



COMPETITIVE ADVANTAGE TOURISM BASED ON E-TOURISM TO IMPROVE TOURIST DESTINATIONS

by

Ayu Esteka Sari

Department of Management, STIE Sakti Alam Kerinci, Jambi, Indonesia

Email: ayuesteka82@gmail.com

Article Info

Article history:

Received Oct 05, 2022

Revised Nov 18, 2022

Accepted Nov 25, 2022

Keywords:

Competitive Advantage

Tourism

E Tourism

Structural Equation Model (SEM)

Tourist Destinations

Rural Villages

ABSTRACT

This study aims to determine the influence of the determining component of Competitive Advantage Tourism in increasing tourist destinations based E Tourism. This research was conducted in Kerinci Regency, Jambi Province. The population in this study was (1) Village Government or Local Government (2) Hotel and lodging Managers (3) Restaurant and Restaurant Managers (4) Travel Agency Managers (5) Managers at Attractions (6) Tourism Services Support (7) Local People in tourism destination obtained a total sample of 120 respondents. The data used in this study were primary data through interviews and questionnaires. Data analysis in this study uses a structural equation model with the analysis tool used is to use AMOS. The results of the study obtained a large coefficient of determination of the influence of Competitive Advantage Tourism which can be explained by the variables Built Environment, Operating Sectors, Natural Resources Environment, and Spirit of Hospitality Cultural and E Tourism of 81.4%. While the coefficient of determination of the Tourism Destination equation is 1.004 or the Tourism Destination variable which can be explained by the variability of Tourism Destination and E Tourism is 100%

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Ayu Esteka Sari,

Department of Management,

STIE Sakti Alam Kerinci,

89 Jend. Sudirman Road, Sungai Penuh City, Jambi, Indonesia.

Email: ayuesteka82@gmail.com

1. INTRODUCTION

Tourism areas can be a source of income for rural residents. Traditional products and resources that can be capitalized through this form of tourism are natural tourism, traditional architecture, traditional objects, customs, sculptures, traditional musical instruments, folklore manifestations, various traditional gastronomic products, and environmentally friendly products; In other words, specific rural way of life. For tourism areas to have high value, it is necessary to increase the economic value of activities that are close to each other and interrelated. The tourism sector is important in supporting the country's economic development. Tourism provides benefits and economic impact on the population. Many positive impacts can be produced by the tourism sector [1]. In a different typology of tourism, rural tourism has developed rapidly in recent decades [2]. For many countries, rural tourism has become an essential product, allowing local communities to share their natural environment with tourists looking for a more natural and authentic experience [1], [3]–[5][6].

To take advantage of tourism potential and realize the competitive advantage of a tourist location. Then the tourist experience offered is needed to be more attractive compared to other tourist locations[7] [8]. It takes the development of the Competitive Advantage Model to support the advantages of the resources owned by each Tourist Destination [9]. Tourism at present is inseparable from technology [10] [11] [12]. It is necessary to have Tourist Destinations using Digital Technology to support and increase the competitiveness of destinations from rural tourism.

To increase tourism, one of them is the use of technology as a form of promotion in increasing tourism. The increase in tourism must have competitiveness and be able to compete. One of the models that will be developed is to use Competitive Advantage Tourism Based on E-Tourism. Competitive Advantage Tourism is one of the models that

can be used to analyze the factors that affect the competitiveness of tourism. Tourism competitiveness based on E-Tourism. Kerinci Regency has a variety of tourist attractions including natural tourism and historical tourism which if managed and developed properly and appropriately will become an interesting tourist destination to visit. The tourism sector, especially tourism in rural areas, has proven to have an empirically important role in increasing business opportunities for residents or communities living around village attractions. In addition, the presence of tourists in rural natural tourism areas provides opportunities for people to get alternative income, starting with becoming a tourist guide, providing stalls, lodging/homestays so that they can prosper or improve the quality of life of the surrounding community.

In the 20th century, the tourism industry became one of the most favorable factors for economic growth. Tourism is considered a driver of economic development at the local, regional, and national levels. Given its association with other sectors of production, it impacts much of the economy. The capacity of tourism to improve people's living conditions has resulted in the emergence of new destinations around the world [13]. Rural tourism has become an essential product, allowing local communities to share their natural environment with tourists seeking a more natural and more natural experience [14] [15], [16]. Tourism has been considered a rural development mechanism, taking into account that rural tourism is cheaper and easier to implement than other strategies since the investment required from local governments and small businesses is relatively small [17] [18].

Tourism is an economic activity with a major contribution to development in rural areas. To develop rural tourism areas, supporting factors and supporting factors are needed to realize the achievement of goals. Rural tourism helps rural communities to diversify their sources of income, create new jobs and avoid the escape of young people to urban areas [19] [20]. Rural tourism and cultural tourism offer an alternative natural destination model, which can positively affect regional and sustainable development in many rural areas that have a wealth of tourism natural resources. This has benefited rural areas, where rural tourism has become more valued and can represent new opportunities for economic development. Thus, regions that have a lot of tourism resources can achieve economic development through the positive effects that tourism can provide. Several previous studies have identified the significant impact of rural tourism on improving rural economies [21] [22] [23].

The potential of rural tourism, which is local tourism in the village, is in great demand by tourists who prefer to travel in outdoors and interact with the environment, and local communities. Village Tourism (rural tourism) is tourism consisting of the entire rural experience, natural attractions, traditions, and unique elements that overall can attract tourists [24] [25] [26] [27]. From the explanation of tourism villages, it can be said that rural tourism provides the potential that the village to be enjoyed by the community. So that the management of rural tourism potential is the main thing to go to a tourist village.

Competitive advantage is the ability possessed and obtained through the characteristics and resources of the organization to have a higher performance than others. In a tourism area, it has a competitive advantage in tourism services when it can produce it at a lower opportunity cost compared to other destinations. These advantages can be due to the relative abundance of supporting factors of a destination (natural resources, history, and culture), different technologies and productivity, or other factors [28]. In the particular case of the tourism industry, organizational learning improves the application of business strategies in terms of cost reduction and increased level of differentiation from competitors, which in turn increases the competitive advantage in the tourism sector. The competitiveness of tourism destinations (Competitive Advantage Tourism) is related to the ability of a tourism destination to provide products or services that outperform other tourism destinations in terms of tourism experiences that are important for tourists.

In the context of tourism, Competitive Advantage refers to the ability of a destination to compete effectively and profitably to produce goods and services that perform better than other destinations, providing a memorable tourism experience [29]. Competitive advantage in regions that have unique regional tourist destinations offers new possibilities to increase employment, create new jobs, attract tourists and residents, develop tourism-oriented entrepreneurs, and overall socio-economic development. This makes the main factor very important in correctly identifying the competitive advantage of tourism or the potential competitive advantage of the region in tourism. In the process of identifying them, stakeholders should assume that competitive advantage is a quality, ability, or specific, unique, and outstanding characteristic, that represents value for local tourist destinations, especially tourists (domestic or foreign). Competitive advantage tourism must be following market needs and be consistent with the external environment.

The increase in Digital development in rural areas, of course, will increase tourism in villages that are tourism destinations. so that it will increase the application of E-Tourism. In developing tourism potential, various alternative ways can be done such as revamping and renovating tourist areas, creating tourist destinations, promoting through media or brochures, and much more. However, these efforts are not enough to answer the challenges of the tourism world in the future. The definition of E-tourism is the use of technology to improve tourism relations, help



companies engaged in tourism to improve business processes and improve the knowledge-sharing process. E-tourism utilizes several features of information technology, such as tourism information databases, user databases, and electronic payments, using computer networks as a means of delivery and service transactions, as part of e-commerce [30] [31] [32].

The purpose of this study is "Developing Competitive Advantage Tourism based on E-Tourism". Meanwhile, the final target of this study is to make tourist destinations an independent economic force and able to make a real contribution to the welfare of the community in Kerinci Regency. The novelty of this research is: to develop and formulate a competitive advantage model for the Competitive Advantage Tourism (CAT) tourism industry by discussing E-Tourism-based tourism villages. This model is expected to serve as a guide for policymakers to design effective and focused strategies. This data-driven approach builds a relationship between competitiveness indicators and competitive advantage using Structural Equation Modeling (SEM), thus leveraging these advantages to produce strategic models to compete in the digital-based international tourism industry. This will also be the first study to use this method in defining a destination's competitive advantage. Using structural equation modeling. Renewal Furthermore, researchers will see how significant the development of Competitive Advantage Tourism (CAT) is in tourist destinations in Kerinci Regency using four dimensions and factors. Researchers will see a correlation between the number of these dimensions to Competitive Advantage Tourism (CAT), E-Tourism, and an increase in arrivals from tourists to tourist destinations in Kerinci Regency.

2. RESEARCH METHOD

Regarding the stages of research, several approaches and steps are carried out in carrying out activities until the implementation of data sources can be accepted and beneficial for all parties are as follows:

1. Tracing primary and secondary data from Tourist Destinations in Kerinci Regency.
2. Literature study on the influence of Tourist Destinations in Kerinci Regency, several alternative preventive and curative action solutions in the management of Tourist Destinations in Kerinci Regency.
3. Analysis of problems in Tourist Destinations in Kerinci Regency.

This research method uses a mixed qualitative and quantitative method which is divided into four stages:

1. The first stage is to develop a model of competitiveness indicators of the literature; This is called the "initial model".
2. The second phase involves testing the initial model to tourism actors from both the public and private sectors in the research object, namely at tourist destinations in Kerinci Regency through in-depth interviews and filling out questionnaires; The results were used to develop an "advanced model".
3. In the third stage, questionnaires for advanced models were distributed to tourism industry players at Tourist Destinations in Kerinci Regency.
4. In the fourth stage, data obtained from other tourist destinations in Kerinci Regency will be analyzed at the final stage using Structural Equation Modeling (SEM) analysis.

Respondents to the study are parties who are interested in the management and are involved in tourist destinations that are the object of the study. Such as managers or owners of tourist destinations in tourist destinations, village officials, and government parties on research objects. In determining the number of research samples, it is necessary to pay attention to various things other than population representation problems and accuracy reasons such as those related to the technical analysis used in the hypothesis test in this study.

Sampling in this study using Proportionate stratified random sampling; This technique can be used if the population is not homogeneous and proportional [3]. Based on the grouping of tourism managers so that they can represent, with the spread and grouping of tourism management. As for those who include tourism actors [33], as follows: (1) Village Government or Local Government (2) Hotel and lodging Manager (3) Restaurant and Restaurant Manager (4) Travel Agency Manager (5) Managers at Attractions (6) Tourism Services Support (7) Local People in tourism destination. The results obtained from the research respondents were as many as 120 respondents.

The Model Testing Technique in this study uses the Structural Equation Model (SEM). The Model Testing Technique in this study uses a Structural Equation Model (SEM) using AMOS Version 25. SEM is a combination of two separate statistical methods, namely factor analysis of simultaneous equation modeling developed in econometrics, to analyze the structural relationships of the proposed model. The suitability of the devaluation model through a review of various goodness-of-fit criteria. Multiple conformity indices and their cut-off values are used to test whether a model is accepted or rejected. The results of this study are expected to provide a significant picture of the Competitive Advantage Tourism (CAT) Dimension. With a good Competitive Advantage Tourism (CAT)

dimension, it will increase tourist destinations in Kerinci Regency. The increasing number of tourist destinations in Kerinci Regency, has an impact on increasing Income and Welfare for tourism actors who are directly dealing with tourism activities. In general, it will increase development in Kerinci Regency.

3. RESULTS AND ANALYSIS

In figure 1 below, you can see the results of data processing using AMOS Version 25 with Full Model-Structural Equation Model (SEM) Test Results :

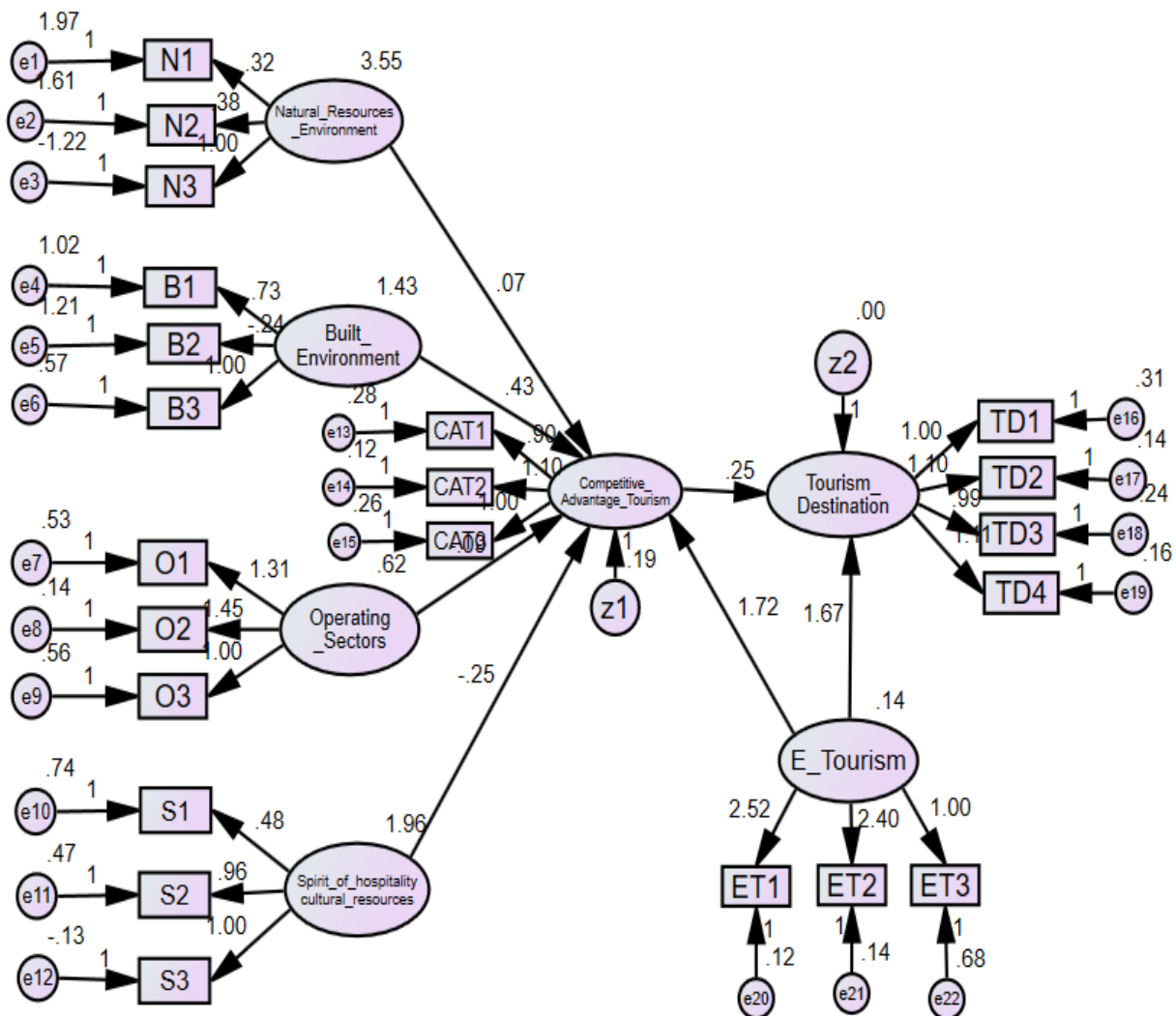


Figure 1. Result Full Model-Structural Equation Model (SEM)

The results of the Full Model-Structural Equation Model (SEM) Test are compared with the fit testing criteria, resulting in the following model testing:



Table 1. Model Test Results			
No	Testing Fit	Acceptable match rate	Results
1	<i>Absolute Fit Indices</i>		
	DF	Accepted If Positive	202 (Accepted)
	X2/DF	The lowest limit is 1.0, the highest limit is 2.03	1,373 (Accepted)
2	<i>Incremental Fit Indices</i>		
	- GFI		0,629 (Accepted)
	- AGFI	Values Range 0-1, close to 1 the better	0,536 (Accepted)
	- TLI		0,681 (Accepted)
	- CFI		0,721 (Accepted)
3	<i>Incremental Fit Indices</i>		
	- RMR	< 0,08	0,492 (Marginal)
	- RMSEA		0,068 (Accepted)
4	<i>Parsimony Fit Indices</i>		
	- PNFI	Value Range 0-1	0,586 (Accepted)
	- PCFI		0,631 (Accepted)

Table 2. Standardized Regression Weights			
Standardized Regression Weights			Estimate
Competitive Advantage Tourism	<---	E Tourism	.641
Competitive Advantage Tourism	<---	Built Environment	.509
Competitive Advantage Tourism	<---	Operating Sectors	-.072
Competitive Advantage Tourism	<---	Natural Resources Environment	.139
Competitive Advantage Tourism	<---	Spirit of Hospitality Cultural Resources	-.344
Tourism Destination	<---	Competitive Advantage Tourism	.312
Tourism Destination	<---	E Tourism	.773

The regression equation from the explanation of the table above is:
 Competitive Advantage Tourism = 0,641 ET + 0,509 BE – 0,072 OS + 0,139 NRE - 0,344 HCR
 Tourism Destination = 0,321 CAT + 0,773 ET

The value of 0,641 ET means that a positive sign means that the influence of E Tourism is positive, the better E Tourism, then there is a tendency to increase from Competitive Advantage Tourism in Kerinci Regency. The value of 0,509 BE means a positive sign means that the influence of the Built Environment is positive, the better the Built Environment, the more there is a tendency to increase Competitive Advantage Tourism in Kerinci Regency. The value of 0,072 OS means a negative sign means that the influence of the Operating Sectors is negative, a decline from Operating Sectors, then there is a tendency to decrease from Competitive Advantage Tourism in Kerinci Regency. A value of 0,139 NRE means that the positive sign means that the influence of the Natural Resources Environment is positive, the better Natural Resources Environment, there is the tendency to increase from Competitive Advantage of Tourism in Kerinci Regency. The value of 0,344 HCR means a negative sign means that the influence of the Spirit of Hospitality Cultural Resources is negative, a decline from Spirit of Hospitality Cultural Resources, then there is a tendency to decrease from Competitive Advantage Tourism in Kerinci Regency.

A value of 0,321 CAT means that a positive sign means that the influence of Competitive Advantage Tourism is positive, the better Competitive Advantage Tourism, then there is a tendency to increase from Tourism Destination in Kerinci Regency. The value of 0,773 CAT means that a positive sign means that the influence of E Tourism is positive, the better E Tourism, then there is tendency to increase from Tourism Destination in Kerinci Regency.

Table 3. Squared Multiple Correlations	
Squared Multiple Correlations	Estimate
Competitive Advantage Tourism	.814
Tourism Destination	1.004

For the Competitive Advantage Tourism equation of 0.814 which means the variability of Competitive Advantage Tourism can be explained by the variables Built Environment, Operating Sectors, Natural Resources Environment and Spirit of Hospitality Cultural and E Tourism of 81.4%. While the coefficient of determination of the Tourism Destination equation is 1.004 or the Tourism Destination variable which can be explained by the variability of Tourism Destination and E Tourism is 100%

Hypothesis testing in the SEM model of this study uses critical ratio criteria with the condition or criterion set that the value must be greater than 1,96 or the level of significance must be below 0,05 (5%). The results of hypothesis testing in this study are:

Table 4. Model Testing

Regression Weights		Estimate	S.E.	C.R.	P	Label
Competitive Advantage Tourism <---	E Tourism	1.724	.394	4.380	***	par_17
Competitive Advantage Tourism <---	Built Environment	.430	.123	3.479	***	par_18
Competitive Advantage Tourism <---	Operating Sectors	-.093	.135	-.687	.492	par_19
Competitive Advantage Tourism <---	Natural Resources Environment	.075	.036	2.043	.041	par_20
Competitive Advantage Tourism <---	Spirit of Hospitality Cultural Resources	-.248	.096	-2.575	.010	par_21
Tourism Destination <---	Competitive Advantage Tourism	.251	.061	4.105	***	par_14
Tourism Destination <---	E Tourism	1.671	.376	4.439	***	par_22

The explanation of hypothesis testing in this study is:

1. E Tourism has a positive and significant effect on Competitive Advantage Tourism
Hypothesis 1 is accepted because the result of the critical ratio value is 4,380, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0.05, which is 0.000. So it can be concluded that E Tourism has a positive and significant effect on the Competitive Advantage Tourism received.
2. Built Environment has a positive and significant effect on Competitive Advantage Tourism
Hypothesis 2 is accepted because the result of the critical ratio value is 3,479, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0.05, which is 0.000. So it can be concluded that Built Environment has a positive and significant effect on the Competitive Advantage Tourism received.
3. Operating Sector has an insignificant effect on the Competitive Advantage Tourism
Hypothesis 3 is rejected because the result of the critical ratio value is -0,687 this is interpreted as a critical ratio result smaller than 1,96 and a probability result above or large from 0,05 which is 0,492. So it can be concluded that Operating Sectors have a significant effect on Competitive Advantage Tourism rejected.
4. Natural Resources Environment has a positive and significant effect on Competitive Advantage Tourism
Hypothesis 4 is accepted because the result of the critical ratio value is 2,043, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0.05, which is 0.041. So it can be concluded that Natural Resources Environment has a positive and significant effect on Competitive Advantage Tourism received.
5. Spirit of Hospitality Cultural Resources has an insignificant effect on Competitive Advantage Tourism
Hypothesis 5 is rejected because the result of the critical ratio value is -2,575 this is interpreted as a critical ratio result smaller than 1,96 and a probability result below or less than 0,05 which is 0,010. So it can be concluded that Spirit of Hospitality Cultural Resources has a significant effect on Competitive Advantage Tourism rejected.
6. Competitive Advantage Tourism has a positive and significant effect on Tourism Destination
Hypothesis 6 is accepted because the result of the critical ratio value is 4,105, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0.05, which is 0.000. So it can be concluded that Competitive Advantage Tourism has a positive and significant effect on Tourism Destinations received.
7. E Tourism has a positive and significant effect on Tourism Destination
Hypothesis 7 is accepted because the result of the critical ratio value is 4,439, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0.05, which is 0.000. So it can be concluded that E Tourism has a positive and significant effect on Tourism Destinations received.



CONCLUSION

Based on the results of the Structural Equation Model (SEM) obtained from this study, it can be concluded from hypothesis testing. E Tourism, Built Environment, and Natural Resources Environment have a positive and significant effect on Competitive Advantage Tourism while the Operating Sector and Spirit of Hospitality Cultural Resources have an insignificant effect on Competitive Advantage Tourism. Competitive Advantage Tourism and E Tourism have a positive and significant effect on Tourism Destinations.

Competitive Advantage Tourism can be explained by the variables Built Environment, Operating Sectors, Natural Resources Environment, and Spirit of Hospitality Cultural and E Tourism of 81.4%. While the coefficient of determination of the Tourism Destination equation is 1.004 or the Tourism Destination variable which can be explained by the variability of Tourism Destination and E Tourism is 100%

ACKNOWLEDGEMENTS

The author would like to thank the parties who have played a role in the research, both the form of financial support, licensing, consultants, and assisting in data collection. The authors wish to thank STIE Sakti Alam Kerinci, Jambi, Indonesia for providing and financing this research.

REFERENCES

- [1] A. Alim, T. W. Jee, M. L. Voon, K. S. Ngui, and J. Kasuma, "Tourism Development Through Communities' Support: Rural Communities' Perspective," *Geoj. Tour. Geosites*, vol. 39, no. 4, pp. 1473–1482, 2021, doi: 10.30892/gtg.394spl18-791.
- [2] J. J. Villanueva-álvaro, J. Mondéjar-Jiménez, and F. J. Sáez-Martínez, "Rural tourism: Development, management and sustainability in rural establishments," *Sustain.*, vol. 9, no. 5, pp. 1–8, 2017, doi: 10.3390/su9050818.
- [3] A. M. Campón-Cerro, J. A. Folgado-Fernández, and J. M. Hernández-Mogollón, "Rural destination development based on olive oil tourism: The impact of residents' community attachment and quality of life on their support for tourism development," *Sustain.*, vol. 9, no. 9, pp. 1–16, 2017, doi: 10.3390/su9091624.
- [4] Z. Zaitul, D. Ilona, and N. Novianti, "Village-Based Tourism Performance: Tourist Satisfaction and Revisit Intention," *Polish J. Sport Tour.*, vol. 29, no. 2, pp. 36–43, 2022, doi: 10.2478/pjst-2022-0013.
- [5] A. E. Sari, W. D. Taifur, and F. Muharja, "Factors Affecting The formation of Tourism Village : Focusing on Components Tourism Supply in Indonesia," vol. 6, no. 4, pp. 9661–9670, 2022.
- [6] A. Artal-Tur, A. J. Briones-Peñalver, J. A. Bernal-Conesa, and O. Martínez-Salgado, "Rural community tourism and sustainable advantages in Nicaragua," *Int. J. Contemp. Hosp. Manag.*, vol. 31, no. 6, pp. 2232–2252, 2019, doi: 10.1108/IJCHM-05-2018-0429.
- [7] A. Puška, D. Pamucar, I. Stojanović, F. Cavallaro, A. Kaklauskas, and A. Mardani, "Examination of the sustainable rural tourism potential of the brčko district of bosnia and herzegovina using a fuzzy approach based on group decision making," *Sustain.*, vol. 13, no. 2, pp. 1–23, 2021, doi: 10.3390/su13020583.
- [8] N. Huete-Alcocer and M. Á. Valero-Tévar, "Impact of information sources on promoting tourism in a rural region: The case of the roman villa of Noheda," *Sustain.*, vol. 13, no. 14, pp. 1–23, 2021, doi: 10.3390/su13148038.
- [9] P. M. G. Leaniz and I. R. Bosque, "Sustainability: A competitive advantage in the tourism industry," *Handb. Tour. Dev. Manag.*, no. January, pp. 39–58, 2015.
- [10] A. Desfiandi, I. Fionita, and H. Ali, "Implementation of the information systems and the creative economy for the competitive advantages on tourism in the province of Lampung," *Int. J. Econ. Res.*, vol. 14, no. 2, pp. 123–139, 2017, [Online]. Available: https://api.elsevier.com/content/abstract/scopus_id/85016790384
- [11] N. T. Bu, Z. Yin, J. Barry, and H. Kong, "Research on the Influence of Big Data Knowledge Transfer on Value of Co-creation and Competitive Advantage of Smart Tourism Destinations," *ACM International Conference Proceeding Series*. 2020. doi: 10.1145/3424978.3425006.
- [12] D. Lukić, M. D. Petrović, M. M. Radovanović, T. N. Tretiakova, and J. A. Syromiatnikova, "The role of TCI and TCCI indexes in regional tourism planning," *Eur. J. Geogr.*, vol. 12, no. 4, pp. 006–015, 2021, doi: 10.48088/ejg.d.luk.12.4.006.015.
- [13] J. Ham, C. Koo, and N. Chung, "Configurational patterns of competitive advantage factors for smart tourism: an equifinality perspective," *Current Issues in Tourism*, vol. 23, no. 9, pp. 1066–1072, 2020. doi: 10.1080/13683500.2019.1566303.
- [14] R. Wikantiyoso, D. S. Cahyaningsih, A. G. Sulaksono, S. Widayati, D. Poerwoningsih, and E. Triyosoputri, "Development of Sustainable Community-Based Tourism in Kampong Grangsil, Jambangan Village,

-
- Dampit District, Malang Regency,” *Int. Rev. Spat. Plan. Sustain. Dev.*, vol. 9, no. 1, pp. 64–77, 2021, doi: 10.14246/IRSPSD.9.1_64.
- [15] B. E. Fornal-Pieniak and B. Źarska, “Evaluation of Landscape Natural Values in Tourism, with Special Regard to Vegetation – Case Study: Otwock Commune, Central Poland,” *Polish J. Environ. Stud.*, vol. 31, no. 1, pp. 665–680, 2022, doi: 10.15244/pjoes/140289.
- [16] C. Mestanza-Ramón and J. L. Jiménez-Caballero, “Nature tourism on the colombian—ecuadorian Amazonian border: History, current situation, and challenges,” *Sustain.*, vol. 13, no. 8, pp. 1–14, 2021, doi: 10.3390/su13084432.
- [17] J. Lim, M. C. Lo, A. A. Mohamad, C. H. Chin, and T. Ramayah, “The moderating impact of community support on tri-dimensional impacts of tourism (Economic, socio-cultural, & environmental) towards rural tourism competitive advantage,” *Int. J. Bus. Soc.*, vol. 18, no. S4, pp. 869–880, 2017.
- [18] Y. A. Wirahayu, Sumarmi, D. H. Utomo, and B. Handoyo, “Developing A Model Of Sustainable Development Goals (SDGs) At The Agropolitan-Based Oro-Oro Ombo Tourism Village,” *Geoj. Tour. Geosites*, vol. 42, no. 2, pp. 735–742, 2022, doi: 10.30892/gtg.422spl12-883.
- [19] K. Borseková, A. Vaňová, and K. Vitálišová, “Smart Specialization for Smart Spatial Development: Innovative Strategies for Building Competitive Advantages in Tourism in Slovakia,” *Socioecon. Plann. Sci.*, vol. 58, pp. 39–50, 2017, doi: 10.1016/j.seps.2016.10.004.
- [20] F. Rahmiati, N. A. Othman, and M. N. H. Tahir, “Examining the trip experience on competitive advantage creation in tourism,” *Int. J. Econ. Bus. Adm.*, vol. 8, no. 1, pp. 15–30, 2020, doi: 10.35808/ijeba/405.
- [21] H. J. Shin, H. N. Kim, and J. Y. Son, “Measuring the economic impact of rural tourism membership on local economy: A Korean case study,” *Sustain.*, vol. 9, no. 4, pp. 1–13, 2017, doi: 10.3390/su9040639.
- [22] R. Sari, H. Prabowo, F. L. Gaol, F. F. Hastiadi, and Meyliana, “Tourism digital economy model based on digital transformation concept for tourist village in Indonesia,” *Int. J. Emerg. Technol. Adv. Eng.*, vol. 11, no. 10, pp. 81–87, 2021, doi: 10.46338/IJETAE1021_10.
- [23] R. A. Castanho, G. Couto, P. Pimentel, C. Carvalho, Á. Sousa, and M. D. G. Batista, “Analysing the public administration and decision-makers perceptions regarding the potential of rural tourism development in the azores region,” *Int. J. Sustain. Dev. Plan.*, vol. 16, no. 4, pp. 603–614, 2021, doi: 10.18280/ijstdp.160401.
- [24] X. Hou, H. Xu, R. Wang, and M. He, “Research on the Formulation of Rural Planning from the Perspective of Integration of Agriculture, Culture and Tourism: A Case Study of Guifengshan Village, Macheng City, Hubei Province,” *Adv. Transdiscipl. Eng.*, vol. 19, pp. 241–247, 2021, doi: 10.3233/ATDE210173.
- [25] S. Davardoust and F. Karahan, “Evaluation of sustainable rural tourism. The case of uzundere district, erzurum, turkey,” *Sustain.*, vol. 13, no. 18, 2021, doi: 10.3390/su131810218.
- [26] D. Arbogast, J. Deng, and K. Maumbe, “DMOs and rural tourism: A stakeholder analysis the case of Tucker County, West Virginia,” *Sustain.*, vol. 9, no. 10, 2017, doi: 10.3390/su9101813.
- [27] Firdaus, S. Hardjosoekarto, and R. M. Z. Lawang, “The Role of Local Government on Rural Tourism Development: Case Study of Desa Wisata Pujonkidul, Indonesia,” *Int. J. Sustain. Dev. Plan.*, vol. 16, no. 7, pp. 1299–1307, 2021, doi: 10.18280/ijstdp.160710.
- [28] B. Algieri, A. Aquino, and M. Succurro, “International competitive advantages in tourism: An eclectic view,” *Tour. Manag. Perspect.*, vol. 25, pp. 41–52, 2018, doi: 10.1016/j.tmp.2017.11.003.
- [29] H. Lesmana and S. Sugiarto, “Formulating A Competitive Advantage Model for Tourism Destinations in Indonesia,” *J. Asian Financ. Econ. Bus.*, vol. 8, no. 3, pp. 237–250, 2021, doi: 10.13106/jafeb.2021.vol8.no3.0237.
- [30] G. Peira, D. Longo, F. Pucciarelli, and A. Bonadonna, “Rural tourism destination: The ligurian farmers’ perspective,” *Sustainability*, vol. 13, no. 24, pp. 1–15, 2021, doi: 10.3390/su132413684.
- [31] C. Suteja, S. Santoso, and G. Wang, “Development stages and online marketing analysis of ‘open trip’ e-tourism websites in Indonesia,” *Int. J. Adv. Trends Comput. Sci. Eng.*, vol. 8, no. 5, pp. 1988–1996, 2019, doi: 10.30534/ijatcse/2019/23852019.
- [32] K. Nusair, “Developing a comprehensive life cycle framework for social media research in hospitality and tourism: A bibliometric method 2002–2018,” *Int. J. Contemp. Hosp. Manag.*, vol. 32, no. 3, pp. 1041–1066, 2020, doi: 10.1108/IJCHM-09-2019-0777.
- [33] Z. Zeng and X. Wang, “Effects of domestic tourism on urban-rural income inequality: Evidence from China,” *Sustain.*, vol. 13, no. 16, pp. 1–15, 2021, doi: 10.3390/su13169009.
-