perceived as needing more protection for local laborers under Article 53 of the Tourism Law.<sup>39</sup>

This subsequently becomes a legal issue in this research, as there are numerous overlapping or inconsistent norms between one law and another or with the principles of state sovereignty, which ultimately diminish the role and participation of the community in protecting the values that live and develop in their regions, particularly about investment in the tourism sector. So that the welfare of the community at all levels of Indonesia can be achieved through regulatory protection, a synergistic and harmonious regulation is necessary for the implementation of tourism investment development. There is no specific regulation regarding digitalizing investment in the tourism sector. This results in ambiguity regarding the implementation of investment digitalization.<sup>40</sup>

The digital technology revolution is a symbol of ICT and is a significant factor in accelerating industrial, social, and economic growth. The specification of digitalization is the most critical issue in the pursuit of economic productivity.<sup>41</sup> ICT and information integration for media combine electronics, telecommunications, software, networks, and decentralized computer workstations. The adoption of new technologies and digitalization are among the primary factors that contribute to the acceleration of productivity growth.<sup>42</sup> The current condition of investment digitalization in Indonesia reflects substantial growth and transformation driven by government initiatives and a thriving digital economy. Indonesia has experienced a significant increase in the use of digital

---

<sup>39</sup> Jesse Perla, Carolin Pflueger, and Michal Szkup, 'Commitment and Investment Distortions Under Limited Liability', *Journal of Economic Theory*, 2024, 105926 <https://doi.org/10.1016/j.jet.2024.105926>

<sup>40</sup> Yiran He and others, 'Social Security, Health Capital and Household Investment Behavior', *Finance Research Letters*, 2024, 106478 <https://doi.org/10.1016/j.frl.2024.106478>

<sup>41</sup> Lei Jiao and others, 'Social Security, Relative Deprivation, Digital Capacity, and Household Financial Investment Behavior', *International Review of Financial Analysis*, 96 (2024), 103771 <https://doi.org/10.1016/j.irfa.2024.103771>

<sup>42</sup> EVA ERJAVEC and Tjaša Redek, 'Impact Of Digitalisation And Investments In Intangible Capital On The Non-Financial Performance Of Firms In Slovenia', *Teorija in Praksa*, 2023, 109–35 <https://doi.org/10.51936/tip.60.1.109>

payment systems and e-commerce over the past decade, which a regulatory framework and fiscal incentives for digital enterprises have facilitated.<sup>43</sup>

The industry has been considerably transformed by the digitalization of tourism investments, which has improved the traveler experience and presented challenges. Digital technologies, including the Internet of Things (IoT), augmented reality (AR), and online booking platforms, have facilitated immersive and personalized travel experiences by increasing accessibility and engagement. Nevertheless, this transition has been challenging due to the digital divide, data privacy concerns, and the necessity of enhancing the digital literacy of tourism professionals.<sup>44</sup>

The current state of investment digitalization in Indonesia faces challenges, including the need to adjust to new technologies and the diversity of local values. Fortifying internet infrastructure and governance is imperative to enhance financial processes, economic growth, and social welfare.<sup>45</sup> Furthermore, the current regulations in Indonesia regarding investment digitalization exhibit numerous deficiencies that impede effective governance and investor protection. These deficiencies result from a lack of clarity in regulatory practices, inadequate supervision, and an insufficient legal framework.<sup>46</sup> The absence of strict sanctions for regulatory violations further exacerbates the lack of accountability among digital investment platforms.<sup>47</sup> In reality, Law Number 5 of 1999, which pertains to the Prohibition of Monopolistic Practices and Unfair Business Competition, fails to adequately address the intricacies of the digital economy, particularly in the areas of personal data protection and the prevention of monopolistic practices, which can impede the healthy competition among online businesses in Indonesia.<sup>48</sup>

Despite the immense benefits, the challenges of digitalization in tourism underscore the necessity of collaborative efforts among stakeholders to guarantee a balanced and inclusive approach to digital transformation. Although digital cultural tourism is augmenting growth through digitalizing tourism investments,

---

<sup>43</sup> Defitria Gultom and others, 'Positive Impact of Digitalization On The Indonesia Economy', *Jurnal Konstanta*, 3.1 (2024) <https://doi.org/10.29303/konstanta.v3i1.1078>

<sup>44</sup> Chrisostomus Susmono Widagdo and others, 'Exploring The Influence Of Technology On Travel Experiences: Digital Evolution In Tourism', *Proceeding of The International Global Tourism Science and Vocational Education*, 1.1 (2024), 99–108 <https://doi.org/10.62951/icgtsave.v1i1.10>

<sup>45</sup> Caniago, Rozi, and Wijaya.

<sup>46</sup> Mazen Brho, Amer Jazairy, and Aaron V. Glassburner, 'The Finance of Cybersecurity: Quantitative Modeling of Investment Decisions and Net Present Value', *International Journal of Production Economics*, 2024, 109448 <https://doi.org/10.1016/j.ijpe.2024.109448>

<sup>47</sup> Afif Noor and others, 'Overcoming Regulatory Hurdles in the Indonesian Crowdfunding Landscape', *Volkgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 2023, 245–60 <https://doi.org/10.24090/volkgeist.v6i2.9447>

<sup>48</sup> Wetmen Sinaga, 'The Role of Law in Indonesia's Economic Development in the Digital Era', *Advances in Social Sciences Research Journal*, 10.3 (2023), 226–35 <https://doi.org/10.14738/assrj.103.14234>

there are still obstacles to overcome, such as improving digital platforms and resolving extant issues to guarantee sustainable development in the industry.

### *The Digitalization of Investment Impact on Developing Tourism Industry in Japan*

During the Shinzo Abe era, Japan implemented a tourism policy that is essentially one of the "Abenomics Growth Strategy" agendas, divided into three economic pillars known as the "Three Arrows." This policy has also been demonstrated in the Tourism Nation Promotion Basic Plan, which the Ministry of Land, Infrastructure, Tourism, and Transport developed. Specifically, article 10, paragraph 4 of the Tourism Nation Promotion Basic Law Act (No.117 of 2006) states that the government aims to enhance the quality of tourism in Japan by fostering intercultural understanding and improving the satisfaction of foreign tourists.<sup>49</sup>

The Japanese government continues to prioritize the development of the country's economy through promoting Japanese tourism. Japan recognizes its tourism potential, as it can attract foreign tourists intrigued by its dual nature as a developed nation with advanced technology and traditional culture.<sup>50</sup> The Japanese government has implemented numerous initiatives to promote Japan as a Muslim-friendly nation. It has developed some strategies to transform national parks into international-scale parks, optimize historical tourist attractions such as temples and castles, and develop facilities in public areas to support its three new visions of becoming a world-class tourist destination. The Japanese government is significantly promoting the rapid expansion of the tourism industry by implementing the omotenashi (hospitality) policy.<sup>51</sup>

In Japan, the travel and tourism sector generates nearly three times as many direct employment opportunities as the chemical manufacturing sector and nearly twice as many as the banking sector. While preserving the traditional aspects of its culture, Japan employs high-tech applications to attract visitors.<sup>52</sup> Japan's economy is founded on a solid work ethic, a mastery of advanced technology, relatively low defense allocations, and government-industry collaboration. Japan is the fourth-

---

<sup>49</sup> Niccolò Comerio, Fausto Pacicco, and Massimiliano Serati, 'An Analysis of Sub-National Tourism in Japan: Tourist and Economic Spillovers and Their Determinants', *Annals of Tourism Research*, 85 (2020), 102881 <https://doi.org/10.1016/j.annals.2020.102881>

<sup>50</sup> Md. Jahangir Alam, Keiichi Ogawa, and Abu Hossain Muhammad Ahsan, 'Japanese Investment for Skills Development Program in Attaining Sustainable Employability: The Case of Bangladesh', *World Development Sustainability*, 4 (2024), 100150 <https://doi.org/10.1016/j.wds.2024.100150>

<sup>51</sup> Annaclaudia Martini, 'Geographies of Mobility Justice: Post-Disaster Tourism, Recognition Justice, and Affect in Tohoku, Japan', *Mobilities*, 19.3 (2024), 363–78 <https://doi.org/10.1080/17450101.2023.2242002>

<sup>52</sup> Rui Tang, 'Trade Facilitation Promoted the Inbound Tourism Efficiency in Japan', *Tourism Management Perspectives*, 38 (2021), 100805 <https://doi.org/10.1016/j.tmp.2021.100805>

largest industrial and free-market economy in the globe. Economic expansion is the result of trade liberalization from a policy standpoint.<sup>53</sup>

The growing importance of sustainable finance and investment in global markets and domestically is a developmental aspect of sustainable finance in neighboring Asian countries, even though it has been a niche issue in Japan for an extended period.<sup>54</sup> Although the Ministry of the Environment (MOEJ) was the first to introduce the concept of sustainable finance, the Ministry of Economy, Trade and Industry (METI) and the Financial Services Authority of Japan (JFSA) have since implemented substantial initiatives to advance sustainable finance, ESG investment, and disclosure. In November 2019, the Bank of Japan (BOJ) became a member of the Network of Central Banks and Supervisors for Greening the Financial System (NGFS), which serves as a testament to Japan's increasing significance of sustainable finance.<sup>55</sup>

Over time, Japanese companies have progressively resorted to capital markets to satisfy their financing requirements instead of bank loans. Following implementation the Law on Restrictions on Stock Ownership by Banks and Other Financial Institutions, there was a positive correlation between investment efficiency and accounting quality. Improved accounting quality reduces the tendency for overinvestment, which is beneficial for investment efficiency in Japan, which experienced a significant decline in bank and keiretsu affiliate financing after 2001.<sup>56</sup>

There are numerous factors, including the home and host countries, can contribute to horizontal and vertical FDI. For example, foreign direct investment (FDI) can be encouraged horizontally and discouraged vertically in countries with high trade costs. Several theoretical models of MNEs have investigated the variables that impact investment and host site selections. To shed light on horizontal FDI, the first models sought to identify the factors that motivate MNE activity between industrialized nations.<sup>57</sup> Japanese foreign direct investment (FDI) expansion in developing nations, emphasizing Asian economies. In particular,

---

<sup>53</sup> Irene Soh Chin Yee and others, 'Impact of Trade Liberalization on Economic Growth in Japan: Autoregressive Distributed Lag Model (ARDL)', *International Journal of Academic Research in Business and Social Sciences*, 11.2 (2021) <https://doi.org/10.6007/IJARBS/v11-i2/8896>

<sup>54</sup> Nan Wang and Gento Mogi, 'From Regulation to Deregulation: An Empirical Study of Japanese Electric Utility R & Investment Behavior under Transition', *Energy Procedia*, 105 (2017), 3193–3200 <https://doi.org/10.1016/j.egypro.2017.03.699>

<sup>55</sup> Kim Schumacher, Hugues Chenet, and Ulrich Volz, 'Sustainable Finance in Japan', *Journal of Sustainable Finance & Investment*, 10.2 (2020), 213–46 <https://doi.org/10.1080/20430795.2020.1735219>

<sup>56</sup> Masahiro Enomoto and others, 'The Impact of Accounting Quality on Investment Efficiency: Evidence from the 2001 Bank Shareholding Limitation Act of Japan', *Japan and the World Economy*, 2024, 101280 <https://doi.org/10.1016/j.japwor.2024.101280>

<sup>57</sup> Andrzej Cieřlik and Michael Ryan, 'Institutional Quality, the Level of Development and Japanese Outward Foreign Direct Investment', *Japan and the World Economy*, 71 (2024), 101267 <https://doi.org/10.1016/j.japwor.2024.101267>

they investigate the significance of trade costs for horizontal and vertical FDI by employing logit and multinomial logit models. The empirical study indicates that tariff reductions in Asian countries decrease the productivity frontier for vertical FDI, which leads to an increase in FDI inflows to liberalizing Asian economies.<sup>58</sup>

Investment regulations in Japan currently consist of various frameworks designed to safeguard investors and maintain market integrity. Japan's proactive approach to financial supervision is reflected in these regulations, which cover various sectors, such as securities, trusts, crypto assets, and crowdfunding. Regulations regarding crowdfunding and peer-to-peer lending While acknowledging the potential hazards for less experienced participants in the crowdfunding and P2P lending markets, Japanese regulations prioritize safeguarding individual investors and fundraisers.<sup>59</sup> The legal framework is designed to prevent fraudulent schemes and ensure fundraisers do not experience excessive financial burdens. The primary objective is to guarantee market stability and investor confidence using rigorous oversight. To accommodate contemporary investment practices, the Trust Act 2006 implemented substantial modifications prioritizing diversification and adaptability in trust management.<sup>60</sup> The law permits the creation of new categories of trusts to accommodate the changing requirements of beneficiaries and investors. Although Japan's investment regulations are comprehensive and robust, some critics contend that their complexity and strictness could stifle innovation and the development of emergent financial technologies. Japanese authorities continue to need help reconciling regulation with market dynamism.<sup>61</sup>

The tourism sector in Japan is substantially impacted by investment regulations, which are predominantly characterized by the regulatory burden that businesses must endure and restrictions on foreign direct investment (FDI). The potential for foreign investment to increase could enhance infrastructure and services, which could attract more international visitors.<sup>62</sup> The Regulatory Burden on Small and Medium-Sized Enterprises The tourism sector in Japan is subject to stringent regulations, which exacerbates operational costs and diminishes competitiveness, particularly for small and medium-sized enterprises (SMEs), which account for approximately 80% of the industry. The complex regulatory

---

<sup>58</sup> Theresa M. Greaney and Kozo Kiyota, 'Japan's Outward FDI Potential', *Journal of the Japanese and International Economies*, 57 (2020), 101073 <https://doi.org/10.1016/j.jjie.2020.101073>

<sup>59</sup> Haturu Morita, 'Regulation of Crowdfunding and P2P Lending in Japan', in *Law and Practice of Crowdfunding and Peer-to-Peer Lending in Australia, China and Japan* (Singapore: Springer Nature Singapore, 2022), pp. 189–216 [https://doi.org/10.1007/978-981-19-3834-4\\_10](https://doi.org/10.1007/978-981-19-3834-4_10)

<sup>60</sup> Gaurav Arora, 'Cryptoasset Regulatory Framework in Japan', *SSRN Electronic Journal*, 2020 <https://doi.org/10.2139/ssrn.3720230>

<sup>61</sup> Hiroyuki Watanabe, 'Trust Act 2006 in Japan ~Current Basic Act on Trusts in Japan', *SSRN Electronic Journal*, 2020 <https://doi.org/10.2139/ssrn.3752250>

<sup>62</sup> Soonchan Park, 'The Impact of FDI Restrictions on Tourism Growth', *Tourism Economics*, 30.1 (2024), 262–66 <https://doi.org/10.1177/13548166231168528>

environment can impede innovation and growth, as SMEs frequently need more resources to navigate it.<sup>63</sup>

Historical Context and Future Directions Regulatory challenges impeded the success of historical policies, such as the "Law on Comprehensive Resort Area Development," which sought to promote tourism through private investment. To encourage the development of the tourism sector, it is advisable to adopt a multidisciplinary approach to economic and legal regulation, emphasizing enhancing industry standards and expanding visitor flows. However, the regulatory framework also guarantees safety and quality in the tourism sector despite its potential challenges. A well-balanced approach that considers investment incentives and regulation may be required to achieve sustainable growth.<sup>64</sup>

The government's participation in digital initiatives guarantees that investments are allocated to regions with the most significant economic potential. Japan has numerous advantages over Indonesia in digitalizing investment, including its more mature digital economy, strategic government policies, and sophisticated technological infrastructure.<sup>65</sup> These factors foster an environment more conducive to economic growth and innovation. Japan's strategic Digital Advancement Policy (DAP) promotes the digital economy and innovation expansion, which is consistent with ASEAN's objective of improving regional collaboration.<sup>66</sup> Japan is in a superior position to Indonesia due to its emphasis on digital literacy and human resource development, which promote sustainable economic growth. In contrast, Indonesia is swiftly embracing digitalization; however, limited infrastructure and regulatory barriers may impede its progress compared to Japan's more established digital landscape.<sup>67</sup>

Indonesia's infrastructure is still developing, whereas Japan's digital investment infrastructure is well-established and offers a secure and efficient platform for investors. This advantage enables Japanese investors to obtain more investment

---

<sup>63</sup> Safaeva Sayyora Rikhsibaevna, Matkabulova Dilorom Xalilullaevna, and Ochilova Hilola Farmonovna, 'Investment in the Tourism Sector: The Pandemic and Its Impact', *South Asian Journal of Marketing & Management Research*, 10.6 (2020), 23 <https://doi.org/10.5958/2249-877X.2020.00041.7>

<sup>64</sup> Hideaki Sakawa and Naoki Watanabel, 'Impact of COVID-19 Travel Subsidies on Stock Market Returns: Evidence from Japanese Tourism Companies', *Journal of Risk and Financial Management*, 17.5 (2024), 206 <https://doi.org/10.3390/jrfm17050206>

<sup>65</sup> Hiroshi Yoshida, Meltem Ince Yenilmez, and Fengming Chen, 'Japan's Digital Economy: A Way Forward for Economic Revivalism', *Yildiz Social Science Review*, 10.1 (2024), 1-6 <https://doi.org/10.51803/yssr.1458230>

<sup>66</sup> Chuan Sun, Hao Jiao, and Yun Ren, 'Regional Informatization and Economic Growth in Japan: An Empirical Study Based on Spatial Econometric Analysis', *Sustainability*, 6.10 (2014), 7121-41 <https://doi.org/10.3390/su6107121>

<sup>67</sup> Somnuk Aujirapongpan and others, 'Japan's Digital Advance Policy towards Performance in Multilateral ASEAN's Innovation Business', *Entrepreneurship and Sustainability Issues*, 8.1 (2020), 1081-94 [https://doi.org/10.9770/jesi.2020.8.1\(72\)](https://doi.org/10.9770/jesi.2020.8.1(72))



products and services. Additionally, Japan's infrastructure facilitates more dependable and expedited transactions, thereby decreasing the likelihood of fraud and errors—furthermore, investors' digital assets are safeguarded by Japan's more sophisticated cybersecurity framework. Indonesia's cybersecurity infrastructure is still being developed, rendering it more susceptible to cyber assaults. Investors can also have greater confidence in the security of their digital investments due to Japan's comprehensive cybersecurity framework.

### ***The Digitalization of Investment Impact on the Developing Tourism Industry in Thailand***

Thailand boasts a rich cultural heritage encompassing flora and fauna, ecology, gastronomy, and culture. Upon arrival in the land of the white elephant, Thailand transforms this cultural heritage into a tourist attraction available to both domestic and international visitors. Thailand is renowned for its large-scale events and festivities, which are organized by utilizing the existing local knowledge, such as the Songkran festival or water battles. Foreign travelers frequently visit Thailand during the Songkran festival to engage in the annual water conflict. As a result, the Songkran festival has been established as a mandatory yearly event for the white elephant nation, which generates a substantial revenue source for Thailand's tourism industry.<sup>68</sup>

The Thai government is dedicated to the ongoing growth of the tourism industry. One method by which it accomplishes this is by conducting a diverse array of training sessions to improve the foreign language proficiency of local Thai employees. This will allow them to compete in both the domestic and ASEAN markets. The Thai government provides financial assistance for training in Cambodia, Laos, and Myanmar and conducts various training sessions for local Thai residents. The tourism and travel sector generates employment opportunities more than those in the mining, agriculture, automotive manufacturing, chemical manufacturing, and finance sectors. The tourism and travel sector generates five times the number of employment opportunities compared to the chemical manufacturing sector. If one job is created directly in the tourism and travel sector, another is created due to indirect or induced impacts. This implies that the employment linkage between the tourism and travel sector is more robust than that of the construction sector. The expansion of the tourism sector is directly correlated with factors such as international visitor arrivals and tourism revenues, driven by increased FDI inflows. Investment has a considerable impact on the

---

<sup>68</sup> Syahiru Shafiai and others, 'Economic Determinants Tourism Performance: Perspective of Thailand's Tourism Sector', 2021, p. 020279 <https://doi.org/10.1063/5.0052038>

development of the tourism sector in Thailand, which in turn affects economic growth, employment, and sustainability.<sup>69</sup>

Policymakers must prioritize strategic investments, as the interaction between foreign direct investment (FDI) and tourism has produced long-term economic benefits. Research has demonstrated that the Thai economy is directly correlated with economic growth, as international tourism and FDI have long-term benefits. FDI inflows are significantly influenced by factors such as tourism industry growth, average expenditure, and international visitor arrivals, emphasizing the importance of a robust tourism sector in attracting investment.<sup>70</sup>

Sustainable Development and Poverty Reduction By supporting local economies and generating employment opportunities, investment in tourism can contribute to inclusive growth and poverty reduction, particularly in rural areas.<sup>71</sup> Sustainable tourism practices, which are bolstered by investments in green infrastructure, have the potential to mitigate adverse environmental effects and enhance economic benefits. Strategies for Policy and Management Maximising, the advantages of tourism investments, necessitates proactive management and effective government policies. Significant enhancements in the tourism sector may result from strategies incorporating various expansion strategies. Although tourism investment provides numerous advantages, it is imperative to maintain a balance between environmental sustainability and economic development to guarantee the long-term benefits of Thailand's diverse ecosystems and communities.<sup>72</sup>

The IMF supported Thailand's economic reform program to cultivate a competitive and transparent environment for foreign investors. In 1999, several laws were implemented, such as establishing a new bankruptcy court, enhancing procedures and declarations, and authorizing creditors to collect fees from loan guarantors. In the same year, the land, condominium, and property leasing laws were amended to alleviate restrictions on foreign property ownership. In 1999, the Foreign Business Act (FBA) was also implemented to oversee the investment activities of foreign nationals. Thailand is one of the ASEAN member countries with a well-developed infrastructure platform, pro-investment policies, and a median income. Thailand's economic expansion has been significantly influenced

---

<sup>69</sup> Pimonpun Boonyasana and Warattaya Chinnakum, 'Developing the Tourism Sector for Poverty Reduction and Inclusive Sustainable Growth in Thailand', 2021, pp. 57-76 [https://doi.org/10.1007/978-981-16-1107-0\\_3](https://doi.org/10.1007/978-981-16-1107-0_3)

<sup>70</sup> Rudsada Kaewsang-on, Tahira Iram, and Saqib Mehmood, 'From Tourism to Investments, Tracing Economic Footprints in Thailand', *Tourism*, 72.4 (2024), 538-50 <https://doi.org/10.37741/t.72.4.2>

<sup>71</sup> Pitchapa Tubtintong, 'Factors Influencing the Foreign Direct Investment Inflow in Tourism Industry in Thailand' (Chulalongkorn University, 2020) <https://doi.org/10.58837/CHULA.THE.2020.272>

<sup>72</sup> Boonyasana and Chinnakum.

by foreign investment since 1990. Thailand has attracted investors from the United States, the European Union, and Japan due to its economic growth. Furthermore, Thailand is also promoting digital investment to attract more investors and enhance efficiency.<sup>73</sup>

The digitalization of investment has the potential to significantly increase tourism by improving accessibility, efficiency, and consumer engagement. Ultimately, the integration of digital technologies enables economic development, which stimulates tourism companies' growth and increases consumer expenditures.<sup>74</sup> Employing various strategies and instruments indicative of this transformation can optimize the tourism experience. A systemic approach to digitalization can enhance a destination's competitiveness in the global market and increase its revenues.<sup>75</sup>

In Thailand, investment digitalization entails using digital technologies to enhance the efficacy, accessibility, and customization of the investment process. Integrating digital platforms can strengthen investor engagement and decision-making, fostering a more robust investment landscape.<sup>76</sup> The Thai government's primary focus is the digital economy, with an emphasis on entrepreneurship, innovation, and digital commerce to improve competitiveness. Investment growth is contingent upon policies prioritizing cultivating a secure and inclusive environment for digital assets and finance.<sup>77</sup> The digitalization of investment in Thailand is significantly influenced by government policies, which are implemented through frameworks that enhance infrastructure, promote innovation, and guarantee regulatory compliance.<sup>78</sup>

Thailand's investment regulations provide numerous advantages over Indonesia, particularly in the tourism sector, which is essential for economic expansion. Thailand's regulatory framework is intended to attract Foreign Direct Investment (FDI) by guaranteeing a stable environment, improving the overall tourism experience, and fostering sustainable tourism. In contrast to Indonesia,

---

<sup>73</sup> Chunyan Du, 'Linking Digital Development with the Economic Resilience in Thailand', *Journal of New Media and Economics*, 1.1 (2024), 110–14 <https://doi.org/10.62517/jnme.202410115>

<sup>74</sup> G. A. Karpova and others, 'Digitalization of a Tourist Destination', in *Proceedings of the 2019 International SPBPU Scientific Conference on Innovations in Digital Economy* (New York, NY, USA: ACM, 2019), pp. 1–6 <https://doi.org/10.1145/3372177.3373342>

<sup>75</sup> Chi Zhang, Yayu Liu, and Zhengning Pu, 'How Digital Financial Inclusion Boosts Tourism: Evidence from Chinese Cities', *Journal of Theoretical and Applied Electronic Commerce Research*, 18.3 (2023), 1619–36 <https://doi.org/10.3390/jtaer18030082>

<sup>76</sup> Tandafatu, Ermilinda, and Darkel.

<sup>77</sup> Jurgen Vandenbroucke, 'Digitising Investing in the Light of Behavioural Finance Findings', *Journal of Digital Banking*, 5.4 (2021), 350 <https://doi.org/10.69554/KIFG6801>

<sup>78</sup> J. Rhena, Kraugusteeliana Kraugusteeliana, and Hamzar, 'Embracing Digitalization in Tourism: Strategic Approaches for Global Competitiveness in the Digital Economy Era', *Indo-Fintech Intellectuals: Journal of Economics and Business*, 4.2 (2024), 461–72 <https://doi.org/10.54373/ifijeb.v4i2.1282>

where regulatory inconsistencies can discourage investors, the tourism sector in the country is bolstered by a well-established legal framework that promotes foreign investment. FDI is a significant factor in creating jobs and economic diversification, and Thailand's tourist industry substantially contributes to the country's GDP. In contrast, the tourism sector in Indonesia is confronted with bureaucratic obstacles and unfavorable investment conditions, which can restrict its growth potential.<sup>79</sup>

Thailand's economic strength is predominantly derived from its diversity: Agriculture (which accounts for 40% of the world's rubber production, as well as rice, sugar cane, and fruits), industry (including automotive, electronics, and food processing), services, and tourism are all highly developed. The manufacturing, finance, insurance, and real estate sectors are of greater interest to foreign investors. Government policies generally promote investment and free trade. For instance, there are no export restrictions or limitations on the manufacturing sector, and numerous government agencies support domestic and foreign investors. Nevertheless, Thailand's economic vulnerabilities encompass a lack of infrastructure and innovation, a significant discrepancy between the economic and political environments, and conflicts of interest and household debt.

Indonesia also prioritizes sustainability; however, it frequently encounters obstacles in its implementation due to regulatory fragmentation and the absence of cohesive policies.<sup>80</sup> Indonesia can benefit from Thailand's successful strategy to improve the digitalization of investment in tourism development. Several critical areas, such as infrastructure, digital marketing, and stakeholder collaboration, can be enhanced.<sup>81</sup> It is crucial to acknowledge that progress can be impeded by obstacles such as regulatory barriers and varying levels of digital literacy among stakeholders. Successful implementation will necessitate addressing these concerns.

#### 4. Conclusion

Based on the discussion above, it can be concluded that, *first*, the tourism industry is a crucial driver of sustainable economic growth, balancing ecological preservation, cultural sustainability, and community well-being. With globalization and technological advancements, tourism is increasingly linked to digital investment opportunities, which enable more efficient management,

---

<sup>79</sup> Xiugang YANG, 'How Does Green Investment Influence on Tourism Development in Thailand?', *Journal of Environmental Management and Tourism*, 13.4 (2022), 1047 [https://doi.org/10.14505/jemt.v13.4\(60\).11](https://doi.org/10.14505/jemt.v13.4(60).11)

<sup>80</sup> Muhammad Hilmy Aziz, 'Model Pariwisata Digital Dalam Pengembangan Pariwisata Indonesia', *Jurnal Ilmiah Universitas Batanghari Jambi*, 22.3 (2022), 2279 <https://doi.org/10.33087/jiubj.v22i3.2246>

<sup>81</sup> Donny Susilo, 'Unlocking the Strategy of Indonesian Government in Developing Digital Tourism', *Management and Economic Journal (MEC-J)*, 4.3 (2020), 223–32 <https://doi.org/10.18860/mec-j.v4i3.10771>

funding, and development of destinations. However, Indonesia faces challenges in aligning its digital infrastructure and regulations with global standards, underscoring the need for robust policies to attract investments while safeguarding cultural and environmental assets. *Second*, Japan actively promotes its tourism sector by leveraging its blend of advanced technology and rich cultural heritage, supported by government initiatives and infrastructure development for world-class destinations. The country's robust regulatory framework ensures market stability and investor protection, although its complexity can sometimes hinder innovation, particularly in emerging financial technologies. *Third*, Thailand's integration of digital technologies and robust regulatory frameworks enhances tourism growth, attracting significant foreign direct investment (FDI) while fostering sustainability and job creation across sectors. Consequently, Indonesia must promptly fortify its investment digitalization regulations and forge partnerships with various stakeholders to guarantee legal protection and certainty in implementing investment digitalization.

## References

- Abdul Kadir Jaelani, Resti Dian Luthviati, Muhammad Jihadul Hayat, and Abdur Rohim, 'Halal Tourism Sector and Tax Allowance Policy: A Case Study Observed from Normative Problems to Effective Implementation', *Ijtihad : Jurnal Wacana Hukum Islam Dan Kemanusiaan*, 23.2 (2023), 185–210 <https://doi.org/10.18326/ijtihad.v23i2.185-210>
- Akar, Tuba, Gökhan Akar, and Ahmet Ay, 'Digital Economy and Competitiveness: An Evaluation on Selected Asian Countries', *Journal of Eurasian Economies*, 3.2 (2024), 18–27 <https://doi.org/10.36880/J03.2.0127>
- Alam, Md. Jahangir, Keiichi Ogawa, and Abu Hossain Muhammad Ahsan, 'Japanese Investment for Skills Development Program in Attaining Sustainable Employability: The Case of Bangladesh', *World Development Sustainability*, 4 (2024), 100150 <https://doi.org/10.1016/j.wds.2024.100150>
- Arora, Gaurav, 'Cryptoasset Regulatory Framework in Japan', *SSRN Electronic Journal*, 2020 <https://doi.org/10.2139/ssrn.3720230>
- Aso, Tsukasa, and Christoph Rademacher, 'Regulation of Digital Platforms and the Digital Economy in Japan', *GRUR International*, 71.10 (2022), 980–95 <https://doi.org/10.1093/grurint/ikac103>
- Aujirapongpan, Somnuk, Yaninee Songkajorn, Supit Ritkaew, and Sirichai Deeters, 'Japan's Digital Advance Policy towards Performance in Multilateral ASEAN's Innovation Business', *Entrepreneurship and Sustainability Issues*, 8.1 (2020), 1081–94 [https://doi.org/10.9770/jesi.2020.8.1\(72\)](https://doi.org/10.9770/jesi.2020.8.1(72))
- Aziz, Muhammad Hilmy, 'Model Pariwisata Digital Dalam Pengembangan Pariwisata Indonesia', *Jurnal Ilmiah Universitas Batanghari Jambi*, 22.3 (2022), 2279 <https://doi.org/10.33087/jiubj.v22i3.2246>
- Azizah, Ummu Salma Al, and Herri Mulyono, 'Dataset on Determinants of Intention and

- Investment Behaviour amongst Young Indonesian Millennials', *Data in Brief*, 32 (2020), 106083 <https://doi.org/10.1016/j.dib.2020.106083>
- Bilgili, Bilsen, and Erdogan Koc, 'Digital Transformation in Tourism', in *Emerging Transformations in Tourism and Hospitality* (London: Routledge, 2021), pp. 53–65 <https://doi.org/10.4324/9781003105930-5>
- Boonyasana, Pimonpun, and Warattaya Chinnakum, 'Developing the Tourism Sector for Poverty Reduction and Inclusive Sustainable Growth in Thailand', 2021, pp. 57–76 [https://doi.org/10.1007/978-981-16-1107-0\\_3](https://doi.org/10.1007/978-981-16-1107-0_3)
- Brho, Mazen, Amer Jazairy, and Aaron V. Glassburner, 'The Finance of Cybersecurity: Quantitative Modeling of Investment Decisions and Net Present Value', *International Journal of Production Economics*, 2024, 109448 <https://doi.org/10.1016/j.ijpe.2024.109448>
- Budiono, Sidik, and John Tampil Purba, 'Factors of Foreign Direct Investment Flows to Indonesia in the Era of COVID-19 Pandemic', *Heliyon*, 9.4 (2023), e15429 <https://doi.org/10.1016/j.heliyon.2023.e15429>
- Caniago, Siti Aminah, Feni Fitriani Putri Rozi, and Bagaskara Sagita Wijaya, 'Tekno-Konomi: Broadband Internet Sebagai Strategi Pertumbuhan Investasi Dan Peningkatan Kesejahteraan Masyarakat Indonesia', *Wahana Islamika: Jurnal Studi Keislaman*, 2022, 178–201 <https://doi.org/10.61136/nxjby668>
- Cao, Yunhui, and Kerui Du, 'Outbound Tourism and Outward Foreign Direct Investment', *Annals of Tourism Research*, 105 (2024), 103713 <https://doi.org/10.1016/j.annals.2023.103713>
- Cárdenas-García, Pablo Juan, and Juan Ignacio Pulido-Fernández, 'Tourism as an Economic Development Tool. Key Factors', *Current Issues in Tourism*, 22.17 (2019), 2082–2108 <https://doi.org/10.1080/13683500.2017.1420042>
- Chorna, Nataliia, Nataliia Korzh, Alla Kiziun, Natalia Onyshchuk, And Kateryna Antoniuk, 'The Role Of Digital Technologies In The Transformation Of The Tourism Business: Prospects For Development And Impact On The Country's Economy', *Ad Alta: Journal of Interdisciplinary Research*, 14.1 (2024), 136–40 <https://doi.org/10.33543/140139136140>
- Chrisostomus Susmono Widagdo, Ray Octafian, Nina Mistriani, and Ahmad Mansur, 'Exploring The Influence Of Technology On Travel Experiences: Digital Evolution In Tourism', *Proceeding of The International Global Tourism Science and Vocational Education*, 1.1 (2024), 99–108 <https://doi.org/10.62951/icgtsave.v1i1.10>
- Cieślik, Andrzej, and Michael Ryan, 'Institutional Quality, the Level of Development and Japanese Outward Foreign Direct Investment', *Japan and the World Economy*, 71 (2024), 101267 <https://doi.org/10.1016/j.japwor.2024.101267>
- Comerio, Niccolò, Fausto Pacicco, and Massimiliano Serati, 'An Analysis of Sub-National Tourism in Japan: Tourist and Economic Spillovers and Their Determinants', *Annals of Tourism Research*, 85 (2020), 102881 <https://doi.org/10.1016/j.annals.2020.102881>
- Du, Chunyan, 'Linking Digital Development with the Economic Resilience in Thailand',

- Journal of New Media and Economics*, 1.1 (2024), 110–14  
<https://doi.org/10.62517/jnme.202410115>
- Elgin, Ceyhun, and Adem Yavuz Elveren, 'Unpacking the Economic Impact of Tourism: A Multidimensional Approach to Sustainable Development', *Journal of Cleaner Production*, 478 (2024), 143947 <https://doi.org/10.1016/j.jclepro.2024.143947>
- Enomoto, Masahiro, Boochun Jung, S. Ghon Rhee, and Akinobu Shuto, 'The Impact of Accounting Quality on Investment Efficiency: Evidence from the 2001 Bank Shareholding Limitation Act of Japan', *Japan and the World Economy*, 2024, 101280  
<https://doi.org/10.1016/j.japwor.2024.101280>
- ERJAVEC, EVA, and Tjaša Redek, 'Impact Of Digitalisation And Investments In Intangible Capital On The Non-Financial Performance Of Firms In Slovenia', *Teorija in Praksa*, 2023, 109–35 <https://doi.org/10.51936/tip.60.1.109>
- Firmansyah, Amrie, Amardianto Arham, Resi Ariyasa Qadri, Puji Wibowo, Ferry Irawan, Nur Aisyah Kustiani, and others, 'Political Connections, Investment Opportunity Sets, Tax Avoidance: Does Corporate Social Responsibility Disclosure in Indonesia Have a Role?', *Heliyon*, 8.8 (2022) <https://doi.org/10.1016/j.heliyon.2022.e10155>
- Gelter, Jennie, Matthias Fuchs, and Maria Lexhagen, 'Making Sense of Smart Tourism Destinations: A Qualitative Text Analysis from Sweden', *Journal of Destination Marketing and Management*, 23.June 2021 (2022), 100690  
<https://doi.org/10.1016/j.jdmm.2022.100690>
- Greaney, Theresa M., and Kozo Kiyota, 'Japan's Outward FDI Potential', *Journal of the Japanese and International Economies*, 57 (2020), 101073  
<https://doi.org/10.1016/j.jjie.2020.101073>
- Gultom, Defitria, Gabriel Stefanus Pangapul Hutabarat, Muhamad Dirgantara, Ranga Pratama, and Ayuning Hidayah, 'Positive Impact of Digitalization On The Indonesia Economy', *Jurnal Konstanta*, 3.1 (2024) <https://doi.org/10.29303/konstanta.v3i1.1078>
- Gunawan, Heirvan, Udin Udin, and Meika Kurnia Puji Rahayu, 'Research Trends on the Impact of Digital Transformation on the Development of the Tourism Industry: A Bibliometric Analysis', *Multidisciplinary Reviews*, 7.5 (2024), 2024090  
<https://doi.org/10.31893/multirev.2024090>
- He, Yiran, Xinao He, Siyu Yan, and Jian Huang, 'Social Security, Health Capital and Household Investment Behavior', *Finance Research Letters*, 2024, 106478  
<https://doi.org/10.1016/j.frl.2024.106478>
- Hu, Xiaoxue, and Dongxu Li, 'Foreign Business Exposure, Policy Uncertainty, and Investment Allocation Decisions of Chinese Multinational Corporations', *Pacific-Basin Finance Journal*, 2024, 102586 <https://doi.org/10.1016/j.pacfin.2024.102586>
- Huang, Qiubin, and Mingting Kou, 'Does Climate Policy Uncertainty Impair or Improve Corporate Investment Efficiency?', *Economics Letters*, 244 (2024), 112015  
<https://doi.org/10.1016/j.econlet.2024.112015>
- Idroes, Ghalieb Mutig, Hasanur Rahman, Imtiaz Uddin, Irsan Hardi, and Pasquale

- Marcello Falcone, 'Towards Sustainable Environment in North African Countries: The Role of Military Expenditure, Renewable Energy, Tourism, Manufacture, and Globalization on Environmental Degradation', *Journal of Environmental Management*, 368 (2024), 122077 <https://doi.org/10.1016/j.jenvman.2024.122077>
- Jha, Mridanish, 'The Role of Digital Transformation in Business and Its Impact on Sustainable Development Goals (Sdgs) in the Tourism Sector', *SDGs Studies Review*, 5 (2024), e010 <https://doi.org/10.37497/sdgs.v5igoals.10>
- Jiao, Lei, Sijin Lu, Changchun Chen, and Yu Feng, 'Social Security, Relative Deprivation, Digital Capacity, and Household Financial Investment Behavior', *International Review of Financial Analysis*, 96 (2024), 103771 <https://doi.org/10.1016/j.irfa.2024.103771>
- Kaewsaeng-on, Rudsada, Tahira Iram, and Saqib Mehmood, 'From Tourism to Investments, Tracing Economic Footprints in Thailand', *Tourism*, 72.4 (2024), 538–50 <https://doi.org/10.37741/t.72.4.2>
- Karpova, G. A., A. V. Kuchumov, Y. S. Testina, and M. V. Voloshinova, 'Digitalization of a Tourist Destination', in *Proceedings of the 2019 International SPBPU Scientific Conference on Innovations in Digital Economy* (New York, NY, USA: ACM, 2019), pp. 1–6 <https://doi.org/10.1145/3372177.3373342>
- Kusumaningtyas, Reza Octavia, Rahayu Subekti, Abdul Kadir Jaelani, Asron Orsantinutsakul, and Utkarsh K Mishra, 'Reduction of Digitalization Policy in Indonesian MSMEs and Implications for Sharia Economic Development', *JURIS (Jurnal Ilmiah Syariah)*, 21.2 (2022), 157 <https://doi.org/10.31958/juris.v21i2.6855>
- Lan, Yuan, Jinkun Xian, and Nannan Bai, 'Digital Technology Adoption and Investment Sensitivity to Stock Price', *Economics Letters*, 243 (2024), 111935 <https://doi.org/10.1016/j.econlet.2024.111935>
- Lei, Zhang, Sun Shanghong, and Chen Jie, 'Study on the Influence of Global Tourism Development on the Upgrading of County Industrial Structure', *Heliyon*, 2024, e39287 <https://doi.org/10.1016/j.heliyon.2024.e39287>
- Lisnawati, Lisnawati, and Muhammad Ikhsan Harahap, 'Analysis of Digital Infrastructure Development for the Indonesian Capital Market', *Jurnal Akuntansi, Manajemen Dan Bisnis Digital*, 1.2 (2022) <https://doi.org/10.37676/jambd.v1i2.2583>
- Manalu, Daniella Oktalina, Yudhistya Ayu Kusumawati, and Cuk Tho, 'Developing Nusantara Mobile Application to Support Local Tourism in Indonesia', *Procedia Computer Science*, 227 (2023), 641–50 <https://doi.org/https://doi.org/10.1016/j.procs.2023.10.568>
- Martini, Annaclaudia, 'Geographies of Mobility Justice: Post-Disaster Tourism, Recognition Justice, and Affect in Tohoku, Japan', *Mobilities*, 19.3 (2024), 363–78 <https://doi.org/10.1080/17450101.2023.2242002>
- Morita, Hatsuru, 'Regulation of Crowdfunding and P2P Lending in Japan', in *Law and Practice of Crowdfunding and Peer-to-Peer Lending in Australia, China and Japan* (Singapore: Springer Nature Singapore, 2022), pp. 189–216 [https://doi.org/10.1007/978-981-19-3834-4\\_10](https://doi.org/10.1007/978-981-19-3834-4_10)



- Muliani, Alisya, Sukarmi Sukarmi, and Djumikasih Djumikasih, 'Reformulation of Digital Market Regulations Against Indications of Monopolistic Practices in the Digital Spaces (Indonesian Perspective)', *International Journal of Business, Law, and Education*, 5.1 (2024), 800–810 <https://doi.org/10.56442/ijble.v5i1.487>
- Narayan, Seema, Paresh Kumar Narayan, and Lutzardo Tobing, 'Has Tourism Influenced Indonesia's Current Account?', *Economic Analysis and Policy*, 69 (2021), 225–37 <https://doi.org/10.1016/j.eap.2020.12.009>
- Noor, Afif, Ismail Marzuki, Edy Saputro, and Muhammad Akmal Habib, 'Overcoming Regulatory Hurdles in the Indonesian Crowdfunding Landscape', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 2023, 245–60 <https://doi.org/10.24090/volksgeist.v6i2.9447>
- Okafor, Luke, Usman Khalid, and Laura Elizabeth Moreno Gama, 'Do the Size of the Tourism Sector and Level of Digitalization Affect COVID-19 Economic Policy Response? Evidence from Developed and Developing Countries', *Current Issues in Tourism*, 26.18 (2023), 3040–63 <https://doi.org/10.1080/13683500.2022.2107898>
- Park, Soonchan, 'The Impact of FDI Restrictions on Tourism Growth', *Tourism Economics*, 30.1 (2024), 262–66 <https://doi.org/10.1177/13548166231168528>
- Peng, Nianjiao, Manhong Wen, Xiujuan Tian, and Xiaxue Wu, 'The Impact of Digital Finance on Firm's Inefficient Investment: Evidence from Chinese A-Share Listed Companies', *Finance Research Letters*, 69 (2024), 106118 <https://doi.org/10.1016/j.frl.2024.106118>
- Perla, Jesse, Carolin Pflueger, and Michal Szkup, 'Commitment and Investment Distortions Under Limited Liability', *Journal of Economic Theory*, 2024, 105926 <https://doi.org/10.1016/j.jet.2024.105926>
- Rhena, J., Kraugusteeliana Kraugusteeliana, and Hamzar, 'Embracing Digitalization in Tourism: Strategic Approaches for Global Competitiveness in the Digital Economy Era', *Indo-Fintech Intellectuals: Journal of Economics and Business*, 4.2 (2024), 461–72 <https://doi.org/10.54373/ifijeb.v4i2.1282>
- Rikhsibaevna, Safaeva Sayyora, Matkabulova Dilorom Xalilullaevna, and Ochilova Hilola Farmonovna, 'Investment in the Tourism Sector: The Pandemic and Its Impact', *South Asian Journal of Marketing & Management Research*, 10.6 (2020), 23 <https://doi.org/10.5958/2249-877X.2020.00041.7>
- Saifullah, Saifullah, Aditya Prastian Supriyadi, Kurniasih Bahagiati, and Faishal Agil Al Munawar, 'The Evaluation Of The Indonesian Fintech Law From The Perspective Of Regulatory Technology Paradigms To Mitigate Illegal Fintech', *Jurisdictie: Jurnal Hukum Dan Syariah*, 14.2 (2024), 233–64 <https://doi.org/10.18860/j.v14i2.24025>
- Sakawa, Hideaki, and Naoki Watanabel, 'Impact of COVID-19 Travel Subsidies on Stock Market Returns: Evidence from Japanese Tourism Companies', *Journal of Risk and Financial Management*, 17.5 (2024), 206 <https://doi.org/10.3390/jrfm17050206>
- Sapriani, Sapriani, Reza Octavia Kusumaningtyas, and Khalid Eltayeb Elfaki, 'Strengthening Blue Economy Policy to Achieve Sustainable Fisheries', *Journal of Sustainable Development and Regulatory Issues (JSDERI)*, 2.1 (2024), 1–19

<https://doi.org/10.53955/jsderi.v2i1.23>

Schumacher, Kim, Hugues Chenet, and Ulrich Volz, 'Sustainable Finance in Japan', *Journal of Sustainable Finance & Investment*, 10.2 (2020), 213–46  
<https://doi.org/10.1080/20430795.2020.1735219>

Shafiai, Syahiru, Intan Maizura Abd Rashid, Najuwah Mohd Nasir, Suzana Ab Rahman, Hamidah Norman, and Suhailah Ibrahim, 'Economic Determinants Tourism Performance: Perspective of Thailand's Tourism Sector', 2021, p. 020279  
<https://doi.org/10.1063/5.0052038>

Sharpley, Richard, 'Tourism, Sustainable Development and the Theoretical Divide: 20 Years On', *Journal of Sustainable Tourism*, 28.11 (2020), 1932–46  
<https://doi.org/10.1080/09669582.2020.1779732>

Sinaga, Wetmen, 'The Role of Law in Indonesia's Economic Development in the Digital Era', *Advances in Social Sciences Research Journal*, 10.3 (2023), 226–35  
<<https://doi.org/10.14738/assrj.103.14234>>

Sivarethnamohan, R, 'Exploring the Transformation of Digital Tourism: Trends, Impacts, and Future Prospects', in *2023 International Conference on Digital Applications, Transformation & Economy (ICDATE) (IEEE, 2023)*, pp. 260–66  
<https://doi.org/10.1109/ICDATE58146.2023.10248691>

Suhanti, Kartika Ayu, 'Investasi Langsung Di Era Ekonomi Digital: Tantangan Dan Peluang Baru Dalam Kerangka Hukum', *As-Syar'i: Jurnal Bimbingan & Konseling Keluarga*, 6.3 (2024), 1397–1410 <https://doi.org/10.47467/as.v6i3.6533>

Sun, Chuan, Hao Jiao, and Yun Ren, 'Regional Informatization and Economic Growth in Japan: An Empirical Study Based on Spatial Econometric Analysis', *Sustainability*, 6.10 (2014), 7121–41 <https://doi.org/10.3390/su6107121>

Susilo, Donny, 'Unlocking the Strategy of Indonesian Government in Developing Digital Tourism', *Management and Economic Journal (MEC-J)*, 4.3 (2020), 223–32  
<https://doi.org/10.18860/mec-j.v4i3.10771>

Tandafatu, Natalia Kristiani, Lindiana Ermilinda, and Yohanes Brekmans M. Darkel, 'Digital Transformation in Tourism: Exploring the Impact of Technology on Travel Experiences', *International Journal of Multidisciplinary Approach Sciences and Technologies*, 1.1 (2024), 55–64 <https://doi.org/10.62207/w3vsg352>

Tang, Rui, 'Trade Facilitation Promoted the Inbound Tourism Efficiency in Japan', *Tourism Management Perspectives*, 38 (2021), 100805  
<https://doi.org/10.1016/j.tmp.2021.100805>

Tranter, Sylvie N., Estradivari, Gabby N. Ahmadi, Dominic A. Andradi-Brown, Dominic Muenzel, Firdaus Agung, and others, 'The Inclusion of Fisheries and Tourism in Marine Protected Areas to Support Conservation in Indonesia', *Marine Policy*, 146 (2022), 105301 <https://doi.org/10.1016/j.marpol.2022.105301>

Tubtimtong, Pitchapa, 'Factors Influencing the Foreign Direct Investment Inflow in Tourism Industry in Thailand' (Chulalongkorn University, 2020)

<https://doi.org/10.58837/CHULA.THE.2020.272>

- Vandenbroucke, Jurgen, 'Digitising Investing in the Light of Behavioural Finance Findings', *Journal of Digital Banking*, 5.4 (2021), 350 <<https://doi.org/10.69554/KIFG6801>>
- Verhun, Antonina, 'Digital Tools for the Development of the Hospitality and Tourism Industry in the Context of a Digitized Economy', *Economic Affairs*, 67.4s (2022) <https://doi.org/10.46852/0424-2513.4s.2022.20>
- Wang, Linqiang, Xiuhuan Feng, and Luning Zang, 'Does Risk Perception Influence Individual Investors' Crowdfunding Investment Decision-Making Behavior in the Metaverse Tourism?', *Finance Research Letters*, 62 (2024), 105168 <https://doi.org/10.1016/j.frl.2024.105168>
- Wang, Nan, and Gento Mogi, 'From Regulation to Deregulation: An Empirical Study of Japanese Electric Utility R & Investment Behavior under Transition', *Energy Procedia*, 105 (2017), 3193–3200 <https://doi.org/10.1016/j.egypro.2017.03.699>
- Watanabe, Hiroyuki, 'Trust Act 2006 in Japan ~Current Basic Act on Trusts in Japan', *SSRN Electronic Journal*, 2020 <https://doi.org/10.2139/ssrn.3752250>
- YANG, Xiugang, 'How Does Green Investment Influence on Tourism Development in Thailand?', *Journal of Environmental Management and Tourism*, 13.4 (2022), 1047 [https://doi.org/10.14505/jemt.v13.4\(60\).11](https://doi.org/10.14505/jemt.v13.4(60).11)
- Yee, Irene Soh Chin, Jerome Kueh, Josephine Yau Tan Hwang, and Audrey Liwan, 'Impact of Trade Liberalization on Economic Growth in Japan: Autoregressive Distributed Lag Model (ARDL)', *International Journal of Academic Research in Business and Social Sciences*, 11.2 (2021) <https://doi.org/10.6007/IJARBS/v11-i2/8896>
- Yoshida, Hiroshi, Meltem Ince Yenilmez, and Fengming Chen, 'Japan's Digital Economy: A Way Forward for Economic Revivalism', *Yildiz Social Science Review*, 10.1 (2024), 1–6 <https://doi.org/10.51803/yssr.1458230>
- Zhai, Jun, Siyuan Zhang, and Xuan Yang, 'Financial Subsidies, Digital Finance, and Corporate Industrial Investment Level', *Finance Research Letters*, 69 (2024), 106225 <https://doi.org/10.1016/j.frl.2024.106225>
- Zhang, Chi, Yayu Liu, and Zhengning Pu, 'How Digital Financial Inclusion Boosts Tourism: Evidence from Chinese Cities', *Journal of Theoretical and Applied Electronic Commerce Research*, 18.3 (2023), 1619–36 <https://doi.org/10.3390/jtaer18030082>
- Zhang, Wenzheng, Songqin Ren, Yunchun Zhang, and Cheng Li, 'Government Investment, Level of Marketization and High-Quality Tourism Development', *International Review of Economics & Finance*, 96 (2024), 103536 <https://doi.org/10.1016/j.iref.2024.103536>