

The advantages of creative industries based on local wisdom in enhancing tourism destination image: implications for sustainable tourism

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Abstract

This local wisdom is a destination that differentiates one tourism area from another. Tourism based on local wisdom is now a tourism promotion commodity sold to the public as a tourist attraction. Local wisdom teaches moral values, ethics, and increases the love for local cultures. This study aims to analyze the advantages of local wisdom-based creative industries in improving the image destinations, and its implications on tourist visiting decisions to realize sustainable tourism in Sumenep Regency. This study uses an approach in the form of a quantitative research method. The location of the study is a tourist destination in Sumenep Regency, namely Slopeng Beach, Lombang Beach, and Keraton Tourism. The sample of this study was visitors to the tourist destinations of Slopeng Beach, Lombang Beach, and Keraton Tourism in Sumenep Regency, while the sampling technique used purposive sampling with the criteria, having visited one of the specified tourist destinations and having visited at least twice and visiting in the last 1 year. The analysis method used is using PLS-SEM analysis with the SmartPLS device. The results of this study found that the advantages of local-based creative industries influence the image destinations, the advantages of local-based creative industries influence on tourist visiting decisions, the image destinations influence tourist visiting decisions and the advantages of local-based creative industries influences tourist visiting decisions mediated by the image destinations, and its implications towards sustainable tourism in Sumenep Regency.

Keywords:

Image destination; sustainable tourism; the advantages of local-based creative industries; visiting decision.

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INTRODUCTION

Sumenep Regency is located in the easternmost part of Madura Island, Indonesia, and has cultural and natural riches that have the potential to be developed into a sustainable tourist destination. Local wisdom, which is an intangible cultural heritage, plays an important role in shaping the identity tourism appeal of this area. However, the challenges in communicating these values to tourists and integrating them with the creative economy is the major issues that need to be addressed to improve sustainable tourism.

The tourism conditions on Madura Island, especially tourism in Sumenep Regency, have improved a lot. published by the mass media through special or incidental coverage, on tourism and culinary feature programs. In addition, through social media, news and descriptions of tourism potential in the Sumenep Regency area can be used as basic capital in developing tourism activities based on natural beauty, culinary richness, and local wisdom. This can change the concept of tourism as the main driver for social economic progress in Sumenep Regency.

Tourism based on local wisdom has now become a tourism promotion commodity that is sold to the public as a tourist attraction. Local wisdom itself, when packaged in tourism communication, can be an element in the formation of a place's local branding. (Ruchiat et al., 2017). In Sumenep Regency, there are several tourism areas based on local wisdom. Here are some of them: 1) Sembilan Beach: This beach utilizes local wisdom in managing tourist destinations. Famous for its cleanliness and well-maintained public facilities, Sembilan Beach offers an authentic experience for tourists (Musadad 2019), 2) Lombang Beach: This beach also combines local traditions and wisdom in its management. Famous for its brown sand and beautiful scenery, Lombang Beach offers a rich experience of local culture (Pelps, 1986), 3) Giliyang Island: This island utilizes local wisdom in preserving biodiversity and the environment. Sustainable island management and attention to local cultural values are an attraction for tourists. 4) Astatinggi: This destination also relies on local wisdom in its management and promotion. The natural beauty and local culture are an attraction for visitors (Musadad, 2019), 5) Sumenep Palace: This palace is the center of culture and history in Sumenep. Management and promotion of palaces that pay attention to local cultural values is an important part of local wisdom-based tourism.

Currently, the progress of tourism business in Sumenep Regency is very fast, seen from the number of visits in the last three years has increased. As data submitted by the Department of Culture, Youth and Sports and Tourism (Disbudporapar) Sumenep Regency, tourist visits have increased from year to year. In 2022, it was recorded as 1,057,622 visitors, in 2023 as many as 1,523,102 visitors. In 2024, specifically for Lombang Beach tourism, it is predicted to reach 1,833,105 visitors. The PAD target for the tourism sector has increased compared to last year by IDR 560 million. In 2024, the PAD target for the Disbudporapar is IDR 847 million, according to the Head of the Disbudporapar of Sumenep Regency (Sumenep Regency News, 2024). For tourism managed by the Sumenep Regency Government itself, there are three destinations, including Lombang Beach, Slopeng Beach, and the Keraton Museum. The existence and progress of the tourism sector is also inseparable from the efforts Sumenep Regency Government to promote local culture, by

encourage the growth and development of cultural potential and local wisdom so that they can be competitive in the current era.

The progress of tourism businesses in the Sumenep Regency area cannot be separated from community of people who care about local wisdom-based tourism that is starting to develop. One of the activities carried out is to raise public awareness for local tourism through mass media and social media. Indonesia has tourism that is not inferior to foreign countries, even the local wisdom of the regions in Indonesia is very special. This local wisdom is a destination that distinguishes one tourism from another. Tourism based on local wisdom is now a tourism promotion commodity that is sold to the public as an attraction for tourist attractions. Local wisdom teaches moral values, ethics, and increases a sense of love for local cultures.

Local wisdom is a set of knowledge along with certain values and norms that originate from the results of adaptation and life experiences of a community group in a certain location which then provides a form of certain patterns of thought and action as a way to live in harmony with their environment, with each other, and with themselves, this is explained (Tamaratika, 2017). The creative economy that is developed by paying attention to local wisdom is alternative solutions that can encourage the development of the creative economy to become more independent, especially in the regions (Rafika, 2019). Where, the regions have products that reflect their respective cultures.

While tourists are in the tourist destination area, they need accommodation and transportation services to explore the destination, food, shops, souvenirs, and things to do and see. Tourist satisfaction as a buyer or service user can be measured through an overall assessment of tourism (Tamaratika, 2017). This assessment is related to the quality of the tourism destination obtained by tourists. A good tourism destination can certainly make tourists feel satisfied and then can make tourists visit again.

Sustainable tourism refers to the environmental, economic and socio-cultural aspects of tourism development, and a proper balance must be established between these three dimensions to ensure long-term sustainability (Widiati, 2022; Kurniasari et al., 2024;. Surya et al., 2024) Sumenep Regency has unique local wisdom from natural tourist destinations, cultural tourist destinations, culinary tourist destinations and others.

This study aims to determine the influence of tourism communication and the excellence of local wisdom-based creative industries on the image of tourist destinations and their implications for tourists' visiting decisions at tourist destinations in Sumenep Regency.

LITERATURE REVIEW

Connection The Excellence of Local Wisdom-Based Creative Industries in Tourist Visiting Decisions

The excellence of the creative tourism industry has a significant influence on tourists' visiting decisions. This is due to the increase in the attractiveness of destinations through innovative tourism products, effective promotion, and the provision of adequate facilities. Tourists tend to choose locations that offer unique experiences and various creative activities that support their decision to visit. In addition, tourism events and service

The advantages of creative industries based on local wisdom in enhancing tourism destination image: implications for sustainable tourism quality also play an important role in attracting tourists to visit an area. Tourism products have a partial influence on visiting decisions (Safitri et al., 2020), the diversity of creative economy products partially influences the decision to visit tourist destinations (Puspita, 2020).

H1: The Excellence of Local Wisdom-Based Creative Industries Influences Tourists' Visiting Decisions

The Influence of Local Wisdom-Based Creative Industry Excellence on the Image of Tourist Destinations

Preserving historical buildings by protecting their aesthetics and safety through creative and innovative approaches is a viable solution to revive the tourism industry, thereby impacting the image of Penang as a destination through creative and innovative approaches to destination branding (Dolah et al., 2022), Findings from the study (Anshari & Windasari, 2022) explain that to determine the expected destination image, influenced by a creative relationship using the destination image form framework. Research conducted by several researchers found that creative excellence in tourism influences the destination image of the tourism (Gato et al., 2022a; Christiani et al., 2022j; Gato et al., 2022b; Aslam & Hussain, 2024)

H2: The superiority of local wisdom-based creative industries has an impact on the image of the destination.

The Relationship between Tourist Destination Image and Visiting Decisions

Image is a fundamental element in a tourist destination, because what distinguishes a destination from another destination is the key to its success (Carballo et al., 2015; Alcocer, et al., 2019). According to Cahyani et al. (2024) Destination image is the perception or picture of a destination by tourists when visiting it. Tourists will get a good perception if they feel very satisfied. So, if the destination image is good, the interest of tourists to visit tourist attractions will increase, and vice versa (Mareta et al., 2022; Napu et al., 2022; Nur et al., 2024; Zakiah et al., 2023; Viễn et al., 2024)

H3: The image of a tourist destination influences tourists' decision to visit.

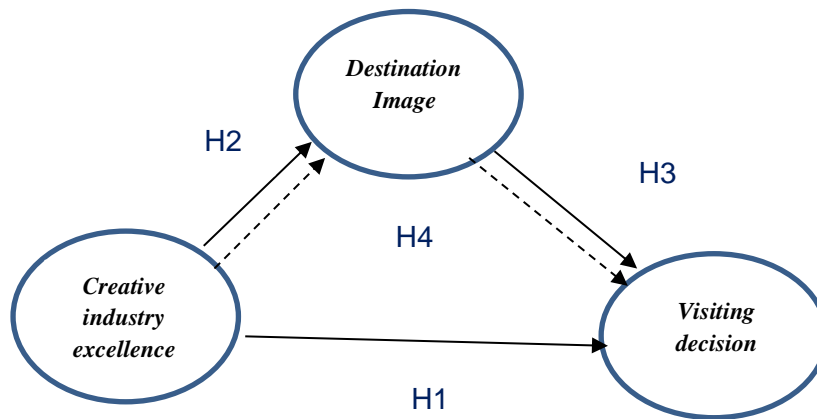
Connection The Excellence of Local Wisdom-Based Creative Industries with Tourist Visiting Decisions through Tourist Destination Images

The tourism industry that explores its local values and resources by embedding its core tourism resource components is a smart, wise and distinctive tourism destination. This will have an impact on the destination's image so that it can be promoted to the global market through the adoption of technology and global sustainability values. (Kusumastuti et al., 2023; Viễn et al., 2024; Anshari & Windasari, 2022; Zakiah et al., 2023). Creative local products have a positive influence on tourists' visiting decisions. The higher the quality and excellence of the product, the better the image of the destination, thus encouraging tourists to visit the tourist destination.

H4: The Excellence of Local Wisdom-Based Creative Industries Influences Tourists' Visiting Decisions through Tourist Destination Image

Figure 1.

Research Framework



Source: Author(s) work

RESEARCH METHOD

The type of research used in this study is a qualitative descriptive analysis method and a quantitative analysis method. The research was conducted in Sumenep Regency, namely Slopeng Beach and Lombang Beach tourism and the Keraton Museum.

The population of this study were tourists visiting the destinations of Slopeng Beach, Lombang Beach and the Sumenep Regency Palace Museum. While the sampling technique used purposive sampling with the criteria of having visited one of the specified tourist destinations and having visited in the last 1 year. The number of samples based on Ferdinand (2014) is an indicator multiplied by 5 to 10. As stated 11, the number of samples is an indicator multiplied by 5 to 10, namely the number of indicators is 14, so the number of samples is 60. The analysis method used is using PLS-SEM analysis with the SmartPLS device

Table 1.*Variables and Operational Definitions*

Variables	Indicator	Scale
The advantages of the creative industry	1. Interesting architecture	Likert 1-5
	2. Availability of various handicrafts	
	3. The existence of cultural festivals at tourist destinations	
	4. Complete culinary variety	
	5. Has a variety of interactive games	
Tourist Destination Image	1. Safe	Likert 1-5
	2. Offers interesting places and photo spots	
	3. Beautiful and interesting natural scenery	
	4. Affordable prices	
	5. The friendliness of the local people	
Visiting Decision (Pitana and Diarta (2009))	1. Comfort while on vacation	Likert 1-5
	2. Complete recreational attributes	
	3. Affordability	
	4. The distance traveled by tourists	

Source: Artuger, et al. (2013), Kotler et.al., (2007), Pitana dan Diarta (2009)

FINDINGS AND DISCUSSION**Instrument Test Results****Table 2.***Validity and Reliability Test Results*

Variable	Indicator	Outer Loading	Cronbach's alpha	AVE	Composite Reliability
CREATIVE	X2	0.780	0.721	0.543	0.823
INDUSTRY	X3	0.606			
EXCELLENCE	X4	0.781			
DESTINATION IMAGE	X3	0.765	0.732	0.653	0.849
	Z1	0.742			
	Z3	0.819			
VISITING DECISION	Z5	0.859	0.76	0.567	0.839
	Y1	0.652			
	Y2	0.828			
	Y3	0.787			
	Y4	0.733			

Source: Author(s) work

From the Outer Loading Table it is shown that the outer loading value is $> 0,6$, according to Gozali (2016) an outer loading value of 0.5-0.6 is sufficient to meet the requirements. convergent validity, meaning Overall, it shows a strong measurement model and substantial contribution of indicators to the measurement of variables. In Table 2, this value shows internal consistency, namely a high composite reliability value indicating the consistency value of each indicator in measuring its construct. The CR value is expected to be > 0.7 (Gozali, 2016), indicating that the discriminant validity requirement has been achieved. This shows that the indicators of each latent variable are valid as a measuring instrument in this study. Meanwhile, the Average Variance Extracted (AVE) value shows

The advantages of creative industries based on local wisdom in enhancing tourism destination image: implications for sustainable tourism

that all of its values are above 0.5, meaning that the latent variable explains at least 50% of its own variable.

Hypothesis Test Results

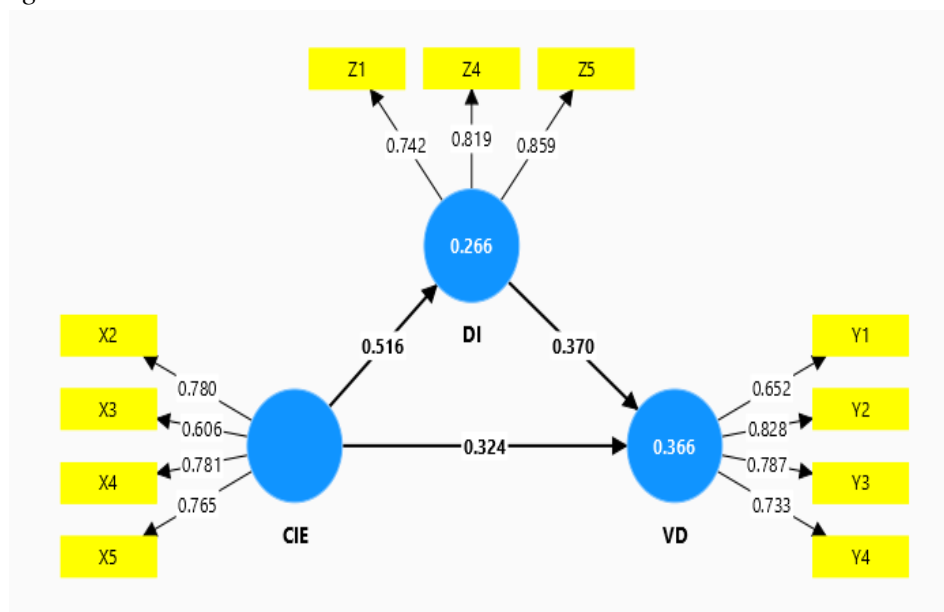
The results of the hypothesis test using the SEM-PLS analysis tool can be shown in the following relationship table and image.

Table 3.
Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CREATIVE INDUSTRY EXCELLENCE -> VISITING DECISION	0.324	0.338	0.135	2,397	0.017
CREATIVE INDUSTRY EXCELLENCE -> DESTINATION IMAGE	0.516	0.516	0.099	5.220	0.000
DESTINATION IMAGE-> VISITING DECISION	0.370	0.363	0.159	2,342	0.021
CREATIVE INDUSTRY EXCELLENCE -> DESTINATION IMAGE -> VISITING DECISION	0.191	0.379	0.085	2.255	0.025

Source: Author(s) work

Figure 2.
Path Diagram



Source: Author(s) work

Influence The Advantages of Local Wisdom-Based Creative Industries on Tourist Visiting Decisions

The results of the analysis show that the advantages of the creative industry based on local wisdom have a significant influence on tourists' decision to visit tourist destinations in Sumenep Regency, namely in Slopeng Beach, Lombang Beach and the Palace Museum. This can be seen from the value original sample (O), which is 0.234 and the t-statistic result is 2.397 > t-table (1.96) and the significance level is 0.017 which is smaller than 0.05. This means that the tourist destination has sold souvenirs from local crafts, local art performances have been held, the culinary delights at the tourist destination are diverse, and there are creative games, so that they influence tourists to visit the destination. This can also be explained that tourists visit because of comfort, tourist destinations display local culture and the creativity of the tourism products offered. Such as research Safitri et al., (2020) and Puspita (2020) found that the creative tourism industry influences tourists' visiting decisions.

Influence The Advantages of Local Wisdom-Based Creative Industries for Destination Image

Based on the results of the analysis, it shows that Creative Excellence packaged in local wisdom has a significant influence on Destination Image, this can be seen from the values. original sample (O), which is 0.516 and the t-statistic result is 5.220 > t-table (1.96) and the significance level of 0.000 is smaller than 0.05, meaning that the tourist destination has sold souvenirs from local crafts, local art performances have been held, the culinary delights at the tourist destination are diverse, and there are creative games, so that it has an impact on the image of tourist destinations in Sumenep Regency, especially at Slopeng Beach, Lombang Beach and the Keraton Museum, which is shown by the level of security, the presence of interesting photo spots, affordable ticket prices and the friendliness of local residents towards tourists. This study supports the research (Dolah et al., 2022; Gato et al., 2022a; Christiani et al., 2022; Gato et al., 2022b; Aslam & Hussain, 2024) states that the excellence of the creative industry influences the image of tourist destinations, and research shows that the variety of culinary delights has the greatest influence on the image of a destination.

The Influence of Destination Image on Tourists' Visiting Decisions

The results of the analysis of the influence of destination image on tourists' visiting decisions show that there is a significant positive influence with values original sample (O), which is 0.370 and the t-statistic result is 2.342 > t-table (1.96) and the significance level is 0.021 which is smaller than 0.05. This shows that there are tourist destinations that have sold souvenirs from local crafts, local art performances have been held, the culinary delights at tourist destinations are diverse, and there are creative games that will increase tourists to visit the tourist destinations of Slopeng Beach, Lombang Beach and the Palace Museum in Sumenep Regency. A better destination image will increase tourists to visit the destination. Research conducted on the contrary (Carballo et al., 2015; Alcocer, et al., 2019; Mareta et al., 2022; Napu et al., 2022; Nur et al., 2024; Zakiah et al., 2023; Viên et al.,

2024) found that the better the image of a tourist destination, the greater the impact on increasing tourists' decision to visit.

Influence The Excellence of Local Wisdom-Based Creative Industries with Tourist Visiting Decisions Mediated by Destination Image

The results of the analysis found that the superiority of the creative industry based on local wisdom has a significant influence on the decision to visit tourist destinations in Sumenep Regency through the Destination Image. This can be seen from the results of the value original sample (O), which is 0.191 and the t-statistic result is $2.255 > t\text{-table}$ (1.96) and the significance level is 0.025 which is smaller than 0.05. This means that the design of the tourist attraction is attractive, the tourist destination has sold souvenirs from local crafts, local art performances have been held, the culinary delights at the tourist destination are diverse, and there are creative games that influence the Image of Tourist Destinations in Sumenep Regency and have an impact on the decision to visit tourists to the destination. The results of the indirect influence are smaller than the direct influence of the superiority of the creative industry based on local wisdom on the decision to visit, namely a direct influence of 0.324 and an indirect influence of 0.191. This means that with the increase in the superiority of the creative industry directly, it is more effective in increasing the decision to visit tourists than through increasing the image of the destination. So it is possible not to need to go through the image of the destination. This study supports the research (Kusumastuti et al., 2023; Viên et al., 2024; Anshari & Windasari, 2022; Zakiah et al., 2023). Creative local products have a positive influence on tourists' visiting decisions through destination image.

CONCLUSION

The results of the study show that 1) The Excellence of Local Wisdom-Based Creative Industries influences Tourists' Visiting Decisions to Tourist Destinations in Sumenep Regency, 2) The Excellence of Local Wisdom-Based Creative Industries influences Destination Image to Tourist Destinations in Sumenep Regency, 3) Destination Image influences Tourists' Visiting Decisions to Tourist Destinations in Sumenep Regency and 4) The Excellence of Local Wisdom-Based Creative Industries influences Tourists' Visiting Decisions to Tourist Destinations in Sumenep Regency mediated by Destination Image.

LIMITATIONS & FURTHER RESEARCH

The limitation of the research is the characteristics of the variables, especially the variable of the excellence of the creative industry based on local wisdom, its specificity has not been explained in detail so that it still raises the interpretation of the variable as two variables. Thus, affecting or influencing the interpretation of research findings. Further research can provide a separation between the excellence of the creative in industries and creative industries based on local wisdom.

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