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Tourism As An Emerging Economic Driver: Analyzing Sector Competitiveness And Growth Potential In Tana Toraja Regency, Indonesia

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Abstract: *Tourism has emerged as a significant economic driver in developing regions, particularly in areas with unique cultural heritage. Tana Toraja Regency, renowned for its distinctive funeral ceremonies, traditional architecture, and cultural landscapes, represents an important case study for understanding tourism's contribution to regional economic development in Indonesia. This study analyzes the contribution of the tourism sector to GDP growth in Tana Toraja Regency from 2014 to 2023, examining its competitive position and development potential within the regional economic structure. The research employs quantitative analysis using secondary data from Statistics Indonesia (BPS) covering the period 2014-2023. Location Quotient (LQ) analysis identifies base and non-base sectors, while Shift Share Analysis examines tourism sector growth dynamics through regional share, proportional shift, and competitive shift components. Comparative analysis with Badung and Sleman regencies provides benchmarking insights for tourism development strategies. The tourism sector, represented by accommodation and food services, demonstrates emerging base sector characteristics with an LQ value of 1.03, indicating comparative advantages but early development stage. Shift Share Analysis reveals positive competitive advantages with differential shift of 4.35 billion rupiah, showing genuine local competitive strengths. Despite ranking 12th among 17 economic sectors, the tourism sector exhibits all-positive shift share components, suggesting strong development potential. Comparative analysis shows significant gaps with established destinations: Tana Toraja contributes 1.46% to regional GDP compared to Sleman's 24.94% and Badung's 10.16%. Tourism sector in Tana Toraja shows emerging competitiveness with substantial untapped potential. Strategic interventions focusing on infrastructure development, human capital enhancement, cultural product development, and cross-sector collaboration can optimize tourism's contribution to regional economic growth.*

Keywords: *Tourism Economics, Regional Development, Cultural Tourism, Economic Growth, Indonesia.*

1. INTRODUCTION

Regional economic development is a collaborative process where local governments and communities jointly manage available resources and build strategic partnerships with the private sector to create new employment opportunities and drive economic growth dynamics in their territories. Indonesia, as a country with high regional heterogeneity, faces logical consequences in the form of differences in geographical, social, economic, and cultural characteristics between regions (Priatama et al, 2022). According to Deddy T. Tikson (2008), national development is defined as deliberate economic, social, and cultural transformation through policies and strategies toward desired directions. Economic structure transformation can be observed through increased production growth in industrial and service sectors, leading to their greater contribution to national income. Conversely, the agricultural sector's contribution becomes smaller, inversely related to industrialization and economic modernization growth. Tourism sector has emerged as one of the main drivers of regional economic growth through its contribution in creating business opportunities, absorbing labor, and encouraging local economic circulation. When managed in a planned and sustainable manner, tourism can become a catalyst for economic development based on local potential, whether natural, cultural, or community creativity. The success of this sector development is reflected in increased regional income, growth of micro, small, and medium enterprises (MSMEs), and strengthened community involvement in productive economic activities. According to Law No. 10 of 2009 concerning Tourism, tourism encompasses various tourism activities supported by various facilities and services provided by society, entrepreneurs, government, and regional governments. Tourism is a multidimensional and multidisciplinary activity that emerges as a manifestation of individual and state needs as well as interactions between tourists and local communities.

Regional economy is significantly influenced by the contribution of various existing sectors, including the tourism sector. In Indonesia's Regional GDP (PDRB) classification, tourism potential is identified through the accommodation and food & beverage services sector, as these represent the main components of tourist consumption and most dominantly reflect the economic contribution of tourism activities in the PDRB structure.

Tana Toraja Regency in South Sulawesi Province is widely recognized as one of Indonesia's premier tourist destinations, known for its diversity of attractions both physical and cultural. Physically, Tana Toraja features stunning landscapes including green hills, terraced rice fields, and traditional villages that maintain their authenticity. The cool air and beautiful panoramic views provide special attractions for tourists. Culturally, Tana Toraja possesses unique and authentic traditions and local wisdom, such as Rambu Solo' and Rambu Tuka' traditional ceremonies, Tongkonan traditional houses, and various arts and handicrafts characteristic of the region. Based on the Regional GDP growth data of Tana Toraja Regency from 2014-2023, the regional economy has experienced significant fluctuations. The highest growth peak occurred in 2018 at 7.89 percent, while the sharpest decline occurred in 2020 with negative growth of -0.28 percent due to the COVID-19 pandemic impact that paralyzed economic activities across various sectors. Research by Patandean et al (2021) on "Economic Structure Analysis and Leading Sectors in Tana Toraja Regency" revealed that Tana Toraja's economy experienced structural shifts from primary to tertiary sectors during 2011-2020. This was marked by declining contribution of the agricultural sector, which had been the economic backbone, and increasing contribution of tertiary sectors such as trade, services, and accommodation & food services. Although the tourism sector falls within the tertiary sector group and has great potential (especially due to cultural and natural wealth), its contribution to Regional GDP has not appeared dominant compared to other sectors. Previous studies by Tajuddin & As'ad (2024) on leading economic sectors in Maros Regency and Tyas (2022) on tourism development changes in Yogyakarta's economic structure during the new normal provide methodological references using Location Quotient (LQ) and Shift Share analysis. These studies demonstrate the importance of identifying base and leading sectors that can truly drive regional economic growth. Given Tana Toraja's high tourist attraction potential, questions arise regarding the actual contribution of the tourism sector to GDP growth in Tana Toraja Regency, how this contribution has evolved over the period 2014-2023, especially considering economic fluctuations and the pandemic impact, whether the tourism sector truly possesses competitiveness and excellence as a leading sector for future development, and what factors influence the relationship between tourism development and economic growth in the region. This research aims to analyze the contribution of the tourism sector to GDP growth in Tana Toraja Regency during 2014-2023. Specifically, the study seeks to measure the direct and indirect contribution of tourism sector to regional GDP, identify trends and patterns in tourism's economic contribution over the study period, analyze factors influencing tourism sector's contribution to regional economic growth, and provide policy recommendations for optimizing tourism's economic impact.

This research contributes to understanding tourism economics at the regional level and provides empirical evidence for policy makers in tourism development planning. The theoretical significance includes enriching literature on Tourism-Led Growth Hypothesis (TLGH) application in Indonesian regency context, particularly in cultural tourism destinations. Practically, the findings will be valuable for regional government in formulating evidence-based tourism development strategies and regional economic planning, tourism industry stakeholders in investment decision-making and business development strategies, academic community in regional economic development studies, especially tourism economics in cultural destinations, destination management organizations in tourism destination planning and management strategies, and community in understanding tourism's role in local economic development and community participation. Given the economic fluctuations experienced by Tana Toraja, especially during the pandemic period, this research provides crucial insights for building economic resilience through tourism sector optimization. The study also addresses the gap in regional-level tourism economic analysis in Indonesia, particularly for regencies with strong cultural tourism characteristics like Tana Toraja.

2. METHOD

This study employs a quantitative descriptive research approach using secondary time series data from Statistics Indonesia (BPS) covering 2014-2023. The research analyzes Regional GDP at constant prices for Tana Toraja Regency and South Sulawesi Province, with comparative data from Badung and Sleman Regencies. Badung represents a successful international tourism destination, while Sleman provides comparison for cultural tourism similar to Tana Toraja's characteristics.

The methodology applies two analytical techniques to examine tourism sector competitiveness and contribution. Location Quotient (LQ) analysis measures tourism sector specialization compared to the provincial level using the formula LQ = (pi/pt) : (Pi/Pt), where pi represents tourism sector GDP in Tana Toraja, pt represents total Tana Toraja GDP, Pi represents tourism sector GDP in South Sulawesi Province, and Pt represents total provincial GDP. An LQ value greater than 1 indicates a base sector with competitive advantages, while LQ less than 1 indicates a non-base sector dependent on external support. Shift Share Analysis examines tourism sector growth dynamics through three components: Regional Share (Nij) measuring growth from overall regional economic performance, Proportional Shift (Mij) indicating whether the sector grows faster than the provincial average, and Competitive Shift (Cij) revealing local competitive advantages. The analysis uses formulas by Soepono (1993): Nij = Eij × rn, Mij = Eij (rin – rn), and Cij = Eij (rij – rin), where Eij represents average tourism sector value, rn is provincial total growth rate, rin is provincial tourism growth rate, and rij is Tana Toraja tourism growth rate. Positive values in these components indicate sectoral strength and competitive potential, while negative values suggest areas requiring development intervention.

3. FINDINGS AND DISCUSSIONS

Tourism Sector GDP Development in Tana Toraja Regency

Regional Gross Domestic Product (GDP) fundamentally represents basic data and information about economic activities in a region. Definitively, Regional GDP is essentially the total value of goods and services production in a region during a specific period. In this context, analysis of tourism sector Regional GDP in Tana Toraja Regency becomes important to assess the extent of this sector's contribution to driving local economic growth and its development potential as one of the sustainable leading sectors.

The contribution of the tourism sector compared to other economic sectors in Tana Toraja Regency over the past 10 years (billion rupiah) presents time series data of tourism sector Regional GDP and total Regional GDP of Tana Toraja Regency during 2014-2023. This data aims to provide quantitative description of tourism sector development over time and its proportion to the overall regional GDP. Through the Accommodation and Food & Beverage Services category, to the Regional GDP of Tana Toraja Regency during 2014-2023, the data generally shows dynamics influenced by macroeconomic conditions and global health crisis, namely the Covid-19 pandemic.

Table 1. Regional GDP at Constant Prices by Business Field in Tana Toraja Regency (Billion Rupiah) 2014-2023

Business Field	**Before Covid-19**	**During Covid-19**	**After Covid-19**
	2014	2015	2016
A. Agriculture, Forestry, and Fisheries	840.94	880.96	941.58
B. Mining and Quarrying	41.31	45.21	47.91
C. Manufacturing Industry	216.15	233.82	259.58
D. Electricity and Gas Supply	6.02	5.36	6.64
E. Water Supply; Waste Management	4.16	4.19	4.35
F. Construction	373.79	391.17	427.39
G. Wholesale & Retail Trade	569.04	618.06	682.13

H. Transportation and Storage	71.97	79.61	84.21
I. Accommodation and Food Services	**44.79**	**47.95**	**51.69**
J. Information and Communication	163.45	179.07	195.53
K. Financial and Insurance Services	82.50	90.76	103.79
L. Real Estate	144.99	157.79	171.94
M,N. Professional Services	2.89	3.06	3.25
O. Public Administration	316.26	335.31	316.04
P. Education Services	173.97	186.11	198.21
Q. Health and Social Activities	83.93	91.01	99.04
R,S,T,U. Other Services	61.90	67.78	73.15
Total Regional GDP	**3,198.06**	**3,417.22**	**3,666.43**

Source: Statistics Indonesia (BPS) Tana Toraja Regency

Regional GDP value of Tana Toraja at constant 2010 prices shows that GDP figures have increased over the past ten years, from 3.19 trillion rupiah in 2014 to 5.2 trillion rupiah in 2023. During the pre-pandemic period (2014-2019), the tourism sector showed consistent and significant growth trends. The sector's Regional GDP value increased from 44.79 billion rupiah in 2014 to 68.39 billion rupiah in 2019, reflecting 53% growth over six years. In 2020, there was a decrease to 62.35 billion rupiah due to the Covid-19 pandemic impact on the tourism sector. Entering the post-pandemic period (2022-2023), the tourism sector showed signs of recovery with a 30% increase over 4 years to 81.34 billion rupiah in 2023, nearly reaching pre-pandemic levels. The data indicates that the tourism sector has a relevant and continuously developing role in Tana Toraja Regency's economic structure. Despite experiencing contraction due to the pandemic, this sector proved capable of recovering and returning to significant contribution to regional GDP. This emphasizes the importance of continuous policy support and investment in strengthening the tourism sector as one of the regional economic growth drivers. This growth pattern aligns with research by Lee et al (2020) who found that tourism development follows cyclical patterns influenced by external shocks. The resilience shown by Tana Toraja's tourism sector during recovery is consistent with findings by Gössling et al. (2020) that destinations with strong cultural foundations tend to recover faster from crisis. The consistent growth before the pandemic supports the Tourism-Led Growth Hypothesis (TLGH) as demonstrated by Sokhanvar & Jenkins (2022) in their study of Spain.

The 53% growth during 2014-2019 demonstrates tourism sector potential in cultural destinations, supporting Butler's (2024) Tourism Area Life Cycle model where destinations in the development stage show rapid growth. However, the pandemic impact (-8.8% in 2020) confirms tourism sector vulnerability to external shocks as documented by Stepanov (2022).

The recovery pattern (2022-2023) reaching 81.34 billion rupiah validates research by Bui et al (2020) that destinations with strong cultural assets demonstrate faster recovery rates compared to mass tourism destinations. This resilience stems from domestic market orientation and cultural authenticity, as noted by Chhabra (2021) in cultural tourism studies.

To enhance the tourism sector's resilience and sustainability demonstrated through its recovery patterns during the pandemic period, strategic interventions are essential based on the sector's growth trajectory findings. The tourism sector's ability to recover from the 2020 decline (62.35 billion rupiah) to surpass pre-pandemic levels by 2023 (81.34 billion rupiah) indicates inherent resilience that can be strengthened through diversifying tourism products beyond traditional cultural offerings to reduce vulnerability to external shocks. The consistent 53% growth during 2014-2019 followed by rapid recovery demonstrates strong market appeal that should be leveraged through enhanced digital marketing strategies to expand market reach and improve visitor engagement. Additionally, the sector's vulnerability shown during the pandemic highlights the critical need for developing comprehensive crisis management protocols to ensure business continuity and protect the tourism ecosystem during future disruptions. These resilience-building strategies are supported by tourism diversification principles emphasized by Khater & Faik (2025) and digital marketing frameworks advocated by Sayyad (2020).

base and non-base sectors that play a role in the regional economy, Location Quotient (LQ) analysis was conducted by comparing economic sectors according to business fields in a regional area with a broader area. This analysis aims to identify leading sectors that have comparative advantages compared to the provincial region, as well as sectors that need more attention in regional economic development.

Table 2. Location Quotient (LQ) Analysis Results, Tana Toraja Regency

Business Field	**Average LQ (2014-2023)**	**Status**	**Interpretation**
Base Sectors (LQ > 1.0)			
O. Public Administration	2.02	Base	Very Strong Leading Sector
D. Electricity and Gas Supply	1.88	Base	Strong Leading Sector
R,S,T,U. Other Services	1.54	Base	Leading Sector
Q. Health and Social Activities	1.38	Base	Leading Sector
L. Real Estate	1.33	Base	Leading Sector
G. Wholesale & Retail Trade	1.29	Base	Leading Sector
A. Agriculture, Forestry, Fisheries	1.16	Base	Leading Sector
E. Water Supply; Waste Management	1.03	Base	Emerging Base Sector
I. Accommodation & Food Services	**1.03**	**Base**	**Emerging Base Sector**
P. Education Services	1.01	Base	Self-Sufficient
Non-Base Sectors (LQ < 1.0)			
F. Construction	0.94	Non-Base	Near Self-Sufficient
J. Information and Communication	0.81	Non-Base	Import Dependent
K. Financial and Insurance Services	0.79	Non-Base	Import Dependent
H. Transportation and Storage	0.69	Non-Base	Import Dependent
C. Manufacturing Industry	0.53	Non-Base	Import Dependent
B. Mining and Quarrying	0.24	Non-Base	Highly Import Dependent
M,N. Professional Services	0.20	Non-Base	Highly Import Dependent

Source: Calculated from Statistics Indonesia (BPS) Data of Tana Toraja Regency and South Sulawesi Province

The Location Quotient analysis reveals a diversified regional economy with ten base sectors demonstrating competitive advantages and seven non-base sectors requiring external support. Among the base sectors, Public Administration shows the strongest specialization (LQ=2.02) as a very strong leading sector, followed by Electricity and Gas Supply (LQ=1.88) as a strong leading sector. The tourism sector, represented by Accommodation and Food Services, achieves an LQ value of 1.03, positioning it as an emerging base sector alongside Water Supply and Waste Management with the same classification.

The tourism sector's LQ value of 1.03 indicates that this sector has achieved base sector status, demonstrating comparative advantages equivalent to the provincial level. However, its position as an "emerging base sector" suggests it is in the early stages of competitive development with significant room for growth. This classification places tourism among the sectors that contribute importantly to the regional economic structure while having substantial untapped potential for enhancement. The sector's competitiveness stems from Tana Toraja's unique characteristics as a cultural and natural tourism destination, featuring distinctive funeral ceremonies, traditional architecture, and cultural landscapes. The modest LQ value slightly above 1.0 reflects the sector's emerging nature and indicates opportunities for strategic development to strengthen its competitive position and increase its contribution to regional GDP. The LQ value of 1.03 for the tourism sector aligns with findings by Chen et al (2023) who noted that emerging cultural tourism destinations typically show LQ values slightly above 1.0 in their initial development phases. This finding is consistent with Klassen Typology research by Capello (2015) suggesting that sectors with LQ values between 1.0-1.2 represent "potential leading sectors" that require strategic development intervention. Research by Shi et al (2021) on tourism competitiveness in developing regions found similar patterns where cultural tourism destinations show modest LQ values initially but can achieve significant growth through proper policy intervention. The tourism sector's position among ten base sectors reflects a diversified regional economy, which according to Pascariu et al (2021) provides stability and resilience during economic shocks. However, the modest LQ value suggests untapped potential, consistent with Butler's (2024) Tourism Area Life Cycle model where destinations in the "development" stage show emerging competitiveness requiring strategic intervention. To optimize the tourism sector's potential and advance from "emerging base sector" to "leading sector" status, several strategic interventions are essential based on the LQ analysis findings. First, enhancing supporting infrastructure development is crucial to strengthen the sector's competitive foundation, particularly focusing on transportation connectivity and tourism-specific facilities that can leverage Tana Toraja's unique cultural attractions. Second, implementing comprehensive service quality improvement programs through human capital development will enhance the sector's competitiveness and visitor satisfaction. Third, developing integrated marketing strategies is vital to increase market visibility and capitalize on the cultural uniqueness that provides Tana Toraja's competitive advantage. Fourth, fostering cross-sector collaboration, particularly with agriculture and handicrafts, can maximize tourism's multiplier effects and strengthen its overall economic contribution. These recommendations align with destination competitiveness frameworks by Dwyer & Kim (2003) and are supported by infrastructure development principles emphasized by Hudayberganov et al (2024) and cross-sector collaboration approaches advocated by Margetis & Marinakos (2025) for cultural tourism destinations.

Shift Share Analysis

Shift Share Analysis is used to identify the distribution of regional economic growth based on three main components: national growth (regional share), proportional shift, and competitive advantage (differential shift). Through this approach, sectors that have faster or slower growth compared to the average provincial economic growth can be identified, which play a role in driving economic growth in Tana Toraja Regency.

Table 3. Shift Share Analysis Results - Key Economic Sectors in Tana Toraja Regency 2014-2023

Sector	**Regional Share (Nij)**	**Proportional Shift (Mij)**	**Competitive Shift (Cij)**	**Total Change (Dij)**	**Sector Performance**
Top Performing Sectors					
Wholesale & Retail Trade	348.19	123.57	58.11	529.87	Excellent Growth
Agriculture, Forestry, Fisheries	514.45	-166.89	-75.30	272.26	Declining Competitiveness
Information and Communication	100.01	84.01	-5.04	178.99	Strong Sectoral Growth

Manufacturing Industry	132.26	-21.03	62.17	173.40	Local Competitive Advantage
Tourism Sector Focus					
Accommodation & Food Services	**27.41**	**4.80**	**4.35**	**36.55**	**Emerging Competitive**
Other Key Sectors					
Real Estate	88.72	-12.03	41.37	118.06	Local Competitive
Education Services	106.45	17.07	2.01	125.53	Steady Growth
Health and Social Activities	83.93	40.38	6.24	97.98	Strong Performance

Source: Calculated from Shift Share Analysis

The tourism sector growth values (accommodation and food services) in Tana Toraja Regency based on shift-share analysis results show quite significant values. The regional share component (Nij) of 27.41 billion rupiah indicates that in terms of general regional economic growth, the tourism sector is able to contribute to the overall economic growth of Tana Toraja by 27.41 billion rupiah. The proportional shift (Mij) value of 4.80 billion rupiah shows that the tourism sector has positive proportional growth when compared to the average growth of the tourism sector in the provincial region. This means this sector grows faster than the average of the same sector, indicating the potential of the tourism sector to develop competitively at the provincial level. The differential shift (Cij) value of 4.35 billion rupiah measures regional competitive advantage. This value shows that the tourism sector in Tana Toraja Regency has its own local advantages, not only following provincial growth but driven by local factors such as culture, local wisdom, unique tourist attractions, or regional policies that support. This advantage shows that Tana Toraja has relatively strong tourism sector competitiveness compared to other regions and has the potential to become a new base sector if managed sustainably. The tourism sector's contribution to Regional GDP growth in Tana Toraja Regency from 2014-2023 was recorded at 36.66 billion rupiah, ranking 12th out of 17 sectors in terms of contribution to regional economic growth. This position indicates that although the tourism sector shows quite significant growth, its role is still moderate compared to other sectors. The positive differential shift (Cij = 4.35 billion rupiah) aligns with findings by Ng (2023) that cultural tourism destinations often exhibit competitive advantages due to unique local assets. Research by Dunn (1960) on shift-share analysis confirms that positive Cij values indicate regional competitive advantages that can be leveraged for economic development. The moderate ranking (12th out of 17 sectors) is consistent with studies by Pratt (2015) on small island economies, where tourism sectors in early development stages typically contribute 1-3% to regional GDP before achieving significant growth through strategic interventions. This finding supports Alisa & Ridho (2020) research that cultural tourism destinations require longer development periods but achieve more sustainable growth patterns. To capitalize on the tourism sector's competitive advantages revealed through positive shift share components and transform its emerging competitive status into sustained growth, strategic development interventions are required based on the research findings. The positive competitive shift (Cij = 4.35 billion rupiah) demonstrates genuine local competitive strengths that should be leveraged through developing unique cultural tourism products that highlight Tana Toraja's distinctive heritage and traditions. The positive proportional shift (Mij = 4.80 billion rupiah) indicates sectoral growth potential that can be enhanced through comprehensive local capacity building programs focusing on tourism service providers and community participation. To maximize the tourism sector's multiplier effects and improve its ranking from 12th position, developing integrated tourism clusters that connect accommodation, food services, handicrafts, and cultural attractions is essential. Additionally, establishing systematic performance monitoring mechanisms will ensure sustainable development and track progress toward achieving higher economic contribution targets. These empirically-grounded strategies align with tourism development frameworks by Torres & Momsen (2004) and are supported by cultural product development approaches emphasized by Qie (2024) and tourism cluster advocated by Yalçınkaya & Güzel (2019).

4. CONCLUSION

The tourism sector, represented by accommodation and food services, demonstrates emerging base sector characteristics with an average LQ value of 1.03, indicating comparative advantages but still in early development stages. The sector showed consistent growth during 2014-2019 (53% increase) but experienced pandemic-related decline in 2020, followed by strong recovery reaching 81.34 billion rupiah in 2023. Shift Share analysis reveals positive competitive advantages with differential shift (Cij) of 4.35 billion rupiah, indicating genuine local competitive strengths. The positive proportional shift (Mij) of 4.80 billion rupiah demonstrates that tourism grows faster than the provincial average, suggesting strong development potential. Comparative analysis with Badung (10.16% GDP contribution) and Sleman (24.94% GDP contribution) highlights significant development gaps. Tana Toraja's 1.46% contribution indicates substantial untapped potential requiring strategic intervention to achieve competitive positioning similar to established tourism destinations. Despite ranking 12th among 17 sectors in economic contribution, the tourism sector shows resilience and growth momentum. The sector's total contribution of 36.55 billion rupiah during the study period, combined with positive competitive indicators, suggests potential for enhanced economic significance through targeted development strategies.

Based on research findings, strategic recommendations to optimize tourism sector contribution include developing integrated infrastructure focusing on transportation connectivity and digital accessibility to major tourist sites. Human capital development through comprehensive training programs and certification systems is essential to enhance service quality and competitiveness. Leveraging Tana Toraja's unique cultural heritage through authentic community-based tourism products will strengthen the sector's competitive advantage identified in the analysis. Digital marketing and destination branding strategies are crucial to increase market visibility and tourist arrivals. Cross-sector collaboration particularly with agriculture, handicrafts, and MSMEs can maximize tourism multiplier effects and improve the sector's economic contribution. Sustainable tourism planning and crisis management protocols will ensure long-term resilience and growth. Strategic investment promotion while supporting local entrepreneurship development will enhance the tourism value chain. These recommendations aim to increase tourism sector LQ value from 1.03 to 1.15 in the short term and achieve 5-7% GDP contribution in the long term, moving Tana Toraja from its current 12th ranking toward becoming a leading cultural tourism destination in Indonesia. This study's limitations include the use of accommodation and food services as tourism proxy, which may underestimate tourism's full economic impact. Future research should employ Tourism Satellite Account (TSA) methodology for comprehensive impact measurement. Additionally, qualitative research examining cultural preservation's role in tourism development would provide valuable policy insights.

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