



The power of local culture in regional tourism capital development

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Abstract:

The successful development of tourist destinations plays a crucial role in fostering local economic growth. However, regions often replicate tourism models without accounting for their unique geography, culture, demography, and socio-economic characteristics, leading to ineffective and costly outcomes. This research aims to highlight the significance of local cultural strengths in creating sustainable tourism strategies tailored to specific regional contexts. The study employs a literature review and observational approach, coupled with surveys distributed to tourists, business operators, and travel agencies. Both quantitative and qualitative analyses were utilized to identify trends, behaviors, and perceptions related to tourism development. The findings reveal that local culture, as an intrinsic social capital, holds significant potential to attract visitors by offering authentic and unique experiences. Cultural elements such as traditions, arts, culinary heritage, and social practices create strong narratives that differentiate destinations and enhance tourist satisfaction. Moreover, understanding local psychographic and demographic factors is pivotal in positioning tourism products effectively. The research concludes that leveraging local culture not only preserves regional identity but also stimulates entrepreneurship and economic prosperity. Tourism strategies that integrate cultural heritage with innovative marketing approaches have the potential to create sustainable competitive advantages, encouraging repeat visits and fostering community involvement. This study underscores the importance of aligning tourism development with local cultural values to achieve harmonious growth, benefiting both tourists and host communities.

Keyword: Local Tourism, Social Capital, Demographics Local Economic Growth



INTRODUCTION

Tourism has become a significant driver of economic growth worldwide, serving as an economic locomotive for local communities. However, the development of tourism in many regions often relies on imitative models that fail to consider the unique characteristics of each area. This phenomenon contradicts the concept of Marketing Across Cultures (Usunier & Lee, 2009), which emphasizes the importance of cultural diversity as a key attraction. Many regions replicate successful tourism strategies without adequate planning or consideration of their distinct geographical, cultural, and socio-economic conditions. This not only undermines the potential of local tourism but

also jeopardizes its sustainability in the long term. A more thoughtful approach that aligns development strategies with regional strengths is crucial for achieving enduring success.

The concept of culture, as defined by Gazalba (1963), reflects a unity of social space and time that gives identity and meaning to a community. Each region possesses unique cultural elements—such as traditions, arts, cuisine, and social practices—that can serve as powerful differentiators for local tourism. However, these cultural assets are often underutilized or ignored in favor of generic, commercialized tourism models. The absence of cultural differentiation leads to a lack of authenticity, diminishing the attractiveness of destinations. Therefore, it becomes essential to highlight and promote the inherent uniqueness of local culture as a foundation for sustainable tourism. Authentic experiences rooted in cultural heritage can create a competitive advantage while fostering pride among local communities.

Cultural uniqueness not only adds value to tourism but also aligns with the Experience Economy proposed by Pine and Gilmore (2011). In a rapidly evolving market, tourists seek more than just physical destinations; they desire meaningful and immersive experiences that engage their emotions and senses. By leveraging cultural identity, tourism destinations can offer narratives that resonate with visitors, creating memorable experiences that encourage repeat visits. This shift from passive observation to active participation transforms tourism into an interaction between culture and market demand. Therefore, cultural differentiation becomes a strategic imperative for tourism operators aiming to capture the growing market of experience-seeking travelers.

Furthermore, consumer behavior in tourism is shaped by diverse psychographic and demographic factors. According to Danang Sunyoto and SE (2014), individuals have varying levels of needs and satisfaction that influence their travel decisions. Recognizing these behavioral patterns allows for a more targeted approach in designing tourism products. For instance, destinations that emphasize cultural authenticity can appeal to tourists seeking education, enrichment, and cultural appreciation. This understanding is vital for creating a strong market positioning strategy that aligns with consumer expectations. Regions that capitalize on their cultural strengths can establish themselves as unique, attractive, and sustainable destinations in a competitive global market.

The tendency to replicate successful models elsewhere often arises from a lack of understanding of regional strengths and untapped potential. Trisoko (2019) highlights that culture can serve as a subcultural force capable of inspiring local communities to engage in tourism development. This approach fosters not only economic benefits but also social cohesion and cultural preservation. However, successful implementation requires collaboration among stakeholders, including local governments, businesses, and communities. By integrating local wisdom and cultural narratives into tourism strategies, regions can achieve both economic growth and cultural sustainability. Such efforts must be carefully planned to avoid commercialization that dilutes the authenticity of cultural heritage.

In the Indonesian context, regions such as Yogyakarta, Bali, and Bandung provide exemplary models of cultural tourism. These destinations have successfully transformed daily social practices into marketable attractions, highlighting the richness of their traditions and way of life. For example, traditional ceremonies, culinary experiences, and artistic performances have become integral components of tourism

products. This fusion of cultural preservation and economic development underscores the importance of local community involvement. The pride and participation of local residents are critical to maintaining the authenticity and vibrancy of cultural tourism. Moreover, these regions demonstrate that cultural tourism can serve as a catalyst for inclusive growth, benefiting both local businesses and communities.

Tourism development must move beyond imitation to embrace the unique cultural identity of each region. The integration of local culture, consumer behavior insights, and experiential strategies can create tourism products that are both competitive and sustainable. By highlighting cultural uniqueness, destinations can attract visitors seeking meaningful experiences while preserving their heritage and fostering economic growth. This study explores the role of local culture as a key driver in regional tourism development, emphasizing the need for innovative approaches that align with the strengths and aspirations of local communities.

As such, the integration of local cultural understanding, consumer behavior, and experiential differentiation strategies can be a strong foundation in building sustainable tourism destinations. This will not only strengthen the attractiveness of local tourism, but also open up new opportunities for the economic development of local communities. The combination of cultural uniqueness and innovative marketing approaches will be able to create destinations that are not only visited once, but also become a favorite for tourists to return again.

RESEARCH METHOD

This research adopts a literature study approach by analyzing various phenomena in the community, particularly in tourist attractions. Data collection involves distributing questionnaires to a diverse group of respondents, including 50 tourists, 10 business operators, and 5 travel agencies. This multi-faceted approach aims to capture a broad spectrum of insights related to the current state of tourism activities. The use of questionnaires allows for gathering firsthand data from individuals directly involved in or affected by the tourism sector, thereby enriching the understanding of both the challenges and opportunities present.

Through observing the development of tourist attractions through field and literature studies and comparing with other tourist attractions which are then analyzed through theoretical studies will be the strength of this research. The collected data will undergo a combination of simple quantitative analysis and qualitative behavioral analysis. This dual-method approach is designed to extract preliminary insights that can inform strategic decisions for tourism businesses. The quantitative data will highlight key trends and patterns in tourist behavior, while the qualitative analysis will provide deeper understanding of motivations and preferences. Together, these findings can serve as valuable considerations for tourism operators seeking to enhance their offerings, attract more visitors, and create a sustainable competitive edge in the market.

The theory to be proven in this study is that the values contained in local culture have great potential to be the main attraction for the development of tourism business in an area. This assumption departs from the view that each community has a unique cultural heritage, which can be packaged into valuable experiences for tourists. This is in line with the concept proposed by regarding "value" as an important element in forming a "growth mindset". According to (Dweck, 2015), this growth mindset focuses not only

on developing individual capabilities, but also on creating a broader humanism, where people can appreciate the diversity and richness of the cultures around them.

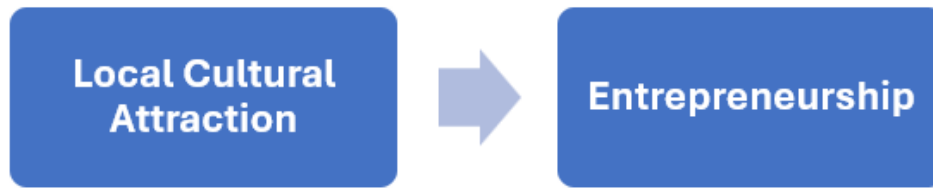


Figure 1. Research Method
Source: Author, 2024

In the context of tourism, the application of this theory means that tourist destinations that are able to highlight local cultural values can provide an experience that is not only interesting but also educational for tourists. This not only increases the attractiveness of the destination, but also contributes to the preservation of the local culture. By highlighting rich traditions, arts, cuisine, and unique social practices, destinations can create a strong and authentic narrative, which in turn can attract more visitors. Therefore, a deep understanding of local cultural values is crucial for tourism businesses in designing effective and sustainable marketing strategies. In this way, tourism is not only a source of economic revenue, but also a tool to strengthen cultural identity and promote inclusive social growth.

RESULT AND DISCUSSION

Culture, as a unity of life values, is a set of procedures that aim to accelerate life to be harmonious (Koentjaraningrat, 1999) therefore, it is appropriate with this value that people as supporters of culture behave and act. Traveling as a behavior will be colored by the values it adheres to, both in the community in the tourist destination and the audience or tourists. This psychographic character situation will affect the growth of tourist destinations (Trisoko, 2019) is a good positioning for sustainable tourism (Hidayah, 2021). Because culture shapes the behavior, attitudes, and expectations of both tourists and local communities, it plays a pivotal role in influencing travel decisions and experiences. The values embedded in a community's culture create unique attractions that differentiate one destination from another, offering authentic experiences that resonate with visitors. When tourists travel, they bring their own cultural perspectives, which interact with the cultural practices of the destination, creating a dynamic exchange that enriches both parties.

1. Do you always need to travel at some point

The need to travel at some point in life arises from a combination of personal, social, and cultural factors that drive human behavior. Traveling fulfills an innate desire to explore, learn, and experience something beyond familiar surroundings, providing opportunities for growth and self-discovery. For some, travel serves as an escape from routine, offering moments of relaxation and renewal that are essential for mental and emotional well-being. Others view travel as a means to connect with different cultures, gaining new perspectives that enrich their understanding of the world. Additionally, in today's interconnected global society, travel often becomes a necessity for education, work, or personal relationships, highlighting its role as an integral part of modern life.

Whether driven by leisure, curiosity, or obligation, traveling satisfies fundamental human needs for adventure, connection, and personal fulfillment, making it an essential experience for individuals at various points in their lives.

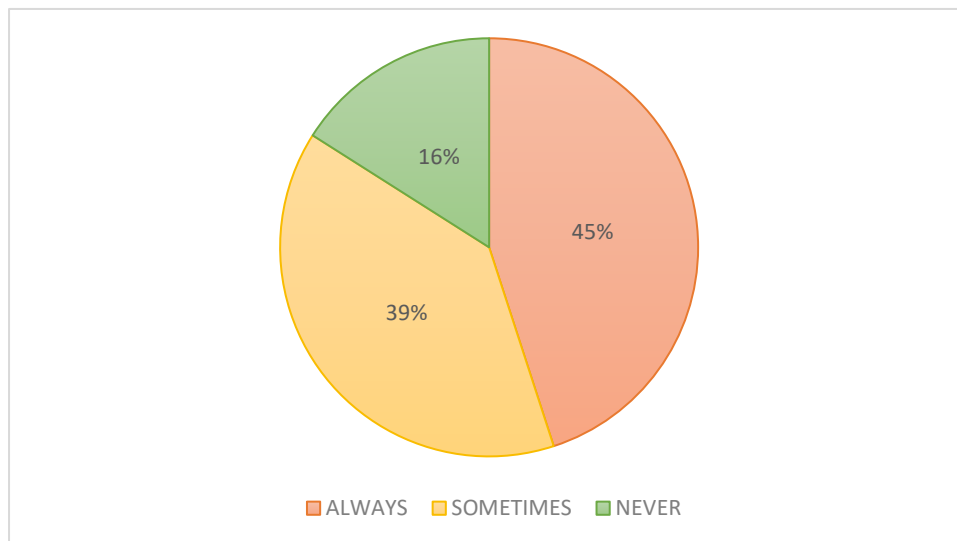


Figure 2. Do you always need to travel at some point
Source: Author, 2024

This figure explains that tourism has now become a community needs, therefore, it is important to organize it so that this community business has a long-term effect on life. (Trisoko et al., 2022) The figure explains that tourism has now become a necessity for the community, therefore, it is important to organize it so that this community effort has a long-term effect on life. the existence of tourism must be able to boost the economy of the local community as well as measure welfare. Therefore, this pattern will also explain the interest in visiting travel and tourism activities as an indicator of a prosperous country, this is because Tourism activities guarantee the occurrence of economic distribution through the emergence of various home industry businesses, local culinary as well as social distribution seen from increasing community activity as a symbol of welfare distribution which is a measure of the prosperity of a region in particular and the country in general.

In line with that in the pyramid of needs explains how the diagram of needs that emphasizes social position has an important role in the structure of human life. In line with (Frank & Fromm, 1968) in his book, about the revolution of hope which explains that the effect of increasing social welfare, increasing economic welfare also requires an increase in status in the ability to meet their needs, and this socially this society describes an increase in hope as a sign of a shift in welfare. From these theories, it can be seen that people's interest in visiting a place in tourism is also influenced by the character of the demographics of the community itself. this situation is known as psychographics and can be from the picture below will confirm how people's needs for travel in their influence to carry out an activity.

2. Tourist visits are more due to attraction

Tourist visits are primarily driven by attractions that offer unique, memorable, and engaging experiences. Attractions can take various forms, including natural landscapes,

cultural heritage, historical landmarks, artistic performances, culinary experiences, or local traditions that distinguish one destination from another. The uniqueness of an attraction lies in its ability to resonate with visitors' interests and provide emotional or intellectual enrichment. Cultural attractions, for instance, allow tourists to experience the authenticity of a community's way of life, traditions, and values, which often create a sense of wonder and connection. Moreover, attractions serve as a primary motivator for travel decisions, as they fulfill tourists' desires for discovery, relaxation, or adventure. Destinations that successfully highlight their attractions, whether through storytelling, promotion, or immersive experiences, can generate greater interest, increase tourist satisfaction, and encourage repeat visits. Therefore, understanding and developing attractions based on local strengths play a pivotal role in positioning a destination as a desirable choice in a competitive tourism market.

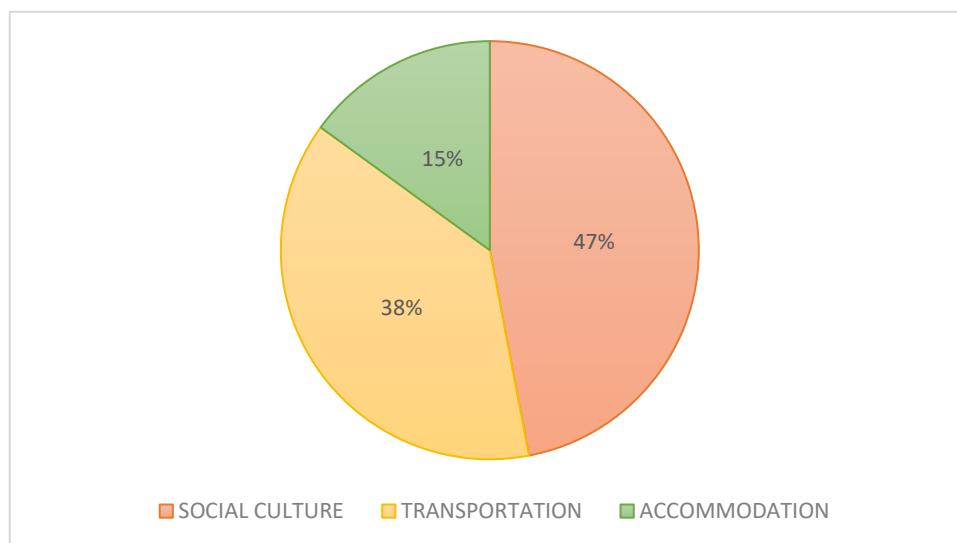


Figure 3. Tourist visits are more due to attraction
Source: Author, 2024

Through this figure, it explains that culture - social is the main choice of people traveling, this is in accordance with the attraction as a cultural magnet “anthro vision” (Tett, 2021) Therefore, the existence of a naturally differentiated and differentiated culture is an attraction that must be observed as a local advantage, which of course will also be able to have business value. Through Figure 3. it can be explained that the cultural - social character is the main choice of attraction for people traveling, this is in accordance with the view of attraction as a cultural magnet “anthro vision” (Tett, 2021). Therefore, the existence of a differentiated and diversified culture (Trisoko, 2023) is naturally an important attraction of choice and must be observed as a potential local advantage and which of course will also be able to have a high and inexhaustible business value.

From the Figure above, we can know that the role of anthropology is very important in the development of a culture as an attraction, it illustrates that social behavior is a fundamental force in the development of a social character (Kenneth, 2011) And this daily social life behavior is a basic capital for the development of socio-economic capital in a society that appears as a real attraction, This acceleration process by Koenjaraningrat (1999) is seen as a form of living culture because it has value for the

supporting community and seems alive (Gazalba, 1973) which acts as a social value in the development of a community group which of course also its economic value (Pine & Gilmore, 2011). The existence of such local power is certainly a potential attraction that can be developed as a tourist destination. And we see in some destinations in Indonesia, such as Yogyakarta, Bandung and Bali where we see how the life of the community becomes the main story and attraction for travelers. Therefore, cultural attractions as a cultural orchestra will certainly act as a miniature of life itself. Therefore, it is important for us to develop a business strategy based on local wisdom as a strong social capital as a basis for development (Kenneth, 2011).

3. Cultural interest due to elements

Cultural interest due to elements refers to the unique components within a culture—such as traditions, rituals, arts, cuisine, and social behaviors—that serve as significant attractions for tourism. These elements create an intrinsic appeal by offering experiences that are both authentic and distinct from a visitor's usual environment. The fascination arises from the cultural differences and the novelty they provide, which tourists often seek as part of their exploration and enrichment.

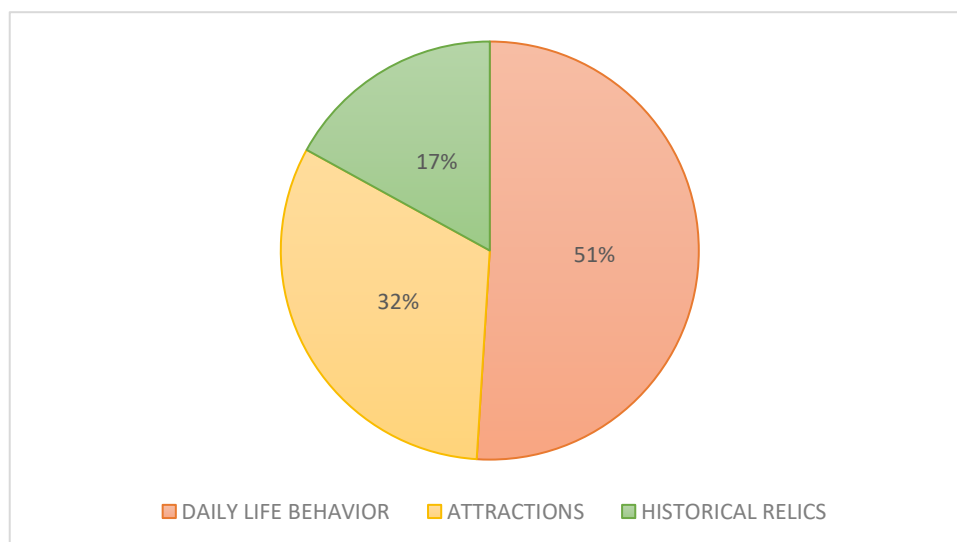


Figure 4. Cultural interest due to elements
Source: Author, 2024

This shows how behavior is created as an attraction in a tourist destination. This can happen because of the uniqueness as a characteristic of a community group that is different from the origin of tourists, and this difference becomes a moment that (Belsky, 2010) refers to as a new “makes ideas happen”. From this description, there will actually be many new things that can be developed from the potential or character of a community or region. In this Figure 4, we can see how the strength of behavior is the main goal of a cultural attraction, and this strengthens the theory of how culture becomes a social force of space and time, which is able to become its own strength because of the strength of its human resources and the idiotic sources that live in its society, therefore, community life in one culture, it has a magnet, has an attraction, has a selling point as a business value, especially tourism products that can be developed more broadly through, various kinds of communication strategies. Various cultural attractions

displayed (Trisoko, 2021) in his book *Tourism and Social maturity* says that the touch or the way people respond is a social behavior that can be valuable or has a high value on its meaning in a social hierarchy. and this can be proven in Figure 4, therefore the role of public awareness of cultural character is an advantage of “touch” that can be developed as an attraction. Because, the most important touch of attractiveness in the development of culture, it is the appearance of uniqueness that exists and grows in the community itself which is done without realizing it becomes a need for pride (Trisoko, 2020) which is termed as sub-culture.

4. A city that attracts culture for tourism

A city that attracts culture for tourism serves as a vibrant hub where local traditions, arts, and social practices are showcased to create unique and memorable experiences for visitors. This kind of city transforms its cultural richness into a living attraction by integrating heritage, daily life, and modern amenities into a cohesive tourism offering.

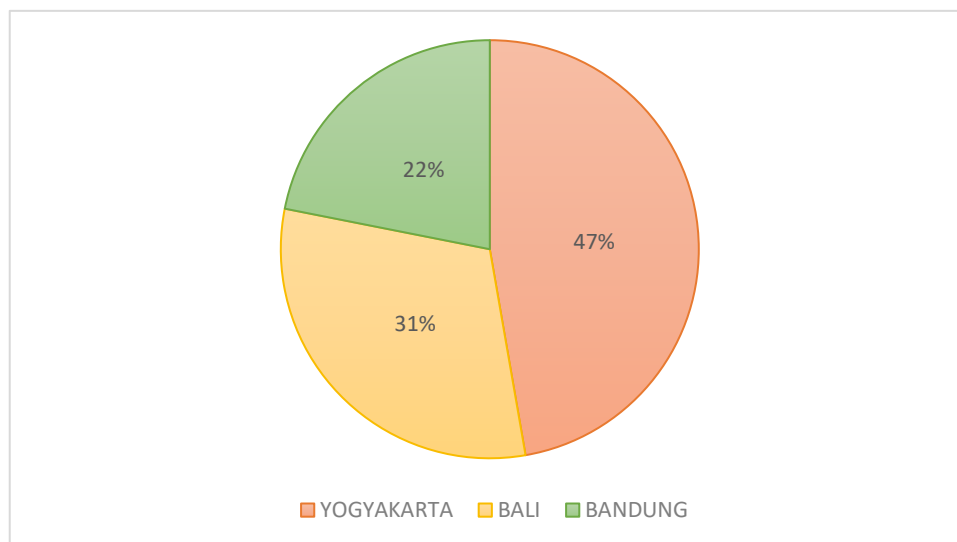


Figure 5. A city that attracts culture for tourism
Source: Author, 2024

Through Figure 5, we know together how a city displays daily life as a tourism attraction. Of the many we see in culture-based tourist destinations that are so alluring and endlessly to be explored whose appeal from life is endlessly polished. This kind of thing can be obtained and seen in the Yogyakarta, Bali and Bandung areas, with various social activities, and demographically it is certainly an advantage. This can happen more because of the awareness and support of the community to maintain the wisdom that is a necessity as well as pride. The wisdom of course as a way of seeing and behaving for daily life is a necessity that can be proud of and produces and has economic value for the lives of its people (Trisoko et al., 2021).

Ordinary urban life is transformed into an enthralling experience for tourists by this special fusion of cultural diversity and community involvement. The combination of contemporary social activities with traditional rituals in places like Bandung, Bali, and Yogyakarta creates a lively tapestry that attracts tourists from all over the world. These places are enticing not just because of their natural beauty but also because of the

regular encounters that showcase ingrained cultural values. In order to preserve and promote their legacy and make it a source of both identity and financial support, the local communities are essential.

According to (Trisoko et al., 2021) the people' awareness of the importance of preserving their cultural knowledge is not just a duty but also a source of pride. Visitors can explore and get a personal look at the customs and practices that are integrated into everyday life, which act as living museums. The upshot of this deliberate attempt to combine culture and business is sustainable tourism models that support cultural preservation in addition to the local economy. These towns gain a distinct competitive edge in the global tourism market by embracing their legacy and providing visitors with an opportunity to engage with something genuine. The possibility of using cultural assets as catalysts for long-term economic growth is highlighted by this synergy between culture and tourism.

5. Daily behavior values

Daily behavior values in tourism refer to the routines, traditions, and social practices embedded in a community's everyday life that become attractions for visitors. These behaviors, often seen as mundane by locals, carry significant cultural meaning and authenticity, offering tourists a glimpse into the region's unique identity. For instance, activities such as traditional food preparation, local ceremonies, or communal work highlight values like cooperation, heritage preservation, and pride. When presented thoughtfully, these behaviors transform into immersive experiences that resonate with visitors seeking authenticity and deeper connections with their destinations.

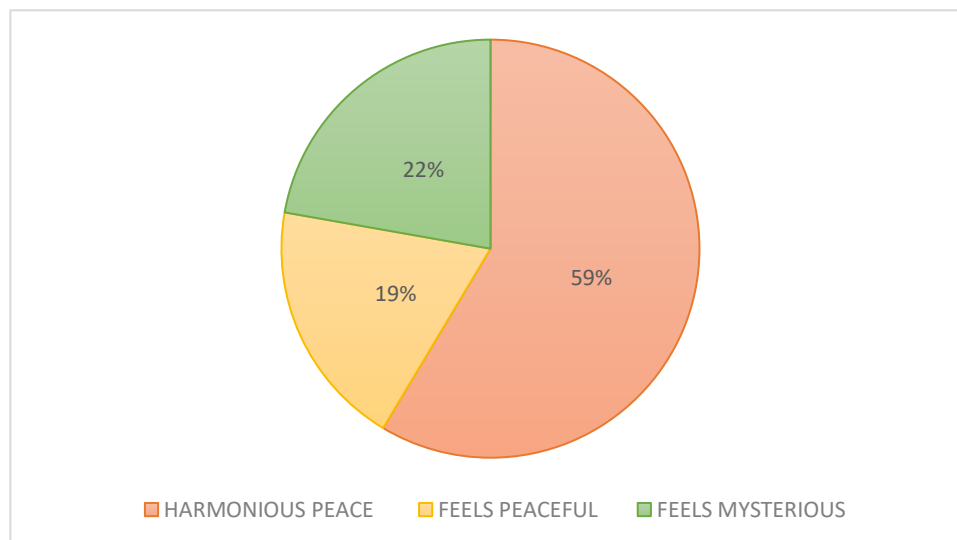


Figure 6. Daily behavior values
Source: Author, 2024

It can be seen in Figure 6 how culture as a behavior gets full trust from the community, in this case it becomes an attraction for tourism, because the elements in the culture that are embodied as a behavior become a value of life that is carried out as a pride, which in this case is considered an attractive and valuable behavior for the tourism market. In this figure, in fact, in the paragraph above, we can already mention that culture, which grows in the community, is a belief in the value of life that is carried

out as a matter of pride and is known as a tradition. The market formed from interest in this tradition turns out to have a strong influence on the formation of a harmonious community order, both the local community and the asa community, which has the power of 75% of tourist visits to form a harmonious influence on the formation of tourist destinations that offer local culture. (Usunier & Lee, 2009) in Cross Culture marketing, states how there is an interest in the value of psychographic visit activities, where the growth of interest in this table can be seen that the community believes in doing daily values that foster pride in respect for existing traditions because they consider that this life is a harmony and the value of values carried out as daily life is also a harmony and this harmony buys the value of a life that is important because it gives a sense of pride, This harmony buys the value of an important life because it gives a sense of pride, gives happiness and at the same time provides material value because economically what is done has a positive impact on its economic life, namely by the arrival of people to visit traveling to live together enjoying everything that is produced by the region or region itself.

Attractions described as a behavioral value that brings harmony has a high meaning for its supporters, which by (Weinstein, 2012) is a superior value expressed through a cultural characterization and this becomes attractive to tourists of course because there is a difference with what happens in the tourist's place, and by (Kartajaya, 2004) is termed positioning, which from a different perspective will provide a new value difference that not only has market potential but has harmony to be enjoyed as a product.

6. The community as a business actor, has the power of attraction visible

The community, as a business actor, holds a visible power of attraction because it serves as the backbone of cultural tourism by embodying unique traditions, social behaviors, and local wisdom that resonate deeply with visitors. This power stems from the community's ability to transform their way of life into living, interactive experiences that offer authenticity and emotional engagement for tourists.

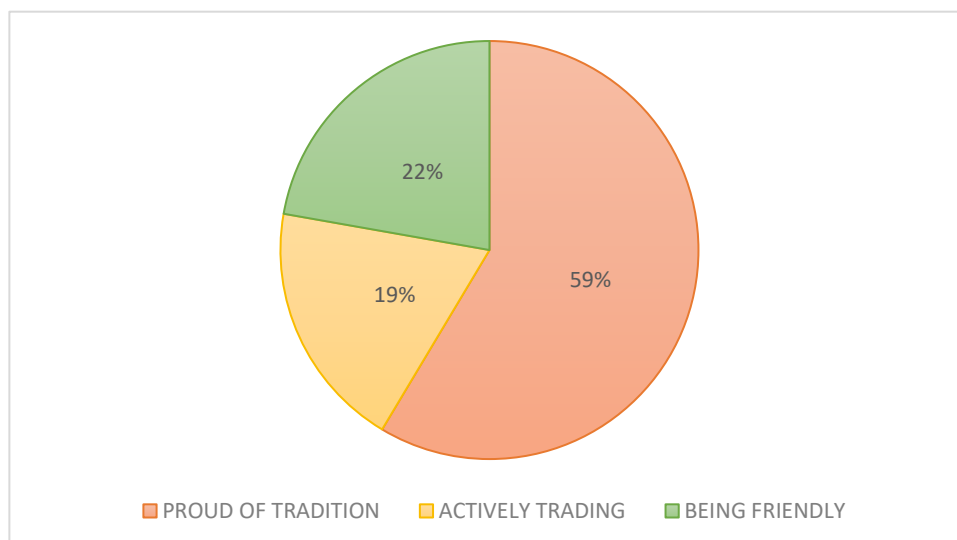


Figure 7. The community as a business actor, has the power of attraction visible
Source: Author, 2024

Through this figure, it can be seen that cultural strength is indeed a force in influencing decisions to determine tourist destinations, this is due to the human need to

recognize new wisdom as a new value (Mittal & Sheth, 2001) which strengthens awareness (Salusu, 2021). The community as a business actor, has the power of attraction seen from the information in the table above, it can be seen that harmonization is a force in life because it has a value of pride which can also be translated as a cultural attraction. (Mittal & Sheth, 2001) in his book *Space Value*. it says that everything of value, it can be used as a way or effort in order to satisfy the value that arises because of the difference in distance between people to people, people to time, people to goods and time to time which then becomes what people want to travel, which is by (Trisoko, 2024) In his book *Secrets of Tourism Products* explains about this concept that tourism can be said to be a transaction, which occurs through sensory activities.

From this theory we can know that there is an economic value that occurs, and as a value that is transacted in a cultural harmonization that lives in the community, therefore this becomes important to be explored as a local pride that has economic value because it has a market as a tourism product. This existence is important to know as a potential, which the author reveals from a theory about the subconscious, from (Berger, 2016) in his book *Contangius* he said that basically humans will stand up and always look for something new that becomes their needs without realizing it. This concept is a belief and encouragement that must be captured by us as tourism business actors so that tourism businesses or local cultures can develop because they become an attraction for other communities to come to travel to witness the harmonization of life in the tourism destination itself.

This process is an economic activity that grows in the circulation of socio-economic changes from a social capital or economic capital in an area that is important to be used as an economic source for its people. In the concept of village economy by (Phillips & Roberts, 2013), it is revealed that the development of village strength needs to be done simultaneously, not only the community itself, but through the penta helix, which in this study the author focuses on the role of travel agencies as a distribution channel that needs to be fostered in order to obtain differentiation and diversification functions for the community of cultural owners.

7. The power of attraction by the travel agency is more assessed due to

The power of attraction by the travel agency is more assessed due to its ability to act as an intermediary that effectively communicates the unique values of a destination to prospective tourists. Travel agencies play a crucial role in packaging local cultural experiences into structured tourism products that highlight the strengths and uniqueness of a region. By curating tailored itineraries, promoting local wisdom, and emphasizing immersive cultural elements—such as traditions, arts, and culinary experiences—travel agencies create a sense of exclusivity and appeal for travelers. Their expertise in market segmentation and promotional strategies ensures that the destination's attractions reach the right audience, enhancing visibility and marketability. Furthermore, travel agencies bridge the gap between local communities and tourists, fostering economic growth by increasing the flow of visitors and generating income for local businesses. This process not only boosts the attractiveness of the destination but also preserves its cultural heritage by showcasing its authenticity in a way that resonates with modern tourism demands.

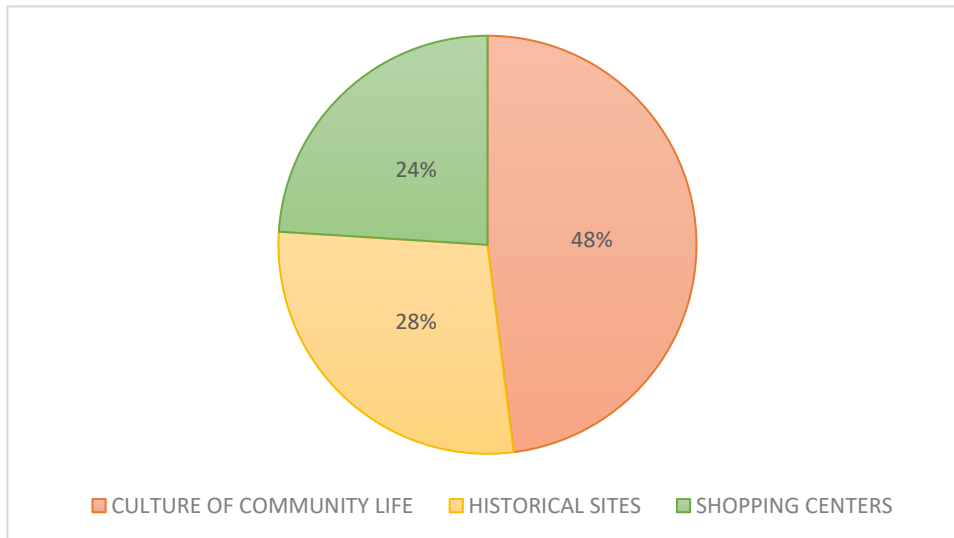


Figure 8. The power of attraction by the travel agency is more assessed
Source: Author, 2024

Book Contangius explains about the emergence of the power of the underworld formed due to the strong influence of information that aims to fulfill its living space and this is in accordance with the purpose of the happy mind by (Elfiky, 2019) and which describes as a touch that has a good impact on business (Berger, 2016; Berry 1999). Therefore, from the above information, it can be added that there is a lot that can be explored, a lot that can be developed, a lot that can be drawn from local wisdom as an attraction. Therefore, from the above information it can be added that a lot can be explored, a lot can be developed, a lot can be drawn from local wisdom as a tourist attraction, therefore the liquidity of the travel agency is important in order to package the experience more than an event which is said by (Chiu, 2014) has imaginary value, which will make something more interesting, and this is important for a village full of traditional life.

Therefore, how to communicate a tourism product also needs a separate effort that is not static, this is important to communicate so that the tourism product has a superior value. Why, this is important for a tourism service business manager and the flow is recognized that the village with its people who can be said to be laymen (Komariah et al., 2018) is a potential and obstacle in itself, and requires the support of a liaison who plays an important role as a creator and communicator with the hope of being able to provide a different positioning of the village in the minds of consumers. In the Figure above, it can be seen how actually, tourism business actors, in this case a travel agency, recreate a village with interesting information about local wisdom that gives power that is able to grow new value as a living value that can live (Trisoko, 2020).

Because of the ability to harmonize culture and become an attraction by managing where it is interesting, this is what must be developed as a joint effort that must continue to be explored about the values that have potential market value and can be developed in a tourism product. (Velasquez, 2018) in the book Business Ethics, reveals that the transaction process in business has a subjective value, and by (Kotler & Kartajaya, 2007) categorizing the subjective in services as an impression of a valuable message especially for tourism, and it can grow because of various values such as cheaper prices, because information is more complete, because the distance is closer,

because the time is more brush or long with price comparisons, because of the variety of attractions that are more, because of the pride of a tourism activity he visited, all of which the author believes to be such a strong message as emotionally attractive as a choice of travel destinations.

CONCLUSION

The development of tourism destinations based on local culture holds significant potential as a differentiation strategy in the increasingly competitive tourism market. The findings of this study reveal that local culture, as reflected in traditions, arts, cuisine, and social behavior, serves as a major attraction for both domestic and international tourists. However, the success of this development requires a deep understanding of the demographic and psychographic characteristics of local communities as a foundation for creating authentic and sustainable tourism narratives. This strategy not only fosters local economic growth through creative industries and small enterprises but also strengthens cultural identity, which is increasingly valued in the face of globalization.

Furthermore, the study highlights that culture as a "social magnet" must be viewed as a living and dynamic economic asset. Collaboration between tourism business actors, government, and local communities through the penta helix approach is key to transforming cultural values into competitive tourism products. Tourism activities grounded in local wisdom also create economic opportunities by ensuring equitable income distribution through home industries, performing arts, and other supporting tourism services. As such, active participation of local communities as tourism business actors becomes a determining factor in successfully developing sustainable and inclusive destinations.

Finally, the study emphasizes the critical role of facilitators or travel agencies in effectively bridging local culture with the global tourism market. By leveraging the unique values inherent in local communities, tourism destinations can create memorable and immersive experiences for tourists. This not only fosters visitor loyalty but also establishes a sustainable tourism model that generates positive economic impacts for local communities. Therefore, prioritizing local culture-based strategies is essential to enhancing authentic tourism appeal and improving the overall welfare of local populations.

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