

Analysis of Destination Brand, Social Capital, and Community Based Tourism in Achieving Sustainable Tourism in Tourism Villages: Conceptual Model

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Abstract

The number of tourist villages in Indonesia is increasing every year. BPS recorded that there were around 1,302 tourist villages in 2014, and that number increased to 1,734 tourist villages in 2018, and increased again to 7,000 tourist villages in 2021. However, not all tourist villages are known by the wider community. The purpose of this study is to measuring the relationship between Destination Brand tourist village, Social Capital and Community Based Tourism to achieve Sustainable Tourism. This study uses a methodology through literature deepening accompanied by interviews with tourism village experts and practitioners. The literature used in this study is taken from papers published in reputable International Journals (Scopus) published in the last five years. The expert who is the source of information and data is the head of the assessment team for the tourist village competition in Indonesia from the Ministry of Tourism and Creative Economy. Meanwhile, tourism village practitioners were selected from the ASIDEWI (Indonesian Tourism Village Association) managers. The benefit of the results of this research is the creation of a conceptual model in the development of sustainable tourism villages, including from the economic, environmental, socio-cultural aspects, by linking three parameters, namely Destination Brand, Social Capital, and Community Based Tourism.

Keywords: Destination Brand, Social Capital, Community Based Tourism, Sustainable Tourism, Villages Tourism

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