


# Chapter 5

## Comparative Case Study on Solid Waste Management in Rural Tourism: Insights From Giethoorn, Penglipuran, and Mawlynnong

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### **ABSTRACT**

*The present study is conducted through a case study method on waste management in three rural tourism destinations: Giethoorn from the Netherlands, Penglipuran from Indonesia and Mawlynnong in India. Rural tourism is gaining increasing popularity. While it brings new industries, job opportunities, and social and cultural benefits to the local community, it also challenges its environmental sustainability, particularly in the management of waste. In Giethoorn, they have intensive waste sorting, public recycling facilities, and an active local community. In Penglipuran, it's a mix of traditional approaches and a zero-waste philosophy that avoids plastic and emphasizes using natural biodegradable materials. The cleanest village of Asia -Mawlynnong, involves a very personalized approach to waste management with a heavy emphasis on a natural assortment of materials for waste collection and a strong focus on composting. The study would highlight how sharing these insights*

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*can help develop best practices for sustainable waste management in rural tourism around the world.*

## **INTRODUCTION**

The growth of rural tourism, which offers immersive experiences in nature and vibrant communities, has diversified the tourism industry and brought rural destinations into visitors' itineraries. Rural tourism allows visitors to engage with the cultural, natural and historical assets of rural destinations, including their different traditions, attractive landscapes and ways of living. Giethoorn, a village in the northeast of the Netherlands, Penglipuran, a touristic village in eastern Bali, and Mawlynnong, a small village in the Indian state of Meghalaya, exemplify the popularity and attractiveness of rural destinations for tourists (Anton & Ambeesh Mon, 2024; Deller, 2010; Listyorini et al., 2018).

The influx of tourists to these destinations comes at a price for their natural, social and cultural environment, and often poses significant challenges to the environmental and energy sustainability of rural areas, not least through the weakening of traditional waste management systems and the lack of comprehensive solid waste management practices.

Good practices for rural solid waste management are indeed imperative as rural landscapes and economies depend to a great extent upon their natural and cultural resources. Discrete populations and limited infrastructure make the comprehensive collection and transportation of waste unrealistic. Additionally, rural areas often are defined as metabolising or waste-generating areas. Small industries, such as food producers, restaurants, workshops, cafes, etc, are important economic contributors and thrive on agriculture and tourism.

Open burning of waste in rural landscapes is customary and commonplace, yet is usually hazardous to the health of communities and harmful to the environment. Dumping of solid waste is at times an easy option but also ineffective and polluting.

Rural areas are admired for their pristine environments and traditional culture and therefore have an economic interest in good waste management practices, which are imperative to protect tourism assets and destinations as well as local livelihoods. Rural areas with tourism potential are thus increasingly incorporating circular economy concepts for waste, waste management and recycling, with the aim to prevent and reduce waste generation and to create alternative use for discarded materials (Iskakova et al., 2021; Shaari et al., 2024).

Waste needs to be appropriately managed, a responsibility that falls on the community. Local residents are the primary target of segregation, collection and recycling programmes, and they are particularly needed during waste reduction and

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