An Assessment of the Future of Tourism in Salenrang Tourism Village, Maros Regency

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Abstract

This study aims to measure the level of tourism sustainability through community perceptions, and identify factors that influence future-orientated sustainability, as well as select the best strategy for long-term management. This was done because in Salenrang Village, Maros Regency, since it was established as a nature tourism destination in 2007, it has also absorbed labour, such as community involvement in management and local businesses. However, the surge in tourist flows has not fully prospered the local community, besides potentially causing ecological damage, degradation of natural quality, and conflicts of interest between stakeholders. This research uses quantitative and qualitative approaches. Quantitative data from the questionnaire survey, while qualitative data were obtained from in-depth interviews, document analysis and literature study. SOAR analysis was used to assess strategic factors and design future tourism management concepts. The results showed that overall, the natural tourism area of Salenrang Village has a fairly good indication of maintaining sustainability with the institutional dimension rated the strongest. However, there are several dimensional indicators that need further attention, such as waste management, increasing community income, and increasing knowledge about sustainable tourism. The SOAR analysis revealed strategic formulations to maintain its sustainability, such as the utilisation of community participation, the development of local creative industries, and educational programmes to be applied in maintaining its long-term sustainability, so that it becomes a guide for local governments, tourism managers, and other related parties in developing sustainable tourism management models based on community participation.

Keywords: management; strategy; sustainability; tourism.

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I.   Introduction

Salenrang Geopark Tourism Village, located in Maros, South Sulawesi, has been recognized since its establishment as a tourist area in 2007 as a stunning natural tourist destination because it offers natural beauty that attracts local and international visitors. Since its establishment by UNESCO in May 2023 as a global geopark, it is being professionally managed by Pokdarwis and the Maros local government, specifically the tourism office, with support from the Ministry of Tourism, as it has the potential to improve community welfare and implications for regional economic income (Mappasomba et al., 2023). The main concern revolves around sustainable management practices. This is because a surge in the flow of tourists will cause ecological damage, degradation of nature, and disruption in the lives of local residents (Kataya, 2020). This situation underlines the importance of in-depth research focusing on sustainable tourism management to conduct strategic evaluations and policies aimed at sustainability aspects (Riza Chakim et al., 2023).

Despite its great potential, the management of nature tourism in Salenrang village also faces various challenges. Pressure from infrastructure development, environmental degradation, and conflicts between economic and nature conservation interests are some of the issues that need to be addressed. Therefore, it is important to involve local communities in the management of nature tourism and to develop sustainable strategies based on community participation (Yunus et al., 2023). Sustainability is not only related to nature conservation but also includes economic, social, and cultural dimensions (Dotto & Slongo, 2020). Therefore, sustainable management requires a deep understanding of the dynamics of interactions between humans and the environment, as well as their long-term impacts (Mappasomba & Suleman, 202) . Studying the sustainability of nature tourism is important to measure and understand the level of sustainability of this area from various perspectives. Identifying factors that affect the sustainability of nature tourism will help in formulating the best long-term and sustainable management strategy.

In addition, an important aspect that must be considered from sustainable tourism management is understanding community perceptions regarding the sustainability of the area (Santos et al., 2020). As these perceptions will offer important insights into the impacts of tourism on the environment, culture, and daily lives of the community (Goliath-Ludic & Yekela, 2021). At the same time, conducting a SOAR analysis helps to determine the key factors that influence tourism sustainability based on strengths and opportunities (Stavros, 2020).

By combining community perceptions as a form of aspiration of current conditions in the tourism area with opportunities and strengths that can affect tourism sustainability, policy makers can design more effective strategies by taking into account the needs and aspirations of local communities and the influence of strengths and opportunities that will occur (Lee & Jan, 2019; Dong & Nguyen, 2022; Draçi & Demi, 2023). Therefore, this research is very important to develop a sustainable management model that can be a guide for local governments, tourism managers, and other related parties in developing nature-based tourism villages. So based on this background, this research was conducted to measure the level of tourism sustainability through community perceptions, and identify factors that influence tourism sustainability, as well as choose the best strategy for long-term goals in the management of tourist areas.

II. Methods

This research used both quantitative and qualitative approaches (Creswell, 2018). Quantitative data was collected through community surveys using questionnaires based on environmental, economic, social, and institutional variables. Data analysis was carried out using Excel software to obtain frequency distribution (Gadetska et al., 2023). To support more optimal results, qualitative analysis was carried out in the form of interviews and literature review from documents or literature sources relevant to the research. SOAR analysis was used to analyze strategic factors affecting sustainability and design future concepts of tourism management (Stavros, 2020) (Cole et al., 2022).

2.1. Research Location

The research was conducted in three locations, namely Kampung Laku, Kampung Masaelong, and Kampung Berua. These three tourist villages are located in the administrative area of Salenrang Village, Maros Regency, South Sulawesi. The location map is shown in Figure 1. The location is 30 km from Sultan Hasanuddin Airport in Makassar or about 40 km from Makassar city center. It could be reached in about 50 minutes by land transport.
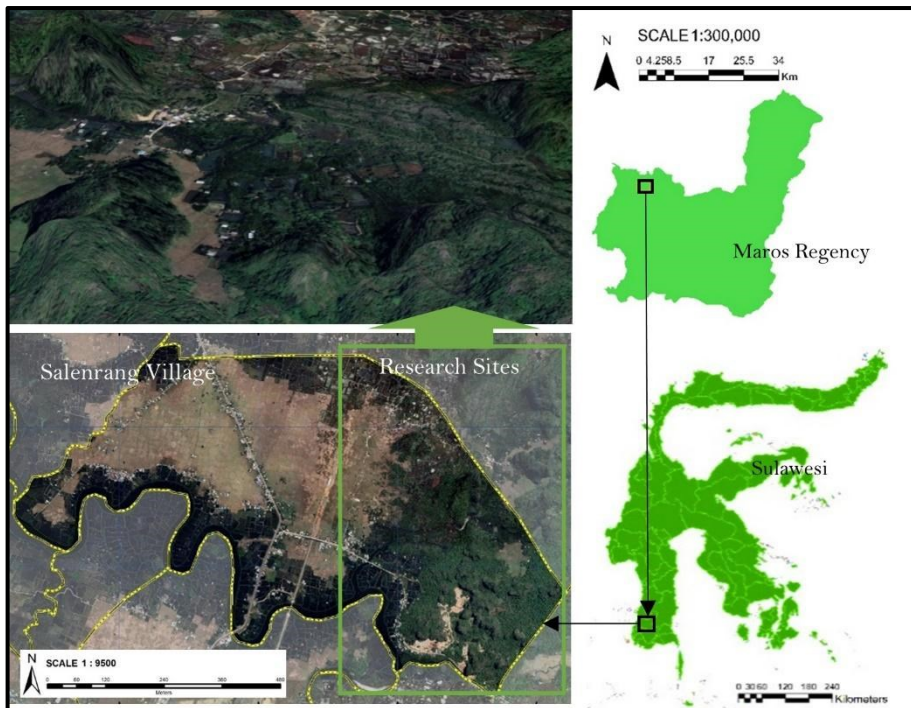

Figure 1. Research map in the tourist areas of Kampung laku, Kampung Masaelong, and Kampung Berua, Salenrang Village, Maros Regency

Source: Google Earth 2023; Ina-Geoportan, 2023.

2.2. Sampling Technique

Sampling in this study, using two methods, namely:

2.2.1. Purposive Sampling

This survey used a questionnaire with a purposive sampling technique to select respondents from the population of local people who live and are involved in tourism activities in three tourist areas, namely Kampung laku, Kampung Masaelong, and Kampung Berua. This deliberate sample selection was carried out to identify people who understand the situation and conditions of the tourist village because of their direct involvement in tourism management activities. The use of this purposive sampling technique does not use mathematical equations to determine the sample size. Instead, the number of respondents was determined when it was deemed sufficient to ensure affinity and experience among the stakeholders interviewed (Spolarich, 2023; Heriyanto, 2018).

2.2.2. In-depth interviews

In-depth interviews were conducted with relevant stakeholders, and the sample was purposively selected based on certain characteristics or criteria relevant to the research objectives (Bakkalbasioglu, 2020), such as local tourism managers, relevant local governments, and local communities who have relevant knowledge and experience in order for researchers to gain deeper insights into the factors influencing tourism sustainability from the stakeholders' perspective (Heriyanto, 2018).

2.2.3. Data Collection Techniques

2.2.3.1. Survey

The survey was conducted by distributing questionnaires to local communities in the study villages. The questionnaire used a Likert scale to assess the respondents' level of agreement or disagreement with certain statements related to tourism sustainability (Ames et al., 2019). The number of respondents in this study was 62 people. The variables analysed to determine the internal conditions by measuring the perception of the sustainability of natural tourism areas derived from the community are Environmental, Economic, Social and Governance (Hermantoro, 2024; Rasdi et al., 2022) using an ordinal scale as shown in table 1.

Table 1. Research variables

No	Variable	Indicator
1	Environmental Dimension	Effectiveness of waste management
		Participation in waste management programmes
		Protection and rehabilitation of local flora in protecting the environment
		Efforts to protect and rehabilitate local flora
		Prohibition of local flora destruction in protecting the environment
		Prohibition of exploitation of nature has been well enforced
		Efforts to maintain water quality
		Water quality in the region has been well maintained
		There is damage to ecosystem resources

2	Economic Dimension	How important is community involvement in local businesses
		People are actively involved in local businesses
		The average income of the community reaches the minimum wage?
		Accessibility conditions to the tourism area
		Good accessibility benefits tourism development
		Level of community welfare
		Tourism development contributes to community welfare
		The community has other sources of income apart from the tourism sector
		The other income contributes to the welfare of the community
3	Social Dimension	Community knowledge about sustainable tourism
		The importance of education in maintaining tourism sustainability
		Community participation in tourism management
		Community participation has a positive impact on tourism management
		The existence of damage to ecosystem resources
		Efforts to restore and preserve ecosystem resources
		Conflict vulnerability
		Conflict resolution efforts
4	Institutional Dimension	Community institutions are involved in tourism management
		Involvement of community institutions contributes to decision-making
		Agree with the existence of regulations in anticipating environmental risks
		Believe that existing regulations are able to manage and protect the environment
		The existence of these regulations provides positive benefits for the environment
		Government attention in allocating budget for tourism management

Source: Processed by the author

The results of the survey data tabulation were then analysed using Microsoft Excel to assess community perceptions related to the sustainability dimension using Likert scale

indicators as follows: 0-1 Very Low; 1.1-2.0 Low; 2.1-3.0 Medium; 3.1-4.0 High; 4.1-5.0 Very High (Hakim & Saefuddin, 2022).

2.2.3.2. In-depth Interview

Regarding in-depth interviews, the types of questions were carefully formulated to gain an in-depth understanding of the preferences and expectations of communities and stakeholders regarding tourism management (Kennedy et al., 2023). In-depth interviews were conducted with relevant stakeholders, such as local tourism managers, local governments, tourism business owners, and community leaders. The interview questions were designed to explore community views on tourism sustainability, constraints faced, and suggestions for improvement. These interviews were used solely to obtain additional in-depth information to inform the preferences in the SOAR analysis, and therefore, were not subjected to formulation or thematic analysis (Rutledge & Hogg, 2020).

2.2.3.3. Document Analysis

Document analysis was conducted to collect relevant secondary data related to tourism sustainability in Desa Wisata Alam. The documents to be analysed include tourism-related local regulations, previous sustainability reports, related studies, and journal articles. Data obtained from document analysis is used to support findings from surveys and interviews, as well as to provide a broader context of the tourism sustainability situation in the village. This document analysis is part of the steps to gain an in-depth understanding of the condition of tourism sustainability from various supporting literature (Morgan, 2022).

2.2.4. Data Analysis Technique

2.2.4.1. Descriptive Analysis

The quantitative data obtained from the survey was analysed using Microsoft Excel to obtain the sustainability frequency distribution values based on a predetermined scale. This included the calculation of mean, median, and standard deviation for each variable measured (Gadetska et al., 2023; Thiagarajan, 2023). This analysis provides an overview of community perceptions of tourism sustainability, as well as the distribution of data for each variable measured.

2.2.4.2. SOAR Analysis

The SOAR analysis was conducted based on survey results, interviews, and document analyses to identify strengths, opportunities, aspirations, and outcomes in tourism management in nature tourism villages (Stavros, 2020). This analysis helps as a useful strategic tool for the creation of future-focused goals as well as a guide to choosing the best strategy to improve tourism sustainability by utilising internal strengths and overcoming external challenges (Cole et al., 2019; Ding, 2022). SOAR analysis has 3 stages, 1) Stages of analysis, 2) Analysis diagram, 3) SOAR matrix as shown in tables 1, 2 and 3 (Stavros, DM et al., 2014).
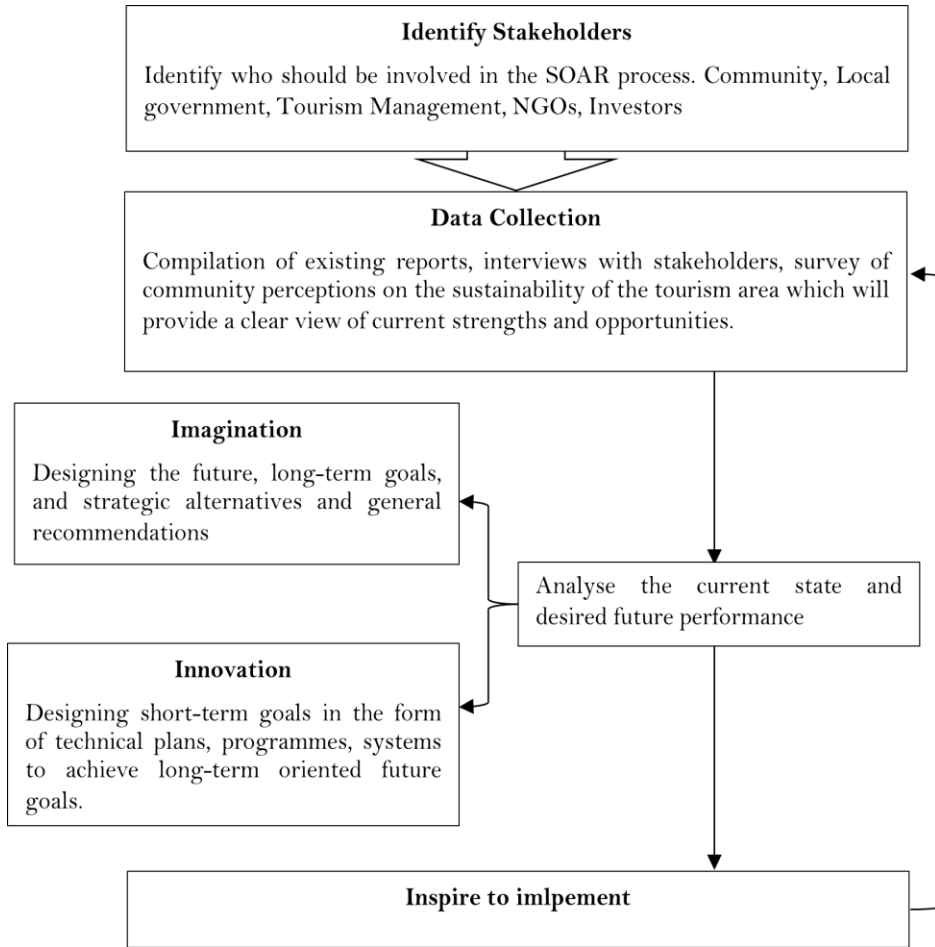
Figure 2. Stages of SOAR analysis

Table 2. SOAR Analysis Diagram

	Strengths	Opportunities
Strategic Inquiry	What is our greatest asset or advantage?	What are the best opportunities available?
	Aspiration	Outcome
Appreciative Intent	What is the desired future state?	What is the measurable impact of the outcome?

Table 3. SOAR Matrix

Internal Eksternal	Strength List of internal strength factors	Opportunities List of external opportunities
Aspirations List of internal expectation factors	Create a strategy that uses strengths to achieve aspirations	Create a strategy that is orientated towards expected aspirations to capitalise on opportunities
Result List of measurable results to be realised	SR Strategy Create a strength-based strategy to achieve measurable results	OR Strategy Opportunity-orientated strategies to achieve measurable results

Source: Stavros, 2020

III. Results, Analysis, and Discussions

3.1. Sustainability analysis based on community perceptions

The results of the sustainability analysis used 4 indicators consisting of environmental, economic, social, and institutional dimensions as a description of community perceptions related to the sustainability of tourism village management that occurred, as well as expectations in the future about the resilience of tourism villages in accordance with the wishes of the local community. The following 4 indicator variables were presented as follows:
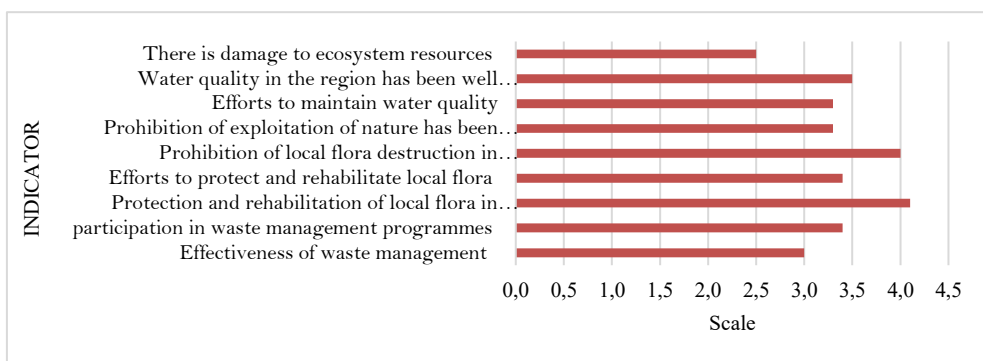

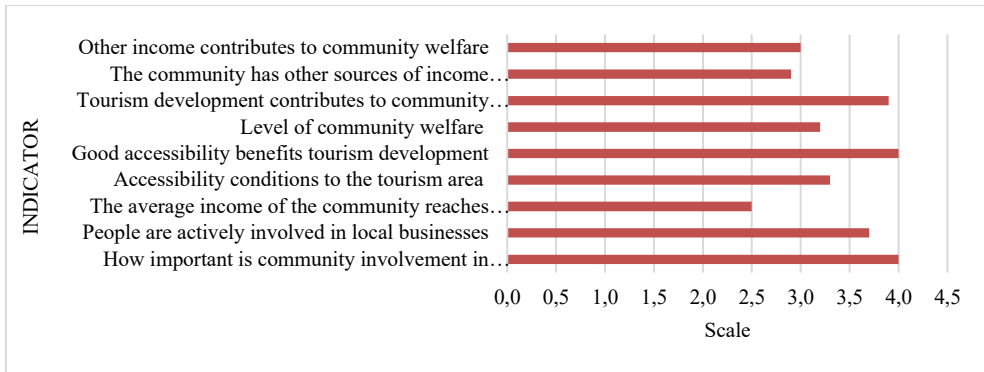**Figure 3.** Environmental dimensions
Source: Authors' analysis, 2023.

Figure 4. Economic dimension

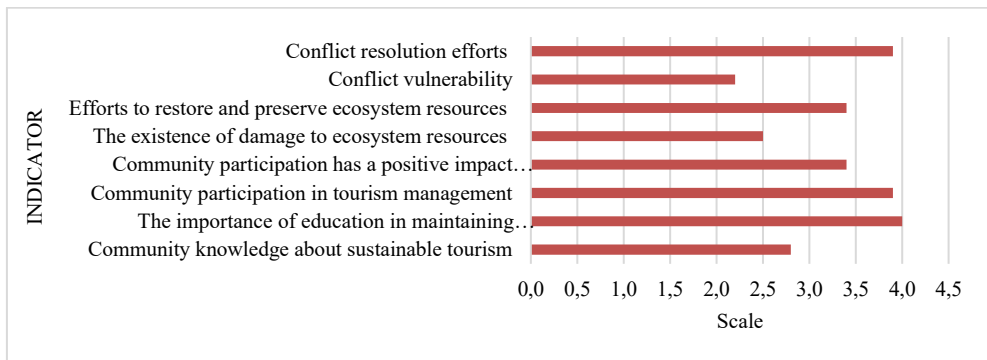**Source:** Authors' analysis, 2023.

Figure 5. Social dimension

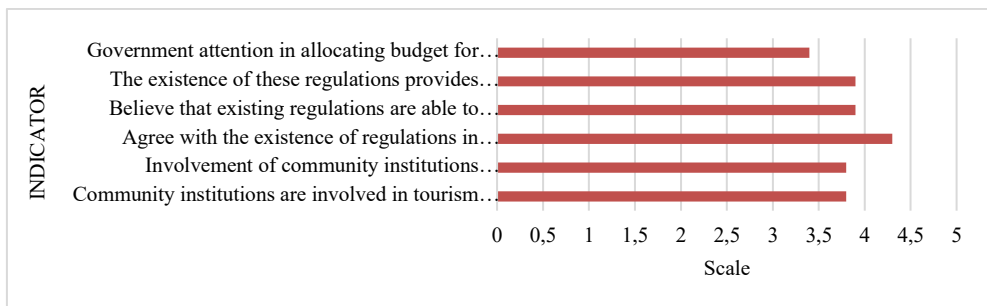**Source:** Authors' analysis, 2023.

Figure 6. Institutional Dimension

Source: Authors' analysis, 2023.

The results of the environmental dimension in Figure 3 showed that the protection and rehabilitation of local flora received the highest rating, followed by the prohibition of the destruction of local flora. While these efforts were rated well, there were still areas that required more attention, such as the effectiveness of waste management, which was rated medium, and concerns about damage to ecosystem resources, which was rated low. The evaluation highlighted the importance of enhancing environmental conservation and

management efforts and the need for further action to improve waste management and address potential ecosystem damage that could threaten the future sustainability of the area.

For the results of the economic dimension analysis presented in Figure 4, it could be seen that community involvement in local businesses and active participation in these businesses were considered important. However, there were concerns regarding the average income of the community, which had not yet reached the Regional Minimum Wage (UMR). Although accessibility to the tourism area was rated as quite good, indicating that good accessibility provided benefits to tourism development, the level of community welfare still required special attention.

It then moved on to analyze the social dimension in Figure 5, which showed that the community's knowledge of sustainable tourism was still considered low. Although the community considered this knowledge important to maintain the sustainability of tourism, community activeness in participating in tourism management was considered high. Although there was awareness of the damage to ecosystem resources, efforts to restore and preserve these resources still needed to be improved. There was also vulnerability to conflict, but the community believed that conflict resolution efforts could be managed well.

Finally, for the institutional dimension in Figure 6, it could be seen that community institutions played an important role in tourism management, contributing to decision-making and overall tourism management. In addition, the community expressed support for the existence of regulations to anticipate environmental risks, believing that existing regulations effectively managed and protected the environment, providing positive benefits. However, it was seen that increased government attention in allocating budgets for tourism management was needed so that relevant institutions could carry out their roles more effectively.

3.2. Sustainability Index

The overall sustainability index based on community perceptions was presented in Figure 7. This data showed that the institutional dimension had the highest score, followed by the environmental, economic, and social dimensions. Overall, the average score for each dimension was fairly good, above 3.0, indicating that the programs or activities evaluated were good enough to meet the indicators in each dimension. However, strategic efforts were needed to achieve better results so that tourism management would have a positive impact on the community.

The good score on the economic dimension showed that the economic aspect had reached a phase where the community began engaging in tourist-oriented local businesses. However, the community considered these businesses not yet financially sufficient to cover household needs, necessitating additional income from other sources. To achieve economic sustainability of tourism activities and diversify income sources, it was essential to understand how tourism contributed to the local economy and the factors that supported or hindered economic development (Pulido-Fernández & Cárdenas-García, 2020), herefore, future research could focus on strategies to increase the benefits of tourism to the economic sector for local communities.
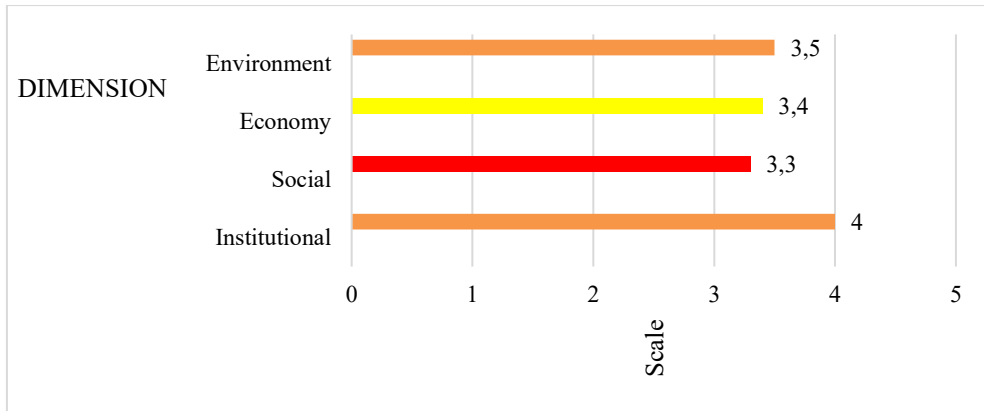
Figure 7. 4–dimensional Indicator Accumulation

Source: Authors' analysis, 2023.

In contrast, low scores on the social dimension indicated challenges in social aspects, such as community participation, social welfare, and social inclusion in tourism management. The lack of involvement was because the community had not felt significant benefits from tourism (Seweryn Zielinski & Milanés, 2021). This highlighted the need for more attention to social aspects in tourism management, necessitating a focus on identifying factors that hindered participation and social benefits for the community and formulating strategies to increase social inclusion and welfare. These strategies could include government support and addressing operational, structural, and cultural barriers, as well as promoting household participation (Nguyen et al., 2022; Reindrawati, 2023).

Overall, the interpretation of the accumulated 4 indicators showed high institutional and environmental dimensions, but low social dimensions, indicating an imbalance in policy implementation. This situation reflected the possibility that the strategy implemented focused more on strengthening institutions and protecting the environment, but the community had not fully experienced the economic benefits in an inclusive manner, which impacted social aspects. As a result, there was a gap in the community and a lack of inclusiveness in the policies implemented. Although the institutional aspect was strong, the low social aspect had the potential to create a conflict of interest between the policies implemented and the needs of the community (Wang & Yotsumoto, 2019). If not addressed, this condition could result in significant long-term problems, hindering sustainable and comprehensive development (Reindrawati, 2023). Thus, tourist villages that had been designed and were currently running had the potential to decline and even stop tourism activities.

Based on the accumulated data values in Figure 7, SOAR analysis was used as an advanced analysis in this study to conduct strategic analysis beneficial to the sustainability and future of tourism.

3.3. SOAR Analysis

Based on the results of the analysis of community perceptions identified as strengths and opportunities that could influence the development of strategic planning policies, the

following were the results of the SOAR analysis obtained from the identification of surveys and related documents contained in Tables 4 and 5.

Table 4. SOAR Analysis Diagram

	Strengths	Rated	Opportunities	Rated
Strategic Inquiry	1. The effectiveness of waste management.	3.0	1. Increasing the effectiveness of waste management	3.0
	2. Participation in waste management programmes	3.4	2. Enhancing efforts to protect and rehabilitate local flora	3.4
	3. Protection and rehabilitation of local flora in protecting the environment	4.1	3. Improving efforts to maintain water quality	3.5
	4. Efforts to protect and rehabilitate local flora	3.4	4. Improving accessibility conditions to tourist areas	3.3.
	5. Prohibition of destruction of local flora in protecting the environment	4.0	5. Increasing the community's welfare level	3.2
	6. Community involvement in local businesses	4.0	6. Raising additional income for the community	2.9
	7. Good accessibility benefited tourism development.	4.0	7. Enhancing community knowledge about sustainable tourism	2.8
	8. Tourism development contributed to community welfare,	3.9	8. Increasing efforts to restore and preserve ecosystem resources	3.4
	9. Community participation in tourism management was active	3.9	9. Reducing conflict vulnerability	2.2
	10. Community institutions were involved in tourism management	3.8		
	11. Involvement of community institutions contributed to decision-making,	3.8		
	Aspirations		**Results**	

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| Appreciative Intent | 1. Increasing the effectiveness of waste management to achieve a cleaner and healthier environment.
 2. Strengthening protection and rehabilitation of local flora to preserve biodiversity.
 3. Improving accessibility to tourist areas to support local economic growth and tourism.
 4. Enhancing community welfare through income diversification and local economic development.
 5. Increasing community knowledge about sustainable tourism to support more active participation in tourism management.
 6. Increasing efforts to restore and preserve ecosystem resources to support environmental sustainability.
 Reducing potential conflicts by strengthening resolution mechanisms | 1. Waste was well managed according to the 3 Rs (reduce, reuse, recycle).
 2. Awareness and actions for protecting local flora by residents and tourists increased.
 3. Accessibility to tourist areas was easy.
 4. Community welfare increased according to the minimum wage standard, and local economic growth and diversification with various crafts or local products improved.
 5. Community participation in tourism management increased.
 6. Restoration and preservation of ecosystem resources improved. Potential conflicts decreased, and social harmony increased |

Source: Processed by the author

This table showed the relationship between strengths, opportunities, aspirations, and results achieved or expected at the strategic planning stage, which was considered an important part of a sustainable management strategy.

Tabel 5. SOAR Matriks

Eksternal / Internal	Strength	Opportunities
Aspiration	Strategi SA 1. Utilised the strength of community participation in waste management programmes by organising regular training on effective and environmentally friendly waste	Strategi AO 1. Utilised the opportunity to improve water quality and ecosystem conditions by promoting tree planting programmes and rehabilitation

	management practices, and provided incentives to residents who actively participated in the programmes.	of degraded land, actively involving local community participation at every stage of implementation.
	2. Enhanced the role of community institutions in tourism management by organising regular consultation forums between local government, community institutions, and other stakeholders to formulate policies and programmes that favoured environmental sustainability and community welfare.	2. Optimised the opportunity to enhance community welfare through income diversification by supporting the development of local creative industries, such as handicrafts or traditional cuisine, and promoting these products to tourists.
Result	**Strategi SR** 1. Utilised the power of community participation in local businesses by providing training on business management and marketing to local entrepreneurs, and supported the formation of cooperatives or joint business groups to enhance the competitiveness of local products. 2. Improved the effectiveness of local flora protection and rehabilitation by involving the community in local biodiversity surveys and monitoring, and encourage active participation in habitat restoration activities for endangered flora and fauna	**Strategi OR** 1. Optimised opportunities to increase public knowledge about sustainable tourism by developing educational programs and field visits for students and the general public, focusing on environmentally friendly practices in tourism. 2. Created effective conflict resolution mechanisms by conducting mediation and inter-citizen dialogue training to improve understanding and tolerance among individuals and groups in addressing differences of opinion or interests

Source: Processed by the author

Based on the analysis of the SOAR matrix, concrete and targeted strategies have been formulated based on existing strengths and opportunities, aiming to achieve the aspirations and expected outcomes in the effort to maintain the sustainability of the nature tourism village.

Based on the accumulated results of the four dimensions measured, with an average scale of 'medium' for the environmental, economic, and social dimensions, and "high" for the institutional dimension, it can be concluded that overall, the natural tourism area of Salenrang village has a fairly good indication of maintaining sustainability. Although there are several dimensions that need further attention to improve the sustainability of the area, such as the environmental dimension, which shows that efforts to protect local flora and water quality are quite good, concerns related to damage to ecosystem resources need to be addressed further because human knowledge is not fully aware of the importance of the environment.

On the economic side, people's income is still below the minimum wage standard despite being involved in local businesses. This requires serious efforts to increase the income level of the community to reach the Regional Minimum Wage (UMR) and to diversify income sources. Programs such as village cooperatives, skills education, marketing management, and business assistance are needed so that tourists are interested in buying community products (Sukaris et al., 2019; Indayani et al., 2021).

In terms of the social dimension, the importance of knowledge about sustainable tourism for the community needs to be improved. Although community participation in tourism management is considered high, it is not enough to be actively involved. Enhancing knowledge about environmental management will strengthen awareness about the importance of future-oriented sustainability. Regarding the institutional dimension, community institutions are significantly involved in tourism management, but support is needed from the government and the private sector, especially in budget allocation and the arrangement of tourism infrastructure.

Looking at the accumulation of survey data that showed the institutional dimension to be the highest among others, it indicated a serious effort to make the tourist area prosperous. However, in reality, institutions that had been formed professionally had not been able to encourage economically and socially empowered communities. Although the community was involved in local businesses and actively participated in supporting the existence of tourist villages, the economic and social dimensions still required special attention because people's income was still below the UMP standard. These two important dimensions, which were crucial for sustainability, had not been able to improve the overall health of the community. Even though tourism was managed professionally and the number of tourists increased every year, collaborative efforts were needed to formulate further strategies that specifically addressed efforts to improve welfare through a broader economic strategy approach (David Lee & Kim, 2018).

Subsequent data analysis revealed several findings that were combined with the SOAR (Strengths, Opportunities, Aspirations, Results) approach. The findings provided an in-depth understanding of the current conditions and the potential that could be utilized further. For instance, the effectiveness of waste management needed to be managed consistently by leveraging active community participation. This suggested that community participation could be a key strategy to improve waste management effectiveness.

Additionally, the protection and rehabilitation of local flora, which received high ratings, showed the potential to maintain existing natural resources. From a SOAR perspective, the protection of local flora provided a strong foundation for developing a more comprehensive conservation strategy.

By combining these findings through the SOAR approach, aspirations were formulated to create an enabling environment for inclusive and sustainable economic development. The combination of the survey results and the SOAR analysis showed that, from an economic perspective, the high level of community involvement in local businesses was a strength. This indicated that there were opportunities to improve the local economy through the development of MSMEs and locally oriented businesses. However, there were opportunities to increase community income through the diversification of income sources and improved accessibility to tourist areas. Moreover, community participation in tourism management, considered an important strength, could be utilized by increasing community participation in decision-making related to tourism management and empowering local communities through education and training related to the tourism industry. This way, they could formulate aspirations to create a sustainable and competitive tourism management model (Streimikiene et al., 2021; Aquino et al., 2018).

IV. Conclusion and Recommendation

Overall, the natural tourism area of Salenrang Village has a fairly good indication of maintaining sustainability, with the institutional dimension considered the strongest. However, several dimensions need further attention, such as waste management and concerns about damage to ecosystem resources in the environmental dimension, increasing community income and diversifying income sources in the economic dimension, and increasing community knowledge about sustainable tourism in the social dimension.

The SOAR (Strengths, Opportunities, Aspirations, Results) analysis reveals strategies that can be formulated and implemented in the tourism management system, including utilizing community participation in waste management, increasing the role of community institutions in tourism management, developing local creative industries to improve community welfare, and increasing community knowledge about sustainable tourism through educational programs. These steps are believed to be the most appropriate for maintaining the sustainability of future-oriented tourist areas.

This study, while comprehensive, has its limitations. The analysis is primarily based on community perceptions, which may be subjective and influenced by individual biases. Additionally, the study focuses on a specific region, which may limit the generalizability of the findings to other areas with different socio-economic and environmental conditions. The dynamic nature of tourism and environmental factors also means that ongoing evaluation and adaptation of strategies are necessary.

Future research should include a wider range of stakeholders and regions to enhance the generalizability of the findings, and conduct longitudinal studies to monitor the long-term effectiveness of the implemented strategies and make necessary adjustments. It is also important to increase community engagement in the planning and implementation processes to ensure that the strategies remain relevant and effective. Additionally, integrating the findings into local and regional policy-making will ensure that sustainability strategies are supported and enforced at higher administrative levels. Finally, providing continuous

training and education for the local community on sustainable tourism practices will help maintain and enhance their participation and commitment.

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