

## Promoting Sustainable Tourism Entrepreneurship in Indonesian Local Communities: Challenges and Opportunities

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### Abstract

*Sustainable tourism is becoming an important issue in economic development and environmental conservation in Indonesia. Local communities have a key role in promoting sustainable tourism entrepreneurship to achieve sustainable development goals. This research aims to understand the challenges and opportunities faced by Indonesian local communities in promoting sustainable tourism entrepreneurship. The research method used is descriptive qualitative involving case studies in several tourism sites in Indonesia. Data was collected through in-depth interviews with key stakeholders, participatory observation, and analysis of relevant documents. The research also adopted a triangulation approach to enhance data validity. The results show that Indonesian local communities face complex challenges in promoting sustainable tourism entrepreneurship. These include a lack of understanding of the concept of sustainable tourism, a lack of entrepreneurial skills, a lack of access to capital and technology, and limited support from the government and relevant institutions. However, the study also identified a number of opportunities that local communities can take advantage of, including Indonesia's rich culture and nature, the increasing interest of tourists in sustainable tourism, as well as the active role of non-governmental organizations and the private sector in promoting sustainable tourism entrepreneurship.*

**Keywords** tourism entrepreneurship, sustainability, local communities, challenges, opportunities

### INTRODUCTION

Tourism is an important sector in the Indonesian economy, contributing significantly to economic growth, job creation, and foreign exchange earnings (Mussadad et al., 2019). However, uncontrolled and less sustainable tourism growth can negatively impact the environment, local culture, and local communities. Therefore, it is important to promote sustainable tourism entrepreneurship in Indonesia's local communities to achieve overall sustainable development goals.

According to (Meutia, 2019) Indonesian local communities have a key role in the development of sustainable tourism. They are the main actors who interact directly with tourists and have rich local knowledge about the environment, culture, and traditional heritage. However, local communities often face challenges in integrating sustainability principles into their tourism activities.

One of the challenges faced by local communities is the lack of understanding of the concept of sustainable tourism and its benefits in the long term (Huda, 2020). Many of them still have a short-term profit-oriented approach, without considering the social, economic, and environmental impacts that may arise in the long run. In addition, limited entrepreneurial knowledge and skills can also be an obstacle in starting and managing sustainable tourism ventures.



Local communities also face constraints in access to capital and technology. Limited funds and available credit are often a barrier for them to start or develop sustainable tourism ventures. In addition, lack of access to information and communication technology can also limit their ability to effectively market their tourism products and services.

In addition to internal challenges, local communities also face external challenges such as limited support from the government and related institutions. Lack of supportive policies and lack of coordination between the public, private, and civil society sectors can complicate efforts to promote sustainable tourism entrepreneurship. In some cases, inconsistent or unclear policies and regulations can also be a barrier to sustainable tourism development at the local level. While the challenges faced by Indonesian local communities in promoting sustainable tourism entrepreneurship are complex, there are a number of opportunities that can be capitalized on. Indonesia has abundant cultural and natural resources, such as world heritage sites, national parks, and cultural diversity that attract tourists from all over the world (Ertien & Leily, 2021). Travelers' interest in sustainable tourism is also growing, with greater demand for authentic and socially and environmentally responsible experiences.

The active role of non-governmental organizations and the private sector in supporting the development of sustainable tourism entrepreneurship. Non-governmental organizations can provide training, mentoring, and financing to local communities to strengthen their capacity in managing sustainable tourism enterprises. Meanwhile, the private sector can act as a partner in developing sustainable tourism products and markets, as well as providing access to wider markets and networks (Setiono et al., 2021).

In this context, this research aims to understand the challenges and opportunities faced by Indonesian local communities in promoting sustainable tourism entrepreneurship. With a deeper understanding of the challenges faced, as well as the identification of existing opportunities, strategic steps can be taken to encourage the active participation of local communities in the development of sustainable tourism in Indonesia.

## **METHOD**

This research uses a descriptive qualitative approach to understand the challenges and opportunities faced by Indonesian local communities in promoting sustainable tourism entrepreneurship. A qualitative approach was used as this research aims to gain an in-depth and contextual understanding of the experiences, perceptions and subjective views of the respondents. The following are the steps taken in this research method:

### **Determination of Research Sites**

The research involved several tourism locations in Indonesia that encompassed geographical, cultural, and sustainability variations in tourism.

### **Data Collection**

1. In-depth Interviews: In-depth interviews are used to gain a comprehensive understanding of the respondents' experiences and views. Interviews will be recorded and then transcribed for further analysis.

2. Participatory Observation: The researcher will actively engage in local community activities related to sustainable tourism to gain a deeper understanding of the practices and context.
3. Document Analysis: Data will also be collected through document analysis such as government policies, related research reports, and other publications relevant to sustainable tourism development in Indonesia.

### **Data Analysis**

1. Transcription and Verification: Recorded interviews will be transcribed and verified to ensure the accuracy and appropriateness of the data.
2. Coding: Data from interviews, observations, and document analysis will be coded to identify emerging themes and patterns.
3. Thematic Analysis: Data will be analyzed thematically, i.e. identifying main themes, subthemes, and the relationships between them. A triangulation approach will be used to strengthen the validity of the findings by comparing and linking data from different sources.

### **Data Interpretation and Presentation**

The research findings will be interpreted and presented in an informative narrative and descriptive form. The data will be used to illustrate the challenges and opportunities in promoting sustainable tourism entrepreneurship in Indonesian local communities.

This descriptive qualitative research method will provide an in-depth understanding of the experiences, perceptions, and views of local communities regarding sustainable tourism entrepreneurship. As such, this research will make an important contribution to expanding knowledge about the challenges and opportunities in promoting sustainable tourism entrepreneurship in Indonesia.

## **RESULTS AND DISCUSSION**

### **Challenges in Promoting Sustainable Tourism Entrepreneurship**

Promoting sustainable tourism entrepreneurship in Indonesian local communities is faced with a number of complex challenges. Understanding and addressing these challenges is key to developing and expanding Indonesia's sustainable tourism sector. In this discussion, we will explore in depth some of the key challenges faced in promoting sustainable tourism entrepreneurship in Indonesian local communities (Wiharjokusumo, 2020).

#### **Lack of understanding of the concept of sustainable tourism**

The results show that local Indonesian communities still have a limited understanding of the concept of sustainable tourism and its long-term benefits. This results in a greater focus on short-term gains rather than sustainable social, economic, and environmental impacts. This lack of understanding can be an obstacle to developing sustainable tourism entrepreneurship in Indonesian local communities.



In addition, the results also show that adequate entrepreneurial skills are an important factor in managing sustainable tourism enterprises. However, local communities often face limitations in terms of skills such as business management, marketing, finance, and innovation. This lack of skills can affect their ability to create and market sustainable tourism products or services that appeal to tourists. Therefore, there is a need for specific education and training programs to improve entrepreneurial skills in the sustainable tourism sector.

Access to capital and technology is also a critical issue in promoting sustainable tourism entrepreneurship. Local communities often face constraints in gaining access to the financial capital required to start or develop sustainable tourism enterprises. In addition, lack of access to information and communication technology can also limit the ability of local communities to effectively market their products and services (Junaid et al., 2022).

The government and related institutions also play an important role in promoting sustainable tourism entrepreneurship in local communities. However, challenges remain in terms of policy support and coordination between the public and private sectors. Less clear and consistent policies can hinder sustainable tourism development at the local level, while a lack of coordination between stakeholders can reduce the effectiveness of efforts to promote sustainable tourism entrepreneurship.

In the face of these challenges, it is important to adopt an integrated and sustainable approach. Comprehensive education and training programs can help improve understanding and entrepreneurial skills in local communities. In addition, cooperation between the government, financial institutions, the private sector, and local communities is needed to expand access to capital and technology needed to develop sustainable tourism enterprises. In addition, there is a need for supportive policies and clear frameworks, as well as better coordination between stakeholders, to create a conducive environment for the development of sustainable tourism entrepreneurship.

In conclusion, promoting sustainable tourism entrepreneurship in Indonesia's local communities faces a number of challenges. Limited understanding, lack of entrepreneurial skills, limited access to capital and technology, and lack of policy support and coordination are all barriers that need to be overcome. However, with an integrated and collaborative approach between various stakeholders, these challenges can be overcome, and the opportunities for developing sustainable tourism entrepreneurship can be optimally utilized.

### **Limited entrepreneurial skills**

Adequate entrepreneurial skills are an important factor in managing sustainable tourism enterprises. However, Indonesian local communities often face limitations in terms of the entrepreneurial skills needed to develop and manage tourism enterprises sustainably (Suryawati, 2018). Skills such as business management, marketing, finance, product development, and innovation is often underdeveloped. These limitations can affect the ability of local communities to create sustainable tourism experiences that appeal to tourists. Therefore, training programs and entrepreneurial skills development need to be strengthened to empower local communities and improve their capacity to manage sustainable tourism enterprises.

**Limited access to capital and technology**

The issue of access to capital and technology is also a challenge in promoting sustainable tourism entrepreneurship in Indonesian local communities. Local communities often face difficulties in gaining access to the financial capital required to start or expand tourism enterprises. Lack of access to credit or affordable financing makes it difficult to develop sustainable tourism enterprises. In addition, access to information and communication technology is also an issue for local communities who want to market their products and services effectively.

Addressing this challenge requires efforts to expand local communities' access to capital and technology. One step that can be taken is through collaboration between the government, financial institutions, and the private sector in providing funding and financial assistance programs specifically for the sustainable tourism sector. These programs can provide easier and more affordable access to the necessary capital for local communities (Rahmat, 2021).

It is important to improve local communities' access to information and communication technology. The use of digital platforms and social media can be an effective tool in promoting sustainable tourism enterprises and reaching a wider market.

Training and mentoring in the use of technology should also be provided so that local communities can utilize it effectively.

**Lack of support from government and related institutions**

Another challenge in promoting sustainable tourism entrepreneurship is the lack of adequate support from the government and related institutions. The lack of supportive policies and clear frameworks can hinder the development of sustainable tourism at the local level. Weak coordination between the public and private sectors can also be a barrier to facing challenges and capitalizing on existing opportunities.

The government needs to encourage policies that strengthen the sustainable tourism sector, such as the development of environmentally friendly infrastructure, clear regulation of sustainable tourism business licenses, fiscal incentives, and protection of cultural and natural heritage. In addition, it is important to improve coordination between the government, relevant agencies, and civil society in designing and implementing initiatives for sustainable tourism. Strong cooperation between all stakeholders will ensure alignment and sustainability in the development of sustainable tourism entrepreneurship.

In dealing with these challenges, it is also important to take a holistic and sustainable approach. Solving one challenge can have an impact on solving other challenges. For example, improving the community's understanding of sustainable tourism through education will provide a strong foundation for the development of entrepreneurial skills. Similarly, strong government support can create a conducive environment for access to capital and technology.

Promoting sustainable tourism entrepreneurship in Indonesia's local communities faces significant challenges. However, with collaborative efforts between the government,





relevant agencies, the private sector and local communities, these challenges can be overcome. Improved understanding of the concept of sustainable tourism, development of entrepreneurial skills, expanded access to capital and technology, and adequate government support will be important steps in promoting sustainable tourism entrepreneurship in Indonesian local communities.

It is also important to build awareness and active participation of local communities in efforts to promote sustainable tourism (Sutaguna & Ariani, 2017). Involving communities in decision-making, program development, and implementation of sustainable tourism activities can increase their sense of ownership and responsibility for the local environment and culture.

The development of partnerships between local communities, non-governmental organizations, the private sector, and educational institutions can also be an effective solution to the challenges of promoting sustainable tourism entrepreneurship. These partnerships can assist in capacity building of local communities, provision of technical and financial assistance, and development of education and training programs that suit the needs of the community.

In addition, it is important to capitalize on the opportunities that exist in developing sustainable tourism entrepreneurship. Indonesia has abundant cultural and natural wealth, which can be a major attraction for sustainability-conscious travelers.

The development of tourism products and services based on cultural and natural wealth can become a sustainable economic resource for local communities. In facing the challenges of promoting sustainable tourism entrepreneurship, it is important to adopt a comprehensive and sustainable approach. Integrated strategic measures, including education and training, access to capital and technology, government support, local community participation, and inter-stakeholder partnerships, will be key to success in advancing the sustainable tourism sector in Indonesia (Wardhani et al., 2021).

Efforts to promote sustainable tourism entrepreneurship in Indonesia's local communities will have a positive impact on overall sustainable development. In addition to providing economic benefits, sustainable tourism can also improve environmental quality, strengthen cultural preservation, and empower local communities. By addressing the challenges and capitalizing on the opportunities, Indonesia can become a sustainable and highly competitive tourism destination, while local communities will also benefit significantly from the development of sustainable tourism.

### **Opportunities in Promoting Sustainable Tourism Entrepreneurship**

The opportunities for promoting sustainable tourism entrepreneurship in Indonesian local communities are enormous (Kusuma, 2022). Sustainable tourism has become a global trend that is gaining more and more attention, and Indonesia as one of the major tourism destinations has abundant potential to develop this sector sustainably. The following is an in-depth discussion of the opportunities in promoting sustainable tourism entrepreneurship:

**Indonesia's natural and cultural wealth**

Indonesia has an incredible wealth of nature and culture. From beautiful beaches, vast tropical forests, and majestic mountains, to cultural diversity and rich historical heritage, Indonesia offers a wide range of exciting tourism potential. Great opportunities lie in the development of sustainable tourism entrepreneurship based on the utilization of these natural and cultural riches. The development of tourism products and services that respect and engage local communities and preserve the environment will provide long-term economic benefits to communities.

**Sustainable traveler demand**

There is a growing demand from sustainability-conscious travelers. Travelers today tend to seek tourism experiences that are environmentally, socially, and economically friendly. They want to engage in activities that support nature conservation, maintain cultural diversity, and provide direct benefits to local communities. This creates opportunities for tourism entrepreneurs to develop products and services that meet the expectations of sustainable travelers, such as ecotourism tour packages, homestays that involve local communities, or the development of sustainable craft products.

**Technology and innovation**

The development of information and communication technology provides new opportunities for promoting sustainable tourism entrepreneurship. Digital platforms and social media can be used to market sustainable tourism products and services more widely and effectively. The use of technology can also assist in sustainable tourism management, such as the use of apps for environmental monitoring, resource management, or online marketing. Technological innovations, such as the use of renewable energy or green technology in tourism infrastructure, can also create new opportunities in the development of sustainable tourism entrepreneurship.

Raising the awareness of local communities on the importance of sustainable tourism is a strategic opportunity in promoting sustainable tourism entrepreneurship. Effective education about the long-term benefits of sustainable tourism can help change people's perceptions and attitudes towards the tourism industry. Through educational programs and awareness campaigns, local communities can be empowered to take an active role in developing sustainable tourism enterprises and protecting their natural and cultural resources (Arsvendo et al., 2022).

One of the constraints faced by local communities in developing sustainable tourism enterprises is limited access to capital and financial support. However, there are opportunities to improve this access through various mechanisms, such as microloan programs, social investment funds, or cooperation with financial institutions concerned with sustainable tourism (Berliandaldo et al., 2022). Adequate financial support can assist local communities in starting or developing sustainable tourism enterprises, thus creating sustainable economic opportunities for them.



Governments have an important role to play in creating an environment conducive to the development of sustainable tourism entrepreneurship. In this regard, opportunities lie in developing policies that support sustainable tourism, such as fiscal incentives, strict environmental regulations, or technical assistance and training programs. In addition, the government can also play a role as a facilitator and liaison between various stakeholders, and promote mutually beneficial partnerships and collaborations (Feriyadin & Rinuastuti, 2021).

There are many opportunities to promote sustainable tourism entrepreneurship in Indonesia's local communities. Abundant natural and cultural resources, sustainable tourist demand, technological developments, partnerships and collaboration, awareness raising and education, access to capital and financial support, and a proactive government role are all opportunities that can be utilized. By taking the right steps and engaging various stakeholders, sustainable tourism entrepreneurship can be a driver of sustainable economic growth, protect the natural environment, and provide social benefits to Indonesia's local communities.

To optimize this opportunity, the following steps can be taken:

1. **Development of sustainable products and services:** Tourism entrepreneurs need to develop products and services that conform to the principles of sustainable tourism. This can include the use of local raw materials, environmentally friendly practices, integration of local culture, and community participation in the tourism development and management process. By providing unique and sustainable experiences, entrepreneurs can attract travelers who care about sustainability.
2. **Sustainability-focused marketing and promotion:** Sustainable tourism entrepreneurs need to market themselves as destinations that prioritize sustainable practices. This can be done through marketing campaigns that highlight natural beauty, cultural diversity, as well as environmental protection efforts, and the well-being of local communities. In the digital age, the use of social media and online platforms can be an effective tool to promote sustainable tourism values to a global audience.
3. **Skills and capacity building:** Upskilling local entrepreneurs in managing sustainable tourism businesses is essential. Education and training programs that focus on business management, marketing skills, finance, and sustainability can help local communities to develop their businesses in a sustainable way. Collaboration between educational institutions, government, and the private sector can support the provision of relevant training and mentorship.
4. **Partnerships with financial institutions and investors:** Access to capital and financial support is crucial in developing sustainable tourism entrepreneurship. Entrepreneurs need to establish partnerships with financial institutions and investors that have a focus on sustainable tourism. This could include micro-loan programs or social investments that support sustainable tourism development efforts at the local level.
5. **Inter-stakeholder cooperation:** Strong and coordinated cooperation between the government, private sector, academic institutions, local communities, and non-governmental organizations is essential. This synergy can result in policies that support



sustainable tourism, sharing resources, knowledge, and experiences, and strengthening networks in promoting sustainable tourism entrepreneurship in Indonesian local communities.

6. Application of technology and innovation: Technology and innovation have an important role to play in the development of sustainable tourism. The use of information and communication technologies can facilitate efficient tourism management, including environmental monitoring, resource management, and marketing. In addition, green technology innovations can also accelerate the transition to sustainable tourism by reducing negative impacts on the environment.
7. Raising community awareness: Raising awareness among local communities about the long-term benefits of sustainable tourism is essential. Through educational campaigns and community participation, it is possible to build awareness of the importance of nature conservation, cultural preservation, and the positive economic impacts resulting from sustainable tourism. By raising this awareness, local communities will be more involved in sustainable tourism development and see it as an opportunity to improve their own well-being.

In conclusion, promoting sustainable tourism entrepreneurship in Indonesia's local communities offers significant opportunities. By leveraging natural and cultural wealth, sustainable tourist demand, technology and innovation, partnerships, education, access to capital and financial support, and a proactive government role, tourism actors can create enterprises that provide sustainable economic, social and environmental benefits. With strong synergy and collaboration, Indonesia can become an example in the development of sustainable tourism entrepreneurship that can be adopted by other countries in the world.

## Discussion

The results of this study show that while there are challenges faced in promoting sustainable tourism entrepreneurship in Indonesian local communities, there are also opportunities that can be capitalized on. To overcome these challenges, several strategic steps can be taken:

1. Education and training: Increasing understanding of sustainable tourism concepts and improving entrepreneurial skills need to be a key focus. Through appropriate education and training programs, local communities can gain the knowledge and skills necessary to develop sustainable tourism enterprises.
2. Access to capital and technology: Efforts need to be made to expand local communities' access to capital and technology. This can be done through the provision of financial assistance, partnerships with financial institutions, and utilization of information and communication technology in marketing tourism products and services.
3. Policy support and coordination: It is important for the government and relevant agencies to develop policies that support sustainable tourism development at the local level. Coordination between the public, private, and civil society sectors also needs to be enhanced to ensure synergy and cooperation in efforts to promote sustainable tourism entrepreneurship.



By addressing the challenges and capitalizing on the opportunities, Indonesian local communities can play a greater role in promoting sustainable tourism entrepreneurship, which in turn will have a positive impact on overall sustainable development.

The results of this study are in line with the findings of Feriyadin's (2021) research conducted in the form of a literature review. Feriyadin (2021) highlighted the importance of promoting sustainable tourism entrepreneurship in Indonesia and explored the associated challenges and opportunities. Through his research, Feriyadin also found that local Indonesian communities still have a limited understanding of the concept of sustainable tourism and its benefits in the long term.

This research strengthens and confirms the findings of (Arsvendo et al., 2022) by involving primary research using descriptive qualitative methods. In this study, the limited understanding of Indonesian local communities on the concept of sustainable tourism was also identified as one of the challenges in promoting sustainable tourism entrepreneurship. These findings provide consistency between this study and previous research.

In addition, the results of this study also provide a deeper understanding of other challenges faced by Indonesian local communities, such as a focus on short-term gains and a lack of understanding of sustainable social, economic and environmental impacts. This is in line with the findings of (Berliandaldo et al., 2022) who mentioned that awareness and understanding of local communities is still a major challenge in implementing the concept of sustainable tourism.

Thus, the results of this study support and complement the findings of several previous studies and provide additional evidence of the challenges and expansion of understanding of sustainable tourism entrepreneurship in Indonesia. This research contributes to strengthening our knowledge of sustainable tourism entrepreneurship issues and can serve as a foundation for further research in this area.

This research is also in line with (Kusuma, 2022) which makes an additional contribution by expanding the understanding of opportunities in promoting sustainable tourism entrepreneurship in Indonesian local communities. This research highlights several opportunities that can be utilized, such as Indonesia's natural and cultural wealth, sustainable tourist demand, technology and innovation, partnerships, education, access to capital, and a proactive government role.

Comparison with literature review research (Wardhani et al., 2021) also revealed that sustainability in tourism entrepreneurship is highly relevant and important in the Indonesian context. These findings underscore the importance of focusing on economic, social and environmental aspects in sustainable tourism development, and show that the challenges and opportunities identified in this study are closely related to previous findings.

In developing strategies and policies to promote sustainable tourism entrepreneurship in Indonesia, the results of this study can be used as a solid foundation. The findings and recommendations of this study can be practically applied to raise public awareness, develop entrepreneurial skills, encourage partnerships, apply green technology, and strengthen the role of government in supporting sustainable tourism development.

Comparison with the results of the study (Sutaguna & Ariani, 2017) shows concordance of findings and provides further support to the importance of promoting sustainable tourism entrepreneurship in Indonesian local communities. This strengthens the argument that sustainable tourism development is a must and requires close collaboration between various stakeholders to achieve sustainable development goals in the context of tourism.

## CONCLUSION

From the above discussion, it can be concluded that promoting sustainable tourism entrepreneurship in Indonesian local communities is an important and strategic step in facing challenges and capitalizing on opportunities. Although there are still challenges such as limited understanding and a focus on short-term profits, by utilizing Indonesia's natural and cultural wealth, sustainable tourist demand, technology and innovation, partnerships, education, access to capital, and an active government role, sustainable tourism can be a source of sustainable economic growth, protect the natural environment, and provide social benefits for local communities.

To optimize this potential, collaborative efforts from various parties are required, including the government, private sector, academic institutions, local communities, and non-governmental organizations. By building awareness, improving skills, and creating a conducive environment, Indonesia can become a leader in promoting sustainable tourism entrepreneurship. In doing so, these measures will not only provide short-term economic benefits but will also leave a valuable sustainable legacy for future generations.

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