

Innovative and Sustainable Tourism Management: The Role of Local Wisdom in 'Jelajah Danau Ranau'

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ABSTRACT. This study aims to enhance sustainable tourism management in 'Jelajah Danau Ranau,' Lampung Barat, by examining the roles of stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation. It also investigates the moderating effect of local wisdom on these relationships. A mixed-method approach was employed, combining quantitative and qualitative data collection. Surveys were distributed to stakeholders, including local community members, tourists, and business owners, and analyzed using SmartPLS for structural equation modeling. In-depth interviews with key informants were analyzed using NVivo for thematic analysis. The results indicate that stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation significantly enhance sustainable tourism management. However, local wisdom did not significantly moderate these relationships, suggesting that its impact is context-dependent and varies based on integration with modern sustainable practices. This research contributes to the literature on sustainable tourism by integrating multiple factors and highlighting the importance of stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation. It offers valuable insights for policymakers and practitioners in developing culturally appropriate and environmentally sustainable tourism strategies. The study's novelty lies in its comprehensive approach, combining stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation with the analysis of local wisdom. This provides a holistic understanding of sustainable tourism management in a developing country context.

1. Introduction

Tourism significantly contributes to the global economy, as demonstrated by numerous studies [28]; [48] and highlighted in a bibliometric analysis study that underscores its economic influence [14]. A study in Foshan, China, emphasizes a shift towards sustainable tourism practices [25].

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Research on Lampung's tourism reveals that local wisdom is essential for preserving natural and cultural heritage while promoting tourism growth [15]. Key recommendations include developing empowerment systems, improving information and education systems, and enhancing small and medium-sized enterprises (SMEs) through digital technology. According to the World Bank, tourism investment significantly drives GDP growth [11]; [16]; [25]; [30]. In the 2021 Travel and Tourism Competitiveness Index, Indonesia rose 12 places to 32nd out of 117, highlighting opportunities for further improvement through collaboration and sustainable tourism, with the aim of achieving a higher [44]; [3].

Challenges facing Lampung's tourism include a lack of community awareness regarding tourism potential, suboptimal management and operations, cleanliness and sanitation issues, inadequate facility maintenance, parking problems, limited foreign language guides, and inconsistent food hygiene standards [52].

Sustainable tourism development requires synergy, collaboration, and innovation among stakeholders, following the pentahelix concept. This approach involves the government as the regulator, academics as the concept developers, the community as the accelerators, entrepreneurs as the enablers, and media as the expanders. Active participation from both public and private sectors is crucial in planning, implementing, and managing tourism activities [40]. Good governance necessitates cross-sector and inter-actor collaboration to address complex issues, optimize resources, and achieve desired outcomes.

The tourism sector in Lampung contributes 1.87% to the Regional Gross Domestic Product [7]. Developing tourist destinations, such as the Krakatau Festival, can boost tourist visits and drive growth in the hospitality industry [2]; [6]. Although Lampung is not designated as a national priority tourism area, its tourism sector makes a significant contribution to the Regional Gross Domestic Product (RGDP), as illustrated in Tables 1 and 2 below. Thus, support from institutions and effective policies from local governments and stakeholders are necessary to ensure the sustainability of Lampung's tourism, including the establishment of clear Standard Operating Procedures (SOPs).

Table 1. Contribution Data of the Tourism and Other Services Sector to the Regional RGDP of Lampung Province from 2018 to 2022

No	Year	Tourism Contribution (%)	Other Services Contribution (%)
1	2018	1,58	0,92
2	2019	1,63	0,92
3	2020	1,57	0,91
4	2021	1,48	0,85
5	2022	1,52	1
Average		1,87	0,92

Source: BPS Prov.Lampung, [7]

Table 2. Growth in Tourist Visits from 2019 to 2022

No	Type of Tourist	Year			
		2019	2020	2021	2022
1	Domestic Tourist	878.194	205.154	688.790	1.798.010
2	International Tourist	1.195	5	0	156
	Total Number	879.344	205.159	688.790	1.798.166

Note: Each year, tourist visits show an upward trend, but in 2020 there was a significant decline due to the COVID-19 pandemic. In 2022, tourist visits increased due to the addition of new destinations, with an average stay of 3 days and 1 night.

Source: BPS Prov.Lampung, [8]

Sustainable tourism has emerged as a crucial component in the development strategies of many regions, aiming to balance the economic benefits of tourism with the need to preserve environmental and cultural resources. In the context of 'Jelajah Danau Ranau' in Lampung Barat, this research investigates the enhancement of sustainable tourism management through stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation. The moderating role of local wisdom is examined to understand its influence on these variables.

Globally, sustainable tourism initiatives have shown promising results. For example, in Costa Rica, collaboration between stakeholders has led to significant improvements in eco-tourism, integrating local community involvement and environmental preservation [24]. Similarly, in New Zealand, the incorporation of indigenous Maori culture into tourism strategies has successfully promoted both cultural preservation and economic development [13]. In Europe, the European Commission's "Tourism for Growth and Jobs" strategy emphasizes the importance of sustainable tourism for economic growth, job creation, and environmental conservation [18].

In Africa, community-based tourism projects have been successful in places like Kenya and South Africa, where local communities are directly involved in tourism activities, leading to improved livelihoods and conservation efforts [26]; [43]. In Asia, countries like Bhutan have implemented high-value, low-impact tourism policies to preserve cultural heritage and environmental integrity while promoting economic development [34].

Despite these successes, there remains a gap in integrating local wisdom as a moderating variable in the context of sustainable tourism management, especially in developing countries like Indonesia. Local wisdom encompasses traditional knowledge and cultural practices that have been passed down through generations and can play a critical role in ensuring that tourism development is culturally appropriate and environmentally sustainable [29]. This research aims to fill this gap by exploring how local wisdom can enhance the effectiveness of stakeholder

collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation in promoting sustainable tourism at Danau Ranau. For this to occur, strategic destination planning, market growth, and capacity building of Danau Ranau's tourism industry are essential [35]; [32].

While previous studies have highlighted the importance of stakeholder collaboration, entrepreneurial innovation, community empowerment, and digital adaptation in sustainable tourism [9]; [22] few have examined these factors in conjunction with the moderating effect of local wisdom. This study aims to fill this gap by exploring how local wisdom can enhance the effectiveness of these variables in promoting sustainable tourism at Danau Ranau. The novelty of this research lies in its comprehensive approach, integrating multiple factors with local wisdom to provide a holistic view of sustainable tourism management.

The development of "Jelajah Danau Ranau" tourism in Lumbok Seminung, West Lampung, is crucial for enhancing tourist attractions while ensuring investment sustainability and the economic well-being of the local community. However, the primary challenge lies in the lack of sustainable development strategies. This study proposes the implementation of the Pentahelix model with Social Network Analysis (SNA), which integrates collaboration among government, local communities, academics, businesses, and media to maximize tourism potential while preserving the environment and strengthening the local economy. The urgency of this research stems from the pressing need to create stakeholder synergy that can enhance tourism management capacity, promote environmental sustainability, and integrate the local economy with the tourism sector. Through this approach, "Jelajah Danau Ranau" is expected to become a model tourist destination that not only attracts visitors but also provides long-term benefits for the local community and surrounding environment.

2. Literature Review

Social Network Analysis in Tourism

Social Network Analysis (SNA) has emerged as an effective tool for understanding stakeholder collaboration dynamics in tourism. By mapping and analyzing relationships and information flows among various actors in tourism networks, SNA helps identify key players, understand network structures, and evaluate collaboration strengths and weaknesses. According to Baggio et al. [5] SNA can reveal how collaboration networks impact the sustainability of tourism destinations. They show that network strength and actor centrality significantly affect destination resource management and visitor attraction. Additionally, Scott et al. [39] emphasize that SNA helps identify gaps and opportunities within tourism networks, facilitating improved collaboration and strategic planning for sustainable tourism development.

Thus, SNA offers a robust framework for comprehending the complexities and dynamics of tourism collaboration, leading to better decision-making and more effective strategic planning.

Stakeholder Collaboration

Stakeholder collaboration is essential for sustainable tourism as it ensures that the interests of all parties involved are considered [9]. Effective collaboration among government bodies, local communities, private sector players, and non-governmental organizations (NGOs) leads to better planning and implementation of tourism strategies [17]. Collaboration can help resolve conflicts, enhance resource management, and foster a shared vision for sustainable tourism [9]. Stakeholder collaboration positively influences sustainable tourism management in 'Jelajah Danau Ranau'.

Entrepreneurial Innovation

Entrepreneurial innovation in tourism involves introducing new ideas, products, and services that enhance the tourist experience while promoting sustainability [22]. Innovations can range from eco-friendly accommodations to new business models that integrate sustainability into their core operations [22]. Entrepreneurial activities also drive economic growth by creating jobs and stimulating local economies [50]. Entrepreneurial innovation positively influences sustainable tourism management in 'Jelajah Danau Ranau'.

Local Community Empowerment

Empowering local communities in tourism development is crucial for ensuring that the benefits of tourism are equitably distributed [38]. Community empowerment involves providing local people with the skills, resources, and authority to participate in and benefit from tourism activities [45]. Empowered communities are more likely to support sustainable tourism initiatives and protect their cultural and natural heritage [38]. Local community empowerment positively influences sustainable tourism management in 'Jelajah Danau Ranau'.

Digital Adaptation and Promotion

The use of digital technologies in tourism management can significantly enhance the efficiency and effectiveness of marketing, operations, and visitor experiences [12]. Digital adaptation includes using social media, mobile applications, and online booking systems to reach a wider audience and improve service delivery [21]. Effective digital promotion can attract more visitors while providing them with valuable information about sustainable practices [12]. Digital adaptation and promotion positively influence sustainable tourism management in 'Jelajah Danau Ranau'.

Moderating Role of Local Wisdom

Local wisdom, which encompasses traditional knowledge and cultural practices, can play a moderating role in sustainable tourism management [42]. Integrating local wisdom into tourism strategies can enhance the authenticity of the tourist experience and ensure that

development respects and preserves cultural heritage [42]. This approach can also foster community pride and support for tourism initiatives [33]. Recent studies highlight the crucial role of local wisdom in moderating the relationships between stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation within the framework of sustainable tourism management. Local wisdom, deeply embedded in cultural values, provides a guiding framework for stakeholder interactions, ensuring that tourism development aligns with community values and traditions, thus fostering trust and cooperation; [37]. In the realm of entrepreneurial innovation, local wisdom influences the types of innovations pursued, ensuring that new tourism products and services are culturally appropriate and sustainable [36]; [22]. Furthermore, local wisdom is integral to empowering communities, embedding tourism practices within the cultural and social fabric, and promoting effective and sustainable tourism development [27]; [51]. In terms of digital adaptation, local wisdom moderates' technology adoption by aligning digital tools with the cultural context of the destination, ensuring that technological advancements respect local customs and traditions [21]; [47]. These findings underscore the importance of integrating local wisdom into sustainable tourism strategies to achieve balanced and effective outcomes, ensuring that tourism is not only economically viable but also culturally and socially sustainable.

3. Methodology

This research employs a mixed-method approach, combining quantitative and qualitative data collection and analysis to provide a comprehensive understanding of the subject. The study focuses on 'Jelajah Danau Ranau' in Lampung Barat and utilizes secondary data from government reports, academic journals, and relevant databases. By integrating both data types, the research aims to offer a holistic view of the factors influencing tourism development and management in the region.

Table 1. Operational Definitions of Variables

Variable	Definition	Indicator	Scale
Stakeholder Collaboration (KSI)	This research examines the extent to which various stakeholders—including government, private sector, NGOs, and the community—collaborate in tourism management. Key factors analyzed include the frequency of stakeholder meetings, the level of stakeholder participation, the effectiveness of communication, and the mechanisms for conflict resolution. The study draws on the works of [9] and [17] which highlight the importance of stakeholder collaboration in achieving sustainable tourism development.	- Frequency of Stakeholder Meetings, - Number of Collaborative Initiatives.	Likert scale (1-5)

Entrepreneurial Innovation (IK)	This research explores the introduction of new ideas, products, and services that enhance tourism experiences in a sustainable manner. Key metrics analyzed include the number of new tourism products and services introduced, the rate of adoption of new technologies, and the level of support for entrepreneurial activities. The study builds on the insights of [22] and [50] who emphasize the role of innovation in driving sustainable tourism development and enhancing visitor experiences.	- Number of New Products/Services Introduced, - Use of New Technologies	Likert scale (1-5)
Local Community Empowerment (PKL)	This research examines the process of empowering local communities by providing them with the skills, resources, and authority to actively participate in tourism. Key aspects analyzed include the level of community participation, access to training programs, impact on local employment, and satisfaction with involvement in tourism activities. The study draws on the frameworks of [38] and [45], which highlight the importance of community empowerment in fostering sustainable tourism development and ensuring that local benefits are equitably distributed.	- Level of Participation in Tourism Activities, - Improvement in Skills and Knowledge	Likert scale (1-5)
Digital Adaptation and Promotion (ADP)	This research investigates the use of digital technologies to enhance tourism management, marketing, and visitor experiences. Key metrics include the utilization of social media platforms, the availability of online booking systems, the frequency of digital marketing campaigns, and user engagement metrics. The study leverages insights from Buhalis & Law [12] and Xiang & [21] who underscore the transformative role of digital technologies in improving the efficiency and effectiveness of tourism operations and enhancing visitor interactions.	- Use of social media and Digital Platforms, - Number of Digital Promotion Campaigns	Likert scale (1-5)
Local Wisdom (KLI)	This research explores the role of traditional knowledge and cultural practices in influencing and supporting sustainable tourism development. Key areas of focus include the integration of cultural practices in tourism activities, preservation of traditional knowledge, community perceptions of cultural respect, and the influence on tourist behavior. The study draws on the work of [42] and [33] which emphasize the importance of cultural heritage in enriching tourism experiences and promoting sustainable practices that respect and preserve local traditions.	- Use of Traditional Practices in Environmental Management, - Integration of Cultural Values in Tourism Activities.	Likert scale (1-5)

Sustainable Tourism Management (PPB)	This research examines the implementation of strategies that balance the economic, environmental, and social aspects of tourism. Key metrics include the economic benefits to the local community, environmental conservation efforts, social impacts, and overall satisfaction with tourism management practices. The study builds on the frameworks of [9]; [24]; [38]; [43] and [34] who highlight the need for integrated approaches to tourism that ensure long-term sustainability and equitable distribution of benefits.	- Environmental Conservation, - Local Community Economic Well-being, - Tourist Satisfaction, - Efficient Use of Natural Resources.	Likert scale (1-5)
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This research integrates the Social Network Analysis (SNA) method [20] and Thematic Analysis approach by Braun & Clarke [10] to provide comprehensive insights into the dynamics of inter-stakeholder collaboration and their perceptions and experiences.

Data Collection

Quantitative data were gathered through surveys distributed to local community members, tourists, and business owners. The surveys aimed to assess stakeholder collaboration, entrepreneurial innovation, community empowerment, and digital adaptation in promoting sustainable tourism. Qualitative data were obtained via in-depth interviews with local government officials, tourism operators, and community leaders. These interviews focused on understanding the role of local wisdom in sustainable tourism management.

Data Analysis

The quantitative data were analyzed using SmartPLS for structural equation modeling (SEM). This approach was used to examine relationships between variables and test hypotheses. Qualitative data were analyzed using NVivo for detailed coding and thematic analysis. This analysis aimed to identify patterns related to the influence of local wisdom on sustainable tourism management.

Sampling and Survey Design

The research will conduct a survey of domestic tourists (wisnus) and international tourists (wisman). According to data from the Provincial Government of Lampung (2020), the number of visits in 2020 was 3,960,347 for wisnus and 102,731 for wisman, totaling 4,063,078 tourists. Based on Slovin's formula and a 5% margin of error, the recommended sample size from a population of 4,063,078 is approximately 450 respondents.

4. Result and Discussion

Following is the overview of the research respondents with 420 respondents fit for processing from the target of 450 respondents.

Table 2. Respondent Overview

Age	Total	Percentage
18-25 Years	384	91%
26-35 Years	27	6%
36-45 Years	9	2%
	420	100%
Gender	Total	Percentage
Male	173	41%
Female	247	59%
	420	100%
Nationality	Total	Percentage
Domestic	393	94%
Foreign	27	6%
	420	100%
Purpose of Visit	Total	Percentage
Tour	390	93%
Business	19	5%
Visit	5	1%
Assignment	6	1%
	420	100%

Source: Data from 2024 questionnaire

These data represent a sample population that is distributed over three age groups: 420 individuals in total. We have a majority in the 18-25 years category, which counts for 384 individuals. The 26-35 years group is constituted by 27 individuals, and that of 36-45 years is only made up of 9 individuals. From this data above, one can infer that the larger part of the population belongs to the age group of 18-25 years, while the number of people in other groups has shown a deficit. Out of 420 respondents, there are 173 males and 247 females. From this data, one can make out that the number of females is more than the number of males. It indicates that the female population predominates with a higher percentage compared to males within the observed population group. There are 393 of domestic tourists, while foreign tourists constitute 27 from other countries. Conclusions made from these data indicate that most visiting tourists are domestic who predominate with a much larger percentage compared to tourists who travel from foreign countries. Most of the visits are for leisure purposes, as there are 390 visits recorded for this reason. The other few reasons include business, personal visits, and assignments, which have

fewer numbers at 19, 5, and 6 visits. This indicates that the prime reason is for leisure purposes because the rest of the reasons, such as business, personal visits, and assignments, are rare.

Table 3. Description of Tourist Visits

Frequency	Total	Percentage
First	230	54%
Ever (Less than 3 times)	117	27%
Have ever (more than 3 times)	73	17%
	420	100%
Length of Stay	Total	Percentage
1-2 Days	304	72%
3-5 Days	70	16%
More than 5 days	46	10%
	420	100%
Tourist Experiences	Total	Percentage
With friends/Groups	188	44%
With Family	195	46%
Alone	37	8%
	420	100%
Resources	Total	Percentage
Social Media	245	58%
Recommendation of friends/family	160	38%
Brochure/Pamphlet	15	8%
	420	100%

Source: Data from 2024 questionnaire

Most visitors to the site are first-time tourists, accounting for 230 visits. Of these, 80 out of 100 visitors experience a visit frequency of 73 times, indicating that most tourists are not repeat visitors. However, some individuals do visit repeatedly and even frequently. The majority of tourists, 304 in total, make short trips, with 70 tourists staying for 3-5 days and only 46 staying beyond five days. These statistics clearly show that most tourists opt for short trips, while a small number stay longer than five days.

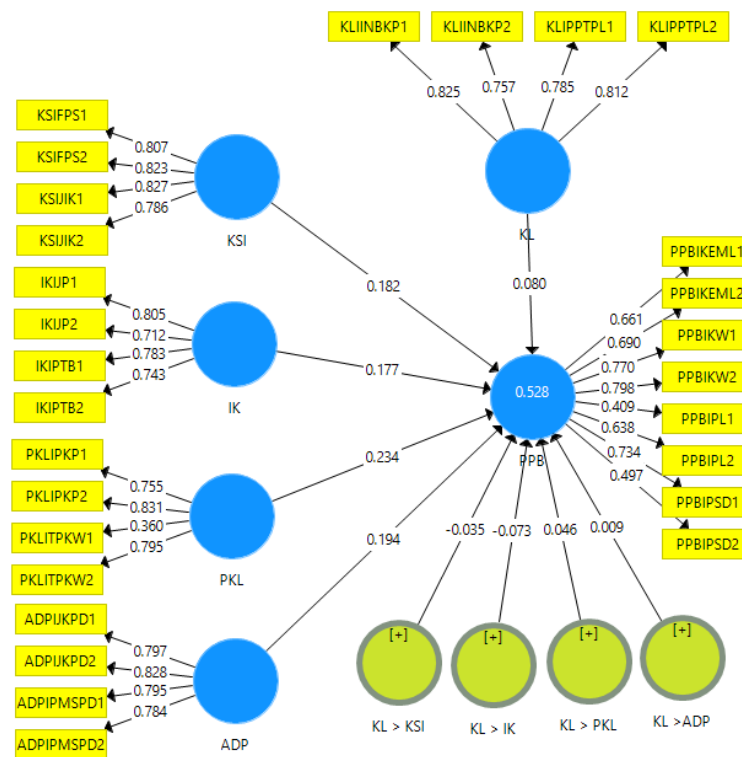
Additionally, group travel is more prevalent, with 188 visits made by tourists with family or friends, compared to 37 visits made by individual tourists. This suggests that travel is more often done in groups and less frequently alone. Interestingly, 245 tourists learned about the site through friends or relatives, while only 15 relied on brochures or pamphlets. This suggests that social media and personal recommendations have a much greater influence on decision-making

compared to traditional brochures and pamphlets. This underscores the significant role of social media as a personal tool in affecting tourist decision-making.

Partial Least Square Test Results

Model Estimation

The parameter estimation method in this study uses the PLS-Algorithm in the SmartPLS software. To test the unidimensionality of each construct, convergent validity is assessed. A common rule of thumb for evaluating convergent validity is that the loading factor value must be greater than 0.7 for confirmatory assessments [19]. This indicates that the individual reflective measure is considered high if the correlation is more than 0.7 with the construct being measured. A loading factor above this threshold suggests that the indicator reliably measures the intended construct, confirming its validity within the model.



Source: Processed Data from SmartPLS

Figure 4.1 Loading Factor Model

Outer Model Testing

The outer model, or measurement model, is used to assess the validity and reliability of the constructs. Through the iteration process of the PLS algorithm, measurement model parameters such as convergent validity, composite reliability, and Cronbach's alpha are evaluated [1]. The outer model is assessed using three key criteria:

Convergent Validity

Convergent validity in PLS with reflective indicators is assessed based on the loading factor, which represents the correlation between the item score (or component score) and the construct score. A loading factor of 0.7 or higher is generally considered acceptable, indicating that the indicators are valid measures of their respective constructs [1]. The loading factors can be observed from the outer loading output, which is derived from the PLS-Algorithm estimation. Below is the outer loading output based on this estimation:

Table 4. output outer loading based on estimation PLS-Algorithm

	ADP	IK	KL	KSI	PKL	PPB
ADPIJKPD1	0.797					
ADPIJKPD2	0.828					
ADPIPMSPD1	0.795					
ADPIPMSPD2	0.784					
IKIJP1		0.805				
IKIJP2		0.712				
IKIPTB1		0.783				
IKIPTB2		0.743				
KLIINBKP1			0.825			
KLIINBKP2			0.757			
KLIPPTPL1			0.785			
KLIPPTPL2			0.812			
KSIFPS1				0.807		
KSIFPS2				0.823		
KSIIJK1				0.827		
KSIIJK2				0.786		
PKLIPKP1					0.755	
PKLIPKP2					0.831	
PKLITPKW1					0.367	
PKLITPKW2					0.795	
PPBIKEML1						0.661
PPBIKEML2						0.69
PPBIKW1						0.77
PPBIKW2						0.798
PPBIPL1						0.409
PPBIPL2						0.638
PPBIPSD1						0.734
PPBIPSD2						0.497

Source: Processed Data from SmartPLS

Based on Table 4, the convergent validity test results show that the loading factor values for all indicators are greater than 0.7, indicating that these indicators are valid. This suggests that each indicator has a strong correlation with its respective construct, confirming the model's convergent validity.

Discriminant Validity

Discriminant validity is assessed using the square root of the Average Variance Extracted (AVE) for each variable. If the AVE is greater than 0.5, the model is considered to have good discriminant validity. In this study, the AVE values for all variables exceed 0.5, indicating that the model has good discriminant validity. This means that the constructs are distinct and each variable captures a unique aspect of the data.

Table 5. Discriminant Validity Test Results

	AVE	Description
ADP	0.642	Valid
IK	0.580	Valid
KLI	0.632	Valid
KLI > IK	1.000	Valid
KLI > KSI	1.000	Valid
KLI > PKL	1.000	Valid
KLI > ADP	1.000	Valid
KSI	0.658	Valid
PKL	0.505	Valid
PPB	0.538	Valid

Source: Processed Data from Smart-PLS

Based on Table 5, it can be seen that all the variables have Average Variance Extracted (AVE) values greater than 0.5, indicating that the variables meet the validity criteria. This suggests that each construct explains more than half of the variance of its indicators, confirming the convergent validity of the measurement model.

Reliability

Reliability in Partial Least Squares (PLS) is assessed using Cronbach's Alpha and composite reliability. Variables are considered reliable if the Cronbach's Alpha and composite reliability values are greater than 0.6. The reliability test results are as follows:

Table 6. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Description
ADP	0.814	0.878	Reliable
IK	0.759	0.847	Reliable
KLI	0.806	0.873	Reliable
KLI > IK	1.000	1.000	Reliable
KLI > KSI	1.000	1.000	Reliable
KLI > PKL	1.000	1.000	Reliable
KLI > ADP	1.000	1.000	Reliable
KSI	0.826	0.885	Reliable
PKL	0.652	0.791	Reliable
PPB	0.807	0.857	Reliable

Source: Processed Data from Smart-PLS

Based on the reliability test results, the model shows Cronbach's Alpha and composite reliability values greater than 0.6, indicating that the variables are reliable. This confirms that the measurement items consistently represent the constructs, ensuring the internal consistency of the model.

Structural Model Evaluation (Inner Model)

Once the estimated model meets the discriminant validity criteria, the structural model (inner model) can be tested. The R-Square (R^2) value for each endogenous latent variable serves as an indicator of the predictive power of the structural model. Changes in the R-Square (R^2) value can be used to explain whether the influence of exogenous latent variables is substantive [19]. The coefficient of determination (R^2) measures how much of the variation in the dependent latent variable is explained by the independent latent variables. The higher the R^2 value, the better the predictive model proposed [1]. An R^2 value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model [19]. After conducting the outer model test and obtaining valid and reliable data, the next step is to perform the inner model test using PLS bootstrapping as follows:

Table 7. Inner Model Test Results

Variable	<i>Adjust Rsquare</i>
PPB	0.518

The model is considered strong as the independent variables contribute to 51.8% of the variation in the PPB (Sustainable Tourism Management) variable. This indicates that the model has moderate predictive power, with an R^2 value of 0.518. Meanwhile, 48.2% of the changes in the PPB variable are predicted to be influenced by factors or variables outside the research model. This suggests that while the model effectively captures a significant portion of the variation, there are other external influences not accounted for within the current framework.

Hypothesis Testing and Discussion

Hypothesis testing is conducted by comparing the t-value with the t-table to determine the effect between variables. The t-value is obtained from bootstrapping results using the SmartPLS software. Bootstrapping also helps minimize issues related to non-normality in the research data. For this study, the t-statistic value is used with a significance level of $\alpha = 0.1$ and a one-tailed hypothesis test, which means the t-value must be greater than 1.65 to indicate significance [19]. The hypothesis testing is performed by examining the path coefficients output from the bootstrapping results.

Table 8. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ADP -> PPB	0.194	0.192	0.057	3.415	0.001
IK -> PPB	0.177	0.181	0.052	3.425	0.001
KLI -> PPB	0.080	0.084	0.055	1.452	0.147
KLI > IK -> PPB	-0.073	-0.074	0.064	1.131	0.259
KLI > KSI -> PPB	-0.035	-0.041	0.071	0.495	0.621
KLI > PKL -> PPB	0.046	0.058	0.060	0.772	0.440
KLI > ADP -> PPB	0.009	0.010	0.060	0.146	0.884
KSI -> PPB	0.182	0.178	0.053	3.419	0.001
PKL -> PPB	0.234	0.237	0.050	4.668	0.000

Source: Processed Data from SmartPLS

The following results, derived from data presented in Table 6, indicate the impacts of various factors on Sustainable Tourism Management (PPB) as follows:

1. **Digital Adaptation and Promotion (ADP):** The significant positive impact of Digital Adaptation and Promotion on Sustainable Tourism Management is well-documented in contemporary research. Sigala [41] illustrates that digital tools significantly enhance tourism marketing and management by improving visitor engagement and satisfaction. Additionally, digital innovations enable efficient resource management and data-driven decision-making, crucial for sustainable tourism [49]. These digital platforms facilitate real-

time communication and feedback between tourists and service providers, contributing to higher standards of sustainability in tourism operations.

2. **Entrepreneurial Innovation (IK):** Entrepreneurial Innovation is a key driver of Sustainable Tourism Management. [22] emphasizes that innovation in tourism leads to the creation of new and improved offerings, attracting diverse visitor segments and extending the lifecycle of tourism destinations. Furthermore, Baggio and Sainaghi [4] assert that entrepreneurial innovation enhances the competitiveness of tourism enterprises, promoting sustainable practices that balance economic growth with environmental preservation.
3. **Stakeholder Collaboration (KSI):** Stakeholder Collaboration plays a crucial role in Sustainable Tourism Management. Dredge [17] underscores that collaborative networks enable comprehensive planning and implementation of sustainable tourism strategies. Tosun [46] highlights that effective stakeholder collaboration addresses complex challenges by leveraging the unique strengths and capabilities of each stakeholder group, leading to more resilient and adaptive tourism systems.
4. **Local Community Empowerment (PKL):** Local Community Empowerment is vital for Sustainable Tourism Management. Scheyvens [38] argues that empowering local communities leads to greater involvement in tourism planning and decision-making, essential for sustainable management practices. [14] adds that empowered communities are more likely to support and sustain tourism initiatives aligning with their cultural and environmental values, ensuring long-term sustainability.
5. **Local Wisdom (KLI):** The finding that Local Wisdom does not significantly influence Sustainable Tourism Management aligns with [31], who suggest that the role of local wisdom is context-dependent and may not be universally applicable across various regions or tourism types. In some scenarios, local wisdom may lack integration with modern sustainable practices necessary for effective tourism management. Conversely, Su et al. (2020) argue that in regions where local wisdom is deeply embedded in community practices, it can significantly contribute to sustainability, indicating variability in its impact based on local contexts and implementation strategies. In addition, tourism development guidelines, coordination and synergy between stakeholders, resource allocation, product development and tourist attractions, determination of development priorities, monitoring, and evaluation by carrying out these strategic functions, RIPPDA becomes knowledge that can be utilized for directed, planned, and sustainable regional development [35]; [32].
6. **Moderating Role of Local Wisdom (KLI):** Based on the results in Table 6, it was found that Local Wisdom does not moderate the relationship between the independent variables (Stakeholder Collaboration/KSI, Entrepreneurial Innovation/IK, Local Community

Empowerment/PKL, Digital Adaptation and Promotion/ADP) and the dependent variable (Sustainable Tourism Management/PPB).

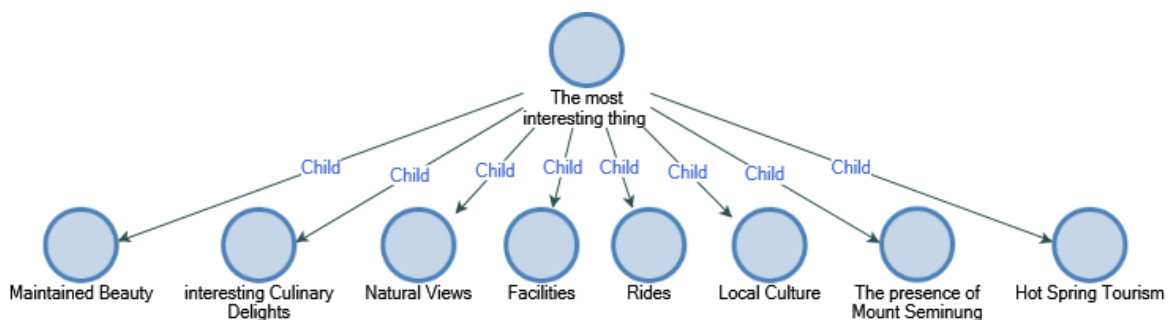
- **Entrepreneurial Innovation (IK) and Sustainable Tourism Management (PPB):** Local Wisdom does not moderate the relationship between Entrepreneurial Innovation and Sustainable Tourism Management. Hjalager [23] notes that while entrepreneurial innovation is crucial for tourism development, its integration with local wisdom requires a harmonization process that may not always be straightforward or successful. Baggio and Sainaghi [4] highlight that innovation often requires advanced technological and managerial practices that might not align seamlessly with traditional local wisdom, reducing its moderating effect on innovation outcomes. This is due to differences in perspectives between stakeholders regarding the success of tourism, in the sense of differences in priorities and orientations between stakeholders that result in local wisdom becoming insignificant.
- **Stakeholder Collaboration (KSI) and Sustainable Tourism Management (PPB):** The absence of a moderating effect of Local Wisdom on the relationship between Stakeholder Collaboration and Sustainable Tourism Management can be explained by [17], who indicates that stakeholder collaboration is critical for sustainability, but the effectiveness depends on valuing and incorporating local knowledge into collaborative efforts. Tosun [46] suggests that the impact of stakeholder collaboration largely relies on the willingness and ability of parties to integrate local wisdom meaningfully, which might not always be the case. This proves that local wisdom is able to emerge from conflicts of interest, local community involvement, and tokenism by integrating local wisdom entities into a shared consensus.
- **Local Community Empowerment (PKL) and Sustainable Tourism Management (PPB):** Local Wisdom does not moderate the relationship between Local Community Empowerment and Sustainable Tourism Management. Scheyvens [38] asserts that community empowerment drives sustainable tourism, but [14] highlights that empowerment initiatives might be designed without adequately incorporating local wisdom, resulting in efforts that do not fully leverage local knowledge and practices, thereby diminishing the moderating potential of local wisdom. This is due to the determinants of external interest domination, limited community capacity, lack of appreciation of local wisdom, conflict between local wisdom and modernization, and lack of integration of local wisdom in destination planning.
- **Digital Adaptation and Promotion (ADP) and Sustainable Tourism Management (PPB):** Local Wisdom does not moderate the relationship between Digital Adaptation and Promotion and Sustainable Tourism Management. Sigala [41] suggests that digital innovation in tourism prioritizes efficiency and global best practices, which may not always align with local traditions and wisdom. [49] argue that while digital tools can enhance tourism promotion and management, their effectiveness might not be significantly enhanced

by local wisdom if there is a lack of integration or understanding of digital technologies within the context of local traditions. This is due to the dominance of the "top-down" approach, differences in perception and interests, lack of understanding of potential synergies, and the view that local wisdom limits innovation. Therefore, a participatory "representative or bottom up" approach is able to deploy local knowledge in the development of innovation adaptation.

This analysis is derived from NVIVO results, offering comprehensive insight into the various aspects of Jelajah Danau Ranau tourism. The analysis aims to provide a detailed understanding of what attracts tourists to this destination and how different elements contribute to its appeal.

NVIVO Analysis

The question posed to respondents was: "What do you find most interesting about the Jelajah Danau Ranau tourism?" The responses indicate that tourists are drawn to Danau Ranau for a multitude of compelling reasons. These include the rich local culture, well-maintained facilities, and the scenic presence of Mount Seminung as part of the natural landscape. Additionally, the well-preserved environment, intriguing local cuisine, diverse attractions, and the availability of hot spring tourism significantly enhance the overall tourist experience at Danau Ranau.

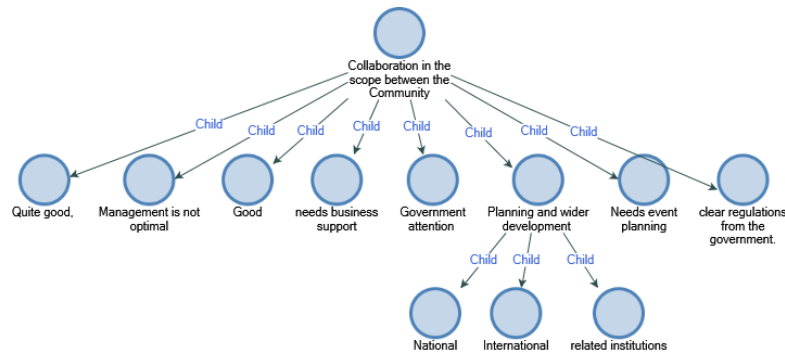


Source: Processed Data from NVIVO

Figure 1. Key Attractions of Jelajah Danau Ranau Tourism

Respondents generally consider the collaboration among the government, community, businesses, and academics in managing Jelajah Danau Ranau tourism to be fairly good. However, several areas require improvement to enhance the overall effectiveness of this collaboration. These areas include better event planning, increased government attention to the facilities at Danau Ranau, and enhanced cooperation at both national and international levels, as well as with relevant organizations. Furthermore, successful collaboration necessitates robust support from

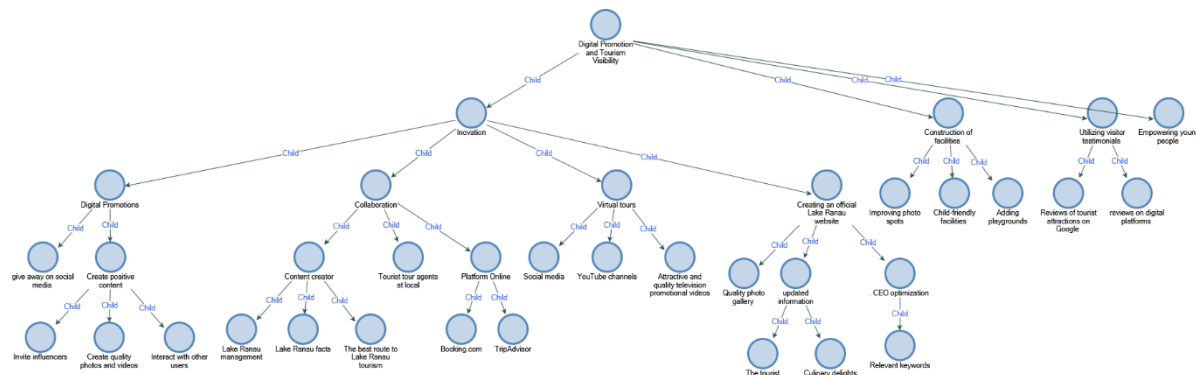
businesses, more comprehensive planning and development efforts, and the establishment of clear regulations by the government. Improving these aspects will help create a more cohesive and effective collaborative framework, ultimately enhancing the tourism management at Jelajah Danau Ranau.



Source: Processed Data from NVIVO

Figure 2. Evaluation of Collaborative Management in Jelajah Danau Ranau Tourism

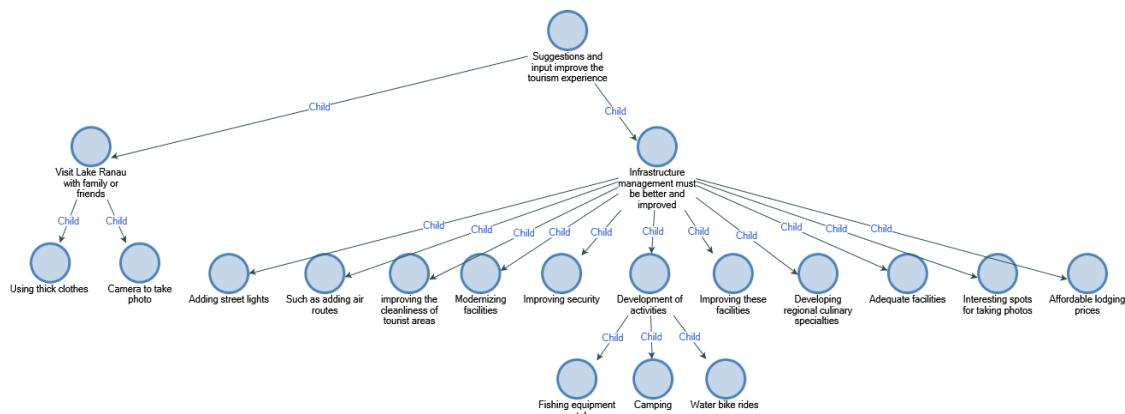
To effectively promote and increase the visibility of Jelajah Danau Ranau through digital means, several essential actions can be undertaken. Innovation is crucial for digital promotion, including implementing giveaways on social media, creating positive content by inviting influencers, producing high-quality photos and videos, and engaging with other users on various social media platforms. Collaboration with content creators can highlight themes related to Danau Ranau management, interesting facts about the lake, or the best routes to the lake. Partnering with local, national, and international tour agents and established online platforms such as Booking.com and TripAdvisor can further expand reach. Offering virtual tours via social media, YouTube channels, or television using engaging and high-quality promotional videos can captivate potential visitors. Developing an official website for Danau Ranau featuring a gallery of high-quality promotional photos and videos, along with up-to-date information on local attractions, homestays, cuisine, and recreational activities, including costs, operating hours, and available facilities, will provide comprehensive insights to potential visitors. Additionally, improving photo spots, creating child-friendly facilities, and adding new recreational areas will enhance the visitor experience. Utilizing visitor testimonials by encouraging reviews on Google and other digital platforms such as Instagram, TikTok, and Facebook can increase credibility and visibility. Engaging with investors to support infrastructure development and empowering local youth by involving them in the active management and promotion of tourism at Danau Ranau are also crucial steps. These combined efforts will help create a more robust and appealing digital presence for Jelajah Danau Ranau, attracting a wider audience and enhancing the overall tourism experience.



Source: Processed Data from NVIVO

Figure 3. Enhancing Digital Promotion and Visibility for Jelajah Danau Ranau Tourism

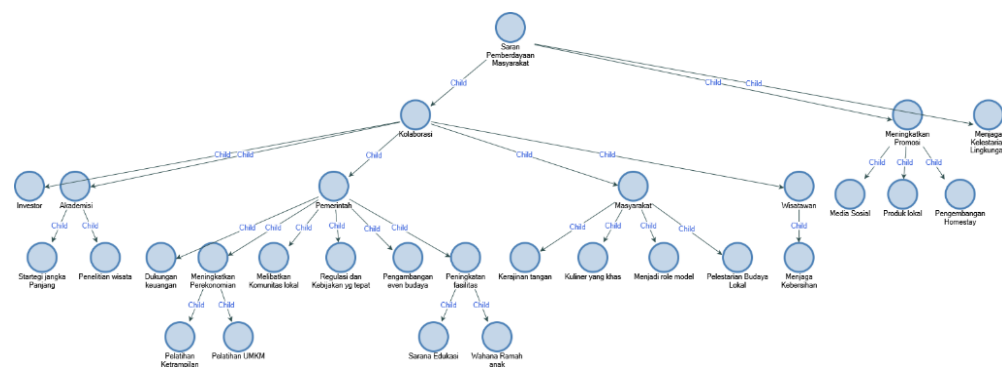
Respondents have provided several valuable suggestions and feedback to enhance the tourism experience at Jelajah Danau Ranau. Promotion plays a critical role in raising awareness, and it is recommended to increase promotion on social media platforms to reach both national and international audiences. Visitors are advised to visit Danau Ranau with family or friends, wear warm clothing, and bring a camera for documentation purposes. Infrastructure management requires significant improvements, including adding air routes for time efficiency, increasing street lighting as current lighting primarily comes from residents, modernizing facilities in line with tourism developments, and enhancing security measures. Additionally, developing diverse local culinary destinations, adding attractive photo spots, providing affordable accommodation with adequate facilities, and creating comfortable places of worship are suggested. Eliminating illegal fees in tourist areas, repairing roads, improving cleanliness, and developing recreational activities such as fishing gear rentals, pedal boats, and camping facilities are also recommended. To achieve these improvements, active government involvement is essential for upgrading the necessary facilities and ensuring a better tourism experience at Jelajah Danau Ranau.



Source: Processed Data from NVIVO

Figure 4. Enhancing the Tourism Experience at Jelajah Danau Ranau: Suggestions and Feedback

To empower the community around Danau Ranau, several strategies can be implemented. Collaboration with investors and academics involves developing long-term strategies for tourism development and conducting research related to community empowerment in the tourism area. Partnerships with the government should provide financial support, involve the local community, and enhance the economy by offering skill training and workshops for small and medium enterprises (SMEs). Encouraging local SMEs to offer regional food and handicrafts can serve as role models for other tourist areas, while the community should actively participate in preserving local culture. Additionally, promoting cleanliness and proper waste disposal among tourists is essential to maintain the area's environment. Increasing promotion through social media to raise awareness, developing local products, and offering attractive accommodation promotions around Danau Ranau are also crucial. Lastly, preserving the environment through continuous conservation efforts will ensure the area's environmental sustainability. By implementing these strategies, the local economy around Danau Ranau can be effectively empowered, leading to sustainable development and improved livelihoods for the community.

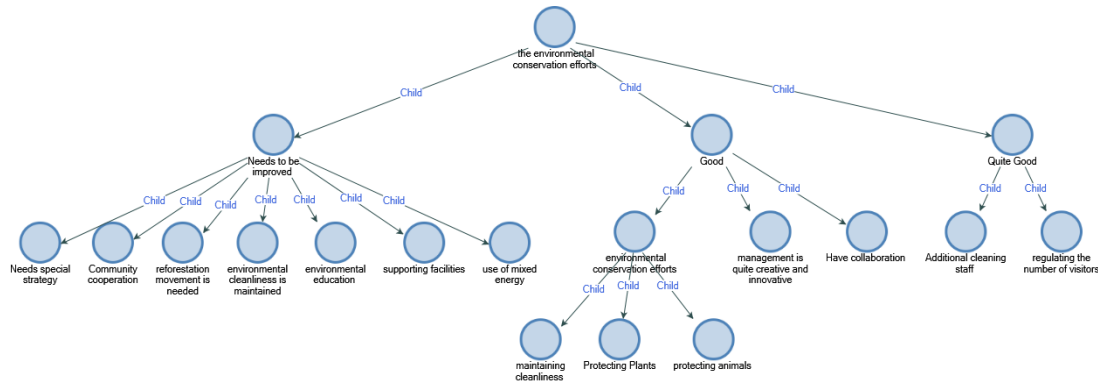


Source: Processed Data from NVIVO

Figure 5. Empowering the Local Economy Around Danau Ranau: Suggestions and Strategies

Feedback on the environmental conservation efforts at the "Jelajah Danau Ranau" tourist area highlights both strengths and areas needing improvement. Several aspects require attention, including developing specific strategies for conservation, fostering community cooperation, providing supportive facilities, maintaining environmental cleanliness, initiating reforestation movements, promoting environmental education, and encouraging the use of renewable energy. On the positive side, the management demonstrates creativity and innovation in maintaining cleanliness through waste management, protecting wildlife and plant species, and collaborating among academics, the community, and the government to enhance tourism management. There are also moderately effective areas that could benefit from additional cleaning staff and regulating visitor numbers during certain holidays to prevent overcrowding. While there are

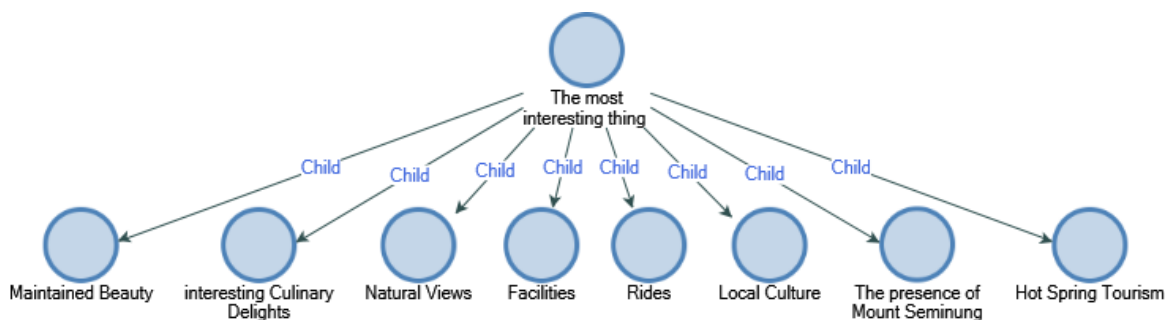
commendable elements in the current conservation efforts, targeted improvements and strategic enhancements are necessary to achieve optimal sustainability at the Jelajah Danau Ranau tourist area.



Source: Processed Data from NVIVO

Figure 6. Evaluating Environmental Conservation Efforts at the "Jelajah Danau Ranau" Tourist Area

Tourists have expressed a high level of appreciation for several key aspects of Jelajah Danau Ranau. The natural beauty of the area is a significant draw, offering scenic views and a pristine environment. Visitors also value the fresh air and the range of recreational activities available, including fishing and exploring the beautiful beaches. Additionally, the ease of access to the area enhances the overall appeal, making it a convenient destination for tourists. These elements collectively contribute to a highly enjoyable and memorable experience for visitors to Jelajah Danau Ranau.



Source: Processed Data from NVIVO

Figure 7. Assessing Tourist Preferences at Jelajah Danau Ranau

The NVivo analysis of tourism at 'Jelajah Danau Ranau' highlights several key insights that contribute to enhancing sustainable tourism management. Tourists are primarily attracted to the

destination for its rich local culture, scenic beauty, and the presence of Mount Seminung, along with well-maintained facilities, diverse attractions, hot spring tourism, and intriguing local cuisine. While stakeholder collaboration in managing the tourism site is generally positive, improvements are needed in event planning and facility management. To increase visibility, enhanced digital promotion strategies, such as engaging with tourists through social media, partnering with influencers, and developing an official website, are recommended. Economic empowerment through collaborations with investors and academics, providing financial support, and promoting local products is essential for sustainable development. Additionally, environmental conservation efforts must be strengthened by maintaining cleanliness, initiating reforestation projects, and promoting the use of renewable energy. These comprehensive insights underscore the multifaceted approach required to enhance sustainable tourism management at 'Jelajah Danau Ranau,' integrating cultural preservation, strategic promotion, economic empowerment, and environmental conservation.

5. Conclusions

This study enhances sustainable tourism management at 'Jelajah Danau Ranau' in Lampung Barat by analyzing the roles of stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation, alongside the moderating effect of local wisdom. Quantitative analysis using SmartPLS confirmed that digital adaptation, entrepreneurial innovation, stakeholder collaboration, and local community empowerment significantly enhance sustainable tourism management. However, the moderating effect of local wisdom was found to be non-significant, suggesting that its impact is context-dependent and varies based on the extent to which it is integrated with modern sustainable practices.

Qualitative insights from NVivo reveal that tourists are attracted to 'Jelajah Danau Ranau' due to its rich local culture, scenic beauty, and well-preserved environment. While stakeholder collaboration is generally positive, further improvements are needed in event planning and facility management. Enhanced digital promotion, local economic empowerment, and robust environmental conservation are identified as critical components for achieving sustainable tourism. However, integrating knowledge management in the preparation and implementation of strategic planning for regional destinations can increase the effectiveness of sustainable regional tourism development [3]; [32]. This comprehensive approach, which combines modern strategies with local wisdom, provides valuable guidance for policymakers and practitioners in developing culturally appropriate and environmentally sustainable tourism strategies, especially in developing countries like Indonesia.

Limitations

This study is geographically confined to 'Jelajah Danau Ranau' in Lampung Barat, limiting the generalizability of the findings to other regions with different characteristics. The reliance on cross-sectional data captures responses at a single point in time, restricting the ability to observe temporal changes and trends. Potential response bias exists as participants may have favorable perceptions of sustainable tourism initiatives. Additionally, the data is primarily self-reported, introducing subjectivity that may affect the reliability of the results. The non-significant moderating role of local wisdom suggests that its integration with modern sustainable practices varies significantly across different contexts.

Suggestions

- 1) **Broader Scope:** Future research should extend to multiple locations with diverse characteristics to enhance the generalizability of the findings. This would allow for a more comprehensive understanding of how different regions integrate stakeholder collaboration, entrepreneurial innovation, local community empowerment, and digital adaptation into their sustainable tourism strategies.
- 2) **Longitudinal Studies:** Conduct longitudinal studies to track changes and long-term impacts of these variables on sustainable tourism. This approach would provide insights into the dynamic nature of tourism development and the evolution of stakeholder roles over time.
- 3) **Incorporate Secondary Data:** Utilize secondary data from official reports, tourism statistics, and previous academic studies to complement primary data and mitigate perception bias. This would provide a more robust data set and improve the reliability of findings.
- 4) **Diverse Data Collection Methods:** Employ diverse data collection methods such as direct observation, focus group discussions, and participatory approaches to gain a more comprehensive and objective understanding of sustainable tourism management practices.
- 5) **Develop Specific Indicators:** Create specific, measurable indicators for each variable to improve the accuracy and reliability of future research findings. This would help in quantifying the impact of different factors on sustainable tourism and facilitate more precise evaluations.

These suggestions aim to bolster the robustness and applicability of sustainable tourism management studies and provide deeper insights into the integration of local wisdom with contemporary tourism practices.

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