

Mediating Role of Sustainable Tourism and Creative Economy to Improve Community Wellbeing

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Abstract

Community empowerment to improve local welfare is a big challenge for almost every rural area in developing countries as thematic empowerment's programs has to be launched in order to make it happen. The objective of study is to examine how sustainable tourism and creative economy development as local community's empowerment theme in rural area can be utilized as means to improve local welfare. This study uses a quantitative approach through distributing questionnaires to 137 respondents located in five villages, Samosir Regency - Indonesia as an effort to collect local community perceptions of the observed variables. The data collected are analyzed by structural equation model. The results of the study show that community empowerment influences significantly on sustainable tourism development and creative economy, while its effect is greater on sustainable tourism development, while both sustainable tourism development and creative economy are positively contributed to community wellbeing. Recommendations are given in following up on research findings for stakeholders developing tourism industry to empower local community on sustainable tourism development to enhance and strengthen creative economy in order to improve people's welfare.

Keywords: community empowerment; sustainable tourism development, creative economy, and community wellbeing

Introduction

Indonesian government has designated Lake Toba as super priority tourist destination, and therefore has fully committed to provide significant funds to support tourism development, creative industry, and build numerous infrastructures. Not only that, the government has also encouraged its state-owned companies to participate in expediting the development of Lake Toba as super priority destination. Lake Toba is also a member of UNESCO Global Geopark networks, the internationally recognized destination with geodiversity, unique natural and biodiversity, and cultural diversity, therefore Lake Toba must protect and maintain its natural and cultural resources in order to sustain its unique resources for future generation. However, today, Lake Toba encounters many challenges such as threat for its environmental protection as the result of unsustainable development which has caused the increase number of critical lands, lack of local people supports and participation natural and cultural conservation. The harms in natural and environmental resources are mostly because of the inappropriate behavior of individuals and organizations as the result of their unsustainable exploitation activities on

natural resources, unfavorable legal provisions on natural environment, mass and traditional market structure that does not support environmental preservation, lack of conservation knowledge and information, and less environmental friendly political process in the government (Harahap, 2017). Building natural conservation awareness and community commitment to ensure quality dan sustainability of nature, as well as ensuring the continuity of Lake Toba as a giant reservoir, habitats to biodiversity, and source of food and energy, are urgent while local community participation and supports in conservation and sustainable development should be gained.

Community empowerment is one of the biggest challenges and a major trust factor in Lake Toba. Empowerment is the power to do something individually or collectively to increase the capacity and assets in the local community. Empowering community requires collective interaction and action. Community empowerment according to Constantino et al. (2012) is determined by the level of local community participation. While Harahap (2017) suggests to increase local people's skills in managing Lake Toba area through sustainable development and tourism service trainings, empowering people in forest, land, and water's conservation, structuring fishery's zone in Lake Toba waters, as well as increasing collaboration among all stakeholders in conserving Lake Toba area and improving education system to increase human resources quality. In the context of conservation, local participation supports are to have thorough knowledge of natural resources value in the area, the right to transaction and manage their resources, the structure of political organization within the community, and collaboration between stakeholders. In addition, Constantino et al. (2012) also stated that empowering the community can be done by intensifying local participation, increasing local education, providing community feedback, choosing the right agent of change, increasing monitoring, marketing monitored resources, and including local communities in wider political life.

The goal to be achieved from community empowerment is the welfare of the community as a whole (Soedarto et al., 2016). Currently, community welfare level in Lake Toba is still low. To increase the level of welfare, people still expect support from outside parties such as the central and local governments, the corporate social responsibility programs, and so on. According to Atkinson et al. (2017), community welfare means living together in a society that considers the level of welfare of each individual in the community.

Al-Dajani and Marlow (2013) stated that entrepreneurship is not only an economic activity to improve people's welfare but also an activity to determine the socio-political level in a community. The entrepreneurial activities proposed in this study are creative economic activities that focus more on vocational and skills aspects as it is easier to learn and can quickly increase people's income through exploring local business in a local wisdom content (Syamsir, 2016). According to Farsani et al. (2011), local produce and handicrafts as geo products and involvement in geo tourism are the productive community empowerment activities in geopark initiatives. Geo tourism is a relatively new tourism approach which is aimed at helping travelers to understand about natural resources, local people's cultural identity and ways of preserving them (Gordon, 2018). Developing geo tours, products, museums, ports, restaurants and culinary through local communities' involvement are of geoparks' innovative strategies to promote local economy and public knowledge on geology and the preservation of geological heritage.

Khalid et al. (2019) states that the development of community-based tourism is very effective in ensuring sustainable tourism development success through a process of increasing welfare through involvement in tourism activities, as well as conserving natural resources. The success of community-based sustainable tourism development determined by an improved quality of life of local people and poverty reduction while ensuring natural and cultural environment preservation, of which required good planning and management (Sutrisna et al.,

2020). According to Khalid et al. (2019), sustainable tourism development not only has an impact on economic growth but it is also able to meet tourists' needs, improve community's quality of life and maintain physical environmental conditions for next generation which is very relevant to the development of geoparks in Lake Toba. Therefore, this paper is intended in developing the best model for community empowerment in order to improve local community wellbeing.

Literature review

Community empowerment is required for successful sustainable tourism development which is intended to achieve community welfare (Khalid et al., 2019) while community empowerment to sustainable ecotourism management in order to get local welfare (Butarbutar & Soemarno, 2012). Community empowerment is also important to creative economy program in order to get people prosperity (Syahrullah & Muhtadi, 2021), while its activities can also serve as tourist attraction and source of creative economy development (Setiawati, 2020). Furthermore, (Ratna et al., 2021) believes that its application in creative economy can also be extended as disaster risk reduction strategy in Indonesia, as well as a strategy to develop creative economy (Maryani, 2022) especially the concept of local wisdom based creative economy.

Zastrow (2017) defines empowerment as efforts and activities to enable individuals, families, groups and communities in improving their personal, interpersonal, socio-economic, political power and influence and change their situation for the better. Adi (2013) mentions empowerment process to help local people gain powers to make decisions and determine actions that they will take for themselves, while reducing the effects of personal and social barriers in taking the actions. He believes that empowerment could be achieved by increasing the ability and self-confidence of local people to use the power that they have which is gained by power transfer from their daily environment, while (Ife, 2016) states that empowerment is aimed to improve the power of the disadvantages. The application concept of empowerment is explained by Adi (2013) who categorizes empowerment as a program and a process. Empowerment as a program ideally goes through the activity stages in achieving goals and determining time frame. Community empowerment as a process is an ongoing activity as long as the community still wants to make changes and improvements, and is not just fixated on one program. When we look at the community empowerment process, it is not only talking about increasing the capacity of the community, but in this case, it is also important to look at the assets that exist in the community. These assets can be used as capital in community empowerment. Adi (2013) categorizes community assets as capital, including: physical, financial, environmental, technological, human, social and spiritual capitals.

Empowerment is the freedom to do something that they want, as part of large communities in both individual and collective levels, as a useful tool to capacities and local communities' assets improvement individually or collectively, and requires community member's engagement and collective action rather than individual (Khalid et al., 2019). The process of community empowerment as dimensions of community empowerment in this research consists of community resource or asset identification, empowerment actors' ability, empowerment process, and empowered local community. Community resource identification is the community's realization and knowledge on their resources or assets. In tourism sector, it means the awareness of those assets that can contribute positively towards tourism and economic development in their area. The indicators according Adi (2013) and Khalid et al. (2019) are trust and caring for other people in community to support empowerment and tourism development or social capital, and adequate natural and cultural resources in community supports empowerment or local resources or natural and cultural capital. Empowerment actors are the parties involved in the community empowerment process from the preparation stage,

implementation process, evaluation to program sustainability (Ani et al., 2017). Empowerment actors' abilities are indicated by the ability of community leaders to move the community determines the success of the program, the adequate abilities (knowledge and skills) of the actors to develop organizations that could mobilize community participation as the essential factor to ensure the success of community empowerment programs. Community empowerment as a process is an ongoing activity (on-going) as long as the community still wants to make changes and improvements, and is not just fixated on one program. While Adi (2013); Ife (2016); Khalid et al. (2019) indicate quality of community involvement in the program implementation process; and benefits or impacts felt by the community from the implementation of the empowerment program as the criteria to the empowerment process. It is the condition that the community has power, strength or ability to identify potentials and problems as well as determine alternative solutions independently which is indicated by the ability of the community to increase their capacity to gain access to regional development; and the ability to cooperate and social solidarity for independence (Khalid et al., 2019).

Sustainable tourism development is tourism development contributing to economic growth for local community, fulfilling tourists' needs, increasing quality of life for residents, and preserving physical environment for future generations (Khalid et al., 2019). Sustainable tourism is also believed to contribute on the withstanding of global climate change program by reducing fossil energy consumption and encouraging the use of renewable energy sources in tourist destination (Calderón-Vargas et al., 2021). Community attitudes towards tourism activities are also very important for sustainable tourism development in order to analyze the attitudes of local residents towards sustainable tourism development (Obradović et al., 2021). The dimensions of sustainable tourism development are the identification of tourism resources, the conservation of tourism resources, the development of tourism based on the economy, and stakeholder engagement. Identification of tourism resources are measured by cultural wealth, historical site improvements, and managed natural wealth as tourist attraction. The conservation of tourism resources indicators are nature protection to be enjoyed by future generations; tourism development which addresses negative environmental impacts; and cultural preservation. The development of economy-based tourism is determined by tourism promotion funds to increase economic growth; and long-term tourism development to improve the economy. While stakeholder engagement's indicators are a continuous monitoring of tourism development on level of business actors' satisfaction in running tourism business; the benefits of local community's improved quality of life; and tourist satisfaction with tourism services.

Sustainable development limits tourism development that involves different actors in the operation of tourist sites according to the priority scale with more emphasis on social, economic and natural sustainability aspects, especially the orientation of green tourism development, steady conditions, and de-growth (Sørensen & Grindsted, 2021). Mobilizing resources and capabilities is one of the key success factors and solving challenges in implementing a successful navigation system oriented towards tourism sustainability (Mwesiumo et al., 2022). Business performance plays an important role in maintaining the company's adaptive resilience as an effort to develop sustainable tourism (Sobaih et al., 2021). Tourism development that does not apply sustainable guidelines properly can have a negative impact on improving the tourism industry in the future (Birendra et al., 2021). The values and way of life of indigenous peoples are in line with the Sustainable Development Goals agenda and can be used to advance this agenda further, including through an appreciation of the intrinsic relationship between nature and culture (Scheyvens et al., 2021).

According to (Florida & Adler, 2020), creative economy is increasingly an important driver of innovation, employment and economic growth. Creative economy is illustrated as a

rapidly changing phenomenon as an attempt to attract economic development as well as socio-cultural development in the form of heritage and new cultural forms at the expense of policy objectives (Pratt, 2021). Creative economy as a new economic concept supported by information that is up to date and high creativity through the development of ideas and knowledge originating from human resources so as to affect product competitiveness (Wahono et al., 2021). Creative industries are linked to origin activities for individual creativity, skills and talents which have the opportunity for wealth and job creation on the intellectual property's generation and exploitation (Cunningham et al., 2002). Information, immaterial, and knowledge economy are of the terminology for creative economy (Bouquillion & Le Corf, 2010). The dimension of creative economy is creative assets, economic, technology, socio-cultural, and tolerance indicators. The measurement of creative assets dimension is assessment on the diversity of cultural properties, and the number of creative human resources. The economic indicators are assessments of number of fields of work for creative activities, support facilities for community's creative economy growth and entrepreneurship. Technology is measure by adequate creative economy knowledge, optimal use of information technology. Socio culture is indicated by harmonious social life; and ability to build a creative climate. While the building blocks of tolerance are society who open to new ideas, newcomers and differences.

The creative economy provides reflection on a policy scale at the national or international level that is able to increase ties in various cultural, regional and social-institutional fields which aims to provide a role in the creative sector in the regional economy and make an important role in the pattern of local economic development (Boccella & Salerno, 2016). Strengthening the creative economy can be developed based on creative assets that have the potential to improve economic growth with a high level of diversity (Sopannah et al., 2018). The contribution of the creative economy requires intermediary agencies that represent the government and policymakers as the first parties, while creative practitioners and microbusinesses as the other parties to control creative production and guarantee creative practitioners in line with quality economic and cultural policies (Munro, 2017). The creative economy includes various activities based on creativity and original values that are generated and can be applied as an effort to encourage economic growth to avoid a crisis, including by developing creative industries that come from several resources, especially creativity, skills, and individual talents so that they have the potential to create new job opportunities (Veselá & Klimová, 2014). The creative economy is based on the ownership of intellectual property from various resources, and is accompanied by the emergence of several problems including financing, accounting services and content caused and product measurement according to standards, in addition to class differences created during the development of creative economics that can result in social segregation (Boža & Topcu, 2020).

Community wellbeing is the fulfillment condition of the citizen's material, spiritual and social needs in order to live decently and be able to improve themselves, so that they can perform their social functions accordingly (Undang-Undang-Republik-Indonesia, 2009). Community wellbeing can be achieved through targeted steps taken by community associations, the various partnerships involved and through beneficial government policy measures (Gillam & Charles, 2019). It is the combination of social, economic, environmental, cultural and political conditions that individuals and their communities identify as important for them to develop and fulfill their potentials (Wiseman & Brasher, 2008)(Atkinson et al., 2017). It is understood primarily as individual attributes that can be aggregated for specific population groups, or as something more than individuals that reflect collective experiences in a community context.

Destination development and marketing requires a new approach in tourism marketing that is directed to focus on sustainability and in line with the concept of community welfare that is adapted to the characteristics of tourists and community aspirations (Moscardo & Murphy, 2016). The dimensions that form the basis for improving community welfare include perceptions related to services, facilities, community spirit and trust in various phases of development even with limited resources and capacities (McCrea, Walton & Leonard, 2019). Negative factors that affect the level of community welfare include the perception of the community regarding slum areas, the discovery of several cases of systemic racism and increasing inequality, in addition to the environmental impacts caused by industrial and urban pollution, and the occurrence of environmental disasters (Gillam & Charles, 2019).

Community wellbeing dimensions are quality of life, individual welfare, community vitality, socio cultural, economic and political welfare. Quality of life dimension consists of decent income, and adequate infrastructure that supports community activities. Individual welfare is supported by people enjoying daily work, and high motivation to achieve personal goals. Community vitality indicators are how proud the community to be part of the Toba, and their active participation in community activities. Socio-cultural welfare consists of mutual trust among citizens, a sense of belonging in society, and arts and culture to support the strengthening of identity. Economic welfare indicators are the availability of natural resources to support community's economy and their ability to manage economic life to ensure the necessities of life. Political welfare is determined by community's ability to influence decision making and the well channeled of people aspiration or the political voice of local people.

Methodology

This study implements a quantitative approach through hypothesis testing based on the influence between the variables studied. The influence test between variables was applied to the four variables studied, including community empowerment, sustainable tourism, creative economy and community wellbeing. The distribution of the questionnaires was distributed to five villages in the Samosir region, South Sumatra, Indonesia, including Janji Raja, Tanjung Bunga, Boho, Aek Sipitudai, Sitio-Tio. A one shoot random sampling was applied in the collection of primary data. A set of questionnaire was prepared to measure public perception in a Likert scale of 1 - 5 and the collected data was then analyzed by Lisrel software using Structural Equation Modeling (SEM).

Hypotheses of this study can be described as follows:

H₁ = Community empowerment has a significant effect on sustainable tourism development

H₂ = Community empowerment has a significant effect on creative economy

H₃ = Sustainable tourism has a significant effect on community wellbeing

H₄ = Creative economy has a significant effect on community wellbeing

Results and discussion

The goodness of fit is the overall statistical research model test to evaluate the fitness of a model whether the theoretical based model fits the empirical data or the resulting model that describes actual conditions. As a statistical test, SEM can explain the strength of a model in a number of index criteria to assess model's suitability. The following are the results of the Goodness of fit of this study.



Table 1. The goodness of fit

No.	Degree of Fit	Value	Acceptance level	Conclusion
1	Chi Square	588.98 P -value = 1.000	P -value > 0,05	Close Fit
2	Goodness of Fit Index (GFI)	0,92	>0,8	Close fit
3	Adjusted Goodness of Fit Index (AGFI)	0,91	>0,8	Close fit
4	Root Mean Square Error of Approximation (RMSEA)	0,000	RMSEA ≤ 0,08 (good fit) RMSEA < 0,05 (close-fit)	Close fit

Table 1, assesses the Chi-Square = 588.98, and the Chi-Square p-value = 1.000 > 0.05. According to the Chi-Square index, the suitability of the research model is fit (Hair et al., 2010). The RMSEA is 0.000 means it is less than 0.05, while Goodness of Fit Index (GFI) = 0.83 > 0.80. It can be concluded that the research model meets in the empirical condition. Therefore, the equations of structural model in this study are:

$$STD = 0.88 * CE + \zeta_1$$

$$CRE = 0.52 * CE + \zeta_2$$

$$CW = 0.34 * STD + 0.39 * CRE + \zeta_3$$

Note: CE (community empowerment), CRE (creative economy), STD (sustainable tourism development), CW (community wellbeing)

The above equations show that sustainable tourism development results from 0.88 community participation and only 12% comes from other factors. Creative economy results from 0.55 of community empowerment. These results express that in order to be successful, sustainable tourism development requires higher community empowerment, while in creative economy, the community empowerment will only contribute 52% of the success rate while 48% comes from other factors. This information leads to Samosir Region that in order to be successful in the development of sustainable tourism, people need to be empowered, while in creative economy, local people can get into creative business directly with their limited skills. It means that to develop sustainable tourism, local community needs aids and coaching from other parties especially in improving their skills. When it relates to community wellbeing, both sustainable tourism development and creative economy affect community wellbeing, while the contribution of creative economy a slightly greater that sustainable tourism. Together they affect community wellbeing as amount of 73%, while 27% more is contributed by other factor.

The measurement model's loading factor is > 0.50, and the loading factor's t-value is higher than the t-table at the level of significance of 5%. According to Arellano & Bonhomme (2020) dimensions and indicators are valid in measuring latent variables. (Emita & Sugeng, 2021) state that when composite reliability and Cronbach Alpha's value is greater than 0.70, it means the dimensions and indicators are reliable in measuring the research variables

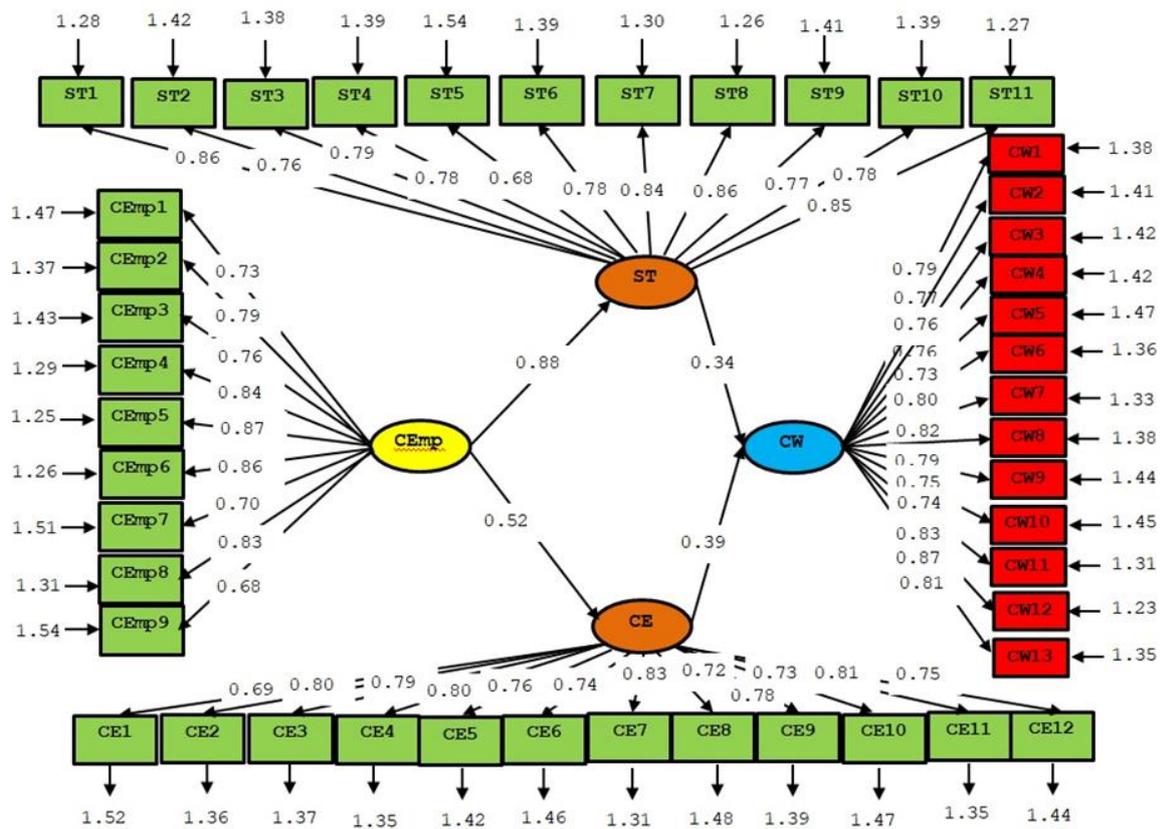


Figure 1. Measurements and structural models

Based on Table 2, it is determined that the availability of natural and cultural resources that local community can explore and manage as empowerment’s reason is the most important empowerment focus to ensure the success of empowerment program.

Table 2. Dimension-indicator measurement model

Variable	Dimension and Indicator	λ	t- value	Composite Reliability	Average Extracted	Variance
Community Empowerment	Basic Empowerment Public	0,86	6,92	0,95	0,62	
	CEmp1	0,73	-			
	CEmp2	0,79	5,70			
	Ability Empowerment	0,67	6,33			
	CEmp3	0,76	-			
	CEmp4	0,84	6,14			
	CEmp5	0,87	6,18			
	Empowerment Process	0,81	7,84			
	CEmp6	0,86	-			
	CEmp7	0,70	5,48			
Sustainable Tourism	Empowerment Community	0,67	6,15	0,95	0,63	
	CEmp8	0,83	-			
	CEmp9	0,68	4,38			
	Identification of Tourism Resources	0,74	3,88			
	ST1	0,85	-			
	ST2	0,76	6,21			
	ST3	0,79	6,31			
	Conservation	0,70	3,72			
	ST4	0,78	-			
	ST5	0,68	5,26			
	ST6	0,78	5,59			
	Economy Development	0,65	3,65			
ST7	0,84	-				
ST8	0,86	5,18				



	Stakeholder	0,85	3.86		
	ST9	0,77	-		
	ST10	0,78	6.37		
	ST11	0,85	6.67		
Economy Creative	Creative Asset	0,80	5.56	0,94	0,56
	CE1	0,69	-		
	CE2	0,80	4.88		
	Economy Indicator	0,67	5.87		
	CE3	0,79	-		
	CE4	0,80	5.70		
	CE5	0,76	5.60		
	Technology Indicator	0,64	4.79		
	CE6	0,74	-		
	CE7	0,83	4.27		
	SocioCulture Indicator	0,74	5.38		
	CE8	0,72	-		
	CE9	0,78	4.62		
	Tolerance	0,78	6.11		
	CE10	0,73	-		
	CE11	0,81	5.68		
	CE12	0,850	5.52		
Community Wellbeing	Quality of Life	0,63	4.96	0,95	0,62
	CWell1	0,77	-		
	CWell2	0,78	4.19		
	Vitality	0,74	4.81		
	CWell3	0,78	-		
	CWell4	0,74	4.08		
	Socio Cultural Prosperity	0,67	4.87		
	CWell5	0,73	-		
	CWell6	0,80	4.31		
	Economy Prosperity	0,65	5.68		
	CWell7	0,82	-		
	CWell8	0,79	5.63		
	CWell9	0,75	5.53		
	Politic Prosperity	0,69	5.92		
	CWell10	0,74	-		
	CWell11	0,83	4.72		
	Prosperity	0,71	5.21		
	CWell12	0,87	-		
	CWell13	0,81	5.07		

Thorough monitoring on stakeholders, participation especially on improving tourist experience satisfaction and local community's quality of life are the most significant factors as building block to sustainable tourism development. The main indicators to support the success of creative economy is the quantity and quality of creative human resources so that they can explore, exploit and manage available resources for their sustainable income generation, while concern for others and ability to manage their economic life especially assuring the fulfilment of their lives' necessities are the most important aspects of community wellbeing to be obtained. Table 3 shows the results of the hypothesis testing.

Table 3. Partial testing

Hypothesis	γ	SE(γ)	t-calculated value	R ²
1 Community Empowerment -> Sustainable Tourism	0.88*	0.24	3.64	0.78
2 Community Empowerment ->Creative Economy	0.52*	0.096	5.44	0.27
3 Sustainable Tourism -> Community Wellbeing	0.34*	0.12	2.77	0.18
4 Creative Economy -> Community Wellbeing	0.39*	0.11	2.77	0.21

*sig. at $\alpha=0.05$ (t- tabel = 1.96)

Community empowerment has positive and significant direct effect on sustainable tourism with $R^2 = 0.78$, community empowerment have positif and significant direct effect on creative economy with $R^2 = 0.27$, sustainable tourism have positif and significant direct effect on community wellbeing with $R^2 = 0.18$, creative economy have positif and significant direct effect on community wellbeing with $R^2 = 0.21$, community empowerment have positif and significant indirect effect on community wellbeing through sustainable tourism with $R^2 = 0.30$ ($=0.88 \times 0.34$), community empowerment have positif and dignificant indirect effect on community wellbeing through creative economy with $R^2 = 0.20$ ($=0.52 \times 0.39$). The hypothesis testing results in this research model as follows:

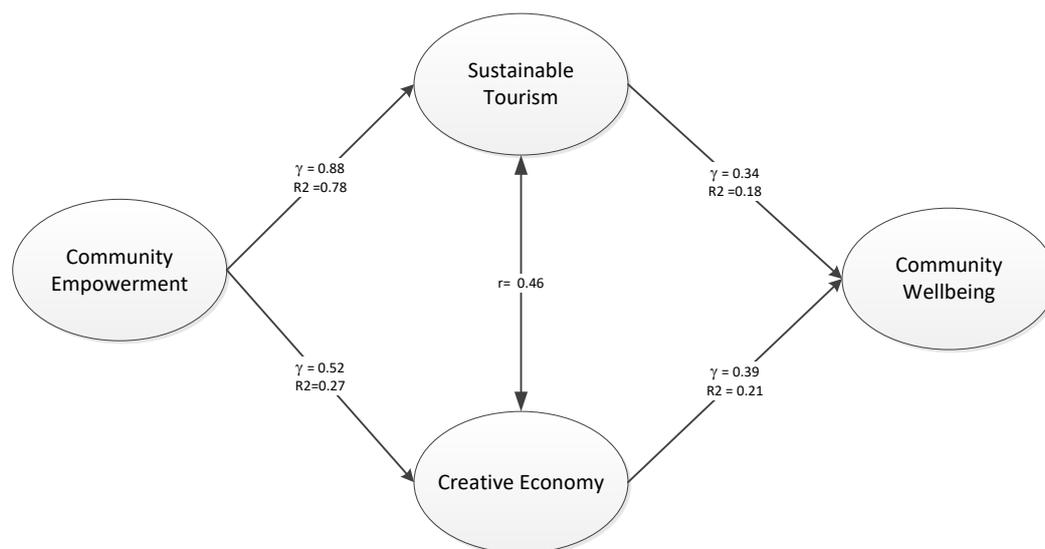


Figure 2. Research finding

The four hypotheses presented in this study by implementing four variables were tested including community empowerment, sustainable tourism, creative economy and community wellbeing with research results that can be explained that all the hypotheses proposed are significant and acceptable. The value of the four hypotheses tested has a t-value > 1.96 so that the hypothesis is declared significant. The significance test shows that the greatest value of the four research variables is indicated by the influence of community empowerment on creative economy with a value of $t = 5.44$. Empowerment process and economy indicator are two indicators that have major contribution in strengthening community empowerment. This means that process empowerment and economy indicator are able to strengthen community empowerment so that they are able to support the development of creative economy in order to make tourism improvement successful during health crises. In addition, the result that has another significant value that is quite high is the effect of community empowerment on sustainable tourism with a value of $t = 3.64$. The contribution of identification of tourism resources and stakeholders plays an important role in developing sustainable tourism in tourism industry so that it can encourage tourism business growth and even be able to optimally increase community wellbeing.

Conclusions

Referring to the analysis presented in this study, the development of tourism especially in Samosir Regency, requires the emphasis on strengthening community empowerment, sustainable tourism, creative economy and community wellbeing. From this study it is indicated that community empowerment has significant effects on sustainable tourism

development and creative economy, while sustainable tourism has a significant effect on community wellbeing, and creative economy has also a significant effect on community wellbeing. Tourism has an important role in mediating the relationship between community empowerment and community wellbeing (Elshaer et al., 2021). Increased tourism economic performance is able to create a positive trend towards tourism which has an impact on perceived community wellbeing (Suess et al., 2018). The empowerment process and economic indicators are the dominant indicators in creating a sustainable tourism industry. In addition, identification of tourism resources and stakeholders also has an important contribution in supporting tourism businesses that are able to strengthen community wellbeing in providing a variety of business opportunities so as to improve the community's economy.

The implication of the study is that sustainable tourism and creative economy can be utilized in empowering local people di rural area. The important indicator for empowerment is the availability of tourism resources as they can support the success of empowerment. In sustainable tourism development, thorough monitoring on stakeholders' participation especially in achieving tourist experience satisfaction and local community's quality of life are the most important aspects. The main factor to support the success of creative economy is the quantity and quality of creative human resources in the community, while concern for others and ability to manage economic life to ensure the fulfilment of life's necessities are the most important aspects of community wellbeing. The research findings are expected to be a reference for various tourism industry stakeholders especially in relation to planning and adopting the concept of sustainable tourism development that will enable them to build creative economy-based businesses in order to achieve community wellbeing.

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