

THE INFLUENCE OF SOCIAL ENTREPRENEURSHIP ORIENTATION ON THE SUSTAINABILITY OF TOURISM VILLAGES THROUGH COMMUNITY EMPOWERMENT

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ABSTRACT

Background: Datajadesta.com classifies tourist villages into four categories: independent, advanced, developing, and pioneering. More local communities gain from increased rural tourism managed by tourism-focused organizations. However, problems with management often arise, which increases the risk that the tourism sector won't grow or reach a certain level. This is a problem that any group that cares about tourism, like the Pokdarwis, must overcome.

Purpose: This study aims to investigate the significant influence of social entrepreneurial orientation in advancing the sustainability of rural tourism (the so-called triple bottom line) in terms of benefits to the environment, community, and economy. This orientation can indirectly benefit the management strategies of tourism-aware organizations. While performing.

Design/methodology/approach: By using accidental sampling, up to 34 rural tourism activists from each tourism awareness group across Indonesian rural tourism were gathered in accordance with the criteria from <https://jadesta.kemendparekraf.go.id>. Based on their advanced and mature levels, respondents were selected. autonomous tourist village. To ensure meaningful relationships, process the data using Smart PLS 4.

Findings/Result: Hypothesis 1, social entrepreneurship orientation has a major impact on community empowerment. However, hypothesis 2 indicates that social entrepreneurship orientation has no significant impact on the sustainability of rural tourism. Finally, hypothesis 3 asserts that social entrepreneurship orientation has a significant impact on the sustainability of rural tourism through community empowerment.

Conclusion: Encouraging community involvement in tourism development and promoting social entrepreneurship as a means of achieving the Triple Bottom Line, as well as the significant role it plays in empowering local communities and promoting sustainability in tourist villages.

Originality/Value (State Of the art): The study highlights the critical role of social entrepreneurial orientation in promoting the sustainability of rural tourism through community empowerment, though it does not directly impact sustainability on its own. By classifying tourist villages into various development stages, the research underscores the necessity of effective management by organizations like Pokdarwis to overcome challenges and foster growth.

Keywords: empowerment community, rural tourism, social entrepreneurship orientation, sustainability, triple bottom line

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INTRODUCTION

Mass tourism and alternative or thematic tourism are the two categories under which tourism is divided. The current tourism fad is moving away from mass tourism and toward alternative tourism. This results in tourists choosing places that are more environmentally and socially conscious, or ecotourism. Rural tourism is one manifestation of this trend in travel. Masterplandes.com (Budiono, 2022) claims that the strategic significance of the hamlet is currently significantly advancing national development. The growth of national tourism is aided by villages in addition to meeting their needs for food and labor. The COVID-19 epidemic has increased the popularity of tourist communities, where travel trends are more likely to be smaller and more individualized. A tourist village's allure will undoubtedly increase.

According to Wirdayanti (2021) Economy/Indonesian Tourism and Creative Economy Agency, rural tourism goes through four stages of development: The village is in the pilot stage when there aren't any visitors yet, but it has a lot of promise; The village's potential is beginning to catch the attention of tourists, indicating that it has room to grow as a destination; In the advanced stage, a management group is in place, the community has begun to become conscious of tourism, monies from the village are used to increase tourism potential, and a lot of visitors have already visited the area; The independent stage demonstrates the village's established tourism innovation, its destinations' global recognition, its existing standard infrastructure and services, and the management.

The Tourism Awareness Group's (Pokdarwis) goal is to actively participate in the management of a tourist village, progress toward a sustainable tourism village, and benefit the community in a tourist village environment. However, according to I Ketut Ode Wawan, the group's chairman, there are numerous obstacles to overcome before a tourist village can advance and become independent or move toward a sustainable tourism village. The obstacles can be faced if the tourism awareness group has entrepreneurial intention, professional attraction, and social valuation (Nawang, 2023).

By examining the idea of social entrepreneurship from the perspective of a tourism awareness group that is anticipated to be able to cope with and resolve these conflicts, this research will investigate these types

of conflict. Social entrepreneurship has a variety of difficulties, such as the need for personalized solutions to the gig economy's issues with unrestricted income, precarious employment, and subpar entrepreneurial endeavors. Social entrepreneurship is highly correlated with economic conditions, which prepares the path for the social and economic development of a nation (Nogueira et al. 2022). The outcomes of social entrepreneurship appear to offer promise for a brighter future. In light of this phenomenon and previous research, social entrepreneurship might be able to provide a solution, allowing tourist villages managed by tourism-aware organizations to become sustainable or self-sufficient. This study aims to investigate the various ways in which tourism-aware groups can resolve conflicts through social entrepreneurship. Through this action, the groups will have a greater ability to influence the tastes of the tourist villages under their supervision.

Social entrepreneurship orientation in tourist villages can be a powerful tool for promoting sustainable development, improving the welfare of local communities, and maintaining the natural and cultural beauty of the village. By focusing on positive social goals, such businesses can have a sustainable positive impact in the long term. Main Social Goals: Social entrepreneurship in tourist villages aims to provide solutions to social problems faced by local communities. Examples could include creating jobs for residents, developing community infrastructure, and education, preserving culture and the environment, or meeting basic needs. Social enterprises must actively involve local communities in all stages of their development and operations. This includes listening to their aspirations, understanding their needs, and collaborating in planning and implementing projects. Social entrepreneurship should support the development of local skills. This can include training in business management, marketing, technology, and other skills needed to manage a business successfully.

Sustainable Management must strive to achieve financial sustainability so they can continue to provide long-term benefits to the community. This involves good management and the ability to generate sufficient revenue to support business operations and growth. Environmental and Cultural Preservation: Social entrepreneurship in tourist villages must prioritize environmental and cultural preservation. This can include environmentally friendly business practices, such as good waste management, as well as efforts

to preserve and promote local culture. Empowerment of Women and Marginalized Groups: Often, social entrepreneurship in tourist villages also focuses on empowering women and disadvantaged groups in the community. This may include providing employment opportunities and specialized training. Measuring Social Impact: It is important to measure the social impact generated by social enterprises. This can involve measuring various social indicators, such as increasing income, improving societal well-being, or environmental conservation. Collaboration with External Stakeholders: In tourist communities, social entrepreneurship frequently entails working with outside entities including the public sector, non-profits, and the government. Because people find enjoyment in their experiences, there has been a lot of interest in the significance of total experience satisfaction in predicting sharing behavior (Widiana & Novani, 2022).

There are many unique challenges in social entrepreneurship (Ge et al. 2022) including individual actions to overcome the problem of the gig economy based on unlimited income, insecure jobs, and low-quality entrepreneurial activities (Scuotto et al. 2022) and the performance of businesses is also directly impacted by entrepreneurial orientation (Aryani & Tuti, 2023). So social entrepreneurship paves the way for the social and economic development of a country (Nogueira et al. 2022), and social entrepreneurship is closely related to economic conditions (Diamantini et al. 2016).

The results of social entrepreneurship seem to hold hope for a better future. So far, these practices have been largely considered as ideal types with the 'social' in social entrepreneurship being less explored (Kimmitt et al. 2020). Social entrepreneurship is the creation of social impact by developing and implementing sustainable business models that refer to innovative solutions that benefit the less fortunate and, ultimately, society at large (Yang et al. 2012). Ecotourism development benefits from the growth of social enterprise. Tourism management and social entrepreneurship are closely associated because social entrepreneurship generates social advantages through collaborative work and horizontal sharing (Diamantini et al. 2016). A nation's social and economic development is facilitated through social entrepreneurship. Co-creation or participatory design is gaining popularity in the field of social innovation

as a way to make use of new services, products, or processes by actively contributing to their development (Weinblatt et al. 2013). In social entrepreneurship, the fundamental objective is to use a problem as a chance to make a positive impact on the community as well as financial gain. Everything takes place over the course of a process. Innovation, proactivity, competitive aggressiveness, risk-taking, and autonomy are the five dimensions of social entrepreneurship that have been described (Dickson & Weaver, 2008)(Lumpkin et al. 2018)(Premadasa et al. 2023). Innovation: an organization's attempts to identify product prospects and enhance processes; proactive: the efforts made by the business to locate and seize it; aggressive competitive: describes an organization's initiatives to exceed its rivals; The willingness to journey into the unknown without complete awareness of the potential results is referred to as taking a risk maintaining the Integrity of the specifications. This study adapts the indicator from the orientation entrepreneurship dimension Pearce and colleagues (2010) state that an entrepreneurial orientation is conceptualized as a set of different behaviors but related to the possession of the qualities of being able to innovate, be proactive, be aggressively competitive, take risks, and be autonomous. The concept of entrepreneurial orientation has emerged as an approach to entrepreneurial behavior and has been injected into an ongoing company or organization. Entrepreneurial orientation, according to Lumpkin & Dess (1996), Covin et al. (1989) in Fadda (2018), indicates that a number of activities that are deemed entrepreneurial-developing within the organization affect the decision process, action, and performance of the company and also according to Syahroni et al. (2021) Entrepreneurial behavior significant influence performance of business. The five aspects that make up the construct of entrepreneurial orientation are: invention, proactiveness, competitive aggressiveness, risk-taking, and autonomy (Covin et al. 2008) (Lumpkin et al. 2018)(E. et al. 2020). The indicators of social entrepreneurship orientation in Table 1.

In the context of rural tourism, social entrepreneurship refers to company initiatives with strong social aims that focus on giving social, economic, and environmental advantages to local communities. This is a type of business that tries to create sustainable and equitable development by utilizing the potential of the village's natural, cultural, and tourist resources.

Table 1. The indicators of social entrepreneurship orientation

Dimensions	Indicators
Innovation	Emphasis on Marketing
	Number of product lines
	The impact of changes to products or services
Proactive	Either proactive or reactive
	Proactively launching new items
	Changes to products or services and their effects
Risk Taker	Project viability hazards
	Utilizing the environment
	Able to make decisions in trying circumstances
Capability to Compete	Recognize the actions of his rivals
	Recognize the tactics used by rivals
	Using novel strategies to rival
Autonomy	Perform autonomously
	Utilizing the environment
	Take calculated risks
	Utilizing the environment
	Take calculated risks

In the academic view of a community, empowerment is how people take authority, and according to Fafurida et al. (2022), empowerment is a social process. The concept of control indicates that individuals can make decisions or have freedom of action (Mulyani et al. 2022). Increasing social justice, equality, and freedom are the goals of community empowerment (White, 1996). The most widely cited study on community empowerment is by (Premadasa et al. 2023), which offers a definition of analysis from the viewpoints of the individual, organization, and community in the context of health education. According to this study, community empowerment includes (1) Membership with a shared sense of identity and ownership; (2) Generally sharing symbols, languages, and rituals; (3) Sharing values and norms. Pokdarwis, or tourism awareness groups, are organizations founded to empower empowered communities near tourist areas (Wales et al. 2013). It takes a variety of empowerment initiatives to increase the community's involvement in tourist development so that it may participate more actively and effectively while also reaping advantages.

Community empowerment is a process of individual and organizational control over resources in all aspects so that the benefits and welfare achieved can be felt by the community itself (Scheyvens, 2018). Pokdarwis makes the people in the village collaborate with each other in the tourism business. There are indicators from dimensions of community empowerment which are all used in variable operation in this journal (Scheyvens, 1999) (Mendoza-Ramos & Prideaux, 2017). The indicators of community empowerment in Table 2.

In recent decades, awareness of sustainability has increased significantly on a global scale. For sustainability initiatives to be successful, resources must be used effectively (Eng et al. 2020). Identification of internal quality management relationships related to social, and economic sustainability performance dimensions that have an impact is crucial for organizations looking to maintain their competitive advantage and achieve operational performance (Yosef et al. 2023). The concept of sustainability is well-known, and businesses are transforming to become more sustainable through cultural shifts (Yosef et al. 2023). According to Yosef et al. (2023).

It also contributes significantly to the preservation of cultural heritage, job creation, and the empowerment of women in agricultural environments (Ammirato et al. 2020). The value of social entrepreneurship for the advancement of society and the economy is increasingly acknowledged, but achieving the triple bottom line in social entrepreneurship requires a combination of dynamic capabilities, social innovation, and social entrepreneurship orientation (Premadasa et al. 2023). According to Navarro et al. (2020), sustainability is the balancing of economic interests with a community's natural and cultural resources in order to conserve them for present and future generations.

Also According to Mazzo et al. (2015), sustainability is the process of balancing local natural and cultural resources with economic interests in a way that preserves them for the benefit of future generations. The following are some indicators of a tourist destination's sustainability (Table 3).

Table 2. The indicators of community empowerment

Dimensions	Indicators
Economic Empowerment	Empowerment in the economy financial gains for nearby communities Many households in the community split up the cash that was obtained There are indications that infrastructure has improved thanks to the money raised
Psychological Empowerment	Numerous individuals in the community have higher self-esteem People who are more self-assured look for opportunities for further education or training
Social Empowerment	Community cohesion increases as individuals and families work together to build a tourism enterprise The funds collected are used for community development purposes
Political Empowerment	Organize a forum where people can voice their concerns about ecotourism enterprises and get those concerns addressed Give marginalized community groups the chance to voice their opinions and have representation on decision-making committees

Table 3. The indicators of rural tourism sustainability

Dimensions	Indicator
Components of Economic Sustainability	Maximize benefits for all members of the community Generating benefits for every community Enabling the development of existing infrastructure Enhancing the quality of life
Components of socio-cultural sustainability	Assist in maintaining local identity and culture Preserving customary traditions My hometown is well-known
Sustainability Components	Encourage the preservation of natural resources Raising awareness of ecological issues Encourage the creation of environmental protection policies

Empowering communities entails giving people and organizations in society the tools they need to take charge of local development. Tourism villages can enhance local potential and welfare by actively involving the community in decision-making, resource management, and tourism initiatives. However, a more calculated and creative approach is required to achieve sustainability. In addition to emphasizing the creation of economic value, social entrepreneurship places a strong emphasis on finding sustainable solutions to social issues. Adopting a social entrepreneurial approach, tourist villages prioritize positive social impacts like poverty alleviation, cultural preservation, and environmental conservation in addition to financial profits. An orientation toward social entrepreneurship also promotes network building and teamwork. Prioritizing social entrepreneurship in tourism villages will make it easier. Indicator of their long-term profitability (Paloh et al. 2023).

METHODS

This study uses primary data, which was obtained through a questionnaire that was given to respondents directly via a Google Form link. The accidental sampling technique, also referred to as grab or opportunity sampling, is a type of non-probability sampling that uses readily available population samples rather than ones that are carefully chosen and obtained. Advanced and independent tourism village administrators made up the respondents. The website Jadesta.com lists the tourist village. After calling the respondents, the researcher requested permission to have them complete a Google form that contained questions. 34 residents of the tourist village were identified by the researchers during the data collection process.

By utilizing SmartPLS, this study can investigate intricate correlations among variables and comprehend the function of mediation within the framework. The analysis's findings shed light on the variables that affect the dependent variable and the ways in which mediating variables affect this relationship. As a result, this data processing method improves comprehension of the phenomenon being studied and supports decision-making based on data.

The Path Coefficient Structural Model is assessed as part of the data analysis technique: To test the formulated hypothesis, SmartPLS computes the path coefficient between variables. R-square (R^2) and Q-square (Q^2): Evaluate the model's capacity for prediction. Q^2 evaluates the model's predictive power using the blindfolding technique, whereas R^2 shows the percentage of variance explained by the independent variables. The significance test is then conducted using the bootstrapping method. For every relationship in the model, t-statistics and p-values are provided by the bootstrapping results. The research hypothesis guides the identification of mediating variables. In order to evaluate this variable's function in bridging the gap between the independent and dependent variables, it is introduced into the model. A bootstrapping method was used to test mediation effects in order to determine the importance of indirect paths. For the mediation path, the bootstrapping results yield t-statistics and p-values. Data collection techniques

Based on the objectives of the study and earlier research, the following hypothesis was formed to direct this investigation: According to datajadesta.com, there are four classifications of tourist villages: independent, advanced, developing, and pioneering. Increased rural tourism that is overseen by organizations that care about tourism benefits local communities more. However, management issues frequently crop up, raising the possibility that the tourism industry won't prosper or reach a certain threshold.

Every tourism-conscious group, in this case, the Pokdarwis, faces this challenge. The purpose of this study is to examine the substantial influence of social entrepreneurial orientation that can indirectly benefit the management strategies of tourism-aware organizations and advance rural tourism's sustainability in terms of its benefits to the environment, the community, and the economy—the so-called triple bottom line. Conflict during management is always a possibility when a

village transitions to a sustainable one. According to the criteria from <https://jadesta.kemenparekraf.go.id/>, accidental sampling was used to gather up to 34 rural tourism activists from each tourism awareness group throughout Indonesian rural tourism.

Respondents were chosen based on their advanced and maturity levels independent village for tourists. Utilizing Smart Pls 4, process the data to guarantee meaningful relationships. According to Hypothesis 1, social entrepreneurship orientation has a major impact on community empowerment. However, hypothesis 2 indicates that social entrepreneurship orientation has no significant impact on the sustainability of rural tourism. Finally, hypothesis 3 asserts that social entrepreneurship orientation has a significant impact on the sustainability of rural tourism through community empowerment. The Triple Bottom Line can be achieved by boosting the importance of social entrepreneurship for Pokdarwis institutions, promoting community involvement in tourism development, and enhancing community empowerment and sustainability in tourist villages:

- H1: Community empowerment is significantly impacted by Social Entrepreneurship Orientation.
- H2: Rural Tourism Sustainability is significantly impacted by Social Entrepreneurship Orientation.
- H3: Rural Tourism Sustainability is significantly impacted by Social Entrepreneurship Orientation through Community Empowerment.

Regarding the connection between Rural Tourism Sustainability, Community Empowerment, and Social Entrepreneurship Orientation (SEO), this study puts forth three main hypotheses. SEO encompasses the ideas and methods that social entrepreneurs employ to add social value to society; it is crucial for fostering local capacity, raising community engagement, and establishing community-based projects. Sustainable tourism in rural areas is defined as following practices that preserve the natural, social, and economic equilibrium. Through community empowerment and an inclusive, eco-friendly, and socially conscious business model, SEO directly and indirectly supports rural tourism. Empowered communities are better equipped to create sustainable products, make decisions, and effectively manage tourism resources all of which contribute to the overall growth of rural tourism. The purpose of this study is to offer a comprehensive grasp of the crucial function that SEO plays.

RESULTS

Outcomes of data analysis performed using Smart PLS software and the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The first hypothesis states that social entrepreneurship orientation has a significant impact on community empowerment. The second hypothesis, on the other hand, indicates that social entrepreneurship orientation has no significant influence on the sustainability of rural tourism. The third hypothesis asserts that social entrepreneurship orientation has a significant influence on rural tourism sustainability through community empowerment. Additionally, as the Table 4.

The analysis examines the connection between Community Empowerment (CE) and Social Entrepreneurship Orientation (SEO). The initial sample value of 0.930 and the sample mean of 0.930 both point to a robust and steady correlation between SEO and CE. The results show a slight variation, as indicated by the standard deviation (0.033). Results are highly statistically significant, as indicated by the statistical ratio (28.414) and p-value (0.000). All things considered, SEO and CE have a highly significant and consistent relationship that is consistent across samples. A weak relationship is indicated by the relatively small original sample value (0.139) and sample average (0.138) of the relationship between Social Entrepreneurship Orientation (SEO) and Rural Tourism Sustainability (RTS). Large variations between samples are indicated by the standard deviation (0.183), which suggests less consistent results. The results are not statistically significant, according to the p-value (0.449) and statistical ratio (0.756). Overall, there was no discernible correlation between SEO and RTS; instead, the results were erratic and most likely random.

Through customer engagement (CE), the analysis demonstrates an indirect relationship between social entrepreneurial orientation (SEO) and routine tourism sustainability (RTS). There is a significant and steady correlation between the sample average (0.763) and the original sample value (0.766). Although there are noticeable fluctuations, the standard deviation (0.165) is still within the bounds of consistency. Results that are statistically significant are indicated by the high statistical ratio (4.642). This result is highly significant and could not have happened by accident, as indicated by the p-value of 0.000. All things considered, SEO and RTS are significantly and strongly correlated indirectly through CE

In the outer loading table, every indicator demonstrates a statistically significant relationship, suggesting that these outcomes were not the product of chance. Both the correlation between CE and RTS and related indicators as well as the correlation between SEO and other indicators are strong. The analysis's findings support the notion that, in the context under consideration, SEO, CE, and RTS have a consistent and meaningful relationship.

Managerial Implication

Realize that one of the most important ways to increase community empowerment is to concentrate on creating programs that promote social entrepreneurship. Encouraging communities to participate in local economic development can be achieved through investments in training programs, funding, and support for social entrepreneurship initiatives. Managers ought not, however, to depend exclusively on SEO as a strategy for enhancing rural tourism's sustainability.

Table 4. Path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Entrepreneurship Orientation (SEO) → Community Empowerment (CE)	0.930	0.930	0.033	28.414	0.000
Social Entrepreneurship Orientation (SEO) → Rural Tourism Sustainability (RTS)	0.139	0.138	0.183	0.756	0.449
Social Entrepreneurship Orientation (SEO) → Community Empowerment (CE) → Rural Tourism Sustainability (RTS)	0.766	0.763	0.165	4.642	0.000

The management of tourism requires a more comprehensive and integrated strategy that incorporates elements of community involvement, policy, and infrastructure. Sustainable rural tourism can only be achieved through the mediation of community empowerment. It is imperative for managers to acknowledge that tourism sustainability can be amplified by combining community empowerment initiatives with social entrepreneurship programs. For this reason, managers are needed.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

“How does social entrepreneurship orientation influence community empowerment and how does it influence the sustainability of tourist villages, namely how can the status of tourist villages be improved from pilot to independent?” is the research question that this study’s findings attempt to address. According to research conducted with participants from 34 Indonesian tourist settlements, pokdarwis agencies must prioritize social entrepreneurship at a minimum advanced level. The research goal of establishing the Triple Bottom line as a pillar of sustainability that is, planet, people, and profit can be accomplished by empowering individuals with a social entrepreneurial perspective.

These are the goals of social entrepreneurship orientation. The application of social entrepreneurship requires close cooperation with the local community (Community Empowerment). Through these initiatives, the community is involved in planning, developing, and overseeing events related to tourism. In tourist villages, it’s common practice to use social entrepreneurship to promote sustainable management of the environment and natural resources while involving local communities in conservation and restoration initiatives.

Social entrepreneurship initiatives require mechanisms for continuous monitoring and assessment in order to guarantee a positive impact on both society and the environment. Long-term benefits to local communities can be achieved by tourist villages through the implementation of social entrepreneurship principles that are geared towards community empowerment.

Recommendations

Even now, research sample collection from Indonesian tourist settlements is still limited by time, and incidental surveys are employed. Subsequent studies should concentrate on how, in the current context, technological innovation and strong leadership can be attributed to the sustainability of tourism cities. since an organization’s success, particularly in volunteer-run social groups, is largely determined by the responsibilities of its leaders.

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