

Local Economy And Tourism Destination Competitiveness: A Bibliometric Co-Occurrence Analysis Using Vosviewer

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ABSTRACT

Strengthening the local economy is a key element in enhancing the competitiveness of tourism destinations, particularly in the context of global dynamics, sustainability pressures, and changing tourist preferences in the post-pandemic era. Although research on local economies and tourism destination competitiveness has continued to grow, the existing literature remains fragmented and has not been systematically mapped. This study aims to examine the intellectual structure, research trends, and major thematic clusters in the literature on local economy and tourism destination competitiveness through a Systematic Literature Review (SLR) supported by bibliometric analysis. Data were collected from the Dimensions AI database, limited to peer-reviewed and indexed journal articles published between 2019 and 2025. The analysis was conducted using VOSviewer to map keyword co-occurrence, network, overlay, and density visualizations. The findings reveal several dominant thematic clusters, including (1) local economy and community empowerment, (2) sustainable tourism and destination competitiveness, (3) community-based tourism and local wisdom, and (4) policy, governance, and innovation in destination development. Overlay visualization indicates a shift in research focus from conceptual discussions toward more applied and practice-oriented approaches emphasizing sustainability, stakeholder collaboration, and the integration of the creative economy. These results confirm that strengthening the local economy through sustainable practices and community participation plays a strategic role in enhancing tourism destination competitiveness. This study contributes by providing a comprehensive scientific mapping that can serve as a reference for researchers, practitioners, and policymakers in formulating inclusive, competitive, and sustainable tourism development strategies.

Keyword: *Local Economy; Destination Competitiveness; Sustainable Tourism; Systematic Literature Review; VOSviewer.*

ABSTRAK

Penguatan ekonomi lokal merupakan elemen kunci dalam meningkatkan daya saing destinasi pariwisata, terutama dalam menghadapi dinamika global, tekanan keberlanjutan, dan perubahan preferensi wisatawan pascapandemi. Meskipun kajian mengenai ekonomi lokal dan daya saing destinasi pariwisata terus berkembang, literatur yang ada masih bersifat terfragmentasi dan belum terpetakan secara sistematis. Penelitian ini bertujuan untuk memetakan struktur intelektual, tren perkembangan, serta kluster tematik utama dalam kajian ekonomi lokal dan daya saing destinasi pariwisata melalui pendekatan Systematic Literature Review (SLR) berbasis analisis bibliometrik. Data dikumpulkan dari basis data Dimensions AI dengan kriteria artikel jurnal terindeks dan peer-reviewed yang diterbitkan pada periode 2019–2025. Analisis dilakukan menggunakan perangkat lunak VOSviewer untuk memetakan ko-okurensi kata kunci, visualisasi jaringan, overlay, dan kepadatan. Hasil penelitian mengidentifikasi beberapa kluster tematik utama, yaitu (1) ekonomi lokal dan pemberdayaan masyarakat, (2) pariwisata berkelanjutan dan daya saing destinasi, (3) community-based tourism dan kearifan lokal, serta (4) kebijakan, tata kelola, dan inovasi pengembangan destinasi. Visualisasi overlay menunjukkan pergeseran fokus penelitian dari kajian konseptual menuju pendekatan yang lebih aplikatif dan berorientasi pada keberlanjutan, kolaborasi pemangku kepentingan, serta



integrasi ekonomi kreatif. Temuan ini menegaskan bahwa penguatan ekonomi lokal berbasis keberlanjutan dan partisipasi masyarakat memiliki peran strategis dalam meningkatkan daya saing destinasi pariwisata. Penelitian ini berkontribusi dengan menyediakan peta ilmiah komprehensif yang dapat menjadi rujukan bagi peneliti, praktisi, dan pembuat kebijakan dalam merumuskan strategi pengembangan pariwisata yang inklusif, berdaya saing, dan berkelanjutan.

Kata Kunci: *Ekonomi Lokal; Daya Saing Destinasi; Pariwisata Berkelanjutan; Systematic Literature Review; VOSviewer.*

INTRODUCTION

Pariwisata Tourism is a strategic sector that contributes significantly to regional economic development through income generation, employment creation, and multiplier effects for surrounding micro, small, and medium enterprises (MSMEs). Within the framework of sustainable development, the concept of sustainable tourism emphasizes the balance between economic growth, environmental conservation, and the socio-cultural empowerment of local communities. Previous studies indicate that destinations capable of integrating these sustainability principles are more likely to strengthen their competitiveness in an increasingly globalized and competitive tourism market. At the theoretical level, destination competitiveness is no longer defined solely by physical attributes and tourist attractions but also by a destination's ability to create added value for local communities while preserving natural and cultural resources (Soh et al., 2023; Santos et al., 2025; Muharis, 2024).

Sustainable tourism destination competitiveness has attracted considerable scholarly attention over the past decade and has been examined through various conceptual and empirical approaches. Villa-Zamorano (2025), for instance, highlights sustainability, technological innovation, good governance, cultural preservation, and visitor experience as key determinants of tourism competitiveness in the contemporary era. These findings suggest that holistic tourism development requires the integration of interrelated strategic dimensions to achieve long-term success.

Furthermore, the literature emphasizes the role of the local economy as a fundamental pillar of sustainable destination development (Crouch, 2011; Pulido-Fernández & Rodríguez-Díaz, 2016). Empowering local communities through active participation in tourism planning and implementation not only enhances household income but also enriches tourists' experiences (Seguí-Amortegui et al., 2019; Wardana et al., 2019). Empirical evidence by Wibowo and Belia (2025) demonstrates that community participation in the planning, implementation, and evaluation of tourism activities is an integral component of effective sustainable tourism practices.

In this context, community empowerment has emerged as a central strategy within the community-based tourism (CBT) framework. Tourism villages adopting this approach are able to optimize local assets such as cultural heritage, local wisdom, and regional flagship products, thereby strengthening both the local economy and destination competitiveness. Studies conducted in local community settings reveal that empowerment through capacity-building programs, strong local institutions, and diversification of tourism-supporting businesses contributes positively to sustainable destination development (Deska et al., 2025; Jaya et al., 2021; Anggara et al., 2025; Bramwell & Lane, 2011).

Other studies further emphasize that sociopreneurship practices and community participation play a crucial role in sustainable tourism village development, particularly in leveraging local resources such as culture, handicrafts, and traditional cuisine (Putra et al., 2025; Hamijaya & Suryaman, 2023; Rosyidi, 2025; Octivaningsih et al., 2024; Ilhami & Salahudin, 2021; Hassan, 2000). These approaches foster innovation and resilience while simultaneously enhancing local economic benefits.

Another important dimension highlighted in the literature is the role of MSMEs in supporting tourism destination competitiveness (Ritchie & Crouch, 2003; UNWTO, 2018). Research on strategic MSME development in tourism areas underscores that collaboration among governments, business actors, and local communities is a prerequisite for creating an ecosystem that supports inclusive and sustainable local economic growth (Astawa et al., 2024; Setiawati et al., 2024; Munawarah et al., 2025; Goffi et al., 2019).

Despite the growing body of research addressing sustainability and destination competitiveness, there remains a pressing need to systematically map and analyze the evolution of this research field. A comprehensive and structured literature review can reveal major research trends, dominant thematic clusters, existing research gaps, and future research directions related to local economies and tourism destination competitiveness. In this regard, a Systematic Literature Review (SLR) supported by VOSviewer provides a robust methodological approach to visualizing relationships among concepts, keywords, and core themes within scholarly publications, thereby generating an informative and accurate knowledge map.

This approach is essential for strengthening the theoretical foundation of the field while offering strategic insights for academics, policymakers, and tourism

practitioners in formulating sustainable and competitive destination development strategies.

METHODOLOGY

1. Research Design

This study adopts a quantitative bibliometric research design combined with a Systematic Literature Review (SLR) approach to analyze the intellectual structure, development trends, and thematic patterns of academic literature related to the local economy and tourism destination competitiveness. The bibliometric approach is employed due to its ability to systematically, objectively, and replicably integrate fragmented literature while capturing the dynamics of multidisciplinary research in tourism studies, regional economics, and sustainable development (Donthu et al., 2021; Abrar & Ihza, 2024; Abrar et al., 2024). Through bibliographic mapping, this study aims to identify dominant thematic clusters, temporal research trends, and conceptual linkages among the local economy, sustainable tourism, and destination competitiveness.

2. Data Collection

Research data were obtained from the Dimensions AI database, selected for its broad multidisciplinary coverage and its capacity to index reputable publications in tourism, economics, and applied social sciences. The literature search was restricted to peer-reviewed journal articles, while conference proceedings, book chapters, editorials, and grey literature were excluded. The search strategy focused on the domains of local economy, tourism destination competitiveness, and sustainable tourism, employing Boolean operators and truncation techniques with keywords such as local economy, destination competitiveness, tourism competitiveness, sustainable tourism, community-based tourism, and local wisdom tourism. To ensure relevance and novelty, the analyzed publications were limited to the period 2019–2025.

3. Inclusion Criteria and Selection Process

The initial search results were systematically screened based on predefined inclusion and exclusion criteria. Articles were excluded from the dataset if:

- a. the title and abstract were not relevant to the local economy or tourism destination competitiveness;
- b. the publication was not peer-reviewed; or
- c. duplicate records were identified across sources.

Following a multi-stage screening process, a final set of journal articles meeting the inclusion criteria was selected as the bibliometric sample. This selection process adhered to the principles of transparency and consistency as recommended in SLR methodology.

4. Data Processing and Normalization

Data processing involved data cleaning and normalization to ensure the quality and reliability of the bibliometric analysis. This stage included the removal of duplicate records, alignment of metadata such as author names, affiliations, and publication years, and the standardization of keywords and abstracts to ensure data consistency.

Keyword normalization was conducted to prevent terminological fragmentation by merging conceptually similar terms—such as tourism competitiveness and destination competitiveness—while retaining substantively distinct concepts, such as community-based tourism and sustainable tourism, as separate entities. From thousands of extracted keywords, a relevance threshold was applied so that only the most significant keywords in terms of frequency and connectivity were analyzed, enabling clear thematic cluster visualization without excessive network density.

5. Analytical Tools and Bibliometric Procedures

The bibliometric analysis was conducted using VOSviewer software, which is widely applied in scientific mapping and bibliographic network analysis studies (Zupic & Čater, 2015). The primary analytical technique employed was keyword co-occurrence analysis, which measures the intensity and strength of relationships among concepts that appear together within scholarly publications.

Three types of visualizations were generated in this study:

- a. network visualization to identify thematic clusters and structural relationships among topics;
- b. overlay visualization to map the temporal evolution of research themes; and
- c. density visualization to identify areas of high and low academic attention, thereby revealing research hotspots within the literature on local economy and tourism.

6. Research Stages

Systematically, this study followed six main stages:

- a. problem identification through recognizing the lack of comprehensive mapping of literature on local economy and tourism destination competitiveness;
- b. data collection from the Dimensions AI database covering the period 2019–2025;
- c. bibliographic data cleaning and normalization;
- d. bibliometric analysis using VOSviewer;
- e. interpretation of findings based on clusters, networks, and temporal trends; and
- f. synthesis of results to formulate theoretical implications and directions for future research.

7. Ethical Considerations and Research Limitations

This study did not involve human subjects and therefore did not require formal ethical approval. Nevertheless, academic ethical principles were upheld through the exclusive use of publicly available data, accurate citation of sources, and methodological transparency to enable research replication.

The limitations of this study include reliance on a single primary database, which may restrict the breadth of the literature, as well as dependence on keyword-based searches that are sensitive to terminological variations. Furthermore, bibliometric analysis is inherently quantitative and does not replace the depth of qualitative content analysis. These limitations suggest opportunities for future research employing mixed-method approaches or qualitative systematic reviews.

RESULTS AND DISCUSSION

1. Co-Occurrence Analysis

The initial dataset comprised 7,065 keywords extracted from the selected journal articles. To ensure that the analysis focused on the most significant concepts, a frequency threshold was applied, resulting in 168 keywords, which were further refined based on relevance scores to yield 101 core keywords representing the dominant themes in the literature (Zupic & Čater, 2015). This filtering process ensured a balance between comprehensive thematic representation and clear bibliometric visualization.

The co-occurrence analysis identified four main thematic clusters, as described below.

Cluster 1: Sustainable Tourism and Local Economy

This cluster is dominated by keywords such as sustainable tourism, local economy, community-based tourism, local development, and local wisdom. The cluster highlights a strong interconnection between tourism development and local economic empowerment, particularly through community participation, environmental conservation, and the utilization of local resources as sustainable economic assets. These findings indicate that sustainable tourism is increasingly positioned as a strategic mechanism for strengthening local economies and enhancing long-term destination resilience.

Cluster 2: Research Methodology and Literature Analysis

Keywords such as systematic literature review, bibliometric analysis, research trends, and publication characterize this cluster. The presence of this cluster underscores the growing adoption of systematic and bibliometric approaches in tourism studies to map scholarly developments, identify research patterns, and reveal existing knowledge gaps (Donthu et al., 2021). This trend reflects a methodological maturation within tourism and destination competitiveness research.

Cluster 3: Destination Competitiveness and Tourism Performance

This cluster includes keywords such as destination competitiveness, tourism performance, tourism development, innovation, and competitiveness index. The cluster reflects a strong research focus on the determinants of destination competitiveness, including innovation in tourism products, service quality, and destination differentiation within an increasingly competitive global tourism market. These studies emphasize performance measurement as a key indicator of destination success.

Cluster 4: Governance, Policy, and Development Challenges

Keywords such as policy, governance, challenge, strategy, and stakeholder collaboration dominate this cluster. This cluster highlights the critical role of public policy, destination governance, and multi-stakeholder collaboration in enhancing tourism competitiveness and sustainability. The literature emphasizes that effective governance frameworks are essential for addressing structural challenges and aligning tourism development strategies with local economic objectives.

Table 1. Main Thematic Clusters of Co-Occurrence Analysis

Cluster	Main Keywords	Main Focus	Interpretation
Cluster 1	<i>sustainable tourism, local economy, community-based tourism</i>	Sustainable tourism and local economy	Emphasizes community participation and local economic empowerment in tourism development.
Cluster 2	<i>systematic literature review, bibliometric analysis, research trends</i>	Research methodology	Highlights the growing use of bibliometric and systematic review approaches in tourism studies.
Cluster 3	<i>destination competitiveness, tourism performance, innovation</i>	Destination competitiveness	Focuses on innovation, performance, and competitiveness in tourism destinations.
Cluster 4	<i>policy, governance, stakeholder collaboration</i>	Governance and policy	Underlines the importance of governance and stakeholder collaboration in sustainable tourism development.

Source: Processed bibliometric data using VOSviewer (2026).

Overall, the co-occurrence analysis reveals that tourism research has evolved beyond a narrow economic perspective toward a more integrated approach that connects sustainability, governance, and destination competitiveness with the strengthening of local economies. This integrated orientation reflects a growing recognition of tourism as a multidimensional development tool rather than merely an income-generating sector.

2. Network Visualization

The network visualization map illustrates the relationships among keywords, where node size represents the frequency of occurrence, and the distance between nodes indicates the strength of conceptual relatedness.

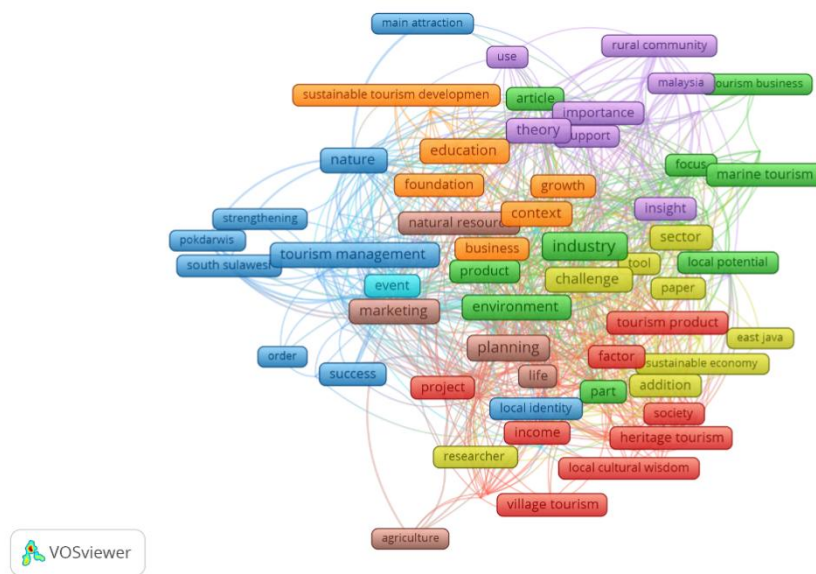


Figure 1. Network Visualization of Keyword Co-occurrence

(Source: VOSviewer, 2026)

As shown in Figure 1, the network visualization reveals three interrelated core research foci, namely methodological approaches, local economic development, and destination competitiveness in tourism studies.

The red cluster is dominated by methodological terms such as bibliometric analysis, systematic review, and research trends, reflecting the analytical foundation underlying the mapping of tourism literature. This cluster highlights the growing emphasis on evidence-based and systematic approaches to understanding the evolution of tourism research.

The green cluster encompasses keywords such as sustainable tourism, community participation, and local economy, underscoring the central role of local communities and sustainability in destination development. This cluster emphasizes tourism as a vehicle for inclusive growth, environmental stewardship, and local economic empowerment.

Meanwhile, the blue cluster contains terms such as destination competitiveness, innovation, and tourism performance, indicating a strong linkage between innovation, competitiveness, and destination performance in the global tourism market. This cluster reflects research focusing on strategic differentiation and performance enhancement of tourism destinations.

The network topology also reveals the presence of bridging keywords, including policy, governance, and strategy, which function as connectors between the sustainability-oriented and competitiveness-oriented dimensions. This finding highlights the critical role of public policy and governance frameworks in integrating economic and environmental objectives within destination development strategies.

3. Overlay Visualization

The overlay visualization illustrates the temporal evolution of research themes based on the average publication year of the associated keywords.

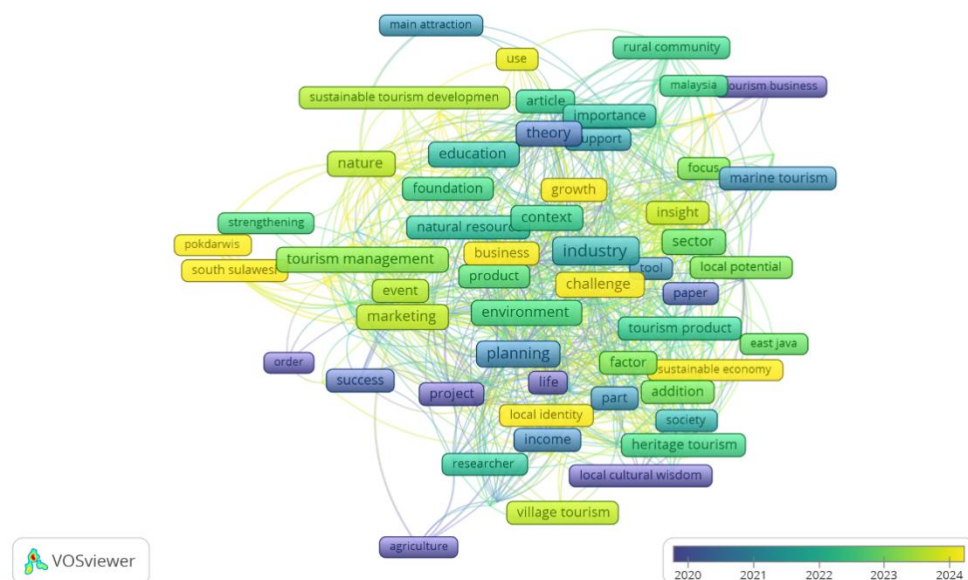


Figure 2. Overlay Visualization of Keyword Co-occurrence

(Source: VOSviewer, 2026)

As depicted in Figure 2, the overlay visualization indicates that during the early phase of the research landscape (represented by blue-colored nodes), studies were predominantly characterized by conceptual investigations and literature mapping, such as systematic review and bibliometric analysis. This phase served as a foundational stage for consolidating key concepts related to sustainable tourism and destination competitiveness.

In the intermediate phase (shown by green-colored nodes), the research focus gradually shifted toward themes such as community-based tourism, local economy, and stakeholder involvement. This transition reflects a growing scholarly emphasis on community participation and the role of tourism in strengthening local economic impacts.

More recent studies (indicated by yellow-colored nodes) place stronger emphasis on themes including destination competitiveness, innovation, policy implementation, and tourism resilience. This trend suggests that current research has become increasingly applied and policy-oriented, responding to contemporary global challenges, particularly the need for tourism recovery and resilience in the post-pandemic context.

Overall, the overlay visualization demonstrates a clear progression from descriptive and conceptual studies toward policy-driven, strategic, and competitiveness-oriented research, with a strong emphasis on leveraging local economic development as a foundation for sustainable destination competitiveness.

4. Density Visualization

The density visualization highlights areas with the highest concentration of scholarly attention within the keyword network.

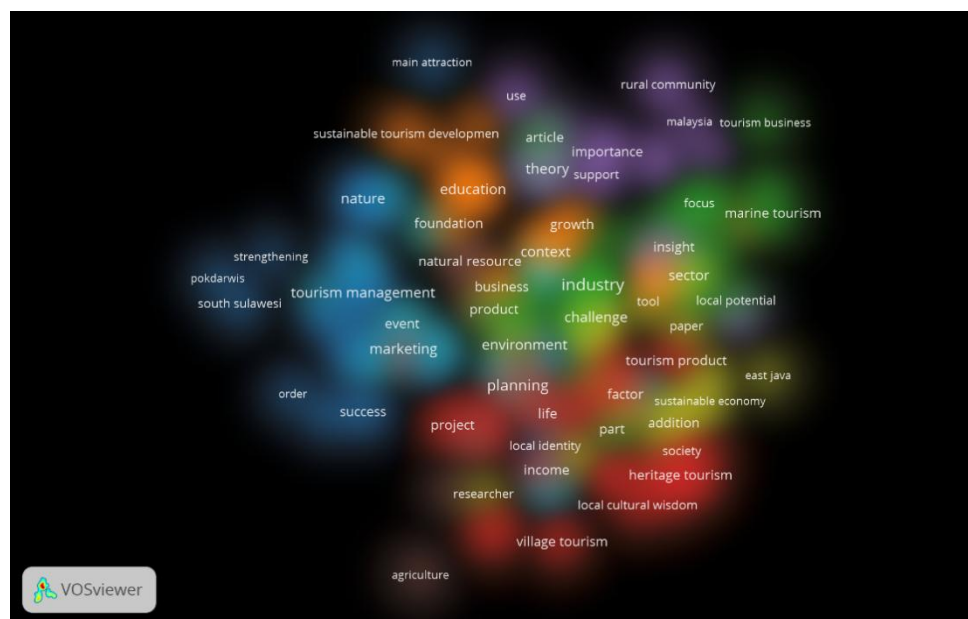


Figure 3. Density Visualization of Keyword Co-occurrence

(Source: VOSviewer, 2026)

As shown in Figure 3, areas with high density (represented by yellow shades) are dominated by keywords such as sustainable tourism, destination competitiveness, local economy, and community-based tourism. This pattern confirms that sustainability and local economic development constitute the most established and extensively investigated domains within the tourism literature.

Areas with medium density (indicated by green shades) include keywords such as policy, governance, innovation, and tourism development, suggesting a growing academic focus on policy frameworks, governance mechanisms, and strategic destination management.

In contrast, low-density areas (shown in blue shades) reveal themes that remain relatively underexplored, including tourism resilience, digital tourism, and smart destinations. These topics represent emerging research frontiers with significant potential for future investigation, particularly in response to technological transformation and global tourism disruptions.

Based on the density analysis, three key findings can be summarized:

- a. The dominance of sustainability and local economic development as the foundational pillars of tourism destination development;
- b. The strengthening of destination competitiveness through innovation, governance, and community-based strategies; and
- c. The availability of substantial research opportunities in the integration of technology, destination resilience, and digital transformation in tourism.

Discussion

The results of the bibliometric analysis indicate that the literature on local economy and destination competitiveness has expanded intensively in recent years, with a clear shift from early conceptual discussions toward more strategic and application-oriented studies. This evolution suggests that tourism is no longer viewed merely as an economic activity, but rather as a development instrument capable of simultaneously integrating social, environmental, and economic dimensions.

1. The Role of the Local Economy in Enhancing Destination Competitiveness

The dominance of keywords such as local economy, community-based tourism, and sustainable tourism demonstrates that the local economy serves as a fundamental pillar in sustainable tourism development. Existing studies confirm that strengthening the local economy through community empowerment, active participation of local tourism actors, and the utilization of local wisdom contributes significantly to regional economic resilience and overall destination competitiveness (Putranto et al., 2024). The effectiveness of this approach is further reflected in empirical findings showing that consistent integration of local economic activities positively influences objective indicators of tourism competitiveness.

2. Destination Competitiveness and Its Supporting Factors

The prominence of themes related to destination competitiveness and tourism performance underscores that destination competitiveness is shaped by a combination of structural and functional factors, including the quality of attractions, human resources, pricing competitiveness, and infrastructure. Empirical evidence from various regional contexts supports the importance of competitiveness indices in driving local economic growth. For instance, a study conducted in Batu City revealed a strong relationship between tourism competitiveness indices and regional income, despite persistent challenges related to infrastructure development and ICT readiness (Puspitasari & Rahmawati, 2022). Furthermore, international studies highlight the role of macroeconomic conditions in influencing destination performance, particularly in middle-income countries, demonstrating that prevailing economic conditions significantly affect a destination's ability to sustain competitiveness within the global tourism system (Hossain et al., 2025).

3. Policy Synergy and Governance in Sustainable Tourism Development

The emergence of keywords such as policy, governance, and stakeholder collaboration within the fourth cluster reinforces the notion that effective tourism governance is essential for aligning local economic objectives with sustainability goals. Case-based research from Batu City illustrates that synergy among local governments, tourism businesses, communities, and academic institutions can transform tourism policies from a narrow growth-oriented perspective into a more inclusive and sustainable development framework (Rosyidi, 2025). In line with this, systematic literature reviews emphasize that policy integration between tourism, the creative economy, and MSMEs can expand cross-sectoral economic benefits, enhance local productivity, and strengthen destination competitiveness (Sintia & Nurhayati, 2025).

4. Evolution of Research Focus and Paradigm Shifts

Overlay visualization reveals a clear shift in research trends from early literature mapping and conceptual synthesis toward studies emphasizing implementation strategies and destination management practices. Initial research largely focused on theoretical consolidation, whereas recent studies highlight the application of sustainability principles, destination marketing strategies, and community involvement as key drivers of competitiveness (Anggara et al., 2025). Other studies stress the importance of understanding the relationships between tourist behavior, influencing factors, and the integration of the Sustainable Development Goals (SDGs) in tourism research, indicating that tourists' perceptions of sustainability have become a critical component of modern destination strategies (Lavaredas et al., 2025).

5. Theoretical Implications and Contributions to the Literature

This study strengthens the integrated theoretical framework linking tourism competitiveness, sustainable tourism, and the local economy – three core themes that have long dominated global tourism literature (Seguí-Amortegui et al., 2019). Beyond mapping the research landscape, this bibliometric analysis demonstrates how scholarly inquiry has progressed from foundational understanding toward more practice-oriented research emphasizing destination competitiveness grounded in local economic development.

6. Practical Implications for Destination Management

From a policy and managerial perspective, the findings suggest that sustainable tourism development should incorporate local economic empowerment strategies, participatory governance, and continuous innovation in tourism products. Such approaches have proven effective in enhancing local economic performance and destination competitiveness, as evidenced by multiple case studies across Indonesia and other regions.

7. Directions for Future Research

Based on density analysis and thematic clustering, substantial opportunities exist for future research on themes that remain insufficiently integrated into mainstream tourism studies. These include the application of digital technologies in destination management (smart tourism), data-driven destination marketing strategies using spatial analytics, and the development of tourism resilience in the post-pandemic context. Addressing these themes will not only enrich the academic literature but also provide more prescriptive and forward-looking policy recommendations for future destination development.

CONCLUSION

Based on the bibliometric analysis of scientific literature published between 2019 and 2025, this study concludes that research on local economy and destination competitiveness has experienced significant growth and has become increasingly multidisciplinary. Keyword co-occurrence mapping reveals that the local economy, sustainable tourism, and destination competitiveness constitute three closely interconnected conceptual pillars within the contemporary literature. These findings confirm that strengthening the local economy—through community empowerment, MSME development, and the utilization of local wisdom—is widely regarded as a fundamental strategy for enhancing destination competitiveness in a sustainable manner.

Network and overlay visualizations indicate a clear shift in research focus from descriptive and conceptual studies toward more application-oriented and policy-driven research. Recent research trends emphasize the importance of destination governance, stakeholder collaboration, and the integration of sustainability principles into tourism planning and development. Meanwhile, density visualization suggests that sustainability has become a well-established research domain, whereas topics such as destination management innovation, digital technology adoption, and community-based competitiveness strategies still offer substantial opportunities for further scholarly exploration.

Overall, this study demonstrates that destination competitiveness cannot be separated from local economic capacity and the quality of tourism governance. The main contribution of this research lies in providing a comprehensive scientific map of the intellectual structure, research trends, and future research opportunities in the field of sustainable tourism grounded in local economic development.

RECOMMENDATIONS

Based on the findings, several recommendations can be proposed. First, future researchers are encouraged to extend this line of inquiry by integrating bibliometric approaches with empirical methods, such as case studies or quantitative field analyses, to achieve a more contextual and in-depth understanding of how local economic strengthening strategies are implemented to enhance destination competitiveness. In addition, greater attention should be given to underexplored themes, including smart tourism, destination digital transformation, and post-pandemic tourism resilience.

Second, for policymakers and destination managers, the results highlight the importance of designing tourism policies that prioritize local economic empowerment, cross-sectoral collaboration, and long-term sustainability. Strengthening local community capacity, supporting tourism-related MSMEs, and integrating local wisdom into tourism products should be treated as strategic priorities to foster inclusive destination competitiveness.

Third, tourism practitioners are advised to adopt adaptive and community-based destination management models, utilizing innovation and digital technologies as supporting tools rather than substitutes for local values. Such an approach is expected to generate added economic value while safeguarding the social and environmental sustainability of tourism destinations.

In conclusion, this study is expected to serve as both an academic reference and a practical guide for the development of competitive and sustainable tourism, particularly by positioning the local economy as the central foundation of destination development strategies.

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