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Article

Community Readiness in Implementing Sustainable Tourism on Small Islands: Evidence from Lombok, Indonesia

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Abstract: This research aims to examine the level of readiness of the community to carry out sustainable tourism development, especially community-based tourism on small islands, such as Lombok Island, Indonesia. More specifically, the objectives of this study are as follows: (1) Knowing the level of community readiness in carrying out sustainable tourism development. (2) Knowing the various dimensions that influence sustainable tourism development. (3) Knowing the role of stakeholders in sustainable tourism development. The method applied in this research is mixed methods, a combination of quantitative and qualitative approaches. Quantitative methods are used to determine the level of community readiness in sustainable tourism development. A qualitative approach is used to determine the various factors that influence the development of community-based tourism and to determine the role of stakeholders in the development of community-based tourism. The level of community readiness for sustainable tourism development is high in terms of economic, social, cultural, environmental, and symbolic capital aspects. Aspects that influence the development of sustainable tourism are economic, social, and cultural. Stakeholders who play a role in developing sustainable tourism in the research area are the government, the private sector, universities, non-governmental organizations, and the media.

Keywords: sustainable tourism; community preparedness; Lombok; Indonesia

1. Introduction

The World leaders agreed to include tourism development in the 2030 Sustainable Development Goals agenda, as contained in the goals related to inclusive and sustainable economic growth, responsible consumption, and the conservation of life in the waters (goals 8, 12, and 14). This is due, one of which is because tourism development has grown into a sector with great potential. In recent decades, tourism has become the sector with the highest growth [1], [2]. However, in its development, the tourism sector is inseparable from various weaknesses and shortcomings and has even had an unexpected impact. There is very little evidence that tourism can reduce poverty, especially in pockets of poverty [3]. One of the factors suspected to be the cause is the unequal relationship between tourism actors in the village and investors and other tourism actors from outside. Inequality between economic and social capital is common [4].

UNWTO estimates that by 2030 the number of travelers worldwide will reach 1.8 billion people [5], [6]. Because various anticipatory programs need to be encouraged. If not, damage in various fields caused by tourism will be unavoidable, such as damage to natural resources and the environment, economic loss, degradation of cultural values, and even loss of cultural heritage and its uniqueness [6], [7]. This is the background for the growth of the idea of developing eco-friendly tourism, better known as sustainable tourism. In UNWTO's view, what is meant by sustainable tourism is a tourism activity that still pays attention to aspects of social, environmental, and economic sustainability both for the present and for the future [8]. The goal of sustainable tourism is to improve the short and long-term welfare of the surrounding community, meet the demands of visitors, and at the same time, protect or maintain the environment. According to [9], the primary indicator of the success of sustainable tourism development is the preservation of natural, environmental, and

cultural resources. In addition, tourism has a comparative advantage that can trigger economic growth in an area.

The problem is that precisely applying sustainable tourism is not easy. As a result, failures in tourism development based on sustainability, including, in this case, environment and culture based, often occur [10], [11]. Moreover, the development of tourism in various places causes damage to the environment and even culture. Therefore it is essential to have good planning that prioritizes aspects of sustainability [12].

According to several authors, sustainable tourism development faces many challenges, including infrastructure, processes, procedures, and equipment needed. Building a balance between the environment, social, and economy so that it can be balanced is not easy [9], [13]. This causes tourism development to be very dynamic and continues to experience changes, both in developing countries and developed countries [14]. In later developments, various creations grew in the tourism community to anticipate different challenges and failures in implementing sustainable tourism development. One of them is the emergence of the concept of community-based tourism development. Implementing this concept is expected to prevent or reduce various negative impacts from tourism activities [15]. The concept of Community-Based Tourism essentially manages tourism from the community for the community. At the same time, it educates tourists to love the environment together and does not damage the various social and cultural attractions in tourist destinations [16]. WWF, or The World Wide Fund for Nature, defines Community-Based Tourism as the mastery and management of tourism by the local community; most of the benefits obtained are also enjoyed by the local community [17].

Lombok Island is an island whose tourism has only begun developing in Indonesia. Its location close to the island of Bali makes this island have a very high value and potential for development. The government designated the Mandalika Area on Lombok Island as a National Super Priority Area. Now the international Moto GP event has begun to be held in this area which is predicted to bring in more than 100 thousand tourists every time MotoGP is held. Lombok Island is also known as the Halal Tourism Area. In 2015, at the World Halal Travel Summit in Abu Dhabi, United Arab Emirates, on October 20, 2015, Lombok won two awards at once, namely the World's Best Halal Tourism Destination and the World's Best Halal Honeymoon Tourism Destination (Wisatadilombok.com, 2015). <https://www.wisatadilombok.com/2015/10/lombok-juara-destination-travel-paling.html>

The Provincial Government of West Nusa Tenggara has designated 99 villages as Tourism Villages. This policy aims to develop rural tourism to prepare West Nusa Tenggara, particularly Lombok Island, as a national priority tourist destination. Three of the 99 Tourism Villages are located in Jerowaru District, where this research was conducted. The three villages are Sekaroh, Jerowaru, and Seriwe. Most of these villages have high potential in the tourism sector but are still in the preparation stage, still developing tourist destinations.

1.1. Research purposes

Tourism studies on these small islands are still attractive, considering several factors. First, in terms of the characteristics of small islands that are vulnerable to disasters but rely on natural tourism as the primary source of livelihood for the population. Second, it is very important to pay attention to the population's readiness level for tourism development, primarily community-based tourism, to anticipate various negative impacts that can occur in tourism development. Understanding this readiness level is very important to design a community-based tourism development framework in the future. Third, research on the locus of small islands is still very significant, considering that Indonesia has more than fifteen thousand small islands stretching from Sabang to Merauke, from the western tip to the eastern end of the archipelago, with various social and cultural characteristics, and their respective natural environment.

Although research on Community-Based Tourism has been carried out in various parts of the world, very few have made small islands their locus of study, among the few that are done by Giampiccoli et al., 2021. It is stated that tourism on small islands is like a double-edged sword. On the one hand, it can increase economic growth, but also on the other hand, it can reduce and even

destroy the community's economy [18]. Furthermore, it is explained that the challenges that become issues in small islands can be categorized into four categories, namely: the small island size, remote location, vulnerable environment, and other socio-economic factors. In addition, many of these islands have limited natural resources, and their dependence on external resources is very high [19]. Other concerns to academics regarding these small islands are their carrying capacity, community participation, and environmental policies [20], [21].

Globally there are around 180,000 islands of various sizes and tourism potential. But only about 90 islands are larger than 10,000 square kilometers. The rest are small islands with unique characteristics, which are outermost, left behind, or even have exotic characteristics as attractive tourist destinations [19], [22]. Few small islands in the world rely on tourism as the backbone of their economy, including in the context of poverty alleviation.

Therefore, based on the description above, it can be explained that this research is fundamental to assessing community readiness for sustainable tourism development on small islands, such as Lombok Island, Indonesia. Knowing the level of readiness of the community to carry out sustainable tourism development is essential to avoid the possibility of negative impacts from tourism, as happened in other places. More specifically, the objectives of this study are as follows: (1) To determine the level of community readiness in developing sustainable tourism. (2) Knowing the various factors that influence the development of sustainable tourism, and (3) Knowing the role of stakeholders in the development of sustainable tourism.

1.2. Literature Review

Community-based tourism development is a strategic instrument as a means of development. To examine this matter more deeply, we must explore the extent to which tourism is a determining factor in social and economic change and even culture. According to several researchers [17], [23], [24], one of the factors that also influences tourism development is the network factor. Therefore, tourism actors should be able to build a network outwardly with fellow tour operators and non-governmental organizations committed to tourism development.

According to several researchers [25], [26], Community-Based Tourism Development (CBT) has been developed since the 1990s to increase local community participation in tourism development. In addition, through expanding the role of the community, it is hoped that the concept of sustainable development will be more effectively implemented so that not only will economic benefits be obtained, but also, at the same time, there will be the preservation of natural resources and cultural values which are the treasures of the local community. [20] highlight the development of conventional tourism compared to community-based tourism in Vietnam. According to them, there must be a balance between the two types of tourism. With community-based tourism, it is hoped that it will involve more MSME actors, both in the accommodation and food sectors. This is in line with government policies related to economic openness, empowerment, and poverty alleviation [27], [28].

According to [29], the CBT concept can be an effective model for providing benefits to local communities. [30] explains that 6 (six) factors are the key to the success of CBT: community participation in decision-making processes, local ownership, collective responsibility, leadership, governance, uniqueness, and the ability to be different. In the view of [31], CBT is an intelligent strategy to build and increase community resilience in realizing social and environmental sustainability. Research by Ballesteros and Tejedor examines the interrelationships between CBT implementation and community resilience in the field of social ecosystems. His research also makes small islands as his locus, namely the island of Floreana, the Galapagos archipelago.

According to several other authors [32], [33], CBT is expected to increase local community participation, improve management and service quality in the long term and bring benefits to the community in the field. In other words, CBT is expected to implement the principles of sustainable development and community development in general. However, in the implementation process, management by local communities takes work. Especially in suburban areas, help and support from outsiders are still needed [34].

2. Materials and Methods

This study uses a Mixed Methods approach. According to Plano Clark (2011), research with a mixed methods approach has its philosophical assumptions and information-seeking framework. Moreover, this method has clear instructions for collecting and analyzing data from various sources. According to [35], mixed methods have multiple advantages in solving complex problems because of their ability to integrate the philosophical frameworks of post-positivism and interpretivism, aligning qualitative and quantitative data so that it can be explained meaningfully.

Mixed methods also offer flexible logic and methodologies and a deeper understanding of a simple study [36]. Other researchers [37], [38] stated that with mixed methods, researchers could explain answers to their research questions quite broadly and in-depth. Through a quantitative approach, extensive information can be obtained and used as the basis for generalizing a situation. News or issues can be explored in more depth using a qualitative approach. In the context of this research, a quantitative approach will be implemented to obtain data to answer objective number 1, namely: (1) Knowing the level of community readiness for sustainable tourism development. Meanwhile, a qualitative approach is used to get data and answer objective number 2, namely to find out the various dimensions that influence sustainable tourism development, and objective (3) to know the role of stakeholders in sustainable tourism development.

2.1. Data collection technique

Data collection methods used in this study are:

1) Observation

Observation is the activity of observing directly to observe the activities carried out by the research object closely. Observations made by researchers collected data from the field by looking directly at the condition of the people in the research area.

2) Questionnaire

The questionnaire is a data collection technique that is carried out by giving the respondents a set of questions or written statements to answer. This questionnaire is used for the process of collecting quantitative data. The data is processed by interpreting it in the form of numbers with the help of SPSS 16.0, making it easier for researchers to analyze the data obtained.

3) Documentation

According to [39], documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers, and pictures in the form of reports and information that can support research. Documentation is used to collect data and then reviewed. This data is collected through various sources of written data related to objective condition issues and other supporting data.

4) Deep interview

To obtain qualitative data, in-depth interviews were held with selected key informants using the following considerations [39]:

- a. Informants who have authority and know and understand tourism activities around the location.
- b. Informants carry out activities within the scope of the tourism area
- c. Informants have enough time to be asked for information.
- d. The informant who was asked for information was not in a state of illness or was not experiencing other health problems.
- e. Informants are considered to understand the tourism development under study.

There were 7 (seven) Key informants were selected in this study: the village head, KTH head, hamlet head, parking attendant, one tourism manager, and two traders. Then, the data collected is analyzed based on the stages of analysis referring to [40], namely reduction, presentation, and conclusion.

2.2. Research Sample

For quantitative data collection, the sampling technique was used. The sampling technique used is quota sampling. Quota sampling or quota sampling is a sampling method in the category of non-probability sampling, which does not provide equal opportunities for each element or member of the population to be selected. Quota sampling is a technique that first determines the number and specific characteristics of targets that must be met [41]. The features of the samples taken in this study are those who are directly or indirectly involved in tourism activities. Because this research is included in the type of correlational research, the sample size used is 60 people. According to [41], the number of appropriate samples for the correlational study is in the range of 30 to 500. The consideration for using quota sampling is that the number of those directly involved in tourism activities cannot be known with certainty. Meanwhile, the Accidental Sampling approach was used to select respondents, namely interviewing those found at the research location who were considered to meet the requirements set to become respondents.

2.3. Data analysis

To measure the level of community readiness in Community-based Tourism Development or Sustainable Tourism, we use four variables: Economic Capital, Cultural Capital, Social Capital, and Symbolic Capital. Indicators for each variable can be seen in Table 1 below:

Table 1. Level of Community Readiness.

Variable	Indicator
Economic capital	Infrastructure:
	Banking transaction tools
	Media to get information
	Trends in using HP
	HP Ownership
	Ability to use HP
	Means
	Availability of houses as lodging
	Planned tourism facilities
	owned tourism facilities
Cultural capital	Knowledge
	Opinions about education
	Support for education
	Knowledge of the Jerowaru tourist village
	Part of Pokdarwis
	Skills
	Experience working in the tourism sector
	Foreign language skills
Social Capital	Interaction ability
	Social Relations
	Responses when there are tourists
	The intensity of visiting neighbors
	Participation in community events (customs/traditions)
	Involvement in promoting tourism
	Trust
	Acceptance of cooperation with external parties
	Social values/norms
	Obedience to village rules
	Uphold local values

Symbolic Capital	Honor & Fame
	People who are trusted to solve problems
	Deliberation decision-making figures in the village
	The need for a special tourist rule system
	Leadership
	Participation of government officials in community activities
	Participation in community activities
	The ability of leaders to lead democratically
Resources: Purwanto and Sulistyastuti [42.]	

Each question has alternative answers, "Yes" or "No." Then it is calculated what percentage of respondents answered "Yes" and how many people answered "No" to each question. From the accumulated answers, conclusions are then drawn as shown in the following table:

Table 2. Community Readiness Level Criteria.

Persentase (%)	Kriteria
11-41	Rendah
41-71	Tinggi
71-100	Sangat Tinggi

The criteria above are obtained with the highest percentage value minus the lowest percentage value, namely 11%, and the result is 89%; then, finding the interval distance is done by dividing $89/3 = 29.6$ if it is rounded up to 30. The result is like the criteria above.

As for qualitative data, the data analysis process is carried out through three parallel activity flows, namely (Miles and Huberman (2019):

1. Data reduction
- Data reduction is defined as a selection process focusing on simplification, abstracting, and transforming "rough" data that emerges from written records in the field. The data obtained in the area is quite a lot; for this reason, it is necessary to record it carefully and in detail. As already stated, the longer the researcher is in the field, the more complex and complicated the data will be. For this reason, it is necessary to conduct data analysis through data reduction immediately. Reducing data means summarizing, choosing the main things, focusing on the essential items, and looking for themes and patterns. Thus, the reduced data provides a clear picture and makes it easier for researchers to collect further data and look for it when needed.
2. Presentation of data
- After the data is reduced, the next step is displaying the data. For example, in qualitative research, data presentation can be done in brief descriptions, charts, relationships between categories, and the like.
3. Drawing conclusions
- Initial conclusions are still temporary and will change if no substantial evidence is found to support the next data collection stage. But if the collection of data is put forward at an early stage.

Research Informants

Informants are research subjects who can provide information about the phenomena or issues raised in the research. To select and determine informants, researchers used a purposive technique. According to Sugiyono (2007) [43], the purposive sampling technique is to choose informants with in-depth information and knowledge about the aspects of the data to be sought. In this study, the researchers divided the informant criteria as follows:

1. Key informants

Key informants know in depth the issues being researched and understand various matters related to the background and implemented policies. In this case, the Key Informants were the Head of Sekaroh Village and the Head of the Pink Lestari Forest Farmers Group.

2. Main informants

The main informant is an informant who knows in depth the problem being researched and is directly involved in the activity that is the object of research. The primary informants include those who are managers of tourism activities in the Pink Beach tourist area.

3. Supporting informants

Supporting informants are people who interact directly with the environment around tourist objects in the research area. Supporting informants in the study were traders, parking/ticket attendants, and the community around the research area.

The researchers well documented the list of informants as part of the Research Report but not shown in this paper.

3. Results

3.1. Characteristics of Respondents

Table 3. Characteristics of Respondents.

Karakteristik Responden	N	%
Jenis kelamin		
- Laki-laki	30	50
- Perempuan	30	50
Status pernikahan		
- Belum menikah	1	1,7
- Sudah menikah	57	95
- Duda	1	1,7
- Janda	1	1,7
Usia		
- 15-25 tahun	4	6,7
- 26-35 tahun	8	13,3
- 36-45 tahun	27	45
- 46-55 tahun	15	25
- >55 tahun	6	10
Tingkat pendidikan		
- Tidak sekolah	1	1,7
- Tidak tamat SD/ sederajat	2	3,3
- tamat SD/ sederajat	14	23,3
- tidak tamat SLTP	0	0
- tamat SLTP/ sederajat	17	28,3
- tidak tamat SLTA	3	5
- tamat SLTA/ sederajat	23	38,3
- D1	0	0
- D2	0	0
- D3	0	0
- S1/D4	0	0
- S2	0	0
- S3	0	0
Rata-rata pendapatan		
- <500.000	38	63,3
- 500.000-1.500.000	22	36,7
- 1.500.000-2.500.000	0	0

- 2.500.000-3.500.000	0	0
- >3.500.000	0	0

Based on the distribution of respondents based on gender, it can be seen that the ratio of male and female respondents is balanced (50:50)%. Based on marital status, of the 60 respondents, 95% of respondents were married, the rest were single, widowers or widows.

Based on age, the distribution of the number of respondents included 45% of respondents aged 36-45 years, 25% of respondents aged 46-55 years, 13.3% of respondents aged 26-35 years, 10% of respondents aged >55 years, and only 6.7% of respondents aged 15-25 years.

Based on average income, 63.3% of respondents earn below 500,000 rupiahs per month. At the same time, 36.7% of respondents have an income of around 500,000-1,500,000 rupiahs per month.

3.2. Analysis

3.2.2. Community readiness level

From the results of the research that has been done, data related to the level of readiness of the community in carrying out sustainable tourism development is obtained, as shown in the following table:

Table 4 above shows the level of community readiness in carrying out sustainable tourism development for each variable measured in this study, where economic capital and social capital are in the very high category, while cultural capital and symbolic capital are in the high category.

Table 4. Level of Community Readiness.

Variabel	Indikator	%	Mean	Kriteria
Modal ekonomi	<i>Infrastructure:</i>			
	Banking transaction tools	100		
	Media to get information	100		
	Trends in using HP	98		
	HP Ownership	90		
	Ability to use HP	90	77%	Very high
	<i>Means</i>			
	Availability of houses as lodging	65		
	Planned tourism facilities	51		
	owned tourism facilities	20		
Modal kultural	Knowledge			
	Opinions about education	93%		
	Support for education	93%		
	Knowledge of the Jerowaru tourist village	94%		
	Part of Pokdarwis	11%	52%	High
	Skills			
	Experience working in the tourism sector	14%		
	Foreign language skills	26%		
	Interaction ability	34%		
Modal sosial	<i>Social Relations</i>			
	Responses when there are tourists	87%		
	The intensity of visiting neighbors	83%		
	Participation in community events	76%	79%	Very high
	(customs/traditions)			

Modal Simbolik	Involvement in promoting tourism	43%	60%	High
	Trust			
	Acceptance of cooperation with external parties	79%		
	Social values/norms			
	Obedience to village rules	87%		
	Uphold local values	90%		
	Honor & Fame			
	People who are trusted to solve problems	74%		
	Deliberation decision-making figures in the village	57%		
	The need for a special tourist rule system	57%		
	Leadership			
	Participation of government officials in community activities	57%		
	Participation in community activities	57%		
	The ability of leaders to lead democratically	59%		

Resources: Purwanto and Sulistyastuti (2017).

1. Economic capital

Based on the results of the analysis, as shown in Table 2 above, it can be seen that the level of readiness of the community in the research area to carry out community-based tourism development or sustainable tourism in terms of economic capital variables is included in the very high category with a rate of 77%. This indicates that economically the people in the research area are ready to implement community-based or sustainable tourism.

Economic capital consists of two indicators, namely, facilities and infrastructure.

a. Means

Facilities are one of the things that must be considered in tourism development. According to Waluya, 2010, there are not a few villages in Indonesia that have tourism potential but find it challenging to develop because adequate facilities and infrastructure do not support them.

From the existing data, the facilities for tourism in the research area are pretty adequate. Tourism facilities are owned independently by the community, such as one hotel/inn, four restaurants, one snorkeling/diving equipment rental, and 14 others (sea transportation such as boats), which are used to enjoy tourism and go around the islands around the pink beach. Meanwhile, several community houses can be used as lodging for tourists. From the research results, 71.7% of the people stated that they would make their houses accommodations for tourists. This is a form of community participation in sustainable tourism management so that it can provide benefits to the community.

b. Infrastructure

Tourism infrastructure is natural and human resources that tourists need. Infrastructure in tourism is as critical as facilities, so these two things must be available and will determine the sustainability of tourism in the future. Based on the data analysis from this study, the Infrastructure is in the category of adequate access to the village, which are easy to pass using both land and sea transportation. Meanwhile, the latest information or news is available on TV, social media, and the Internet. This is consistent with the research results where 54.2% of respondents know the latest information and news through TV, and the rest through social media and the internet. Water sources

in the study area are also diverse, so some people struggle with a clean water supply. The research area is dry land with minimal raw water sources.

2. Cultural Capital

Next is cultural capital, where from the results of this study, the percentage is 52%, which means it is in the high category. In contrast to the very high criterion, this criterion indicates that the level of community knowledge is high, but the level of skills is relatively low. There are two indicators of cultural capital, namely, Knowledge and skills. This shows that the level of Knowledge and skills of the community influences whether the community in the study area is ready or not to carry out sustainable tourism development. Therefore, the community must own Knowledge and skills, especially the tourism community, because this is very important for the sustainability of tourism.

a. Knowledge

The people in the research area generally understand the importance of education. From the data obtained from this study, 100% of respondents considered education essential and supported their children to pursue education. This shows the respondents' full support for education for their children to pursue the highest possible education, with the hope that their children will have better jobs than their parents. Thus, cross-generational social mobility will likely occur with a better livelihood for the next generation. Knowledge is also related to local community knowledge about tourism development in the research area. Knowledge indicators can reflect the awareness of the community itself or the level of outreach from the village government to the community regarding community-based tourism development. Based on the research results, it is known that 95% of respondents know that the government has designated the research location to become a tourist village or sustainable tourism.

b. Skills

Community skills in the research area can be seen from three sub-indicators: experience working in the tourism sector, foreign language skills, and the ability to interact with tourists. Based on the research results, it is known that 43.3% of respondents have work experience in the tourism sector. However, this shows that there are still relatively few people who have skills in the field of tourism, so there is a need for training to increase people's insight and skills related to tourism and the tourist village itself.

In terms of ability, in this case, foreign language skills and the ability to interact with tourists still need to be improved. However, based on the study's results, it was found that as many as 8.3% of respondents could speak English, and 35.6% had experience interacting with tourists. The level of community education also influences community readiness because the higher the level of community education, the better they understand tourism, so they play a role in providing creative and up-to-date ideas for tourism sustainability. Therefore, although from the data obtained, there are differences in the criteria between knowledge and skills, in general, it can be concluded that in terms of cultural capital, the level of community readiness to implement sustainable tourism is high.

3. Social capital

Regarding Social Capital, the analysis results show that this variable is included in the very high criteria with a rate of 79%. This means that the people in the research area, from the perspective of social capital, are ready to implement the principles of community-based tourism toward sustainable tourism. According to Coleman (>>>>>>>), there are three indicators of social capital, namely values/norms, social relations, and trust. This shows that the level of values/norms, social relations, and beliefs in the research area between communities, communities and government, and communities and tourists can influence the level of community readiness to carry out sustainable tourism development.

- Values/norms

According to Coleman, values, and norms must exist and be adhered to by society and strongly influence the implementation of relationships and interactions between citizens. Without explicit norms and sanctions, relations between people tend to go into chaos. This can result in anomie, where

individuals in a society can do whatever they want (John Field: 2013). This also applies to tourism activities. As experienced in other areas, tourism hurts the economic and social life of the community. In addition, it is feared that it will bring about a shift in existing local values and norms due to the entry of tourists into the village with their culture (especially Western culture), especially in terms of dress and other behaviors. Therefore, with the existing rules and values in society, the tendency for these negative impacts to occur can be prevented.

Data from this study shows that 95% of respondents stated that it is necessary to make a system or special rules for visiting tourists to limit the behavior and behavior of tourists when visiting so that local community values can be maintained and are not affected by tourism activities. Besides that, tourists and local people are expected to respect each other. In another part of this study (Table 2), it is known that 95% of respondents answered that the people in the research area still uphold existing local values because they have been passed down from generation to generation. Communities that do not comply with existing local values will be subject to social sanctions in the form of ridicule from other communities and even ostracism. Regarding compliance with existing regulations, 100% of them obeyed. They believe that the village government, as the leader chose to lead the community, should be able to prevent things that are not desirable and contrary to the values and norms in society. Various regulations that have been made and previously existed are believed to be able to prevent chaos so they can bring order.

- Social Relations/Network

Social relations are one of the essential social capital owned by the tourism community. Social connections are marked by a typical typology with group characteristics and orientation. Social groups are usually traditionally formed based on lineage and beliefs similarities (Hasbullah, 2006). Social relations between tourism actors must be good so tourism activities can run smoothly and increase trust between tourism actors. Based on the study results, 100% of respondents helped and attended when there were celebrations, circumcisions, weddings, and other social activities—the community benefits in the form of money, food, and also labor. The social relations of the community in the research area and the culture of gotong-royong have always been very strong. This is shown from the respondents' answers to questions about visits between neighbors, where 78% of respondents often visit neighbors' homes, and even 18.6% of respondents stated that they very often see neighbors either to sit or eat together.

From research data related to respondents' responses when meeting tourists who visit Jerowaru, as many as 96.7% of respondents answered being friendly by greeting and giving a smile or even a wave to tourists. This shows that even limited foreign language skills it does not make the people in the study area not behave well with tourists. Community involvement in promoting their area as a tourist destination still needs to be improved. However, based on the research results, it is known that 55% of respondents are involved in promoting tourism. Participation from the community, especially youth and the millennial generation, is needed to help in promotional activities, primarily through social media, which is currently very popular among youth.

- Trust

Communities in the research area trust the village government to manage tourism and the proceeds from tourism activities. BUMDES (local cooperatives) carry out the management and distribution of tourism proceeds with a stipulation of the amount of distribution based on mutual agreement. Regarding cooperation with external parties, the community in the research area is very open. This is to the results of research where 85% of respondents answered that they agreed to accept cooperation with outsiders

Based on the discussion above, it can be concluded that in terms of social capital, both from the indicators of values/norms, social relations, and public trust in the research area, they are ready to carry out sustainable tourism development. Local values owned by the people in the research area are positive and are very much needed in tourism activities. Likewise, some norms or rules are used to regulate the behavior of people and tourists so that they can control the course of tourism activities.

Apart from that, the indicators of social relations between the community and the community, the community and the government, and the community and tourists/outside are excellent. This

can be used as social capital that can help smooth tourism activities. The existence of good social relations can also generate good trust and contribute to the smooth running of activities and the sustainability of tourism.

- Symbolic capital

Finally, regarding Symbolic Capital, the value is 60%, included in the high criteria. This shows that the influence of leadership, honor, and fame on community responses is dynamic. Symbolic capital has three indicators, namely leadership, integrity, and fame. This shows that the form of one's leadership, people who are respected, and people who are well-known in the community can influence whether or not the community is ready to implement a development program.

- Leadership

Based on the results of the study, it was found that 86.7% of respondents answered that the leaders in the research area were able to lead democratically. This shows that the performance of village leaders, in this case, the village head, is quite good in the eyes of the community. Other data that supports this statement is the results of research where 91.7% of respondents answered that the village government was involved in community activities. Again, this shows that the community views government leadership in the research area as good and in line with community expectations.

- Honor and Fame

Honor and fame are related to the figures most respected and known by the public. The results showed that 86.7% of the respondents answered that the village head was the most dominant decision maker and decision-maker. The village head is also a very trusted figure in solving problems between communities. This is to the results of research where 60% of respondents answered that the village head is a figure trusted by the community to solve problems. Based on the description above, a conclusion can be drawn that how to lead a leader, people who are respected, and people who are famous/famous in the community, in this case, the village head, can influence the response or responses of the community regarding development. Therefore, there is a role of suggestions and charisma of the village head in this matter so that the community will always follow and support what is considered good and right by the village leader (Stephen P. Robbins and Timothy A. Judge, 2017: 260).

Influential aspects

To understand more deeply the level of community readiness in sustainable tourism development, the following describes 5 (five) essential aspects of it. The five elements are economic, social, cultural, environmental, and political. They are deepening related to these aspects using a qualitative approach by interviewing several informants.

1. Economic Aspect, which consists of 3 (three) indicators, namely:

- a. Funds for development

Information can be obtained from informants that for sustainable tourism development, the source of funds comes from the Village Government and the Forest Farmers Group, which manages the tourism area in that area. This information was revealed from an interview with the Village Head and the Head of KTH Pink Lestari as follows:

"... So if it's related to village funds that are already there, we can give the village funds to BUMDES to develop tourism..." (M, October 8, 2022)

"... In managing tourism, I follow the rules made with the KTH organizational group and the LHK Service. ..." (T, October 8, 2022).

- b. Creating jobs in the tourism sector

One of the principles of sustainable tourism is being able to create jobs as well as generate income for residents. In other words, tourism development can create jobs for the surrounding community, as stated by the Head of KTH Pink Lestari who said:

"Most of the residents work as tour operators, including traders, ticket keepers, tour guides, and cleaners. Besides that, there are also farmers. ..." (T, October 8, 2022).

The same thing came from an informant with the initials R who worked as a trader, said:

"Yes, the income of the people here is from trade sales, tour guides, parking attendants, street food, there are many more because tourism areas are sure to be full of people who buy and use their services" (R, October 8, 2022)

2. Social Aspect

a. Improved quality of life.

As with changes in the economic sector, tourism also brings social changes, as the following interview results show:

"... and earn income in tourist areas. It can be said that the tourism sector can increase people's revenue. (T, October 8, 2022)

In line, the informant, with the initials LA as a parking attendant in the area, said:

"... those who want to work, especially in the tourism sector, God willing, their lives will get better" (LA, October 8, 2022)

This information was also expressed by an informant with the initials M as the Head of Sekaroh Village, saying:

"... How can the economy of this society improve? If I succeed in developing this tourism, the community's economy will also have an impact and be sustainable well...."

b. Increase community pride

An increase in community pride or community acceptance with tourists visiting tourist attractions was expressed by an informant with the initials T as the head of KTH in Sekaroh Village, saying:

"The community is quite open to tourism activities, although not 100%, and it can be said that only 75% of the public openness regarding tourism activities. ... and forest resources must be developed to support the sustainability of existing ecosystems or eco-tourism." (T, October 8, 2022)

c. Build strengthening community organizations.

Strengthening community organizations in tourism areas tasked with managing and developing tourism potential so that dreams can be realized. This willingness requires supporting the community itself, as expressed by one of the informants with the initials T as the head of KTH in Sekaroh Village, saying:

"As is already in the AD/ART, which is the reference for the KTH organization and ... and there shouldn't be any clashes that can divide group members. ... (T, October 8, 2022)

3. Cultural Aspect

a. Encouraging people to respect different cultures.

At a tourist location, tourists usually bring their own culture from one place to another, including in existing tourist attractions. But the most important thing is how the community respects these cultures. This phenomenon was expressed by an informant with the initials T as the head of KTH in Sekaroh Village, saying:

".... It can be said that the community accepts them well and mingle with them, with their principles. local people don't follow outside culture, and outsiders respect existing local culture...." (T, October 8, 2022)

b. Facilitate the development of the cultural exchange.

In tourism in Sekaroh Village, of course, tourists bring their own culture. Therefore, with the presence of local and foreign tourists, cultural exchanges often occur, as stated by one of the informants with the initials R who works as a trader at Pink Beach, said:

"Usually, if the people here are friendly, the tourists will also smile and be polite too..."

4. Environmental Aspects

a. Carrying capacity area

The carrying capacity area, or the maximum capacity of visitors, needs to be understood as one of the principles of implementing sustainable tourism. Described by one of the informants, with the initials T as the head of KTH in Sekaroh Village, said:

"The tourism area is a conservation area, so aspects of land area carrying capacity and carrying capacity must be considered. If the carrying capacity or capacity exceeds capacity, what can be done is to limit visitors. ... (T, October 8, 2022)

b. Organize garbage disposal

Garbage is one of the problems that until now has become a matter of discussion because it impacts the beauty of tourism and invites disaster. It is said that:

"Waste management around tourist areas is still being done manually... namely separating organic and inorganic waste, and if it cannot be sold, it will be burned." (T, October 8, 2022)

c. Raise awareness of the need for conservation.

Increasing awareness of the need for conservation around tourist areas is essential to maintain natural ecosystems. It is said that:

"In terms of motivating, the problem returns to how KTH members set an example to the community so they can be imitated or followed. Therefore, what will be handled first are the trees that bear fruit...." (T, October 8, 2022)

The Role of Stakeholders in tourism development

The role of stakeholders is needed in efforts to develop Tourism in Sekaroh Village. If it is well designed, it can potentially increase regional income. Stakeholders in the eco-tourism sector include anyone who influences and is influenced by tourism development. They are residents, the government, community groups, the private sector, tourists, and other parties that are not directly related to tourism development. From the results of observations in the field and various information obtained as part of this research, it can be explained the stakeholders involved and their roles and functions in developing sustainable tourism in the research area. Some of the things that were found in the research concerning the presence of various parties in the development of sustainable tourism in the research area can be explained as follows:

1. Government as Regulator

The government, in this case, includes the village government, district, provincial and central government. Each level of government has its authority by laws and regulations concerning Regional Government. The government's role as a regulator is to prepare directions to balance the implementation of development through the issuance of the necessary rules, both in the framework of structuring existing tourist destinations and in the context of regulating various aspects of institutional tourism governance. In general, the government has the authority to issue multiple fiscal policies that can incentivize specific tourist destinations to develop faster, for example, by providing subsidies to airlines to pilot flights to newly opened tourist areas. Another example, the government can provide support or assistance to travel agents to bring tourists to visit, especially tourists from foreign countries.

2. Government as Facilitator

Aside from being a regulator, the government can also act as a facilitator by providing various facilities needed in structuring and developing a tourist destination. What is the finding of this research should be a concern of the government. Various limitations that exist in the research area should be facilitated by the government so that the potential that exists in the framework of tourism can be immediately operationalized. As a relatively new area in tourism, various supporting facilities in the research area are inadequate, such as public transportation, good parking lots, and other public facilities. In human resource development, the government has the capacity and authority to improve the ability and quality of tourism managers, both at the managerial level and at the level of executors and supervisors in the field. In optimizing the government's role as a facilitator, local governments also need to encourage the participation of other parties or competent stakeholders in developing

tourism facilities and infrastructure. The government must also promote coordination and cooperation between stakeholders, such as the private sector, universities, civil society (NGOs), and the media.

3. Involvement of the private sector

The involvement of the private sector in tourism development, incredibly sustainable tourism, will accelerate the development process. This involvement is by the principles of sustainable tourism. Tourism development should be able to create jobs and increase people's income. As an investor, the private sector has potential that can be utilized economically to carry out various activities for structuring destinations and managing tourist areas with the government and the community. However, the principle of ownership by the community and driven by the local community should still be put forward.

4. Higher Education Institution Involvement

Sustainable tourism development is science-based development. Therefore, in implementing sustainable tourism development, the role of universities is vital. Universities can collaborate with the local community from the initial phases of sustainable tourism development, such as exploring potential, planning development, and even identifying development models that can be implemented. In addition, lecturers and students can be directly involved as part of their learning programs on campus.

5. Involvement of civil society or NGOs

Today the existence and role of civil society in development, including tourism, is essential. This Non-Governmental Organization is a liaison between the community and the government as well as with outside agencies concerned about sustainable tourism development. In the research area, several non-governmental organizations have emerged, including Forest Farmers Groups, Karang Taruna (Youth Organization), Tourism Awareness Community Groups (*Pokdarwis*), and others. From the results of this study, it is known that the Forest Farmers Group (KTH) in the research area plays a reasonably active role in developing tourism. KTH already has a management structure and is quite busy in the field, especially guarding the parking of visiting tourist vehicles.

6. Media Engagement

Finally, media involvement also has a very strategic role, especially in marketing or promoting sustainable tourism areas. With this media involvement, a new tourist destination area will quickly be recognized by the wider community. Furthermore, the media can also function in the context of the education process for the public and tourists. As explained earlier, one of the principles of sustainable tourism is continuous education, both for the community and visitors, regarding the importance of preserving existing natural and cultural resources. Thus, through the media, various educational processes can be carried out.

4. Discussion

Related to the level of readiness of the community in the context of implementing sustainable tourism development, it can be concluded that the community is in the very ready category. This conclusion means the community was prepared from the various capitals studied in this study.

First is economic capital. Tourism development requires a lot of investment. Many things must be prepared in the context of preparing for tourism development. One of the most important is the preparation of the infrastructure needed by tourism actors, starting from arranging destinations. These spaces will become tourist attractions, culinary centers, trash bins, and adequate toilets. As a sustainable tourist destination, by the principles of sustainable tourism, which requires an educational process for visitors, one of the necessary infrastructures is an environmental education room. It aims to be a vehicle for education, both for the local community members and for visitors, about the importance of preserving the environment and maintaining existing cultural heritage. Besides that, it should also be ensured that the local community enjoys the economic benefits obtained from sustainable tourism. Therefore, preparing local communities to engage and play an active role in sustainable tourism development needs special attention. Training and social engineering should be carried out measurably so that people do not become "spectators" in their

tourist areas. To ensure sufficient economic capital, sustainable tourism actors can invite outside investors to finance various infrastructure needs. However, the invited investors are those who understand well the principles of sustainable tourism development. Apart from investors, tourism actors can also ask the government, in this case as a facilitator, who will assist in procuring various necessary tourism infrastructures. As with the private sector, the government should also remain guided by the principles of sustainable tourism. Thus these principles will still be implemented.

Second, in terms of cultural capital. Every area where tourism is developing must have artistic potential, which can be used as an attraction. Cultural-based tourism is included in sustainable tourism. In this study, what is meant by cultural capital is related to educational issues for the local community. The assumption is that if the awareness and education level of the local community is high, then it is certain that the implementation of the principles of tourism development will work well. In this case, the aspect of human resources is a crucial issue. Therefore, in any action of sustainable tourist destinations, this human resource issue should be a significant concern. The social engineering process in preparing each new destination must be carried out as well as possible. It is essential not to repeat past mistakes that have occurred in other regions or countries.

Third, in terms of social capital. Social capital plays a very strategic role in sustainable tourism development. This role is by the principles of sustainable tourism, where the participation and ownership of the local community is the main factor. By owning and playing the existing social capital, the local community will be able to actively participate in developing tourism in their area. By exploiting cultural values that grow and develop in their area, as one example, they can make these traditional cultural values a unique attraction in sustainable tourism. Likewise, utilizing social networks owned by the community will make tourist destinations develop quickly. Through their network, the community can also build cooperation with fellow tourism actors in other areas with the principle of mutual benefit. Moreover, the issue of sustainable tourism is a global issue, so communication with actors in other countries is also very open.

Fourth is symbolic capital. In the context of this study, symbolic capital relates to leadership, honor, and fame. In implementing sustainable tourism development, symbolic capital plays a significant role. The leadership factor in society has a strategic position. Effective leadership will be the key to successfully implementing a program, including tourism. Related to the level of community readiness in implementing sustainable tourism, this aspect of symbolic capital is in the high criteria. It means that, factually, in the field, various processes that occur will be significantly influenced by the presence of a leader who can mobilize the community. This leader presence is also by the principles of sustainable tourism, where leadership issues are included.

Furthermore, several conclusions can be drawn regarding factors that influence community readiness to develop sustainable tourism. First, from in-depth interviews conducted with several key figures in the research area, it can be seen that from the economic and socio-cultural aspects, the community is ready to organize sustainable tourism. From the observations made, at a certain level, they have started to carry out tourism activities. This activity can indicate community readiness to carry out incredibly sustainable tourism activities. Implementation of the principles of sustainable tourism has also begun, such as entrepreneurial activities that can encourage job creation. With the start of tourism activities in the research area, known as Pink Beach, one of Lombok Island's leading tourism destinations, it can be an initial capital with great potential to be developed in the future.

For this reason, government intervention and or the private sector is a factor that will significantly determine the direction of tourism development in the research area. The Penta helix approach, in which elements of government, the private sector, universities, NGOs, and media are actively involved, is expected to be effective in accelerating tourism development in this area. In tourism development in the third world, including Indonesia, the government's role is still very much needed. The presence of the government is not only in the form of a role as a regulator but also as a facilitator. In various tourist areas, the government assists the development of much-needed infrastructure and transportation facilities and the private world.

One model entirely developed in the world of tourism is the inclusion of private investors' role in developing and managing tourist destinations. The management of tourism by the private sector

tends to be commercial because the character of the private sector is profit-oriented. However, through understanding and applying the principles of sustainable tourism, aspects of tourism commercialization that tend to damage the environment can be directed so that concerns about environmental damage and the non-empowerment of local communities can be prevented. In this context, the presence of the Higher Education Institution as part of the Penta helix approach becomes essential. The role of Higher Education in the development of sustainable tourism is to produce various technologies and innovations needed for the preservation of natural resources and the development of human resources. The role of Higher Education becomes more effective when side by side with the presence of civil society or non-governmental organizations and the world of media. The company of non-governmental organizations and the media can act as a counterweight or a kind of control agency over the activities of other Penta helix elements. They can function as strategic partners who can make the Penta helix model effective in implementing sustainable tourism development. They can also act as a bridge of interest between the community and other elements of tourism actors. The synergy between sustainable tourism actors will guarantee the presence of sustainable tourism, which can improve the welfare of the surrounding community.

5. Conclusion

From the explanation above, it can be concluded as follows: First, the people in the research area are ready to carry out sustainable tourism development. Their level of readiness can be described from various aspects of capital, namely:

1. In terms of economic capital, the level of community readiness is included in the very high category. In addition, the availability of adequate facilities and infrastructure indicates this category.
2. In terms of cultural capital, the level of community readiness is in the high category. This category means that the community's knowledge is high but still relatively low in terms of skills.
3. In terms of social capital, the community's level of readiness is also very high, as indicated by several indicators such as social values/norms, social relations, and the trust held by the community, which is their social capital.
4. In terms of symbolic capital, the community readiness level is also high, which means that the leading factor in the research area is quite effective in moving the community towards sustainable tourism development.

Second, it can be concluded that the aspects that influence sustainable tourism development are economic, social, and cultural.

Third, the stakeholders who play a role in developing sustainable tourism in the research area are the government, the private sector, universities, non-governmental organizations, and the media. The five elements of stakeholders are known as the Penta helix.

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