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THE IMPACT OF COMMUNITY ENGAGEMENT, SOCIAL MEDIA, ECOTOURISM POLICIES, AND INNOVATION ON SUSTAINABLE TOURISM DEVELOPMENT IN THE MERATUS TAHURA SULTAN ADAM MANDIANGIN GEOPARK, SOUTH KALIMANTAN

Muhammad Helmi¹
Ahmad Jauhari²
Muhammad Faisal Mahdie³
Noor Mirad Sari⁴
Fonny Rianawati⁵
Khairun Nisa⁶

ABSTRACT

Objective: Sustainable tourism in the Meratus Tahura Sultan Adam Mandiangin Geopark is influenced by various factors, including community engagement, social media, ecotourism policies, and innovation. This research examines the impact of integrating these elements on sustainable tourism development in the region.

Theoretical Framework: This research examines community engagement as a key factor in tourism development. The involvement and participation of local communities creates a sense of belonging, strengthens cultural identity, and supports environmental conservation. This research analyzes how this linkage encourages active community participation in managing tourism destinations, thereby promoting sustainability. The role of social media in influencing tourists' perceptions and interests cannot be ignored. Digital platforms provide space for positive promotions, but can also be a source of challenges if not managed wisely. This research examines how the use of social media can increase the visibility of the Meratus Geopark, while maintaining a balance between promotion and preservation. Ecotourism policies that are measurable and based on sustainability principles are an important foundation. Analysis of policies that have been implemented in the Meratus Geopark provides an overview of how regulations and guidelines support sustainable tourism goals, as well as identifying opportunities for further development. Innovation in the tourism sector is a driver of significant change. This research explores how the use of technology and creative ideas can enhance tourists' experiences, while minimizing negative impacts on the environment and local culture.

Method: This research uses a data collection method by distributing questionnaires using a Likert scale from respondents. This research also applies Smart-PLS 4 to analyze relationships between variables and test hypotheses.

Results and Conclusion: The results of this research showed the influence of community engagement on sustainable tourism development with a T statistics value of 2.574 and a P value of 0.010, meaning it has a significant effect. The influence of social media on sustainable tourism development with a T statistics value of 3.008 and a P value of 0.003 means it has a significant effect. The influence of ecotourism policy on sustainable tourism development with a T statistics value of 2.241 and a P value of 0.025 means it has a significant effect. The influence of environmentally friendly organizational innovation on sustainable tourism development with a T statistics value of 3.808 and a P value of 0.0001 means it has a significant effect.

Keywords: Sustainable Tourism Development, Smart-PLS 4, Impact of Community Engagement.

¹ Universitas Lambung Mangkurat, Banjarmasin, Kalimantan Selatan, Indonesia.

E-mail: muhammad.helmi@ulm.ac.id Orcid: <https://orcid.org/0009-0006-3421-2388>

² Universitas Lambung Mangkurat, Banjarmasin, Kalimantan Selatan, Indonesia. E-mail: zihrin646@gmail.com

³ Universitas Lambung Mangkurat, Banjarmasin, Kalimantan Selatan, Indonesia. E-mail: faisalmahdie@ulm.ac.id

⁴ Universitas Lambung Mangkurat, Banjarmasin, Kalimantan Selatan, Indonesia. E-mail: noor.mirad@ulm.ac.id

⁵ Universitas Lambung Mangkurat, Banjarmasin, Kalimantan Selatan, Indonesia.

E-mail: fonny.rianawati@ulm.ac.id

⁶ Universitas Lambung Mangkurat, Banjarmasin, Kalimantan Selatan, Indonesia. E-mail: khairun.nisa@ulm.ac.id

O IMPACTO DO ENGAJAMENTO COMUNITÁRIO, MÍDIA SOCIAL, POLÍTICAS DE ECOTURISMO E INOVAÇÃO NO DESENVOLVIMENTO DO TURISMO SUSTENTÁVEL NO GEOPARQUE MERATUS TAHURA SULTAN ADAM MANDIANGIN, KALIMANTAN DO SUL

RESUMO

Objetivo: O turismo sustentável no Geoparque Meratus Tahura Sultan Adam Mandiangin é influenciado por vários factores, incluindo envolvimento da comunidade, meios de comunicação social, políticas de ecoturismo e inovação. Esta investigação examina o impacto da integração destes elementos no desenvolvimento do turismo sustentável na região.

Enquadramento Teórico: Esta investigação examina o envolvimento comunitário como um factor-chave no desenvolvimento do turismo. O envolvimento e a participação das comunidades locais criam um sentimento de pertença, fortalecem a identidade cultural e apoiam a conservação ambiental. Esta investigação analisa como esta ligação incentiva a participação activa da comunidade na gestão dos destinos turísticos, promovendo assim a sustentabilidade. O papel das redes sociais na influência das percepções e interesses dos turistas não pode ser ignorado. As plataformas digitais proporcionam espaço para promoções positivas, mas também podem ser uma fonte de desafios se não forem geridas com sabedoria. Esta pesquisa examina como o uso das mídias sociais pode aumentar a visibilidade do Geoparque Meratus, mantendo um equilíbrio entre promoção e preservação. Políticas de ecoturismo mensuráveis e baseadas em princípios de sustentabilidade são uma base importante. A análise das políticas que foram implementadas no Geoparque Meratus fornece uma visão geral de como os regulamentos e diretrizes apoiam os objetivos do turismo sustentável, bem como identificam oportunidades para um maior desenvolvimento. A inovação no setor do turismo é um motor de mudanças significativas. Esta investigação explora como a utilização da tecnologia e de ideias criativas pode melhorar as experiências dos turistas, ao mesmo tempo que minimiza os impactos negativos no ambiente e na cultura local.

Método: Esta pesquisa utiliza um método de coleta de dados por meio da distribuição de questionários em escala Likert aos entrevistados. Esta pesquisa também aplica o Smart-PLS 4 para analisar relações entre variáveis e testar hipóteses.

Resultados e conclusão: Os resultados desta pesquisa mostraram a influência do envolvimento da comunidade no desenvolvimento do turismo sustentável com um valor estatístico T de 2,574 e um valor P de 0,010, o que significa que tem um efeito significativo. A influência das redes sociais no desenvolvimento do turismo sustentável, com um valor estatístico T de 3,008 e um valor P de 0,003, significa que tem um efeito significativo. A influência da política de ecoturismo no desenvolvimento do turismo sustentável com um valor estatístico T de 2,241 e um valor P de 0,025 significa que tem um efeito significativo. A influência da inovação organizacional amiga do ambiente no desenvolvimento do turismo sustentável, com um valor estatístico T de 3,808 e um valor P de 0,0001, significa que tem um efeito significativo.

Palavras-chave: Desenvolvimento Turístico Sustentável, Smart-PLS 4, Impacto do Envolvimento da Comunidade.

EL IMPACTO DE LA PARTICIPACIÓN COMUNITARIA, LAS REDES SOCIALES, LAS POLÍTICAS DE ECOTURISMO Y LA INNOVACIÓN EN EL DESARROLLO DEL TURISMO SOSTENIBLE EN EL GEOPARQUE MERATUS TAHURA SULTAN ADAM MANDIANGIN, KALIMANTAN DEL SUR

RESUMEN

Objetivo: El turismo sostenible en el Geoparque Meratus Tahura Sultan Adam Mandiangin está influenciado por varios factores, incluida la participación comunitaria, las redes sociales, las políticas de ecoturismo y la innovación. Esta investigación examina el impacto de la integración de estos elementos en el desarrollo del turismo sostenible en la región.

Marco teórico: Esta investigación examina la participación comunitaria como un factor clave en el desarrollo turístico. La implicación y participación de las comunidades locales crea un sentido de pertenencia, fortalece la identidad cultural y apoya la conservación del medio ambiente. Esta investigación analiza cómo este vínculo fomenta la participación comunitaria activa en la gestión de los destinos turísticos, promoviendo así la sostenibilidad. No se puede ignorar el papel de las redes sociales a la hora de influir en las percepciones y los intereses de los turistas. Las plataformas digitales brindan espacio para promociones positivas, pero también

pueden ser una fuente de desafíos si no se manejan sabiamente. Esta investigación examina cómo el uso de las redes sociales puede aumentar la visibilidad del Geoparque Meratus, manteniendo al mismo tiempo un equilibrio entre promoción y preservación. Las políticas de ecoturismo que sean mensurables y se basen en principios de sostenibilidad son una base importante. El análisis de las políticas que se han implementado en el Geoparque Meratus proporciona una descripción general de cómo las regulaciones y directrices apoyan los objetivos del turismo sostenible, además de identificar oportunidades para un mayor desarrollo. La innovación en el sector turístico es un motor de cambios significativos. Esta investigación explora cómo el uso de la tecnología y las ideas creativas pueden mejorar las experiencias de los turistas, minimizando al mismo tiempo los impactos negativos en el medio ambiente y la cultura local.

Método: Esta investigación utiliza un método de recopilación de datos mediante la distribución de cuestionarios mediante una escala Likert a los encuestados. Esta investigación también aplica Smart-PLS 4 para analizar relaciones entre variables y probar hipótesis.

Resultados y conclusión: Los resultados de esta investigación mostraron la influencia de la participación comunitaria en el desarrollo del turismo sostenible con un valor estadístico T de 2,574 y un valor P de 0,010, lo que significa que tiene un efecto significativo. La influencia de las redes sociales en el desarrollo del turismo sostenible con un valor estadístico T de 3,008 y un valor P de 0,003 significa que tiene un efecto significativo. La influencia de la política de ecoturismo en el desarrollo del turismo sostenible con un valor estadístico T de 2,241 y un valor P de 0,025 significa que tiene un efecto significativo. La influencia de la innovación organizacional respetuosa con el medio ambiente en el desarrollo del turismo sostenible con un valor estadístico T de 3,808 y un valor P de 0,0001 significa que tiene un efecto significativo.

Palabras clave: Desarrollo Turístico Sostenible, Smart-PLS 4, Impacto de la Participación Comunitaria.

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1 INTRODUCTION

The tourism industry has grown rapidly all over the world, this wonderful business has been able to create job opportunities for many people all over the world. Tourism is the main business or leading sector in many countries, and is the fastest growing industry in the world. Tourism development is an important component of the growth of other sectors, and is always carried out in a sustainable manner with various components and supporting sectors

Tourism, as a social phenomenon, refers to the collection of events and relationships that emerge through interactions between tourists, companies, local governments, and communities in the process of hosting tourists and other visitors. This industry will never stop, and people all over the world will always need its services. Indonesia's tourism industry needs clear standards to avoid troublesome difficulties. Therefore, sustainable tourism ideas or practices are needed that are in line with Indonesian tourism strategy and development. The goal must benefit all stakeholders, as defined by the World Tourism Organization (WTO) and the United Nations Environment Program (UNEP).

Sustainable tourism is defined as activities that fully consider current and future

conditions. Sustainable Tourism is defined as activities that fully consider future economic, social and environmental impacts while meeting the needs of tourists, industry, the environment and local communities Lasso & Dahles, (2018); Nugroho&Numata,(2020).

The initial idea of sustainable tourism placed great emphasis on environmental conservation. However, in recent years, greater emphasis has been placed on cultural and economic considerations, Over the next few decades these changes are expected to continue. Despite the extensive availability of literature on tourism, there are still gaps that need to be addressed, therefore it is a motivation to conduct research and evaluate sustainable tourism growth whether the factors contribute to the economy or not.

This study will identify factors that influence sustainable tourism growth such as community engagement, social media, ecotourism policies, and innovation in the context of the Indonesian economy.

2 THEORY AND HYPOTHESIS DEVELOPMENT

2.1 INNOVATION

The global growth of the tourism industry, especially in developing countries such as Indonesia, marks an increase in the number of tourists and spending in tourism destinations. Environmentally friendly process innovation is key in achieving positive social and environmental impacts from sustainable tourism growth. The practice of adapting these innovations in the tourism supply chain has overcome barriers and reduced negative impacts on the environment, improving environmental quality and living standards to attract tourists. Environmentally friendly products are also an important factor, attracting tourists with affordable prices, and encouraging the growth of the tourism industry. Sustainability in tourism growth also involves organizational innovation, with environmentally friendly strategies that have a positive impact on tourism development. Organizations that implement eco-organizational innovations create attractive environments for tourists and help transform services and facilities. In this context, the development of sustainable tourism has an important role in economic growth and investment, while considering the positive impact on the environment. In order to meet tourist needs and encourage tourism growth, the role of innovation, both in product and organizational aspects, is essential to achieve sustainable tourism growth. However, this research only uses environmentally friendly organizational innovation. Firman, A et al (2023)

The innovation of environmentally friendly organizations in developing sustainability for tourism growth has integrated the positive role of organizations. This is a major destination for many countries, especially countries like Indonesia which are popular destinations for international tourists. Innovations in organizations, especially those focused on environmentally friendly strategies, have significantly contributed to sustainable tourism growth. Many factors are driving this positive change, including eco-organizational innovation that includes potential measures to support sustainable tourism growth. Trust in the tourism industry also plays an important role in attracting tourists, with organizations providing the best facilities and attractive policies. Changes in organizational systems and infrastructure create a better environment for international tourists. Innovation in the hotel industry is also key, with organizations implementing proactive environmental strategies and delivering eco-friendly innovations in services and facilities. In addition, tourist diversification is also a concern, and organizational innovation is friendly environment is needed to face uncertain market conditions. This innovation focuses on corporate and environmental benefits, with tourism trends continuing to increase. Innovative organizational management is the key to achieving positive growth and sustainable tourism development. A Firman et al (2023)

2.2 TOURISM POLICY

The world has taken many positive steps to increase and maintain tourism growth, especially in developing countries like Indonesia which have low economic stability. Ecotourism policies and sustainable principles have become the main focus in encouraging sustainable tourism growth. The study by Regmi and Walter (2017) links sustainable development, ecotourism policy, and modernization theory to help poor countries achieve sustainable tourism growth. The development of tourism destinations has had a positive impact from ecotourism policies that recognize the importance of economic, ecological and social balance. The implementation of ecotourism has also helped in planning and benefiting tourism, attracting more tourists, and supporting more sustainable tourism growth Pujar & Mishra, (2021).

Indonesia has adopted effective policies that support sustainable tourism growth with a focus on ecotourism. These policies have improved economic outcomes and expanded opportunities for society. The push for ecotourism policies helps support the principles of a better tourism industry around the world Wondira, A. and Ewnetu, B. (2019). The ecotourism concept has also provided significant benefits for tourists by providing appropriate facilities

and supporting the local economy Jernsittiparsert, (2021). Tourism sustainability and ecotourism principles have become a strong balance in planning sustainable tourism growth and providing benefits to local communities Noordeloos, (2018).

By focusing on sustainable tourism growth through ecotourism principles, many countries, including Indonesia, have driven increased yields, encouraged tourist participation, and created economic sustainability. Ecotourism policy is an important initiative in planning tourism growth that benefits all parties. The improvement in tourism performance caused by ecotourism policies has strengthened the position of these countries in the global market and increased international attention to their tourism Zhao et al., (2021).

2.3 SOCIAL MEDIA

In recent years, tourism growth throughout the world has experienced a significant increase. This increase is influenced by various entertainment, investment and pleasure situations offered in various tourist destination countries Huang et al., (2022). Social media has a dominant role in the development and sustainability of tourism growth, as a factor that drives the interest of visitors from various parts of the world. Indonesia, for example, sees social media as an effective platform to persuade international tourists, not only by showcasing tourist destinations, but also by offering various investment programs that can increase income from the tourism sector Huang et al., (2022).

Social media has a communication environment that supports the development and sustainability of tourism growth. The best photos and ratings shown on social media influence tourists' perceptions and influence their destination choices taking into account the feasibility and security of the country visited. Indonesia is becoming increasingly important in the eyes of the world thanks to the amazing places presented through social media. These places offer great value both in terms of price and service, helping Indonesia gain large revenues from the tourism sector Senyao & Ha, (2022).

Active participation in social media channels has become an important marketing tool that influences traveler decision making and experiences. The use of social media changes tourists' perspectives by presenting impressive images and experiences Senyao & Ha, (2022). In addition, individual and agency tourism trends also encourage tourists to stick together and get more enjoyment from tourism. Social media has helped facilitate sustainable tourism growth, changing the way tourists make decisions and contributing to economic growth Perles-Ribes et al., (2018). Overall, the dominant role of social media in influencing perceptions,

decisions, and increasing exposure of tourist destinations has become a key factor in sustainable tourism growth.

2.4 COMMUNITY ENGAGEMENT

Community Attachment is a multifaceted psychological process that reflects the affective, cognitive and behavioral domains of a person's attitudes. It is a complex construct to evaluate the host population's attitudes regarding their community. Community attachment is based on people's social relationships which can give rise to emotional feelings towards the place where they live as a result of the life journey experienced together. Community attachment means the existence of connectivity between the place of residence and the community within it and is closely related to the individual's relationship with the social network in that environment Kasarda & Janowitz, (1974).

Community attachment provides an overview of the factors that can increase a person's feelings of bonding with the place where they live, namely the length of time they have lived and the life experiences that occur, social conditions in the community, including friendship, kinship, organizational relationships, and daily shopping patterns, quality of housing and ownership. , a sense of security which has an impact on satisfaction with the physical quality of the environment Kyle et. al. (2004).

2.4.1 Sustainable Tourism

Studies on resident support for sustainable tourism have increased in recent years due to the importance of interactions between visitors and local communities. It has been proven that success with proper tourism sustainability depends on the support local residents give to tourism. Sustainability of tourism development depends on the support of stakeholders in the destination where local factors play a key role throughout the process, from planning to implementation Sinclair-Maragh & Gursoy (2016).

People's lifestyles can influence the development of sustainable tourism, resulting in economic change Simpson (2008), social change Lee et al., (2010) and environmental change Lee et al., (2010). Therefore, sustainable tourism development is difficult to do without the support and participation of citizens, who at the moment which also depends on the changes brought about by tourism activities in local communities Nicholas et al., (2009). Residents who have greater attachment to society will be more supporting sustainable tourism

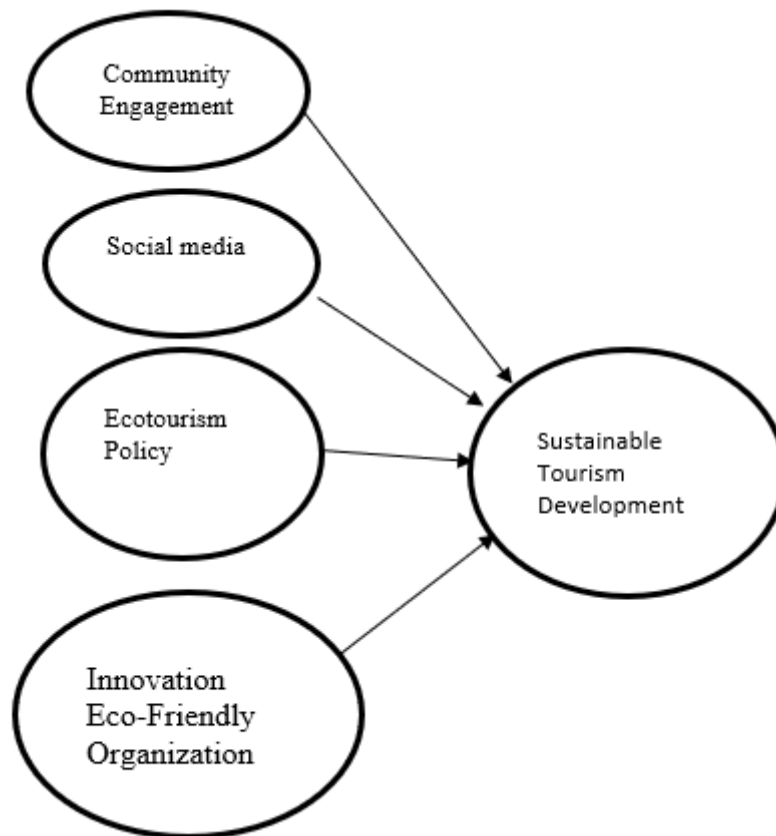
development, although it will depend on the benefits of tourism felt by local residents Nicholas et al., (2009).

Tourists who visit tourist destinations can experience the sustainability of tourist destinations in responding to interests and needs. When tourists rate sustainability favorably, and their response to environmental awareness is high, there will be an interest in resident satisfaction. Tourism environmental awareness can influence sustainability through a realistic/logical relationship between environmental awareness and sustainable dimensions. Thus, it provides a strong basis for the influential role of environmental awareness and should be studied separately to understand the moderating role it plays in sustainable tourism.

Based on the introduction, theory development and hypotheses, a conceptual model for this study can be built as in Figure 1.

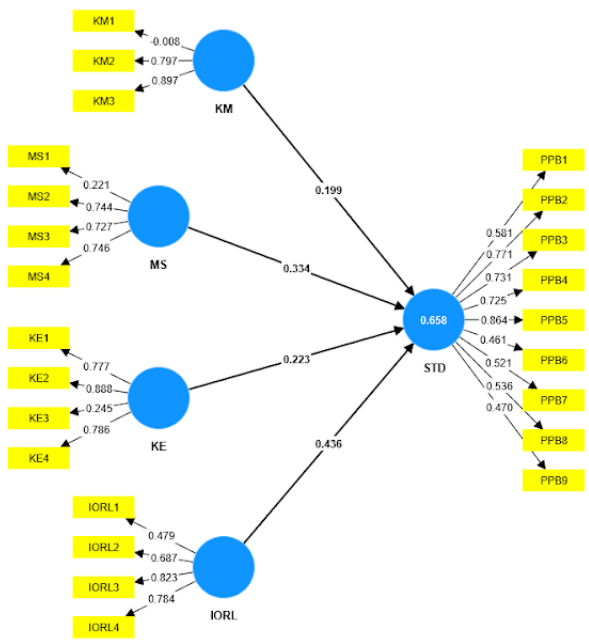
Figure 1

Conceptual Model



Source: Prepared by the Authors (2023)

Figure 2
Conceptual Model



Source: Prepared by the Authors (2023)

3 METHODS

3.1 POPULATION, SAMPLE AND DATA COLLECTION

Testing of the model in this study was carried out on visitors, the community and managers of the Meratus Tahura Sultan Adam Mandiingin Geopark. Data collection was carried out for 2 (two) months from August 2023 to September 2023 by asking respondents to fill out a questionnaire.

The data collection technique used in this study used incidental sampling and purposive sampling methods. Sampling for managers uses Purposive Sampling. Purposive sampling is used with certain consideration techniques using the Slovin formula Sugiyono (2011). The Slovin formula uses the formula:

$$n = \frac{N}{1 + Ne^2} \tag{1}$$

Information:

- n = Sample size
- N = Population size
- E = Margin of error from the specified error amount

Sampling of the community and tourism visitors uses incidental sampling, which is a sampling technique based on chance.

3.2 VARIABLE MEASUREMENT

In this research model, it is a latent variable or variable that must be measured using indicators. The indicators used are perceptions, opinions, attitudes and views of respondents regarding the questionnaire. Measurements were carried out using a Likert scale with a score range of 5 points (1 to 5), namely (1) strongly disagree, (2) disagree (2), (3) neutral, (4). Agree, (5) strongly agree. (Faizan, H. 2023)

Table 1
Variable Measurement

Item	Statement	Source
Sustainable Tourism Development		
PPB1	Pay attention to protecting the community's environment from now on	Choi & Sirakaya, (2005)
PBB2	Protection of natural diversity	
PBB3	Environmental Conservation	
PBB4	Community environmental protection	
PBB5	Develop culture and natural environment	
PBB6	Development of natural habitats and wildlife	
PBB7	environmental beliefs among all stakeholders	
PBB8	Regulatory standards related to the environment	
PBB9	Developing the environment for future generations	
Community Engagement		
KM1	Satisfaction with tourist attractions	Pablo et al., (2018)
KM2	Protection of cultural and natural diversity	
KM3	Protection of public space areas	
Social media		
MS1	Posting videos and photos after visiting	Chang et al., (2022)
MS2	Attract attention when posting videos and photos	
MS3	Attract attention when posting audio and messages	
MS4	Provide information	
Ecotourism Policy		
KE1	Documentation of historical signs	Chang et al.,(2022)
KE2	Improving historical places	
KE3	The transportation system affects the environment and ecosystem in Indonesia	
KE4	Maintain and preserve historical places	

Environmentally Friendly Organizational Innovation		
IORL1	Environmental selection and management system	Yurdakul & Kazan, (2020)
IORL2	Reduce environmental damage	
IORL3	Minimize environmental impact	
IORL4	Separate department for environmental protection	

Source: Prepared by the authors (2023)

3.3 DATA ANALYSIS

Data analysis using PLS analysis techniques, with software *Smart-PLS4* with validity and reliability tests (Hair et al, 2014).

3.3.1 Model Measurement

1. *Internal Consistency* by looking at the value of *Composite Reliability*
2. *Convergent Validity* by looking at the value of *Average Variance Extracted*

3.3.2 Structural Model Measurement

1. Measuring *Collinearity* (correlation);
2. Measuring the significance and relevance of structural model relationships;
3. Measuring levels *R-Square*;
4. Measuring effects *F-Square*;
5. Measuring predicted effects *Q-Square*;
6. Mark *Goodness of Fit (GoF)*;

Mark *Goodness of Fit* with the formula:

$$GoF = \sqrt{\text{Communality} \times R^2} \quad (2)$$

(Helmi, M & Naparin, M., 2022)

4 RESULTS

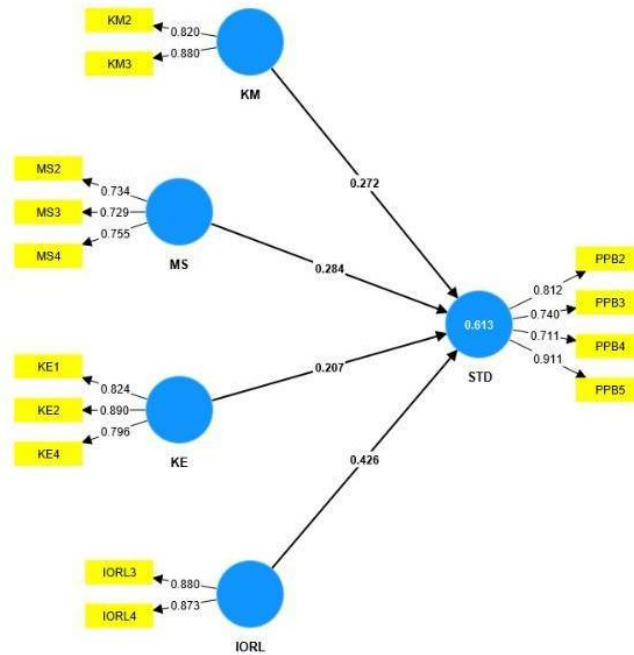
4.1 CONFIRMATORY FACTOR ANALYSIS (CFA)

Testing the validity and reliability of indicators using Confirmatory Factor Analysis which is based on a theory that has accuracy, consisting of validity and reliability. Data analysis

was carried out with Partial Least Squares (PLS), using smartPLS 4 software. Validity and reliability test measurements looked at the internal consistency value (Composite Reliability). Indicator reliability, Convergent Reliability (Average Variance Extracted), and Discriminant Validity. Hair et.al. (2014).

Figure 3

Final conceptual model



Source: Prepared by the authors (2023)

Table 2

Validity and Reliability

Indicators	Outer Loading
Community Engagement (KM)	
KM2	0,820
KM3	0,880
Social Media (MS)	
MS2	0,734
MS3	0,729
MS4	0,755
Ecotourism Policy (KE)	
KE1	0,824
KE2	0,890
KE3	0,796
Environmentally Friendly Organizational Innovation (IORL)	
IORL3	0,880
IORL4	0,873
Sustainable Tourism Development (PPB)	

PPB2	0,812
PPB3	0,740
PPB4	0,711
PPB5	0,911

Source: Prepared by the authors (2023)

Tabel 3

Cronbach's Alpha, Composite Reliability dan Average Variance Extracted (AVE)

No	Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
1	KM	0.619	0.633	0.723
2	MS	0.588	0.587	0.783
3	KE	0.786	0.789	0.701
4	IORL	0.698	0.698	0.768
5	PPB	0.805	0.833	0.874

Source: Prepared by the authors (2023)

Table 4

Path Coefficients, T-Statistics, P-Values

hypothesis	T-Statistics	P-Values
KM → PPB	2.574	0.010
MS → PPB	3.008	0.003
TO PPB	2.241	0.025
IORL → PPB	3.808	0.000

Source: Prepared by the authors (2023)

4.2 EVALUATION OF STRUCTURAL MODELS

The first stage, measuring correlation using the Variance Inflation Factor (VIF). The VIF value in the test is above 0.2 and below 5.0. If the value is lower than 0.2 and higher than 5.0, it indicates the need to consider removing the variable from the research model Helmi, M & Naparin, M., (2023)

The second stage, measures the significance and relevance of structural relationships. The influence of community engagement on sustainable tourism development (Sustainable Tourism Development) with a T Statistics value of 2.574 and a P value of 0.010 means it has a significant effect. The influence of social media on sustainable tourism development with a T statistics value of 3.008 and a P value of 0.003 means it has a significant effect. The influence

of ecotourism policy on sustainable tourism development (Sustainable Tourism Development) with a T statistics value of 2.241 and a P value of 0.025 means it has a significant effect. The influence of environmentally friendly organizational innovation on sustainable tourism development with a T statistics value of 3.808 and a P value of 0.0001 means it has a significant effect.

The third stage, the R square value of sustainable tourism development (Sustainable Tourism Development) gives a value of 0.613, which means that community engagement, social media, ecotourism policies and environmentally friendly organizational innovation are able to explain sustainable tourism development (Sustainable Tourism Development) by 61.3%.

The fourth stage, the F square value of community engagement towards sustainable tourism development (Sustainable Tourism Development) has a moderate influence with a value of 0.160. Social media on sustainable tourism development (Sustainable Tourism Development) has a moderate influence with a value of 0.184. Ecotourism policy on sustainable tourism development (Sustainable Tourism Development) has a moderate influence with a value of 0.109. Environmentally friendly organizational innovation on sustainable tourism development (Sustainable Tourism Development) has a moderate influence with a value of 0.382.

In the fifth stage, the Q square value in this test has no variables that have a value of 0 or even below, so that the model meets the predictive relevance criteria.

The sixth level, values *Goodness of Fit (GoF)* with the calculation results showing that a value of 0.471 or 40% is a large value. So the measurement model and structural model as a whole are very good.

The influence of community engagement on sustainable tourism development has a significant effect. Pablo et al (2018) . Satisfaction with a tourism site is defined as the satisfaction of the community involved in management and is a key factor in sustainable tourism. Tourism destinations that provide positive experiences for the community will receive good reviews. To achieve high community satisfaction, it is important to pay attention to service quality, safety and comfort. Protection of cultural and natural diversity, tourism destinations are often rich in unique cultural and natural heritage, so it is important to maintain and protect this cultural and natural diversity so that it remains sustainable for future generations. This includes protection of historical sites, ethnic diversity, local traditions and natural ecosystems. By preserving and respecting culture and nature, tourism can provide long-term benefits to local communities and inspire visitors. Protection of public space areas, public space areas such as

community forest parks, national parks, forests and beaches are often the main destination of tourism. It is important to manage visits to this area wisely so as not to disturb its ecosystem. Protection efforts include waste management, preserving wildlife habitat, and educating visitors about the importance of maintaining environmental sustainability. By preserving public space areas, tourism can continue without damaging the surrounding environment. When the community feels involved and has an active role in tourism development, it can produce various positive benefits. First, community involvement ensures that local needs and their interests are considered in tourism development, reducing the potential for conflict between developers and local communities. Second, involving the community can increase awareness of the importance of protecting the local environment and culture, promoting responsible and sustainable tourism practices. In addition, community involvement can encourage local economic growth by creating job opportunities and business development in the tourism sector. Therefore, it is important for the government and tourism developers to actively involve and listen to input from the community in efforts to develop sustainable tourism.

The influence of social media on sustainable tourism development has a significant influence. A Firman et al (2023). Sharing experiences through videos and photos after visiting a tourism destination can promote the place to other people. However, in this case, it is important to pay attention to the impact on the environment and local culture. Ensuring that posted photos and videos do not damage the environment, do not disturb wildlife, and respect local culture and wisdom are important steps in supporting sustainable tourism. To increase the positive impact of video and photo posts, it is important to create interesting and inspiring content. This can be done by choosing a unique point of view, highlighting the beauty of nature and local culture, and telling a meaningful story. In this way, posts can become a tool to promote tourism sustainability in a positive and educational way. Apart from videos and photos, audio and messages can also be used to share experiences of visiting tourism destinations. Posting audio in the form of narratives or interviews with local residents, as well as conveying messages that focus on environmental and cultural sustainability can increase visitor awareness and interest in sustainable tourism. One way to support sustainable tourism is to provide accurate and educational information to visitors. Video, photo, audio and message posts can be used as a means to convey information about sustainable tourism practices, environmentally friendly places, local policies and ways to contribute to preserving the environment and culture. By paying attention to these aspects when sharing content online, tourism actors can help promote sustainable tourism practices and increase visitor awareness about the importance of preserving

the environment and culture when traveling. This can contribute to the formation of responsible and sustainable tourism behavior in the long term.

The influence of ecotourism policy on sustainable tourism development has a significant effect. A Firman et al (2023) Documentation of historical signs is an important first step in maintaining and preserving the cultural and historical heritage of a place. Through good documentation, information about historical signs can be preserved and disseminated to future generations. This allows visitors to understand the cultural and historical value of the place, which in turn can increase appreciation and awareness of the importance of preserving historical heritage. Improving historical places is an important step in maintaining the sustainability of tourism. This includes maintenance, restoration and maintenance of historic buildings and sites so they can still be enjoyed by visitors. Improvements made with sustainability principles in mind, such as the use of environmentally friendly materials and resource conservation, can help ensure that historic places remain intact for future generations to enjoy. Unsustainable transportation systems can have a negative impact on the environment and ecosystem, especially in tourism destinations that are vulnerable to environmental damage. In the Indonesian context, with its rich natural and cultural diversity, it is important to develop environmentally friendly transportation systems, such as the use of public transportation, bicycles , or electric vehicles. These steps can help reduce greenhouse gas emissions and environmental damage caused by motorized vehicle use. One of the most important aspects of sustainable tourism is protecting and preserving historical places, this can be done through wise management, developing environmental protection policies, and educating the public about the importance of maintaining the sustainability of cultural and natural heritage. In this way, historic places can be preserved while still providing economic and social benefits for local communities. By paying attention to documenting historical signs, improving historical places, managing environmentally friendly transportation systems, and maintaining and preserving historical places, tourism in Indonesia can develop sustainably. These measures will not only safeguard valuable cultural and natural heritage, but will also provide long-term benefits for local communities and the environment.

The influence of environmentally friendly organizational innovation on sustainable tourism development has a significant influence A Firman et al (2023). Implementing an environmental selection and management system is a key step in ensuring that tourism activities do not damage the environment, this involves evaluating the environmental impact of each tourism project or activity before it is implemented by identifying potential negative impacts and designing appropriate measures, we can minimize damage to natural ecosystems, wildlife

habitats, and other natural resources. To achieve sustainable tourism, efforts must be focused on reducing environmental damage caused by tourism activities. This can be done by implementing environmentally friendly practices such as the use of renewable energy, efficient water management, reducing the use of hazardous chemicals. Apart from reducing environmental damage, it is also important to minimize the negative impacts that may arise from tourism activities, including managing waste effectively, protecting biodiversity, reducing air and water pollution, and paying attention to aspects such as soil erosion and land degradation. By prioritizing environmental conservation, tourism can become a source of sustainable growth without damaging the surrounding environment. The establishment of a separate department focused on environmental protection could be an important step in managing tourism sustainably, such a department would be responsible for monitoring and enforcing environmental regulations, as well as coordinating environmental conservation efforts between various stakeholders such as the government, the tourism industry, and local communities. By implementing environmental selection and management systems, reducing environmental damage, minimizing environmental impacts, and considering the establishment of a separate department for environmental protection, tourism can develop sustainably while still paying attention to the preservation of the environment and ecosystem. This will ensure that the economic and social benefits of tourism can be enjoyed by future generations without sacrificing valuable natural heritage.

5 IMPLICATIONS

Implications of community engagement, social media, ecotourism policies, and environmentally friendly organizational innovation on sustainable tourism development.

Community engagement can result in active participation in nature management and conservation. People will feel they own the place and care more about environmental and cultural sustainability. This can increase awareness of the importance of preserving natural resources and local wisdom.

Social media can be an effective tool for promoting sustainable tourism. Information about ecotourism activities, sustainable development principles and success stories can be easily published and disseminated through these platforms, reaching a wider audience and raising awareness of the importance of environmental conservation.

Policies that support ecotourism practices will provide a legal basis and guidelines for tourism management. This includes regulations related to nature conservation, sustainable

development, empowering local communities, and controlling the number of visitors. With the right policies in place, tourism can contribute positively to the local economy while minimizing its negative impact on the environment.

Eco-friendly organizations' innovations in technology and tourism management approaches can help improve efficiency and sustainability. For example, the use of environmentally friendly technologies in transportation, waste management, and energy use can reduce carbon footprints and increase resource efficiency. In addition, innovative approaches to tourism experiences can also provide additional attractions for visitors without damaging the environment.

6 CONCLUSION

The influence of community engagement on sustainable tourism development with a T Statistics value of 2.574 and a P value of 0.010 means it has a significant effect. The influence of social media on sustainable tourism development with a T statistics value of 3.008 and a P value of 0.003 means it has a significant effect. The influence of ecotourism policy on sustainable tourism development with a T statistics value of 2.241 and a P value of 0.025 means it has a significant effect. The influence of environmentally friendly organizational innovation on sustainable tourism development with a T statistics value of 3.808 and a P value of 0.0001 means it has a significant effect.

Community engagement is important for involving communities in planning, empowering local economies, increasing awareness of sustainability, building sustainable infrastructure, implementing approaches, developing community-based tourism, carrying out continuous monitoring and evaluation, and empowering communities.

Use social media to educate about sustainable tourism by collaborating with influencers to reach a wider audience, share inspiring stories about sustainable tourism, provide discounts on registration fees if promoting via videos or photos uploaded on social media platforms and provide space for tourists to provide input .

Ecotourism policy that focuses on developing tourism destinations that prioritize preserving nature, culture and the welfare of local communities by implementing strict regulations, involving active community participation in decision making, increasing awareness through education, encouraging the use of environmentally friendly transportation, and building partnerships between government and the private sector. , and other groups to support ecotourism businesses..

Environmentally friendly organizational innovations can divert energy to renewable sources. Manage waste with recycling and compost. Encourage the use of environmentally friendly transportation. Use green technology. Build environmentally friendly buildings. Provide training on sustainability. Build partnerships with local communities. Reward those who contribute to sustainability.

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