
MIX: Jurnal Ilmiah Manajemen

Management Scientific Journal

ISSN (Online): 2460-5328, ISSN (Print): 2088-1231

https://publikasi.mercubuana.ac.id/index.php/jurnal_Mix

Harmony of Nature: Building a Healthy Tourism Image Through Green Product Development

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ABSTRACT

Objectives: Nowadays, village progress has also become a benchmark for the success of development in a country and region. The orientation of this study is to analyze the condition and potential of Subaya Village, Bangli, Kintamani, by using a mixed approach that combines field observation and SWOT analysis. The methodology applied involves in-depth observation of the village's strengths and weaknesses, as well as interviews with village officials and communities to identify opportunities and threats.

Methodology: Applied using Analytical Hierarchical Process analysis involves in-depth observation of village strengths and weaknesses, as well as interviews with village officials and communities to identify opportunities and threats (SWOT-AHP). The main focus explored is to collect information from the local community and village officials regarding the potential of Subaya Village.

Finding: This study shows that Subaya Village has significant strengths, such as abundant natural resources and rich local culture, which can be utilized for tourism development. However, there are weaknesses in infrastructure and limited human resources that need to be overcome. This research also identifies opportunities to develop ecotourism and community empowerment programs. Threats faced, such as climate change and competition from other regions, require appropriate mitigation strategies.

Conclusion: Expected to provide a basis for the sustainable development of Subaya Village and improve community welfare through optimal utilization of local potential, and the utilization of the regional potential of Subaya Village through the development of tourism and ecotourism programs can enhance the welfare of the community while overcoming existing weaknesses and threats.

Keywords: SWOT analysis; ecotourism; sustainable development; community empowerment; climate change.

Submitted:

2024-10-10

Revised:

2024-11-04

Accepted:

2024-11-04

Article Doi:

http://dx.doi.org/10.22441/jurnal_mix.2024.v14i3.015

INTRODUCTION

Wellness tourism is a form of travel that aims to improve physical, mental, and emotional health through experiences that are integrated with nature and local culture. Wellness tourism includes activities and services such as spa treatments, hot springs, and preventive health measures to improve physical health (Quintela et al., 2023). The development of green products based on local wisdom can improve tourist attractions, offer authentic experiences, and support environmental sustainability (Al-Dwairi & Alawneh, 2024). Sustainable village development based on local wisdom allows communities to participate in tourism through activities such as agriculture, traditional food production, and art.

Sustainable village development based on local wisdom allows communities to participate in tourism through activities such as agriculture, traditional food production, and art. This involvement not only preserves local culture but also supports economic and social sustainability (Following the Kardashians, 2024). Green tourism practices, such as eco-lodging and wildlife conservation tours, promote responsible travel that minimizes environmental impact. This practice is increasingly sought after by travelers who are aware of the environmental implications of their travel choices (Maniktala & Sharma, 2024). Implementing green and sustainable strategies in tourism can drive value creation and reflect tourists' growing environmental concerns. Green initiatives help reshape tourism strategies to reduce environmental impacts and manage stakeholder relationships (Satta et al., 2019). The cultural and creative industries (CCIs) can effectively promote green tourism by embedding ecological messages in their products and communications. This synergy can increase the promotion of sustainable tourism practices (Papadaki, 2024).

Bali is an international tourist area with all the beauty and tourist attractions it has, where what is trending today is the concept of health tourism. Several areas on the island of Bali have become areas for the development of health tourism attractions, but there are still many that have escaped surgery. The development of wellness tourism in Subaya Village, especially with the potential of the village and human resources, has indirectly led to the community's interest in trips that focus on fitness and welfare. The increasing growth in the implementation of wellness tourism has a positive impact and is a great opportunity for the development of green products in Subaya Tourism Village. Subaya Village is also known for its harmonious agricultural livelihood because it is governed by *awig-awig* and is known as an area that produces a variety of plantations, such as fruits, vegetables, coffee, and moringa which are known for their health benefits, spices such as cinnamon, turmeric, cloves, and red ginger that can be used as raw materials for green products. Subaya Village, located in Kintamani District, Bangli Regency, Bali Province, is one of the old villages with significant tourism potential. However, the existing ecological potential and natural beauty, including Kutuh Waterfall and Bukit Menda, have not been fully utilized as health tourism destinations. Post-pandemic, increasing public awareness of health provides new opportunities to develop sustainable health tourism, which is not only beneficial for tourists but also supports local MSMEs.

Research Gap

There is still a lack of empirical knowledge related to the design of tourism models by utilizing nature and agricultural commodities owned (Prayitno et al., 2023). comprehensive studies are still lacking on what constitutes an unforgettable experience in fitness tourism, where there is a synergy of nature and community products packaged into a tour package model (Papadaki, 2024). There are still many gaps in facilities and infrastructure, such as yoga facilities, spas, and transportation accessibility, hindering the development of green products and holistic tourism experiences (Jedeejit et al., 2018).

The gap in the field obtained is still a lack of support from the Government and related institutions in the form of policies and training for MSME actors to develop products according to wellness tourism standards, hindering the growth of the Subaya tourism sector. Lack of knowledge among local communities and MSME actors about the concept of wellness tourism and its benefits, which hinders the development of the village's potential as a tourist destination. While the link between physical and mental health is recognized, there is a need for a deeper exploration of how these dimensions can be effectively integrated into health tourism offerings. The variability of wellness tourism development based on local characteristics and cultural context is not well studied, especially in certain areas such as Subaya Village. Inadequate understanding among local communities and MSMEs about the concept and benefits of wellness tourism hinders effective participation and development.

The existence of research gaps and field problems faced makes researchers interested in conducting this research, namely exploring the role of social capital (community groups), in creating green products and building a model of health tourism villages with natural synergy and branding of green products. So that the newness of this research is the use of networks in the community to harmonize the beauty of nature and agricultural products into a model for health tourism package packaging

LITERATURE REVIEW

Theory of Tourist Attraction

The natural beauty and cultural traditions of Subaya Village make it an ideal destination for wellness tourism (Theory of Tourist Attraction). The agglomeration theory argues that the grouping of tourist attractions can improve the regional tourism economy, as evidenced by the growth of A-class tourist attractions in China, which has a positive impact on regional tourism performance (Kim et al., 2017). Leiper's model identifies three key elements of a tourist object: the human element, the core (core attraction), and the marker (Mai & Nguyen, 2023). This model has become the basis for understanding how attractions function in the tourism system. Tourists' perceptions of attractions vary greatly based on personal factors such as gender, age, motivation, and region of origin. This variability requires targeted marketing and segmentation strategies to increase destination appeal (Prabowo & Sriwidadi, 2024; Satta et al., 2019)

Social Capital Theory

Strong social capital in the community can strengthen collaboration between MSME actors and improve product development. Social capital refers to social networks, norms, and beliefs that facilitate coordination and cooperation for mutual benefit. Putnam argues that societies with high levels of social capital experience many benefits, including lower crime rates, better health, increased happiness, and economic prosperity (Liberato et al., 2024). This theory argues that the success of society depends on the bond of horizontal collaboration. Long-term relationships, such as those formed in associations and clubs, generate social cohesion and trust, essential for social well-being (Zhong et al., 2021).

MSME Product Innovation and Wellness Tourism Design

(Ahmed et al., 2024; Binsar et al., 2024), In Micro, Small, and Medium Enterprises (MSMEs) is a key factor that drives growth and competitiveness in the market. Both in terms of sales and market share. Innovation includes not only the development of new products but also the improvement of production processes and the application of new technologies (Goh et al., 2022; Prabowo & Sriwidadi, 2024). In addition, research shows that the success of product innovation is also greatly influenced by market understanding and customer engagement (Setini et al., 2020).

METHOD

The research method used in this study is a qualitative approach, which combines field observation with SWOT analysis. The location of study is focused on Subaya Village located in Kintamani District (Bangli Regency), which is the object of the research. Experienced researchers and practitioners conduct in-depth observations to identify the strengths and weaknesses of the village. The results of this observation aim to examine the opportunities and threats faced by Subaya Village. Data collection techniques include interviews with village officials and local communities, which provide insight into the potential that exists in the village. The information obtained from this interview serves to strengthen the analysis related to the strengths and opportunities that the village has, as well as highlight the weaknesses and threats that need to be overcome. Thus, this study is expected to provide a comprehensive overview of the condition and potential of Subaya Village in the context of sustainable development.

The current research adopts various past studies that discuss the potential of villages with a SWOT approach from various examples or cases (e.g. Caravario et al., 2023; Pramanik et al., 2021; Supriadi & Darmawati, 2020). Although SWOT techniques are commonly applied, widely applied, and often practiced in similar studies, SWOT has its advantages. The advantage of SWOT over other techniques is the power of deeper exploration, where SWOT emphasizes more on many landscapes. In the managerial ecosystem, Devi et al. (2022), Gurel & Tat (2017), revealed that there are seven benefits of SWOT, including (1) Helps to understand the business better, (2) Enabling business strategies that suit the internal and external situations of the organization, (3) Addresses weaknesses with appropriate solutions, (4) Prevents possible threats, (5) Utilizing existing opportunities more optimally, (6) Developing appropriate business goals and strategies to achieve them, and (7) Able to drive marketing strategy performance.



Figure 1. Illustration of the Research Analysis Stages

RESULTS AND DISCUSSION

The data collected by the SWOT analysis obtained in the field were processed and re-analyzed, and field interviews were conducted again to confirm the results of the SWOT analysis carried out. The next stage is the pairing.

SWOT matrix

The SWOT matrix is designed based on the author's analysis of the results of observations conducted by the researcher, and the results of interviews from several questions given related to tourism product development, which are presented in Table 1 below:

1. SO1: Ecotourism Development: Utilizing natural beauty and local wisdom to develop ecotourism, attract tourists, and increase village income.
2. SO2: Implementation of Sustainable Agriculture: Using fertile farmland to implement sustainable farming practices, increase agricultural yields, and support local economies.
3. WO1: Infrastructure Improvement: Seeking partnerships with the government or non-governmental agencies to improve village infrastructure, such as roads and health facilities.
4. WO2: Community Empowerment Programs: Develop programs that focus on upskilling communities to take advantage of economic opportunities, such as training in tourism.
5. ST1: Community Strengthening: Building a network of solidarity to deal with external threats, such as climate change or economic crises, by involving communities in decision-making.
6. ST2: Education and Training: Conducting education and training programs to improve people's skills, so that they are better prepared to face challenges.
7. WT1: Economic Diversification: Reducing dependence on the agricultural sector by developing other economic sectors, such as handicrafts or local products.
8. WT2: Risk Mitigation: Develop mitigation plans to deal with risks that may arise, such as natural disasters, through training and counseling to the community.

Table 1. SWOT Results of Subaya Village

	<p>Strengths (S)</p> <ul style="list-style-type: none"> <i>Agricultural Products: (Producing Cloves (Year), Cassava is Always There, Bananas Always There, Galangal Turmeric, Coconut, Passion fruit, Bamboo, Coffee, and Honey)</i> <i>Nature: (Mendehe Hill, Sambongan Waterfall, Sasi Kaulu 1-year swing tradition, Pura Baale Agung, Dalem Temple)</i> 	<p>Weaknesses (W)</p> <ul style="list-style-type: none"> <i>Accessibility: Inadequate roads and transportation.</i> <i>Human Resources: Limitations in education and skills.</i> <i>Economy: Dependence on the vulnerable agricultural sector.</i> <i>Infrastructure: Lack of health and education facilities.</i> <i>Resource Management: Lack of sustainable management of natural resources.</i>
<p>Opportunities (O)</p> <ul style="list-style-type: none"> <i>Product Development Cloves become a scrub product (Boreh Subaya Doa), Cassava (Doraa Sele Subaya Chips with various flavor variants), Honey (Design with attractive and environmentally friendly packaging, Passion fruit (Becomes passion fruit wine, sweet), Turmeric spices, ginger. Kencur (Scrub), Coconut (Oil, Spa Candles, Food Products)</i> <i>Tourism Mendehe Hill</i> 	<p>SO Strategies</p> <ul style="list-style-type: none"> <i>Ecotourism Development: Utilizing natural beauty and local wisdom to develop ecotourism, attract tourists, and increase village income.</i> <i>Implementation of Sustainable Agriculture: Using fertile farmland to implement sustainable farming practices, increase agricultural yields, and support local economies.</i> 	<p>WO Strategies</p> <ul style="list-style-type: none"> <i>Infrastructure Improvement: Seeking partnerships with the government or non-governmental agencies to improve village infrastructure, such as roads and health facilities.</i> <i>Community Empowerment Programs: Develop programs that focus on upskilling communities to take advantage of economic opportunities, such as training in tourism.</i>
<p>Threats (T)</p> <ul style="list-style-type: none"> <i>Infrastructure Limitations: Damaged or inadequate roads hinder mobility.</i> <i>Access to Services: Lack of access to health and education services.</i> <i>Economic Dependence: Dependence on the agricultural sector that is vulnerable to the weather.</i> <i>Human Resources: Limitations in skills and education of the community.</i> <i>Lack of Participation: Low community participation in decision-making.</i> 	<p>ST Strategies</p> <ul style="list-style-type: none"> <i>Community Strengthening: Building a network of solidarity to deal with external threats, such as climate change or economic crises, by involving communities in decision-making.</i> <i>Education and Training: Conducting education and training programs to improve people's skills, so that they are better prepared to face challenges.</i> 	<p>WT Strategies</p> <ul style="list-style-type: none"> <i>Economic Diversification: Reducing dependence on the agricultural sector by developing other economic sectors, such as handicrafts or local products.</i> <i>Risk Mitigation: Develop mitigation plans to deal with risks that may arise, such as natural disasters, through training and counseling to the community.</i>

AHP analysis

The set of criteria is formulated after the SWOT matrix is identified. The results of the combined assessment of all stakeholder representatives are displayed as weighted values, as seen in Table 3. The representatives generated a sequence of criteria ranging from the highest priority to the lowest, with Criterion 3 being the highest and Criterion 1 being the lowest. The score inconsistency was recorded at 0.02, with no missing assessments. With a CR score below 0.1, this indicates that the experts involved in the study have a good understanding of the field and their assessment shows consistency. Here is a table that corresponds to the information provided:

Table 2. Criteria Assessment Table by Experts

Criterion	Weighted Value
C1: Involvement of all stakeholders in the tourism industry	0.177
C2: Stakeholder participation in strategy formulation	0.189
C3: Paying attention to the sustainability of tourism economic goals	0.356
C4: Paying attention to the sustainability of the tourism economy	0.287

DISCUSSION

Strengthening human resources

Strengthening human resources in Subaya Village is a strategic step to improve the quality and productivity of the community when facing challenges in the tourism and agriculture sectors. Research shows that continuous training and skill development can improve individual competencies, contributing to better performance in micro, small, and medium enterprises (MSMEs) (González-Ramos et al., 2022). In this context, training designed to improve skills in the management of tourism products and agricultural products is essential to create an engaging experience for tourists. The re-establishment of groups such as POKDARWIS and the Srikandi Joint Business Group in Subaya Village shows collaborative efforts that can strengthen social capital in the community. Social capital, which includes social networks, norms, and trusts, plays an important role in facilitating cooperation and collaboration between MSME actors (Putnam, 2000). With these groups, communities can support each other and share knowledge, which will increase innovation and competitiveness of local products (Zhong et al., 2021). In addition, creating a supportive and collaborative work environment is essential for strengthening human resources. Adequate facilities, support from leaders, and an open culture of innovation can increase individual motivation and productivity (Sumiati et al., 2024). Thus, strengthening human resources through training, group formation, and positive environmental support is expected to have a significant impact on the development of tourism and agriculture in Subaya Village, as well as improve the welfare of the community as a whole.



**Figure 2. Strengthening Human Resources
Writer's Results in the Field (2024)**

MSME Product Innovation

Innovation in green products and packaging is essential in the sustainable development of Micro, Small, and Medium Enterprises (MSMEs). Green product innovation refers to the development of new ideas or product improvements designed to reduce negative impacts on the environment by utilizing environmentally friendly and easily available materials (Zhong et al., 2021); (Wahdiniwati et al., 2022). This is in line with the principle of sustainable development, which emphasizes the importance of maintaining a balance between economic needs and environmental protection (Meinrath & Kalin, 2005). With the support of the community and good collaboration, MSMEs can more easily access the resources, knowledge, and technology

needed to develop environmentally friendly products and packaging (Prabowo & Sriwidadi, 2024; Yuwanda et al., 2023).

The results of the analysis show that the involvement of local communities in tourism development is very important. People involved in the development process not only feel that they have a destination but also benefit directly from the resulting economic growth. Activities such as training to improve community skills in tourism services are the key to community empowerment (Alfarizi et al., 2022). Research has found that innovations in products offered by Micro, Small, and Medium Enterprises (MSMEs) in Subaya Village can increase tourist attraction. Innovation activities, such as the development of sustainable and environmentally friendly local products, can attract the attention of visitors who care about sustainability and local uniqueness. The implementation of this strategy allows the village to reach a wider audience and attract the interest of potential tourists, thereby contributing to the growth of the local economy. This research aims to analyze the condition and potential of Subaya Village, Bangli, Kintamani, through a mixed approach that combines field observation and SWOT analysis. The results obtained provide deep insights into the strengths, weaknesses, opportunities, and threats facing villages while also providing a basis for sustainable development efforts.

Wellness Tourism Design

The design of the wellness tourism model should consider various elements that contribute to a holistic experience for visitors. Additionally, a supportive natural environment, such as a beach, mountains, or forest, can enhance the wellness experience by providing a calm and calming atmosphere (Kim et al., 2017). As such, the design of the wellness tourism model must combine quality facilities, friendly service, and accessibility to nature to create an unforgettable experience. This can be done by empowering communities to provide local products and services, as well as engaging academics in research to improve the quality of tourism offerings. By creating strong partnerships between the government, the private sector, and the community, wellness tourism models can be designed to not only meet the needs of tourists but also provide economic and social benefits to local communities. Therefore, the design of an effective wellness tourism model must prioritize collaboration and sustainability as the basic principles in its development. Thus, when prospective tourists are looking for information about wellness tourism, they can easily find available offers. Research shows that the right digital marketing techniques can increase the visibility and interaction of visitors on a website (Goh et al., 2022; Prayoga et al., 2024); Firmansyah et al., 2024. 3) Email marketing strategies can also be used to reach existing and potential customers. This approach has proven to be effective in increasing customer loyalty and encouraging repeat visits (Gana et al., 2024). 4) Partnering with influencers in the health and fitness sector to promote wellness services is also an effective strategy. Influencers can help reach a wider audience and give credibility to the products offered. Recommendations from influencers often influence consumer purchasing decisions, so this collaboration can increase the attractiveness of wellness destinations.

CONCLUSION

The observation results show that Subaya Village has several significant strengths, including abundant natural resources and a rich local culture. Natural resources, such as farmland and

charming natural landscapes, offer potential for the development of agro-tourism and ecology. In addition, community involvement in village activities, such as local traditions and ceremonies, creates its attraction for tourists. This power can be used to increase village income and strengthen cultural identity. However, the study also identifies weaknesses that need attention. Inadequate infrastructure, such as access roads and public facilities, limits the accessibility of villages and reduces attraction for visitors. In addition, the limitations of human resources, especially in terms of skills and education, hinder the ability of the community to manage and market the existing potential. These weaknesses must be overcome through focused development policies and training for the community. The results of interviews with village officials and the community identified several opportunities that can be used for development. Tourism potential, especially in the form of eco-tourism and cultural tourism, offers a way to improve the local economy. Community empowerment programs, such as entrepreneurship training, can also help communities utilize their skills and create sustainable ventures. In addition, collaboration with external institutions can open up access to greater resources and knowledge.

Acknowledgments

We would like to thank the Ministry of Research and Technology (Kemenristek) for the support and facilities that have been provided, by Warmadewa University. Thank you to the partner universities who have collaborated, the Subaya Village Partners, and the local community who have actively participated, provided information, and shared valuable insights during observations and interviews. Cooperation and support from all parties are very meaningful for the success of research and are expected to provide benefits for village development in the future.

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