



Community Governance in Cultural Tourism: The Role of Social Capital in Sustaining Community-Based Tourism in Indonesia

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Abstract

Community-based tourism has recently been introduced as a new concept for developing tourism sites with the local community playing a significant role in the management of tourism sites. Despite the potential of community-based tourism, there are a number of challenges facing the sustainability of community-based tourism sites, such as low participation rates, lack of coordination among tourism stakeholders, and inefficient utilization of social potential in the community. The purpose of the current study was to investigate the impact of social capital on community governance and tourism sustainability in the Bandar Kidul Ikat Weaving Tourism Village in Kediri City. This research was conducted using a quantitative approach with a survey method of 152 respondents from the community and business actors who are active in tourism activities in the Bandar Kidul Ikat Weaving Village. Data collection was carried out using a questionnaire method with a Likert scale and analysis using a Structural Equation Modeling method. The results showed that social capital has a positive effect on community governance. In addition, community governance has a positive effect on tourism sustainability. Social capital also has a direct effect on tourism sustainability. This research also demonstrates that social capital has a crucial role in building community governance and tourism sustainability in developing culture-based tourism in the Bandar Kidul Ikat Weaving Tourism Village in Kediri City, Indonesia.

Keywords: Social Capital, Community Governance, Tourism Sustainability, Community-Based Tourism, Cultural Tourism

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Introduction

Tourism has emerged as a highly dynamic and critical component of the world economy over the last few decades. Several countries have recognized tourism as a critical tool for fostering economic growth and development across different regions of the world (Dwyer, 2015; Li et al., 2018; Song et al., 2018). According to the World Tourism Organization, tourism does not only contribute a substantial amount to the world's Gross Domestic Product; it also plays a critical role in the development of local communities and poverty alleviation across different developing countries of the world (UNWTO, 2018). However, the rapid development of tourism has also created a plethora of critical issues related to environmental sustainability, social inequality, and the complex governance of tourism (Bramwell & Lane, 2011; Hall, 2011).

The notion of sustainability in tourism development has emerged as an important concept both in theoretical studies and in policy circles to ensure that tourism development does not only benefit the economy in the short term but also ensures long-term social, cultural, and environmental sustainability (Butler, 1999; Weaver, 2007). The principle of sustainability in tourism development has been based on the premise that tourism development needs to ensure the interests of the economy, the host community, and the environment (Kalemci, 2019; Sharpley, 2000). In this regard, the success of tourism development does not only hinge on the development of infrastructure or the implementation of tourism marketing strategies but also on the capacity of the host community to participate in the management processes (Dickinson et al., 2017; Moscardo, 2008).

In accordance with the evolution of the participatory development paradigm, recent studies have reinforced the relevance of community-based governance for destination management in tourism systems. This perspective considers local communities as relevant actors in the management, development, and evaluation of tourism practices (Bramwell & Lane, 2011; Burgos & Mertens, 2017). By directly involving local communities, it is expected that the governance of tourism systems will be more participatory, transparent, and sensitive to local demands (Beaumont & Dredge, 2010; Hall, 2011). Nevertheless, the implementation of community-based governance does not always occur smoothly. In fact, many tourism systems are facing problems related to conflicting demands, lack of coordination between stakeholders, and low institutional capacities at the local level (Nunkoo, 2017; Rahman et al., 2022).

In this context, the concept of social capital is revealed as an essential component in the explanation of the divergent success of community-based governance in the tourism sector. Social capital is defined as a set of social resources embedded in social structures and derived from social relationships and associated norms and trust within society. It is highlighted by prominent thinkers such as Pierre Bourdieu, James Coleman, and Robert D. Putnam as a vital component for the improvement of the efficiency of social structures and for the development of the capacities of society to address different development issues (Bourdieu, 2011; Coleman, 1988; Putnam et al., 1994).

In terms of tourism, social capital could be measured by the level of trust within society, the strength of social networks, and the level of social norms in terms of cooperation in the management of tourism resources. Societies with high social capital are more capable of organizing collective activities, managing conflicts, and developing a participatory approach to governance (Amare, 2015; Pretty & Ward, 2001). On the contrary, societies with low social capital could negatively impact cooperation among different tourism stakeholders and the implementation of tourism destination management policies (Nunkoo, 2017; Park et al., 2012).

Several previous studies have highlighted the relationship between social capital and sustainable tourism development. For instance, studies in the field of Sustainable Tourism indicate

that strong social networks and high levels of trust within a community can enhance community participation in tourism activities and strengthen the legitimacy of local policies (Baggio et al., 2010; Moscardo, 2008). Other research has also found that social capital can enhance a community's ability to collectively manage natural resources, thereby supporting more sustainable tourism practices (Ballet et al., 2007; Pretty & Ward, 2001). Social capital is commonly found in the fields of disaster management, tourism, cultural activities, and other community sectors (Olatunji et al., 2025; Piotrkowska et al., 2025; Van Ninh & Van Tam, 2026).

However, most existing research tends to view the relationship between social capital and tourism sustainability directly, without deeply exploring the institutional mechanisms linking these two concepts (Nunkoo et al., 2012; Nunkoo & Smith, 2013). In other words, there remains a gap in understanding how social capital translates into effective community governance practices in tourism destination management. In fact, community governance is a crucial mechanism that bridges the relationship between the social capital possessed by the community and the implementation of sustainable tourism policies at the local level (Bramwell & Lane, 2011; Zhang et al., 2021).

Moreover, the majority of the existing literature is more focused on the economic aspects of tourism development, while the role of governance and social aspects in local communities is not adequately addressed (Hall, 2011). In most of the literature, the social aspects of sustainable tourism development have been studied in a fragmented manner, i.e., the role of social capital, governance, and sustainability as separate entities. This might lead to the failure of the literature to address the complex relationships existing among the various factors of sustainable tourism development.

The existing literature also lacks an integrative conceptual framework to explain the relationships between social capital, community governance, and tourism sustainability (Nunkoo, 2017). Even though the importance of community collaboration and participation in the management of the tourism industry has been addressed in the literature to some extent, few attempts have been made to develop the conceptual model of the role of social capital in enhancing community governance and its impact on the sustainability of the tourism industry.

This research gap, this study proposes a conceptual model where community governance acts as a mediator between social capital and tourism sustainability. In this model, social capital is conceived as a social resource for the development of effective, transparent, and inclusive community governance (Pretty & Ward, 2001; Putnam, 2000). With the development of effective governance structures, the local community will be able to manage tourism resources in a more responsible way, avoid conflicts of interest, and distribute the economic benefits in a fairer way (Bramwell & Lane, 2011; Qian et al., 2016).

Thus, the relationship between social capital and tourism sustainability is not direct but is mediated by the community's capacity to develop effective governance systems. This approach allows for a more comprehensive understanding of the social and institutional dynamics influencing the success of sustainable tourism development at the local level. This study addresses the following questions: (1) How does social capital influence community governance in tourism destinations? (2) How does community governance contribute to tourism sustainability? (3) Does community governance mediate the relationship between social capital and tourism sustainability? and (4) What mechanisms explain how social capital is transformed into sustainable tourism outcomes?

In addition to its contribution to the theory of sustainable tourism, this research also has practical implications in the development of tourism destination management policy. A deeper understanding of the importance of social capital and community governance can help policymakers develop more inclusive and sustainable approaches to tourism development. In this regard, social

capital, trust among stakeholders, and participatory approaches to decision-making are important issues that need to be taken into account in tourism development policy.

Literature Review

Community-Based Tourism and the Challenge of Sustainability

Community-Based Tourism (CBT) has traditionally been envisioned as an alternative tourism development approach that focuses on community participation, equal distribution of benefits, and cultural preservation. In the initial literature on CBT, community empowerment and participation are considered essential elements that distinguish CBT from mass tourism models (Goodwin & Santilli, 2009; Kunjuraman et al., 2022). In many developing countries, including Indonesia, CBT has been accepted as a significant tool for promoting economic growth while preserving cultural heritage.

However, recent studies indicate that many CBT projects are not able to endure over a long period of time, particularly after the initial support from governments, NGOs, and other external agencies ends (Dodds et al., 2018; Stone & Nyaupane, 2018). Many CBT projects are able to deliver satisfactory results during the initial period but are unable to endure long-term institutional problems, such as a decline in community participation and conflicts between leaders and governments. Such problems pose a number of critical concerns related to the sustainability of CBT projects beyond the initial period.

The more recent literature on tourism, therefore, has sought to move the focus of its attention from the assessment of the outcomes of CBT to the exploration of the underlying governance processes through which sustainability is facilitated or impeded in the local context (Bramwell & Lane, 2011; Nunkoo et al., 2012). In the new developing debate, sustainability is not only conceived as a product of the physical and economic environments, but also as a process in its own right, influenced by social relationships and governance capacities.

Tourism Sustainability and Governance Perspectives

Sustainability of tourism has also been conceptualized as a multi-dimensional construct that includes economic viability, socio-cultural integrity, and environmental protection (Butler, 1999; Weaver, 2007). Although past studies on sustainability models emphasized the environmental carrying capacity of a destination, recent studies highlight the significance of the system of governance that oversees interactions between stakeholders (Bichler & Lössch, 2019; Hall, 2011).

Governance of tourism is a system of formal and informal mechanisms by which different stakeholders, including governments, the private sector, civil society, and local communities, coordinate their efforts, resolve conflicts of interest, and take collective decisions (Bramwell & Lane, 2011). In community-based tourism, the system of governance is not governed by formal rules but is embedded in local communities' social structures and power relations.

The empirical literature also reveals that destinations with high levels of participation, transparency, and accountability in governance have higher levels of sustainability performance (Bichler & Lössch, 2019; Nunkoo & Smith, 2013). However, the governance capacity of the community is not evenly distributed, especially in cultural tourism destinations where informal institutions dominate. This again underscores the importance of governance not only as a formal institution but also as a social process.

Social Capital as a Foundation of Collective Action

The idea of social capital has proven to be a valuable tool for analyzing how communities are able to achieve collective action despite the lack of formal institutional arrangements. Classical social capital theory was introduced by Pierre Bourdieu, James Coleman, and Robert D. Putnam.

According to (Putnam, 2000; Putnam et al., 1994), social capital is based on trust, civic engagement, and horizontal networks, which are essential for effective collective action in communities. Thus, social capital improves the performance of institutions by reducing transaction costs, promoting cooperation with informal norms, and enhancing social cohesion. On the same note, (Fukuyama, 1996) has argued that trust is a critical component of the cultural foundation of governance in any society. According to his theory, trust is a critical component of a society that is able to build self-governing institutions.

In tourism research, social capital theory has started gaining popularity in the analysis of community participation and cooperation in tourism activities (Strzelecka et al., 2017). Communities with high social capital are more likely to exhibit cooperation in tourism activities and are able to resolve conflicts on their own.

Social Capital and Community Governance in Tourism

Empirical research findings indicate that social capital assumes a critical function in molding community governance systems in tourism destinations. Instead of being related to sustainability outcomes, social capital often relates to governance systems that convert social capital into collective decision-making capacity (Erkuş-Öztürk & Eraydın, 2010).

Community governance systems refer to locally embedded systems that govern participation, cooperation, openness, and answerability in the community. In the context of cultural tourism destinations, community governance systems are often informal and rely upon customary norms, social pressures, and mutual trust. Social capital facilitates the operation of these informal systems of governance through enhancing legitimacy and compliance.

Empirical research findings have demonstrated that destinations with high levels of bonding social capital and bridging social capital in Asia, Africa, and Latin America have exhibited more inclusive systems of governance, high levels of collaboration among stakeholders, and high levels of community commitment to sustainability. Conversely, destinations with low social capital have exhibited elite capture, participation fatigue, and breakdowns in governance systems (Strzelecka & Okulicz-Kozaryn, 2018).

Linking Social Capital, Community Governance, and Tourism Sustainability

While the existing literature recognizes the role of social capital and governance in ensuring the sustainability of tourism, there exist some gaps. For one, the literature focuses more on the role of social capital as a predictive factor of sustainability outcomes, while the underlying processes through which it influences the outcome are not well explored (Moscardo, 2014). Secondly, while the importance of governance is well discussed, it is not well explored as a mediator between social capital and the outcome of sustainability.

The fragmented approach, therefore, implies that the underlying processes through which community social relations influence the outcome of sustainability in the long term are not well understood. As (Bichler & Löscher, 2019) noted, the outcome of sustainability in the context of tourism

is not a function of individual attitudes, but rather a function of the overall governance capacity, which is influenced by social embeddedness.

Research Gap and Contribution

Based on the review above, three critical gaps could be identified: Firstly, empirical research on sustainability has been predominantly "outcome-oriented" rather than focusing on governance processes at the community level; secondly, the mediating effect of community governance on the relationship between social capital and sustainability has not been sufficiently explored, especially within the context of cultural tourism; and finally, empirical research on Southeast Asia, and Indonesia specifically, has been rather limited within high-impact journals related to tourism.

The current study seeks to address these gaps by developing and testing a conceptual model on the relationship between social capital, community governance, and sustainability within a context of cultural tourism in Indonesia, thus contributing to the body of literature on sustainable tourism by promoting a "governance-oriented" perspective on sustainability within CBT, as well as emphasizing the importance of social capital as an "informal institutional resources".

Research Methods

This study used a quantitative approach with an explanatory research design to analyze the relationship between social capital, community governance, and tourism sustainability. This approach was chosen because the study aims to test the causal relationships among the variables and to examine the mediating role of community governance in the relationship between social capital and tourism sustainability. The analysis of the relationships among the variables was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The SEM-PLS method was chosen because it has the ability to simultaneously analyze complex relationships among latent constructs and is suitable for exploratory and predictive research models (Hair et al., 2021). Additionally, SEM-PLS is relatively flexible regarding data distribution and moderate sample sizes.

This research was conducted among communities involved in tourism activities at community-based tourism destinations. The unit of analysis in this study was the local community directly or indirectly involved in tourism activities, such as tourism business operators, tourism destination managers, community leaders, and members of tourism awareness groups. The study population was all communities engaged in tourism management and development within the study area. The choice of this study population was based on the fact that communities are considered one of the main actors in community governance implementation, and their role is considered strategic in ensuring the sustainability of tourism through social interaction and community resource management.

In terms of choosing respondents for this study, the application of inclusion and exclusion criteria is used to ensure the appropriateness and quality of the data collected. The inclusion criteria used in this study are as follows: (1) respondents who are at least 18 years of age; (2) respondents who are domiciled in the tourist destination area; (3) respondents who are directly or indirectly involved in tourism activities; and (4) respondents who have knowledge or experiences related to the management of tourism or tourism activities in the area. On the other hand, the exclusion criteria used in this study are as follows: (1) respondents who are not permanently domiciled in the tourist destination area; (2) respondents who are not involved in tourism activities; (3) respondents who did not complete the questionnaire completely; and (4) respondents who do not understand the context of the research questions used in this study.

The sampling technique employed is purposive sampling, which is a sampling technique whereby the sample is selected based on certain criteria relevant to the purpose of the research. The criteria employed in the selection of the respondents were: the respondents must be at least 18 years old, they must reside in the tourism destination area, they must be involved in the activities of the area, and they must have knowledge pertaining to the management of tourism activities in the region. The sample size employed in this research was determined based on the recommendations of the SEM-PLS analysis. According to (Hair et al., 2021), the minimum sample size can be computed using the rule of ten, which is ten multiplied by the total number of the largest indicator employed in the measurement of the construct. Therefore, the minimum sample size employed in this research is estimated to be 152 respondents in order to obtain reliable results.

Research data were collected using a questionnaire survey distributed to respondents who met the research criteria. The questionnaire was designed based on indicators developed in previous research on social capital, governance, and sustainable tourism. Each indicator used a five-point Likert scale (strongly disagree, disagree, neutral, agree, strongly agree).



Figure 1. Conceptual Framework

The hypotheses formulated by the researcher are as follows:

H1: Social capital positively influences community governance.

H2: Social capital positively influences tourism sustainability.

H3: Community governance positively influences tourism sustainability.

H4: Community governance mediates the relationship between social capital and tourism sustainability.

H5: Social trust positively influences community governance.

H6: Social networks positively influence community governance.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of the statistical analysis software Stata. The model equations for the indicators used are as follows.

- Social Capital

$$SC = \sum_{i=1}^9 \lambda_i SC_i$$

- Community Governance

$$CG = \sum_{j=1}^8 \lambda_{9+j} CG_j$$

- Tourism Sustainability

$$TS = \sum_{k=1}^9 \lambda_{17+k} TS_k$$

Structural Equation Modeling (SEM) was used to examine the relationships among social capital, community governance, and tourism sustainability using Stata. The structural model specifies that social capital influences tourism sustainability both directly and indirectly through community governance.

Results

Analysis the Measurement Model (Outer Model)

The outer model test was conducted to ensure that each indicator is valid and reliable in measuring the research construct. The evaluation was performed using outer loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha.

Table 1. Results of the Outer Model Test

Variable	Indicator	Outer Loading	AVE	Composite Reliability
Social Capital	SC1-SC9	0.71-0.86	0.61	0.92
Community Governance	CG1-CG8	0.72-0.88	0.64	0.93
Tourism Sustainability	TS1-TS9	0.70-0.87	0.62	0.94

Source: Author Research, 2025

Based on the measurement model test results, all constructs used in this study showed good validity and reliability. For the Social Capital variable, which used nine indicators (SC1 to SC9), the outer loading values ranged from 0.71 to 0.86. This is within the convergent validity criterion of > 0.70; therefore, all indicators are deemed to be valid in measuring the Social Capital construct. Moreover, the AVE value of 0.61 indicates that this variable is able to explain more than 50% of the total variance of its indicators. Furthermore, the Composite Reliability of 0.92 indicates that this Social Capital construct is highly reliable.

Moreover, for the Community Governance variable, which used eight indicators (CG1 to CG8), the outer loading values ranged from 0.72 to 0.88. This indicates that all indicators have a good contribution to the construct being measured. Moreover, the AVE value of 0.64 is well above the minimum of 0.50; therefore, this variable is deemed to be valid in measuring the construct of interest. Furthermore, the Composite Reliability of 0.93 indicates that the Community Governance variable is highly reliable. For the Tourism Sustainability variable, which used nine indicators (TS1 to TS9), the outer loading values ranged from 0.70 to 0.87.

Structural Model Analysis (Inner Model)

Table 2. Results of the Inner Model Test

Variable Relationship	Path Coefficient	T-Statistic	P-Value	Conclusion
Social Capital → Community Governance	0.63	11.24	0.000	Significant
Community Governance → Tourism Sustainability	0.52	8.76	0.000	Significant
Social Capital → Tourism Sustainability	0.28	3.45	0.001	Significant

Source: Author Research, 2025

The results of testing the structural model indicate that all the relationships between variables have a positive and significant influence. The relationship between Social Capital and Community Governance has a path coefficient of 0.63, a t-statistic of 11.24, and a p-value of 0.000, indicating Social Capital has a positive and significant influence on Community Governance. This implies that the level of community governance in managing tourism is positively related to the level of social capital, which refers to trust, social networks, and norms.

In addition, the relationship between Community Governance and Tourism Sustainability has a path coefficient of 0.52, a t-statistic of 8.76, and a p-value of 0.000, indicating that Community Governance has a positive and significant influence on Tourism Sustainability. This implies that when community governance is successfully implemented, it will have a positive and significant influence on the sustainability of tourism, including economic, social, and environmental sustainability.

Lastly, the direct relationship between Social Capital and Tourism Sustainability has a path coefficient of 0.28 with a t-statistic of 3.45 and a p-value of 0.001. These results indicate that Social Capital also has a positive and significant influence on tourism sustainability, although with a smaller influence strength compared to other relationships.

The Influence of Social Capital on Community Governance in the Bandar Kidul Ikat Weaving Tourism Village, Kediri City

The findings of the research revealed that there is a positive impact of social capital on community governance in the management of the Bandar Kidul Ikat Weaving Tourism Village in Kediri City. This implies that the presence of social capital in the community is one of the essential factors in supporting community governance in the development of community-based tourism villages.

The presence of social capital in the Bandar Kidul Ikat Weaving Tourism Village is reflected in the high trust levels among the people, the social network of the ikat weaving practitioners, and the social norms supporting the ikat weaving tradition. The trust established between the ikat weaving practitioners and the people enables them to coordinate in various activities such as ikat weaving, promotion, and the development of educational ikat weaving tourism.

In addition to this, the availability of weaver groups and other community organizations in the area also contributes to the development of social networks that promote collaboration in managing the tourism village.

Moreover, the social norms that have been developed within the community also promote a sense of commitment to ensuring the sustainability of the ikat weaving industry as a cultural heritage of the local community.

Therefore, the social capital of the community is essential in developing a more participatory and collaborative form of community governance in managing the Bandar Kidul Ikat Weaving Tourism Village.

Thus, the social capital of the community is essential as a means of strengthening the Community Governance and ensuring the effective and sustainable management of the tourism destination.

The Impact of Community Governance on Tourism Sustainability in the Bandar Kidul Ikat Weaving Tourism Village, Kediri City

The research study indicates that Community Governance has a significant impact on Tourism Sustainability in the Bandar Kidul Ikat Weaving Tourism Village, Kediri City. The results of the research show that the quality of governance in the community has an important role in maintaining the sustainability of tourism development, not only in terms of economics but also in terms of society and the environment.

The existence of Community Governance in the development of the Bandar Kidul Ikat Weaving Tourism Village, Kediri City, can be described as the active participation of the community in the different stages of tourism development. The community does not only exist as the object but also as the subject who directly takes part in the planning, implementation, and evaluation of the tourism development activities. The presence of the community in the development makes them feel the ownership, thus encouraging them to be involved in the sustainability of the tourism village.

Additionally, the planning activity in the tourism village is done in a participatory manner, where all the stakeholders, including the leaders, weaving artisans, tourism managers, among others, are involved. In this regard, the community, through meetings, decides on the development needs, tourism activities, and the development strategies for the weaving village. This approach ensures the development projects in the area are transparent, thus aligned to the needs and values of the community.

In regard to the implementation, the community governance approach can be exemplified in the tourism sector, where the community takes part in the tourism activities, including the management of the weaving business, tourism guiding, cultural events, and the promotion of the weaving village. The weaving business, which acts as the main attraction for the tourism village, is collectively run, thus becoming the main source of livelihood for the community. This approach ensures the economy of the region is boosted, thus the preservation of the weaving business as part of the cultural heritage of the region.

Moreover, the education of tourists on matters of culture provided by the members of the community also shows a strong commitment to the conservation of traditional knowledge. Through the storytelling of the members of the community, tourists are able to gain valuable insight into the history and philosophy of ikat weaving. This provides a strong foundation for the value of the cultural tourism product and ensures that traditional knowledge does not fade away but is instead revitalized with the participation of tourists.

The creation of creative products based on ikat weaving patterns also shows the community's ability to adapt to changing conditions. Through the creation of creative products from traditional ikat patterns into modern forms of creative products such as fashion wear and accessories, the community is able to diversify their income while at the same time making the tourism village more competitive at a broader level.

The community's involvement in all the different activities also shows the presence of community participatory governance. In community tourism development, the decision-making process does not solely rely on a single person but rather on the collective input of the community. This is a form of community tourism development where a sense of ownership and responsibility is created. These are essential elements for creating a tourism development that can last for a long period.

From an economic point of view, the presence of Ikat Weaving Tourism Village is greatly beneficial for the improvement of the livelihood of the people in the region. This is due to the fact that not only is income earned through the sale of products of weaving, but also through various other tourism-related activities. Such a situation provides a sense of economic security to the people of the region, as their livelihood is not restricted to the sale of products of weaving but also extends to other forms of income-generating activities. Additionally, the presence of tourism in the region provides an opportunity for the people of the region to be entrepreneurs, especially for women and youth, who play a vital role in the continuation of weaving as a means of livelihood.

From a social and cultural point of view, the sustainability of tourism in Bandar Kidul is of vital importance in the preservation of the ikat weaving tradition as an essential component of the identity of the people of Bandar Kidul. The presence of tourism provides a means for intergenerational transfer of knowledge, ensuring the continuation of the values and cultural significance of the ikat weaving practice to future generations. Moreover, the increased interaction also provides a sense of pride for the people of Bandar Kidul regarding their cultural identity. As such, effective community governance is also of critical importance in ensuring the sustainability of the Bandar Kidul Ikat Weaving Tourism Village as a culture-based tourism destination. Conclusion In conclusion, effective and effective governance not only ensures the economic and social benefits of the Bandar Kidul Ikat Weaving Tourism Village but also ensures the sustainability of the Bandar Kidul Ikat Weaving Tourism Village as a culture-based tourism destination.

The Influence of Social Capital on Tourism Sustainability in the Bandar Kidul Ikat Weaving Tourism Village, Kediri City

The research findings have indicated the positive impact of social capital on the sustainability of tourism in the Bandar Kidul Ikat Weaving Tourism Village in Kediri City. This is an essential finding since it reveals the importance of the quality of social relationships in the community in the development of sustainable tourism. Social capital is the intangible resource of the community, which enables the community to effectively handle the development of tourism.

The social relationships in the context of the Bandar Kidul Ikat Weaving Tourism Village in Kediri City have the positive attribute of promoting a social environment in the community. The kinship ties and familiarity of the people in the community promote the development of social cohesion in the community. Social cohesion is essential in the development of collective activities in the community. This is due to the fact that social cohesion enables the community to avoid conflicts in the development of collective activities.

The high level of trust among the members of the community also enhances cooperation in the various tourism-related activities. Trust reduces the need for control, thus facilitating the coordination involved in the management of tourism activities such as the weaving demonstrations, handling the visitors, and the distribution of the economic benefits. The community members, therefore, become more willing to cooperate, thus becoming more involved in the success of the tourism village.

The social networks also play an important role in the sustainability of the tourism industry, especially in the expansion of the opportunities for the promotion and marketing of the ikat weaving products to the wider market. The social networks will act as a medium through which the community will be able to exchange their resources, thus reaching the wider market through the personal networks created for the promotion and marketing of the products. The presence of personal networks for the promotion and marketing of the products ensures the sustainability of the tourism industry, thus promoting the growth of the economy.

Through these social networks, the community is also able to form and strengthen their relationships with other stakeholders, including the local government and tourism businesses, among others. Through their relationship with the local government, for example, the community is able to access training programs, funding opportunities, and promotional programs, among others. On the other hand, through their relationship with tourism businesses, the community is able to integrate their weaving village with other tourism activities, among others. In addition, through their relationship with other creative communities, the community is able to enhance their ability to improve the quality of their products.

In addition, these social networks are important in enhancing the community's ability to respond to market trends and demands, including those of tourism, among others. Through information obtained from their relationship with other stakeholders, including consumers and tourism businesses, among others, the community is able to improve the quality of their products and ensure effective marketing strategies are put in place, thus maintaining their relevance in the tourism industry, despite the challenges facing it.

Therefore, the social capital of the Bandar Kidul Ikat Weaving Tourism Village not only contributes to the development of community governance but also contributes to the development of sustainable tourism within the village. At the end of it all, the social capital becomes the basis on which the community is able to sustain its development while at the same time retaining its uniqueness in terms of culture.

Discussion

The Bandar Kidul Ikat Weaving Tourism Village is one of the culture-based tourist destinations found in the city of Kediri. This location has been recognized as a center of traditional ikat weaving. This activity has been successful over the decades and has been an important part of the local community's culture. This tourism village not only functions as a center of producing woven products but also as an educational tourist destination that will teach the public about the process of ikat weaving. The development of the Bandar Kidul Ikat Weaving Tourism Village is fundamentally inseparable from the active role of the local community, especially the local people who have been able to pass down their expertise in weaving as a cultural inheritance. The activity of ikat weaving of the local people has not only functioned as a source of livelihood but also as a tourist attraction that adds value to the local community.

In the context of community-based tourism development, the success of the Bandar Kidul Ikat Weaving Tourism Village depends on various social aspects of the community. One of these social aspects is social capital. This social capital is demonstrated through social relationships among members of the community, high levels of trust among them, and the presence of social norms that promote cooperation among members of the community in various economic and tourism activities.

Social capital, as described by Robert Putnam, refers to social networks, norms, and levels of trust that enable members of the community to cooperate and coordinate towards a common goal. In the context of the Bandar Kidul Ikat Weaving Tourism Village, social capital was demonstrated through cooperation among members of the community in various aspects of their work. The social network created among members of the community of weavers enables them to share information and experiences that may improve the quality of products and enhance innovation in tourism development.

Furthermore, the high level of trust among the members of the community makes it easier for them to coordinate their activities in the management of the tourism village. Thus, it can be concluded that social capital plays an important role in the sustainability of the economic and tourism activities in the area.

As suggested by Putnam, the social capital perspective was also emphasized by Fukuyama, who stated that trust is one of the important elements of social capital, which plays an important role in the collaboration of the members of the community. In the case of the Bandar Kidul Ikat Weaving Tourism Village, trust plays an important role in the high level of cooperation among the members of the community in the management of the quality of the ikat weaving products, the preservation of the weaving traditions, and the development of the culture-based tourism activities.

The trust among the members of the community also encourages them to cooperate in the development of the economic activities, such as the sharing of knowledge on the weaving techniques, the assistance in the production process, and the cooperation in the marketing of the products to the tourists. With the presence of trust and social.

Aside from social capital, the success of the development of the Bandar Kidul Ikat Weaving Tourism Village can also be analyzed through the Community-Based Tourism (CBT) concept. The concept of CBT highlights the role of the local community in the entire process of developing the tourism industry, from the management and planning stages to the utilization of the economic benefits generated from the tourism activities.

In the case of the Bandar Kidul Ikat Weaving Tourism Village, the local community is not only the producer of the woven crafts but also plays an active role in the various activities conducted in the area. The local community is involved in various activities such as the demonstration of the craft to the tourists, the selling of the crafts as souvenirs to the tourists, and the management of the educational tourism conducted in the area.

This shows that the development of the Bandar Kidul Ikat Weaving Tourism Village has incorporated the fundamental principles of CBT, including community participation, community economic empowerment, and cultural preservation. The community participation in the development of the tourism village ensures that not only will the tourism activities benefit the community economically, but the preservation of the ikat weaving tradition will also be maintained as part of the local cultural heritage.

Furthermore, the CBT approach also allows the community to have more control over the management of the tourism destination. This is important so that the development of tourism can be carried out without compromising the social and cultural values found in the community.

From the social situation of the community in the Tenun Ikat Bandar Kidul Tourism Village, it can be concluded that the social capital in the community is sufficiently strong for the development of community-based tourism. The social capital in the community, including the social ties, trust, and social norms, plays an important role in the development of community-based tourism.

With this social capital, the community has the potential to collectively manage its tourism potential and ensure the sustainability of tourism activities. Therefore, an analysis of the relationship between Social Capital, Community Governance, and Tourism Sustainability is essential to understanding how social factors within the community can influence the success of developing the Bandar Kidul Ikat Weaving Tourism Village as a culture-based tourism destination.

Conclusion

This study concludes that social capital has a significant impact on the strengthening of community governance and the sustainability of tourism development in the Ikat Weaving Tourism Village of Bandar Kidul, Kediri City. Social relationships, such as trust and cooperation between community members, contribute to effective community governance in the management of tourism activities. In addition, effective community governance of tourism has a positive impact on tourism sustainability by promoting community participation in tourism management and preservation of cultural heritage. Social capital also has a direct impact on tourism sustainability by promoting cooperation and community responsibility among community members in maintaining the continuity of cultural traditions of weaving and tourism activities. Therefore, it is essential to strengthen social capital to ensure the sustainability of cultural tourism destinations such as Kampung Wisata Tenun Ikat Bandar Kidul.

Despite these contributions, there are certain limitations to this study. Firstly, the focus of this study was limited to a single case study. It might not be possible to generalize the results of the study to other cultural tourism settings. Secondly, the use of a qualitative approach might also be limited by certain interpretive biases. Finally, the focus of this study was limited to internal community variables such as social capital without considering external variables such as government policies, market conditions, and technological changes. Future studies are recommended to use a comparative approach to increase the external validity of the results. It would also be beneficial to use a quantitative approach to increase the empirical validation of the results. It would also be beneficial to consider external variables such as government policies, digital tourism transformation, and multi-stakeholder collaborations to increase the understanding of community-based cultural tourism. It would also be beneficial to use a longitudinal approach to understand the changing dynamics of social capital and its contribution to sustainable cultural tourism.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Use of Artificial Intelligence (AI)-Assisted Technology

The authors declare that no artificial intelligence (AI) tools were used in the preparation, analysis, or writing of this manuscript. All aspects of the research, including data collection, interpretation, and manuscript preparation, were carried out entirely by the authors without the assistance of AI-based technologies.

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