

The Role of Authentic Local Resources and Social Capital in the Development of Sustainable Village Tourism

Sukaris

Correspondence Author: sukaris21@umg.ac.id

Faculty of Economics and Business, Universitas Muhammadiyah Gresik, Indonesia

INFO

Article History

Received:

2023-12-17

Revised:

2024-03-01

Accepted:

2024-04-01

ABSTRACT

This study aims to determine the role of authentic local resources and social capital in influencing the development of sustainable village tourism. This research refers to the social exchange theory and the theory of resources base view, using 30 managers of the village tourism "Lontar Sewu" as respondents who then carried out a bootstrapping process of 300 data. WarpPLS processed the collected data. The results revealed that the data collected met the validity and reliability requirements and the fit of the model. Estimation of the model showed that the authenticity of local resources and the social capital of the community had a positive relationship with sustainable village tourism. Likewise, the verification showed that the authenticity of local resources affected sustainable village tourism, and social capital affected sustainable village tourism. The findings showed that the authenticity of local resources and social capital was proven to have an important role in sustainable village tourism, such as the sustainability of the Lontar tree ecosystem (authenticity), the uniqueness of village tourism that is maintained, and local wisdom that makes the community involved in developing village tourism. This research provides a significant theoretical contribution to the sustainable tourism literature. Furthermore, this research has a number of practical implications for village tourism managers in terms of sustainable village tourism management.



This work is licensed under [Attribution-NonCommercial-NoDerivatives 4.0 International](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Keywords: Local Resources; Sustainable; Social Capital; Village

INTRODUCTION

Travel and tourism have continuously expanded and diversified, making it one of the largest and fastest-expanding economic sectors in the world. It is also one of the primary drivers of export earnings, job creation, business development, and infrastructure, and it is also one of the sectors to be raised during the COVID-19 pandemic. The portfolio of destination products in Indonesia, especially urban and rural tourism, has a fairly large percentage of 38% of the cultural destination product portfolio of 60%. This condition opens up opportunities for the potential for consumption of this product to increase.

Tourism destination managers are now playing a significant role in the administration and marketing of tourist sites due to the shift in public consumption patterns toward the consumption of recreational products. Generally speaking, marketing leisure goods and travel locations entails creating tourism resources that can satisfy travelers' needs and expectations. Because of this, management styles that put the competitive advantage of tourism destinations first are not just distinct (Hartini et al., 2020). For this reason, in building excellence and developing the

sustainability of village tourism, it is important to involve the village community through social capital and local resources that are directed at the welfare of the community. Kapera (2018) stated that the growth of tourism in the world is progressively prioritizing sustainable development. Referring to the World Tourism Organization (UNWTO), Sustainable tourism is the creation of tourist locations that satisfy the demands of both visitors and indigenous peoples while also focusing on sustainability and allocating more resources for the growth of upcoming tourism endeavors is known as sustainable tourism development (World Tourism Organization, 2024).

Previous research also discussed sustainable tourism development such as Amir et al. (2015), Chamidah et al. (2020), Johnston (2015), Liu (2003), Poudel et al. (2016), Purnomo et al. (2020), Timur and Getz (2009), Vu et al. (2020), Zamfir and Corbos (2015). Research on sustainable tourism development is generally linked to the management of all resources for economic, social, and aesthetic needs while preserving the integrity of the local ecology, biodiversity, culture, and life support systems surrounding tourist destinations. Nevertheless, it is evident from this research that little work has been done on social capital and the authenticity of local resources.

The authenticity of local resources is also often referred to as uniqueness and distinctiveness. The authenticity of local resources is determined by the material, design, and location of the tangible resources (Kim et al., 2019). Prior studies on the connection between sustainable tourism development and the authenticity of local resources, such as Zamfir and Corbos (2015), stated that the success factor in managing sustainable tourism development is the authenticity of tourist destinations. Liu (2003) also stated the nature of tourism resources and socio-cultural progress, including sustainable tourism development. Sims (2009) claimed that the growth of sustainable tourism depends in large part on local content. The original or distinctive natural setting generally draws tourists, which in turn affects sustainability. Social ties, which include components of social networks, civic involvement, reciprocal norms, and trust, are generally at the core of the idea of social capita (Affandi et al., 2020). Social capital plays a more significant role in the tourism industry by creating a distinctive environment through the telling of local history, customs, and folklore, giving guidance during tours, and actively participating in community development (Ma'ruf et al., 2017; Toader et al., 2013).

Research that examines the relationship between social capital and sustainable tourism development, such as Soulard et al. (2018). Strategic destinations will increase with increasing social capital. Other research, for example, Zhou et al. (2017), that tourism development is influenced by three dimensions of social capital, namely personal networks, support institutions, community openness, Affandi et al. (2020 and Ma'ruf et al. (2017) stated that social capital is the key to success in developing sustainable tourism and is associated with Sustainable Development Goals (SDGs). Sabet and Khaksar (2024) state that social capital has a positive effect on the development of sustainable rural tourism. In light of this, it is crucial to research social capital and the veracity of regional village tourist resources in order to promote sustainable village tourism. This study's specific goal is to make certain how community

involvement—through social capital and the utilization of locally produced resources—relates to the growth of sustainable village tourism.

LITERATURE REVIEW

It is anticipated that the growth of a tourism village will assist the local economy by creating jobs and money, as well as the community socially and environmentally by enhancing infrastructure and improving community skills. In the future, the government will encourage the growth of tourism villages even further and extend an invitation to all parties involved to collaborate in order to ensure the success of this initiative. The government will also prepare destination, management, and human resource guidelines in addition to supporting the establishment of tourism communities. It is intended that the outcomes—which include enhancing community welfare, protecting local customs, and benefiting the environment—may be repeated in several other possible communities in order to achieve common goals (Dinas Kebudayaan Pariwisata Pemuda dan Olah Raga, 2018).

Lin and Liu (2018) stated that the goal of sustainable tourism is to strike a balance between protecting the environment, maintaining cultural integrity, building social justice, promoting economic benefits, and meeting the needs of local populations both in the short and long term. Nguyen et al. (2020) found that the factors that influence sustainable tourism development are tourism development institutions and policies, infrastructure, tourism resources, and local communities. Village tourism development must begin with the motivation to develop the village by utilizing both tangible and intangible local resources. If village tourism is able to provide authenticity to local resources, sustainability will be obtained in the long term.

While capability refers to a firm's ability to use resources through organizational procedures to accomplish goals, resources are assets that a corporation owns or controls (Amit & Schoemaker, 1993). This capability also includes the company's ability to survive and adapt in the face of changes in the external environment. With the right organizational procedures, companies can adapt to market, technological, and regulatory changes that occur over time, with strong capabilities that enable them to continue to drive innovation and continuous improvement in their operations and products. This condition creates a long-term competitive advantage and ensures the company's relevance in an ever-changing market that is facing challenges and achieving long-term and sustainable success.

In the theory of resources base view that Amit and Schoemaker (1993), Barney (1991), Barney et al. (2001) offer this perspective, acknowledging the significance of each company's assets and competencies in acquiring and preserving a competitive edge. An essential component of this service is the benefit of destination resources, as researched by Camisón et al. (2015) among a sample of 1019 travel agencies in Spain. The findings show that a stronger competitive position for tourism-related businesses is supported by financial resources as well as dynamic and production skills.

Prior academics have investigated destination pull and push forces through studies pertaining to destination resources (Klenosky, 2002; Yoon & Uysal, 2005). Chekalina et al. (2016) described destination resources as destination performance. Hudson and Shephard

(1998) described destination resources as an overall combination of products, services, and experiences. However, only a few studies link destination resources with sustainable tourism development. For example, Chekalina et al. (2016) linked destination resources with benefits and monetary values.

Social networks, norms, and beliefs that have the potential to increase community productivity are referred to as social capital. According to Suwandi et al. (2019), social capital fosters a sense of shared responsibility among community members as they connect, want to see program activities succeed, are eager to work together, build mutual trust, and are able to match ideas with other citizens. Jung (2020) showed that social capital consists of social networks, social beliefs, and social norms, while Tran et al. (2020) refer to the opinion of Tsai and Ghoshal (1998) found that social capital has three measures, namely structural, relational, and cognitive social capital. Likewise, Ngo et al. (2020) underscored that the scholarly community has acknowledged social capital as an intangible resource and its importance in performance at all scales, micro, meso, and macro.

Previous studies linking social capital and the development of sustainable tourism villages in Indonesia have been carried out, such as Soulard et al. (2018) stating that stakeholder support for strategic planning for tourist destinations will increase as ties and social capital increase. Zhou et al. (2017) claimed that before entering the tourism industry, entrepreneurs in rural tourist regions have erroneous impressions of it—the three facets of social capital impact entrepreneurial mobility in the growth of tourism. The potential contribution of entrepreneurial mobility to the development of tourism is increased by integration with the local community.

Santosa et al. (2020) stressed that social capital is crucial for enhancing corporate success and that it is the public's acknowledgment of managers' credibility. Sabet and Khaksar (2024) stated that social capital has a positive effect on sustainable rural development. Farhan and Anwar (2016) discovered, in an attempt to enhance sustainable tourism, the idea of a rural tourist development plan based on rural and local wisdom on Bawean Island in Gresik Regency. These studies have shown social capital as an inexhaustible capital to support sustainability. However, it needs to be explored in the context of village tourism development, which is still socially managed to become a driver for sustainable tourism development.

Based on the theory and previous studies on the role of authenticity of local resources and community social capital in the development of sustainable rural tourism that has been presented, the following hypotheses can be proposed:

H1: Authentic local resources affect the development of sustainable village tourism.

H2: Social capital affects the development of sustainable village tourism.

RESEARCH METHOD

This investigation used a quantitative approach. Because it makes use of study samples and organizes the research process, the quantitative approach is used. The primary data used in this study came from questionnaires given to village tourist managers in Gresik Regency. The questionnaire had a goal response rate of thirty, and based on its Likert scale, the data collected was interval data (Cooper & Emory, 1995). In the meantime, secondary data is utilized

exclusively for preliminary data and is characterized by supporting data from literature, journal articles, and other sources. In this study, primary data collecting techniques were used, which means that information was gathered directly from participants. In this instance, the village manager in charge of tourism responded, which is made up of administrators from all village-owned enterprises (BUMDes) who oversee tourism-related businesses as well as administrators from tourism-focused groups who have been granted permission by the village to oversee village tours.

Multiple regression analysis approaches employing the WarpPLS software program are employed in order to answer the study objectives and evaluate the produced model. Testing the validity, reliability, and applicability of the suggested model is done before estimating and testing the hypothesis. WarpPLS allows high flexibility, and this software can handle various types of data, including data that is not normally distributed, ordinal-based data, and small data. Apart from that, the use of WarpPLS is able to produce comprehensive data processing, including assumption testing, model feasibility testing, data reliability testing, as well as modeling the relationships between variables in a system, which allows for a better understanding of how variables influence each other.

RESULTS AND DISCUSSION

Thirty respondents or more were used as the research sample in this study, which used respondents as the sample. Up to 300 samples of the sample have been resampled using the bootstrap approach to remove information from the latent variable measurement model that comes from erroneous manifest variables. Table 1 is for data on the frequency of respondents' responses, and Table 2 is for data on respondents' characteristics.

Table 1. Frequency Distribution of Respondents' Answers

	SD1	SD2	SD3	SD4	LU1	LU2	LU3	SC1	SC2	SC3	SC4	SC5	SC6
Mean	4.67	4.70	4.73	4.57	4.77	4.77	4.67	4.50	4.60	4.43	4.53	4.60	4.57
Median	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.50	5.00	4.00	5.00	5.00	5.00
Minimum	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Maximum	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Table 2. Respondent Characteristics

Respondent Data			%	Respondent Data			%
Gender	Male		57	Role in Tourism	Business Unit Treasurer		3.3
	Female		43		Chairman of BUMDES		3.3
Age (years)	20-26		27	Head of Tourism Business Unit		3.3	
	27-33		10	Person in Charge of the Business Unit		3.3	
	34-40		10	Business Unit Supervisor		3.3	
	41-47		23	Tourism Manager		40.0	
	48-55		30	BUMDES Management		40.0	
Education	High School/Equivalent		37	BUMDES Secretary		3.3	
	S1		33				

The target variable's question items were tested to ascertain its validity and reliability, the measurement scale's accuracy, or the accuracy of the data based on the authenticity of local resources (LU) and the development of sustainable village tourism (SD). Validity testing is shown in Table 3.

Table 3. Validity Test Results

Variable	SD	LU	SC	Type (a)	SE	P Value
SD1	0.860	-0.038	-0.288	Reflect	0.128	<0.001
SD2	0.846	-0.229	-0.067	Reflect	0.129	<0.001
SD3	0.846	0.014	-0.197	Reflect	0.129	<0.001
SD4	0.804	0.267	0.857	Reflect	0.132	<0.001
LU1	0.062	0.978	0.004	Reflect	0.120	<0.001
LU2	0.062	0.978	0.004	Reflect	0.120	<0.001
LU3	-0.137	0.888	-0.009	Reflect	0.126	<0.001
SC1	0.255	-0.119	0.841	Reflect	0.129	<0.001
SC2	0.111	-0.007	0.870	Reflect	0.127	<0.001
SC3	-0.074	-0.055	0.822	Reflect	0.131	<0.001
SC4	-0.069	0.054	0.905	Reflect	0.125	<0.001
SC5	-0.038	0.060	0.945	Reflect	0.122	<0.001
SC6	-0.162	0.040	0.938	Reflect	0.122	<0.001

Based on the validity test, the loading factor value for the indicator of the variable development of sustainable village tourism (SD) is SD1 = 0.860, SD2 = 0.846, SD3 = 0.846, and SD4 = 0.804. For the variable local resources authenticity (LU), the loading factor value of each indicator is LU1 = 0.978, LU2 = 0.978, and LU3 = 0.888. The loading factor for the social capital variable SC are SC1 = 0.841, SC2 = 0.870, SC3 = 0.822, SC4 = 0.905, SC5 = 0.945, and SC6 = 0.938. Based on these findings, it is established that every indication has a loading factor value greater than 0.5 and must ensure that the indicators or questions used to test each latent variable meet the requirements for convergent validity or are competent to measure the desired outcome. In a similar vein, all factors or indicators have loading values that are higher than cross-loading when loading and cross-loading are compared, indicating that the discriminatory validity is satisfied. This outcome is consistent with the opinion of Hair et al. (2014). In order to proceed with additional testing, the measurement scale's accuracy must be satisfied. The scale's correctness indicates that every indicator's constructed factor is the same, that the question items correlate more than 0.50, and that the construct being measured can be assessed. Reliability testing is shown in Table 4.

Table 4. Reliability Test Results

	SD	LU	SC
R-squared coefficients	0.566		
Adjusted R-squared coefficients	0.523		
Composite reliability coefficients	0.905	0.964	0.957
Cronbach's alpha coefficients	0.860	0.944	0.946
Average variances extracted	0.705	0.900	0.789
Full collinearity VIFs	2.280	1.778	1.514
Q-squared coefficients	0.603		

In the reliability test, the combined reliability coefficient value for the variable of authenticity of local resources (LU) was 0.964, social capital (SC) was 0.957, the development of a sustainable tourism village (SD) was 0.905, as a requirement, the value has to be greater than 0.7. acceptance of the composite reliability test; however, the internal consistency reliability value is determined by using the Cronbach alpha coefficient criteria above 0.60. The results of the following variables were obtained: sustainable tourism villages (SD) was 0.860; social capital (SC) was 0.946; authenticity of local resources (LU) was 0.944; and questionnaire accuracy for all factors was 0.860 (Gliem & Gliem, 2003). Testing the fit index model and determining if the model developed for this study is feasible yielded the following results, which are shown in Table 5.

Table 5. Model Fit and Quality Indices

No.	Model fit and Quality Indices	Fit of Criteria	Analysis of Results	Remarks
1.	Average path coefficient (APC)=0.445, P=0.003	$p < 0.05$	P=0.003	Good
2.	Average R-squared (ARS)=0.566, P<0.001	$p < 0.05$	P<0.001	Good
3.	Average adjusted R-squared (AARS)=0.523, P<0.001	$p < 0.05$	P<0.001	Good
4.	Average block VIF (AVIF)=1.209, acceptable if ≤ 5 , ideally ≤ 3.3	Acceptable if ≤ 5 , Ideally ≤ 3.3	1.209	Ideal
5.	Average full collinearity VIF (AFVIF)=1.857, acceptable if ≤ 5 , ideally ≤ 3.3	Acceptable if ≤ 5 , Ideally ≤ 3.3	1.857	Ideal
6.	Tenenhaus GoF (GoF)=0.672, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	Small ≥ 0.1 , Medium ≥ 0.25 , Large ≥ 0.36	0.672	Ideal
7.	Sympson's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7 , ideally = 1	Acceptable if ≥ 0.7 , Ideally = 1	1	accepted
8.	R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9 , ideally = 1	Acceptable If ≥ 0.9 , Ideally = 1	1	Ideal
9.	Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7	Acceptable if ≥ 0.7	1	accepted
10.	Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7	Acceptable if ≥ 0.7	1	accepted

Ten test indices were used to examine the link between latent variables and their assumptions in order to establish the index and fitness of the relationship. The majority of the results met the rule of thumb for all good and ideal indexes, indicating that the model is fit or suitable. This analysis is utilized to investigate the effect of destinations based on social capital (SC) and authenticity of local resources (LU) in sustainable village tourism (SD), utilizing warpPLS 5.0 for model estimation testing and path analysis.

Based on data analysis, an equation model for the development of sustainable village tourism (SD) = 0.371LU + 0.518SC can be drawn up. The destination coefficient based on destinations based on authenticity, local resources (LU), and social capital (SC) has a positive direction towards the development of sustainable village tourism (SD) in order for managers involved in village tourism to gain more and more from social capital and local resources, which has a strong and favorable effect on the variable of sustainable village tourism development (SD). Next, The results of testing the hypothesis proposed in this research are shown in Figure 1.

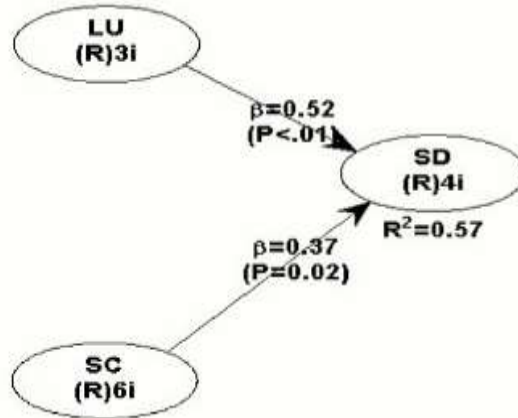


Figure 1. Hypothesis Testing With WarpPLS

Hypothesis testing is done by comparing the significant probability value (p / α), which is set at 0.05. If the p-value is much less than α , the hypothesis can be accepted; if it is more than the probability value, it can be rejected. The findings indicate that the value of β / path coefficient of authentic local resources is 0.518 with a significance (p / α) of 0.001, and the value of β / coefficient of the social capital pathway is 0.371 with a significance (p / α) of 0.020. It is concluded that these results support the proposed hypothesis, that is, the authenticity of local resources has an effect on the development of sustainable village tourism. Social capital affects sustainable village tourism. Based on the acquired results, the following hypothesis testing forms the basis of each result's discussion.

Destination variables based on the authenticity of local resources (LU) affect the development of sustainable village tourism (SD). According to the test results, there is a favorable correlation between the destination variable—which is based on genuine local resources—and the variable of sustainable village tourist development. Local authenticity and resources may be leveraged to create better destination management, e.g., in promoting tourism in this community. The coefficient of direct influence of these destinations on the development of sustainable village tourism is equal to 0.518 while maintaining the uniqueness of "palm trees /lontar trees" as the authenticity of tourism in developing tourism. This village emphasizes the beauty of the lontar tree as an icon of village tourism, and developing village tourism will emphasize the authenticity of village tourism, the higher the way to develop sustainable village tourism, such as in developing tourism by paying attention to the sustainability of the palm tree ecosystem, in developing village tourism businesses to maintain the uniqueness of village tourism, in developing this village tourism business, it pays attention to local wisdom (good values that already exist in the village) and in developing village tourism businesses, the community is the object and subject of village tourism development. Therefore, a significant value for the destination variables based on these results on the authenticity of local resources of $0.001 < 0.05$, there is an influence of destinations based on local resources / local authenticity with the development of sustainable village tourism. The results of this study support previous studies that have provided the same research results as research by Chekalina et al. (2016), Hudson and Shephard (1998), Klenosky (2002), Yoon and Uysal (2005). They assert that the

growth of sustainable village tourism is influenced by travel destinations that are founded on genuine local resources

The destination variable based on social capital (SC) affects the development of sustainable village tourism (SD). The direct influence coefficient of social capital-based destinations on the development of sustainable village tourism is 0.371, indicating a favorable correlation between the development variable and the goal variable based on social capital. Sustainable village tourism, these findings show that social capital-based destinations, like the village tourist development program, may be better managed, the more responsible for the activities carried out, with the village tourism development program, the management is increasingly willing to participate in the success of the activity program, with the tourism development program. This village can interact with team members. Village tourism development programs can increase the spirit of working with team members, and village tourism development programs increase mutual trust with others. With this village tourism development program, managers can equate ideas with other team members, so the higher the way to develop sustainable village tourism, such as in developing tourism by paying attention to the sustainability of the palm tree ecosystem, in developing village tourism businesses. The uniqueness of village tourism is that in developing this village tourism business, it pays attention to local wisdom (good values that already exist in the village). In developing village tourism businesses, the community is the object and subject of village tourism development. Consequently, a significant value of $0.020 < 0.05$ for the destination variable based on social capital supports these results, suggesting that social capital-based destinations have an impact on the growth of sustainable village tourism. The findings of this study corroborate those of other investigations, which provide similar findings as those of Farhan and Anwar (2016) and Sabet and Khaksar (2024) asserted that social capital-based destinations influence the growth of sustainable village tourism.

CONCLUSION

The results proved that destinations based on social capital and destinations based on authentic local resources had an impact on sustainable village tourism growth, as the research objective examined in this study. This research was limited by the small number of samples used, considering that only one manager or leader was taken from one village tourism manager. Likewise, in sampling, there was no differentiation between village tourism and village tourism. Another limitation is that local resources have not been a concern for managers, even though local resources are assets offered directly to visitors. However, this research also presents interesting practical and theoretical implications in developing sustainable village tourism, including Managers can continue to utilize the social capital that already exists in the community considering the influence of social capital-based destinations on the sustainable growth of village tourism because this variable will most likely play a role in the sustainability of village tourism. Meanwhile, the theoretical implications of this research illustrated that social capital is an important variable in adding to the literature on sustainable village tourism research, which

is integrated with social exchange theory. Likewise, future research can review authentic local resources that are not dominant in the development of sustainable village tourism.

REFERENCES

- Affandi, R. A., Permana, A., Yani, Y. M., & Mursitama, T. N. (2020). Implementing SDG to Village Level by Integrating Social Capital Theory and Value Chain: (Case of Village Tourism Pentingsari in Yogyakarta, Indonesia). *Journal of ASEAN Studies*, 7(2). <https://doi.org/10.21512/jas.v7i2.5780>
- Amir, A. F., Ghapar, A. A., Jamal, S. A., & Ahmad, K. N. (2015). Sustainable Tourism Development: A Study on Community Resilience for Rural Tourism in Malaysia. *Procedia - Social and Behavioral Sciences*, 168, 116–122. <https://doi.org/10.1016/j.sbspro.2014.10.217>
- Amit, R., & Schoemaker, P. J. H. (1993). Strategic assets and organizational rent. *Strategic Management Journal*, 14(1), 33–46. <https://doi.org/10.1002/smj.4250140105>
- Barney, J. (1991). Special Theory Forum The Resource-Based Model of the Firm: Origins, Implications, and Prospects. *Journal of Management*, 17(1), 97–98. <https://doi.org/10.1177/014920639101700107>
- Barney, J., Wright, M., & Ketchen, D. J. (2001). The resource-based view of the firm: Ten years after 1991. *Journal of Management*, 27(6), 625–641. <https://doi.org/10.1177/014920630102700601>
- Camisón, C., Puig-Denia, A., Forés, B., Fabra, M. E., Muñoz, A., & Muñoz Martínez, C. (2015). The Importance of Internal Resources and Capabilities and Destination Resources to Explain Firm Competitive Position in the Spanish Tourism Industry. *International Journal of Tourism Research*, 18(4), 341–356. <https://doi.org/10.1002/jtr.2053>
- Chamidah, N., Guntoro, B., & Sulastri, E. (2020). Marketing Communication and Synergy of Pentahelix Strategy on Satisfaction and Sustainable Tourism. *The Journal of Asian Finance, Economics and Business*, 7(3), 177–190. <https://doi.org/10.13106/jafeb.2020.vol7.no3.177>
- Chekalina, T., Fuchs, M., & Lexhagen, M. (2016). Customer-Based Destination Brand Equity Modeling: The Role of Destination Resources, Value for Money, and Value in Use. *Journal of Travel Research*, 57(1), 31–51. <https://doi.org/10.1177/0047287516680774>
- Cooper, D. R., & Emory, C. W. (1995). *Business Research Methods*. Irwin, Inc.
- Dinas Kebudayaan Pariwisata Pemuda dan Olah Raga. (2018). *Desa Wisata, Konsep Pariwisata Berkelanjutan Berbasis Pemberdayaan Masyarakat*. <https://disbudparpora.ponorogo.go.id/desa-wisata-konsep-pariwisata-berkelanjutan-berbasis-pemberdayaan-masyarakat/>
- Farhan, H., & Anwar, K. (2016). The Tourism Development Strategy Based on Rural and Local Wisdom. *Journal of Sustainable Development*, 9(3), 170. <https://doi.org/10.5539/jsd.v9n3p170>
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, Interpreting, And Reporting Cronbach's Alpha Reliability Coefficient For Likert-Type Scales. *Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education*. <https://scholarworks.indianapolis.iu.edu/items/63734e75-1604-45b6-aed8-40ddd7036ee/full>

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Pearson.
- Hartini, S., Mardhiyah, D., & Sukaris, S. (2020). The Effect of Symbolic Risk Consumption on EWOM with Emotional Value and Epistemic Value as Mediating Variables in Adventure Tourism. *Talent Development & Excellence*, 12(2s), 1856–1867.
- Hudson, S., & Shephard, G. (1998). Measuring Service Quality at Tourist Destinations: An Application of Importance-Performance Analysis to an Alpine Ski Resort. *Journal of Travel & Tourism Marketing*, 7(3), 61–77. https://doi.org/10.1300/J073v07n03_04
- Johnston, T. (2015). Sustainable tourism development. In *Routledge International Handbook of Sustainable Development*. Publisher Taylor and Francis Inc.
- Jung, M.-H. (2020). The Effect of Social Capital on Personal Happiness: A Focus on Service Industry Employees. *The Journal of Asian Finance, Economics and Business*, 7(1), 291–299. <https://doi.org/10.13106/jafeb.2020.vol7.no1.291>
- Kapera, I. (2018). Sustainable tourism development efforts by local governments in Poland. *Sustainable Cities and Society*, 40, 581–588. <https://doi.org/10.1016/j.scs.2018.05.001>
- Kim, S., Whitford, M., & Arcodia, C. (2019). Development of intangible cultural heritage as a sustainable tourism resource: the intangible cultural heritage practitioners' perspectives. *Journal of Heritage Tourism*, 14(5-6: Special Issue: Tourism, Heritage and Authenticity), 422–435. <https://doi.org/10.1080/1743873X.2018.1561703>
- Klenosky, D. B. (2002). The “Pull” of Tourism Destinations: A Means-End Investigation. *Journal of Travel Research*, 40(4), 396–403. <https://doi.org/10.1177/004728750204000405>
- Lin, Y. C., & Liu, Y. C. (2018). Deconstructing the internal structure of perceived authenticity for heritage tourism. *Journal of Sustainable Tourism*, 26(12), 2134–2152. <https://doi.org/10.1080/09669582.2018.1545022>
- Liu, Z. (2003). Sustainable Tourism Development: A Critique. *Journal of Sustainable Tourism*, 11(6), 459–475. <https://doi.org/10.1080/09669580308667216>
- Ma'ruf, A., Hindayani, N., & Ummudiyah, N. (2017). *The Social Capital for The Externality Development of Sustainable Tourism*. http://repository.umy.ac.id/bitstream/handle/123456789/13195/social_capital_for_sustainable_tourism--ahmad_maruf_INDONESIA.pdf?sequence=1
- Ngo, C., Nguyen, Q. L. H. T. T., & Nguyen, P. T. (2020). Social Capital and Corporate Performance: Evidence from State Capital Enterprises in Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(6), 409–416. <https://doi.org/10.13106/jafeb.2020.vol7.no6.409>
- Nguyen, C. De, Ngo, T. L., Do, N. M., & Nguyen, N. T. (2020). Key Factors Affecting Sustainable Tourism in the Region of South Central Coast of Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(12), 977–993. <https://doi.org/10.13106/jafeb.2020.vol7.no12.977>
- Poudel, S., Nyaupane, G. P., & Budruk, M. (2016). Stakeholders' Perspectives of Sustainable Tourism Development. *Journal of Travel Research*, 55(4), 465–480. <https://doi.org/10.1177/0047287514563166>

- Purnomo, S., Rahayu, E. S., Riani, A. L., Suminah, S., & Udin, U. (2020). Empowerment Model for Sustainable Tourism Village in an Emerging Country. *The Journal of Asian Finance, Economics and Business*, 7(2), 261–270. <https://doi.org/10.13106/jafeb.2020.vol7.no2.261>
- Sabet, N. S., & Khaksar, S. (2024). The performance of local government, social capital and participation of villagers in sustainable rural development. *The Social Science Journal*, 61(1), 1–29. <https://doi.org/10.1080/03623319.2020.1782649>
- Santosa, M. G. S., Supartha, W. G., Riana, I. G., & Surya, I. B. K. (2020). A Contiguity of Social Capital, Competence, and Business Performance Moderating by Government Policy. *The Journal of Asian Finance, Economics and Business*, 7(9), 727–736. <https://doi.org/10.13106/jafeb.2020.vol7.no9.727>
- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. <https://doi.org/10.1080/09669580802359293>
- Soulard, J., Knollenberg, W., Boley, B. B., Perdue, R. R., & McGehee, N. G. (2018). Social capital and destination strategic planning. *Tourism Management*, 69, 189–200. <https://doi.org/10.1016/j.tourman.2018.06.011>
- Suwandi, S., Sukaris, S., & Faris, A. (2019). Model CSR dalam Penguatan Modal Sosial dan Peran Kelembagaan Masyarakat. *Akuntabilitas*, 12(1), 105–118. <https://doi.org/10.15408/akt.v12i1.12748>
- Timur, S., & Getz, D. (2009). Sustainable tourism development: how do destination stakeholders perceive sustainable urban tourism? *Sustainable Development*, 17(4), 220–232. <https://doi.org/10.1002/sd.384>
- Toader, V., Bota, M., Negrusa, A., Gavriletea, M., & Tutunea, M. (2013). Network, Clusters and Innovation in Romanian Tourism. *Conference of the International Journal of Arts & Sciences*, 6(2), 81–89.
- Tran, D.-T., Lee, L.-Y., Nguyen, P.-T., & Srisittirakul, W. (2020). How Leader Characteristics and Leader Member Exchange Lead to Social Capital and Job Performance. *The Journal of Asian Finance, Economics and Business*, 7(1), 269–278. <https://doi.org/10.13106/jafeb.2020.vol7.no1.269>
- Tsai, W., & Ghoshal, S. (1998). Social capital and value creation: The role of intrafirm networks. *Academy of Management Journal*, 41(4), 464–476. <https://doi.org/10.2307/257085>
- Vu, D. Van, Tran, G. N., Nguyen, H. T. T., & Nguyen, C. Van. (2020). Factors Affecting Sustainable Tourism Development in Ba Ria-Vung Tau, Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(9), 561–572. <https://doi.org/10.13106/jafeb.2020.vol7.no9.561>
- World Tourism Organization. (2024). *Sustainable development*. <https://www.unwto.org/sustainable-development>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>

- Zamfir, A., & Corbos, R.-A. (2015). Towards Sustainable Tourism Development in Urban Areas: Case Study on Bucharest as Tourist Destination. *Sustainability*, 7(9), 12709–12722. <https://doi.org/10.3390/su70912709>
- Zhou, L., Chan, E., & Song, H. (2017). Social capital and entrepreneurial mobility in early-stage tourism development: A case from rural China. *Tourism Management*, 63, 338–350. <https://doi.org/10.1016/j.tourman.2017.06.027>