

**KAJIAN KEWIRAUSAHAAN PARIWISATA BERBASIS KO-KREASI:
PENDEKATAN STUDI LABORATORIUM HIDUP**



TESIS

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Magister Pariwisata

Oleh:

Fahmi Muhamad Rizky

2410258

**PROGRAM STUDI MAGISTER PARIWISATA
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

Fahmi Muhamad Rizky, 2025

*KAJIAN KEWIRAUSAHAAN PARIWISATA BERBASIS KO-KREASI:
PENDEKATAN STUDI LABORATORIUM HIDUP*

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

**KAJIAN KEWIRAUSAHAAN PARIWISATA BERBASIS KO-KREASI:
PENDEKATAN STUDI LABORATORIUM HIDUP**

Oleh
Fahmi Muhamad Rizky

S.Par. Universitas Pendidikan Indonesia, 2024

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Pariwisata (M.Par.) pada Sekolah Pascasarjana

© Fahmi Muhamad Rizky 2025

Universitas Pendidikan Indonesia

Agustus 2025

Hak Cipta dilindungi undang-undang.

Tesis ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN

FAHMI MUHAMAD RIZKY

**KAJIAN KEWIRAUSAHAAN BERBASIS KO-KREASI:
PENDEKATAN STUDI LABORATORIUM HIDUP**

disetujui dan disahkan oleh pembimbing:

Pembimbing 1



Caria Ningsih, M.Si., Ph.D.

NIP. 198001312008122002

Pembimbing 2

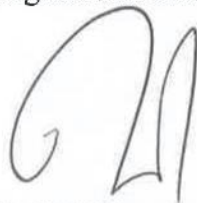


Heri Puspito Diyah Setiyorini, M.M., Ph.D.

NIP. 197610312008122001

Mengetahui,

Ketua Program Studi Magister Pariwisata



Dr. A.H. Galihkusumah, S.ST., M.M.

NIP. 198105222010121006

Tesis ini telah diuji pada Ujian Sidang Tahap 2

Hari/Tanggal : Jumat, 29 Agustus 2025

Tempat : Ruang Sidang 2.22A, Gedung SPs UPI

Pembimbing 1



Caria Ningsih, M.Si., Ph.D.
NIP. 198001312008122002

Pembimbing 2



Heri Puspito Diyah Setiyorini, M.M., Ph.D.
NIP. 197610312008122001

Penguji 1



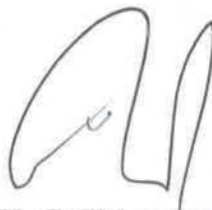
Dr. A.H. Galihkusumah, S.ST., M.M.
NIP. 198105222010121006

Penguji 2



Dr. Gita Siswhara, M.M.
NIP. 197305102008121002

Mengetahui,
Ketua Program Studi Magister Pariwisata



Dr. A.H. Galihkusumah, S.ST., M.M.
NIP. 198105222010121006

PERNYATAAN BEBAS PLAGIARISME

Saya yang bertanda tangan di bawah ini:

Nama : Fahmi Muhamad Rizky

NIM : 2410258

Program Studi : Magister Pariwisata

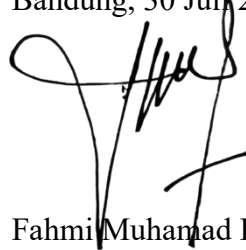
Judul Karya : Kajian Kewirausahaan Berbasis Ko-Kreasi:
Pendekatan Studi Laboratorium Hidup

Dengan ini menyatakan bahwa karya tulis ini merupakan hasil kerja saya sendiri. Saya menjamin bahwa seluruh isi karya ini, baik sebagian maupun keseluruhan, bukan merupakan plagiarisme dari karya orang lain, kecuali pada bagian yang telah dinyatakan dan disebutkan sumbernya dengan jelas.

Jika di kemudian hari ditemukan pelanggaran terhadap etika akademik atau unsur plagiarisme, saya bersedia menerima sanksi sesuai peraturan yang berlaku di Universitas Pendidikan Indonesia.

Bandung, 30 Juli 2025

Tanda tangan:



Fahmi Muhamad Rizky

KATA PENGANTAR

Salam Sejahtera,

Puji serta syukur senantiasa dipanjatkan kehadirat Allah SWT yang selalu memberikan rahmat dan karunia-Nya sehingga penulis dapat menyelesaikan tesis yang berjudul **“KAJIAN KEWIRAUSAHAAN PARIWISATA BERBASIS KO-KREASI: PENDEKATAN STUDI LABORATORIUM HIDUP”**. Tesis ini merupakan salah satu syarat untuk mendapatkan gelar Magister Pariwisata (M.Par.) pada program studi Pariwisata di Universitas Pendidikan Indonesia.

Penulis menyadari bahwa tesis ini tidak akan terselesaikan tanpa bantuan, dukungan, arahan, serta bimbingan dari berbagai pihak. Oleh karena itu, dengan penuh rasa hormat, penulis menyampaikan ucapan terima kasih yang sebesar-besarnya kepada:

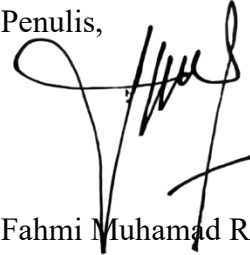
1. Caria Ningsih, M.Si., Ph.D., selaku dosen pembimbing I yang telah memberikan bimbingan, arahan, dan ilmu yang tak ternilai selama proses penulisan tesis ini.
2. Heri Puspito Diah Setiyorini, M.M., Ph.D., selaku dosen pembimbing II secara harfiah yang telah memberikan saran dan koreksi yang sangat berguna bagi tulisan dalam tesis ini.
3. Dr. A.H. Galihkusumah, S.ST., M.M., selaku ketua program studi Magister Pariwisata yang telah memberikan dukungan, arahan, dan kesempatan yang berharga selama masa studi saya.
4. Para dosen dan tenaga pendidik pada program studi Magister Pariwisata yang telah memberikan bimbingan, arahan, serta ilmu yang bermanfaat selama saya melaksanakan studi magister ini.
5. Para partisipan penelitian, yang telah bersedia meluangkan waktu serta memberikan informasi yang sangat berharga untuk penelitian ini.
6. Keluarga Besar H. Tumino Tarno yang selalu memberikan dukungan moral serta materiil dan doa yang tiada henti sampai saya bisa berada di titik ini.
7. Teman-teman saya yang telah memberikan semangat dan dukungan serta kebersamaan perjalanan akademik saya.

Penulis menyadari bahwa masih terdapat kekurangan dalam penulisan tesis ini. Oleh karena itu, penulis mengharapkan kritik dan saran yang membangun untuk perbaikan di masa mendatang. Semoga tesis ini dapat memberikan kontribusi yang berarti bagi pengembangan ilmu pengetahuan, khususnya bidang kewirausahaan pariwisata.

Akhir kata penulis mengucapkan terima kasih kepada pihak-pihak yang tidak dapat disebutkan satu persatu, serta harapannya semoga tesis ini bermanfaat bagi berbagai pihak yang terkait.

Bandung, 30 Juli 2025

Penulis,

A handwritten signature in black ink, appearing to be 'Fahmi Muhamad Rizky', written over a horizontal line.

Fahmi Muhamad Rizky

KAJIAN KEWIRAUSAHAAN PARIWISATA BERBASIS KO-KREASI: PENDEKATAN STUDI LABORATORIUM HIDUP

Fahmi Muhamad Rizky

Magister Pariwisata, Universitas Pendidikan Indonesia

Email: fahmimuhamadrizky@upi.edu

ABSTRAK

Penelitian ini mengkaji kewirausahaan pariwisata berbasis ko-kreasi melalui pendekatan laboratorium hidup di Kabupaten Bandung Barat. Latar belakang penelitian didasarkan pada urgensi penguatan desa wisata sebagai arena kewirausahaan komunitas yang menghadapi keterbatasan modal, sistem pengelolaan, serta kapasitas sumber daya manusia. Meskipun konsep laboratorium hidup banyak diaplikasikan pada konteks urban dan teknologi, penerapannya dalam desa wisata masih terbatas, sehingga penelitian ini berupaya mengisi kesenjangan teoritik dengan mengintegrasikan prinsip ko-kreasi dan laboratorium hidup dalam pengelolaan pariwisata berbasis komunitas. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus pada tiga desa wisata binaan UPI, yaitu Suntenjaya, Kertawangi, dan Cihideung. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi, lalu dianalisis secara tematik menggunakan proses pengkodean, klasifikasi tema, serta triangulasi aktor. Temuan penelitian menunjukkan bahwa potensi sosial, budaya, dan ekonomi desa wisata dapat menjadi dasar penerapan laboratorium hidup dalam membangun kewirausahaan pariwisata yang inovatif dan inklusif. Praktik ko-kreasi terbukti memperkuat interaksi lintas aktor, mendorong inovasi produk wisata, serta meningkatkan keberlanjutan usaha melalui pembelajaran bersama. Selain itu, penelitian ini menghasilkan rancangan model pengelolaan kewirausahaan pariwisata berbasis ko-kreasi yang menempatkan masyarakat lokal sebagai aktor utama, sekaligus menekankan relasi timbal balik dengan pemerintah, akademisi, swasta, dan wisatawan. Model ini merepresentasikan bentuk adaptasi laboratorium hidup dalam konteks desa wisata, sehingga relevan untuk diterapkan pada pengembangan pariwisata berkelanjutan di tingkat lokal. Kontribusi penelitian ini terletak pada pengayaan literatur kewirausahaan pariwisata melalui perspektif *service-dominant logic* dan ko-kreasi, serta pada aspek praktis dapat menjadi acuan penguatan tata kelola desa wisata di Indonesia.

Kata kunci : kewirausahaan sosial pariwisata, ko-kreasi, laboratorium hidup, desa wisata, *service dominant logic*

CO-CREATION BASED TOURISM ENTREPRENEURSHIP ANALYZE: LIVING LAB STUDIES APPROACH

Fahmi Muhamad Rizky

Magister Pariwisata, Universitas Pendidikan Indonesia

Email: fahmimuhamadrizky@upi.edu

ABSTRACT

This study examines co-creation based tourism entrepreneurship through a living lab approach in Bandung Barat Regency. The background of the research is grounded in the urgency of strengthening tourist villages as arenas of community entrepreneurship that face limitations in capital, management systems, and human resource capacity. Although the living lab concept has been widely applied in urban and technological contexts, its implementation in tourist villages remains limited. Therefore, this study seeks to fill the theoretical gap by integrating the principles of co-creation and living labs into community-based tourism management. The research employs a qualitative approach with a case study method in three tourist villages assisted by UPI, namely Suntenjaya, Kertawangi, and Cihideung. Data were collected through in-depth interviews, participatory observation, and documentation, then analyzed thematically using coding processes, theme classification, and actor triangulation. The findings reveal that the social, cultural, and economic potentials of tourist villages can serve as the foundation for applying living labs in building innovative and inclusive tourism entrepreneurship. Co-creation practices have been shown to strengthen cross-actor interactions, encourage tourism product innovation, and enhance business sustainability through collective learning. In addition, the study develops a co-creation-based tourism entrepreneurship management model that places local communities as the main actors while emphasizing reciprocal relationships with government, academia, the private sector, and tourists. This model represents an adaptation of the living lab concept in the context of tourist villages, making it relevant for application in sustainable tourism development at the local level. The contribution of this research lies in enriching the literature on tourism entrepreneurship through the perspectives of service-dominant logic and co-creation, while practically serving as a reference for strengthening tourist village governance in Indonesia.

Keywords : tourism social entrepreneurship, co-creation, living lab, tourism village, service-dominant logic

DAFTAR ISI

LEMBAR PENGESAHAN	i
PERNYATAAN BEBAS PLAGIARISME	iii
KATA PENGANTAR.....	iv
ABSTRAK	vi
<i>ABSTRACT</i>	vii
DAFTAR ISI.....	viii
DAFTAR TABEL	xi
DAFTAR GAMBAR	xii
DAFTAR LAMPIRAN	xiii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Identifikasi Masalah	9
1.3 Rumusan Masalah.....	10
1.4 Tujuan Penelitian	10
1.5 Manfaat Penelitian.....	10
1.6 Ruang Lingkup Penelitian	11
BAB II TINJAUAN PUSTAKA	13
2.1 Kajian Pustaka	13
2.1.1 <i>Service Dominant Logic Theory</i>	13
2.1.2 Kewirausahaan Pariwisata.....	17
2.1.3 Ko-kreasi pada Kewirausahaan Pariwisata	21
2.1.4 Kewirausahaan Pariwisata dalam Konsep Laboratorium Hidup.....	26
2.1.5 Kajian Penelitian Terdahulu	29
2.2 Kerangka Pemikiran	33

BAB III METODE PENELITIAN	36
3.1 Desain Penelitian.....	36
3.2 Konteks Penelitian.....	37
3.2.1 Desa Wisata Suntenjaya	38
3.2.2 Desa Wisata Kertawangi	39
3.2.3 Desa Wisata Cihideung	40
3.3 Partisipan	41
3.4 Teknik Pengumpulan Data.....	43
3.5 Instrumen Penelitian	44
3.6 Analisis Data.....	45
3.7 Isu Etik.....	48
BAB IV HASIL DAN PEMBAHASAN PENELITIAN	51
4.1 Hasil Penelitian.....	51
4.1.1 Peran <i>Stakeholder</i> Kewirausahaan Pariwisata dalam Pengelolaan Desa Wisata	51
4.1.2 Potensi Sosial, Budaya, dan Ekonomi sebagai Fondasi Model Pengelolaan Kewirausahaan Pariwisata dalam Kerangka Laboratorium Hidup	59
4.1.3 Praktik Ko-Kreasi dalam Pengelolaan Desa Wisata.....	67
4.2 Pembahasan Penelitian	72
4.2.1 Peran <i>Stakeholder</i> Kewirausahaan Pariwisata Dalam Ko-Kreasi	72
4.2.2 Potensi Sosial, Budaya, dan Ekonomi sebagai Landasan Model Pengelolaan Kewirausahaan Pariwisata dalam Kerangka Laboratorium Hidup	76
4.2.3 Model Pengelolaan Kewirausahaan Pariwisata berbasis Ko-Kreasi dalam Kerangka Laboratorium Hidup	80
BAB V SIMPULAN DAN SARAN	89

5.1 Simpulan.....	89
5.2 Saran	91
DAFTAR PUSTAKA.....	94
LAMPIRAN.....	102

DAFTAR TABEL

Tabel 2.1 Kajian Literatur Laboratorium Hidup	29
Tabel 2.2 Kajian Literatur Ko-Kreasi.....	31
Tabel 3.1 Profil Informan Penelitian.....	42
Tabel 3.2 Kisi-Kisi Instrumen Penelitian	44
Tabel 3.3 Contoh Prosedur Open Coding dan Axial Coding	46
Tabel 3.4 Klasifikasi Kategori dan Sub-kategori	48

DAFTAR GAMBAR

Gambar 1.1 <i>Network Visualization</i> (Gambaran Jejaring).....	5
Gambar 1.2 <i>Overlay Visualization</i> (Gambaran Lembar Riset)	7
Gambar 2.1 Interaksi Ko-kreasi pada Pembaruan Komunitas Mikro	24
Gambar 2.2 Kerangka Pemikiran.....	35
Gambar 3.1 Tahapan Pendekatan Penelitian Kualitatif.....	36
Gambar 3.2 Peta Batas Administrasi Desa Suntenjaya	38
Gambar 3.3 Peta Batas Administrasi Desa Kertawangi	40
Gambar 3.4 Peta Batas Administrasi Desa Cihideung	41
Gambar 4.1 <i>Project Map</i> Peran Stakeholder.....	52
Gambar 4.2 <i>Project Map</i> Peran Akademisi.....	52
Gambar 4.3 <i>Project Map</i> Peran Pemerintah.....	54
Gambar 4.4 <i>Project Map</i> Peran Masyarakat	55
Gambar 4.5 <i>Project Map</i> Peran Pengelola Desa Wisata	56
Gambar 4.6 <i>Project Map</i> Peran Swasta	57
Gambar 4.7 <i>Project Map</i> Peran Wisatawan	58
Gambar 4.8 <i>Project Map</i> Potensi Kewirausahaan Pariwisata.....	60
Gambar 4.9 <i>Project Map</i> Potensi Sosial	61
Gambar 4.10 <i>Project Map</i> Potensi Budaya.....	63
Gambar 4.11 <i>Project Map</i> Potensi Ekonomi.....	65
Gambar 4.12 <i>Project Map</i> Praktik Ko-Kreasi.....	68
Gambar 4.13 Model Kewirusahaan Pariwisata berbasis Ko-Kreasi	86

DAFTAR LAMPIRAN

Lampiran 1 Panduan Wawancara	103
Lampiran 2 Lembar Informasi Pedoman Wawancara.....	108
Lampiran 3 Formulir Persetujuan Memberikan Informasi	109
Lampiran 4 Surat Persetujuan Etik	110
Lampiran 5 <i>Open Coding</i> Potensi Lokal.....	112
Lampiran 6 <i>Open Coding</i> Peran Stakeholder.....	113
Lampiran 7 <i>Open Coding</i> Praktik Ko-Kreasi.....	115
Lampiran 8 Surat Keterangan Izin Penelitian	116
Lampiran 9 Surat Keputusan Dosen Pembimbing Penulisan Tesis	117
Lampiran 10 Matriks Perbaikan Tesis.....	119
Lampiran 11 Surat Keterangan Perbaikan Tesis	121
Lampiran 12 Riwayat Hidup.....	122

DAFTAR PUSTAKA

- Abdollahi, A., Ghaderi, Z., Béal, L., & Cooper, C. (2023). The intersection between knowledge management and organizational learning in tourism and hospitality: A bibliometric analysis. *Journal of Hospitality and Tourism Management*, 55, 11–28. <https://doi.org/10.1016/j.jhtm.2023.02.014>
- Akbar, A., Flacke, J., Martinez Martin, J., & F.A.M. van Maarseveen, M. (2020). A Collaborative Framework to Improve Public Participation Practice. *Proceedings of the 16th Participatory Design Conference 2020 - Participation(s) Otherwise - Volume 2*, 133–137. <https://doi.org/10.1145/3384772.3385126>
- Alrawadieh, Z., Altinay, L., Cetin, G., & Şimşek, D. (2021). The interface between hospitality and tourism entrepreneurship, integration and well-being: A study of refugee entrepreneurs. *International Journal of Hospitality Management*, 97. <https://doi.org/10.1016/j.ijhm.2021.103013>
- Aquino, R. S. (2022). Community change through tourism social entrepreneurship. *Annals of Tourism Research*, 95. <https://doi.org/10.1016/j.annals.2022.103442>
- Arzo, S., & Hong, M. (2024). A roadmap to SDGs-emergence of technological innovation and infrastructure development for social progress and mobility. *Environmental Research*, 246, 118102. <https://doi.org/10.1016/j.envres.2024.118102>
- Bakas, F. E., Duxbury, N., & Vinagre de Castro, T. (2019). Creative tourism: catalysing artisan entrepreneur networks in rural Portugal. *International Journal of Entrepreneurial Behavior & Research*, 25(4), 731–752. <https://doi.org/10.1108/IJEBR-03-2018-0177>
- Baxter, P., & Jack, S. (2015). Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers. *The Qualitative Report*. <https://doi.org/10.46743/2160-3715/2008.1573>
- Bulkeley, H., Coenen, L., Frantzeskaki, N., Hartmann, C., Kronsell, A., Mai, L., Marvin, S., McCormick, K., van Steenberg, F., & Voytenko Palgan, Y. (2016). Urban living labs: governing urban sustainability transitions. *Current Opinion in Environmental Sustainability*, 22, 13–17. <https://doi.org/10.1016/j.cosust.2017.02.003>
- Calzada, I. (2019). Local entrepreneurship through a multistakeholders' tourism living lab in the post-violence/peripheral era in the Basque Country. *Regional Science Policy & Practice*, 11(3), 451–467. <https://doi.org/10.1111/rsp3.12130>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>

- Cannas, R., Argiolas, G., & Cabiddu, F. (2019). Fostering corporate sustainability in tourism management through social values within collective value co-creation processes. *Journal of Sustainable Tourism*, 27(1), 139–155. <https://doi.org/10.1080/09669582.2018.1501053>
- Chen, J.-S., Kerr, D., Chou, C. Y., & Ang, C. (2017). Business co-creation for service innovation in the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, 29(6), 1522–1540. <https://doi.org/10.1108/IJCHM-06-2015-0308>
- Choe, Y., & Kim, N. (2024). From the classroom to the Living Lab for developing competencies in tourism higher education. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 35. <https://doi.org/10.1016/j.jhlste.2024.100511>
- Creswell, J. W., & David Creswell, J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Dang, T. D., & Nguyen, M. T. (2023). Systematic review and research agenda for the tourism and hospitality sector: co-creation of customer value in the digital age. *Future Business Journal*, 9(1), 94. <https://doi.org/10.1186/s43093-023-00274-5>
- Dickinger, A., & Kolomojets, Y. (2024). Value co-creation in tourism living labs. *Journal of Business Research*, 183. <https://doi.org/10.1016/j.jbusres.2024.114820>
- Du, Q., Zhao, R., Wan, Q., Li, S., Li, H., Wang, D., Ho, C. W., Dai, Z., Chen, Y., & Shan, D. (2024). Protocol for conducting bibliometric analysis in biomedicine and related research using CiteSpace and VOSviewer software. *STAR Protocols*, 5(3), 103269. <https://doi.org/10.1016/j.xpro.2024.103269>
- Duarte Alonso, A., & Nyanjom, J. (2017). Local stakeholders, role and tourism development. *Current Issues in Tourism*, 20(5), 480–496. <https://doi.org/10.1080/13683500.2015.1078782>
- Faruk, M., Rahman, M., & Hasan, S. (2021). How digital marketing evolved over time: A bibliometric analysis on scopus database. In *Heliyon* (Vol. 7, Issue 12). Elsevier Ltd. <https://doi.org/10.1016/j.heliyon.2021.e08603>
- Filipiak, B. Z., & Tarczyńska-Łuniewska, M. (2020). Socio-Economic Potential of Regions – Theory and Practice. *Folia Oeconomica Stetinensia*, 20(1), 95–116. <https://doi.org/10.2478/fofi-2020-0006>
- Foucault, M. (1980). *Power/knowledge : selected interviews and other writings, 1972-1977*. Brighton, Sussex : Harvester Press.
- Geoffrey Deladem, T., Xiao, Z., Siueia, T. T., Doku, S., & Tettey, I. (2021). Developing sustainable tourism through public-private partnership to alleviate poverty in Ghana. *Tourist Studies*, 21(2), 317–343. <https://doi.org/10.1177/1468797620955250>

- Hajarrahmah, D., McGehee, N. G., & Soulard, J. (2024). The road to success: Tourism social entrepreneurs' quest for regenerative tourism. *Annals of Tourism Research*, 108. <https://doi.org/10.1016/j.annals.2024.103818>
- Harrington, R. J., Hammond, R. K., Ottenbacher, M. C., Chathoth, P. K., & Marlowe, B. (2019). From goods-service logic to a memory-dominant logic: Business logic evolution and application in hospitality. *International Journal of Hospitality Management*, 76, 252–260. <https://doi.org/10.1016/j.ijhm.2018.05.014>
- Hartwig, K., von Saldern, L., & Jacob, F. (2021). The journey from goods-dominant logic to service-dominant logic: A case study with a global technology manufacturer. *Industrial Marketing Management*, 95, 85–98. <https://doi.org/10.1016/j.indmarman.2021.04.006>
- Heinonen, K., & Strandvik, T. (2015). Customer-dominant logic: foundations and implications. *Journal of Services Marketing*, 29(6/7), 472–484. <https://doi.org/10.1108/JSM-02-2015-0096>
- Hossain, M., Leminen, S., & Westerlund, M. (2019). A systematic review of living lab literature. In *Journal of Cleaner Production* (Vol. 213, pp. 976–988). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2018.12.257>
- Hossain, Md. S., Hossain, Md. A., Masud, A. Al, & Hossain, M. S. (2024). Understanding the effect of millennial tourists' accommodation service experiences using structural equation modeling techniques: an emerging economy context. *South Asian Journal of Marketing*. <https://doi.org/10.1108/SAJM-02-2023-0019>
- Huang, N. (2024). Quantitative and visual analysis of tsunami warning research: A bibliometric study using web of science and VOSviewer. In *International Journal of Disaster Risk Reduction* (Vol. 103). Elsevier Ltd. <https://doi.org/10.1016/j.ijdrr.2024.104307>
- Jernsand, E. M. (2019). Student living labs as innovation arenas for sustainable tourism. *Tourism Recreation Research*, 44(3), 337–347. <https://doi.org/10.1080/02508281.2019.1613299>
- John, S. P., & Supramaniam, S. (2024). Value co-creation research in tourism and hospitality management: A systematic literature review. *Journal of Hospitality and Tourism Management*, 58, 96–114. <https://doi.org/10.1016/j.jhtm.2023.11.008>
- Jørgensen, M. T., Hansen, A. V., Sørensen, F., Fuglsang, L., Sundbo, J., & Jensen, J. F. (2021). Collective tourism social entrepreneurship: A means for community mobilization and social transformation. *Annals of Tourism Research*, 88. <https://doi.org/10.1016/j.annals.2021.103171>
- Jusoh, H. H. W., Juahir, H., Hanapi, N. H. M., Afandi, N. Z. M., Nasir, N. M., Kurniawan, S. B., Zakaria, N., & Nor, S. M. M. (2024). Harvesting solutions: Discover the evolution of agriculture wastewater treatment through comprehensive bibliometric

- analysis using scopus database 1971-2023. *Desalination and Water Treatment*, 317. <https://doi.org/10.1016/j.dwt.2024.100291>
- Koens, K., Stompff, G., Vervloed, J., Gerritsma, R., & Horgan, D. (2024). How deep is your lab? Understanding the possibilities and limitations of living labs in tourism. *Journal of Destination Marketing and Management*, 32. <https://doi.org/10.1016/j.jdmm.2024.100893>
- Kronenberg, K., & Fuchs, M. (2022). The socio-economic impact of regional tourism: an occupation-based modelling perspective from Sweden. *Journal of Sustainable Tourism*, 30(12), 2785–2805. <https://doi.org/10.1080/09669582.2021.1924757>
- Kusnoto, Y., Supriatna, N., Wiyanarti, E., & Hasan, S. H. (2024). Trend and visualizing of historical tourism in education research during last twenty years: A bibliometric review and analysis. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 34. <https://doi.org/10.1016/j.jhlste.2023.100477>
- Labibah, F., Nailatulfariyah I.K, P., & Furqan, A. (2023). Strategi Peningkatan Daya Dukung Wisata di Kawasan wisata bagian utara, Kabupaten Bandung Barat . *Jurnal Nasional Pariwisata*, 13(5), 150.
- Laborgne, P., Ekille, E., Wendel, J., Pierce, A., Heyder, M., Suchomska, J., Nichersu, I., Balaican, D., Ślebioda, K., Wróblewski, M., & Goszczynski, W. (2021). Urban Living Labs: how to enable inclusive transdisciplinary research? *Urban Transformations*, 3(1), 11. <https://doi.org/10.1186/s42854-021-00026-0>
- Legewie, N., & Nassauer, A. (2018). Youtube, google, facebook: 21st century online video research and research ethics. *Forum Qualitative Sozialforschung Forum: Qualitative Social Research*. <https://doi.org/10.17169/fqs-19.3.3130>
- Leminen, S., Nyström, A. G., & Westerlund, M. (2015). A typology of creative consumers in living labs. *Journal of Engineering and Technology Management - JET-M*, 37, 6–20. <https://doi.org/10.1016/j.jengtecman.2015.08.008>
- Leminen, S., Rajahonka, M., & Westerlund, M. (2023). Innovation in Living Labs: A Quantum Approach. *Journal of Innovation Management*, 11(4), 1–22. https://doi.org/10.24840/2183-0606_011.004_0001
- Leminen, S., Westerlund, M., & Nyström, A.-G. (2012). Living Labs as Open-Innovation Networks. In *Technology Innovation Management Review* (Vol. 2, Issue 9).
- Li, Y., Zhang, S., & Zhu, D. (2023). Co-creation of community micro-renewals: Model analysis and case studies in Shanghai, China. *Habitat International*, 142. <https://doi.org/10.1016/j.habitatint.2023.102951>
- Liang, A. R. Da, Tung, W., Wang, T. S., & Hui, V. W. shen. (2023). The use of co-creation within the community-based tourism experiences. *Tourism Management Perspectives*, 48. <https://doi.org/10.1016/j.tmp.2023.101157>
- Lloyd-Jones, G. (2003). *Design and Control Issues in Qualitative Case Study Research*.

- Lordkipanidze, M., Brezet, H., & Backman, M. (2005). The entrepreneurship factor in sustainable tourism development. *Journal of Cleaner Production*, 13(8), 787–798. <https://doi.org/10.1016/j.jclepro.2004.02.043>
- Lusch, R., & Vargo, S. L. (2006). *Service-Dominant Logic as a Foundation for a General Theory*. <https://www.researchgate.net/publication/235361145>
- Mandić, A., Petrić, L., & Pivčević, S. (2025). Harmonizing sustainability and resilience in post-crisis cultural tourism: Stakeholder insights from the split metropolitan area living lab. *Tourism Management Perspectives*, 55. <https://doi.org/10.1016/j.tmp.2024.101331>
- Mandić, A., Séraphin, H., & Vuković, M. (2024). Engaging stakeholders in cultural tourism Living Labs: A pathway to innovation, sustainability, and resilience. *Technology in Society*, 79. <https://doi.org/10.1016/j.techsoc.2024.102742>
- McComb, E. J., Boyd, S., & Boluk, K. (2017). Stakeholder collaboration: A means to the success of rural tourism destinations? A critical evaluation of the existence of stakeholder collaboration within the Mourne, Northern Ireland. *Tourism and Hospitality Research*, 17(3), 286–297. <https://doi.org/10.1177/1467358415583738>
- Menon, S., & Edward, M. (n.d.). *A Study of Exhibitor Firms at a Tourism Trade Show*.
- Mulder, I., & Kriens, M. (2014). *The Living Labs Harmonization Cube: Communicating Living Lab's Essentials*. <https://www.researchgate.net/publication/228375282>
- Mustafa, M. J., Lee, C., & Galloway, J. E. (2023a). The importance of context: How university entrepreneurial climates enhances entrepreneurship in tourism and hospitality graduates. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 33. <https://doi.org/10.1016/j.jhlste.2023.100453>
- Mustafa, M. J., Lee, C., & Galloway, J. E. (2023b). The importance of context: How university entrepreneurial climates enhances entrepreneurship in tourism and hospitality graduates. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 33. <https://doi.org/10.1016/j.jhlste.2023.100453>
- Muzaini, H. (2021). Rethinking the living museum concept “from below.” *Journal of Cultural Geography*, 38(1), 81–101. <https://doi.org/10.1080/08873631.2020.1800320>
- Nashrullah, M., Maharani, O., Rohman, A., Fahyuni, E. F., Nurdyansyah, & Rahmania, S. U. (2023). *Metodologi penelitian pendidikan (prosedur penelitian, subyek penelitian, dan pengembangan teknik pengumpulan data)* (M. T. Multazam & W. W. Wijayanti, Eds.). UMSIDA Press.
- Neuman, W. L. (William L. (2014). *Social Research Methods : Qualitative and Quantitative Approaches* (Seventh Edition). Pearson Education Limited.

- Panfiluk, E. (2021). Management of the Tourist Region - Identification of the determinants of Innovation. *WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS*, 18, 106–116. <https://doi.org/10.37394/23207.2021.18.12>
- Pham, T., & Nugroho, A. (2022). Tourism-induced poverty impacts of COVID-19 in Indonesia. *Annals of Tourism Research Empirical Insights*, 3(2). <https://doi.org/10.1016/j.annale.2022.100069>
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Ratten, V. (2020). Tourism entrepreneurship research: a perspective article. *Tourism Review*, 75(1), 122–125. <https://doi.org/10.1108/TR-06-2019-0204>
- Reindrawati, D. Y. (2023). Challenges of community participation in tourism planning in developing countries. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2022.2164240>
- Ribeiro, T. de L. S. ana, Costa, B. K., Ferreira, M. P., & Freire, O. B. de L. (2023). Value co-creation in tourism and hospitality: A systematic literature review. *European Management Journal*, 41(6), 985–999. <https://doi.org/10.1016/j.emj.2022.12.001>
- Rihova, I., Buhalis, D., Gouthro, M. B., & Moital, M. (2018). Customer-to-customer co-creation practices in tourism: Lessons from Customer-Dominant logic. *Tourism Management*, 67, 362–375. <https://doi.org/10.1016/j.tourman.2018.02.010>
- Ruhanen, L., Saito, N., & Axelsen, M. (2021). Knowledge co-creation: The role of tourism consultants. *Annals of Tourism Research*, 87. <https://doi.org/10.1016/j.annals.2021.103148>
- Schuurman, D., De Marez, L., & Ballon, P. (2016). The Impact of Living Lab Methodology on Open Innovation Contributions and Outcomes. In *Technology Innovation Management Review* (Vol. 6, Issue 1). www.timreview.ca
- Sharma, G. D., Taheri, B., Cichon, D., Parihar, J. S., & Kharbanda, A. (2024). Using innovation and entrepreneurship for creating edge in service firms: A review research of tourism and hospitality industry. *Journal of Innovation and Knowledge*, 9(4). <https://doi.org/10.1016/j.jik.2024.100572>
- Situmorang, R., Trilaksono, T., & Japutra, A. (2019). Friend or Foe? The complex relationship between indigenous people and policymakers regarding rural tourism in Indonesia. *Journal of Hospitality and Tourism Management*, 39, 20–29. <https://doi.org/10.1016/j.jhtm.2019.02.001>
- Sker, I., & Floricic, T. (2020). Living Lab - creative environment and thinking techniques for tourism development. *Interdisciplinary Description of Complex Systems*, 18(2-B), 258–270. <https://doi.org/10.7906/indexs.18.2.13>

- Solvoll, S., Alsos, G. A., & Bulanova, O. (2015). Tourism Entrepreneurship – Review and Future Directions. *Scandinavian Journal of Hospitality and Tourism*, 15(sup1), 120–137. <https://doi.org/10.1080/15022250.2015.1065592>
- Ståhlbröst, A. (2012). A set of key principles to assess the impact of Living Labs. In *Int. J. Product Development* (Vol. 17, Issue 2).
- Syafrini, D., Fadhil Nurdin, M., Sugandi, Y. S., & Miko, A. (2020). The impact of multiethnic cultural tourism in an Indonesian former mining city. *Tourism Recreation Research*, 45(4), 511–525. <https://doi.org/10.1080/02508281.2020.1757208>
- Taamneh, M., Hummour, A. M. A., & Quroan, N. A. Al. (2020). Local decision-making within the concept of governance in Jordan. *Middle East J. of Management*, 7(2), 109. <https://doi.org/10.1504/MEJM.2020.105942>
- Tang, J. Q., Shen, Q. H., Han, Y. Y., Wu, Y., He, X. F., Li, D. W., & Huang, Y. (2023). Analysis of research status and trends on marine benthic dinoflagellate toxins: A bibliometric study based on web of science database and VOSviewer. In *Environmental Research* (Vol. 238). Academic Press Inc. <https://doi.org/10.1016/j.envres.2023.117179>
- Timmermans, J., Blok, V., Braun, R., Wesselink, R., & Nielsen, R. Ø. (2020). Social labs as an inclusive methodology to implement and study social change: the case of responsible research and innovation. *Journal of Responsible Innovation*, 7(3), 410–426. <https://doi.org/10.1080/23299460.2020.1787751>
- Travel & Tourism - Indonesia | Statista Market Forecast*. (n.d.). Retrieved October 16, 2024, from <https://www-statista-com.unpad.idm.oclc.org/outlook/mmo/travel-tourism/indonesia>
- Travel and tourism in Indonesia - statistics & facts | Statista*. (n.d.). Retrieved October 17, 2024, from <https://www-statista-com.unpad.idm.oclc.org/topics/6871/travel-and-tourism-in-indonesia/>
- Utami, D. D., Dhewanto, W., & Lestari, Y. D. (2023). Rural tourism entrepreneurship success factors for sustainable tourism village: Evidence from Indonesia. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2180845>
- Vargas, C., Whelan, J., Brimblecombe, J., & Allender, S. (2022). Co-creation, co-design and co-production for public health: a perspective on definitions and distinctions. *Public Health Research and Practice*, 32(2). <https://doi.org/10.17061/PHRP3222211>
- Vargo, S. L., & Lusch, R. (2006). Service-dominant logic: What it is, What it is not, What it might be. The service dominant logic of marketing: Dialog debate and directions. *Journal of the Academy of Marketing Science*.

- Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. *International Journal of Research in Marketing*, 34(1), 46–67. <https://doi.org/10.1016/j.ijresmar.2016.11.001>
- Velázquez, A. L., Galler, M., Vidal, L., Varela, P., & Ares, G. (2022). Co-creation of a healthy dairy product with and for children. *Food Quality and Preference*, 96. <https://doi.org/10.1016/j.foodqual.2021.104414>
- Westerlund, M., & Nyström, A.-G. (2014). On becoming creative consumers-user roles in living labs networks. In *Journal of Business Research and Technology Innovation Management Review* (Vol. 9, Issue 1).
- Wu, B., Geng, B., Wang, Y., Scott McCabe, Liao, L., Zeng, L., & Deng, B. (2022). Reverse entrepreneurship and integration in poor areas of China: Case studies of tourism entrepreneurship in Ganzi Tibetan Region of Sichuan. *Journal of Rural Studies*, 96, 358–368. <https://doi.org/10.1016/j.jrurstud.2022.11.012>
- Yang, B., Liu, R., Liu, C., & Shi, Y. (2025). Publish or perish: Up-or-out rules and research performance of universities. *China Economic Review*, 89. <https://doi.org/10.1016/j.chieco.2024.102337>
- Zátori, A. (2016). Exploring the value co-creation process on guided tours (the ‘AIM-model’) and the experience-centric management approach. *International Journal of Culture, Tourism, and Hospitality Research*, 10(4), 377–395. <https://doi.org/10.1108/IJCTHR-09-2015-0098>
- Zeng, X., Li, Y., Zhang, C., & Yang, X. (2024). Sustainable entrepreneurship in tourism: The interaction between tourism enterprise and community. *Journal of Hospitality and Tourism Management*, 60, 429–440. <https://doi.org/10.1016/j.jhtm.2024.09.001>
- Zhang, S., & Chen, Y. (2022). A Study on Embodied Experience of Surfing Tourism Based on Grounded Theory—Take China’s Hainan Province as an Example. *Behavioral Sciences*, 12(11). <https://doi.org/10.3390/bs12110407>
- Zhang, Y. (2023). Tourist co-creation and tourism marketing outcomes: An inverted U-shaped relationship. *Journal of Business Research*, 166. <https://doi.org/10.1016/j.jbusres.2023.114105>
- Zhu, T., Zhang, L., Deng, H., Liu, C., & Liu, X. (2024). Consumer autonomy: A strategy to alleviate the self-serving bias in tourism value co-creation. *Journal of Hospitality and Tourism Management*, 60, 72–81. <https://doi.org/10.1016/j.jhtm.2024.06.010>