

## Quantum Hospitality in The Development of Tourism Village Products in Gianyar, Bali

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**Abstract:** *The development of tourism villages in Bali increasingly requires innovative and adaptive approaches that go beyond conventional service management. In the era of experience economy, community-based tourism, and sustainable destination branding, the concept of Quantum Hospitality emerges as a transformative framework that integrates emotional intelligence, cultural authenticity, local participation, and holistic visitor experience into the development of tourism village products. This study aims to examine the role of Quantum Hospitality in strengthening tourism village products, particularly in the context of Gianyar, Bali, as one of the regions with strong cultural tourism potential. This approach is considered appropriate as it allows for an in-depth understanding of social phenomena, community behavior, and experiential transformation within the tourism village context. Data were collected through in-depth interviews, participant observation, and documentation analysis. The primary method used in this study is in-depth interviews, aimed at capturing the lived experiences, perceptions, and emotional awareness of local stakeholders. Total of 10 informants were selected using purposive sampling, consisting of tourism village community, local MSME actors, culinary business owners, community members involved in tourism services. The findings indicate that Quantum Hospitality contributes to tourism village product development through five main dimensions: emotional resonance, cultural embeddedness, co-creative interaction, symbolic service value, and community-based transformation. These dimensions enable tourism villages to design products that are not only marketable but also meaningful, memorable, and aligned with local wisdom. The study also highlights that the implementation of Quantum Hospitality in tourism villages requires synergy among local communities, tourism managers, government, educational institutions, and digital promotion actors. This paper concludes that Quantum Hospitality offers a relevant and innovative paradigm for strengthening tourism village competitiveness while preserving Balinese cultural identity and promoting sustainable rural tourism development.*

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**Keywords :** *Quantum Hospitality, Tourism Village, Product Development*

### INTRODUCTION

Tourism villages have become one of the most significant models of sustainable tourism development in Indonesia, particularly in Bali, where cultural heritage (Ananda et al., 2022), traditional livelihoods, community rituals (Diwyartha et al., 2022), and rural landscapes offer unique tourism experiences (Diwyartha et al., 2022). In recent years, the development of tourism villages has shifted from merely presenting physical attractions to creating immersive, meaningful, and emotionally

engaging visitor experiences. This shift reflects the broader transformation of tourism from a service economy to an experience economy, where tourists increasingly seek authenticity, interaction, and personal connection with the destination.

In Bali, tourism villages are not simply alternative destinations outside mass tourism zones; they are socio-cultural ecosystems where local identity, spiritual values, environmental ethics, and communal traditions shape the visitor experience (Pratama, 2023). Regions such as Gianyar, known for their strong artistic traditions, agricultural heritage, ritual life, and creative economy, provide fertile ground for the development of tourism villages as culturally embedded destinations. However, despite their rich potential, many tourism villages still face challenges in developing tourism products that are innovative, competitive, and consistent with sustainable hospitality principles.

One of the critical issues is that tourism product development in many villages remains overly focused on tangible offerings—such as handicrafts, culinary products, or village tours—without sufficiently integrating the intangible dimensions of hospitality that shape tourist satisfaction and destination memorability. Traditional hospitality models often emphasize service delivery, courtesy, and operational standards, yet contemporary tourism demands a deeper form of engagement. Visitors increasingly value emotional connection, symbolic meaning, local narratives, and participatory encounters that transform consumption into co-created experience.

In this context, the concept of Quantum Hospitality becomes relevant. Quantum Hospitality may be understood as an advanced and holistic hospitality paradigm that transcends procedural service and enters the realm of emotional, cultural, relational, and transformative interaction. The term “quantum” symbolizes not merely speed or innovation, but a shift in scale and consciousness—where small gestures, local authenticity, subtle emotional cues, and meaningful interactions generate significant experiential value. Within tourism villages, Quantum Hospitality can serve as a strategic framework for developing tourism products that are rooted in local wisdom yet responsive to contemporary traveler expectations.

This study seeks to explore how Quantum Hospitality can be applied in the development of tourism village products, particularly in the context of Gianyar, Bali. The study is important because tourism villages today must compete not only with other destinations but also with digitally mediated tourism experiences that influence traveler expectations before arrival. Therefore, the challenge is no longer only to create products, but to create products that communicate values, evoke emotion, and foster cultural immersion. This paper aims to provide a conceptual and contextual analysis of Quantum Hospitality as an innovative framework for tourism village product development. It examines the relationship between hospitality transformation, experiential product design, local cultural values, and community participation. By doing so, the paper contributes to the academic discourse on rural tourism

innovation and offers practical insights for tourism village managers, local governments, hospitality educators, and destination planners in Bali and beyond.

A tourism village refers to a rural destination where tourism activities are integrated with local community life, natural resources, traditional culture, and local economic practices. Unlike conventional tourist attractions, tourism villages emphasize authenticity, community participation, and experiential learning. Visitors are not merely consumers of attractions but participants in a living cultural landscape. According to the community-based tourism (CBT) framework, tourism villages should empower local communities as the main actors in planning, managing, and benefiting from tourism. This includes local ownership, cultural preservation, environmental stewardship, and inclusive economic distribution. In Bali, the tourism village model is particularly relevant because Balinese rural life is deeply connected to customary institutions, ritual systems, and cultural landscapes. However, the success of a tourism village depends not only on the presence of attractions, but also on how these attractions are packaged into coherent, meaningful, and emotionally appealing tourism products. This is where hospitality becomes central.

Tourism products are not limited to physical goods or attractions; they are composite experiences consisting of tangible and intangible elements. In tourism villages, products may include: cultural performances, traditional culinary experiences, homestay programs, craft workshops, agricultural participation, ritual observation, local storytelling, eco-cultural trekking, wellness and spiritual activities (Astuti, 2018). From a tourism management perspective, product development involves: identifying local potential, designing visitor experiences, packaging services and narratives, ensuring quality and consistency, aligning products with market demand without sacrificing authenticity. In rural tourism, product development should avoid commodifying culture in a superficial way. Instead, it should emphasize interpretive depth, local agency, and ethical representation. Thus, the quality of hospitality interaction becomes inseparable from product quality itself.

Hospitality has evolved from a narrow focus on accommodation and food service into a broader concept involving host-guest relations, emotional care, symbolic exchange, and the creation of belonging. Lashley (2000) conceptualizes hospitality as a social, private, and commercial domain, suggesting that hospitality is not merely transactional but relational and culturally mediated. In tourism villages, hospitality is especially complex because hosts are often community members rather than formally trained hotel staff. This means hospitality is expressed through local manners, ritual etiquette, generosity, storytelling, and daily interactions. Such forms of hospitality may be highly authentic but require better structuring to meet diverse tourist expectations. Modern tourists, especially Gen Z and experience-oriented travelers, seek authenticity, emotional warmth, meaningful interaction, personalization, social media-worthy moments, participatory learning, ethical and sustainable

experiences. Therefore, tourism villages need a more adaptive hospitality framework that combines traditional values with contemporary experiential design.

Quantum Hospitality can be conceptualized as a hospitality approach that emphasizes micro-interactions with macro-impact. It is inspired by the idea that small emotional, symbolic, and relational gestures can generate disproportionate value in the guest experience. Rather than focusing solely on standard operating procedures, Quantum Hospitality prioritizes: emotional intelligence, intuitive service, cultural storytelling, authenticity, co-creation, memorable symbolic encounters, immersive human connection. In this framework, hospitality is no longer simply about serving guests efficiently. It becomes an energetic and experiential field in which hosts, guests, place, culture, and meaning interact dynamically. The core principles of Quantum Hospitality may include: Emotional Resonance – creating genuine emotional connection. Cultural Energy – embedding local values, rituals, and identity in service encounters. Co-Creation – allowing guests to participate rather than passively consume. Transformative Experience – ensuring visitors leave with insight, memory, or personal meaning. Relational Sustainability – building long-term trust, reputation, and community pride. For tourism villages, this concept is highly relevant because their strongest assets are often intangible: atmosphere, local wisdom, human warmth, and cultural depth.

Experience economy theory (Pine & Gilmore, 1999) argues that consumers increasingly pay for memorable experiences rather than products alone. In tourism villages, a simple activity—such as making Balinese offerings, learning traditional dance, cooking local food, or joining a village ceremony—can become highly valuable when it is emotionally framed and meaningfully interpreted. This reflects the importance of symbolic value. A village product is not only what tourists do, but what the experience means to them: learning local philosophy, feeling welcomed by the community, participating in sacred space respectfully, understanding the story behind a craft, being part of a ritualized moment. Quantum Hospitality strengthens this symbolic dimension by turning ordinary service into memorable cultural engagement.

## **METHOD**

This study employs a qualitative descriptive approach to explore the implementation of Quantum Hospitality in the development of local products in Melinggih Kelod Tourism Village. This approach is considered appropriate as it allows for an in-depth understanding of social phenomena, community behavior, and experiential transformation within the tourism village context. Data were collected through in-depth interviews, participant observation, and documentation analysis. The primary method used in this study is in-depth interviews, aimed at capturing the lived experiences, perceptions, and emotional awareness of local stakeholders. Total of 10 informants were selected using purposive

sampling, consisting of tourism village community, local MSME actors, culinary business owners, community members involved in tourism services. These informants were chosen due to their direct involvement in product development and tourism activities. The data were analyzed using thematic analysis (Kunwar & Ulak, 2024), which includes data reduction, data categorization, interpretation of meaning, drawing conclusions. The analysis focuses on identifying patterns related to awareness (Silva et al., 2025), emotional connection, service transformation (Laidey & Imthinan, 2024), and digital adaptation (Wayan & Adnyani, 2023) within the framework of Quantum Hospitality.

## **RESULT AND DISCUSSION**

The findings demonstrate that the implementation of Quantum Hospitality has significantly transformed the cognitive and behavioral orientation of local communities in tourism villages. Initially, tourism services were perceived as transactional exchanges focused on selling products or services. However, through continuous mentoring and experiential learning processes, community members gradually reconceptualized hospitality as an emotionally driven and meaning-centered interaction. This transformation is reflected in participants' narratives, where service delivery is no longer limited to functional value but extended to storytelling and cultural interpretation. Informants emphasized that they now "tell stories about the village, cultural values, and product origins," indicating a shift toward narrative-based service engagement. This finding confirms that Quantum Hospitality operates at the intersection of emotional intelligence, cultural awareness, and experiential communication. From a theoretical perspective, this transformation aligns with Transformative Learning Theory (Mezirow), which posits that learning processes can lead to a fundamental shift in individual perspectives through critical reflection and experience. In this context, mentoring functions as a catalyst for perspective transformation, enabling community members to reinterpret their roles from service providers to cultural ambassadors. Furthermore, this finding supports the Experience Economy Theory (Pine & Gilmore), which emphasizes that modern consumers seek memorable and meaningful experiences rather than merely products or services. The shift from transactional to experiential logic indicates that tourism village products are evolving into relational-cultural experiences, where emotional resonance becomes a central value proposition.

### **Reframing Tourism Product Development: From Commodity to Relational Experience.**

The study reveals a paradigm shift in tourism product development within the village context. Traditionally, tourism products were designed based on tangible attributes—what can be packaged, marketed, and sold. However, findings indicate that the most valuable components of tourism village experiences are intangible, including human interaction, cultural intimacy, symbolic meaning, and

atmospheric authenticity. In the context of Gianyar, which is characterized by strong artistic traditions, spiritual practices, and agrarian landscapes, tourism value is inherently embedded in lived culture. Therefore, Quantum Hospitality redefines tourism products from “attraction-based commodities” into “relational-cultural experiences.” This finding is consistent with the concept of Service-Dominant Logic (Vargo & Lusch), which argues that value is co-created through interaction between providers and consumers. Tourists are not passive recipients but active participants in meaning-making processes. Consequently, tourism experiences become more personalized, immersive, and contextually grounded.

### **Strengthening Emotional Branding through Digital Storytelling.**

Another significant finding is the transformation of local product marketing strategies, particularly in the promotion of butterfly pea herbal drinks and durian-based products. These products are no longer marketed solely based on functional attributes but are enriched with emotional narratives, cultural symbolism, and authenticity. Through digital platforms such as Instagram and TikTok, community members actively engage in storytelling practices, highlighting the origin of ingredients, cultural meanings, and local production processes. This approach enhances consumer engagement and strengthens brand attachment. This finding supports the concept of Digital Storytelling in Tourism Marketing (Adi Pratama et al., 2024), where narrative-based communication enhances emotional connection and brand loyalty. It also aligns with Marketing 5.0 (Kotler), which emphasizes the integration of advanced technology with human-centric marketing approaches (Ardi Permana & Abiyasa, 2019). In this framework, technology serves as an enabler, while emotional storytelling remains the core driver of consumer engagement.

### **Human Capital Development through Transformational Mentoring.**

The implementation of Quantum Hospitality is closely associated with the enhancement of human capital within the community. The study identifies improvements in several key competencies, including digital literacy, content creation, customer communication, and service empathy. This finding supports Human Capital Theory (Becker), which asserts that investment in education, skills, and knowledge contributes to increased productivity and competitiveness (Hurdawaty & Dhalillah, 2022). In tourism villages, capacity building is not only technical but also emotional and cultural. Moreover, mentoring processes function as transformative learning spaces, where individuals gain confidence, develop adaptive capabilities, and shift their mindset toward innovation and service excellence. This reinforces the relevance of Transformative Learning Theory, as learning outcomes extend beyond knowledge acquisition to include identity transformation and behavioral change.

### **Integration of Local Wisdom and Modern Hospitality Practices.**

One of the most critical findings is the successful integration of Quantum Hospitality with local cultural values. Community members perceive hospitality not as a new concept but as an inherent part

of their cultural identity. However, the introduction of Quantum Hospitality enhances their awareness and intentionality in delivering meaningful service (Gegung, 2023). In the Balinese context, values such as harmony, balance, and respect—often reflected in cultural philosophies—serve as the foundation for authentic hospitality practices (Gegung, 2023). This integration demonstrates the process of glocalization, where global concepts are adapted to local contexts without eroding cultural identity. As a result, tourism experiences become culturally embedded, authentic, and resistant to standardization or mass commodification. This strengthens the competitive advantage of tourism villages in the global tourism market.

### **Five Dimensions of Quantum Hospitality in Tourism Village Products**

The study identifies five core dimensions that shape the implementation of Quantum Hospitality: emotional resonance (Kusumarini et al., 2024), cultural embeddedness (Ratten et al., 2019), co-creative interaction (Desak et al., 2025), symbolic service value (Darma Putra et al., 2021), and community-based transformation (Rickly, 2022).

**Emotional Resonance.** Tourism experiences generate emotional responses such as warmth, comfort, gratitude, and belonging. Emotional resonance is achieved through personalized interactions, authentic communication, and attentive service design (Kusumarini et al., 2024). **Cultural Embeddedness.** Tourism products reflect local values, philosophies, and traditions. Cultural authenticity enhances distinctiveness and prevents commodification (Ratten et al., 2019). **Co-Creative Interaction.** Tourists actively participate in experiences such as cultural practices, culinary activities, and local crafts. This aligns with co-creation theory, increasing engagement and memorability (Desak et al., 2025). **Symbolic Service Value.** Service delivery incorporates symbolic meanings, such as rituals, traditional attire, and cultural gestures, which deepen emotional and spiritual engagement (Darma Putra et al., 2021). **Community-Based Transformation.** Tourism development contributes to community empowerment, including increased local pride, youth involvement, and preservation of cultural heritage (Rickly, 2022). These dimensions collectively demonstrate that Quantum Hospitality is a multidimensional framework integrating emotional, cultural, and social values.

### **Challenges in Implementation**

Despite its potential, the study identifies several structural and operational challenges: Limited Human Resource Capacity: Lack of skills in experiential design and interpretive communication. Risk of Over-Commercialization: Cultural elements may be simplified or commodified, reducing authenticity. Inconsistent Service Quality: Variability in service delivery due to community-based

management. Weak Digital Translation: Inability to effectively communicate value through digital platforms. Fragmented Product Packaging: Tourism experiences are not yet integrated into cohesive visitor journeys. These findings indicate that Quantum Hospitality requires structured intervention rather than relying solely on organic cultural practices.

### **Strategic Implications for Tourism Village Development**

To operationalize Quantum Hospitality, several strategic actions are recommended: Hospitality-Based Experience Mapping, Designing visitor journeys by identifying key emotional touchpoints. Capacity Building in Interpretive Communication, Training community members to effectively convey cultural meaning and emotional value. Integration of Local Wisdom into Service Design. Embedding cultural philosophies into hospitality practices. Youth-Led Digital Innovation. Encouraging younger generations to develop creative and culturally sensitive digital content. Strengthening Pentahelix Collaboration, Enhancing cooperation among government, academia, industry, community, and media to ensure sustainability. These strategies highlight that Quantum Hospitality is not merely a conceptual framework but a practical approach requiring collaboration, capacity building, and strategic management.

### **Synthesis of Theoretical Contributions**

The findings of this study contribute to the integration of multiple theoretical perspectives: Transformative Learning Theory: Explains mindset transformation through experiential learning, Human Capital Theory: Supports the role of skill development in enhancing competitiveness. Experience Economy Theory: Emphasizes the shift toward meaningful experiences. Digital Marketing Theory: Highlights the role of storytelling in branding. Community Empowerment Theory: Demonstrates the role of participatory development in strengthening local autonomy. Overall, this study confirms that Quantum Hospitality represents a holistic paradigm that integrates emotional intelligence, cultural authenticity, human capital development, and digital transformation in tourism village development.

## **CONCLUSION**

This study confirms that Quantum Hospitality represents a transformative and holistic paradigm in the development of tourism village products, particularly within culturally rich contexts such as Gianyar, Bali. The findings demonstrate that the implementation of this approach has successfully shifted community perspectives from a transactional understanding of tourism services toward a relational and meaning-centered orientation. Hospitality is no longer perceived merely as a functional

activity, but as an emotionally resonant, culturally embedded, and experience-driven interaction between hosts and guests. The study further reveals that Quantum Hospitality contributes significantly to the transformation of tourism product logic—from tangible, commodity-based offerings into intangible, relational-cultural experiences. This shift aligns with contemporary tourism trends, where emotional engagement, authenticity, and co-creation are key determinants of visitor satisfaction and loyalty. The integration of storytelling, symbolic service values, and participatory experiences enhances the distinctiveness and competitiveness of tourism village products in an increasingly globalized market. From a theoretical standpoint, this research provides a meaningful contribution by synthesizing multiple perspectives, including Transformative Learning Theory, Human Capital Theory, Experience Economy Theory, Digital Marketing Theory, and Community Empowerment Theory. The findings illustrate that Quantum Hospitality operates as an integrative framework that connects emotional intelligence, capacity building, digital engagement, and local cultural values. In doing so, it expands the discourse on sustainable tourism development by emphasizing not only economic outcomes but also social transformation and cultural preservation.

Practically, the study highlights the importance of continuous mentoring, digital literacy enhancement, and the strategic use of storytelling in strengthening emotional branding and market reach. It also underscores the critical role of local wisdom in maintaining authenticity while adapting to modern hospitality practices. However, the research acknowledges several challenges, including limited human resource capacity, risks of over-commercialization, inconsistent service quality, and weak digital communication strategies. These challenges indicate that Quantum Hospitality requires structured implementation through training, governance, and collaborative frameworks. Therefore, this study recommends that tourism village development should adopt a more strategic and integrated approach by incorporating experience mapping, interpretive communication training, youth-led digital innovation, and pentahelix collaboration. Such efforts will ensure that Quantum Hospitality is not only conceptualized as an idealistic notion but operationalized as a sustainable and scalable model for community-based tourism.

In conclusion, Quantum Hospitality offers a new logic of tourism development that places human connection, cultural authenticity, and emotional value at the core of service delivery. It has the potential to redefine the future of tourism villages by transforming them into spaces of meaningful encounters, mutual learning, and inclusive community empowerment.

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