
DETERMINANT FACTOR OF SUSTAINABLE TOURISM STUDIES IN THE TOURISM SECTOR IN SOUTH KALIMANTAN WITH INNOVATION AS A MEDIATING VARIABLE

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Abstract

This research is motivated by the importance of sustainable tourism aspects in achieving the Sustainable Development Goals (SDGs) which countries around the world have adopted this concept. This study is focused on Tourism Objects in South Kalimantan Province as a tourism destination in Indonesia. Methodology - The method used in this research is an empirical study method with a quantitative approach. The technique used is a proportional sample with the help of the SEM (Structural Equation Modeling) program which is operated through the SmartPLS program. This study uses the formula Hair, et.al., (1995) with the provisions of 5 x 43 item parameters times the number of research questionnaires, namely 215 research samples. Methods of data collection using a questionnaire. The research hypothesis was tested using the Partial Least Square (PLS) based Structural Equation Model (SEM) approach. The study support the assertion that social entrepreneurship, destination governance, and sustainable tourism are all mediated by innovation. In other words, creating social entrepreneurship, increasing destination governance, and encouraging societal engagement can all be done to promote sustainable tourism in South Kalimantan, Indonesia. This study is expected to provide a better understanding of how innovation can be an important factor in achieving sustainable tourism in South Kalimantan.

Keywords: Society participation; Tourism Social Entrepreneurship; Destination Governance; Innovation; Sustainable Tourism.

Introduction

The concept of sustainable tourism has become a major concern in recent decades. Although sustainable tourism is an important concern in the tourism industry, little research and publication has been conducted to explore and develop this concept. Sustainable tourism is a concept that is considered by all countries in the world to achieve the Sustainable Development Goals (SDG's). One of the indicators in SDG's 12th goal states that collaboration from various parties is needed to create eco-friendly tourism (green tourism) (BPS, 2020). However, the environmental pressure caused by tourism activities is currently increasing due to the increasing number of visitors and the increasing development of tourism-related infrastructure to meet the needs of tourists visiting tourist attractions. This causes an increase in the amount of garbage and waste, pollution, sanitation problems, aesthetics and several other causes (Sahu et al., 2014). In short, sustainable tourism is the development of a travel concept that can have a long-term impact. Both for the environment, social, culture, and economy for the present and the future for all local people and visiting tourists.

Sharma, (2016) in his research at the Kerwa tourist destination, Bhopal, India found that tourism activities were increasing, causing resource exploitation and producing waste that was harmful to the environment including the disruption of tourism activities, thereby reducing the interest of tourists to visit. Another study conducted by Russo & Van Der Borg, (2002) in Venice, explained that tourism in that country was not matched by tourism policies carried out by the government, taking into account the carrying capacity of the environment, so that the supporting sub-systems such as transportation and waste management became inadequate in accordance with the increase in the number of tourists. Based on the research above, according to (Lemy et al., 2019) explains that there are 5 (five) applications of the concept of sustainable tourism in Indonesia, namely: 1) Nature conservation, 2) Community empowerment, 3) Cultural preservation, 4) Resource management water and energy power, and 5) Safety and security.

Indonesia, is an archipelagic country that has an excellent tourism sector to attract tourists, both domestic and foreign (Wijaya, 2019). In addition, the tourism sector plays an important role in the economy, both as one of the country's foreign exchange earners and as a creator of jobs and opportunities to build businesses (Mariyono, 2017). According to the 2021 Travel and Tourism Competitiveness Index (TTCI) from the World Economic Forum, Indonesia is ranked 32 out of 117 countries in the development of a

sustainable and resilient travel and tourism sector (Susilawati & Fadhilah, 2022). Although this figure is quite good, it still needs to be improved. With the collaboration of various parties in carrying out sustainable tourism, it is hoped that Indonesia can improve its ranking even better.

The Indonesian government, through various policies and programs, has committed to implementing the concept of sustainable tourism. One clear example is the Indonesia Sustainable Tourism Development (ISTD) Program which aims to develop sustainable tourism in various tourist destinations in Indonesia. The implementation of the ISTD Program is supported by various relevant government laws and regulations. The rules and regulations related to the implementation of ISTD can be seen based on Law Number 10 of 2009 concerning Tourism, Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS), Government Regulation Number 9 of 2016 concerning Sustainable Tourism, Decree of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number KM. 137/HM.001/MPEK/2020 concerning the Indonesia Sustainable Tourism Awards (ISTA) Program and Presidential Instruction Number 2 of 2020 concerning Improved Management of Coastal Areas and Small Islands.

These regulations, provide a legal framework that supports the implementation of the ISTD program. However, even though positive steps have been taken, there are still challenges that need to be overcome in implementing the concept of sustainable tourism in Indonesia. South Kalimantan is one of the tourist destinations in Indonesia, although South Kalimantan is not yet included in the top ten priority tourist destinations, the potential of this region is quite large compared to other provinces in Indonesia. This can be seen from the flow of visits from tourism development in South Kalimantan below:

Table 1. Flow of Tourist Visits

Location/Year	2018	2019	2020		2021	
			Domestic	International	Domestic	International
Kab. Tanah Laut	340362	25263	330241	4	50270	0
Kab. Kotabaru	541487	335338	421971	83	200628	18
Kab. Banjar	7173830	6925839	5494048	260	635110	0
Kab. Barito Kuala	131883	53636	53550	21	50985	3
Kab. Tapin	1536130	702911	595478	0	366171	0
Kab. Hulu Sungai Selatan	285477	79922	253753	5	29471	0
Kab. Hulu Sungai Tengah	40871	12032	76629	4	19499	0
Kab. Hulu Sungai Utara	94591	19376	43821	0	9558	0
Kab. Tabalong	794144	23533	60765	131	1144719	12206
Kab. Tanah Bumbu	559582	75240	77086	2	83614	0
Kab. Balangan	25870	15313	21466	8	9558	0
Kota Banjarmasin	865637	338422	299946	971	244715	392
Kota Banjarbaru	453958	50152	32683	5513	571748	258
Prov. Kalimantan Selatan	12843800	8656977	7761437	7002	3416046	12877

Source : kalselprov.go.id (2022)

It can be seen that from 2018 to 2021 both domestic and foreign tourists continue to experience a decline as a result of the COVID-19 pandemic and the implementation of PKPM restrictions which have an impact on the tourism industry globally, including in Indonesia. With the efforts that have been made by the government and the loosening of PKPM. The number of visits by foreign and domestic tourists continues to increase. According to the Head of the South Kalimantan Tourism Office, Muhammad Syarifuddin, in 2022 the level of visits for foreign tourists will continue to increase, reaching 40,296 people, and around 11,266,328 domestic tourists. Meanwhile in 2020, the number of visits by foreign tourists was recorded at around seven thousand visits, and in 2021 around two thousand visits. This figure will increase significantly in 2022 (Yasinta, 2023). Therefore, in order to improve people's welfare, tourism development will continue and be improved through expanding tourist areas, utilizing tourism resources and potential so as to encourage other economic sectors.

Seabra & Bhatt, (2022) Sustainable tourism is a concept that includes a complete tourism experience, including concern for economic, social, and environmental issues and concern for enhancing the tourist experience and meeting the needs of host communities. Because, someone who has optimal sustainable tourism will always make changes in a positive direction (Streimikiene et al., 2021). With the existence of sustainable tourism, the level of achievement of results will be seen so that it will be known how far the tasks that have been borne through the tasks and authority given can be carried out in a real and optimal way (Carr et al., 2016). Because in sustainable tourism, not only the needs of tourists are considered, but also the needs of local communities, local businesses and nature.

Given the importance of sustainable tourism, the author tries to raise a research topic related to the factors that influence sustainable tourism as research conducted by Aquino et al., (2018), several factors that will be examined include Society participation, as in Saufi's research, (Dewi & Ginting, 2022; Pasek & Ratkowski, 2021). Tourism Social Entrepreneurship, as research by (Aquino et al., 2018; Kurniawati & Adinata, 2018). Destination Governance, as research by (Mihalič et al., 2016) and Innovation, as research by (Castro-Spila et al., 2018).

The first factor is **Society participation**. This community participation involves the local community in decision-making and tourism development that takes into account the needs of the community, the environment and the economy. In addition, community participation is voluntary and must take place continuously.

(Warouw et al., 2018). Dragouni & Fouseki, (2018) stated that community participation is a process that involves the community in planning, implementing, and evaluating programs or activities, as well as providing advice and input to power holders. The importance of community participation in increasing sustainable tourism is strengthened based on the research results of Dong & Nguyen, (2023), explaining that community participation in decision-making and planning processes to ensure that the development of sustainable tourism is very beneficial for all stakeholders.

One of the concrete manifestations of community involvement in the tourism business in South Kalimantan is the establishment of Tourism Awareness Groups (PokDarWis) which have spread across each district. Based on data from the South Kalimantan Province Tourism Office, it is known that the number of Pokdarwis in the South Kalimantan Province in 2021 will be 2935 members. We present a more clear Table of Tourism Awareness Groups (POKDARWIS) in South Kalimantan Province, namely:

Table 2. Number of POKDARWIS in South Kalimantan Province

Location/Year	POKDARWIS	Member (2019)	POKDARWIS	Member (2020)	POKDARWIS	Member (2021)
Kab. Tanah Laut	15	409	15	409	13	290
Kab. Kotabaru	9	238	9	238	13	267
Kab. Banjar	20	273	20	273	22	409
Kab. Barito Kuala	3	71	3	71	3	71
Kab. Tapin	15	333	15	333	15	232
Kab. Hulu Sungai Selatan	6	123	6	123	18	344
Kab. Hulu Sungai Tengah	2	55	2	55	20	477
Kab. Hulu Sungai Utara	7	131	7	131	18	333
Kab. Tabalong	10	155	10	155	6	123
Kab. Tanah Bumbu	12	182	12	182	2	55
Kab. Balangan	2	48	2	48	7	131
Kota Banjarmasin	22	344	22	344	2	48
Kota Banjarbaru	15	232	15	232	10	155
Prov. Kalimantan Selatan	138	2594	138	2594	149	2935

Source : kalselprov.go.id (2022)

With the large number of Pokdarwis above, it is hoped that it can help increase public understanding of tourism, plan tourism object development programs, and encourage community participation in tourism development. For this reason, research is needed to find a tourism development model that is born from the actual conditions of the community itself. By involving the community in the development of sustainable tourism, it is expected to increase community participation, awareness and sustainability of tourism. This can assist in achieving sustainable tourism goals that benefit society, the environment, and the economy. (Warouw et al., 2018).

The second factor is **Tourism Social Entrepreneurship**. Despite its increasing popularity, social entrepreneurship has received little scholarly attention in tourism. However, several studies have been published in recent years. For example, Van Tuyen et al., (2023) have noted that social enterprises have a considerable impact on local economic development because they tend to act in socially responsible ways (e.g., local jobs, support for external projects that benefit society more broadly), etc.). Furthermore, in the research of Boukas & Chourides, (2016) states that social entrepreneurship can increase the sustainability of tourism. In addition, his research also cites several studies that discuss the importance of social entrepreneurship in achieving sustainable tourism goals.

From the explanation above, tourism social entrepreneurship can provide positive economic, social, and environmental results, and provide socially innovative tourism products that are embedded in local livelihoods (Dahles et al., 2020). Therefore, process-oriented investigations into tourism social entrepreneurship should focus on the value creation process of tourism social entrepreneurs (Mottiar et al., 2018) and tourism social enterprises (von der Weppen & Cochrane, 2012). Although taken from a social entrepreneur perspective, several studies hint at the community involvement of tourism social entrepreneurship initiatives (Altinay et al., 2016; Dahles et al., 2020).

The third factor is **Destination Governance**. The purpose of destination governance is to facilitate the development of sustainable tourist destinations. It involves a process of policy making, planning, implementing, monitoring, and evaluating to ensure that tourism destinations operate efficiently, sustainably, and provide benefits to local communities and the environment (d'Angella et al., 2010).

The importance of Destination Governance in tourism sustainability has been documented through various studies and journals in the field of tourism. According to (Franzoni, (2015) in his research concluded that good Destination Governance can help achieve sustainable tourism goals. Furthermore Good tourism governance can help ensure that tourism development is carried out in a sustainable manner and benefits can be shared fairly among all stakeholders. In addition, good tourism governance can also help reduce the negative impacts of tourism on the environment and local communities. These results were strengthened in the research of (Bramwell & Lane, 2016) where the article discusses the importance of good tourism governance in achieving sustainable tourism goals. It concludes that good tourism governance is essential in achieving sustainable tourism goals.

From the explanation above, destination governance plays an important role in the development of sustainable tourism in tourist objects, where the planning, implementation and evaluation processes can be directed and run well (Gillovic & McIntosh, 2020; Quattrociochi, et.al., 2017). In developing countries, including Indonesia, tourism policy making and planning related to destination management and governance is controlled by the government through the Destination Management Organization (DMO) institution (Song et al., 2013).

The last factor is **Innovation**. The role of innovation in sustainable tourism is very important to achieve sustainable tourism development, where innovation can bring positive changes and creative solutions in dealing with social, economic and environmental challenges faced by tourism destinations. Apart from that, **Innovation** can also help create new economic opportunities and generate trade opportunities in less developed areas and can help improve governance and management practices in the tourism industry, leading to more sustainable results (Coroş et al., 2017). By innovating in the development of sustainable tourism, it is hoped that it can help achieve sustainable tourism goals that benefit society, the environment and the economy.

Based on research conducted by Palacios-Florencio et al., (2021) where his research highlighted the importance of innovation in developing sustainable tourism products. It concludes that innovation has a significant impact on sustainable tourism. In addition, Maier's research, et.al., (2020) concluded that innovation can help develop sustainable tourism products, promote sustainable mass tourism, achieve sustainable industries, and improve governance in conducting tourism activities, and innovation can also be used to promote sustainable tourism practices among local communities.

Based on the explanation above, in order to achieve sustainable tourism, innovation plays an important role in generating new and creative solutions to the challenges faced by the tourism industry. Some of the problems encountered in the context of sustainable tourism include damaging environmental impacts, cultural and social damage, inefficient management of resources, and conflicts between economic interests and environmental preservation. With continuous innovation, tourism can continue to grow while maintaining a balance between economic, social and environmental needs.

Based on the description of the background of the problems above, in the following the author presents a summary table of the differences in the results of previous research (research gaps) related to the relationship between the variables that will be raised in this study, which consists of the variables Society participation, Tourism Social Entrepreneurship, Destination Governance and Innovation towards Sustainable Tourism namely:

Tabel 3. Research Gap Findings

<i>Gap</i>	<i>Writer</i>	<i>Findings</i>
There are different views regarding the influence of Society participation on Sustainable Tourism	Aquino, Lück, & Schänzel, (2018); Dewi & Ginting, (2022) Saufi, A., O'Brien, D., & Wilkins, H. (2014).	The results show that Society participation has a significant positive influence on Sustainable Tourism Shows that Society participation has no significant influence on Sustainable Tourism
There are different views regarding the influence of Tourism Social Entrepreneurship on Sustainable Tourism	Kurniawati, & Adinata, (2018); De Lange, & Dodds, (2017) Pasek, M., & Ratkowski, W. (2021).	Shows that Tourism Social Entrepreneurship has a significant positive influence on Sustainable Tourism The results show that Tourism Social Entrepreneurship has a negative effect on Sustainable Tourism
There are different views regarding the influence of Destination Governance on Sustainable Tourism	Franzoni, (2015); de Bruyn, & Fernández Alonso, (2012) Dos Anjos, F. A., & Kennell, J. (2019)	The results show that Destination Governance has a significant positive effect on Sustainable Tourism The results show that Destination Governance has a negative effect on Sustainable Tourism
There are different views regarding the influence of Innovation on Sustainable Tourism	Triantafillidou, & Tsiaras, (2018).; Sharma, & Bhat, (2023) Della Corte, V., Del Gaudio, G., Sepe, F., & Luongo, S. (2021).	The results show that Innovation has a significant positive effect on Sustainable Tourism The results show that Innovation has a negative effect on Sustainable Tourism

Source: Secondary data processed (2023).

Based on the background description above and because there are still gaps or differences from the results of previous studies, this study tries to close the gaps (address gaps in knowledge) to previous studies on Sustainable Tourism, and includes variables that influence it, namely Society participation, Tourism Social Entrepreneurship, and Destination Governance.

Additionally, this study aims to broaden the research's focus (increase our understanding) by putting up fresh concepts and one new research variable. There is hardly no research that employs the innovation variable as a mediating variable in the variables examined in this study.

Research Method

To test the hypothesis in this study using structural equation modeling (SEM) analysis with the SmartPLS 3.0 Software program. PLS is an independent distribution (not assuming that some data can be nominal, group, ordinal, unit, and proportional). (Partial Least Square) PLS uses the bootstrap or dual random method where the assumption of good fit is not a problem for PLS (Least Partial Square). Besides that (Minimal Partial Square) PLS does not require a minimum number of samples to be used in research, small studies can still use PLS (Minimal Partial Square). The least important part is classified as a non-parametric model, so the PLS model does not require normally distributed data.

This type of research is quantitative, namely research that emphasizes testing theories through measuring research variables with numbers with the aim of testing hypotheses. This study was designed using the causality method. The causality method is intended to explain the existence of a causal relationship (cause effect) or a relationship of influencing and being influenced between several concepts or several variables studied (Leavy, 2017).

Selection of the sample using probability sampling in the form of proportional random sampling. With the criteria the sample criteria used in this study were representatives of the Provincial Government, the Tourism Office, entrepreneurs in the tourism environment and members of organizations related to tourism in South Kalimantan Province. Sampling in the study was based on the formula Hair, et.al., (1995) with the provisions of 5 (parameter items) x 43 (number of research questionnaires), namely 215 research samples.

Results and Discussion

Respondent Profile

The following is the questionnaire distribution data according to the identity of the respondent which consists of the characteristics, last education, and years of service of the respondent:

Table 4, Summary of Research Respondent Profile Characteristics

Characteristics	Frequency	Persentase (%)	Cummulative (%)
1. Age			
>51 Year	34	15,8	15,8
21-30 Year	39	13,5	29,3
31-40 Year	86	40,0	69,3
41-50 Year	66	30,7	100,0
2. Gender			
Man	97	45,1	45,1
Women	118	54,9	100,0
3. Last education			
Diploma	46	21,4	21,4
Masters	1	0,5	21,9
Bachelor	39	18,1	40,0
SMA/SMK	129	60,0	100,0
4. Years of service			
< 5 Year	42	19,5	19,5
15 Year	65	30,2	49,8
10-15 Year	94	43,7	93,5
5-10 Year	14	6,5	100,0
5. Origin of Respondents			
Tourism Association	66	30,7	30,7
Local Community	86	40,0	70,7
Government/Office of Tourism of South Kalimantan Province	34	15,8	86,5
Businessman	29	13,5	100,0

Source: Secondary data processed (2023).

Age

Based on the data output in the table above, it is known that the highest or most age range of respondents was at the age of 31-40 years as many as 86 people or 40%, followed at the ages of 41-50 years as many as 66 people or 30.7%, aged > 51 years as many as 34 people or 15.8%, aged 21-30 years as many as 29 people or 13.5%.

Gender

Based on the output data in the table above, it is known that the sex of the male respondents was 97 people or 45.1%, and the female respondents were 118 people or 54.9%, so it can be said that the majority of respondents were female.

Level of education

Based on the data output in the table above, it is known that the education level of the most respondents is SMA/SMK as many as 129 people or 60%, followed by diploma education level as many as 46 people or 21.4%, Bachelor education level as many as 39 people or 18.1%, and then master education as much as 1 person or 0.5%.

Years of Service in the Tourism Industry

Based on the output data in the table above, it is known that the highest number of respondents worked from 10 to 15 years with 94 people or 43.7%, followed by working years > 15 years with 65 people or 30.2%, working period < 5 years with 42 people or 19.5%, and then 5 to 10 years of service for 14 people or 6.5%.

Origin of Respondents

Based on the output data in the table above, it is known that the origin of the most respondents is local people including PokDarWis as many as 86 people or 40%, the origin of respondents from tourism associations is 66 people or 30.7%, the origin of respondents is from the government or the South Kalimantan provincial tourism office as many as 34 people or 15.8%, as many as 29 people or 13.5% of the respondents are from tourism entrepreneurs.

Outer Model Testing

Validity test

For confirmatory research, the loading factor limit used is 0.7, while for exploratory research the loading factor limit used is 0.6 and for development research, the loading factor limit used is 0.5. Because this research is a confirmatory study, the loading factor limit used is 0.7. The following is the estimation result of the PLS model:

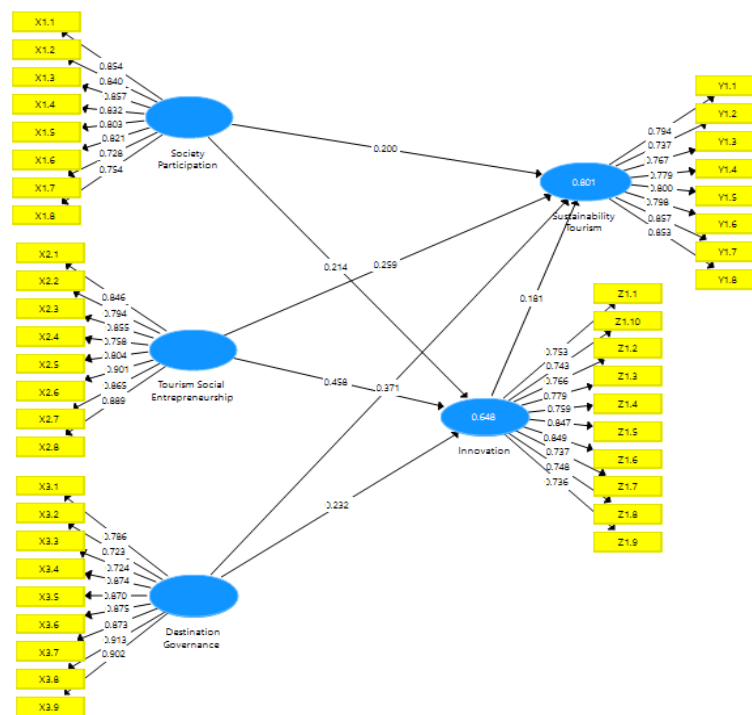


Figure 1. PLS Model Estimation

Based on the estimation results of the PLS model in the figure above, all indicators have a loading factor value above 0.7 so that all indicators are declared valid in measuring their constructs. Apart from looking at the loading factor value of each indicator, convergent validity is also assessed from the AVE value of each construct. The PLS model is declared to have met convergent validity if the AVE value of each construct is > 0.5.

Reliability Test

The results of data processing that has been carried out using the SmartPLS program or application yield the following findings:

Table 5. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Society Participation	0.926	0.929	0.939	0.660
Tourism Social Entrepreneurship	0.940	0.941	0.950	0.706
Destination Governance	0.947	0.952	0.956	0.706
Sustainability Tourism	0.919	0.921	0.934	0.638
Innovation	0.925	0.931	0.937	0.597

Source: processed primary data (2023).

The reliability test results in the table above show that all constructs have a composite reliability value of > 0.7 and Cronbachs alpha > 0.7 which indicates that all constructs have met the required reliability.

Testing the Goodness of Fit Model

After fulfilling the construct validity and reliability at the outer model testing stage, the test continued with testing the goodness of fit model. The fit of the PLS model can be seen from the value of the SRMR (Standardized Root Mean Square Residual) model. The PLS model is declared to have fulfilled the goodness of fit model criteria if the SRMR value is <0.10 and the model is declared perfect fit if the SRMR value is <0.08.

Table 6. Goodness of fit model test results

	Saturated Model	Estimated Model
SRMR	0.069	0.069
d_ ULS	4.521	4.521
d_ G	3.163	3.163
Chi-Square	3158.497	3158.497
NFI	0.691	0.691

Source: processed primary data (2023).

The results of the goodness of fit test for the PLS model in table 6 below show that the SRMR value of the saturated model is 0.069 as well as the SRMR value of the predicted model which has an SRMR of 0.050. Because the SRMR value of the saturated model and estimated model is below 0.10, the PLS model is declared fit, so it is feasible to use to test the research hypothesis.

Pengujian Inner Model (Pengujian Hipotesis)

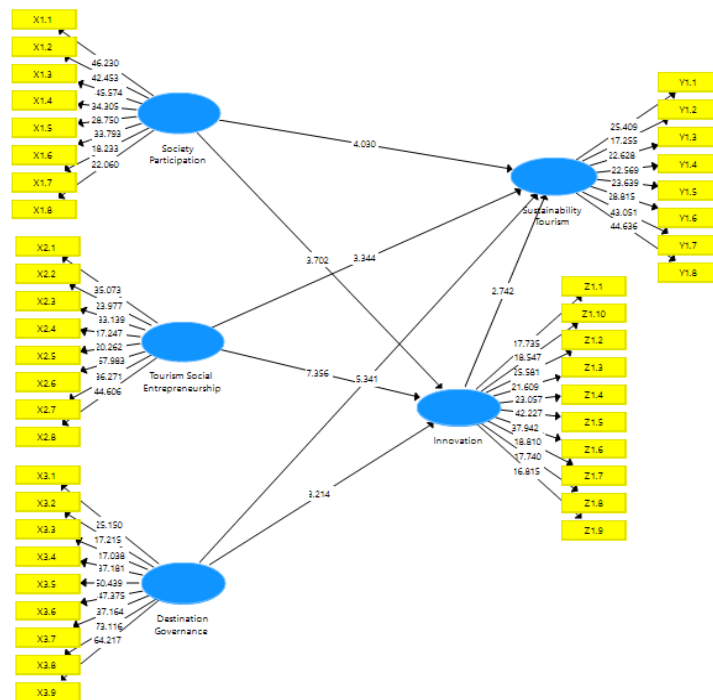


Figure 2. PLS Model Estimation

Based on the results of the PLS model estimation using the bootstrapping technique above, all paths are significant with a T statistic > 1.96. The complete significance test results can be seen in the following table:

Table 7. Results of the Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Governance -> Innovation	0.232	0.237	0.072	3.214	0.001
Destination Governance -> Sustainability Tourism	0.371	0.378	0.070	5.341	0.000
Innovation -> Sustainability Tourism	0.181	0.181	0.066	2.742	0.006
Society Participation -> Innovation	0.214	0.210	0.058	3.702	0.000
Society Participation -> Sustainability Tourism	0.200	0.198	0.050	4.030	0.000
Tourism Social Entrepreneurship -> Innovation	0.458	0.458	0.062	7.356	0.000
Tourism Social Entrepreneurship -> Sustainability Tourism	0.259	0.254	0.078	3.344	0.001

Sumber : data primer yang diolah (2023).

Table 8. Indirect Influence Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Governance -> Sustainability Tourism	0.042	0.042	0.020	2.156	0.032
Society Participation -> Sustainability Tourism	0.039	0.039	0.019	2.019	0.044
Tourism Social Entrepreneurship -> Sustainability Tourism	0.083	0.084	0.035	2.389	0.017

Sumber : data primer yang diolah (2023).

Based on the results of the direct influence test in the table above, the results of hypothesis testing are obtained as follows:

H1: Community participation has a significant effect on sustainable tourism.

The p value of community participation in sustainable tourism (Society Participation -> Sustainability Tourism) is 0.000 with a t-statistic of 4.030 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that community participation has a positive and significant effect on sustainable tourism. The results of this study are in line with the findings of (Dewi & Ginting, 2022; Warouw et al., 2018) and several other researchers, who state that community participation has a positive and significant effect on sustainable tourism.

H2: Tourism social entrepreneurship has a significant effect on sustainable tourism.

The p value of tourism social entrepreneurship towards sustainable tourism. (Tourism Social Entrepreneurship -> Sustainability Tourism) is 0.001 with a t statistic of 3.344 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that tourism social entrepreneurship has a positive and significant effect on Sustainable Tourism. The results of this study are in line with previous research conducted by (Aquino et al., 2018; Kurniawati & Adinata, 2018) which states that tourism social entrepreneurship has a significant effect on sustainable tourism.

H3: Destination governance has a significant effect on sustainable tourism.

The p value of destination governance towards sustainable tourism. (Tourism social entrepreneurship -> sustainability tourism) is 0.000 with a t statistic of 5.341 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that destination governance has a positive and significant effect on sustainable tourism. The results of this study are in line with the findings of (Franzoni, 2015; Mihalič et al., 2016; von der Weppen & Cochrane, 2012) and several other researchers. The results of the analysis show that destination governance has a significant effect on sustainable tourism.

H4: Innovation has a significant effect on sustainable tourism.

The p value of innovation on sustainable tourism. (innovation -> sustainability tourism) is 0.006 with a t statistic of 2.742 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that innovation has a positive and significant effect on sustainable tourism. The results of this study are in line with the findings of Sharma, (2016) Testing the hypothesis reveals the positive impact of community involvement on social and environmental innovation. The results also illustrate the positive impact of social and environmental innovation on sustainable tourism development. Furthermore, Heslinga, Hillebrand, &

Emonts, (2019) The results of the analysis show that Innovation is positive and significant for Sustainable Tourism.

H5: Community participation has a significant effect on innovation.

The p value of community participation in innovation. (Society Participation -> Innovation) is 0.000 with a t statistic of 3.702 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that community participation has a positive and significant effect on innovation. The results of this study are in line with previous research conducted by (Paskova & Zelenka, 2018). The results of the analysis show that Society participation has a significant effect on Innovation. Furthermore, in the research of Mottiar et al., (2018) the results of the analysis show that Society participation has a significant effect on Innovation.

H6: Tourism social entrepreneurship has a significant effect on innovation.

The p value of tourism social entrepreneurship towards innovation. (Tourism Social Entrepreneurship -> Innovation) is 0.000 with a t statistic of 7.356 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that tourism social entrepreneurship has a positive and significant effect on innovation. The results of this study are in line with previous research conducted by (Gonzalez-Garcia et al., 2018; Palacios-Florencio et al., 2021) and several other researchers. Which reveals that tourism social entrepreneurship has a significant effect on innovation.

H7: Destination governance has a significant influence on innovation.

The p value of destination governance towards innovation. (Tourism Social Entrepreneurship -> Innovation) is 0.001 with a t statistic of 3.214 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that destination governance has a positive and significant effect on innovation. The results of this study are in line with previous research conducted by (Coroş et al., 2017; Loach & Rowley, 2022) and several other researchers. Which reveals that Destination governance has a significant influence on innovation.

H8: Innovation mediates the relationship between community participation and sustainable tourism

The p value between innovation in mediating the relationship between society participation and sustainable tourism. (Society Participation -> Innovation -> Sustainability Tourism) is 0.044 with a t statistic of 2.019 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that Innovation is proven to be able to predict positively in mediating the relationship between community participation and sustainable tourism.

H9: Innovation mediates the relationship between tourism social entrepreneurship and sustainable tourism

The p value of innovation in mediating the relationship between tourism social entrepreneurship and sustainable tourism. (Tourism Social Entrepreneurship -> Innovation -> Sustainability Tourism) is 0.017 with a t statistic of 2,389 and the path coefficient is positive. Because the p value <0.05 and the t statistic > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that innovation is proven to be able to predict positively and significantly mediate the relationship between tourism social entrepreneurship and sustainable tourism.

H10: Innovation mediates the relationship between destination governance and Sustainable Tourism

The p value of innovation in mediating the relationship between destination governance and sustainable tourism. (Destination Governance -> Innovation -> Sustainability Tourism) is 0.032 with a t statistic of 2.156 and the path coefficient is positive. Because the p value is <0.05 and the T statistic is > 1.96 and the path coefficient is positive, Ho is rejected, Ha is accepted. So it can be concluded that innovation is proven to be able to predict positively in mediating the relationship between destination governance and sustainable tourism.

According to the findings, innovation is one of the key factors influencing the South Kalimantan tourism industry's sustainability. The results of earlier studies are supported by the discovery (Carvalho & Sarkar, 2014, Hermawati et al., 2020, Alos-Simo et al., 2023). The research provided eco-innovation, a sort of innovation for the tourism industries.

Conclusion

The research's findings lead to the conclusion that innovation mediates the relationship between social entrepreneurship, destination governance, and sustainable tourism. In other words, promoting societal participation, fostering social entrepreneurship, and enhancing destination governance can all be done to create sustainable tourism in South Kalimantan, Indonesia.

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