
Identification of Business Opportunity in Provision the Sustainability of Rammang-Rammang Karst Tourism in South Sulawesi, Indonesia

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ABSTRACT

Business opportunities around destinations are very promising for business people, both business people who have existed so far and beginners. On the other hand, tourist destinations will be sustainable if they are supported by all related aspects including businesses that have the opportunity to run around the destination location. However, the question is what businesses have the opportunity to support the sustainability of these destinations, especially in the Rammang-Rammang karst tourism, South Sulawesi of Indonesia? The purpose of this study is to identify relevant business opportunities to support the sustainability of Rammang-Rammang karst tourism in South Sulawesi, Indonesia. An exploratory design with data collection methods through interviews was carried out to achieve the research objectives. There were as many as 12 participants who were interviewed using a semi-structured interview technique. Data from interviews in the form of recordings were first transcribed and then prepared for analysis using thematic analysis techniques through the help of cross case analysis. The results show that there are eight types of business opportunities that can support sustainable tourism, namely hotel and lodging business, shop and souvenir business, restaurant and traditional food business, travel and tour guide, transportation and boat rental, event organizer, digital village, CHSE (Cleanliness, Health, Safety, and Environment Sustainability). The results of this study have shortcomings because of the limited time to interview participants during of pandemy of Covid-19 and provide an opportunity for puture research to elaborate a wider category of participants or could be by conducting a different kind of research design such confirmatory study.

Keywords: Business Opportunity, Sustainability of Destination, Cross Case Analysis

1. INTRODUCTION

The original cultural and natural diversity in Indonesia is one proof that labels this developing country as one of the beautiful countries and has the potential to earn foreign exchange in the tourism sector. The tourism sector has become an industry that has a dual effect on various aspects. Tourism can be a sector that is able to create new jobs, increase development, and also increase the original income of the area where the tourist attractions are located. Tourist destinations owned by Indonesia are well known and even known to the international scene. This is evidenced by the recognition of Indonesian tourist destinations as world heritage sites by UNESCO (United Nations Educational, Scientific, and Cultural Organization), including:

Komodo National Park and Borobudur Temple. Actually, destinations that are also very amazing are Prambanan Temple, Ujung Kulon National Park, Sangiran Ancient Human Site, Lorentz National Park, Landscape and Culture of Bali Province, and other provinces in Indonesia with various attractions that seem to show off their beauty and charm.

South Sulawesi as one of the provinces in Indonesia also contributes to attracting both local and foreign tourists. Its natural, cultural and culinary wealth is what makes South Sulawesi a province that needs to be considered as a tourist destination. For example, Maros Regency, which is directly adjacent to Makassar City, has a very beautiful natural charm, both hidden and global, such as Rammang-Rammang Tourism. This tour is the second largest karst mountain area in the world after China.

The Rammang-Rammang Tourism Area was formed about 30 thousand years ago and was once inhabited by ancient humans as evidenced by the presence of handprints on the walls of caves and rocks as well as symbols indicating evidence of civilization in the past. Everything can still be enjoyed today at Rammang-rammang Tourism. This is the main attraction for tourists to visit. Moreover, the location of Rammang-Rammang Tourism is not too far from the Sultan Hasanuddin International Airport which is the entrance gate for tourists to South Sulawesi.

The location of the Rammang-Rammang Tourism location is very important because apart from being close to the Sultan Hasanuddin International Airport, it also has a lot of local business potential that can be identified to be organized as part of supporting the sustainability of Rammang-Rammang Tourism. The potential possessed by Rammang-Rammang Tourism such as the charm of karst towering green around puddles and stunning beautiful scenery can become a magnet for visitors. However, Isdarmanto (2017) explains that there are at least six factors that support the attractiveness of a destination, namely: the attractions provided public and private facilities, accessibility, human resources, image and character, as well as the price or amount of costs incurred to enjoy the destination.

The studies that have been carried out regarding the Rammang-Rammang tourist destinations seem to be still very difficult to find through networks, especially business opportunities that can be carried out around these destinations. Studies in the form of a deductive approach that have been carried out by Yusrian, Ichsan (2019) regarding this Rammang-Rammang Tourism destination are; the influence of advertising and the image of the Rammang-Rammang Tourism Village on the visiting interest of local tourists. The results of this confirmatory study indicate that advertising and destination image significantly influence the visiting interest of local tourists. However, exploratory studies or those using an inductive approach are still difficult to find online.

Based on the problem statement in the background above, this research focuses more on exploratory studies on business opportunities that have the potential to play a role as micro-enterprises in supporting the sustainability of Rammang-rammang tourism. Therefore, it is necessary to identify which business opportunities will support the attractiveness of the destination. Rammang-rammang Karst Tourism in Maros Regency has its own charm because of the location and scenery as well as local culture which is still very isolated from outside cultural influences. Therefore, there is a need for a study that can comprehensively reveal this tourism potential by integrating small and medium enterprises that support the sustainability of Rammang-Rammang tourism. The research question of this study is; what businesses can be carried out to support the sustainability of Rammang-Rammang Karst Tourism? Indeed, the research objective is to identify business opportunities as a support for sustainable Rammang-Rammang Karst Tourism.

2. THEORETICAL BASIS

The potential of tourism as part of the engine of the Indonesian economy is very important to be developed. Tourism is a travel activity that is carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to have fun, fulfill curiosity, spend leisure time or vacation time and other purposes (Tan and Wu, 2016). This means that every destination must have the potential to increase the attractiveness of each visitor, both the attractiveness of the destination, as well as supporting activities such as the presence of SMEs that are able to pamper the visiting tourists (Chen, 2016). Indeed, it is not easy to develop a new destination.

The complexity in tourism development must be involved all parties, namely stakeholders, government, and the general public. Indeed, there is a need for an understanding of the ins and outs of tourism, its positive and negative impacts as well as reciprocity between the tourism sector and other sectors. Please note that planning is a decision-making process concerning the future of a destination (Dolnicar and Ring, 2014). Planning is a dynamic process to determine goals, is systematic in achieving the goals to be achieved, is the implementation of various alternative choices and evaluates whether these choices are successful.

The planning process describes the environment including various interrelated and interdependent elements and requires various considerations to achieve goals (Manuella, 2014). Planning is a process of preparing actions in which these actions are described in a goal (short term, medium term, or long term) based on limited physical, economic, socio-cultural and energy capabilities. Planning of a good destination will be able to facilitate the goals to be achieved, in addition to reducing negative impacts and maximizing positive impacts on a tourist destination (Thiumsak and Ruangkanjanases, 2016). Regional planning includes planning the development of a tourist destination geographically in an area that has potential as a tourist destination.

2.1. Destination

In short, tourist destinations according to Law Number 10 of 2009 concerning Tourism, tourism destinations, hereinafter referred to as tourism destinations, are geographical areas located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. A destination is a place visited with a significant amount of time during a person's journey compared to other places traveled during the trip (Parmawati *et al.*, 2018). Destinations can be classified as follows:

1. Destinations of natural resources such as climate, beaches, forests;
2. Destinations for cultural resources such as historical sites, museums, theaters, and local communities;
3. Recreational facilities such as amusement parks.
4. Events such as the Bali Arts Festival, Toraja Cultural Funeral Ceremony, Lake Toba Party, night market or other destinations.

There are several important things that can be considered from a destination as:

1. Tourism arises from the movement of people from where they live to various destinations (destinations)
2. There are two elements of tourism, namely travel to the destination and temporary residence at the destination.
3. With travel and temporary residence outside the usual place of residence, tourism has given rise to activities that are different from everyday life.
4. The movement towards the destination is temporary and short term.

In the context of Rammang-Rammang Karst Tourism, Maros Regency, it is clear that this destination still needs a touch of governance that leads to an increase in attractiveness so that it becomes a magnet for tourists to visit this destination. Here are some examples of pictures that

are interesting and have not received a touch of representative governance for tourists (Golob, 2019; Parmawati *et al.*, 2018). Beautiful view but not professionally managed.



Figure 1
Rammang-Rammang Karst Tourism

2.2. Supporting Role of SMEs

Activities carried out by SMEs are an important part in the development of tourist destinations such as Rammang-rammang, Maros Regency. One of the SME opportunities that are in great demand by the Indonesian people is the culinary business. Culinary business is a business that is classified as not easy because it requires a lot of innovation and creativity in its development so that the right strategy is needed (Čech *et al.*, 2021; Leckel, Veilleux, and Dana, 2020; Tiago, Gil, Stemberger, and Borges-Tiago, 2021). This strategy plays an important role in the sustainability of culinary SMEs.

On the other hand, Rammang-rammang Tourism which is so charming as a destination surrounded by green karst towering among puddles of water, has provided its own magnet for tourists. However, around these destinations there is still very little touch of governance that can pamper tourists such as small and medium business activities that can influence tourists' decisions to linger around the destination.

2.3. Tourist

Meanwhile, according to Breitsohl and Garrod (2016) that a tourist is someone who travels either individually or in groups by view days of trip aims to seeking a recreation in tourist destinations. Tourists will visit a destination because it is supported by several factors as shown in Figure 2 below:

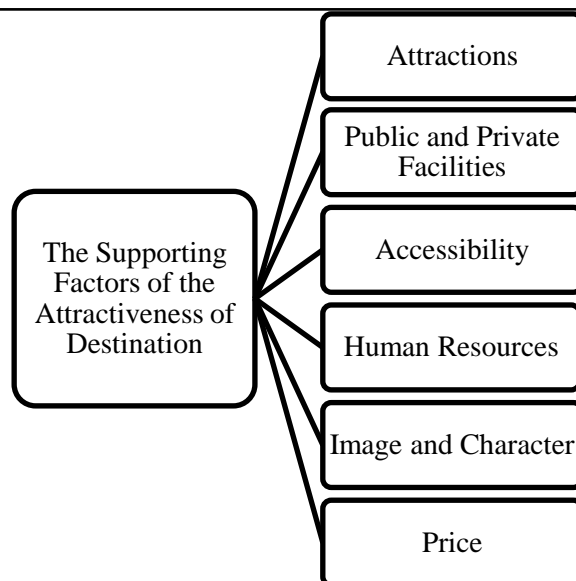


Figure 2

The Supporting Factors of the Attractiveness of Destination

Figure 2 shows several factors supporting the attraction of a destination such as the attractions provided, public and private facilities, accessibility, human resources, image and character of the destination as well as the price or amount of costs that must be incurred to enjoy the destination (Park *et al.*, 2016). This research will focus on supporting factors that are general and private facilities such as relaxing places or restaurants or relevant culinary and attractions needed in Rammang-rammang tourism.

3. RESEARCH METHODS

This research is a qualitative research, namely a research method that aims to reveal more deeply about a phenomenon that wants to be studied specifically. Therefore, this research design is an exploratory research design (Creswell, 2014) which aims to uncover business opportunities in supporting the sustainability of Karst Rammang-Rammang Tourism in Maros Regency.

3.1. Population and Sample

The population of this study includes all SME owners who are around the destination but have not been developed properly. Included in this case are potential SMEs outside that can support the development of tourism in Rammang-Rammang Kab. Maros. In addition, there are also local government parties who are directly related to the development of Rammang-rammang tourism as well as related experts and other parties who are considered competent in the development of tourist destinations. Finally, this research also accommodates information sources from cyberspace or the internet to support data adequacy so that research results are more complete due to the Covid19 pandemic, where we are limited by space and time to meet directly with participants.

Determination of the sample of this study using snow ball sampling because in addition to the population, the probability is unknown as well because this study must select participants who are indeed related and are considered to know about business opportunities in supporting sustainable tourism in Rammang-rammang Tourism, Kab. Maros (Sekaran, 2003; Cooper and Schindler, 2014; Creswell, 2014). Because there are many parties involved in this study, six to twelve participants will be selected from each category (SME owners, local governments, experts and other parties related to tourism development in question) in order to meet the expected data

collection standards (Cooper and Schindler, 2014). Table 1 shows the categories and estimated number of study participants.

Table 1
Category and Estimated Number of Participants

No.	Partisipants		Number of Participants
	Categori	Partisipants	
1.	Local SMEs owners and destination visitors	SMEs owners and destination visitors	6 – 12 (Creswell, 2014)
2	Maros Regency Tourism Officer	Government Agencies related to New Tourist Destinations	1 - 2
3	Experts or other parties who know tourism governance and information from cyberspace.	Tourism management practitioners and lecturers who are experts in the field of tourism development and information on the internet.	2 - 3
Total Estimated Partisipants			9 - 17

Source: Data Analysis

3.2. Data Collection

This study offers a semi-structured interviews for data collection. According to Laforest, (2009) that semi-structured interviews are interview techniques carried out by providing opportunities for participants to be able to express their opinions without being limited as far as the topic of this study is concerned. In addition, this study also uses the documentation method via the internet because of the Covid-19 pandemic conditions that do not support direct meetings with participants.

3.2.1. Key Terms

This study is an exploratory study in the case of Rammang-rammang Karst Tourism development by maximizing the role of SMEs as a support to perform the sustainability of this destination. Therefore, the key words or phrases in this study need to be explained as follows:

- a. Business Opportunities are all types of business that can be carried out around the destination to support the sustainability of Rammang-Rammang tourism.
- b. Rammang-rammang Karst Tourism is a destination that is the object of research in development efforts to support the creation of sustainable tourism.
- c. Sustainable Tourism is a tourism management model that is able to involve all related and mutually supportive elements to achieve destinations that take place continuously in Rammang-Rammang Karst Tourism.

3.2.2. Research Instrument

This study delivers an interview protocol in the form of a semi-structured interview technique which consists of four stages, namely: first, opening questions; second, the transition question; third, the core question; fourth, closing questions (Lafoerst, 2009). Opening questions are intended to create a relaxed and conducive atmosphere for conducting interviews such as asking the name, mood of the participants and what they have just done or some kind of introduction. Then in the second stage, namely transition questions that are carried out to slowly invite participants to enter the intended topic in the interview. This third stage is the core of the questions in the interview, but the interviewer only provides one or a few core questions and provides the opportunity for participants to express in depth and broadly what they know

including their suggestions. The last stage is a closing question which aims to ascertain the essence of the participant's opinion and provide an opportunity for participants to underline the important points conveyed. The validity test regarding the content of the interview questions will be carried out by the research team together and include the appropriate questions in each category so that the results of the study are not biased.

3.2.3. Data Analysis

The analysis that will be used in this research is descriptive qualitative analysis and thematic analysis using cross-case analysis as an approach to identify business opportunities that can support Rammang-rammang tourism in a sustainable manner. According to Blondiau (2015) and Seijger, Dewulf, Van Tatenhove, and Otter (2015) that this cross-case analysis method will be able to identify and classify the core statements of participants during the interview which then becomes a theme that ultimately gets the most business. possible to do around the tourist destination of Rammang-Rammang. So that the results of the interviews conducted will lead to all businesses that have the opportunity to be a determining part of the creation of sustainable tourism.

3.3. Result

Efforts to achieve the objectives of this study were carried out to obtain better benefits for the development of destinations in Rammang-rammang Village, Maros Regency. The results of this study indicate that after collecting data, participant statements either directly or through statements in cyberspace or the internet can be analyzed to achieve the objectives of this study. To further analyze the data that has been collected, it will be discussed at the Cross-Case Analysis stage (Gallicano, 2013; Blondiau, 2015; Seijger *et al.*, 2015). The results of each stage of the analysis are as follows.

3.3.1. Open Coding

Open coding is the initial stage of the analysis used in this study, where at this early stage the key words submitted by the participants and the opinions of young businessmen were obtained through the internet site. These keywords are the results of initial research that will be followed up on the axial coding and selective coding processes. After analyzing the data with the help of cross-case analysis techniques, it was found 47 (forty seven) key words in open coding. These thirty-seven key words were then collected based on the similarity of themes into a more specific theme in axial coding which is the second stage in the cross-case analysis process.

3.3.2. Axial Coding

In this section, we will discuss the results of the second stage of cross-case analysis, namely axial coding. Based on the results of data analysis in the first stage, twenty more specific themes were obtained.

Table 2
Axial Coding Results

Code	Axial Coding	Code	Axial Coding
B1	Tour guide	B11	Cafe
B2	Homestay business	B12	Internet service provider business
B3	Culliner Business	B13	Traditional art performance
B4	Traditional Food Business	B14	Cleaning service business
B5	Environmental spatial planning service business	B15	Health care business
B6	Handicraft Business	B16	Tourist security equipment rental service business
B7	Travel Business	B17	Boat rental business
B8	tradisional Homestay Business	B18	Restaurant service business
B9	Transportation Business	B19	Souvenir business
B10	Telecommunication Services Business	B20	Figure Business and Kiosk

Source: Data Analysis

Table 2 shows the Axial Coding results obtained after going through the Open Coding stage. These results are obtained after creating a more specific theme from the results of open coding. These twenty themes will be simplified again by collecting themes that have the same meaning into more specific themes, namely themes that are considered to include several sub-themes or selective themes. These last themes are referred to as selective coding or business opportunities that can be run around the Rammang-Rammang Karst Tourism. The next stage will be described as follows.

3.3.3. Selective Coding

This section is the final stage of the results of the cross-case analysis, namely selective coding. The twenty themes that have been collected in the previous axial coding stage will be simplified again or reduced to a more specific theme to answer the problem formulation and to achieve the research objectives. After carrying out the last stage of this cross-case analysis, eight business opportunities were obtained around the Rammang-Rammang Karst Tourism destination, Maros Regency, South Sulawesi Province. The results of selective coding can be seen in Table 3.

Table 3
Selective Coding Results

Code	Selective Coding	Code of Axial Coding
C1	Hotel and Lodging Business	B2, B8
C2	Business Travel and Tour Guide	B1, B7
C3	Shop and Souvenir Business	B6, B18, B20
C4	Restaurant Business and Traditional Food	B3, B4, B10, B17
C5	Restaurant Boat Rental and Transportation Business	B9, B16
C6	Digital Village Business	B10, B12
C7	Event Organizer	B13
C8	CHSE Business	B5, B14, B15, B16

Source: Data Analysis

Table 3 shows the results of Selective Coding regarding the businesses that are likely to be carried out around the destination.

4. RESULT AND DISCUSSION

The results of this study indicate that there are eight business groups that have the opportunity to be run around the Rammang-Rammang karst tourist destination. This business group is a description of business activities that are possible to be carried out and will support the creation of a sustainable destination. These eight business groups are certainly business contextual around the destination but can also be found in other destinations that have similarities with the karst tourist destinations in Rammang-Rammang.

For example, the hotel and lodging business is actually an opportunity business in any destination. Every tourist destination definitely requires lodging for its visitors who want to enjoy the atmosphere of the destination longer by staying around the tourist destination in question (Leckel *et al.*, 2020). The accommodation in question can also vary greatly in terms of quality, capacity, lodging service products, and complementary efforts to provide comfort for existing hotel or homestay guests. Likewise with the travel and tour guide business which must be owned by every destination everywhere. The travel and tour guide business is one of the businesses that can be found in every destination because of the importance of tourists getting information related to the destinations they visit (Verreynne, Williams, Ritchie, Gronum, and Betts, 2019).

Likewise, the shop or souvenir businesses are most likely to be carried out because it can meet the needs of visiting tourists such as mineral drinks, typical souvenir owned, and the handicrafts of the people around the destination. While the restaurant business and traditional food that can be found in every destination. Definitely, this business can also be found in every destination and has the same governance although some differ depending on the type of traditional food prepared. This type of business can be found in every destination such as the Rammang-Rammang Karst Tourism. Businesses that are also possible to do in each destination are the transportation and boat rental businesses (Verreynne *et al.*, 2019). This transportation business is an inseparable part of tourism services, but there are several destinations that have their own characteristics. There is several unique transportation services that need to empower their potential and can even support the sustainability of these destinations. For example, a boat transportation service business equipped with culinary delights or cafes that can take tourists around the rock hills around the Rammang-Rammang karst tour. This services were prepared to lead the tourists feel satisfy while circling the beautiful of karst hills, tourists will also enjoy a special drink in the boat they are riding (Čech *et al.*, 2021). The transportation service business combined with culinary or cafe services will be important to satisfy visitors to these destinations.

However, there are some very contextual business groups that can be done around this Rammang-Rammang Karst tourism, namely digital village businesses. The digital village business is a service program that can provide information services to carry out various digitalization activities such as government services with an information technology facility approach, business services for local agricultural products or crafts that are marketed digitally, digitalized travel program services and various activities in Indonesia. This digital village concept will generate related businesses such as providing cellular services or selling top-up credit counters or other potential telecommunications services (Tiago *et al.*, 2021). A very contextual business is also the provision of traditional art services at locations managed by event organizers. So this event organizer business can design traditional performances that will further enliven the destination so that it is considered as one of the supports for sustainable destinations. Finally, CHSE businesses concept is including the Cleanliness, Health, Safety, and Environment Sustainability services. This CHSE can be part of a business that will certainly support sustainable destinations as well because in general, tourists certainly need clean environmental conditions, need health, need security, and need a sustainable natural environment so that these destinations provide visitor comfort and satisfaction.

5. CONCLUSION AND RECOMMENDATIONS

This research has been carried out and found research results that can be useful for business people, especially business people around the Rammang-Rammang karst tourism. Business opportunities that can be done to support the sustainability of Rammang-Rammang karst tourism are hotel and lodging business, shop and souvenir business, restaurant and traditional food business, travel and tour guide, transportation and boat rental, event organizer, digital village, CHSE (Cleanliness, Health, Safety, and Environment Sustainability). This business opportunity will certainly support each other and even a product bundling can be made to enrich services to tourists.

This research has carried out in a state of the Covid-19 pandemic and perhaps researchers have limitations in accessing locations and categories of participants who are most likely to have more potential data that can be processed to achieve more comprehensive results. Especially for further research, it is approved to use the results of this study as a basis for future research and to broaden the scope of the participant's categories to be interviewed. Further researchers can also use an explanatory research design to confirm the results of this study.

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