

Sustainable Destinations as the Key to Sustainable Tourism in Lampung, Indonesia

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Abstract

Purpose: This study aims to explore the influence of cultural, socio-economic, and environmental sustainability on sustainable tourism, with attention to the mediating role of sustainable destinations.

Methodology/approach: The research sample included the provincial government, the Tourism Office, entrepreneurs in the tourism sector, and members of related organizations, using proportional sampling techniques and Structural Equation Modeling (SEM) analysis with the SmartPLS 3.0 application.

Results/findings: The results showed that cultural sustainability did not have a significant influence on sustainable tourism or sustainable destinations. In contrast, socio-economic and environmental sustainability proved to have significant positive effects on both aspects. Furthermore, sustainable destinations play an important role as mediators between socio-economic and environmental sustainability and sustainable tourism. This research reveals that sustainable destination development is a key factor in achieving sustainable tourism goals, particularly in Lampung Province. **Limitation:** This study has not examined and considered the presence of digital technology facilities, such as online travel platforms or social media, in supporting sustainable tourism. **Contribution:** These findings suggest the importance of policies that focus on socio-economic and environmental sustainability, as well as the strengthening of sustainability-based tourism destination management to support the growth of an environmentally friendly and highly competitive tourism sector.

Keywords: Cultural Sustainability, Socio-Economic Sustainability, Environmental Sustainability, Sustainable Destinations, Sustainable Tourism

1. INTRODUCTION

Sustainable tourism has become a global priority in the development of the tourism sector in this modern era. In the concept of sustainable development, the development of the tourism sector not only focuses on providing significant economic benefits [1][2][3] as well as creating jobs and opportunities to build businesses [4], but must also pay attention to environmental [5] socio-community [6], and cultural aspects [9] [10]. In Indonesia, the tourism sector is a major contributor to the country's economic growth. This condition is supported by the potential possessed by various provinces in Indonesia, which have natural, historical, cultural, and environmental wealth. However, the challenge faced today is how to maximize this potential without compromising long-term sustainability.

Tourism sustainability includes several interconnected aspects, including cultural, socio-economic, and environmental sustainability. Cultural aspects are considered in tourism development [9], which has the potential to increase the sustainability of tourist attractions [10] and contribute to economic development [13] [14]. In many instances, however, cultural sustainability is not focused on and not effectively integrated into tourism policy-making. Likewise, while socio-economic and environmental sustainability receive attention, the management of sustainable tourism destinations is complex, in line with the need to meet the demands of an evolving tourism market.

Meanwhile, sustainable destinations - as spaces that can efficiently manage and integrate the presence of natural and cultural resources, as well as optimize their socio-economic impacts - are believed to play an important role in creating sustainable tourism [13] [14] [17]. Sustainable destinations are not only a link between various dimensions of sustainability but also a key factor in increasing the attractiveness of tourism, which is also an effort to maintain its sustainability.

Experts have provided rich knowledge about the sustainable tourism discourse. That the development of the concept of sustainable tourism does not only focus on financial aspects or economic growth in its operations [16]–[18]. The study conducted by Bielanski et al [5] confirms that the concept of sustainable tourism must also emphasize aspects of environmental sustainability. Meanwhile, Parga Dans and Alonso Gonzalez [6] in their study, found that sustainable tourism must also pay attention to social aspects. Budeanu et al. [19] in their study confirmed that to achieve sustainable tourism, there are four pillars of focus or efforts developed, namely: cultural, socio-economic, environmental, and sustainable management sustainability.

In contrast to research conducted by previous scholars, this study focuses on the role of sustainable destinations in mediating the relationship between socio-economic and environmental sustainability with sustainable tourism development in Lampung Province. By examining factors such as culture, socio-economic impacts, environmental management, and destination management, this research seeks to provide a comprehensive understanding and policy recommendations that can strengthen the tourism sector in Lampung. This research is expected to contribute to the acceleration of tourism development that not only brings positive economic impacts, but is also in line with efforts to preserve the environment and socio-culture.

To achieve sustainable tourism as a whole, tourist destination development policies must at least be designed by considering the balance of several aspects, such as socio-economic and environmental. In addition, such efforts are also accompanied by a thorough evaluation of the position and role of local culture in the destination ecosystem. Sustainable destinations are not

geographical destinations but strategic entities that bridge and optimize the impact of socio-economic and environmental sustainability on the tourism sector.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1 Sustainable Tourism

Tourism is a concept that encompasses the complete tourism experience, including concern for economic, social and environmental issues as well as attention to enhancing the tourist experience and meeting the needs of host communities [20]. In addition, sustainable tourism must embrace concern for environmental protection, social equity and quality of life, cultural diversity and a vibrant and sustainable economy that provides jobs and prosperity for all [21]. Because all forms of tourism have the potential to be sustainable if well planned, developed and managed [22].

In rural regions, tourism plays an important part in sustainable development [23], [24].. According to [25], the worldwide economy has been significantly impacted by the growth of the tourism industry in recent decades. Among them, the global economy receives 6% of global exports and 10% of global GDP annually [26]. By fostering positive relationships founded on mutual respect, trust, and support, local communities must be taken into account when developing tourism villages in the area [27]–[29]. Rural areas still possess distinctive cultural and biological features that are *tejaga*. Furthermore, rustic is sensitive to changes that are taking place.

2.2 Cultural, Socio-Economic, and Environmental Sustainability for Sustainable Tourism

Cultural sustainability is concerned with maintaining cultural beliefs, cultural practices, and cultural heritage for future generations [30]. Zhang [31] explains that cultural sustainability is the idea of protecting and maintaining the world's cultural heritage. It is about ensuring that future generations can enjoy the same cultural experiences and traditions that we enjoy today. Meanwhile, Socio-economic sustainability is a concept of sustainability that includes social and economic aspects [32]. Furthermore, Khan et al. [33] explained that sustainability includes social and economic aspects.

Environmental sustainability can be defined as an environmentally sustainable system that maintains stable resources, avoids exploitation of natural resources and environmental absorptions functions [34] and also maintenance of ecosystems [35]. This concept also concerns the maintenance of biodiversity, airspace stability, and other ecosystem functions that are not included in the category of economic resources [36]. Sustainability is important in tourism because it helps ensure that tourist destinations can survive and thrive without damaging their ecological base [37] [38].

H 1 : Cultural sustainability has a positive and significant impact on sustainable tourism

H 2 : Socio-economic sustainability has a positive and significant impact

H 3 : Environmental sustainability has a positive and significant impact on sustainable tourism

2.3 Sustainable Destinations for Sustainable Tourism

Tourism destinations are tourism destinations that are managed with attention to the economic, social and environmental impacts in the present and future, addressing the needs of visitors (tourists), industry, the environment and host communities [39]. This concept is part of the concept of sustainable development which emphasizes the importance of maintaining a

balance between environmental, economic and socio-cultural aspects in tourism development [40].

Destination management plays a crucial role in sustainable tourism, prioritizing improving quality of life, minimizing carbon emissions, and integrating economic, social, and political policies [41]. Important aspects of destination sustainability include nature conservation, regional development, and protection of cultural areas [42]. There are several studies that link environmental sustainability with sustainable tourism, including research conducted by [43] shows that for the four predictors studied have proven significant. Although at different levels, all of them explain WTP for the purpose of more sustainable tourist visits. Furthermore, in the study [44] showed that green products have an effect on sustainable tourism through green marketing as an intervening variable.

H4 : Sustainable destinations has a positive and significant impact on sustainable tourism

2.4 Influence of Cultural, Socio-Economic, and Environmental Sustainability towards Sustainable Destinations

Cultural sustainability is the ongoing effort to preserve cultural heritage such as traditions, language, art, architecture, and customs. It is important to see this in a broader context based on the existing literature. There are several studies that link cultural sustainability with sustainable destinations, including research conducted by [45], the results of the analysis show that aspects of history, heritage and culture can influence the goal of sustainable tourist attraction quality. In the other hand, socio-Economic Sustainability has a significant impact on Sustainable Destinations. The better socio-economic conditions of local communities have a positive impact on the development of tourism destinations [46]. Implementation of sustainable practices is important for a good quality of life among local communities. In the meantime, to ascertain the productivity and efficiency of tourist development, focus must be placed on human resources, capital, technology, environment, revenue and expenses, and other external elements [47].

There are several studies that link environmental sustainability with sustainable destinations, including research conducted [48] the results explain that, with the management of ecotourism sites must be involved in high DSR groups that care about sustainable intelligence and biosphere values in environmentally friendly activities. Furthermore, in research [49], it was found that SLR has been used to examine the impact of smart tourism destinations on various aspects of sustainable development, such as economic, social, and environmental aspects.

H5 : Cultural sustainability has a positive and significant influence on sustainable destinations.

H6 : Socio-economic sustainability has a positive and significant impact on sustainable destinations

H7 : Environmental sustainability has a positive and significant impact on sustainable destinations

2.5 Relationship between Cultural, Socio economic, and Environmental Sustainability and Sustainable Tourism

Sustainable tourism is a concept that encompasses the tourism experience as a whole, including concern for economic, social and environmental issues and attention to enhancing the tourist experience and meeting the needs of host communities [50]. Cultural tourism is a part of tourism that is concerned with the lifestyle of countries in a particular geographical area, such as art, architecture, rituals [51]. Sustainable tourism must include concern for environmental

protection, social justice and quality of life, cultural diversity, and a vibrant and viable environment, an economy that provides employment and well-being for all [50]. The World Tourism Organization defines sustainable tourism as “tourism that takes into account its current and future economic, social and environmental impacts, while meeting the needs of visitors, the industry, the environment and host communities” [52]. Sustainable destinations mediate the relationship between cultural sustainability and sustainable tourism with the aim of minimizing negative impacts and maximizing positive impacts, while recognizing all impacts of tourism, both positive and negative, and taking full account of current and future impacts [53].

Sustainability consists of three interrelated aspects: environmental, socio-cultural and economic [54]. Sustainable tourism should make optimal use of resources, minimise ecological, cultural and social impacts, and maximise benefits for conservation and local communities [55]. Sustainable tourism should also maintain high levels of customer (tourist) satisfaction while ensuring meaningful experiences for tourists, raising their awareness of sustainability issues and promoting sustainable tourism practices among them [56]. The influence of socio-economic sustainability on sustainable tourism can be mediated by sustainable tourism destinations, namely less massive tourist destinations that promote and develop sustainable tourism practices [57].

H8 : Sustainable destinations mediate the relationship between cultural sustainability towards sustainable tourism

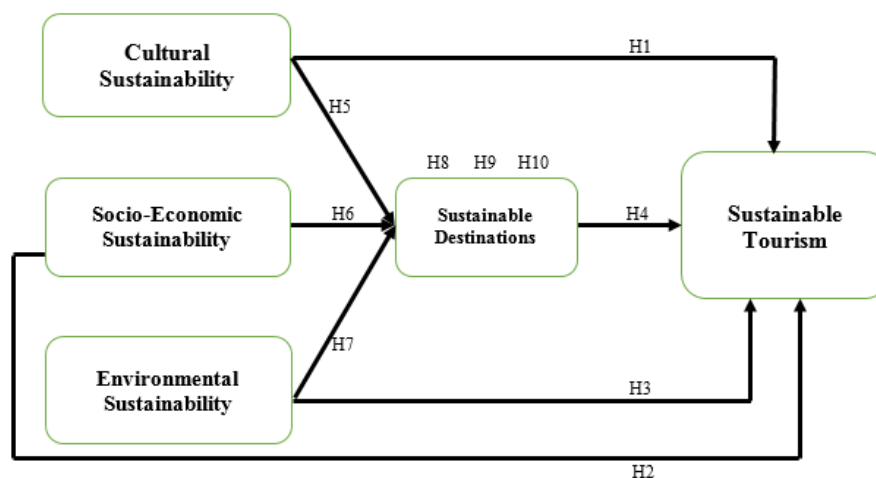
H9 : Sustainable destinations mediate the relationship between socio - economic sustainability towards sustainable tourism

H10 : Sustainable destinations mediate the relationship between environmental sustainability towards sustainable tourism

2.6 Conceptual Framework

Based on the background and previous studies, this study intends to examine the influence of cultural, socio-economic, and environmental sustainability on sustainable tourism mediated by sustainable destinations. The framework of the research model is as follows:

Figure 1 Proposed research model



Source: The Author

3. RESEARCH METHOD

This type of research is quantitative research that focuses on testing theories by measuring research variables with numerical values that focus on hypothesis testing. The objects of this study were 450 respondents in 7 (seven) regencies and cities in Lampung Province which are included in the destinations with the highest number of tourist visits. The sampling method used in this study is *probabilistic* sampling with a relatively objective sample.

The analysis method used is the *Structural Equation Model* (SEM) using SmartPLS *software*. SmartPLS is used in this study because of its ability to handle small sample sizes and non-normally distributed data, making it a flexible non-parametric method. PLS does not require certain data distribution assumptions, as is usually required in covariance-based SEM (CBSEM) such as AMOS [58]. This structure is answered in the form of Likert Scale score data from 1 to 5, and each score is weighted or scored as follows: score 5 is Strongly agree, score 4 is Agree, score 3 is Quite agree, score 2 is Less Agree, and score 1 is Strongly disagree.

4. RESULT AND DISCUSSION

4.1 Respondents' characteristics

The following is a table that describes the details of the respondents' origins consisting of Respondent Origin, Gender, Last Education, Length of Service and Regency / City of Origin with a total of 450 respondents, namely as follows:

Table 1 Respondents' characteristics

No	Characteristics	Amount	Percentage
1	Respondent Origin		
	Local Community (Pokdarwis)	180	40.0 %
	Entrepreneurs (Association)	180	40.0 %
	Local Government (Tourism Department)	90	20.0 %
2	Age		
	<20 years	8	1.8 %
	20 to 30 years	166	36.9 %
	31 to 40 years old	176	39.1 %
	41 to 50 years	88	19.6 %
	> 50 years	12	2.7 %
3	Gender		
	Woman	207	46.0 %
	Man	243	54.0 %
4	last education		
	Master	24	5.3 %
	Bachelor	188	41.8 %
	Diploma	70	15.6 %
	High School/Equivalent	135	30.0 %
	Other...	33	7.3 %
5	Years of service		
	1 to 2 years	114	25.3 %
	3 to 4 years	154	34.2 %

No	Characteristics	Amount	Percentage
	5 to 6 years	67	14.9 %
	>6 Years	115	25.6 %
6	Regency/City of Origin		
	City of Bandar Lampung	120	26.7 %
	Tanggamus Regency	75	16.7 %
	Pesawaran Regency	62	13.8 %
	South Lampung Regency	53	11.8 %
	West Coast District	50	11.1 %
	East Lampung Regency	47	10.4 %
	West Lampung Regency	43	9.6 %

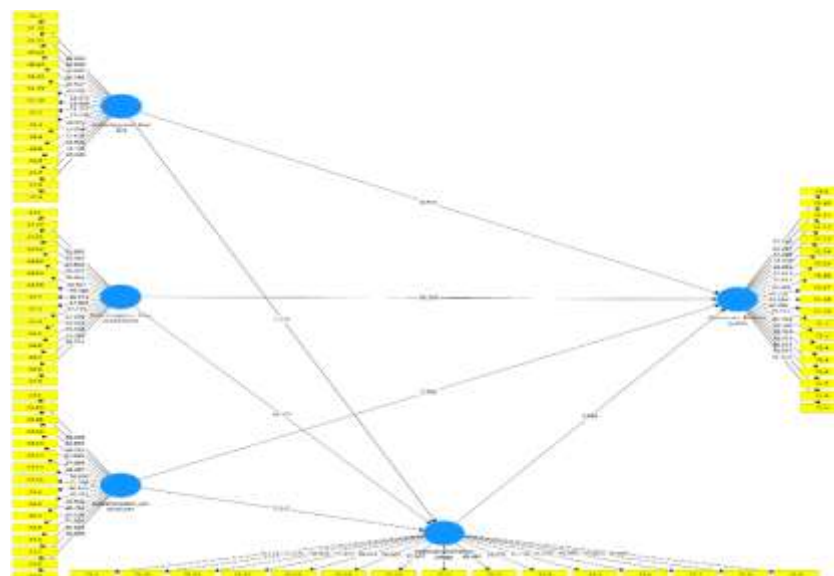
Source: The Author

Based on the data output in the table above, the largest number of respondents are the Local Community (Pokdarwis) and Entrepreneurs (Association), namely 180 people, and the remaining 90 people are the Regional Government (Tourism Office) who are directly involved in sustainable tourism in Lampung Province. The largest respondents are in the age range of 31-40 years as many as 176 people. From the overall data, the coverage of the age range of representative respondents throughout Lampung Province, most are still in the productive age range which is expected to still have high enthusiasm in overcoming the gap in sustainable tourism. It is known that 243 people of representatives throughout Lampung Province are male, while the remaining 207 people are female.

4.2 Validity Test

The validity test in this research used Convergent Validity, measured by Average Variance Ex tracted (AVE), referring to Confirmatory Factor Analysis (CFA).

Figure 2 PLS Algorithm Model Estimation



Source: The Author

The PLS model estimation in the image above, all indicators have a loading factor value of 0.7, so that all indicators are declared valid in measuring their constructs. In addition to looking at the loading factor value of each indicator, convergent validity is also assessed from the AVE value of each construct. The PLS model is declared to have met convergent validity if the AVE value of each construct is > 0.5 . The loading factor value of each indicator and the AVE value of each construct in full can be seen in the following table:

Table 2 Loading Factor and AVE Values

	<i>Outer Loadings</i>	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
X1.1	0.804				
X1.10	0.802				
X1.11	0.801				
X1.12	0.741				
X1.13	0.760				
X1.14	0.737				
X1.15	0.753				
X1.16	0.717				
X1.2	0.807				
X1.3	0.745				
X1.4	0.760				
X1.5	0.745				
X1.6	0.756				
X1.7	0.727				
X1.8	0.768				
X1.9	0.775				
Cultural Sustainability		0.952	0.955	0.957	0.582
X2.1	0.765				
X2.10	0.765				
X2.11	0.763				
X2.12	0.811				
X2.13	0.812				
X2.14	0.806				
X2.15	0.749				
X2.2	0.743				
X2.3	0.820				
X2.4	0.836				
X2.5	0.752				
X2.6	0.774				
X2.7	0.711				
X2.8	0.735				
X2.9	0.760				
Socio-Economic		0.952	0.953	0.957	0.599

Sustainability				
X3.1	0.876			
X3.10	0.724			
X3.11	0.895			
X3.12	0.893			
X3.13	0.845			
X3.14	0.820			
X3.15	0.822			
X3.16	0.738			
X3.2	0.878			
X3.3	0.837			
X3.4	0.796			
X3.5	0.797			
X3.6	0.799			
X3.7	0.885			
X3.8	0.879			
X3.9	0.831			
Environmental Sustainability	0.970	0.971	0.973	0.695
Y1.1	0.788			
Y1.10	0.786			
Y1.11	0.781			
Y1.12	0.791			
Y1.13	0.745			
Y1.14	0.747			
Y1.15	0.747			
Y1.16	0.782			
Y1.17	0.793			
Y1.18	0.800			
Y1.19	0.732			
Y1.2	0.765			
Y1.3	0.797			
Y1.4	0.818			
Y1.5	0.745			
Y1.6	0.795			
Y1.7	0.747			
Y1.8	0.762			
Y1.9	0.780			
Z1.1	0.728			
Sustainable Tourism	0.963	0.963	0.966	0.599
Z1.10	0.823			
Z1.11	0.853			
Z1.12	0.822			
Z1.13	0.834			
Z1.14	0.835			
Z1.15	0.849			
Z1.2	0.739			
Z1.3	0.739			
Z1.4	0.738			

Z1.5	0.799
Z1.6	0.723
Z1.7	0.838
Z1.8	0.838
Z1.9	0.852
Sustainable Destinations	0.960 0.960 0.964 0.643

Source: The Author

The PLS analysis in the table above, the loading factor values of all indicators are > 0.7 and the AVE values of all constructs have exceeded 0.5, which indicates that all indicators in each construct have met the required convergent validity criteria.

4.3 Reliability Test

Table 3 Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Sustainable Destinations	0.960	0.960	0.964	0.643
Cultural Sustainability	0.952	0.955	0.957	0.582
Environmental Sustainability	0.970	0.971	0.973	0.695
Socio-Economic Sustainability	0.952	0.953	0.957	0.599
Sustainable Tourism	0.963	0.963	0.966	0.599

Source: The Author

The results of the reliability test in the table above show that all constructs have a *composite reliability value* > 0.7 and *Cronbach's alpha* > 0.7 , which indicates that all constructs have met the required reliability.

4.1 Goodness of Fit Test

After fulfilling the validity and reliability of the construct at the outer model testing stage, the testing is *continued with the Goodness of fit model testing*. The PLS model fit can be seen from the SMRM value of the model. The PLS model is declared to have met the criteria for goodness of fit model if the SRMR value is < 0.10 and the model is declared perfect fit if the SRMR value is < 0.08 .

Table 4 Goodness of fit model test results

	Saturated Model	Estimated Model
SRMR	0.058	0.070
d_ULS	3,579	5,242
d_G	2,961	3,140
Chi-Square	2857,942	2965,331
NFI	0.678	0.666

Source: The Author

The goodness of fit test of the PLS model in the table above show that the SRMR value of

the saturated model is 0.058 as well as the SRMR value of the predicted model (*estimated model*) which has an SRMR of 0.070. Therefore, the SRMR value of the saturated model *and* the predicted model (*estimated model*) are below 0.10, this PLS model is declared fit, so it is suitable for testing the research hypothesis.

4.1 Testing Results

Based on the test results, if the P value < 0.05 and t count > 1.96 then Ho is rejected and it is concluded that the exogenous variable has a significant effect on the endogenous variable, while if the p value > 0.05 then Ho is not rejected and it is concluded that the exogenous variable does not affect the endogenous variable.

a. Direct Effect Test

Table 5 Results of Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cultural Sustainability -> Sustainable Tourism	0.005	0.006	0.007	0.743	0.458
Socio-Economic Sustainability -> Sustainable Tourism	0.857	0.858	0.030	28,180	0,000
Environmental Sustainability -> Sustainable Tourism	0.063	0.063	0.022	2,786	0.006
Sustainable Destinations -> Sustainable Tourism	0.083	0.081	0.018	4,691	0,000
Cultural Sustainability -> Sustainable Destinations	-0.025	-0.025	0.020	1,270	0.205
Socio-Economic Sustainability -> Sustainable Destinations	1,232	1,233	0.043	28,375	0,000
Environmental Sustainability -> Sustainable Destinations	0.359	0.361	0.050	7,243	0,000

Source: The Author

Based on the results of direct influence test above, the test results were obtained, *first*, cultural sustainability does not have a significant effect on sustainable tourism. The P value (cultural sustainability -> sustainable tourism) is 0.458 with a T statistic of 0.743. and the path coefficient is positive. By the p value > 0.05 and T statistic < 1.96 and the path coefficient is negative. *Second*, socio-economic sustainability has a significant relationship with sustainable tourism. The P value (socio-economic sustainability -> sustainable tourism) is 0.000 with a T statistic of 28.180 and the path coefficient is positive. The P value < 0.05 and T statistic > 1.96 and the path coefficient is positive. *Third*, environmental sustainability has a significant relationship with Sustainable Tourism. The P value (environmental sustainability -> sustainable tourism) is 0.006 with a T statistic of 2.786 and the path coefficient is positive. By the P value < 0.05 and T statistic > 1.96 and the path coefficient is positive.

Fourth, sustainable destinations has a significant relationship with Sustainable Tourism. The P value (sustainable destinations -> sustainable tourism) is 0.000 with a T statistic of 4.691 and the path coefficient is positive. By the P value < 0.05 and T statistic > 1.96 and the path

coefficient is positive. *Fifth*, cultural sustainability does not have a significant effect on Sustainable Destinations. The P value (cultural sustainability $\rightarrow$ sustainable destinations) is 0.205 with a T statistic of 1.270 and the path coefficient is negative. By the P value > 0.05 and T statistic > 1.96 and the path coefficient is negative.

Sixth, socio-economic sustainability has a significant relationship with sustainable destinations. The P value (socio-economic sustainability $\rightarrow$ sustainable destinations) is 0.000 with a T statistic of 28.375 and the path coefficient is positive. The P value < 0.05 and T statistic > 1.96 and the path coefficient is positive. *Seventh*, environmental sustainability has a significant relationship with sustainable destinations. The P value (environmental sustainability $\rightarrow$ sustainable destinations) is 0.000 with a T statistic of 7.243. and the path coefficient is positive. The P value < 0.05 and T statistic > 1.96 and the path coefficient is positive.

Protecting the ecosystem and cultural sustainability have a positive impact on local communities and their livelihoods through their participation in the project and reducing the impact on the environment and tourism sustainability [59]. Despite this, cultural sustainability in Lampung tourism does not show a significant influence on sustainable tourism. This may be due to a lack of awareness of the importance of preserving local culture in tourism activities, or low community involvement in preserving cultural traditions. In addition, although Lampung's cultural potential is quite large, the challenge in effectively introducing and promoting local culture to tourists is a significant obstacle.

Socio-economic sustainability shows a significant positive influence on sustainable tourism. The development of the tourism sector not only contributes to economic growth but also facilitates economic sustainability, which in turn influences development of tourism [60], [61]. This is in line with previous studies stating that local community participation and economic empowerment through tourism can improve the economic welfare of local communities. In Lampung, this is reflected in the contribution of the tourism sector to the Gross Regional Domestic Product (GRDP) which continues to increase, especially in terms of job creation in the service sector and MSMEs related to tourism. Research conducted by Dewi et al. [62] shown that the transformation of cultural heritage has a significant influence on the sustainability of local community businesses.

Environmental sustainability also has a positive effect on sustainable tourism. Management of tourist destinations that pay attention to environmental sustainability, such as conservation efforts in natural tourist areas, has had a positive impact on tourist attractions in Lampung. This is in accordance with findings that show that environmentally friendly tourist destinations are more in demand by tourists, because they are increasingly aware of the importance of maintaining natural ecosystems. Research conducted by Irawan et al. [63] shown that Girpasang and Kali Talang ecotourism have the potential to be developed and stakeholders can help promote sustainable ecosystem management and tourism attractions.

b. Indirect Effect Test – Sustainable Destination as Mediator

Table 6 Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cultural Sustainability -> Sustainable Destinations -> Sustainable Tourism	-0.002	-0.002	0.002	1,305	0.193
Socio-Economic Sustainability -> Sustainable Destinations -> Sustainable Tourism	0.102	0.100	0.022	4,706	0,000
Environmental Sustainability -> Sustainable Destinations -> Sustainable Tourism	0.030	0.029	0.007	4,133	0,000

Source: The Author

Based on the results of the indirect influence test above, the test results were obtained, *first*, sustainable destinations does not mediate the relationship between cultural sustainability with sustainable tourism. The P value (Cultural Sustainability -> Sustainable Destinations -> Sustainable Tourism) is 0.193 with a T statistic of 1.305 and a positive path coefficient. The P value > 0.05 and T statistic > 1.96 and the path coefficient is negative.

Second, sustainable destinations mediate the relationship between socio-economic sustainability with sustainable tourism. The P value (socio-economic sustainability -> sustainable destinations -> sustainable tourism) is 0.000 with a T statistic of 4.706 and a positive path coefficient. The p value is <0.05 and the T statistic is > 1.96 and the path coefficient is positive. *Third*, sustainable destinations mediate the relationship between environmental sustainability with sustainable tourism. The P value (environmental sustainability -> sustainable destinations -> sustainable tourism) is 0.000 with a T statistic of 4.133 and a positive path coefficient. The P value is <0.05 and the T statistic is >1.96 and the path coefficient is positive.

The role of sustainable destinations as a mediator in the relationship between sustainability factors (culture, socio-economic, and environment) with sustainable tourism is also confirmed. Sustainable destinations in Lampung that are developed by considering economic, social, and environmental aspects are able to provide a significant impact in improving the quality of tourist experience and strengthening the competitiveness of the destination. The economic and environmental impacts resulting from tourism development support the creation of sustainable tourism [64]. Sustainable tourism has been used to reduce poverty and create a social economy prosperity in the past ten years [65]–[67].

The impact of environmental sustainability on sustainable tourism can be mediated by sustainable destinations, thereby reducing the negative impacts of mass tourism and promoting sustainable tourism practices [68]. Therefore, sustainable destinations can help preserve the environment and promote sustainable tourism practices which are important for the long-term sustainability of the tourism industry [57].

The results of this discussion underline the importance of sustainable tourism management in Lampung with a focus on collaboration between the government, local communities, and tourism businesses. The government needs to encourage more training programs for communities to increase cultural and environmental awareness, while businesses

should promote environmentally friendly tourist destinations and maximize the economic potential of tourism. Sustainable tourism is an aspiration towards the impact of all forms of tourism, and should consider the current and future economic, social and environmental impacts, and meet the needs of visitors, the industry, the environment and the host community [42]. Sustainable tourism aims to recognize all impacts of tourism, minimize negative impacts, and maximize positive impacts [69].

Sustainability consists of three interrelated aspects: environmental, socio-cultural, and economic [70]. Sustainable tourism should optimally utilize resources, minimize ecological, cultural, and social impacts, and maximize benefits for conservation and local communities [71]. Sustainable tourism should also maintain high levels of customer (tourist) satisfaction while ensuring meaningful experiences for tourists, increasing their awareness of sustainability issues and promoting sustainable tourism practices among others [72].

5. CONCLUSION

The results show that socio-economic sustainability and environmental sustainability have a significant influence on the development of sustainable tourism. Meanwhile, cultural sustainability has not shown a significant impact, indicating the need for greater efforts in preserving and promoting local cultural heritage as a tourist attraction. In addition, sustainable destinations act as effective mediators in the relationship between socio-economic and environmental sustainability and sustainable tourism. These findings highlight the importance of integrated destination management with economic, social, and environmental approaches to encourage sustainable tourism growth in Lampung.

This study has several limitations. First, the object of the study is focused on Lampung Province. Second, this research method uses a questionnaire that may be influenced by subjective perceptions of respondents, which can affect the validity of the data. Third, this study is limited to cultural, socio-economic, and environmental sustainability factors. Further research is expected to expand the scope of the research area to other regions in Indonesia to compare the determinants of sustainable tourism between regions. In addition, it is recommended to include other variables such as technology adoption, innovation, and government policies in the analysis of tourism sustainability.

In-depth qualitative research can also be conducted to gain more comprehensive insights into the views of local communities and stakeholders on sustainable tourism. Thus, further research is expected to provide a better understanding of the optimal strategy to promote sustainable tourism in Indonesia.

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