E-ISSN: 3031-8629
P-ISSN: 3032-3258

Halaman 4704-4726
Volume 3 Nomor 4 Tahun 2026

Innovation Mapping of Heritage Branding in Community-Based Tourism: A Bibliometric Analysis and Future Research Agenda for Poverty Alleviation

Marno Wance[1], Wahab Tuanaya[1], Atika Khairunnisa[1] ,Maswit Romroma[2], Asma Wati Talaohu[2]

[1]Program Studi Ilmu Pemerintahan, Universitas Pattimura, Ambon
[2] Mahasiswa Program Studi Ilmu Pemerintahan, Universitas Pattimura, Ambon

e-mail: marno.wance@lecturer.unpatti.ac.id

Abstract

This research aims to map the development of heritage branding studies in community-based tourism and its contribution to the poverty alleviation agenda. The research uses a bibliometric approach with the PRISMA selection procedure to identify, screen, and determine relevant documents. Data were obtained from scientific publications from the period 2015–2026, and after the selection process, 10 documents were analyzed. The research results indicate that publications related to this theme began to appear in 2021 and increased significantly in 2025. The dominant disciplines in this field are Social Sciences, Business, Management and Accounting, Environmental Science, Arts and Humanities. The most common type of document is the journal article and the major contributors are Malaysia and India. The cluster analysis indicates that the main topics are branding, community-based tourism, sustainability, entrepreneurship, heritage preservation, cultural resilience, integration, cultural resources, and social innovation. These results confirm that heritage branding could be an innovative approach to build up destination identity, empower local communities, increase the economic value of culture,

expand business opportunities, and support inclusive sustainable poverty alleviation via community-based tourism.

Keywords : *Heritage Branding; Community-Based Tourism; Poverty Alleviation; Bibliometric Analysis; Sustainable Tourism.*

Introduction

Community-based tourism is one of the approaches to tourism development that places local communities as the main actors in the management, utilization, and preservation of destination potential. This approach is particularly relevant for regions with rich historical, cultural, and strong local identities, such as the Banda Islands in Maluku Province. Research on innovation mapping can enhance tourism branding for sustainable tourism development and regional competitiveness (Humeniuk, H., & Polova, 2025), research on the development of traditional cultural heritage preservation by combining the use of digital technology, participatory governance, and marketing innovation (Tejakusuma et al., 2022). As a region known for its spice history, colonial heritage, maritime traditions, and the rich culture of the local community, the Banda Islands have great potential to be developed thru heritage branding strategies. Heritage branding not only serves as a promotional instrument for destinations but also as a means to build identity, strengthen tourism competitiveness, and create economic value based on cultural heritage. In line with research on cultural heritage as a resource that can be utilized to create authentic tourism brands that resonate emotionally (Iswanto et al., 2025), the involvement of local communities becomes a core factor in destination development (Syafrini et al., 2026). The trend of research on cultural heritage-based tourism development still faces fundamental issues, especially in terms of equitable economic benefits for local communities.

Community-based tourism is one of the approaches to tourism development that places local communities as the main actors in the management, utilization, and

preservation of destination potential. This approach is particularly relevant for regions with rich historical, cultural, and strong local identities, such as the Banda Islands in Maluku Province. Innovation mapping studies can be useful for branding tourism for sustainable development and the region's competitiveness (Humeniuk, H., & Polova, 2025). This research has looked at the development of traditional cultural heritage preservation by incorporating digital technology, participatory governance, and innovation in marketing [Tejakusuma et al., 2022]. The Banda Islands with its history of spices, colonial heritage, maritime traditions and rich culture of the local community have a great potential to be developed through heritage branding strategies. Heritage branding is not only a marketing tool for destinations, but also an identity-building tool, a tool to increase tourism competitiveness and create economic value based on cultural heritage. This is consistent with the literature conceptualizing cultural heritage as a resource for authentic tourism brands with emotional appeal (Iswanto et al., 2025). Involving the local community is one of the important factors in developing destinations (Syafrini et al., 2026). The current research trend focuses on cultural heritage-based tourism development. Cultural heritage-based tourism development continues to face fundamental issues, especially regarding the equitable distribution of economic benefits to local communities.

Tourist attractions can help increase visits, create jobs, and boost local economic development. Furthermore, in some local communities they are still simply objects of tourism, with the economic benefits accruing mainly to external actors. Therefore, a study is needed to map how heritage branding innovations are developed in the context of community-based tourism and to what extent the theme is linked to the poverty alleviation agenda. Community-based tourism is a strategic pillar in the preservation of global cultural heritage; it is an economic driver and preserves local identity (MAHARANI et al. (2025) 52 % increase in social media engagement Participatory model Faisal Yusuf et al. 2025)

The evolution of research on heritage branding, community-based tourism, and poverty alleviation reflects the increasingly important trend in the study of sustainable tourism. Previous research has extensively discussed the role of local identity, cultural heritage preservation, community participation, and the economic development of destinations. In contrast, bibliometric studies have been extensively used to map the

development of science, publication trends, authors' collaboration, and the contributions of countries or institutions, as well as emerging research themes in a given field of study. This pattern aligns with bibliometric articles that generally emphasize knowledge mapping, research trends, hotspots, and future research agendas.

However, researchers still need to systematically develop studies that specifically link heritage branding, community-based tourism, and poverty alleviation. Some studies tend to discuss destination branding from the marketing perspective, while the community-based tourism research focuses more on community participation and sustainability. However, researchers have not yet attempted a full bibliometric mapping of the relationship between heritage-based branding strategies and poverty alleviation efforts. Theoretically, studies on local cultural tourism have found that nearly 40% of global tourism choices can contribute annually up to 15% (Sorea et al., 2022), yet there is still a lack of integrative models linking the use of digital technology with local cultural narratives (Baksi & Sanyal, 2024).

The research conducted has several advantages. First, heritage branding can strengthen the uniqueness and identity of a destination, thereby distinguishing an area from other destinations. Second, when developed through the principles of community-based tourism, this strategy can open up space for community participation in destination management. Third, the proper utilization of cultural heritage can create economic opportunities through local businesses, creative products, traditional cuisine, tour guide services, homestays, and other supporting economic activities. Thus, heritage branding has the potential to become a tourism development strategy that is not only oriented toward increasing tourist visits but also toward community empowerment and poverty alleviation. But community-based tourism does not always guarantee an even distribution of economic benefits. Unequal access, weak community capacity, dominance of external actors, limited infrastructure and poor quality destination governance can limit the potential poverty alleviation benefits of tourism. The gap in digital infrastructure in rural areas (Zainal & Ibrahim, 2025) weakens the development of cultural tourism.

Based on the above issues, this research aims to map the development of studies on heritage branding innovation in community-based tourism and its relation to the poverty alleviation agenda through a bibliometric approach. This research is expected to provide a conceptual contribution to enrich the study of sustainable tourism and direction for future research that is more inclusive, participatory, and supportive of local community welfare.

In addition, the need for digital innovation and participatory mapping can be a way to strengthen the local tourism culture (Kulathuramaiyer & Mintu, 2022) and to resist the loss of appeal from the homogenization of tourism products (Huang, 2024). This study, unlike previous studies, attempts to incorporate the key issues such as heritage branding, community-based tourism, and poverty alleviation into a systematic bibliometric analysis framework. These themes have a tendency to be treated separately in previous work. Issues of heritage branding are more often studied within the framework of destination marketing and strengthening of cultural identity, while community-based tourism is more related to community participation, sustainability and local empowerment. Meanwhile, research on the issue of poverty alleviation in tourism is still minimal and tends to emphasize economic impacts without specifically linking them to heritage-based branding strategies.

The urgency of this research lies in the importance of systematically understanding the development of studies on heritage branding in community-based tourism as a strategy that has the potential to support poverty alleviation. Amid the increasing attention to sustainable tourism, cultural heritage preservation, and local community empowerment, there is still a need for scientific mapping that can show the direction of research development, dominant themes, research gaps, and future research opportunities. This is important because tourism development should not only be aimed to increase tourist visits but also to be able to generate inclusive economic benefits for the local community. This research provides a detailed analysis of the role and impact of heritage branding in supporting community-based tourism through bibliometric analysis, which can be used as a basis for academics, local governments, and tourism stakeholders to develop more sustainable, participatory, and poverty-alleviating destination development strategies.

The problem formulation in this study focuses on efforts to understand the development, knowledge structure, and research agenda direction regarding heritage branding innovation in community-based tourism and its relation to poverty alleviation. Specifically, this research aims to answer several questions: how the development of the number of publications and citations per year is related to the theme; which journals publish the most relevant articles; who the most contributing authors are; which subject areas are related to the research theme; how the main topics or research clusters are formed; the development of the number of publications and citations per year is related to the theme, which journals publish the most relevant articles, who the most contributing authors are, which subject areas are related to the research theme, how the main topics or research clusters are formed, and what potential topics can be developed as future research agendas in the study of heritage branding, community-based tourism, and poverty alleviation.

Research Methodology

The research method used to examine the study on heritage branding innovation in poverty alleviation employs the PRISMA Method, which can be outlined as follows.

The research method used to examine the study on heritage branding innovation in poverty alleviation employs the PRISMA Method, which can be outlined as follows.

E-ISSN: 3031-8629
P-ISSN: 3032-3258

Halaman 4704-4726
Volume 3 Nomor 4 Tahun 2026

Figure 1. Research Method

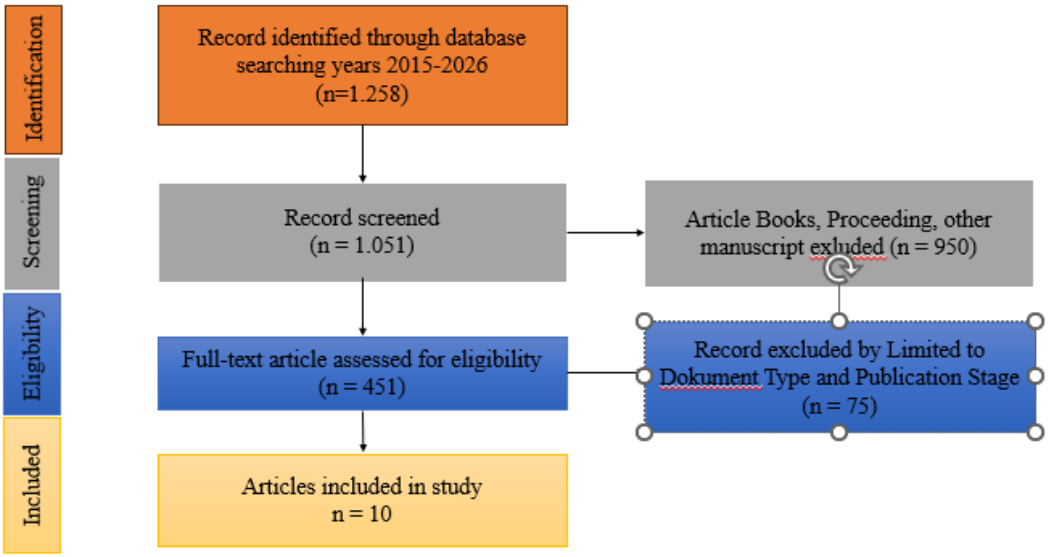


Figure 1. The research method employs a bibliometric analysis approach that follows PRISMA-based literature selection procedures to ensure that the processes of identification, screening, eligibility, and article selection are conducted systematically and transparently. Publication data were obtained through a search of scientific databases covering the period from 2015 to 2026. The keywords used are based on three main concepts, namely heritage branding, community-based tourism, and poverty alleviation. The combination of these keywords is used to locate articles relevant to mapping innovation in cultural heritage branding within community-based tourism. At the identification stage, 1,258 documents were obtained from the initial search results. Then, all documents were screened according to metadata such as title, abstract, keywords, document type, and year of publication. This phase is intended to verify the appropriateness of the selected articles to the research focus and to be used in bibliometric analysis.

At the screening stage, a total of 1,051 documents were filtered based on the relevance of the title, abstract, keywords, document type, and scope of the study.

Documents that are not relevant to the research topic are excluded from the analysis process. In addition, several types of documents such as books, proceedings, incomplete articles, and other manuscripts that do not meet the research criteria were also excluded. Based on the screening process, 950 documents were eliminated because they did not meet the inclusion criteria. The inclusion criteria in this study include articles that discuss destination branding, cultural heritage, community-based tourism, community empowerment, local livelihoods, and poverty alleviation. Meanwhile, the exclusion criteria are articles irrelevant to tourism, exclude discussion of local communities, have incomplete bibliographic data, or have discussion of local communities, which have incomplete bibliographic data, or which do not support the objectives of bibliometric mapping.

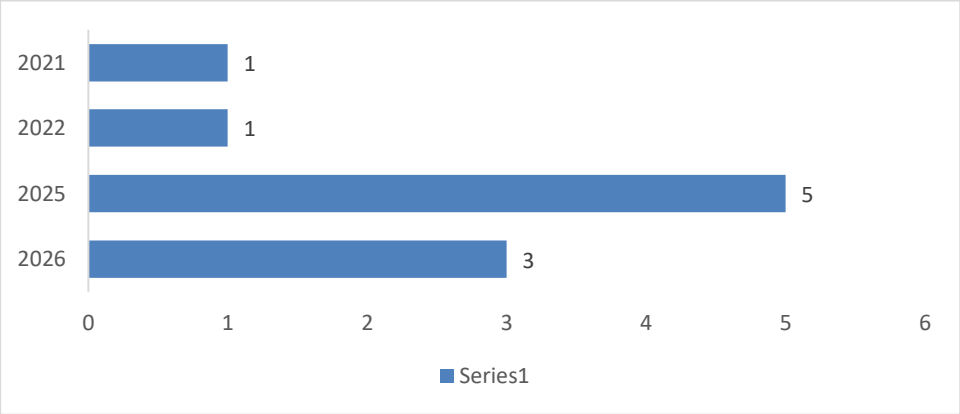
The second stage is eligibility, a more detailed assessment of whether the article is suitable. A total of 451 full-text articles were assessed for their relevance to the research topic at this stage. We excluded from the dataset all articles that mentioned only general branding and did not mention cultural heritage, community-based tourism or poverty alleviation. Also, 75 documents were excluded because they were restricted to document types and publication stages that did not match the analysis requirements. After completing the whole selection process, 10 articles were included in the study, which met the final criteria. The selected articles were then analyzed using a bibliometric approach to identify publication trends, dominant themes, keywords, inter-concept relationships, and future research agendas. This PRISMA procedure is used to enhance the transparency, accuracy, and replication of the literature selection process.

Discussion of Research Result

Number of publications per year

The results of the analysis of the number of annual publications conducted by researchers globally discussing the issues of heritage branding and poverty alleviation can be outlined as follows.

Table 1. Annual Publication Trends



Source: Scopus, 2026

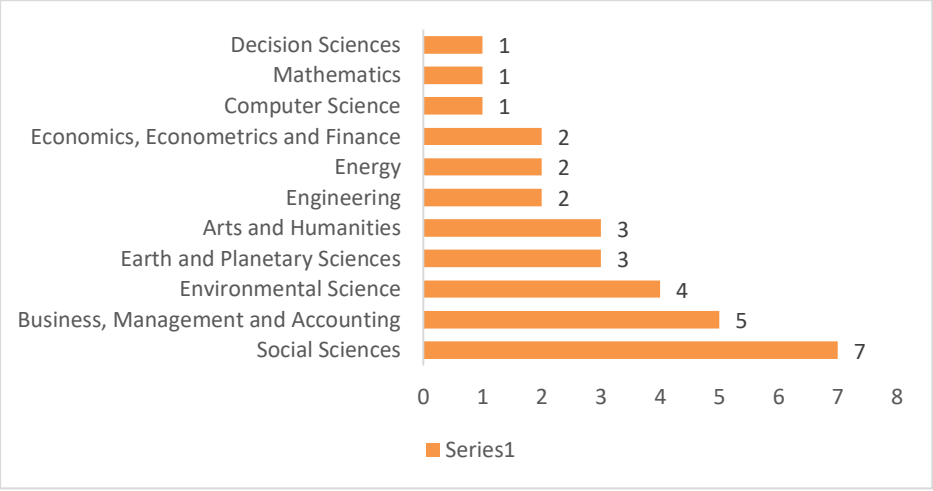
Based on Table 1, the analysis of the number of publications per year shows that research on heritage branding in community-based tourism for poverty alleviation from 2015 to 2026 has not yet shown an even distribution. The final dataset of 10 articles includes the first publication of 2021 with one article. There was one publication in 2022, same as the previous year. The findings indicate that heritage branding is emerging as an important field in community-based tourism and poverty alleviation. No publications were made before 2021, thus, the studies on tourism, branding and community development did not seem to focus much on this topic before 2021. At the beginning, the research was likely to be still scattered in broader themes such as heritage tourism, destination branding, sustainable tourism, and community empowerment, not necessarily linking the three main concepts of this study.

The major development was in 2025, with the highest number of publications, which was five articles. The rise is a reflection of an increasing academic interest in the relationship between cultural heritage branding, local community engagement and poverty alleviation through tourism. In the meantime, there were three publications in 2026, a decline from the previous year, but still showing an ongoing interest in research. Overall, the publication pattern suggests that the research theme is still rather new but has a huge

potential for growth. The rise in publications in 2025 can be regarded as an indication of the increasing academic consciousness of the significance of cultural heritage-based branding innovation as a community empowerment strategy. Thus, this result addresses the first research question by indicating that the annual publication trend has generally increased recently, particularly after 2021.

Subject area related to the theme

The results of the analysis of the journal subject area conducted by researchers globally discuss issues related to heritage branding and poverty alleviation as follows.



Subject area related to the theme

Source: Scopus, 2026

Based on the analysis results in Table 2 regarding the subject area, the theme of heritage branding in community-based tourism for poverty alleviation is most prevalent in the field of Social Sciences, with a total of 7 documents. This indicates that the study closely relates to social issues, community empowerment, community participation, local development, and social change through the tourism sector. The dominance of Social

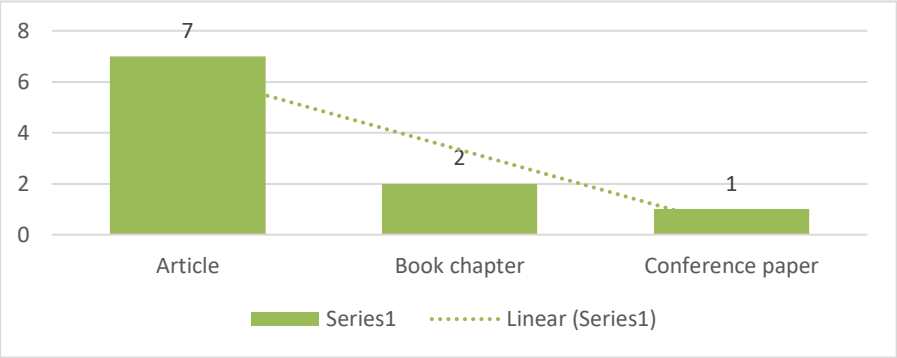
Sciences also shows that this research not only discusses tourism as an economic activity but also as an instrument for community development. The subject of Business, management, and Accounting occupies the second position with 5 documents, indicating that heritage branding is also closely related to destination marketing strategies, tourism management, brand management, and the creation of economic value. Thus, these results indicate that the research topic has a multidisciplinary character, particularly at the intersection of social sciences, management, branding, tourism, and local community development.

In addition, the field of Environmental Science appears with 4 documents, followed by Arts and Humanities as well as Earth and Planetary Sciences, each with 3 documents. These findings indicate that heritage branding cannot be separated from aspects of the environment, culture, history, landscape, and destination sustainability. At the same time, Economics, Econometrics and finance, and Energy and Engineering are represented with 2 documents each, which means that they are related to economic development, infrastructure, and resource management. The fields of Computer Science, mathematics, and Decision Sciences have only 1 document each, so their contribution is still relatively small. However, the presence of these fields indicates future research opportunities, particularly related to digital branding, tourism data analysis, smart tourism, and technology-based decision-making. Overall, the fourth problem formulation indicates that this theme is developing as an interdisciplinary study with a strong emphasis on social and managerial aspects.

Type of Document

The results of the analysis on the types of documents conducted by researchers globally discussing issues of heritage branding and poverty alleviation can be outlined as follows.

Table 3. Document Types



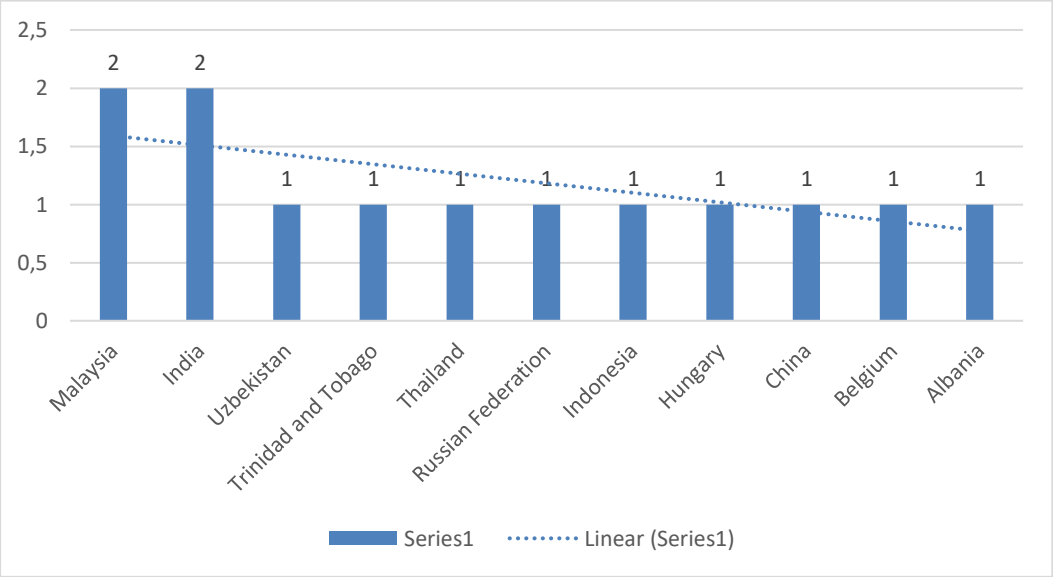
Source: Scopus, 2026

Based on Table 3 regarding the types of publication documents, it is evident that the majority of the literature used in this research is in the form of journal articles, totaling seven documents. These findings indicate that studies on heritage branding in community-based tourism for poverty alleviation are more extensively developed through scientific publications that have undergone formal academic processes and generally have strong empirical and conceptual contributions. Journal articles are the primary source because they provide data, analysis, and discussion in a more systematic manner to support bibliometric mapping. Meanwhile, there are two documents in the form of book chapters, which indicate that this topic is also discussed in the context of broader theoretical or conceptual studies. As for conference papers, there is only 1 document, so its contribution is still relatively small. In general, the dominance of journal articles indicates that this field has begun to receive serious academic attention, although the number of publications is still limited and further research development is needed.

The most contributing country

The results of the analysis in Table 4, which focuses on the most contributing countries, outline the contributions of researchers worldwide who discuss heritage branding and poverty alleviation.

Table 4. Contribution of Articles by Country



Source: Scopus, 2026

Table 4 reveals that Malaysia and India have the highest contributions. Both countries produce two publications. Thus, these two countries have a higher academic concentration of the topic of heritage branding for community-based tourism and poverty alleviation than the other countries in the dataset. Malaysia's extensive cultural heritage, ethnic diversity, and the development of community-based tourism as a strategy for local development contribute to its significance. India also has the relevant context in terms of its many cultural heritage destinations, strong local communities, and the challenge of poverty alleviation through the tourism sector at the same time. The dominance of these two countries indicates that research on cultural heritage branding is not only developing

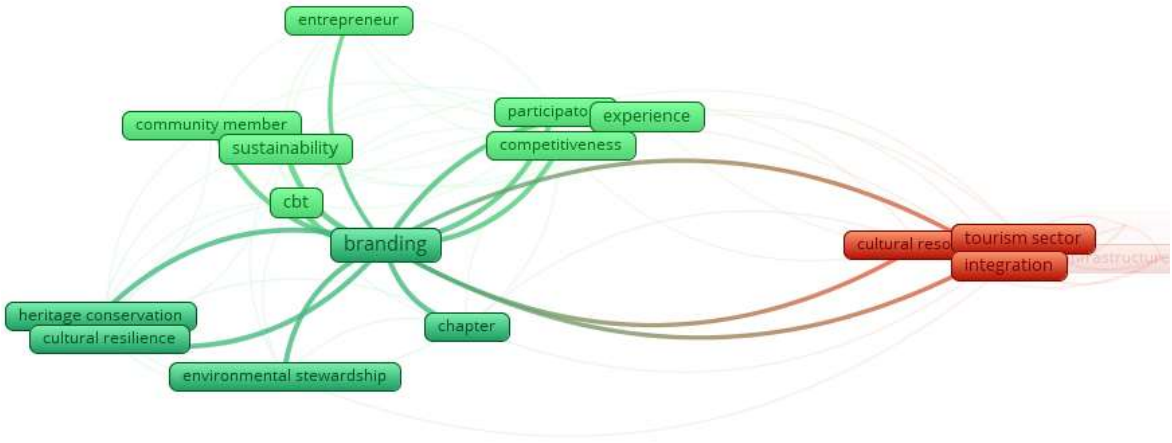
in developed countries but is also receiving significant attention from developing countries that use tourism as an instrument for community economic empowerment.

In addition to Malaysia and India, there are several other countries that each contributed one publication. These countries are Malaysia and India; there are several other countries that each contributed one (1) publication, namely Uzbekistan, Trinidad and Tobago, Thailand, the Russian Federation, Indonesia, Hungary, China, Belgium, and Albania. This distribution shows that the research theme has an international character, although its contribution is still relatively limited and uneven. The inclusion of countries from Asia, Europe and the Caribbean region demonstrates that heritage branding and community-based tourism are cross-regional issues that are relevant across different cultural and development contexts. However, the downward trend line on the graph indicates that only a few countries are responsible for the publications. Indonesia, which only has 1 publication, actually has a tremendous opportunity to increase its contribution, considering its rich culture, tourist villages, and strong potential for community-based tourism. Thus, these results indicate the need for international collaboration and the strengthening of research from developing countries.

Main topic based on theme (cluster)

Researchers worldwide have analyzed the research topic, discussing the issues of heritage branding and poverty alleviation as follows.

Figure 2. Main topics based on themes (clusters)



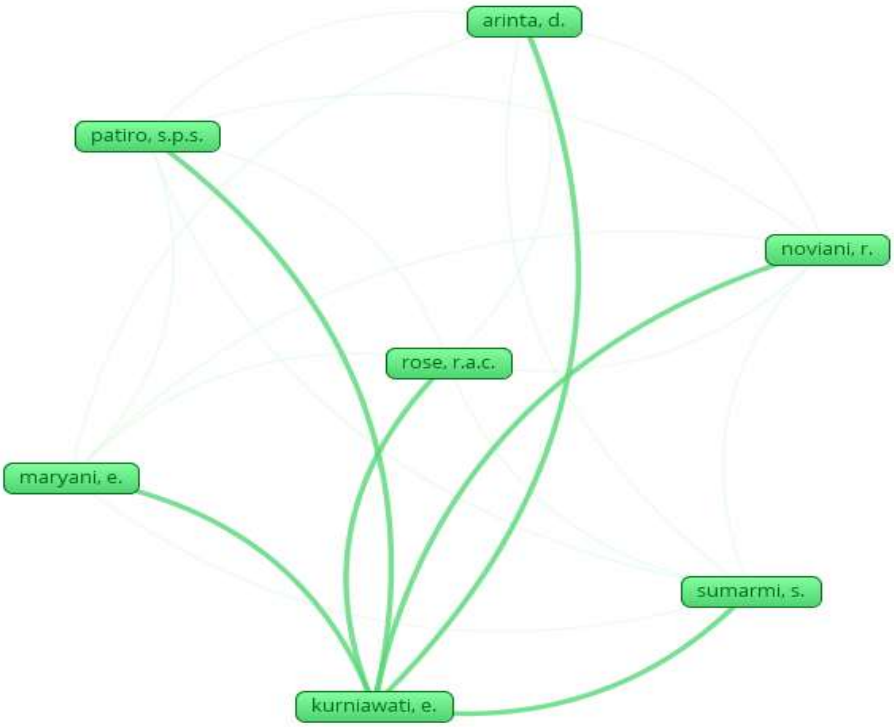
Source: Scopus, 2026

Based on the analysis results in Figure 2, the most dominant main topic in this research centers around the keyword branding. This keyword becomes the largest node and has a strong relationship with several other themes, such as community-based tourism (CBT), sustainability, entrepreneurship, community members, heritage conservation, cultural resilience, and environmental stewardship. The analysis shows that branding in the context of heritage tourism is not only understood as a promotional strategy but also as a process of building a destination identity based on culture, sustainability, and local community involvement. The link between branding and CBT suggests that the community plays a major role in the creation of narratives, the conservation of cultural heritage and the provision of genuine tourist experiences. Additionally, the relationship between branding and sustainability and entrepreneurship shows that heritage branding can be directed as a strategy for empowering the local economy through the development of local businesses and cultural products and strengthening the competitiveness of destinations.

Another emerging cluster is around keywords “integration”, “tourism sector”, “cultural resources”, “infrastructure investment”, and “social innovation”. This cluster suggests that the development of heritage branding in community-based tourism should combine various elements, including cultural resources, infrastructure support, social innovation, and the participation of the tourism sector. The keyword inclusion is vital in that it highlights the need for cooperation among local communities, government, business actors and other stakeholders in building a heritage-based destination brand. Meanwhile, the keyword “cultural resources” appears, highlighting that local culture acts as a significant asset in the production of economic and social value. Overall, the cluster results indicate that the main research topics are moving in two major directions, namely strengthening community-based branding and integrating cultural resources to support tourism sustainability and alleviate local poverty.

Relationship of topics based on the author

The global analysis of the relationship between topics by researchers discusses the issues of heritage branding and poverty alleviation as follows.



Based on the visualization of topic relationships by authors, it appears that the collaboration network is formed through several key authors, namely Sumarmi et al. (2026), who found that strong social cohesion and geocultural assets underpin destination resilience (Sumarmi et al., 2026). The relationship with other authors globally holds the most central position because it is connected with several other authors; thus, it can be considered the main link of the network in this study. The relationship with Subrahmayam's research (2025) includes strategies to maintain cultural identity and community governance (Subrahmanyam, 2026). The relationship with Satya's research (2026) indicates that authentic village management can be a driver of tourist attraction (Sukumaran et al., 2026). There is also a strong relationship between Kurniawati and Arinta, Noviani, Sumarni, Maryani, and Rose, which indicates that the issue of identity development can invigorate local tourism (Chantanee & Suksomwat, 2025). Meanwhile, Patiro, S.P.S., also has important connections within the network, although not as many as

Kurniawati. In general, this image shows that studies on heritage branding, community-based tourism, and poverty alleviation are still within a relatively small collaboration network, but it already demonstrates academic relationships among authors that support each other in the development of research topics.

Discussion

This research shows a strong relevance to the development of sustainable tourism studies, particularly in the relationship between heritage branding, community-based tourism, and poverty alleviation. The main issue that arises is how cultural heritage is not only positioned as a tourist attraction but also as a source of economic and social value for the local community. In this context, heritage branding becomes an important strategy to strengthen the identity of the destination, build a distinctive image, and enhance the competitiveness of culture-based regions. However, branding that is solely promotion-oriented risks turning culture into a mere commodity. Therefore, a community-based approach becomes important so that the community does not only become a tourism object but also plays a role as owners, managers, and beneficiaries. Thus, this theme is crucial because it connects cultural preservation, community empowerment, and poverty reduction in an integrated manner.

Research results indicate that poverty alleviation through tourism cannot be measured solely by the increase in the number of tourists but must be viewed in terms of how fairly the local community benefits economically. It enables the community to develop local businesses, cultural products, tourism services, and destination stories that represent their identity. In this sense heritage branding can be an innovative tool for expanding markets, increasing the value of local products, and generating employment. However, its success largely depends on community participation, government support, stakeholder cooperation, and the sustainability of cultural resource management. This research is important because few studies directly link cultural heritage branding with the poverty alleviation agenda. Therefore, this research contributes to expanding the understanding of the role of branding as an instrument for community development.

This research is in line with the Indonesian government's programs, namely Jejaring Desa Wisata (Jadesta) and Anugerah Desa Wisata Indonesia (ADWI). Jadesta is designed as a platform for community-based tourism villages in Indonesia. It is targeted to encourage social, cultural, and economic transformation of the villages and also to enhance the economic benefits of tourism to the local communities (Ministry of Tourism of the Republic of Indonesia, 2024). The findings of this study are directly related to research outcomes, especially in the area of branding, community-based tourism, sustainability, entrepreneurship and heritage conservation. Furthermore, the ADWI program also provides space for the village managers to improve the quality of the village especially in the promotion of tourism and get support from the government to develop the tourist villages (Ministry of Tourism, 2023). Thus it can be said that the government program is in line with the research results, both in emphasizing promotion, empowerment of the community, strengthening of local identity and in increasing the economic value based on the potential of the village culture (Ministry of Tourism of the Republic of Indonesia, 2022). But the research suggests that alignment needs to improve in integration, infrastructure investment, cultural resources and social innovation. The government, through the Village Fund policy, has determined the focus of Village Fund utilization for 2025 through Minister of Village Regulation Number 2 of 2024, which shows attention to village development as a basis for strengthening community welfare (Ministry of Village and Underdeveloped Regions Development, 2024). In addition, the policy regarding the Village Index also evaluates village development through several dimensions, such as basic services, social, economic, environmental, accessibility, and village governance (Indonesian Audit Board, 2024). This policy is in line with bibliometric results that place community-based tourism as a cross-sectoral issue. Nevertheless, government programs need to place greater emphasis on local community ownership of branding so that heritage branding not only serves as destination promotion but also as an instrument for poverty alleviation (Ministry of Villages and Underdeveloped Regions of the Republic of Indonesia, 2024).

Conclusion

Based on the research findings, this article concludes that the study of Innovation Mapping of Heritage Branding in Community-Based Tourism is still relatively new but shows increasingly important developments in tourism studies, branding, and community development. The PRISMA selection results show that only 10 documents meet the final criteria, indicating that the relationship between heritage branding, community-based tourism, and poverty alleviation has not been specifically studied much. The trend in publications suggests that this topic began to emerge in 2021 and increased significantly in 2025. From the point of view of the subject area, this study is dominated by Social Sciences, followed by Business, Management and Accounting, environmental science, and Arts and Humanities. The data also show that the research theme is multidisciplinary, as it discusses not only destination promotion but also community empowerment, cultural preservation, environmental sustainability, and local economic improvement. The type of document dominated by journal articles also indicates that this topic is beginning to receive serious academic attention.

Furthermore, the research findings indicate that the main topics in this study revolve around branding, community-based tourism, sustainability, entrepreneurship, heritage conservation, cultural resilience, integration, cultural resources, and social innovation. These findings affirm that heritage branding has enormous potential as an innovative strategy to strengthen destination identity, enhance the economic value of cultural heritage, and encourage local community involvement in tourism activities. The countries that contributed the most to the publications are Malaysia and India, while other countries such as Indonesia, Thailand, China, and Uzbekistan still show limited contributions. Overall, this research concludes that heritage branding in community-based tourism can be an important instrument to support poverty alleviation if the local community is involved as owners, managers, and primary beneficiaries. Future research should be more extensive in terms of data range, database inclusion, and analysis of digital branding, economic benefit sharing, and cultural sustainability.

References

Badan Pemeriksa Keuangan Republik Indonesia. (2024). *Peraturan Menteri Desa, Pembangunan Daerah Tertinggal, dan Transmigrasi Nomor 9 Tahun 2024 tentang Indeks Desa.* JDIH BPK RI.

Baksi, A. K., & Sanyal, S. (2024). Branding Intangible Cultural Heritage: A Root Reinforcement Model for Tourism Resurgence With Indigenous Doll Making. In *Strategic Tourism Planning for Communities* (pp. 23–50). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83549-015-020241004

Chantanee, M., & Suksomwat, P. (2025). Development of Identity Patterns of Bang Sadet Community, Ang Thong Province, Thailand. *Area Based Development Research Journal*, *17*(4), 346–365. https://doi.org/10.48048/abcj.2025.346

Faisal Yusuf, Herman Paninggiran, Muchammad Wibowo, Almas Imanina, & Kefas Harnanto. (2025). Strategi Promosi Digital Partisipatif: Revitalisasi Branding Wisata Budaya Kampung Jawi Kota Semarang. *Gemawisata: Jurnal Ilmiah Pariwisata*, *21*(3), 250–259. https://doi.org/10.56910/gemawisata.v21i3.849

Huang, Y. (2024). Inheritance and Innovation: A Study on the Path of Ancient Village Cultural Tourism Planning and Design. *International Journal of Education and Humanities*, *17*(2), 77–81. https://doi.org/10.54097/22whvz27

Humeniuk, H., & Polova, L. (2025). *Forming the tourism brand o f territories through the prism of historical heritage*.

Iswanto, D., Irsyad, Z., Sudarta, Fuzail, M., & Gamri, M. (2025). Branding Strategies to Enhance the Appeal of Cultural Heritage Sites for International Tourists. *PROCURATIO: Jurnal Manajemen & Bisnis*, *4*(2), 97–109. https://doi.org/10.62394/projmb.v4i2.150

Kementerian Desa dan Pembangunan Daerah Tertinggal Republik Indonesia. (2024). *Peraturan Menteri Nomor 2 Tahun 2024 tentang Petunjuk Operasional atas Fokus Penggunaan Dana Desa Tahun 2025. JDIH Kementerian Desa dan Pembangunan Daerah Tertinggal.* (JDIH Kementerian Desa).

Kementerian Pariwisata Republik Indonesia. (2022). *Pendaftaran Anugerah Desa Wisata Indonesia melalui Jejaring Desa Wisata.* Jadesta.

Kementerian Pariwisata Republik Indonesia. (2024). *Jejaring Desa Wisata: Membangun*

Indonesia dari desa wisata. Jadesta.

Kulathuramaiyer, N., & Mintu, T. G. (2022). *TRIZ-Based Approach in Co-creating Virtual Story-Maps* (pp. 50–60). https://doi.org/10.1007/978-3-031-17288-5_5

MAHARANI, N. K. Y., MAHARANI, A. A. I. N., NOVILIANTI, N. P., & PUTRI, K. D. T. (2025). Cultural Tourism Business Management: A Fair and Sustainable Strategy Based on Local Participation and Digital Innovation for Indonesia's Cultural Image. *Journal Management and Hospitality*, *2*(2), 36–43. https://doi.org/10.61857/jmh.v2i2.182

Sorea, D., Csesznek, C., & Rățulea, G. G. (2022). The Culture-Centered Development Potential of Communities in Făgăraș Land (Romania). *Land*, *11*(6), 837. https://doi.org/10.3390/land11060837

Subrahmanyam, S. (2026). The Impact of Globalization on Traditional and Indigenous Branding Practices. In *Cultural Identity and Globalization in the Dynamics of Brand Management* (pp. 139–170). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-8162-6.ch005

Sukumaran, L., Bhattacharjee, B., Resmi, A. G., & Majhi, R. (2026). From margins to mainstream: Branding indigenous beverages through gastronomic tourism in emerging economies. *Tourism and Hospitality Research*. https://doi.org/10.1177/14673584261419518

Sumarmi, S., Maryani, E., Rose, R. A. C., Patiro, S. P. S., Noviani, R., Kurniawati, E., & Arinta, D. (2026). COMMUNITY-BASED TOURISM (CBT) IN THE OSING COMMUNITY'S LOCAL WISDOM TO SUPPORT UNESCO GLOBAL GEOPARK IJEN IN KEMIREN VILLAGE, INDONESIA. *Geojournal of Tourism and Geosites*, *64*(1), 176–189. https://doi.org/10.30892/gtg.64115-1665

Syafrini, D., Amelia, L., Sasmita, S., Susilawati, N., Dinda Permata, B., Saputri, F., Yolanda, M. N., & Sari, M. D. (2026). Transforming traditional villages into cultural heritage tourism destinations: Insights from the Minangkabau community in Indonesia. *Social Sciences & Humanities Open*, *13*, 102475. https://doi.org/10.1016/j.ssaho.2026.102475

Tejakusuma, I. R., Kusumawati, Y. A., Widita, A., Maulida, F. H., & Agung Dwi Prasetyo, F. A. (2022). Elevating Thematic Branding through Social Media Content: A Visual

Concept of Kayutangan Heritage's Instagram Feed. *2022 4th International Conference on Cybernetics and Intelligent System, ICORIS 2022*. https://doi.org/10.1109/ICORIS56080.2022.10031457

Zainal, , & Ibrahim, M. A. (2025). Innovation in the Development of the Cempalagi Historical Tourism Area Based on a Digital Ecosystem in Bone Regency. *KnE Social Sciences*, *10*(18), 1307–1315. https://doi.org/10.18502/kss.v10i18.19556