

# Developing a Sustainable Tourism Through Women Participation: The Role of Cultural Identity

## Abstract

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Sustainable tourism is a sector that needs to be developed with the support of various parties, including the role of women. The importance of women's empowerment and involvement in sustainable tourism development is very urgent and a challenge for tourism managers. Therefore, this study examines the correlation between women's empowerment, women's entrepreneurship, and perception of women's work on sustainable tourism development. In addition, this study also examines whether or not cultural identity can be a mediator. Using a quantitative approach with an explanatory type, this study involved 117 respondents. Questionnaires were distributed to people in Bali, Indonesia. Then, the data were analysed using partial least square-structural equation model analysis. Statistically, cultural identity was positively and significantly related to sustainable tourism development. However, women's empowerment, women's entrepreneurship, and perception of women's work did not directly have a positive and significant relationship with sustainable tourism development. In addition, women's empowerment, women's entrepreneurship, and perception of women's work positively and significantly affect cultural identity. Lastly, cultural identity successfully mediated the indirect relationship for women's empowerment, women's entrepreneurship, and perception of women's work variables on sustainable tourism development. This study implies that women's involvement in sustainable tourism development in the entrepreneurial sector is lacking. However, the existence of cultural identity in a region is an opportunity for women to be involved in sustainable tourism development.

**Keywords:** cultural identity, women empowerment, women entrepreneurship, perceptions of women work, sustainable tourism development.

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## Introduction

Tourism has been one of the pillars of a country's economy for decades. The development of the tourism industry has now provided significant results for the country's economy and for improving the quality of the environment (Asy'ari et al., 2021). This cannot be separated from the concept of sustainable tourism, which is the initiator in balancing the development quality (Hisanah et al., 2022). Sustainable tourism development generally focuses on economic, social, environmental, and governance; achieving those needs collaboration efforts from government, tourism stakeholders, communities, and Non-Government Organizations (NGOs) (Chiwawa & Wissink, 2023). In addition, maintaining cultural integrity and biodiversity is also essential to developing sustainable tourism in a country (Mateoc-Sîrb et al., 2022). Therefore, the advancement of technology (Mashapa & Atanga, 2023; Cloete & Ndlovu, 2023) and the maintenance of cultural heritage buildings, regional characteristics, and improvement of public facilities can support tourism development that involves local community participation (Choirunnisa & Karmilah, 2022; Reindrawati et al., 2022). In addition, the involvement of local communities in tourism development affects the integration of local sectors, equitable economic development, and the empowerment of communities and women (Asy'ari et al., 2021; Pranita et al., 2022). Several factors can influence sustainable tourism development (STD), including human resource development through women empowerment (WE), women entrepreneurship (WENT), perceptions of women's work (PWW), and also cultural identity (CI) (Sya et al., 2021; Rhama, 2021; Tamami, 2019).

WE is one the essential aspect for STD. It needs to be supported by self-confidence, wisdom, and quality education (Soharwardi & Ahmad, 2020). Women today must be more adaptive in participating socially and emotionally to have a tangible impact on their community (Hasyim et al., 2022). In addition, Houth et al. (2023) explained that women's empowerment contributes to social and economic development. Women's empowerment is crucial in developing sustainable tourism (Princy, 2023). The positive impact of involving women in tourism development is that it makes it easier for them to access skills for financial equality, supported by the motivation of women entrepreneurs (Andriamahery & Qamruzzaman, 2022). Several studies have shown that WE can increase the role of women in the socio-cultural sector and support sustainable development, such as the local and regional tourism sector (Bršćić et al., 2020).

WENT can also drive sustainable tourism development. WENT focuses on finance, business management, and environmental friendliness (Mashapure et al., 2023). Although it is considered new, WENT has contributed significantly to advancing and developing the national economic sector (Alene, 2020). In addition, WENT also supports gender equality (Cukier et al., 2020). Differences in perceptions of gender when running a business are based on socially constructed thinking and are rooted in society (Solanki, 2019). However, these gaps and differences in perceptions that grow in society do not necessarily discourage women from establishing entrepreneurship. This is supported by the existence of MSME traders initiated by women, especially in tourist areas, which drive economic growth and sustainable regional development (Font et al., 2021).



PWW is a constructed thought based on the work done by women (Steiner et al., 2022). Stereotypes that have developed regarding gender bias narrow women's space (McKinnon & O'Connell, 2020). Women will be praised if their homework and formal work can go together successfully, primarily if it is supported by their academic experience (Naz et al., 2017). Society's perception of women with a high academic education is positive. Nonetheless, many people still underestimate women due to the culture that has been inherent for a long time (Rahmayani, 2021). Nevertheless, society's view of women's performance has a mutually beneficial relationship with the socio-cultural environment in a region. For example, women's roles not restricted by culture can indicate success in an area's development (Coles & Eikhof, 2021).

CI is a characteristic offered by an area through information, education, and domestic tourism that positively impacts the surrounding community (Vecchi et al., 2021). The existence of regional cultural identity makes the regional tourist area more massive. This is in line with the development of cultural identity as a local customary rule for visiting tourists (Zhang et al., 2020). In addition, this local culture provides access to the community in developing business and tourism (Swesti, 2019). Even though Sujarwo et al. (2022) said that women play a role in supporting the tourism sector. However, there are still other gaps that occur in tourism. Freund & Hernandez-Maskivker (2021) and Tristanti et al. (2022) mentioned that women in cultural tourism are underrepresented as tourism managers, so only their work does not require professional skills. This, then, becomes a severe problem with the lack of empowerment of women and the patriarchal stigma faced by women (Mahapatra & Nayak, 2023).

Several previous studies have found that WE contributes to STD (McCall & Mearns, 2021). This economic improvement is supported by women's empowerment in the financial and social sectors (Gutierrez & Vafadari, 2022; McCall & Mearns, 2021). In addition, WE in the tourism industry can increase social awareness of gender equality (Freund & Hernandez-Maskivker, 2021). Meanwhile, WENT positively affects STD (Caamaño-Franco et al., 2021; Dong & Khan, 2023). WENT boosts economic sustainability, tourism growth, and economic self-reliance as social development to reduce inequality among women (Caamaño-Franco et al., 2021; Dong & Khan, 2023; Raniga, 2022). Then, PWW has a positive effect on STD (Obayes, 2022). Women have the right to decent work and sector equality in tourism (Freund & Hernandez-Maskivker, 2021; Obayes, 2022). Fu & Luo (2023) mentioned that CI is positively associated with STD. In addition, Parusheva (2023) outlines that CI has a positive impact on STD. Regional cultural integration can enhance local cultural identity and encourage the tourism economy to develop sustainably for human welfare (Zhou et al., 2022). CI was also found to mediate the relationship among WE, WENT, and PWW on STD (Diale & Carrim, 2022; Santos & Neumeyer, 2022). CI can improve entrepreneurial performance by encouraging innovation in building tourism (Lee & Gyamfi, 2023). A study by Lugalla et al. (2024) highlights the importance of female entrepreneurship in tourism, which can boost the economy. Meanwhile, Remulla & Lara (2023) found that CI can influence WE opportunities in the tourism industry. Thus, the study also explored the importance of WE and CI in improving the local economy and women's employment opportunities in the tourism industry. Therefore, this study aims to examine the relationship between WE, WENT, PWW, CI, and STD and test whether cultural identity (CI) can be a mediator variable.

## Literature review

### *WE, CI, and STD*

Empowerment is a process based on achieving a just and civilized individual structure of society that is effective and efficient towards oneself and the surrounding environment. In addition, it is also expected to have a long-term impact on the social sector of society. In the modern era, women's roles in tourism are no longer uncommon. This has a positive impact on the community and women's empowerment. Women's empowerment built by the government through its work units in the economic sector produces mechanical and psychological empowerment units, which have implications for women's involvement in the world of work (Monje-Amor et al., 2021). STD is driven by several factors, one of which is WE. The positive impact is that women independently establish entrepreneurship in the tourism area (Khadijah, 2022). WE, implemented in the field, has been able to spark various thoughts and actions for women in building identity, financial independence, and decision-making through women's entrepreneurship (Noor et al., 2021). As in Lombok, West Nusa Tenggara, almost 90% of businesses in the Mount Rinjani Rim Area are managed by women, ranging from lodging businesses, culinary tours, tour women guides, and many more. This certainly reflects an attitude of gender equality through the implementation of WE, which impacts STD (Susanty & Yulendra, 2021). In addition, CI is a distinctive factor of a region. In addition, CI can also be the root of people's perception of an object, which can form a broad social construction. Natalis (2020) stated that women have the right to a just livelihood, and WE and responsive laws are solid options for realizing this. However, the stigma that has been socially trapped sometimes affects the culture. Therefore, the hypotheses proposed in this study is as follows:

- H1. WE positively and significantly affects STD
- H2. WE positively and significantly affects CI
- H3. CI positively and significantly affects STD
- H4. CI can mediate the relationship between WE and STD

### *WENT, CI, and STD*

WENT is the spirit needed to become an entrepreneur, and a firm and proactive attitude accompanies it in making decisions and taking risks to run a business effectively (Muhammad et al., 2019). The involvement of women entrepreneurs in the economic sector in tourist areas has a positive impact on the STD. In addition, social capital, financial capital, intellectual

capital, physical capital, and human resources are relevant supporting factors in building and maintaining an ongoing business (Hendratmi et al., 2022). Women's business development is based on and influenced by their accessibility, target market, and educational experience. Empowerment of women must ignore their feminist traits that can negatively impact business development (Ogundana et al., 2021). The culture and background of the region support the development of entrepreneurship managed by women. Culture and views on gender equality can hinder and be barriers to women's entrepreneurship (Nuraeni & Suryono, 2021). Sustainable tourism development supported by citizen participation through cultural identity significantly impacts tourism development in the area. In the case of South Korea, precisely in the Gamcheon Tourism Village area, the development of traditional tourism objects is supported by critical variables such as local culture that is still maintained, as well as community attitudes and support for local-level tourism destinations (Kim et al., 2021). Sustainable tourism development with adequate support is instrumental in bridging community empowerment in the area. This is mutually sustainable to the spirit of community initiative for awareness of the importance of sustainable tourism development (Khalid et al., 2019).

- H5. WENT positively and significantly affects STD
- H6. WENT positively and significantly affects CI
- H7. CI can mediate the relationship between WENT and STD

### PWW, CI, and STD

PWW in today's developed world sounds familiar. Women's work can be found in various companies, government sectors, and formal and informal sectors that involve women in developing their companies. In addition, it is supported by the implication between women's empowerment and women workers (Abou-Shouk et al., 2021). In the case of Indonesia, CI has an impact on the perception of women workers. The socially constructed cultural aversion in people's minds to their position and abilities is the biggest challenge and obstacle for women to work thoroughly and develop comfortably (Leeming et al., 2022). Introducing knowledge and insights about gender equality is one of the most basic scopes, and it is easily accessible and recognizable among ordinary people (Asih, 2019). STD occurs because mutually sustainable indicators influence it. In addition, the PWW built by relatives and the closest community motivates women to manage entrepreneurship confidently (Said & Enslin, 2020). Some studies suggest that women work because of their financial needs and those of their families (Candraningrat et al., 2021). In addition to entrepreneurial efforts made by women in a tourist area, CI is a factor that can attract tourists and impact STD in the region. STD requires almost all communities to intervene in planning and implementing development. (Setijawan, 2018).

- H8. PWW positively and significantly affects STD
- H9. PWW positively and significantly affects CI
- H10. CI can mediate the relationship between PWW and STD

The conceptual framework and hypotheses of this study are as follows:

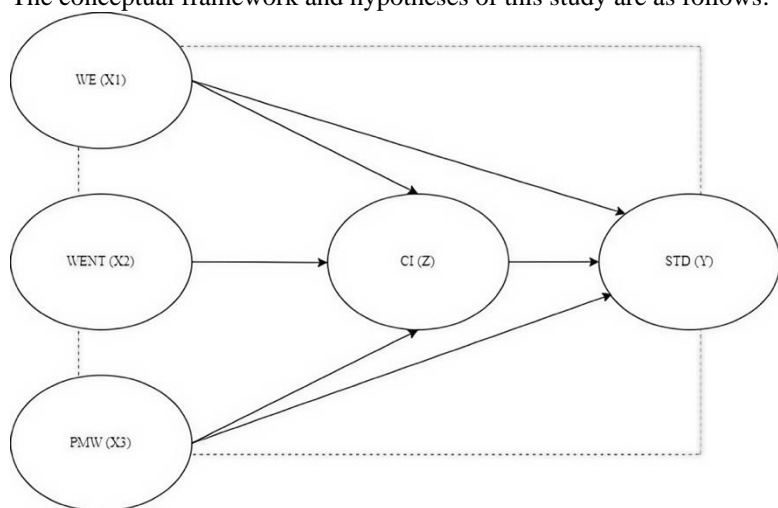


Figure 1. Conceptual framework

### Methods

This questionnaire was distributed from July to September 2022. The target sample of this research is the general public. Referring to the calculation of the Lemeshow formula, the number of samples taken was 96.04 or rounded up to 96 respondents. The study was conducted in the tourist area of Bali, Indonesia. The survey questionnaire was distributed offline and online after obtaining permission from the local customary authorities and the Tourism Office. As a result, 107 people filled out this questionnaire, with diverse respondent characteristics (see Table 1.). Women dominated as many as 87 respondents, or 74%. Meanwhile, 30 respondents, or 26%, were male. The productive age is in the age range of 25-34 years with 46 respondents or 39%, and the rest with the age range 17-24 has 40 respondents or 34%, the age range 35-50 has 30 respondents 26% and the



age of more than 50 years has only one respondent or 1%. For the level of education, senior high school dominates (67 or 57%) compared to elementary school (3 respondents 3%), junior high school with a total of 14 respondents 12%), and bachelor's and master's degrees with a total of 33 respondents 28%. Finally, in terms of occupation, self-employed obtained the highest value of 34% compared to students (31 or 26%), private employees (20 or 17%), civil servants (2 or 2%), and housewives (3 or 3%). Meanwhile, respondents with other occupations were 21 respondents or 18%. The sample is determined based on the formula below:

$$n = \frac{Z^2 \times P \times (1 - P)}{d^2}$$

$$n = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.1^2}$$

$$n = \frac{3.8416 \times 0.25}{0.1^2}$$

$$n = \frac{0.9604}{0.01}$$

$$n = 96,04$$

**Info:**

- n = Total samples
- Z = confidence score 95% = 1, 96
- P = Maximum estimation = 0, 5
- d = alpha accuracy level 10%

**Table 1. Respondent characteristics**

Categories	Info	n	Percentage
Gender	Male	30	26%
	Female	87	74%
Age	17-24	40	34%
	25-34	46	39%
	35-50	30	26%
	>50	1	1%
	Elementary	3	3%
Education	Junior	14	12%
	Senior	67	57%
	Bachelor/master S1/S2	33	28%
	Students	31	26%
Job	Private sector	20	17%
	Civil servant	2	2%
	Self-employed	40	34%
	Housewife	3	3%
	Others	21	18%

Source: Researcher data processing (2024)

This study uses three independent variables, which include women's empowerment (WE, X1), women's entrepreneurship (WENT, X2), and perceptions of women's work (PWW, X3), and one dependent variable, sustainable tourism development (STD, Y). Another variable tested in this study is the cultural identity variable (CI, Z) as an intervening variable. Before hypothesis testing, validity and reliability tests were conducted to determine the instrument's validity, consistency, and accuracy. The validation test decision is based on the results of loading factors with a value of more than 0.6 and an average variance extract (AVE) of more than 0.5. Then, in the reliability test, the composite reliability (CR) value is used as the basis for deciding, with the value having to exceed 0.7.

WE was adopted from Elshaer et al. (2021) and Abou-Shouk et al. (2021). The four indicators used include psychological empowerment, social empowerment, political empowerment, and economic empowerment, using a Likert scale of 1-5 ranging from strongly disagree (1) to strongly agree (5). The test results show that the smallest loadings value is 0.794, the composite reliability CR value is 0.962, and the AVE value is 0.718. Thus, all minimum criteria have been met, and there are no problems with the constructs used in this study. Meanwhile, WENT was adopted from Abou-Shouk et al. (2021) with an example statement, "My community encourages women's entrepreneurship in the tourism sector." The test results in Table 2 show that the loadings value is 0.806, CR with a value of 0.954, and AVE of 0.873. Therefore, all items are declared valid and reliable. Then, the PWW variable refers to research conducted by Samad & Alharthi (2022) with four statement items; one example is "In my opinion, women's work in tourism is acceptable in society." Table 2 shows that the lowest variable loadings value is (0.872>0.5), the AVE value is (0.634>0.5), and the CR value is (0.912>0.7). As a result, there is no problem with the overall items used. Then, the CI indicators are clarity, pride, and engagement, developed by Yang et al. (2021). The statement items on this variable totaled eight items using a Likert scale of 1 "strongly disagree" to 5 "strongly agree." The loadings value on the CI variable is 0.739, the AVE value is 0.739, and the CR is 0.971. Thus, it can be concluded that the instruments used are valid and reliable. Finally, STD was adopted from Elshaer et al. (2021) and Nicholas et al. (2009) with 6 statement items. One of the statement items is "I support the development of community-based sustainable tourism initiatives," with a Likert measurement scale of 1 "strongly disagree" to 5 "strongly agree." The test results state that the loadings value is 0.710, CR with



a value of  $0.910 > 0.7$ , and AVE  $0.771 > 0.5$ , which means that the test is successful and all items on the variable are valid and reliable.

**Table 2.** Value of loading, AVE, CR, and CA

Variable	Item	Loading	CR	AVE
Women's empowerment (WE)	X1	0.854	0.962	0.718
	X2	0.931		
	X3	0.913		
	X4	0.836		
	X5	0.851		
	X6	0.823		
	X7	0.794		
	X8	0.820		
	X9	0.801		
	X10	0.887		
	X11	0.876		
	X12	0.919		
Women Entrepreneurship (WENT)	X2.1	0.903	0.954	0.873
	X2.2	0.920		
	X2.3	0.806		
Perceptions of women's work (PWW)	X3.1	0.872	0.912	0.634
	X3.2	0.966		
	X3.3	0.962		
Cultural identity (CI)	Z1	0.739	0.971	0.739
	Z2	0.836		
	Z3	0.816		
	Z4	0.892		
	Z5	0.849		
	Z6	0.824		
	Z7	0.858		
	Z8	0.882		
	Z9	0.882		
	Z10	0.883		
Sustainable tourism development (STD)	Y1	0.873	0.910	0.771
	Y2	0.864		
	Y3	0.710		
	Y4	0.730		
	Y5	0.813		
	Y6	0.772		

## Results

### Hypotheses test

This study uses the bootstrapping method's Partial Least Square (PLS) analysis. This test aims to prove whether the hypotheses are accepted or rejected by looking at the direction of the positive or negative relationship in  $\beta$  and the t-statistics value of more than 1.96. Table 3 is a complete presentation of the results of hypothesis testing.

**Table 3.** The results of hypotheses testing

Hypotheses	Relationship	$\beta$	STDEV	T-Statistics	Sig.	Info.
Direct relationship						
H1	WE (X1) → STD (Y)	-0.171	0.120	1.427	0.154	Not Supported
H2	WE (X1) → CI (Z1)	0.275	0.086	3.180	0.002	Supported
H3	CI (Z1) → STD (Y)	0.344	0.077	4.497	0.000	Supported
H5	WENT (X2) → STD (Y)	0.094	0.119	0.794	0.428	Not Supported
H6	WENT (X2) → CI (Z1)	0.236	0.087	2.721	0.007	Supported
H8	PWW (X3) → STD (Y)	0.219	0.115	1.913	0.056	Not Supported
H9	PWW (X3) → CI (Z1)	0.187	0.078	2.408	0.016	Supported
Indirect relationship						
H4	WE (X1) → CI (Z1) → STD (Y)	0.095	0.038	2.462	0.014	Supported
H7	WENT (X2) → CI (Z1) → STD (Y)	0.081	0.034	2.401	0.017	Supported
H10	PWW (X3) → CI (Z1) → STD (Y)	0.064	0.032	1.995	0.047	Supported

**Note:** Hypotheses (H), cultural identity (CI), perceptions of women's work (PWW), women empowerment (WE), Women entrepreneurship (WENT), and sustainable tourism development (STD)

Source: Researcher data processing (2024)

Table 3 shows that, in general, four hypotheses (H2, H3, H6, H9) are accepted for testing the direct relationship, and three other hypotheses (H1, H5, H8) are rejected out of 7 hypotheses tested. The relationship between CI and STD has a  $\beta$  value of 0.344 and a t-statistics value of 4.497. Then, the relationship of PWW on CI has a  $\beta$  value of 0.187 and a t-statistics value of 2,408. Furthermore, the relationship between WE and CI is 0.275 for the  $\beta$  value and 0.002 for the t-statistics value. Finally, the relationship between WENT and CI is 0.236 for  $\beta$  value and 2.721 for t-statistics. Thus, all values in the t-statistics test are



more than 1.96. Hence, it can be concluded that the relationship and influence between these variables can be accepted. Furthermore, the test results for the relationship between PWW and STD are 0.219 for the  $\beta$  value and 1.913 for the t-statistics value. Meanwhile, the relationship between WENT and STD has a  $\beta$  value of 0.094 and a t-statistics value of 0.794 < 1.96. Then, the test results between WE and STD show that the value of  $\beta = -0.171$  and t-statistics = 1.427 < 1.96. Thus, the relationships between PWW and STD, between WENT and STD, and between WE and STD are negative and insignificant. In addition, Table 3 displays the test of PWW and STD through CI with a t-statistics value of 1.995. Thus, CI as an intervening variable has a t-statistic value of more than 1.96. This means that it can be a mediator variable in the relationship between PWW and STD through CI. Furthermore, the value of the indirect relationship between WE and STD through CI is 2.462 for the t-statistic value. Meanwhile, the effect of WENT on STD through CI is 2.401 for the t-statistic value. Thus, it can be concluded that the overall t-statistic value of the mediator variable exceeds 1.96. Therefore, the Hypotheses (H4, H7, H10) can be accepted, and CI can be a mediator variable, as assumed in this study.

## Discussion

### *WE, CI, and STD*

WE positively and significantly influence CI. The findings suggest that women are proud of their region's tourism and want to be directly involved in tourism development. In the context of tourism destinations in Bali, women feel they must keep Bali as a cultural and culinary tourism destination. In addition, women are also responsible for promoting tourism through their services and local products (Handayani & Suparno, 2023; Shantika et al., 2021). Praminatih & Sari (2022) emphasized that women are responsible for attracting domestic and international tourists. In addition, Tisnawati et al. (2020) also argued that women have digital access that can improve economic resilience in their areas. Regarding the relationship between WE and STDs. Unfortunately, this study found that the relationship between the two was negative and insignificant. This finding implies that women's lack of involvement in tourism is due to the patriarchal culture and women's lack of access to training, which exacerbates women's role in tourism development. Hutchings et al. (2020) indicated that women in the tourism industry experience gender discrimination in the workplace. Tristanti et al. (2022) mentioned that women in the tourism industry only work in sectors that do not require special skills (i.e., accommodation providers, restaurant waiters, and hospitality). This opinion indicates that women do not have a role as the main actors in tourism. Koc (2020) also emphasized that women are only better prepared to do work as accommodation providers, restaurant waiters, and hospitality. In addition, women only play a role as cultural guardians and preserve local wisdom (Handayani & Suparno, 2023; Niswatin et al., 2022). CI has a positive and significant influence on STD. This finding confirms that the characteristics and uniqueness of each tourism are the main factors supporting sustainable tourism creation. According to Fu & Luo (2023), different cultural identities can provide travel experiences, attraction to tourist attractions, and the intention to visit again. Tadesse (2023) also stated that cultural heritage is one of the primary keys to achieving sustainable tourism. This is proven by the country of Ethiopia, where tourism related to culture can continue to grow because its unique culture supports it. Indirect testing found that cultural identity mediates the relationship between women's empowerment and sustainable tourism development. A clear understanding of their cultural background, supported by a sense of belonging to their local culture, can increase community participation in tourism empowerment and development. People also spend more time looking for in-depth information about the history and customs of their culture. This study suggests that women often guardians local traditions and culture. This finding supports the studies of Handayani & Suparno (2023) and Niswatin et al. (2022), which revealed that women are the guardians of tradition and customary culture in their area.

### *WENT, CI, and STD*

This study found that WENT has a positive and significant effect on CI. This implies that the opportunity to access the tourism market through culture can encourage women's entrepreneurship in the tourism sector. Archana et al. (2022) emphasized that WENT can be critical in strengthening CI in tourism areas. In addition, social identity is also another driving factor towards cultural identity. Another implication is that cultural identity encourages women to be trustworthy and have values and ideals in reproducing entrepreneurship in public and digital spaces (Heizmann & Liu, 2022). Regarding the relationship between WENT and STD, unfortunately, although positive, it is not significant. The lack of role of women in the entrepreneurial community can hinder sustainable tourism development. Then, women's empowerment in tourism, which has not yet reached entrepreneurial aspects, such as the opportunity to market local products and services, is also an obstacle to tourism development. This supports the study findings from Criado-Gomis et al. (2020), who found that women's role positively influences entrepreneurship in the tourism industry. Ruja et al. (2023) also confirmed that the role of women in tourism focuses on developing local products and services owned by tourism. Furthermore, CI can positively and significantly mediate the relationship between WENT and STD. Women involved in the tourism sector can utilize their cultural identity to create attractive tourism experiences for tourists. Women also have a role in marketing local products and services in a way that respects traditions and cultural norms. Women's participation in cultural activities in the region can strengthen local attractiveness and provide added value to tourism. Thus, cultural identity can improve gender equality and support entrepreneurship's effectiveness in women. Research conducted by Silalahi & Simanjuntak (2021) explained that the development of the cultural tourism sector in the region can be improved through marketing strategies and local entrepreneurship. This is reinforced by the statement of Setiawan & Soelaiman (2021), which states that cultural identity has a significant influence on increasing local entrepreneurship, especially within the scope of tourist areas. This can indirectly



increase the attractiveness of tourism sustainably. Apart from cultural aspects, education also strongly influences this success (Zhou et al., 2022).

### **PWW, CI, and STD**

This study found that PWW through CI has a positive and significant relationship with increasing STD. Implicatively, PWW is one of the main factors in sustainable tourism development. However, PWW is positively and significantly not directly related to STD. This implies that supporting factors such as CI can be considered to support sustainable tourism development but not for PWW (Samad & Alharthi, 2022). Research conducted by Ersoy & Ehtiyar (2021) in Turkey confirms that many important women-dominated positions can better overcome challenges and obstacles in their work. On the other hand, cultural norms that have become more open to gender equality support women to participate in a job. The supporting factors for women working are one of them because of the economy, socio-culture, and education (Aditina & Sugiharti, 2019). According to the literature proposed by Palaon & Dewi (2019), PWW can be influenced by CI. This assumption's impact is due to the influence of social change, which has led to many female entrepreneurs. As a result, the economic sector in the area can indirectly increase. This can be used as an opportunity for sustainable socio-cultural and tourism development. However, based on statistical testing, it was found that PWW has a positive but insignificant relationship direction towards STD. The culture of the community is still thick with patriarchy, inhibiting the role of women in engaging in sustainable tourism (Moghadam, 2008). This finding confirms that women's work is perceived as unacceptable in sustainable tourism development. In addition, the community is also less accepting of women working in tourism in the private sector. Therefore, Hutchings et al. (2020) confirmed that the community views women's work in tourism as having a negative impact on their families. Finally, the CI variable can mediate the relationship between PWW and STD. This means that women have a cultural identity that tends to be more vital in integrating traditional values and local wisdom in sustainable tourism. Then, the active role of women in sustainable tourism activities is a driving force to create a balance between the economy, cultural preservation, and environmental sustainability (Eşitti, 2023; Hutchings et al., 2020). Therefore, CI can be essential in women's involvement in the tourism industry, strengthening the bond between local communities and the tourism industry.

### **Conclusion**

This study found that STD is directly influenced only by CI. Meanwhile, PWW, WE, and WENT positively and significantly influence CI. In addition, this study also found that CI can convincingly mediate the influence between WE, WENT, and PWW on STD. The findings of this study have implications for developing sustainable tourism; even in a patriarchal culture, cultural identity can still be a driver for sustainable tourism development. In addition, the lack of women empowerment in the entrepreneurial sector further limits the role of women in developing tourism. Meanwhile, the negative stigma of the community that views tourism as a high-risk industrial sector has resulted in women not being involved in the design of sustainable tourism. In the tourism industry, women only work in sectors that do not require skills or educational backgrounds, such as hotel waiters, tour guides, and local business managers. However, women have the opportunity to develop the cultural tourism sector. Thus, gender discrimination and stereotypes are still significant barriers to women's participation and performance in the tourism industry. Therefore, addressing these issues is critical to achieving sustainable tourism development.

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