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Do community entrepreneurial development shape the sustainability of tourist villages?

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ABSTRACT

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This study looks at the role of community entrepreneurial development in mediating the linkages between geographical conditions, local wisdom, and traditional culture on the sustainability of tourism villages. In this study, this hypothesis was evaluated quantitatively. Respondents filled out a questionnaire as a research instrument. Village officials, the Tourist Awareness Group (Pokdarwis), and the community in Cikolelet Tourism Village, Banten Province, participated in this research. 140 individuals were selected for this study using purposive sampling, and the data were analyzed using a structural equation model (SEM). According to the conclusions of this study, geographical conditions, local wisdom, and traditional culture have a beneficial and statistically significant influence on community entrepreneurial development but do not directly affect the sustainability of tourism villages. Community entrepreneurial development influences the sustainability of tourist villages. Furthermore, community entrepreneurial development mediates the relationship between geographical conditions, local wisdom, and traditional culture on the sustainability of tourist villages. These findings recommend that tourism stakeholder cooperation between village officials, the Tourist Awareness Group, and the community must collaborate in the sustainability of the tourist village. This paper offers novelty by investigating community entrepreneurial development variables as mediators of the influence of geographical conditions, local wisdom, and traditional culture on the sustainability of tourist villages with exploratory quantitative analysis. In contrast, previous research only used explorative qualitative analysis, at least in the tourism sector, from an Indonesian perspective.

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1. Introduction

Tourism has emerged as a major global concern, focusing on developing destinations toward sustainable tourism development, focusing on the sustainability of tourism destinations and community-based (Dolezal & Novelli, 2022; Khan et al., 2021; Phelan et al., 2020). Community-based tourism is a tourism development strategy that focuses on local communities directly and indirectly involved in the tourism sector (Nugroho & Numata, 2022; Sosa et al., 2021; Woldu, 2018). It is accomplished through offering possibilities in tourism management and development, which leads to political empowerment through a more democratic existence, including equal distribution of profits from tourism operations to local populations (Aleshinloye et al., 2021; Nunkoo, 2015; Yanes et al., 2019). This concept was transmitted to critique tourism development, which frequently overlooks the engagement of residents in tourist locations (Leask, 2016; Scheyvens & Biddulph, 2018). The notion of community-based tourism serves as the foundation for sustainable tourist development (Dangi & Petrick, 2021; Juma & Khademi-Vidra, 2019; Pasanchay & Schott, 2021), emphasizing that society is no longer an object of development but rather a determinant of growth (Harris-Smith & Palmer, 2022; Nugroho & Numata, 2021). The importance of traditional life patterns must be considered, as well as preparing for spontaneous interactions between the community and tourists or visitors to

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provide visitors with understanding and knowledge about the environment and local culture, as well as giving local people a sense of pride in their culture (Saraswati, 2021; Tiberghien, 2019).

Sustainable tourism is essential for Indonesian regions that use tourism as a development strategy (Ariyani & Fauzi, 2022; Lemy et al., 2019; Olszewski-Strzyżowski, 2022). This mandate incorporates sustainable tourism as a stage in development planning, program execution, and sustainable tourism implementation and success assessment (Ivars-Baidal et al., 2023; Moniche & Gallego, 2023; Wondirad et al., 2020). Sustainable tourism highlights the importance of maintaining the environment while maximizing benefits to the people in a place (A. Khan et al., 2020; Tseng et al., 2019). Sustainable tourism may thrive if community engagement is actively pursued via government, private, and community partnerships (Siakwah et al., 2020; Wondirad & Ewnetu, 2019). Human resources who manage potential and protect the environment are inextricably linked to sustainable tourism (Chau et al., 2023; Pan et al., 2018; Shultis & Heffner, 2016). The well-being of society and the quality of the visitor experience are crucial aspects of implementing sustainable tourism. Tourists must have a memorable experience when participating in tourist activities (Alazaizh et al., 2019; Gordon, 2018; Wolf et al., 2017). The village's potential must be handled to the greatest extent feasible to benefit the community and assist village administration (Gao & Wu, 2017; Kumar, 2017; Li et al., 2019).

Sustainable tourism is thought to assist local communities. However, definitions, concepts, and indicators of sustainable tourism are frequently debated among academics. Sustainable tourism development is an aspect of the larger notion of sustainable development and development. One of the cornerstones of sustainable development is a long-term focus. Sustainable tourism considers visitor appeal, active community participation, and long-term environmental conservation. All stakeholders must raise awareness and modify their mentality to achieve sustainable tourism. The realization of sustainable tourism will be intimately tied to the community's attitude and thinking in positively interpreting tourism. Sustainable tourism incorporates several interconnected factors, including managers, stakeholders, government, tourist players, and the community, all of which are classified as tourism stakeholders.

Various tourist stakeholders are also concerned about sustainable tourism and community entrepreneurial development. To assist national tourist development goals, tourism observers and practitioners focus on sustainable tourism's goals and objectives. Cikolelet Village Banten Province, is one example of how the government and the people of the province support the tourism village initiative. However, studies on the use of sustainable tourist villages, particularly in the context of the Kalimantan area, need extensive research. Tourism villages and sustainable tourism are linked to the community's geographical setting, socio-cultural circumstances, local wisdom, community entrepreneurial development, and economic factors from tourism operations. The interaction of many individuals in a village or rural setting exemplifies the link between tourists and the community that serves as a tourist attraction. The interaction exemplifies the relationship between the village, tourism, and environmental ideals.

Indonesia has a diverse and distinct culture, one of which is the presence of village regions distinct in their distinctiveness, authenticity, and local knowledge values. Authentic village communities and distinctive cultures urge them to leverage existing local potential as a tourism attraction without affecting the socioeconomic structure of society (Purnamawati et al., 2022). Banten is well-known for its tropical rainforests. Not unexpectedly, in addition to the natural richness, there are several natural beauties with the potential to become a major tourist destination; Banten Province stands out. The area has roughly 101 thousand people and offers several hidden paradises amid the deep forest. Some have grown into popular tourist spots. Cikolelet Tourism Village in Banten Province is one of them, and it is maintained by the Tourism Awareness Group (Pokdarwis). In fact, after being named one of the Top 300 Indonesian Tourism Villages, this location has become an icon. It is hardly unexpected that this tourist hamlet has gained popularity (Jawapos, 2023).

The demand for visitors to explore a distinct atmosphere from metropolitan settings is met by tourism villages (Kim & Fesenmaier, 2014). The concept of a tourist village emerged from an endeavor to give tourists with rural living experiences and opportunities to connect with local people (Pradhan et al., 2022; Tan et al., 2018). A hamlet has natural and cultural potential and is marketed as a tourist attraction in the form of a tourist village (Auliah et al., 2022). Village management is concerned with more than just the economic elements of the community (Manaf et al., 2018); it is also concerned with shared ideals in village development (Harsanto & Permana, 2021). Sustainable tourism is a concept that highlights the positive effects of tourism on the environment, society, and the economy (Budeanu et al., 2016). Tourism's negative repercussions are reduced through the sustainable management of tourist settlements (Gogonea et al., 2017; Kachniewska, 2015; Nooripoor et al., 2021). From planning and organizing events to the effects of tourism engagement, the community plays a specific and active role (Kachniewska, 2015; Olya et al., 2018). Community engagement can influence community knowledge of the relevance of village management in sustainable tourism (Mathew & Sreejesh, 2017; Vannelli et al., 2019).

The connection between tourism villages and sustainable tourism is that tourism villages are a physical embodiment of sustainable tourism (Jamal & Higham, 2021; Zhang, 2019). The community is an example of sustainable tourism in action (Mathew & M, 2022). A village has tourist attractions, accommodations that are accessible, and amenities, and it is packaged in an interconnected system that engages the community (Juschten & Hössinger, 2021). The local community's role and status are critical in achieving a sustainable tourism town (Markose et al., 2022). Creating a sustainable tourism village will influence environmental sustainability since people manage nature and culture for the benefit of a village's society and environment (Mendoza-Ramos & Prideaux, 2018). Tourism activities created and offered by local communities can enable community

engagement in tourism villages (Gao & Wu, 2017). The purpose of this study is to explore the role of community entrepreneurial development as a mediator in improving sustainable tourism villages, and to look at the factors that influence it, namely geographical conditions, local wisdom and traditional culture. So that the direct and indirect relationship between the variables studied will make academic contributions as additional literature in the study of sustainable tourism development.

2. Literature Review

2.1 *The relationship between geographical conditions, community entrepreneurial development, and tourism village sustainability*

Geographical circumstances, in the form of natural riches, are the most important factor in ensuring the success of community empowerment (Berkes & Ross, 2013). Geographical circumstances in rural regions have pure natural and cultural potential, and rural inhabitants continue to practice cultural traditions (Dymitrow & Stenseke, 2016); a virgin rural environment that is not contaminated by many sorts of pollution as in metropolitan areas (Kameda et al., 2021); At some level, rural regions experience comparatively slow economic growth, therefore optimal exploitation of local populations' economic, social, and cultural potential is a motivation for expanding rural tourism (Zhuang et al., 2019).

H_{1a}: Geographical conditions influence community entrepreneurial development.

H_{1b}: Geographical conditions influence tourism village sustainability.

2.2 *The relationship between local wisdom, community entrepreneurial development, and tourism village sustainability*

Local wisdom is defined as a local idea that is wise or full of wisdom, of good value, that is ingrained and observed by people (Safitri, 2020), that focuses on a harmonious relationship between humans, nature, and the built environment or an area (Santoso & Putro, 2021), and that has a strong connection closely related to local belief systems and universal values (Sutrisno et al., 2020). According to Perić et al. (2016) maintaining local wisdom can benefit the sustainability of tourist villages in the form of policies that are still referring to the vision and mission of tourism, which places more emphasis on the goal of creating community welfare physically, mentally, and sustainably, based on respect for human values, and harmony between humans and their environment. Furthermore, the strategy must consider the region's potential by conducting essential dialogues via intriguing rituals (Dias et al., 2021; Park & Kim, 2016). A set of traditions may be important to appeal to domestic and foreign tourists (Garibaldi & Pozzi, 2018; Ismagilova et al., 2015). The fundamental motivator of tourism village activities is local wisdom (Arintoko et al., 2020; Vitasurya, 2016). Furthermore, individuals who conserve local expertise can develop alongside a tourist object, becoming part of an interconnected ecological system (Berkes, 2017). As a result, the success of building a tourist town depends on the local community's acceptance and support, which supports the principles of local wisdom

H_{2a}: Local wisdom influences community entrepreneurial development.

H_{2b}: Local wisdom influences tourism village sustainability.

2.3 *The relationship between traditional culture, community entrepreneurial development, and tourism village sustainability*

Traditional culture refers to the rituals and behaviours passed down from generation to generation and are still practiced by the community today (Eko et al., 2022). Developing traditional culture-based tourism by developing tourist villages' socio-cultural potential can strengthen local resilience (Andari et al., 2020). Rural tourism development based on environmental, agricultural, social, and traditional cultural potentials can develop tourist-based community potential (Lun et al., 2016; Mahmud et al., 2022). Establishing a tourist village may have the greatest influence on the well-being of village communities by researching traditional village culture and community entrepreneurial development on an ongoing basis (Zavratnik et al., 2018). Tourism operations must be connected to public culture and life. As a result, cultural contact between visitors and the local population will occur throughout tourism activities. Tourists visit tourist communities that preserve traditional values from their lives, resulting in cultural learning (Rodzi et al., 2013). In this instance, the traveler can study and develop his culture. R. A. Scheyvens et al. (2023) emphasizes that the community's customs or traditions include (a) nature as a source of life for the group; and (b) togetherness and kinship. These two concepts serve as guidance for all aspects of society involved in the development of a tourism village. In other words, keeping the balance of nature is a culture since it has become a collective conviction. It is consistent with Kokkranikal & Morrison (2011) viewpoint, which states that traditional culture is a way of life, knowledge, and a life strategy in the form of activities carried out by local people to suit their requirements.

H_{3a}: *Traditional culture influences community entrepreneurial development.*

H_{3b}: *Traditional culture influences tourism village sustainability.*

2.4 *The relationship between Community entrepreneurial development, tourism village sustainability, and its mediator*

Community entrepreneurial development plays a significant role in establishing tourist villages since the resources, distinctive traditions, and cultures associated with these communities are the primary driving forces behind tourism village activities (Dodds et al., 2018). On the other hand, local communities that flourish and thrive alongside a tourist attraction become part of a linked ecological system (Espiner et al., 2017). The approval and support of the local people are critical to the success of

building a tourist village sustainability (Chan et al., 2021). Community entrepreneurial development, also known as Community Based Tourism, is the consequence of community entrepreneurial development, which gives development chances that share advantages that do not exist within the community (Priatmoko et al., 2021). These advantages include cash gains and providing communities with the knowledge and tools to create sustainable tourist operations (Coria & Calfucura, 2012).

H4: *Community entrepreneurial development influence on tourism village sustainability.*

H5a: *Community mediates the relationship between geographical conditions and tourism village sustainability.*

H5b: *Community mediates the relationship between local wisdom and tourism village sustainability.*

H5c: *Community mediates the relationship between traditional culture and tourism village sustainability.*

As an illustration for further analysis and as a result of previous literature, we created a research framework as shown in Fig. 1 below.

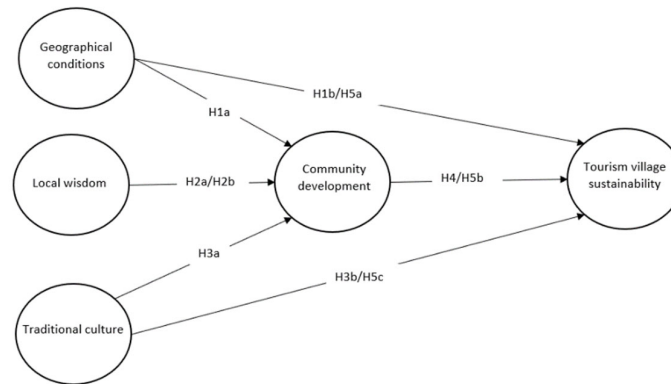


Fig. 1. Model framework

3. Methods

The research was conducted in Banten, Indonesia. This study employed purposive sampling, selecting respondents based on criteria specified by the author (Suseno & Basrowi, 2023). The respondents included Village officials, members of the Tourist Awareness Group, and community members, totaling 430 individuals. Initially, researchers administered 200 face-to-face questionnaires, but only 155 were returned (Mustofa et al., 2023). Out of these, 140 questionnaires were deemed valid for analysis. A Structural Equation Model (SEM) was employed to test the hypotheses within the research framework, utilizing SmartPLS for data analysis and SPSS for assumption testing. The author conducted assumption tests before applying SEM, although SEM with SmartPLS can often be analyzed without prior assumption testing. (Ghozali, 2015) (Suseno et al., 2018). The survey instrument contains closed-ended questions that measure respondents' views on vocational graduate tourism village sustainability as the dependent variable, geographical conditions, local wisdom, and traditional culture as independent variables, and community entrepreneurial development as mediating variables. This study adopts 5 geographical conditions items from (Septiyana & Sholeh, 2022) (Marwanto et al., 2020). 6 items for local wisdom adopted from (Njatrijani, 2018) (Basrowi & Utami, 2020). 7 items for traditional culture adopted from (Sosa et al., 2021). 8 items for community entrepreneurial development adopted from (Manaf et al., 2018) (Basrowi & Maunnah, 2019). 6 items for tourism village sustainability adopted from (Priatmoko et al., 2021) (Suwarno et al., 2020). We measured respondents' views on a five-point Likert scale from strongly disagree (1) to agree (5) strongly. We examined the questionnaire from February 2023 to April 2023 (Soenyono & Basrowi, 2020).

4. Finding

4.1. Outer Model Analysis

We assessed the indicator's validity using the convergent method and expressed this as the external loading factor's value. It signifies that loading factors ranging from 0.50 to 0.70 are still adequate for preliminary investigations, which mark the initial stages of developing a measurement scale. These preliminary investigations serve as the initial steps in constructing the measurement scale. In the specific context of our inquiry, each indicator's outer loading value exceeded 0.70, indicating that it met the criteria for convergent validity (refer to Table 1). The second phase involved comparing the square root coefficient of variance (AVE) extracted from each latent factor to the correlation coefficient among other factors in the model. It was done to assess if a variable exhibited discriminant validity and could effectively differentiate between various groups. The AVE values all exceeded 0.5, as shown in Table 1. According to Fornell & Larcker (1981), all constructs analyzed in this study demonstrated discriminant validity values higher than 0.50. In the final stage of our analysis, we used composite

reliability to gauge the indicator variables' reliability. When both the composite reliability and Cronbach's alpha significantly exceeded 0.70, we established that the results were reliable, according to Chin (2010).

Table 1
Explanatory Data Result

Construct	Items	Outer Loading	Cronbach's Alpha	rho_A	CR	AVE
Geographical conditions	GC1	0.748	0.88	0.889	0.913	0.680
	GC2	0.766				
	GC3	0.900				
	GC4	0.905				
	GC5	0.790				
Local wisdom	LW1	0.775	0.939	0.945	0.953	0.772
	LW2	0.761				
	LW3	0.934				
	LW4	0.930				
	LW5	0.927				
	LW6	0.925				
Traditional culture	TVS1	0.814	0.944	0.947	0.955	0.751
	TVS2	0.771				
	TVS3	0.936				
	TVS4	0.906				
	TVS5	0.929				
	TVS6	0.922				
Community entrepreneurial	CD1	0.720	0.943	0.952	0.953	0.721
	CD2	0.789				
	CD3	0.937				
	CD4	0.938				
	CD5	0.752				
	CD6	0.785				
	CD7	0.914				
	CD8	0.922				
Tourism village sustainability	TC1	0.887	0.942	0.951	0.954	0.778
	TC2	0.852				
	TC3	0.913				
	TC4	0.912				
	TC5	0.821				
	TC6	0.915				
	TC7	0.755				

Upon computing the composite reliability, the results yielded a range exceeding 0.70, from 0.806 to 0.954. To put it differently, the range exceeded the 0.70 threshold, unequivocally affirming the dependability of the variable's indicators. Furthermore, all Cronbach's alpha ratings surpassed the 0.70 benchmark, underscoring the indicators' reliability and freedom from errors. These scores ranged from 0.889 to 0.949 (Chin, 2010).

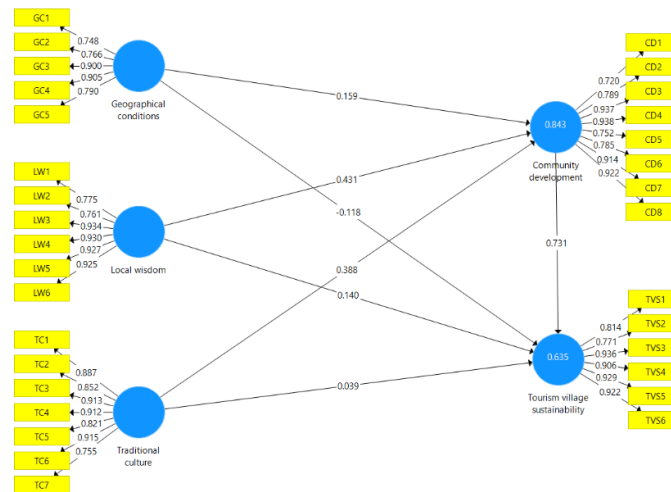


Fig. 2. Path Analysis Result

The results of processing the data with SmartPLS are depicted in Fig. 2, showing that all the construct manifestations examined in this inquiry have loading values of more than 0.70. It illustrates that the manifest variable with a loading value of more than 0.70 satisfies convergent validity due to its high level of validity.

4.2. Structural equation model suitability index

In SEM analysis with Smart PLS software, the Structural equation model suitability index is calculated by looking at the following three parameters. First, the coefficient R2 is used to see the magnitude of the influence of exogenous variables on endogenous ones. The greater the R2 coefficient the better (Ghazali & Latan, 2014) and must be > 0.75, the model is said to be moderate when = 0.5-0.75 and weak when < 0.25. R2 for Tourism village sustainability is 0.635 (moderate); R2 and R2 for community entrepreneurial development is 0.843 (high).

4.3 Inner Model Analysis

On the sample, each relationship is examined using a simulation based on the bootstrap approach. This test tries to reduce the incidence of anomalous research data. Test outcomes using the bootstrap approach (see Fig. 3).

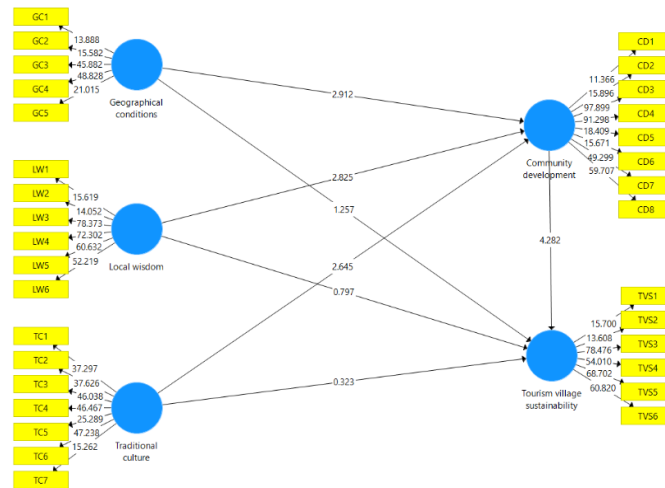


Fig. 3. Bootstrapping Inner Model

Evaluation of the path coefficient is used to show how strong the effect or influence of the independent variable is on the dependent variable. Figure 3 shows that the most considerable path coefficient value is indicated by the effect of the geographical conditions on the tourism village sustainability of 10.838, followed by the effect of local wisdom on community entrepreneurial development of 4.580. Furthermore, community entrepreneurial development on tourism village sustainability of 3.347, followed by the effect of geographical conditions on community entrepreneurial development of 3.029. Finally, the effect of local wisdom on tourism village sustainability is 2.333. Examining the P-Values allows one to determine the significance level attached to accepting a hypothesis. The study hypothesis may be validated if the P-Values are less than 0.05. In SmartPLS, a bootstrapping procedure is performed on a model that is valid and trustworthy, and that satisfies the feasibility requirements to get the P-value of the model. It can see the results of bootstrapping in Table 2.

Table 2
Path Coefficient Result

Hypothesis	Construct *)	Original Sample	Standard Deviation	T Statistics	P Values	Remark
H1a	GC → CD	0.159	0.055	2.912	0.004	Accepted
H1b	GC → TVS	-0.118	0.094	1.257	0.209	Rejected
H2a	LW → CD	0.431	0.153	2.825	0.005	Accepted
H2b	LW → TVS	0.140	0.175	0.797	0.426	Rejected
H3a	TC → CD	0.388	0.147	2.645	0.008	Accepted
H3b	TC → TVS	0.039	0.122	0.323	0.747	Rejected
H4	CD → TVS	0.731	0.171	4.282	0.000	Accepted

*) GC=Geographical conditions; LW= Local wisdom; TC=Traditional culture; CD=Community entrepreneurial development; TVS=Tourism village sustainability

Based on the path coefficient analysis, which revealed a value of 0.159 with a P-value of 0.002 (less than 0.05), it can be asserted that geographical conditions significantly impact community entrepreneurial development. A positive parameter coefficient indicates that as geographical conditions improve, community entrepreneurial development also increases, thus confirming the acceptance of H1a. On the other hand, the correlation between geographical conditions and tourism village sustainability, with a value of -0.118 and a P-value of 0.209 (greater than 0.05), suggests no significant relationship exists between these two variables. Negative parameter coefficients imply that higher local wisdom leads to lower community entrepreneurial development, refuting H1b. Furthermore, a correlation of 0.431 with a P-value of 0.005 (less than 0.05) between local wisdom and community entrepreneurial development indicates a significant relationship. A positive parameter

coefficient supports the acceptance of H2a, suggesting that local wisdom enhances community entrepreneurial development. However, for the relationship between local wisdom and tourism village sustainability, a coefficient of 0.140 and a P-value of 0.0426 (greater than 0.05) indicate no significant connection, leading to the rejection of H2b. The path coefficient between traditional culture and community entrepreneurial development, with a value of 0.388 and a P-value of 0.008 (less than 0.05), confirms that traditional culture significantly influences community entrepreneurial development, endorsing H3a. In contrast, a correlation of 0.039 with a P-value of 0.747 (greater than 0.05) between traditional culture and tourism village sustainability suggests no significant relationship, resulting in the non-support of H3b. Finally, for community entrepreneurial development on tourism village sustainability, with coefficients of 0.731 and a P-value of 0.000 (less than 0.05), it is established that there is a significant relationship between the two variables. A positive parameter coefficient indicates that greater community entrepreneurial development enhances tourism village sustainability, thereby supporting H4. Additionally, the study examines the route coefficients to explore the possibility of community entrepreneurial development mediating the relationship between geographical conditions and local wisdom on tourism village sustainability (refer to Table 3).

Table 3

Mediation test

Hypothesis	Construct *)	Original Sample	Standard Deviation	T Statistics	P Values	Remark
H5a	GC → CD → TVS	0.116	0.049	2.377	0.018	Accepted
H5b	LW → CD → TVS	0.315	0.117	2.691	0.007	Accepted
H5c	TC → CD → TVS	0.284	0.120	2.363	0.019	Accepted

*) GC=Geographical conditions; LW= Local wisdom; TC=Traditional culture; CD=Community entrepreneurial development; TVS=Tourism village sustainability

According to the mediation test, community entrepreneurial development has a favorable effect on geographical conditions and tourism village sustainability, with a significance level of 5% and P values $2.377 > 1.96$. Consequently, it is possible to argue that community entrepreneurial development can mediate the association between geographical conditions and tourism village sustainability; therefore, Hypothesis H5a is accepted. Furthermore, community entrepreneurial development is able to mediate the relationship between local wisdom and tourism village sustainability, this is evidenced by P Values $2.691 > 1.96$, so it can be concluded that H5b is accepted. Finally, community entrepreneurial development has a favorable effect on traditional culture and tourism village sustainability, with a significance level of 5% and P values $2.363 > 1.96$. Consequently, it is possible to argue that community entrepreneurial development can mediate the association between geographical conditions and tourism village sustainability; therefore, Hypothesis H5a is accepted.

5. Discussion

5.1. The Direct effect

Testing the first hypothesis (H1a) aimed to assess whether geographical conditions positively influence community entrepreneurial development. The findings of this study support this hypothesis, demonstrating a positive correlation between geographical conditions and community entrepreneurial development. In essence, higher geographical conditions within an organization correspond to elevated levels of community entrepreneurial development. Moving on to the second hypothesis (H1b), which investigates whether geographical conditions have a negative impact on tourism village sustainability, the study's results indicate a negative relationship between these variables. It implies that tourism village sustainability tends to decrease as geographical conditions increase, or vice versa. The third hypothesis (H2a) delves into whether local wisdom positively contributes to community entrepreneurial development. The study's results confirm this hypothesis, revealing that local wisdom positively influences innovation capability, consequently leading to higher levels of community entrepreneurial development. These findings align with prior research conducted by [Author's Name], which similarly emphasizes geographical conditions' positive and significant effect on community entrepreneurial development. Conversely, the fourth hypothesis (H2b) explores whether local wisdom positively impacts tourism village sustainability. The study's results support this hypothesis, suggesting that local wisdom positively contributes to tourism village sustainability. In other words, higher levels of local wisdom are associated with increased tourism village sustainability. The fifth hypothesis (H3a) examines whether local wisdom positively affects community entrepreneurial development, and the study's outcomes confirm this hypothesis, indicating that local wisdom positively influences innovation capability, ultimately leading to higher community entrepreneurial development. As mentioned earlier, these findings align with previous research, highlighting the positive and significant impact of geographical conditions on community entrepreneurial development. Conversely, the sixth hypothesis (H3b) investigates whether local wisdom positively affects tourism village sustainability. The study's results support this hypothesis, suggesting that local wisdom contributes positively to tourism village sustainability. In simpler terms, higher levels of local wisdom are associated with increased sustainability of tourism villages. Finally, the seventh hypothesis (H4) examines whether community entrepreneurial development positively affects tourism village sustainability. The study's results confirm this hypothesis, indicating that community entrepreneurial development positively impacts the sustainability of tourism villages. In essence, higher levels of community entrepreneurial development are linked to greater sustainability within tourism villages. According to the findings above, geographical conditions, local wisdom, and traditional culture do not directly influence the viability of tourism villages in Cikolelet. Still, these three factors have a direct impact on community entrepreneurial development. It may be explored as research material for this study that the sustainability of the tourism village

in Cikolelet will not be ideal if the community's participation is not involved. The tourist awareness group (Pokdarwis) is an important component in the administration and development of a sustainable tourism village. More Pokdarwis members and village leaders are involved in tourism initiatives. Although Pokdarwis members require tourism training, their role in promoting the Cikolelet Tourism Village community is critical.

Pokdarwis is a role model for encouraging community involvement. Pokdarwis supervisors are also village authorities. The method that must be adopted is village leaders' support for Pokdarwis and maximizing their function. Pokdarwis and village authorities serve as motivators and facilitators for the community in operating the tourism village. Collaboration is a critical method for creating a sustainable tourism town. Collaboration is a collaborative effort by numerous persons or organizations to achieve goals through various responsibilities and activities. Collaboration can include three important stakeholders: village authorities or the government, Pokdarwis members, and the community that will manage tourist potential. Each stakeholder has their own set of responsibilities. The village authority is critical in soliciting and supporting the community's participation in this collaborative process. Sustainable tourist villages are created by collaborating with numerous aspects or elements of society, not just Pokdarwis and the government. These three stakeholder components work together to provide amenities and infrastructure. Some actions must be taken to create a sustainable tourism village.

Collaborations between stakeholders, such as Pokdarwis, Village Government, and facilitators, such as educational institutions, may be built to manage and grow tourism villages. The Cikolelet Tourism Village training activities must be organized and carried out collaboratively by stakeholder components. The partnership plan focuses on offering community training to administer tourism sites. Pokdarwis members are in charge of implementing employment programs and coordinating tourist training with the community. The village government is crucial in developing and implementing amenities and infrastructure that support tourism operations.

5.4. The mediation effect

Testing the eighth hypothesis (H5a) is whether geographical conditions affect tourism village sustainability through the mediation of community entrepreneurial development. The results of this study indicate that community entrepreneurial development has a mediating effect between Geographical conditions and tourism village sustainability. Testing the ninth hypothesis (H5b) is whether local wisdom affects tourism village sustainability through the mediation of community entrepreneurial development. The results of this study indicate that Community entrepreneurial development mediates between local wisdom and tourism village sustainability. Testing the tenth hypothesis (H5c) is whether traditional culture affects the tourism village sustainability through the mediation of Community entrepreneurial development. The results of this study indicate that Community entrepreneurial development has a mediating effect between the traditional culture and tourism village sustainability. It shows that geographical conditions, local wisdom, and traditional culture are not affect the tourism village sustainability directly but have influences indirectly through the mediation of community entrepreneurial development.

Management of sustainable tourism resources by displaying components such as geographical conditions and local wisdom contained in Cikolelet Tourism Village is challenging if done partially, so community entrepreneurial development is needed in maintaining and managing tourism villages so that they develop in a better direction. Success in managing a tourist village depends on the cooperation and active participation of all members of the surrounding community, as well as support from the government and private parties involved in preserving it. Developing a sustainable tourism village will only be successful with community-based tourism. Because the region is a tourist village, the parties in issue are the people who live in the surrounding community and are expected to participate in managing the tourist area.

Community engagement in community-based tourism activities is required to preserve local wisdom values in the Cikolelet tourist village. It may be accomplished by establishing active community groups concerned with conservation initiatives in tourist locations. This group's community engagement is a real example of community activity caring about tourism sites and other natural resources. Nature may be preserved via the efforts of a community. Local wisdom may be found in individuals who know their environment well, live in peace with nature, and understand how to manage natural resources sensibly and intelligently. Local wisdom in managing natural resources and the environment is a form of community conservation. Tourism development must be based on the support of conditions and resources to create mutually beneficial long-term interactions between achieving tourism development goals, improving the welfare of the local community, and sustaining the environment's carrying capacity in the future. It is accomplished through enhancing the beauty, accessibility, and amenities that encourage recreation so that both visitors and local inhabitants benefit. Tourist items and attractions are the primary assets that a tourist development region must hold. The Cikolelet tourist village attempts to convert this region into a sustainable tourism village maintained by the Tourist Awareness Group (Pokdarwis) as part of community-based tourism development, using natural conditions and other supporting resources.

In addition to the Cikolelet tourist village profiting from visitors' entrances, the community can concurrently preserve and conserve traditional culture and nature conservation in their region, which is the community's key asset. Greater income, employment possibilities, improved physical assets, and increasing land values contribute to economic growth. The survival of tourism villages is inextricably linked to the intensity of government operations/programs in the village, training activities, and financial help provided by the local government.

6. Conclusion and Future Prospects

6.1. Conclusion

Most tourism village managers in Indonesia aim to create a sustainable tourism village. This study investigates the role of geographical circumstances, local wisdom, and traditional culture in developing sustainable tourism villages. Cikolelet Village in Banten Province has gained tourism recognition and prizes. This accolade underscores the need to create villages following sustainable principles. Tourism villages do not rely on one potential or type of tourism but rather on a blend of several types that tourists may enjoy. Nonetheless, internal and external factors might impact the management and development of the potential for a sustainable tourism village. Geographical conditions or areas with different potentials for a village; current natural conditions that are still protected; habits, positive motivation, and attitude of community cooperation; annual cultural events that are still maintained as a stimulus for tourist visits; and the commitment of village officials and the community to build a village.

6.2. Implication on Theory and Practice

This study can have implications for the literature regarding tourism sustainability by investigating the factors that influence the sustainability of tourist villages, namely geographical conditions, local wisdom, and traditional culture. This research offers a novelty using quantitative analysis, whereas previous researchers used qualitative analysis (eg. Harsanto & Permana, 2021; Manaf et al., 2018; Purnamawati et al., 2022; Zhuang et al., 2019), at least in Indonesia's sustainable tourism sector. In addition to theoretical implications, we offer practical implications as recommendations for stakeholders involved in optimizing the sustainability of Tourism Villages. First, by utilizing the potential of other tourist villages in Banten Province to improve the quality of tourist journeys through creative tour packages, the potential of other tourist villages in Banten Province will be realized. Second, the use of social media to maximize tourism village publishing and marketing. Third, the significance of long-term environmental management in anticipating the detrimental effects of big tourist visitation. Fourth, the significance of maximizing village potential and the notion of mixing different forms of tourism and alternative tourism. Fifth, optimize the function of each stakeholder aspect to increase stakeholder collaboration. This study underlines the significance of the village administration and tourist awareness organizations in assisting and encouraging people to participate in tourism activities. One of the prerequisites for establishing a sustainable tourism village is the community's involvement as a manager. As a result, this study suggests that village institutions that perform effectively may overcome common public knowledge of tourism.

6.3. Limitations

This study has at least two limitations that must be addressed in future research. First, the study's sample size is limited, with participants drawn from Cikolelet Tourism Village stakeholders. It has implications for sample size, regional selection, and other factors. Future studies should involve greater sample sizes and a wider sample of tourism settlements at the provincial and regional levels on the island of Borneo. Second, this study needs to detail the relationship between geographical factors, local wisdom, and traditional culture and the viability of tourist villages, whether directly or indirectly through community entrepreneurial development. In this study, even the direct association had no effect.

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