Commercialization of Cultural Tourism and its Impact on the Authenticity and Preservation of Local Wisdom

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Abstract. This study conducts a systematic literature review to analyze the complex relationship between the commercialization of cultural tourism and its influence on authenticity and the preservation of local wisdom from both theoretical and managerial perspectives. By synthesizing findings from ten selected articles published between 2000 and 2025, the study investigates how commercialization, through the process of commodification, poses challenges to cultural integrity while simultaneously providing opportunities for preservation. The analysis reveals that the success of commercialization in maintaining authenticity and sustainability is mediated by multiple factors, including community participation, legal protection, effective destination management, and the integration of digital innovation. The study further emphasizes the managerial importance of stakeholder collaboration and community-based governance as key mechanisms to harmonize market objectives with cultural values. Synthesizing these insights, a Community-Based Cultural Commercialization (CBCC) framework is proposed, integrating three managerial pillars: community empowerment, digital co-creation, and institutional governance. This framework strengthens the practical and theoretical understanding of sustainable cultural tourism, offering strategic guidance for policymakers, destination managers, and cultural institutions in balancing economic goals with the preservation of local wisdom.

Keywords: Cultural Tourism, Commercialization, Authenticity, Local Wisdom, Sustainability.

1 Introduction

Cultural tourism is one of the important sectors in global economic development. This sector is growing rapidly due to an increase in tourists' interest in authentic experiences and direct interaction with local cultural heritage. This phenomenon has also given rise to the process of cultural commercialization, which is the transformation of cultural elements such as traditions and community values into a part of economic activities. Commercialization itself can be understood as the process of turning something into a commodity [1]. In the context of tourism, this is seen in the packaging of cultural festivals and even sacred rituals which are positioned as tourist attractions [2].

From a managerial and economic perspective, the rapid expansion of cultural tourism creates both opportunities and challenges for destination managers and policymakers. They must balance profit-driven objectives with the preservation of cultural integrity to ensure long-term sustainability and community well-being. Understanding this balance provides crucial insight into how commercialization decisions influence cultural authenticity and local empowerment. This managerial lens emphasizes that cultural tourism is not merely an artistic or sociocultural concern but also a field of strategic management involving planning, governance, and stakeholder coordination.

Two important concepts that are closely related to the commercialization of cultural tourism are authenticity and local wisdom. Authenticity is understood as the essential genuineness of a phenomenon which includes material, conceptual, contextual, and functional aspects [3]. Meanwhile, local wisdom refers to the knowledge, values, and social practices that are passed down from generation to generation and become the basis of a community's cultural identity. Both are determining factors in maintaining sustainable tourism appeal.

In this context, cultural tourism management becomes a strategic domain where economic viability and cultural sustainability intersect. Managing authenticity and local wisdom is not only a cultural issue but also a managerial task involving destination governance, value co-creation, and the participation of diverse

stakeholders. These management processes determine how tourism destinations can remain competitive while maintaining the integrity of their cultural narratives.

Cultural commercialization has a dual impact. On one hand, it has the potential to strengthen cultural promotion, create jobs, and support local economic development [4]. Community involvement in tourism activities can also strengthen cultural identity through adaptive preservation. However, on the other hand, commercialization often leads to commodification, which is the shift in the meaning of sacred traditions to merely a spectacle for tourists. This can erode spiritual values and also cause social tension between the economic interests of tourism and the needs of the local community [3], [4], [5].

Authenticity as a theoretical concept also leaves room for debate. [6] assert that authenticity is a complex construct and is often debated in tourism research. Community involvement is also often not fully realized, but is merely symbolic. This condition confirms the existence of a gap between the great potential of cultural tourism and the practices of its development in the field [7].

Despite extensive research, few studies have systematically connected these cultural dimensions with their managerial implications, such as destination governance, stakeholder coordination, and regulatory frameworks. Therefore, it becomes necessary to bridge theoretical perspectives with practical management approaches to understand how commercialization can be managed sustainably without eroding authenticity.

Based on these conditions, a systematic literature review (SLR) is needed to synthesize various research results regarding the commercialization of cultural tourism and its influence on authenticity and local wisdom. The SLR method was chosen because it is able to produce objective, transparent, and comprehensive studies, and can identify trends, patterns, and research gaps that still need to be studied further.

In addition, the SLR approach allows the integration of economic, cultural, and managerial dimensions into a coherent analytical framework. This synthesis provides not only academic insights but also practical recommendations for destination managers, policymakers, and cultural institutions to design strategies that balance commercialization and preservation within the paradigm of sustainable cultural tourism development.

2 Theoretical Background
2.1 Cultural Commodification Theory

The theory of cultural commodification explains how cultural elements are transformed into commodities for market purposes, especially in the context of tourism. Greenwood in his book *Hosts and Guests* argues that culture, which originally held sacred meaning, often turns into merchandise when staged for tourists. This aligns with [8], who noted that tourism often commodifies culture so that what was once authentic becomes marketable, thereby eroding its original meaning and function. In the Indonesian context, [9] showed that local wisdom can be turned into new tourism commodities in cultural-based tourism. This theory is relevant in analyzing how commercialization may erode cultural values while simultaneously creating economic opportunities for local communities.

2.2 Authenticity Theory

The concept of authenticity in tourism was first introduced by MacCannell through the notion of *staged authenticity*, referring to situations where local communities or tourism operators create performances that make tourists feel they are experiencing authenticity, even though the experience is manufactured [10]. Later, [11] expanded this discourse by distinguishing three forms of authenticity: *objective authenticity* (the genuineness of actual objects), *constructive authenticity* (authenticity as socially constructed), and *existential authenticity* (personal experiences of tourists that make them feel authentic regardless of the authenticity of objects). This framework helps analyze how tourists perceive cultural experiences and how local communities negotiate authenticity under market pressure.

2.3 Cultural Preservation Theory

Cultural preservation theory focuses on the efforts to safeguard and maintain cultural heritage so that it remains alive amid modernization. [12] Emphasized that cultural preservation is not merely about documentation but requires active engagement and reinterpretation of traditions so they remain relevant in modern contexts. A case study in Vietnam by [13] shows that local communities can commit to preserving cultural heritage while also harnessing opportunities for sustainable tourism. This demonstrates that cultural preservation and tourism development are not necessarily contradictory but can work in synergy if properly managed.

2.4 Local Wisdom Theory

Local wisdom or indigenous knowledge refers to values and practices developed within communities to maintain harmony with nature, society, and God. An important example is the Balinese philosophy of *Tri Hita Karana*, which emphasizes three dimensions of balance: Parhyangan (relationship with God), Pawongan (relationship with fellow humans), and Palemahan (relationship with nature). Pitana Explains that Tri Hita Karana serves as the foundation for Balinese society in managing sustainable development. Thus, this theory helps understand how local values can serve as a basis for developing cultural tourism that is sustainable and preserves community identity [14].

2.5 Sustainable Tourism Theory

Sustainable tourism theory emphasizes the importance of balancing economic, social, cultural, and environmental aspects in tourism development. According to UNWTO, sustainable tourism fully considers current and future economic, social, and environmental impacts while meeting the needs of tourists and local communities. In the context of cultural tourism, this theory is useful to assess how commercialization strategies can be implemented without sacrificing cultural preservation and local wisdom [15].

2.6 Stakeholder Theory

Stakeholder theory was introduced by Freeman, who defined stakeholders as any individual or group that can affect or be affected by an organization's objectives. In cultural tourism, stakeholders include local communities, governments, businesses, tourists, and NGOs. The theory emphasizes that tourism management should involve all relevant parties so that tourism benefits are fairly distributed and negative impacts can be minimized [16].

2.7 Globalization and Cultural Homogenization Theory

Globalization brings the impact of cultural homogenization, where local cultural practices lose uniqueness due to being influenced by global standards. Ritzer described this process as *McDonaldization*, referring to the globalization of culture that erodes local uniqueness [17]. Shepherd also noted that tourism often becomes a vehicle for cultural homogenization, as local cultures are adapted to meet international tourist expectations. This theory is important for understanding how globalization pressures cultural authenticity in the context of cultural tourism [18].

3 Metodology

This study utilizes a Systematic Literature Review (SLR) approach [19] to analyze the scientific literature on the impact of cultural tourism commercialization on the authenticity and preservation of local wisdom. This SLR process begins by formulating three main research questions: how commercialization affects authenticity and preservation, what factors influence this relationship, and what strategies have been proposed to safeguard local wisdom.

To ensure a comprehensive literature search, we identified key scientific databases such as Scopus, Dimensions AI, and Elicit. Google Scholar was also used as a supplementary database to find local Indonesian-language literature that might not be indexed in international databases. The main search string was built from a combination of structured keywords, including concepts of Cultural Tourism (e.g., *cultural tourism*, *heritage tourism*), Commercialization Process (e.g., *commercialization*, *commodification*), and Cultural Impact (e.g., *local wisdom*, *cultural authenticity*). Search filters were applied to limit the results to articles, conference papers, and reviews published from 2000 to 2025 in English or Indonesian.

To ensure relevance and quality, we established clear eligibility criteria. Inclusion criteria included original research papers (journal articles) and reviews published in scientific journals and conference proceedings. Selected studies must specifically discuss the impact of cultural tourism commercialization on authenticity and/or the preservation of local wisdom. Additionally, the studies must present empirical data (qualitative, quantitative, or mixed-methods), be published between 2000 and 2025, and be written in English or Indonesian. Conversely, exclusion criteria included theses, dissertations, or non-peer-reviewed books, as well as studies that focused exclusively on the environmental or economic impacts of tourism without a deep discussion of the cultural aspects. Studies with an abstract that did not provide sufficient data were also excluded.

The inclusion and exclusion process in this study was conducted transparently and systematically according to PRISMA guidelines. Only peer-reviewed journal articles and conference papers published between 2000 and 2025 were included, provided that they explicitly examined the commercialization of cultural tourism in relation to authenticity or local wisdom. Studies focusing solely on environmental or economic impacts without cultural dimensions were excluded. Likewise, non-academic sources such as theses, dissertations, or grey literature were omitted. Both English- and Indonesian-language studies were accepted to ensure contextual diversity, while duplicate or low-quality papers with insufficient methodological details were removed during screening. This narrative approach ensures that the final corpus of ten selected studies represents high-quality, thematically relevant, and replicable evidence for systematic synthesis.

The study selection process was conducted in two stages. First, two researchers independently screened all titles and abstracts from a total of 3,970 articles based on the established inclusion and exclusion criteria. This stage resulted in 105 articles that passed for further review. Second, the full text of the articles that passed the initial screening was further evaluated by the two researchers, ensuring that each study met all eligibility criteria. Of the 105 articles, only 10 articles were used in this analysis. Data from each selected study was then extracted using a standard form, which included general information, methodology, and key findings related to the research questions. The quality of each study was also assessed based on the clarity of its objectives, the suitability of its methods, and the transparency of its analysis.

Finally, the extracted data was synthesized using thematic analysis. This process involved several steps, starting with repeated reading of the data for familiarization, initial coding, grouping similar codes into potential themes, and finally, detailed definition of the themes. The synthesis results will be presented in a coherent narrative to provide a comprehensive overview of the findings from the existing literature.

4 Result and Discussion

The discussion section presents a critical synthesis of the selected studies rather than a descriptive summary. The analysis focuses on conceptual relationships among commercialization, authenticity, and local wisdom, identifying both convergent and divergent patterns in how these variables are managed across contexts. By using a thematic approach, the discussion integrates theoretical and managerial dimensions to reveal underlying governance mechanisms influencing cultural tourism commercialization.

4.1 RQ1: Commercialization and its Impact on Cultural Authenticity

The analysis of various literature shows that the commercialization of cultural tourism directly affects the authenticity and preservation of local wisdom through the process of commodification. In accordance with the background, commercialization is "the process of turning something into a commodity". The findings of an article Santhi & Cantika critically illustrate this process in Bali, where authentic rituals shift into tourist products packaged for tourist consumption. This impact creates a tension, where the essence of culture that was once sacred is now threatened by exploitation and the loss of its intrinsic meaning [20]. Research Wirawan, also strengthens this finding, showing how commodification has eroded the concept of Tri Hita Karana in Ubud, changing spiritual values into commercial attractions [5].

However, not all findings are destructive. Through deliberate innovation and adaptation, commercialization can be a catalyst for preservation. This is seen in the modification of culinary dishes in Bekasi which maintains cultural relevance among the younger generation [21], as well as the use of digital media for *branding* and documentation which helps to maintain and disseminate local wisdom [22]. It was also added that digitalization is not only a tool for commercialization, but also as a platform to document the Bugis-Makassar culture, although with the risk of distortion [23]

The importance of proper management and utilization is also a crucial factor. The use of spiritual tourism at the Tamblingan Site provides economic incentives to maintain the continuity of cultural practices [24], while integrated destination management at the Gunung Padang Site is key so that commodification does not erode authentic values [25]. Critically, the literature highlights that the balance between commodification and authenticity is highly dependent on how the process is mediated by other factors. It was also found that although cultural tourism plays an important role in building a regional brand, challenges arise when commercial orientation erodes authentic values [26].

Finally, studies Priono and Nurdin et al show that without proper management and legal protection, the sustainability and authenticity of the site are threatened [27], [28]. With that, the literature consistently demonstrates that while commercialization poses a significant threat to cultural authenticity through commodification, it can also become a tool for preservation if it is accompanied by conscious innovation and effective management.

From a management perspective, these findings emphasize that the commercialization of cultural tourism must be understood as both an economic opportunity and a governance challenge. The alignment between cultural authenticity and market objectives requires the application of stakeholder theory [16], where collaboration among local communities, tourism operators, and policymakers becomes essential to ensure value co-creation and minimize the erosion of cultural meaning. This critical synthesis confirms that authenticity should not only be preserved symbolically but managed strategically through participatory and community-based governance mechanisms consistent with sustainable tourism theory [15].

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4.2 RQ2: Factors Influencing the Relationship between Commercialization and Local Wisdom

The complex relationship between commercialization and local wisdom is mediated by a series of factors that determine whether the process will lead to exploitation or preservation. Based on the findings, the role of the local community emerges as the most critical moderating factor. Active participation and the strengthening of local control, as shown in the case in Ubud [5], are the main determinants that allow the community to reject the destructive logic of the market and maintain their cultural narrative. In line with this, the importance of local community involvement and stakeholder collaboration in building an authentic regional brand is highlighted [26]. This participation ensures that the cultural narrative remains authentic and is managed by its owners.

Another significant factor that influences the relationship is the weakness of regulations and law. A study highlights how limited legal protection makes Traditional Cultural Expressions (TCEs) vulnerable to foreign claims and uncontrolled commodification, showing that without a strong legal framework, community-based preservation efforts can be in vain [28]. This weakness opens a gap for external parties to exploit cultural assets for personal gain. In addition, market dynamics and external pressures also play a role. The flow of tourists and pressure from digital platforms are drivers that force adaptation [23], [26], while internal factors such as lack of resources and regeneration [21] become challenges that hinder the community's ability to respond effectively.

Historical and social factors also play an important role. It is shown that the continuity of cultural practices at the Tamblingan Site is largely due to strong historical and social factors, where traditional values and rituals are still firmly held by the community [24]. The study Pranoto et al also adds that government policies and conservation methods also shape the context in which commercialization takes place, and determine whether local wisdom can survive or be eroded [25]. It is also shown that the effectiveness of zoning and carrying capacity are important factors in site management [27].

The review of the selected literature also shows that these moderating factors manifest differently across contexts in both developed and developing countries. In Indonesia and Vietnam, for example, weak regulatory frameworks and limited institutional capacity often hinder community control [25], [28], while in developed contexts, the emphasis is on digital governance and innovation to sustain authenticity [22]. This comparative perspective highlights that the managerial challenge lies in adapting strategies to each local socio-economic structure. Integrating sustainable tourism theory [15] with stakeholder collaboration [16] enables destination managers to develop adaptive governance models that preserve authenticity while promoting economic viability.

Overall, the success or failure of commercialization in preserving culture is highly dependent on the complex interaction between internal factors (such as community control and awareness) and external factors (such as regulations, markets, and technology).

4.3 RQ3: Strategies for Maintaining Authenticity and Preserving Local Wisdom

To balance commercialization and preservation, the literature suggests various strategies focusing on a managed approach. Collaborative and community-based management is a central theme. The strategy suggested is the strengthening of local control [5], while another study focuses on *community empowerment* and co-creation with local communities. Both of these studies directly address the challenge of commodification by placing control back in the hands of the community. This management must also be supported by policies that favor the local community. This is in line with the theory which states that community participation is the key to sustainability [26].

In addition, the use of technology and digital innovation is very important. The development of digital culinary centers and *storytelling* to document and disseminate culture authentically is suggested [21]. This is in line with the research which highlights how cultural *branding* through digital media can maintain local identity and increase community participation [22]. This strategy is not only about marketing, but also about strengthening cultural narratives through platforms that are relevant to a modern audience. A communication

ethics model that ensures the accuracy and honesty of digital content based on local wisdom was also added [23].

From a legal perspective, the literature highlights the need for a strong legal protection system. It is suggested that national law be harmonized with international standards and a national *database* of TCEs be established as a bulwark against exploitation and illegal claims [28]. This strategy serves as a foundation to ensure that cultural elements cannot be easily acquired or claimed by outside parties. Finally, integrated destination management offers a holistic model to ensure sustainability. *Visitor management* based on zoning is suggested [27], while sustainable conservation with government and community collaboration is recommended [25]. This model is also supported by the preservation of ritual practices at archaeological sites as a strategy [24]. This shows that good management is the result of the synergy of various parties, not just a single effort.

Synthesizing these insights, this study identifies three emerging managerial perspectives: (1) community-based commercialization that integrates local wisdom as the foundation for decision-making [5], [14]; (2) digital co-creation and branding to strengthen cultural narratives while maintaining authenticity [22], [23]; and (3) legal and institutional governance to secure intellectual and cultural property rights [28]. These themes collectively form a Community-Based Cultural Commercialization (CBCC) framework that connects economic and cultural sustainability under a participatory management model. Nevertheless, research gaps remain concerning quantitative evaluations of authenticity management and the long-term effects of digital commodification on local narratives, which future studies should address to enhance the theoretical and managerial foundations of cultural tourism.

Overall, the strategies proposed in the literature form a holistic, multi-dimensional approach, where community-based management is at the core, supported by digital innovation, legal protection, and integrated destination management. This is in line with the theory of sustainable tourism development, which emphasizes the importance of balancing economic, social, and cultural aspects.

Overall, this discussion advances the existing body of knowledge by linking theories of commodification, authenticity, and sustainable tourism within a managerial framework. The integration of stakeholder collaboration, community-based management, and digital innovation, contributes to a more comprehensive understanding of how cultural commercialization can be governed sustainably. This synthesis not only extends theoretical discourse but also offers a practical foundation for destination managers and policymakers to balance economic benefits with the preservation of local wisdom.

5 Conclusion

The synthesis of the reviewed literature indicates that the commercialization of cultural tourism has an ambivalent impact on authenticity and local wisdom. While commodification tends to shift sacred traditions toward market-oriented practices, strategic and community-centered management can transform commercialization into a catalyst for cultural preservation. The findings highlight that cultural authenticity can be maintained when economic activities are managed through participatory governance, equitable stakeholder collaboration, and the protection of cultural property rights. Strengthening legal frameworks, enhancing local control, and implementing destination management strategies that integrate digital innovation are essential for ensuring that commercialization supports rather than undermines cultural sustainability. This aligns with sustainable tourism theory, which underscores the need to balance economic, social, and cultural dimensions.

From a managerial standpoint, the study contributes to the literature by integrating stakeholder theory, sustainable tourism governance, and local wisdom into a cohesive conceptual model. The proposed Community-Based Cultural Commercialization (CBCC) framework serves as a managerial reference for designing strategies that align cultural authenticity with economic viability through collaboration, digital co-creation, and institutional regulation. Practically, policymakers and tourism operators should promote participatory decision-making, invest in digital storytelling platforms that authentically represent local identities, and establish national databases for Traditional Cultural Expressions to prevent cultural exploitation. Future research is recommended to conduct comparative and quantitative studies that evaluate the effectiveness of CBCC-based strategies across different socio-economic and cultural settings, and to explore how digitalization reshapes cultural narratives in the evolving landscape of global tourism.

6 Acknowledgement

family and friends for their encouragement, motivation, and unwavering support throughout this writing process.

7 Conflict of Interest

The author declares that this research was conducted independently. The author acknowledges the challenges faced during the research process, such as limited knowledge and resources. However, the author affirms that there are no conflicts of interest, either financial or non-financial, that could influence the results or interpretations presented in this study.

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