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Tourism Village Marketing Branding Towards Sustainable Tourism Based on Local Wisdom

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Abstract

Research aims: This study aims to test and analyze the influence of tourism village branding marketing towards sustainable tourism based on local wisdom.

Design/Methodology/Approach: This study employs a quantitative methodology with an associative approach. The study population comprises travelers who visit the Hutatinggi tourist village in the Lake Toba superpriority area which totals 980 tourists. The sample in this study amounted to 140 tourists obtained from 7 x the number of indicators, where the number of Indians was $20 \times 7 = 140$ tourists.

Research findings: The study's findings indicate, it was found that the variables brand experience, perceived value, brand loyalty, and brand love exert a beneficial and substantial impact on the promotion and maintenance of sustainable tourism. The variables of brand experience, perceived value, brand loyalty, and brand love have a positive and significant influence on sustainable tourism through satisfaction.

Theoretical Contribution/Originality: The variables of brand experience, perceived value, brand loyalty, and brand love have a positive and significant influence on sustainable tourism through satisfaction.

Practitioners/Policy Implications: The limitations of this research are only for tourist villages in the Lake Toba area, and in the future, it can be developed to tourist villages throughout Indonesia.

Research Limitations/Implications: The contribution of local wisdom to be able to increase sustainable tourism for marketing and branding of tourist villages in Hutatinggi, Toba Samosir.

Keywords: Marketing; Branding; Sustainable; Tourism Local Wisdom

Introduction

Marketing branding is a term used to describe two concepts related to marketing. Tourism marketing and branding entails strategically promoting a certain geographical area or destination to entice tourists and attract investments (Inkinen et al., 2024a). A consistent marketing strategy delivers better revenue for brands in improving marketing (Shams et al., 2024). In a nutshell, brand authenticity is defined as a way of perceiving a brand as genuine, loyal, and supportive as heritage.

Superiority and trustworthiness compared to other perceptions (Papadopoulou et al., 2023). Brand image refers to the consumer's perception and comprehension of a specific brand, while brand extension is the introduction of fresh information regarding the brand (Falana et al., 2024).

Social, experiential, and relational marketing are widely applied in tourism marketing. The goal of social marketing is to protect consumers and the public, while the goal of networking marketing is to build selective networks. Although personal marketing is not actively practiced, it is considered when discussing employee experiences with the company and their sentiments about the service (Jerez, 2023; Penttinen, 2023).

Branding is a process of building an image and brand identity that is expected to increase brand value and make it known to consumers. The exception represents branding after exploring the many ways that an organization's past can support its present and future marketing efforts in the future (Reynolds et al., 2024). A comprehensive study was conducted on consumer relationships with retailers, including attitudes towards retailers, brand association, consumer preferences, brand trust, perceived affection, emotional interest, brand identification, perceived purchase intent, quality, word-of-mouth promotion, and brand loyalty (Bigné et al., 2023; Delgado-Ballester & Fernandez-Sabiote, 2024). Employer branding in service companies is very important because contactable personnel in the service environment play an important role not only in value creation but also in customer satisfaction during interactions and meetings (Ek Styvén et al., 2022).

Marketing branding Plays a crucial part in the success of tourism villages towards sustainability tourism. At this point, creativity and innovation are very important for companies to keep their competitive edge (Raddats et al., 2024). Rural tourism is widely acknowledged as a means to achieve a successful resuscitation of rural villages (Yanan et al., 2024). Rural tourism makes nature, accommodation, and rural culinary packages the embodiment of rural tourism (Bitsani & Kavoura, 2014; Wu & Yang, 2023). In general, rural tourism focuses on tourism that occurs in the countryside. However, it is important to note that not all residents live in areas that strictly adhere to this definition. The rural manifestation of tourism has developed in various regions, contributing to the complex changes taking place in rural areas. Because of this, rural tourism is a multifaceted and demanding task. It is important for marketing and branding to promote local wisdom (Wu & Yang, 2023).

According to Akbar and Safira (2023), marketing branding of tourist villages with coaxial wisdom is anticipated to successfully address the challenges encountered in developing tourist communities in the Lake Toba region, with the goal of transforming them into sophisticated tourist destinations. According Dewi and I Nyoman Sudiksa (2023), branding facilitates the co-creation of travelers and can increase the quantity of tourist involvement and compatibility preferences, therefore enhancing their entire tourist attractiveness experience and marketing performance related to tourism (Jaakkola et al., 2015; Sugathan & Ranjan, 2019).

Nevertheless, the co-creation of tourists simultaneously is a very complex and dynamic process of continuous resource exchange, especially in increasing brand value and consumers recognition. Marketing branding has important benefits for tourism (Bulmer et al., 2024).

According Andri and Dunan (2023), local wisdom encourages tourism industry players to use marketing branding methods quickly. The lack of knowledge about tourism can hinder local residents from fully participating in the advancement of rural tourism (Rao et al., 2024). Understanding the language, people, and architecture is one way to find out what the local potential is and how to make the local potential work to make people's lives more harmonious, long-lasting, and full of opportunities (Maziliauske, 2024). This knowledge about the process can make local wisdom holistically so that local wisdom is unique. Fields abundant in wisdom and virtuous principles can be embraced and adhered to by others (Zhu et al., 2021). The development of tourist villages is currently progressing in accordance with the requirements of rural communities as tourist attractions. The viability of a tourist village hinges on the impetus to cultivate the community while safeguarding its ecological integrity (Vitasurya, 2016).

However, not all tourism industry players use marketing branding based on local wisdom to promote tourist destinations, including tourist villages. This aligns with the findings of the conducted research (Confetto et al., 2023). Travel destinations must progressively establish and promote their brand in the global market. It is imperative to globally advocate for preferred tourism sites that prioritize sustainable visiting (Ma et al., 2021). The practice of marketing and branding new destinations is necessary when there is a new way to enhance the global tourist sector and encourage local tourism endeavors (Melović et al., 2020). As a result, tourists do not understand the local wisdom of tourist villages. Tourism studies encompass a variety of disciplines, such as literature, art, food, and politics (Wu & Yang, 2023). One way to easily understand local wisdom is through local cuisine, which becomes a symbolic representation of the community and shows special meaning. Culinary tourism is emerging as a captivating and highly sought-after sector within the tourism business, particularly in the realm of customs, special occasions, and tourist villages (Lee et al., 2018).

Tourism industry players find it difficult to promote local wisdom in tourism villages, making sustainable tourism difficult to achieve. Tourism plays a crucial role in the advancement of destinations, particularly in rural areas. In order to ascertain the extent to which rural tourism contributes to the sustainable development of rural destinations, it is imperative to assess the overall benefits of rural tourism. Meanwhile, sustainable rural tourism must be both economically profitable and environmentally conscious, while also considering the socio-cultural aspects. It should be seen as a fundamental part of sustainability that is widely (Maziliauske, 2024).

Tourism villages find it difficult to build a strong and consistent image in the eyes of tourists and distinguish them from competitors. Motivation can change the image of the goal and describe how this motivation affects tourists' intention to revisit the destination (Liang et al., 2023). Branding in service companies is very important not only for value

creation but also for customer satisfaction during service, so that consumers feel satisfied with the services provided that focus on tourism services (Ek Styvén et al., 2022). The proper management of heritage may significantly contribute to the sustainability of heritage resources and local development, as heritage serves as the driving force behind local growth (Xu, k et al., 2022),

Tourism encourages local community participation in the tourism industry, promotes local entrepreneurship, and creates jobs for sustainable tourism. Social, ecological, and environmental aspects are able to optimize sustainable tourism. In the past five years, tourism has contributed approximately 20% of the overall increase in employment revenue worldwide (Hu et al., 2024).

There is a lot of research on tourism villages that focuses on branding marketing, with specific topics such as places, prices, products offered, and promotions. However, none have addressed tourism villages with a focus on local wisdom as we do . Therefore, we decided to focus on using marketing branding. The study focuses on the development of tourism villages that are founded on local wisdom and aim to achieve sustainability. This approach is considered innovative and unique in this research.

According to Inkinen et al., (2024), marketing branding can be carried out effectively for the promotion of tourism villages if tourism industry players are able to optimize the wisdom of each tourist village. Sorokina et al. (2022) suggest that destination marketing branding (DMO) involves creating and developing an image, identity, and exclusive value for a destination, including measuring image, fostering customer loyalty, and enhancing brand value so as to be known by tourists. According to the theory of local wisdom (Freya Higgins-Desbiolles, 2021), local changes in tourism that show significant changes in thinking and practice are critical for the future to conceptualize local tourism that focuses on empowering local communities. According to the theory of sustainability (Santiago et al., 2024), in addition, it is important to view ecotourism as more than just a specific and separate service. Its principles and rules influence different aspects of tourism to encourage social, environmental, and economic sustainability.

Clear marketing branding objectives and outputs help tourism industry players manage local wisdom owned by tourism villages during the process towards sustainability tourism. Tourism industry players are users of marketing branding. Understanding the role of marketing branding is crucial for enhancing the promotion of tourism communities rooted in local wisdom, as it greatly contributes to the effectiveness of sustainable tourism.

Marketing branding helps overcome the lack of brand recognition and fierce competition, making it possible to promote ourism villages based on local wisdom towards sustainable tourism. This opens up opportunities for tourism industry players to attract more tourists, increasing tourist visits. In the post-COVID-19 era, tourism village trends are increasingly popular where tourism trends tend to be personalized, customized, localized, and smaller in size. This condition makes the number of tourist villages continue to grow every year. The development of tourism trends changing from mass tourism to alternative tourism causes tourists to have more destinations that are more friendly to nature and society

known as ecotourism. Therefore, the developing tourism villages is crucial for the future, as it accelerates integrated village development and promotes community welfare. Tourism villages that have developed will later provide a domino effect in the form of improving environmental quality, community welfare, and cultural sustainability. The ineffectiveness of tourism village marketing branding needs to be analyzed to understand the weaknesses of the marketing branding system, especially when promoting tourism villages based on local wisdom difficulty in increasing the value of the local economy.

This article explores the implementation of tourism village marketing branding towards sustainability tourism based on local wisdom (Wider et al., 2023). The contribution of local wisdom is able to increase sustainable tourism in before marketing and branding of tourist villages in Hutatinggi Toba Samosir. To achieve sustainable tourism, factors such as brand experience, perceived value, brand loyalty, and satisfaction are essential.

Literature Review and Hypotheses Development

Brand experience and percived value to local wisdom

The uniqueness of tourism products gives its own character and has a market segment that is able to introduce a destination because it will provide a perceived concept and brand experience for tourists who visit. The role of local wisdom in this case makes a significant contribution to the sustainability of tourism visits to a destination (Trenggono et al., 2022).

According to the results of the study from Gao & Shen, (2024), it is states that, in behavior, the brand experience plays an important role because when marketers promote their products with innovative promotions, it will strengthen the relationship between brands and consumers so as to provide high perceived value in the eyes of consumers. This is also in line with research from Lyesmaya et al., (2019) ,which states that Wayang Sukuraga has meaning as a learning medium in conveying the values of integrity. On the other hand, Wayang Sukuraga is used to motivate students to increase their level of self-awareness and as a means for students to carry out moral actions (expressing, showing and constructing values). This is also in line with research from Hasanah et al., (2023), providing important information about effective communication to build a positive image in increasing public understanding of Islamic boarding schools.

Based on the above discussion, we formulate the following hypotheses.

H₁: Brand experience has a significant effect on local wisdom.

H₂: Perceived value has a significant effect on local wisdom.

Brand loyalty and brand love to local wisdom

According to Robertson et al., (2022), In fostering a relationship between consumers and brands, love for brands is a dimension that should not be ignored, especially for well-known brands. This is also stated by Sreen et al., (2021), where it is not easy for consumers to believe in the naturalness of a product, especially products that reflect local wisdom, so trusting brands that involve local wisdom will encourage consumers to be loyal to a brand.

Brand loyalty is one of the main goals of marketing, because of its impact on the sustainability of the destination. Traditionally, brand loyalty in this industry has been explained through satisfaction, service quality, commitment, and trust, hence other variables analyzed in the field of marketing have not been included in the developed model (Sreen et al., 2021). According to Troiville, (2024), brand loyalty, sometimes described as behaviour or attitude, is something we adopt, as long as it aligns with a consumer-centric perspective that is relevant to brand equity evaluation. This is consistent with studies from Anggara et al., (2023), showing that customer experience is impacted by all dimensions of business attribute factors such as goods, communication with staff, store environment, and transaction ease. Furthermore, this study found that consumer experience improves brand love and loyalty. Finally, the findings indicate that brand love has a favorable impact on brand loyalty. This is in line with research from Arunachalam et al., (2024), which shows that promotions professionals and practitioners must help them establish marketing strategies to increase brand equity and gain competitive advantage to grow their companies.

Based on the above discussion, we formulate the following hypotheses.

H₃: Brand loyalty has a significant effect on local wisdom.

H₄: Brand love has a significant effect on local wisdom.

Local wisdom to sustainable tourism

According to research results from Vitasurya, (2016), it is stated that, generally, local wisdom emerges through an internal process and is acquired over a long period of time as a result of the interaction between humans and their environment. The lengthy process of evolution will lead to the emergence of a crystallised system of values in the form of universal laws, beliefs, and local culture. Substantially, local wisdom refers to norms that are faithfully practiced in society and become a guide in their daily lives. Generally, local wisdom emerges through an internal process and is acquired over a long period of time as a result of the interaction between humans and their environment. The lengthy process of evolution will lead to the emergence of a crystallised system of values in the form of general laws, beliefs, and local culture. Substantially, local wisdom is a norm that is faithfully practiced in society and guides in their daily lives.

According to research result from Mahrinasari et al., (2024), the results suggest that the presence of a Local Wisdom culture enhances the development of sustained competitive advantage. Building upon the findings of Mahrinasari et al., (2024), it is hypothesized that the Indonesian culture, which is known for its collectivism, can enhance the association between entrepreneurial orientation (EO) and the attainment of a sustainable competitive advantage. This enhancement is attributed to the influence of the culture's Local Wisdom. This is in line with research from Fatimah et al., (2020), which states that the loss of the practice of maintaining local wisdom can be corrected by strengthening the role of community leadership in tourism management. Local environmental wisdom is re-established as a community priority, thereby ensuring long-term sustainability and value. This is also in line with research from Vitasurya, (2016) where the research found a model for protecting nature-based tourist villages through community involvement, which can then be used for the growth of rural tourism in the future.

This is very much in line with research from Maryani & Indrianty, (2024), which states the use of local wisdom is widespread and thrives in various aspects of Ciburial community life, including economic, social, political, environmental and development issues. Sustainable development of tourism villages based on local wisdom is a collaborative effort between the community and the government to manage and develop sustainable tourism resources. This study suggests maintaining local knowledge and the consequences of preserving its culture.

Based on the above discussion, we formulate the following hypotheses.

H₅: Local wisdom has a positive and significant effect on sustainable tourism.

Brand experience and perceived value to sustainable tourism

According to (Dos Santos et al., 2024) that brand experience dan perceived value, significant influence on sustainable tourism. According to Vecchio et al., (2024), sustainability is a consumer concern reflecting greater environmental awareness and responsible consumption. Consequently, wineries that promote a sustainable image are more likely to attract visitors with a higher environmental attitude. From the research result of Yanan et al., (2024), rural tourism has been widely recognized as a means of promoting the revival of traditional villages and has been supported by numerous researchers. It has the potential to provide significant social and economic advantages, making it a popular strategy for rural development in both developed and developing countries Rural tourism has been widely recognized as a means of promoting the revival of traditional villages and has been supported by numerous researchers. It has the potential to provide significant social and economic advantages, making it a popular strategy for rural development in both developed and developing countries.

Based on research from Mengkebayaer et al., (2022), it is showed that tourists' perceived value and experience have a major impact on preferences for a destination and equity, which ultimately has an impact on tourist destination loyalty. Furthermore, destination

memory influences the relationship between destination attachment, equity, and loyalty. Additionally, destination attachment and equity function as mediators between perceived value, experience, and destination attachment. In addition, this research applies the concept of visitor consumption to the sustainability literature.

This is also confirmed by research from Ji et al., (2021) , showing that theme park brand experience has a strong beneficial influence on evaluated value and satisfaction. Thoughts do not have a major influence on emotional or social values. In the same context, functional experience has no obvious influence on recreational value. Thus, perceived value has a considerable beneficial influence on satisfaction. Finally, satisfaction has a considerable beneficial effect on visitors' behavioral intentions. The results of this research can provide useful information for the management team of Shanghai Disneyland and similar theme park attractions when developing policies and marketing plans.

This is in line with research from Gozen et al., (2023), which states `that consistency has a mediated impact on the level of customer reinvestment and the joy dimension of destination brand value, but not on the service excellence or aesthetic dimension of destination brand value, and that inherent consistency has a mediating effect on destination end and brand. Value perception on behavioral intentions. This study provides significant practical tips for both purposes. These are marketing managers and central and regional governments.

Based on the above discussion, we formulate the following hypotheses.

H₆: Brand experience has a significant impact on sustainable tourism.

H₇: Perceived value has a positive effect on sustainable tourism.

Brand loyalty and brand love to sustainable tourism

Brand loyalty has a significant influence on the level of profitability and competitive value of a company because, by studying the brand of a product, it will increase our love for a product that will eventually achieve sustainable development Zhao, Sam, et al., (2024). According to the research results from Kini et al., (2024), it is states that, when a company deepens its relationship with customers and supports the customer's self-concept it can provide comfort and harmony between customers and the company, it will provide a positive attitude that will increase the loyalty or sustainability of customer visits to the destination.

According to the research results from Anggara et al., (2024), the existence of an emotional relationship and relational bond with the brand will result in a traveler's love for the destination, which results in the emergence of a desire to revisit or continue to a destination, resulting in tourists becoming loyal. This is in accordance with the results of

research from (Osorio et al., 2023) that the authenticity of a destination brand will create a tourist's love for the destination.

Based on research from Khalid et al., (2024), brand recognition and authenticity play an important role in generating brand love, which ultimately drives brand loyalty behavior. When the personal and social self are aligned with the brand, love for the brand will increase. When sustainable marketing is used to manage a brand, the relationship with brand loyalty is strengthened.

This is also confirmed by research from Rini et al., (2024), stating that the Journey Brand experience significantly mediates the relationship between visitor attraction and consumer expression and loyalty. This research aims to help Toba Fund tourism management and local tourism companies create brand protection laws for businesses such as MSMEs and other services, thereby encouraging loyalty to local brands. Customers' legitimate activities are maintained for local brands when they are provided with flexible areas within the boundaries of tourism business governance.

This aligns with research from Mody & Hanks, (2019), where hotels and Airbnb use different types of authenticity to generate brand-loving customers. Our findings suggest that Airbnb uses brand, existential, and intrapersonal authenticity to create brand-loving and committed customers, whereas hotels exclusively use brand authenticity. As a result, hotels and Airbnb have different approaches to developing clients who love and are devoted to their brands. Implications for theory and practice are examined, and future research topics are indicated.

Based on the above discussion, we formulate the following hypotheses:

H₈: Brand loyalty berpengaruh positif dan signifikan terhadap sustainable tourims.

H₉: Brand love berpengaruh positif dan signifikan terhadap sustainable tourism.

Research Methods

This research was conducted by quantitative methods, namely research methods. Data is collected and analyzed using statistical methods, which involve the use of numbers and statistical analysis. The sample size in this study is tourists visiting the superior area of Lake Toba, which amounted to 140 tourists. The formula used is based on Hair (2022), which suggests 5-10 times the number of indicators. With 14 indicators, the sample is $20 \times 7 = 140$ samples. Based on the calculation above, the respondents in this study amounted to 140 people. The data collection techniques used were observation, questionnaire, and interview. The instruments used in this study are marketing branding as an independent variable consisting of 5 indicators (Brand Culture, Brand character, Brand Personality, Brand Name, Brand Logo, and Brand Slogan (Inkinen et al., 2024) . Local wisdom, which is a mediating variable, consists of 5 indicators, namely authenticity, Local Culture, Attitude and Value, and Carrying Capacity (Mucunska et al., 2023). Sustainable

Marketing Tourism consists of 4 indicators, namely Economic, socio-cultural, cultural, and environmental (Zhao, Elahi, et al., 2024).

The two main types of data collection procedures are primary data and secondary data. The primary data were collected through face-to-face interviews with respondents using questionnaires that had been prepared in advance. Furthermore, alongside primary data, secondary data was included as supplementary information in this study. The data that has been collected from the questionnaire is then tested for validity and reliability and instruments (confirmatory factor analysis), testing the relationship model between variables with SMART PLS.

Results and Discussion

The Identities of the 86 female respondents cover 61.42% of the total, and 54 male respondents cover 38.57%. Therefore, it can be concluded that more female respondents prefer sustainable tourism in terms of brand experience, perceived value, brand loyalty, brand love, with local wisdom as mediation of the four independent variables.

The Regarding educational background, 70 respondents with high school education account for 50%, 60 respondents with bachelor's degrees account for 43%, and 10 respondents with postgraduate education account for 7%." Hence, it can be concluded that respondents with high school and bachelor's degrees are more likely to like sustainable tourism in terms of brand experience, perceived value, brand loyalty, brand love, with local wisdom as the mediation of the four independent variables.

The For age demographics, 46 respondents aged 17-25 years make up 33%, and 94 respondents aged 26-35 years make up 47%. It can be concluded that respondents aged 26-35 years are more likely to favor sustainable tourism in terms of brand experience, perceived value, brand loyalty, and brand love, with local wisdom as mediation of the four independent variables.

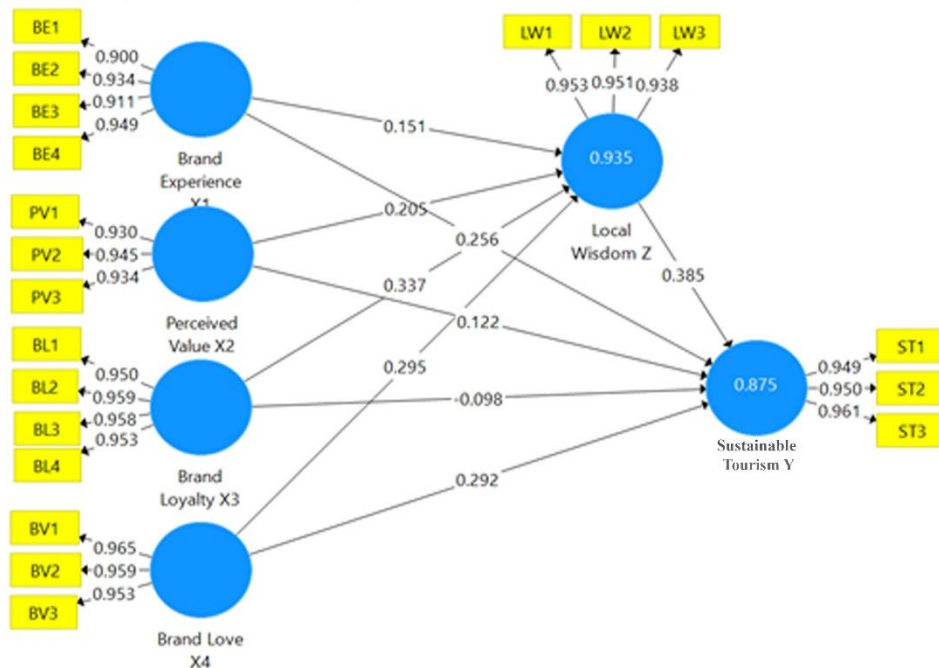


Figure 1 SEM Analysis Results

Data analysis was carried out through 2 (two) stages, namely measurement model assessment which includes validity and reliability tests. The validity test can be seen in the following Table 1.

Table 1 Outer Loading

Variable	Indicator	Outer Loading	Information
Brand Experience	BE1	0.900	Valid
	BE2	0.934	Valid
	BE3	0.911	Valid
	BE4	0.949	Valid
Perceived Value	PV1	0.930	Valid
	PV2	0.945	Valid
	PV3	0.939	Valid
Brand Loyalty	BL1	0.950	Valid
	BL2	0.959	Valid
	BL3	0.958	Valid
	BL4	0.953	Valid
Brand Love	BV1	0.965	Valid
	BV2	0.959	Valid
	BV3	0.953	Valid
Local Wisdom	LW1	0.953	Valid
	LW2	0.951	Valid
	LW3	0.938	Valid
Sustainable Tourism	ST1	0.949	Valid
	ST2	0.950	Valid
	ST3	0.961	Valid

From Table 1 above, overall the indicators for each variable have a value above 0.7, so the indicators are declared valid. Next, a Reliability Test is carried out. The reliability test can be seen in the following Table 2.

Table 2 Reliability Test

Variable/Indicator	Alpha	AVE	Information
Brand Experience	0.943	0.853	Reliable
Perceived Value	0.930	0.877	Reliable
Brand Loyalty	0.968	0.912	Reliable
Brand Love	0.957	0.920	Reliable
Local Wisdom	0.943	0.897	Reliable
Sustainable Tourism	0.950	0.909	Reliable

In the Reliability test above, the Alpha value for each indicator of brand experience, Perceived Value, Brand Loyalty, Brand Love, Local Wisdom, Sustainable Tourism shows a value above 0.7, which means that all indicators of these variables can be trusted.

Table 3 Significance of Direct Influence

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hipotesis
Brand Experience_X1 -> Local Wisdom_Z	0.306	0.333	0.114	2.686	0.007	Accepted
Brand Experience_X1 -> Sustainable Tourism_Y	0.256	0.268	0.096	2.659	0.008	Accepted
Perceived Value_X2 -> Local Wisdom_Z	0.205	0.197	0.106	1.941	0.053	Accepted
Perceived Value_X2 -> Sustainable Tourism_Y	0.122	0.119	0.114	1.067	0.087	Accepted
Brand Loyalty_X3 -> Local Wisdom_Z	0.337	0.339	0.126	2.670	0,008	Accepted
Brand Loyalty_X3 -> Sustainable Tourism_Y	0.998	0.107	0.130	0.756	0.450	Accepted
Brand Love_X4 -> Local Wisdom_Z	0.295	0.283	0.107	2.765	0.006	Accepted
Brand Love_X4 -> Sustainable Tourism_Y	0.292	0.291	0.125	2339	0.020	Accepted
Local Wisdom_Z -> Sustainable Tourism_Y	0.385	0.386	0.129	2.981	0.003	Accepted

Table 4 specific indirect significance table

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics O/STDEV	P values	Hipotesis
Brand Experience_X1 -> Local Wisdom_Z -> Sustainable Tourism_Y	0.130	0.132	0.068	1.925	0.006	Accepted
Perceived Value_X2 -> Local Wisdom_Z -> Sustainable Tourism_Y	0.114	0.109	0.057	2.010	0.045	Accepted
Brand Loyalty_X1 -> Local Wisdom_Z -> Sustainable Tourism_Y	0.079	0.077	0.050	1.562	0.005	Accepted
Brand Love_X1 -> Local Wisdom_Z -> Sustainable Tourism_Y	0.205	0.068	0.038	1.522	0.002	Accepted

Discussion

The influence of brand experience and perceived value on local wisdom

Limitations of tourism industry players using marketing branding based on local wisdom to promote tourist destinations, including tourist villages, are not followed by the availability of facilities and accessibility and tools limited tourism industry players use marketing branding based on local wisdom to promote tourist destinations including tourist. Villages not followed by the availability of facilities and accessibility as well as tools that support and facilitate tourists to go to tourist attractions in tourist villages. According to relevant theories, including the diffusion of innovation theory developed by Rogers (1983), this theory explains how innovation is introduced, adopted, and disseminated in a society. In this context, the introduction and adoption of digital technology in the promotion of tourism villages based on local wisdom can be analyzed using this theory. It also includes how tourism industry players and local communities can be encouraged to embrace and use more modern and innovative marketing approaches.

This is confirmed by research which states that, in behavior, the brand experience plays an important role because when marketers promote their products with innovative promotions, it will strengthen the relationship between brands and consumers so as to provide high perceived value in the eyes of consumers. This is supported by the results of research from Bruckberger et al. (2023). This is also in line with research from Lyesmaya et al. (2019), which states that Wayang Sukuraga has meaning as a learning medium in conveying the values of integrity. On the other hand, Wayang Sukuraga is used to motivate students to increase their level of self-awareness and as a means for students to carry out moral actions (expressing, showing and constructing values). This is also in line with research by Hasanah et al. (2023), providing important information about effective communication to build a positive image in increasing public understanding of Islamic boarding schools.

Brand loyalty and brand love to local wisdom

According to Confetto et al., (2023), effectively marketing and establishing new tourist sites on a global scale requires a comprehensive plan and infrastructure, including the use of digital technology. Furthermore, it is crucial for tourism experts to acknowledge that globalization and technical advancements, such as the internet, social media, and mobile technology, have shifted competitiveness among major tourist sites, as stated by Confetto et al. (2023) and Melović et al. (2020). This aligns with the dynamic capabilities theory, which posits that enterprises or organisations must possess the capacity to adjust, incorporate, and reorganise their internal and external resources in order to effectively navigate the evolving commercial landscape. To effectively promote tourism villages based on local expertise, stakeholders in the tourism business must possess the ability to build new competencies, including the use of digital technology and marketing innovations. Utilizing digital marketing has a significant influence on brand promotion and positioning. The utilization of digital marketing in the company plays a crucial role in determining the influence of the concept on brand promotion and positioning. This offers novel perspectives and the generation of value for a specific location.

This is confirmed by Troiville, (2024), who states that brand loyalty, sometimes described as behaviour or attitude, is something we adopt, as long as it aligns with a consumer-centric perspective that is relevant to brand equity evaluation. This is consistent with studies by Anggara et al. (2023), which shows that customer experience is impacted by all dimensions of business attribute factors such as goods, communication with staff, store environment, and transaction ease. Furthermore, this study found that consumer experience improves brand love and loyalty. Finally, the findings indicate that brand love has a favorable impact on brand loyalty. This is in line with research by Arunachalam et al. (2024), which shows that promotions professionals and practitioners must help them establish marketing strategies to increase brand equity and gain competitive advantage to grow their companies.

Local wisdom to sustainable tourism

The lack of community participation in promoting local wisdom owned by tourism villages is caused by the lack of collaboration between tourism industry players and local communities and support from the local government. This is explained by Mahrinasari et al. (2024) and Saleh Al-Omouh et al. (2021), who state that the participatory aspect of the pentahelix model, which involves the community, is an effective strategy for promoting the local knowledge and traditions of a tourism village. This approach facilitates the creation, sharing, and exchange of new experiences, opinions, and innovative solutions to the complex problems and challenges that tourism villages encounter.

This is confirmed by research from Mahrinasari et al. (2024), who state that the results suggest that the presence of a Local Wisdom culture enhances the development of sustained competitive advantage. Building upon the findings of Mahrinasari et al. (2024), it is hypothesized that the Indonesian culture, which is known for its collectivism, can

enhance the association between entrepreneurial orientation (EO) and the attainment of a sustainable competitive advantage. This enhancement is attributed to the influence of the culture's Local Wisdom. This is in line with research by Fatimah et al. (2020), which states that the loss of the practice of maintaining local wisdom can be corrected by strengthening the role of community leadership in tourism management. Local environmental wisdom is re-established as a community priority, thereby ensuring long-term sustainability and value. This is also in line with research by Vitasurya (2016), where the research found a model for protecting nature-based tourist villages through community involvement, which can then be used for the growth of rural tourism in the future.

This is very much in line with research by Maryani & Indrianty (2024), which states the use of local wisdom is widespread and thrives in various aspects of Ciburial community life, including economic, social, political, environmental and development issues. Sustainable development of tourism villages based on local wisdom is a collaborative effort between the community and the government to manage and develop sustainable tourism resources. This study suggests maintaining local knowledge and the consequences of preserving its culture.

Brand experience and perceived value to sustainable tourism

Tourism industry players find it difficult to promote local wisdom in tourism villages, so sustainable tourism is difficult to realize. Therefore to optimize promotion, a more modern marketing method is needed, one of which is digital marketing. This is explained by Rao et al. (2024), who state that the lack of knowledge and experience of local people to promote rural tourism makes local residents less involved in the development of tourism villages towards sustainable tourism. This is in accordance with the theory of Resource-Based View theory, which emphasizes that the competitive advantage of an organization depends on how it manages its resources, both tangible and intangible. Within the realm of tourism, the assets of tourist villages, including indigenous knowledge, cultural heritage, and traditional practices, are important assets that must be optimized through the right marketing strategy to create added value and differentiation.

This is very much in line with research by Mengkebayaer et al. (2022), which shows that tourists' perceived value and experience have a major impact on preferences for a destination and equity, which ultimately has an impact on tourist destination loyalty. Furthermore, destination memory influences the relationship between destination attachment, equity, and loyalty. Additionally, destination attachment and equity function as mediators between perceived value, experience, and destination attachment. In addition, this research applies the concept of visitor consumption to the sustainability literature.

This is also confirmed by research from Ji et al. (2021), which shows that theme park brand experience has a strong beneficial influence on evaluated value and satisfaction. Thoughts do not have a major influence on emotional or social values. In the same context, functional experience has no obvious influence on recreational value. Thus, perceived

value has a considerable beneficial influence on satisfaction. Finally, satisfaction has a considerable beneficial effect on visitors' behavioral intentions. The results of this research can provide useful information for the management team of Shanghai Disneyland and similar theme park attractions when developing policies and marketing plans.

This is in line with research by Gozen et al. (2023), which indicates that consistency has a mediated impact on the level of customer reinvestment and the joy dimension of destination brand value, but not on the service excellence or aesthetic dimension of destination brand value, and that inherent consistency has a mediating effect on destination end and brand. This study provides significant practical tips for both purposes. These are marketing managers and central and regional governments.

Brand loyalty and brand love to sustainable tourism

Tourism villages find it difficult to build a strong and consistent image in the eyes of tourists and distinguish it from other competitors due to the lack of innovation and creativity from tourism industry players to develop tourism villages with their local wisdom. Tourism villages have difficulty in increasing the value of the local economy through tourism to encourage Encouraging the involvement of residents in the tourism sector, fostering local business development, and generating employment opportunities. As a result, the promotion has the perception that marketing branding cannot make it easier for tourism industry players to promote tourism villages based on local wisdom effectively.

This is very much in line with research Based on research from Khalid et al. (2024), who emphasize that brand recognition and authenticity play an important role in generating brand love, which ultimately drives brand loyalty behavior. When the personal and social self are aligned with the brand, love for the brand will increase. When sustainable marketing is used to manage a brand, the relationship with brand loyalty is strengthened.

This is also confirmed by research from Rini et al. (2024), who confirm that the Journey Brand experience significantly mediates the relationship between visitor attraction and consumer expression and loyalty. This research aims to help Toba Fund tourism management and local tourism companies create brand protection laws for businesses such as MSMEs and other services, thereby encouraging loyalty to local brands. Customers' legitimate activities are maintained for local brands when they are provided with flexible areas within the boundaries of tourism business governance.

This aligns with research by Mody & Hanks (2019), who found that hotels and Airbnb use different types of authenticity to generate brand-loving customers. Our findings suggest that Airbnb uses brand, existential, and intrapersonal authenticity to create brand-loving and committed customers, whereas hotels exclusively use brand authenticity. As a result, hotels and Airbnb have different approaches to developing clients who love and are devoted to their brands. Implications for theory and practice are examined, and future research topics are indicated.

Conclusion

There is an obligation for tourism industry players to use trademarks based on local knowledge to promote tourist destinations, including tourist villages, with limited facilities and access and limited equipment. . Tourism operators use local smart marketing brands to promote travel destinations as well as tourist villages. Second, the facilities and accessibility as well as the accessibility of the places that support and make it easier for the tourists to visit the tourist places in the tourist villages.

The marketing and development of new tourist destinations around the world require comprehensive planning and infrastructure, including the use of digital technology. In addition, tourism professionals must be aware that the world has changed and technological advances (such as the Internet, social media, and mobile technology) have made the competition of major tourist destinations difficult. The lack of community participation in promoting local awareness of tourist destinations is due to lack of cooperation between the tourism industry and local communities and lack of support from the local government It is difficult for tourism actors to promote regional tourism in tourist villages and achieve sustainable development. Therefore, more new marketing methods are needed to optimize promotions, one of which is digital marketing.

Due to the lack of innovation and creativity of tourism actors, as well as the lack of creative spirit in developing tourist villages and understanding local ideas, it is difficult for tourist villages to create a strong and consistent image in the minds of tourists and differentiate themselves from other competitors. Tourist villages face the challenge of adding value to the local economy through tourism, encouraging local participation in tourism, developing local businesses and creating jobs. Therefore, promoters believe that brand marketing cannot help the tourism industry to promote local smart tourism villages. Brand marketing in tourist destinations is not well managed due to limited facilities and access to support brand marketing promotions. Tourism actors conclude that local knowledge has failed to encourage community participation and job creation, thereby reducing the income of communities around tourist destinations. The lack of cooperation between the government, tourism industry players and local communities has reduced the number of visitors to popular tourist communities. This article provides an insight into the factors that make the branding of tourist villages ineffective in achieving sustainable tourism based on local knowledge.

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