

## Community Value Co-Creation as a Catalyst for Village Tourism Sustainability: A New Paradigm

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### Abstract

*The purpose of this study is to propose a new conceptual model for tourism marketing management science, focusing on the perspective of the head of the tourist village manager to achieve village tourism sustainability. This study employs a quantitative approach and includes data from 140 respondents. The data pertains to the green environment mindset, local wisdom, community co-creation, and sustainable tourist villages. A quantitative research method was utilized in this study, with the head of the tourist village manager representing Indonesia. Data collected from 140 tourist village managers were analyzed using Smart PLS-4. This study's main findings emerged from the mediation hypothesis test results. Increasing community value co-creation, supported by the green environment mindset and local wisdom, contributed to sustainable tourist villages. This study adopts the perspective of service-dominant logic.*

**Keywords:** *Community Value, Co-Creation, Catalyst for Village Tourism.*

### Introduction

Village tourism is widely recognized as a potential socio-economic development and regeneration tool. It is a joint policy in both developed and developing countries. The visitor experience can be divided into three phases: before, during, and after they visit a tourist destination (Yılmaz, 2021). Tourism destinations can create job opportunities and improve the living standards of rural communities (Nair & Hussain, 2013). Currently, village tourism destinations attract many tourists, both from Indonesia and abroad. Local comare crucialcial role in developing tourist villages at all planning, monitoring, and implementation stages. A comparison between the actual and projected growth of the tourism sector from 1995 to 2018 indicates that tourism growth has exceeded expectations (World Economic Forum, 2019). This suggests that global tourism growth will continue to surpass previous projections. Village tourism presents economic and investment opportunities by actively involving local actors in its support and participation (Peira, 2021). It is popular because it offers seclusion, relaxation, outdoor activities, and proximity to nature (Frochot, 2005; Molera & Albaladejo, 2007; Park, 2009; Winter et al., 2020). People's recreational preferences also shift towards unexplored natural areas and increase interaction with the natural environment (Bielska et al., 2022; Rice & Kalafsky, 2020). Given the significant changes in travel dynamics, tourism in the modern era needs to be developed based on local wisdom while ensuring environmental preservation (Hamsal & Abdinagoro, 2021). With the development of global tourism, tourist villages in Indonesia have emerged as a strategy to improve village communities. The development of village tourism positively impacts the village economy by increasing community income through the tourism sector. Additionally, tourist villages preserve local culture and the environment while strengthening community identity and pride in their cultural heritage (Hall et al., 2017). However, the development of tourist villages also faces challenges such as infrastructure problems, readiness of human resources, and protection against the negative impacts of mass tourism. Therefore, it is necessary to collaborate with the government, society, and the private sector to create sustainable tourist villages (Kemenparekraf-Bapekraf, 2020). The heads of tourist villages, with their profound care for the village environment and community and their strong sense of social humanity, serve as a source of inspiration. Their focus on increasing the income of the village community through their

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actions is a testament to their dedication. In this research, we aim to understand the characteristics of these inspiring leaders, the heads of organizations in the tourist village.

The community in a tourist village consists of various groups, and the unique values of these communities can be the main attraction of rural tourism (Pudianti & Vitasurya, 2019). Within a destination, communities serve as service providers, traders, and artisans and create the overall visitor experience (Scheyvens, 2003; Su et al., 2016). Joppe (1996) defines a community as an entity oriented toward achieving common goals based on geographical proximity, heritage, and shared cultural values. Murphy (1983) considers tourism a "community industry" that represents the interests of the entire community. Simmons (1994) emphasizes the integral role of community members in creating a welcoming atmosphere in tourism destinations. Jamal & Getz (1995) propose a "community-based collaborative planning process" to enhance destination competitiveness and promote sustainable tourism development. In recent decades, communities have been defined based on geographic areas or groups of people with common origins or interests (Aas et al., 2005).

## Literature Review and Hypothesis Development

### *Green Environment Mindset*

The global environment is increasingly degraded, which is a problem that needs to be considered regarding tourist behavior. Individuals and communities must be more aware of the consequences of the interaction between their living environment and the surrounding natural environment and need to focus on individual or collective solutions to current or future environmental problems (UNESCO and UNEP, 1977). The impact of environmental knowledge is conceptualized in various ways, including building awareness and concern for climate change, knowledge of how to recycle waste, or understanding of ecological topics such as the water cycle (Debrah et al., 2021; van de Wetering et al., 2022). The importance of responsible resource management in achieving environmental, social, and economic goals is evident from the fact that there is a relationship between natural resource conservation and prevention and sustainable corporate performance (Regmi et al., 2023). This illustrates that humanity is not living in balance with nature and the earth. Several studies have shown that consuming everything on Earth is increasingly unsustainable (Minoli et al., 2018).

Resilience is generally understood as an organization's shield against the positive and desirable (Di Paola, 2023). Resilience at the micro level means that an organization has the capabilities and individual competencies to overcome external threats and environmental uncertainty (Lai & Cai, 2023). At the meso stage, resilience is realizing the organization's ability to face the challenges of situations from external pressures and reactions that are decided at the right time (Liu & Yin, 2020). Meanwhile, at the macro level, organizational resilience receives support from external stakeholders to anticipate and overcome environmental disturbances (J. Wang et al., 2022). Thus, organizations must meet environmental, social, and economic value awareness to indicate sustainability (Lopes et al. 2017).

Environmentalism has become an important social and corporate issue during the 21st century. Consumers are becoming more environmentally conscious and demanding green products from manufacturers. This has resulted in the emergence of new concepts, such as green marketing and green consumerism (Nath et al., 2013). The rural hospitality tourism sector still needs to be sustainable due to the impact of community exploitation (Ghoddousi et al., 2018). Even attitudes and behaviors that do not respect the environment still occur because they do not have a mindset about protecting the environment (Almeida & Moreira, 2022; Madanaguli et al., 2022; Randelli & Martellozzo, 2019). The potential of rural tourism can be achieved through effective utilization to create sustainable rural communities that increase rural incomes and preserve natural resources (Lee et al., 2021; Mikhaylova et al., 2022). As many as 69% of tourist villages in Indonesia rely on nature as an attraction, 24% rely on cultural tourism as an attraction, and 7% rely on artificial attractions (Salouw & Widodo, 2023). However, the average waste service in rural Indonesia is 4.65%, even though more than 80% of Indonesia's area is rural (Masjhoer et al., 2022).

Every human activity today significantly influences and impacts fewer forests, warmer, wetter, and more storms. This results from global change, which shows significant changes in human and natural relationships (Steffen et al., 2007). This explains that the human mindset (behavioral patterns) significantly

influences the quality of the environment and the function of ecosystems on earth, which are human needs to survive (Hirsch & Verderese, 2010; Steg & Vlek, 2009).

Hypothesis 1: The Green Environment Mindset positively affects sustainable village tourism, mediated by community value co-creation.

Hypothesis 5: Green Environment Mindset positively affects sustainable village tourism

### *Local Wisdom*

According to Article 78 of Law 6/2014 concerning Villages, villages encompass all norms, goals, and achievement strategies throughout the stages of village development. These elements include planning, implementation, results, benefits, and impacts (Kroupova et al., 2010). In the development of villages, local communities play a crucial role in shaping the vision, fostering togetherness, promoting cooperation, and prioritizing peace and social justice (Iskandar, 2020). Tourism villages play a significant role in empowering local communities as part of the tourism sector. They positively impact the economic conditions of these communities, promote a sense of togetherness, and enhance the activities of local craftsmen. This empowerment offers hope for the future of rural development (Dewi et al., 2021). The sudden increase in tourism in rural areas can revitalize these areas economically, socially, and culturally (L. Wang, 2021). This growth presents an opportunity for service providers to prepare for a more organized and sustainable future for village development (De Silva et al., 2021). A tourist village is more than just a destination; it is a living, breathing community where locals engage in various activities for their survival. Locals are crucial to developing tourist village products, and their involvement and contribution are vital for these villages' long-term success and sustainability (Suryawan & Suryasih, 2016). Tourism based on nature and local culture brings benefits and positive impacts by creating employment opportunities for local communities around tourist attractions. It also promotes public awareness in protecting tourist attractions, preserving local wisdom, establishing local community brands, increasing local taxes, and fostering cooperation (Fang, 2020). Cultural heritage and cultural tourism have the potential to provide numerous opportunities for sustainable rural development. Rural areas have unique cultures and cultural heritage that can attract visitors interested in experiencing the local culture (Ancuța & Jucu, 2023). Each tourist spot offers something unique that sparks tourist interest, and the added value of local wisdom further encourages tourists to visit (Sekarlangit & Devi, 2020). Tourism that prioritizes local wisdom focuses on unique dishes that have grown and developed within the community, both physically and non-physically, such as community cultural values (Maturbongs, 2020). This wisdom encompasses various forms of knowledge, understanding, insight, customs, and habits, all rooted in cultural values and norms. It manifests daily through lifestyle, social patterns, and perceptions (Ostrom, 1993; Pesurnay, 2018).

The primary purpose of local wisdom is to anticipate, filter, and even transform external influences so that they remain a defining characteristic of the local community (Uge & Neolaka, 2019).

Hence, it is crucial for local communities, stakeholders, and operators to thoroughly understand and map the traditions of a community, including local knowledge, customs, music and dance, traditional clothing, and distinctive cuisine. This comprehensive understanding helps build upon local wisdom's foundations (Chiappa et al., 2016; Suess et al., 2018). By leveraging this wisdom, local actors and village communities can tap into the potential of tourism based on local values, ultimately achieving sustainable tourism in villages, as Ancuța and Jucu (2023) suggested. The second hypothesis is as follows:

Hypothesis 2: Local wisdom significantly impacts sustainable village tourism when mediated by community value co-creation.

Hypothesis 3: Local wisdom has a significantly positive impact on sustainable village tourism.

*Community Value Co-Creation*

The phenomenon of community-based tourism has been adopted in developing countries as a sustainable tourism development that ensures the achievement and distribution of tourism benefits for everyone through community empowerment and tourism participation (Manyara & Jones, 2007; Sebele, 2010; Tolkach & King, 2015) and is considered successful with five dimensions, namely economic, political, social, cultural, and environmental (Suansri, 2003; UNEP and UNWTO, 2005). However, it turns out that there are still weaknesses in implementing community-based communities, such as socio-cultural problems where only focusing on short-term plans in financial terms reveals valuable information about socio-cultural issues that hinder the implementation of community-based communities on Laelae Island. For example, focusing on the short term and waiting for assistance, the government does not understand the environmental impact of developing tourist villages, and there is no support from the community (Junaid et al., 2021). Implementing opportunities and challenges using community-based community models implemented in several countries show shortcomings that cause failure. This happened in the Thanh Ha pottery village in Hoi, Vietnam. It has implemented this tourism model since 2010 and experienced a failure due to a lack of tourism human resources, raw materials, and space for pottery, low levels of local participation in the strategic management of community-based communities, and tight competition with other industrial products (Hong, 2021). To improve the quality of service and experience for tourists, it is assumed that this can be answered using the co-creation concept. The factor causing the failure to implement community-based communities is the low capacity of the community, namely effective involvement and ownership of the community as the leading actor, so a new dimension and concept are needed to answer the failure of community-based communities so that they become the answer to it all (Zielinski et al., 2020). The community context of shared value creation can be an intermediary for tourism village organizers and tourists through value co-creation, namely co-innovation, co-recovery (the process of collaboration between customers and service providers to create solutions to service failures), experiencing co-creation (the process where customers work together with service providers to define, shape, and personalize their experience through choice settings), and co-marketing according to (Shulga et al., 2018). According to (Jaworski, B., & Kohli, 2014), co-creation with interaction involves a series of activities: asking, listening, observing, and experimenting. This process creates a dialogic interaction, fostering the exchange of information and exploring new knowledge. This emphasis on creativity and innovation can inspire providers and customers to think outside the box and contribute to the value-creation process. Meanwhile, another opinion says that three things can be done to facilitate joint creation: a communication meeting, a usage meeting, and a service meeting (Grönroos, 2006). So, creating shared value can impact tourism sustainability from an economic, social, and environmental perspective (Ahen & Zettinig, 2015; Elliot et al., 2023; Pongsakornrungrungsilp et al., 2022). The service-dominant logic theoretical framework in creating shared value can function as a tool for tourists to focus more on tourism activities in exploring the village environment and interacting with other tourists (Liang et al., 2020a). Community co-creation is a holder and organizer of orchestration in achieving sustainable tourism villages. Hence, it must be implemented through interaction, focus, building relational relationships, innovation, transferring knowledge to tourists, and having products (tour packages) that provide a unique selling proposition. To achieve a sustainable tourism village economically, socially, and environmentally, you can use a shared value creation community, which can better represent the tourist village community as a product and carry out community value co-creation activities as an implementation of marketing the product, which can create an experience that is impressive for tourists and has an impact on sustainable tourism villages. According to the article by Rachão et al. (2023), tourists tend to feel happier if they can interact with the residents of a destination and are directly involved in activities with actors in a destination. So, it is assumed that the strength of a tourist village is in the local community. After the tourist village is formed, the next step is how to package a concept for creating a tourist experience through interaction and creating shared value. In this context, shared value refers to the benefits created for tourists and the local community through interaction. This is achieved within a service ecosystem. This follows what tourism sector experts say: service ecosystems help effectively integrate resources to create value, resulting in tourist satisfaction and a higher intention to revisit (A. R. Da Liang, 2017; X. Liang et al., 2020; Scholl-Grissemann et al., 2021; Shaw et al., 2011; Steinmetz et al., 2021). Village Tourism needs a catalyst after using community-based tourism, which is helpful as an initial orchestration instrument. The head of the tourism village management leads

this role. Community value co-creation is the answer as an implementation that focuses on the relationship between village communities and tourists.

This is the way that makes tourism villages genuinely sustainable. Community-based tourism has a low frequency, while tourism requires high interaction to produce a more positive response among tourists (A. R. Da Liang et al., 2023). Therefore, community value co-creation is a new stimulus for village tourism sustainability.

Hypothesis 4: Community value co-creation significantly mediates sustainable village tourism.

#### *Village Tourism Sustainability*

The growth of sustainable tourism has been significant over the past decade. However, the rising number of tourists traveling by plane, car, and cruise ship has heightened the vulnerability of natural environments in popular destinations. The expansion of nature-based tourism, such as experiential travel, can substantially contribute to the degradation of local communities' ecological, economic, and social systems (Hamsal, 2024). Sustainable development based on the United Nations (UN) Sustainable Development Goals (SDGs) is being prioritized by all countries participating in the global framework to achieve international growth, which aims to balance social, economic, and environmental sustainability. The SDGs are addressed to all societal actors; however, academics and professionals recognize the importance of certain businesses (Mio et al., 2020). The term sustainable development (SD) concept has become the current development model (Mensah, 2019). Various international aid organizations have used this slogan, which has since been used as a theme for conferences, academic papers, development, and environmental activism (Ukaga, U., Maser., C., & Reichenbach, 2011).

Sustainability from a social perspective can include elements of religiosity because there are human values in religion that connect the science of sustainability, which can motivate us to face the threat of uncontrolled climate change and ecological damage. This is supported by previous research, which states that religiosity (religion) can theoretically function as an agent of change and transition in achieving sustainability (Koehrsen, 2018; Koehrsen, 2015). Aspects of religiosity (religion) can encourage internal change within a destination (such as promotion and behavioral interventions supporting green destinations) to build pro-environmental values (Geels, 2002; Geels & Schot, 2007). The importance of religiosity in achieving sustainability is a powerful concept that can inspire and enlighten the audience about the potential of this approach. Religion can be a 'resource' utilized for social adaptation to mobilize a society that aggressively supports environmental change as a broader form of mitigation/prevention (Bomberg & Hague, 2018). In the Middle East, tourism has been researched from the Islamic religiosity (religion) perspective, which can be a meeting point for sustainability (El-bassiouny et al., 2022). So, it has a view to complement the sustainable theory from social aspects presented by (Hall, 1998), consisting of benefits for society, employment, having an income, a decent quality of life, community participation, respect for socio-cultural values, developing one's potential, and suspect that adding aspects of religiosity (religion) will have a more significant impact on achieving village tourism sustainability.

Hypothesis 5 : There is a significant influence between community value co-creation as mediation on village tourism sustainability.

The Research framework is presented in fig 1

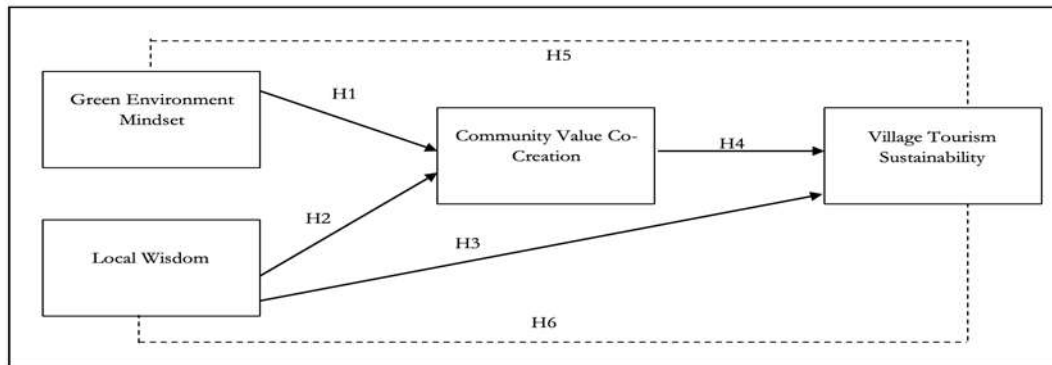


Figure 1. Research Model Proposal

## Research Methodology

The 140 heads of village tourism managers, who were the key respondents in this study, played a crucial role. The descriptive analysis in this study presents their profiles, detailing the distribution of their characteristics such as gender, age, education, domicile, occupation, form of organization, length of time the tourism village has been operating, length of time as head of the village tourism, and category of tourism village. All these characteristics are categorical, and their profiles are presented as frequencies and percentages. The statistical tool used for this descriptive analysis is SPSS version 26.

## Result and Discussion

### *Respondent Profile*

Based on Table 1 above, it is known that out of 140 respondents, 70.7% were male respondents. Based on the age category, the majority of respondents were 33.6% aged 26-35 years, 29.3% aged 36-45 years, and 20.0% aged 50-70 years. Based on the education category, respondents in this study were dominated by 41.4% Bachelor's degree (S1) graduates and 39.3% Senior High School graduates. Based on the domicile category, respondents in this study were dominated by 40.7% from the Special Region of Yogyakarta and 13.6% from Central Java. Based on the job category, respondents in this study were dominated by 54.3% entrepreneurs and 20.0% private employees. Based on the form of organization, respondents in this study were dominated by 67.9% POKDARWIS, 16.4% BUMDES, and 1.4% COOPERATIVE. Based on the length of time the tourist village has been operating, respondents in this study were dominated by 37.9% operating for under five years and 27.9% operating for 5-10 years. Based on the length of time as the head of the tourist village, respondents in this study were dominated by 60.7% under five years and 27.1% 5-10 years. Based on the category of village tourism, respondents in this study were dominated by 30.7% pioneering tourist villages, 30.0% developing tourist villages, 24.3% advanced tourist villages, and 15.0% independent tourist villages. The research objects in this study are Green Environment Mindset (GEM) and Local Wisdom (LW) as exogenous latent variables, Community Value Co-Creation (CVCC) as mediating latent variables, and Village Tourism Sustainability (VTS) as endogenous latent variables. The analysis method used in this study to answer the research hypothesis is Partial Least Square - Structural Equation Modeling (PLS-SEM) using SmartPLS version 4 statistical software. Furthermore, the research model can be seen in the following Figure 1.

Table 1. Respondent Profile

Characteristic		Total	%
Gender	Male	99	70.7%
	Female	41	29.3%

<b>Age</b>	17 - 25	7	5.0%
	26 - 35	47	33.6%
	36 - 45	41	29.3%
	45 - 50	17	12.1%
	50 - 70	28	20.0%
<b>Education</b>	Junior Hight School	2	1.4%
	Senior Hight School	55	39.3%
	Diploma (D3)	18	12.9%
	Bachelor degree	58	41.4%
	Master degree	7	5.0%
<b>Domicile</b>	Bali	1	0.7%
	Yogyakarta	57	40.7%
	Jakarta	1	0.7%
	West Java	13	9.3%
	Central Java	19	13.6%
	East Java	9	6.4%
	East Kalimantan	1	0.7%
	Maluku	2	1.4%
	Nangroe Aceh Darussalam	1	0.7%
	West Nusa Tenggara	5	3.6%
	East Nusa Tenggara	2	1.4%
	West Sulawesi	1	0.7%
	South Sulawesi	3	2.1%
	Central Sulawesi	3	2.1%
	Southeast Sulawesi	1	0.7%
	North Sulawesi	17	12.1%
	West Sumatera	3	2.1%
North Sumatera	1	0.7%	

Based on Table 1 above, it is known that out of 140 respondents, 70.7% were male respondents. Based on the age category, the majority of respondents were 33.6% aged 26-35 years, 29.3% aged 36-45 years and 20.0% aged 50-70 years. Based on the education category, respondents in this study were dominated by 41.4% Bachelor's degree (S1) graduates and 39.3% Senior High School graduates. Based on the domicile category, respondents in this study were dominated by 40.7% from the Special Region of Yogyakarta and 13.6% from Central Java

#### Validity Test

Table 7 shows that all research variables have a Cronbach's alpha and composite reliability value of more than 0.7. Thus, it can be concluded that all indicator constructs have met the required reliability so that the analysis can be carried out to the next stage, namely the structural model.

**Table 2:** Measurement Model Analysis

Hypotesis	Cronbach's alpha	Composite reliability
<b>Community Value Co-Creation (CVCC)</b>	0.836	0.884
<b>Green Environment Mindset (GEM)</b>	0.853	0.910
<b>Local Wisdom (LW)</b>	0.851	0.900
<b>Village Tourism Sustainability (VTS)</b>	0.922	0.936

*Determination Coefficient R Square (R<sup>2</sup>)*

The determination coefficient R Square (R<sup>2</sup>) shows how much the exogenous variable explains the endogenous variable. The R<sup>2</sup> value is zero to one. If the R<sup>2</sup> value is getting closer to one, then the independent variables provide all the information needed to predict the variation of the endogenous variable. Conversely, the smaller the R<sup>2</sup> value is approaching 0, the more limited the ability of the independent variables to explain the variation of the endogenous variable. According to Garson (2016), the R<sup>2</sup> value is categorized as vital if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. Garson, G. D. (2016). The results of the determination coefficient R<sup>2</sup> of this study are in Table 9 below.

**Table 11.** R Square (R<sup>2</sup>) Value

Variabel Endogen	R Square (R <sup>2</sup> )	Criteria
<b>Community Value Co-Creation (CVCC)</b>	0.520	Moderate
<b>Village Tourism Sustainability (VTS)</b>	0.593	Moderate

Source: SmartPLS.4.0 Data Processing Result

The analysis of the significance level of the path coefficient in PLS-SEM was carried out using the bootstrapping technique, which aims to determine the direction of the relationship and the significance of the relationship between exogenous latent variables and endogenous latent variables. The t-statistic value or p-value assesses the relationship between exogenous and endogenous latent variables. The hypothesis testing of the PLS-SEM analysis in this study used a two-way hypothesis test with a significance of 5% or an error tolerance of  $\alpha = 0.05$ . The decision-making in the PLS-SEM analysis for the two-way hypothesis with a 5% significance test is if the value of  $|t\text{-statistic}| > 1.96$  or the significance value (p-value)  $< 0.05$  then reject H<sub>0</sub> or accept H<sub>1</sub>, which means that there are exogenous variables that have a significant effect on endogenous variables. Conversely, if the value of  $|t\text{-statistic}| \leq 1.96$  or significance value (p-value)  $\geq 0.05$ , then accept H<sub>0</sub> or accept H<sub>1</sub>, which means that the influence of exogenous variables does not have a significant effect on endogenous variables (Hair et al., 2022). The complete results of the structural test or structural model are explained in Figure 2 and Table 3:



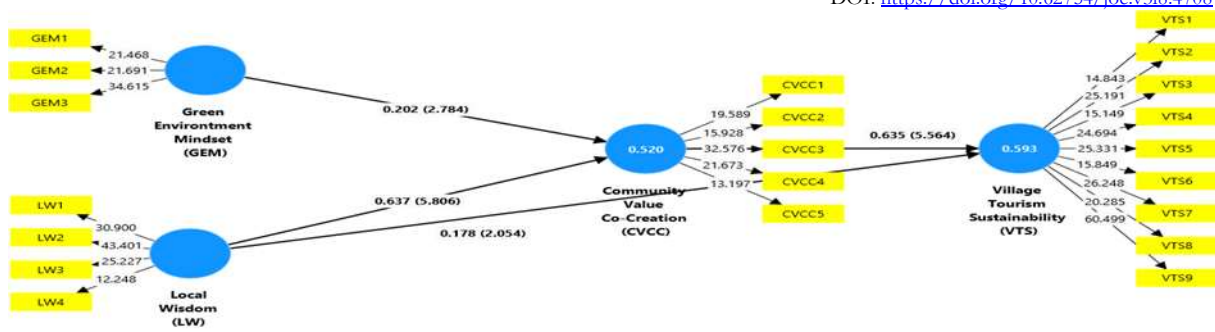


Figure 2. Path Diagram Path Coefficient & t-Value Structural Model

Source: SmartPLS.4.0 Data Processing Results

Table 3. Hypothesis Testing Results

Hipotesis		Path Coefficient	T statistics	P values
<b>Direct Effect</b>				
H1	Green Environment Mindset (GEM) -> Community Value Co-Creation (CVCC)	0.202	2.784	0.006
H2	Local Wisdom (LW) -> Community Value Co-Creation (CVCC) ->	0.637	5.806	0.000
H3	Local Wisdom (LW) -> Village Tourism Sustainability (VTS)	0.178	2.054	0.042
H4	Community Value Co-Creation (CVCC) -> Village Tourism Sustainability (VTS)	0.635	5.564	0.000
<b>Indirect Effect</b>				
H5	Green Environment Mindset (GEM) -> Community Value Co-Creation (CVCC) -> Village Tourism Sustainability (VTS)	0.128	2.148	0.033
H6	Local Wisdom (LW) -> Community Value Co-Creation (CVCC) -> Village Tourism Sustainability (VTS)	0.405	5.747	0.000

\*Significant at  $\alpha=5\%$  (p-value <0.05)

Source: SmartPLS.4.0 Data Processing Results:

### Theoretical Implication

This study provides a theoretical contribution to service-dominant logic (SDL) theory, using value co-creation and community value co-creation, which acts as a mediation to achieve sustainable tourism villages. This new paradigm can be used as a reference in building and developing tourism villages. Villages Tourism as a service sector, which has the power of "interaction" between tourists, the head of management, and the village community can be realized empirically to become a sustainable tourism village. However, service-dominant logic (SDL) (Vargo & Lusch, 2008, 2016) changes their perspective and claims that value is co-produced and always co-created by many actors, including consumers. Because collaboration and direct interaction between actors are needed for co-creation, co-creation is used here as a metaphor indicating that several actors, regardless of the nature of the relationship between them (Grönroos, 2020). Thus, this study answers how tourism villages can carry out their functions by building awareness that tourism villages as services require the power of interaction. Through this community value co-creation, all can be realized with this tour package, which makes an authentic tourism village. The concept of a green tourism village

has begun to be echoed, and one of the indicators of a sustainable tourism village is the environment. In this study, it can be said that achieving a sustainable tourism village from the environmental side is impossible if it does not start by building a green environment mindset from the head of the tourism village management because this variable can be a support and can be realized in the village tour package itself, one way. In addition, the actors of the tourism village, in this case, the head of the tourism village management/manager, are natives born in the tourism village, so they will know and understand the local wisdom in the village. So this can be a driver of tourism for the village that will start operating to receive tourists. Various local wisdom owned by each village can be a tourism product that attracts tourists

### *Practical implication*

Sustainable tourism villages are the ultimate goal for stakeholders and the village community. Using community value co-creation can function to develop tourism villages in the future. In this study, community value co-creation can be a driver and answer for tourism villages that will be sustainable through the role of actors; the creation of values that have an impact on creating experiences for tourists will be reflected in tour packages that provide knowledge transfer, innovation in creating shared value by involving village communities consisting of dance communities, handicrafts, and other activities related to tourism villages. By building an environmental mindset, the challenges of tourism villages in the future can be overcome by maintaining the naturalness of the nature of tourism villages, preventing over-tourism, and maintaining natural beauty so that sustainable development goals can be achieved starting from the village tourism.

### *Limitations and Future Research Directions*

This study provides the latest insight into the development of tourist villages carried out from the perspective of the head of the management of tourist villages in Indonesia with the categories of pioneering, developing, and independent tourist villages. This study also explores some of the problems of developing tourist villages in Indonesia by conducting field studies, interviews, forum group discussions, and distributing questionnaires. This study can be generalized to represent all heads of managers of tourist villages in Indonesia by knowing the development of environmental mindsets, realizing local wisdom as one of the tourism products, and the role of community value co-creation in tourist villages. While this study evaluated several essential variables related to sustainable tourism village development, other factors likely significantly influence local cultural values, social conditions, and community habits. A broader range of variables must be considered to develop a more comprehensive model of the forces shaping villagers' behavioral change and tourism destination management. These additional variables could provide essential insights into barriers to change and how to overcome them. It would be valuable to explore how village environmental management (e.g., Green Tourism Management) and villagers' environmentally friendly behaviors can support and contribute to tourism sustainability certification, reporting, and standards.

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