

Revitalizing Tourism Villages: Optimizing the Creative Economy through Digital Technology-Based MSMEs in Pringsewu Regency

Yenny Marthalena¹, Jerica Izal Hazala², Riana Rizki Putri³, Habiburahman⁴, Defrizal Defrizal⁵
defrizal@ubl.ac.id

¹²³⁴⁵Universitas Bandar Lampung

Abstract

Pringsewu Regency in Lampung Province faces challenges in integrating technology into its economic activities, particularly within MSMEs, SMEs, and cooperatives. The limited availability of skilled human resources has resulted in the underutilization of the region's economic potential. This research aims to analyze the revitalization of tourist villages by leveraging the creative economy through technology-based MSMEs. The study employs a systematic approach starting with initial planning, including the development of a detailed implementation plan and assignment of responsibilities. An initial survey is conducted to gather relevant information, followed by data collection through interviews and observations. The research utilizes the Grounded Theory method, a qualitative analysis model, to develop theoretical insights based on observed phenomena. The findings indicate that transitioning to digital-based MSMEs presents a viable solution for enhancing business productivity and increasing sales through effective marketing strategies.

Keywords: Keywords: creative economy; MSMEs; revitalization; technology

Introduction

In the era of globalization, rapid and dynamic changes in global trends have notably influenced various sectors, including tourism and creative businesses. These sectors rely heavily on market trends and consumer demand, presenting both opportunities and challenges. Despite the extensive discourse on technological advancements over the past decade, the actual integration of technology into economic activities remains relatively low (Hojeghan & Esfangareh, 2011; Konina, 2021; Müller et al., 2009; Rosyid et al., 2020; Thukral et al., 2008). The limitations in resource availability and technology optimization, such as those affecting the Internet of Things, further constrain growth in these areas.

Pringsewu Regency, located in Lampung Province, possesses substantial natural and agricultural resources that could form a solid foundation for developing a tourist village. However, merely having these resources is insufficient to make the district a compelling destination for travelers. The region hosts a variety of micro, small, and medium enterprises (MSMEs) and community economic units. Nevertheless, these entities are underperforming due to inadequate management and lack of productivity optimization. An initial survey revealed that MSME actors primarily utilize agricultural land and sell products to middlemen without effectively disseminating information or incorporating creative economy principles into their business practices. This lack of innovation and information dissemination poses a significant challenge for the MSME community (Habiburahman et al., 2019).

Digital technology has the potential to transform the tourism experience by facilitating easier exploration of villages and virtually showcasing their attractions (Barusman & Rulian, 2020). Integrating digital technology into the village setting could establish a smart tourism ecosystem, leveraging available technological infrastructure (Barashok et al., 2021; Elkhwesky et al., 2022; Liu et al., 2021; Pranita et al., 2021;

Rudwiarti et al., 2021; Zhou, 2022). The importance of digital technology in the creative economy, particularly for MSMEs in rural areas, is underscored by challenges such as limited internet access, inadequate infrastructure, and a lack of digital skills among human resources (Aminullah et al., 2024; Buteau, 2021; Islami et al., 2021). These challenges highlight the need to align digital technology with socio-economic and environmental aspects to enhance village economies.

Research on MSMEs and creative economies in rural settings has shown that technology-driven enterprises are more likely to succeed (Aminullah et al., 2024; Buteau, 2021; Ilavarasan, 2019; Islami et al., 2021; Vrontis et al., 2022). However, many MSMEs still rely on basic social media platforms for sales and have yet to fully embrace technology as a marketing tool (Buteau, 2021; Ilavarasan, 2019). Studies emphasize the importance of integrating technology with follow-up support and management training to boost MSME productivity (Aminullah et al., 2024; Buteau, 2021; Soegoto et al., 2020). Revitalizing tourist villages through optimized resource use and creative economic activities can lead to significant benefits, including enhanced local wisdom and infrastructure development (Liu et al., 2021; Rudwiarti et al., 2021; Zhao, 2009).

Despite the growth of MSMEs in Lampung, challenges such as declining sales and insufficient capital persist. Research highlights the necessity of innovation and creativity for MSME survival (Aulia & Siswanto, 2018; Fatimah et al., 2021; Kesa & Pranita, 2021). Productive MSMEs can significantly boost the local economy through enhanced marketing efforts and technology utilization. Effective MSME development involves adopting technology and providing management training (Singh, 2019a; Srinivasan & Lohith, 2017). Revitalizing tourist villages through optimized resource use and creative products can enhance community well-being and economic conditions (Aulia & Siswanto, 2018; Srinivasan & Lohith, 2017).

Creative economy principles involve leveraging community skills and creativity to produce valuable economic outputs (Rahmafritria & Purboyo, 2021). Integrating local wisdom and empowering communities through creative economic activities can boost MSME productivity and contribute to rural economic growth (Azmi et al., 2021). The benefits of creative economic activities include re-optimizing MSME activities, fostering new businesses, creating jobs, and promoting innovation (Azmi et al., 2021; Rahmafritria & Purboyo, 2021). Key success factors include government involvement, human resource development, infrastructure improvement, and leveraging technological advances.

MSMEs play a crucial role in balancing the rural economy and supporting community needs (Gyimah & Adeola, 2021). Digital technology's role in enhancing MSME management, community services, and business efficiency is well-documented (Aminullah et al., 2024; Buteau, 2021; Srinivasan & Lohith, 2017). This research aims to investigate how digital technology-based MSMEs within the creative economy can rejuvenate tourist villages. The focus is on understanding the potential impact of technology-driven MSMEs on village revitalization, particularly in the context of the COVID-19 pandemic's aftermath. The study will employ Grounded Theory to analyze the integration of creative economy principles and digital technology in MSME management and marketing. The findings are expected to offer practical solutions for enhancing the productivity of MSMEs and revitalizing tourist villages, contributing to the long-term economic recovery and growth of the Pringsewu Regency.

Methodology

This research employs qualitative methods, specifically utilizing the Grounded Theory approach, to ensure comprehensive and rigorous data collection and analysis. The study begins with an in-depth examination of issues and phenomena observed in

the field, providing a foundation for the subsequent data collection and analysis processes.

Data for this study were gathered from a diverse range of sources including members of the MSME community, farmers, non-MSME business operators, village officials, and other relevant individuals encountered during the research. The data collection methods used include interviews, observations, in-depth interviews, and documentation. This broad approach ensures that a wide array of perspectives and information are incorporated into the study (Ihsaniyati et al., 2020; McConney et al., 2003; Purwanto et al., 2020; Roulston, 2011).

The research employs Grounded Theory as its analytical framework, which is suited for systematically developing theories based on empirical data. Grounded Theory involves iterative processes of data collection and analysis, enabling researchers to build theories grounded in the observed phenomena (Makri & Neely, 2021; Petraşcu & Tîeanu, 2014; Sharma et al., 2019). The process begins with an initial field survey to gather preliminary information from key informants such as village officials, business actors, and members of the farming community.

Data is collected and analyzed qualitatively through several stages. Initial data is analyzed to produce interim findings, and researchers continue to gather and assess data as necessary to refine these findings. This iterative approach allows for the development of a comprehensive understanding of the research topic. The final outcome of this methodology is the formulation of a well-defined theory or concept that reflects the insights gained from the data (Abutabenjeh & Jaradat, 2018; Petraşcu & Tîeanu, 2014).

Overall, this methodology ensures that the research is conducted systematically, allowing for the generation of reliable and valid insights into the impact of digital technology-based MSMEs on the revitalization of tourist villages.

Results and Discussion

Tourism Economic Potential of Pringsewu Regency

Pringsewu Regency, located in Lampung Province, Indonesia, is endowed with a diverse array of tourism and economic potentials. The district features a rich blend of natural attractions, cultural heritage, and culinary delights, alongside substantial economic opportunities in agriculture, fisheries, mining, and industry. This combination of assets offers a robust foundation for both promoting tourism and bolstering the local economy. The range of offerings—from scenic landscapes and historical sites to unique local foods and industrial capabilities—positions Pringsewu Regency as a significant player in regional development and attractiveness.

Table 1

Tourism Economic Potential	Destination
Pringsewu Regency Nature Tourism	<ol style="list-style-type: none"> 1. Pagonan Fajar Esuk Hill is an artificial tourist attraction located in the forest area of Pringsewu City forest park or about 70 km from Bandar Lampung. This tourist attraction is equipped with various photo spots. 2. Way Sekampung Dam
Cultural and Historical Tourism in Pringsewu Regency	<ol style="list-style-type: none"> 1. Way Sekampung Pringsewu Diorama Museum, a place that

	<p>displays a collection of historical objects and traditional artifacts.</p> <ol style="list-style-type: none"> 2. A traditional village that still maintains local wisdom and unique customs.
Typical Culinary of Pringsewu Regency	<ol style="list-style-type: none"> 1. Nasi liwet, rice cooked with coconut milk and typical Pringsewu spices. 2. Other traditional foods such as rabbit satay and typical Pringsewu noodles.
Potential for Agriculture, Plantations, Fisheries and Livestock	<ol style="list-style-type: none"> 1. Paddy and field rice, organic rice, corn and also vegetable commodities as well as sweet potatoes, cassava, peanuts and also green beans. 2. Development of gourami fish commodities. 3. Development of burawa goats. 4. Beef cattle farming business development.
Mining	<ol style="list-style-type: none"> 1. Manganese, Bentonite, Marble, Iron Ore, Silica, Biorite and Andesite. 2. Potential source of mineral water (Karawang).
Industry	<ol style="list-style-type: none"> 1. Industrial center for tapis cloth, beads, patchwork and woven bamboo crafts, brick and tile industry. 2. Crafts made from Sui Seki stone as raw materials.

The table above provides a detailed overview of the tourism and economic potentials within Pringsewu Regency. The natural and cultural attractions highlight the region's appeal as a tourist destination, while the culinary specialties offer a taste of local traditions. Additionally, the agricultural, fisheries, and livestock opportunities reflect the area's capacity for economic growth. The presence of valuable minerals and industrial activities further supports the region's economic development. By leveraging these potentials, Pringsewu Regency can enhance its tourism sector, boost local industries, and foster sustainable economic growth.

Pringsewu Regency Tourism Development Potential

Pringsewu Regency holds significant promise for tourism development and village revitalization due to several key factors. The district boasts notable natural attractions such as Way Sekampung Dam and Pongan Hill, which offer scenic views and recreational opportunities. Establishing a dedicated tourism awareness group is crucial for fostering community engagement, promoting local initiatives, educating residents about tourism benefits, and collaborating with stakeholders (Hojeghan & Esfangareh, 2011; Rosyid et al., 2020). The presence of farmer community groups, MSMEs, and Karang

Taruna provides a supportive environment for tourism by offering local products and services (Aminullah et al., 2024; Vrontis et al., 2022). The area's advantageous geographic location as an agricultural hub presents opportunities for agro-tourism, while its abundant natural resources are ideal for eco-tourism, supporting sustainable practices such as hiking and bird watching (Liu et al., 2021; Rudwiarti et al., 2021). Strong local government support, including funding and infrastructure development, is essential for successful tourism growth (Barashok et al., 2021; Kesa & Pranita, 2021; Pranita et al., 2021). The region's well-preserved cultural heritage, including traditional customs and historical sites, adds to its appeal for cultural tourists. The community's openness to innovation enhances the effectiveness of tourism strategies, and the presence of unique handicrafts offers distinctive elements and economic opportunities (Rahmafitria & Purboyo, 2021). Finally, internet connectivity facilitates communication, marketing, and the booking of tourism services, increasing Pringsewu Regency's visibility and accessibility as a tourist destination (Buteau, 2021; Elkhwesky et al., 2022). By leveraging these factors, Pringsewu Regency can develop its tourism potential, promote sustainability, and boost the local economy.

Creative Economy of Pringsewu Regency

Pringsewu Regency is strategically positioned to harness its rich cultural heritage and artisanal crafts for growth in the creative economy. The region benefits from several key aspects, starting with the arts and culture studio managed by the Pringsewu Regency Dekranasda Agency, which provides a platform for local artists and performers to showcase their talents in dance, music, and handicrafts (Azmi et al., 2021; Rahmafitria & Purboyo, 2021). This initiative not only celebrates cultural traditions but also stimulates economic growth by attracting tourists and fostering local craftsmanship. Additionally, nature tourism development, exemplified by attractions like Way Sekampung Dam and Pagonan Hill, offers stunning views and recreational activities that enhance the area's appeal (Elkhwesky et al., 2022; Liu et al., 2021). This growth supports local businesses in selling agricultural products, fishery goods, and handmade crafts both in physical markets and online. The village community's production of various handicrafts, such as tapis cloth, beads, and bamboo weavings, further enriches the local economy and attracts tourists interested in authentic, locally-made items (Aminullah et al., 2024; Rudwiarti et al., 2021). Lastly, the development of agrotourism, which includes activities like fruit picking and planting, provides visitors with immersive farming experiences and strengthens their connection with local agriculture, thereby supporting the local economy through integrated tourism and agricultural activities (Gyimah & Adeola, 2021; Rahmafitria & Purboyo, 2021).

Digital-Based MSMEs

The transition to digital platforms is crucial for enhancing the productivity of Micro, Small, and Medium Enterprises (MSMEs) in Pringsewu Regency. Embracing technology can significantly boost MSME performance. Currently, local micro trading groups rely on traditional sales methods, which, though effective in the past, are insufficient in the digital age. With around 70% of the village population actively using social media platforms like Facebook, Instagram, and WhatsApp, there is a significant opportunity to enhance market reach and sales through digital channels (Islami et al., 2021; Konina, 2021). Integrating technology can revolutionize MSME operations by expanding market presence and improving sales efficiency. Technology adoption positively impacts MSME growth. By leveraging digital tools, MSMEs can improve visibility, streamline operations,

and reach a broader audience, thereby fostering growth and productivity (Aminullah et al., 2024; Buteau, 2021).

Supporting Factors for Revitalization

The success of revitalizing Pringsewu Regency is supported by several key factors. Government initiatives to transform Pringsewu into a Super Priority Tourism Village (DPSP) have been crucial, with infrastructure developments like the Way Sekampung Dam supporting irrigation, hydropower, flood mitigation, and tourism (Müller et al., 2009; Zhou, 2022). Efforts to enhance MSME productivity and support farmer groups further bolster economic revitalization. Community enthusiasm is evident, with residents actively participating in infrastructure projects and cultural preservation, reflected in the growth of community organizations like farmer groups and tourism advocacy groups (Fatimah et al., 2021; Kesa & Pranita, 2021). The region's strategic location supports agricultural activities, including rice, cocoa, and coffee cultivation, and is complemented by the Floating Net Keramba fish farm, which provides additional economic opportunities (Singh, 2019b; Srinivasan & Lohith, 2017). Moreover, the availability of internet connectivity, facilitated by the Ministry of Communication and Information, enhances trade productivity and digital engagement, enabling residents to leverage online platforms for communication, shopping, and marketing, thus contributing to the growth of digital marketing in the region (Aminullah et al., 2024; Buteau, 2021).

Digital Marketing Strategy for MSMEs

To maximize the potential of MSMEs in Pringsewu, a tailored digital marketing strategy is essential. Establishing a strong online presence through social media platforms and websites enables MSMEs to reach a broader audience, enhancing market visibility and accessibility for potential customers (Ilavarasan, 2019; Rosyid et al., 2020). Developing engaging and visually appealing content, including live promotional sessions, can attract and retain customers, while mobile marketing strategies such as SMS promotions offer a cost-effective way to keep consumers informed about products and offers (Azmi et al., 2021; Pranita et al., 2021). Integrating marketing efforts across multiple social media platforms, using hashtags, and building a robust marketing network can broaden the reach of promotional campaigns and improve product visibility and consumer recognition (Rahmafritria & Purboyo, 2021). Implementing sustainable marketing practices, such as monitoring visitor activity and maintaining accurate records, supports personalized follow-ups and fosters long-term customer relationships. Additionally, adopting an omnichannel conversational platform with personalized marketing strategies and a comprehensive customer database enhances engagement and increases the likelihood of repeat business, requiring creativity and a deep understanding of consumer behavior (Rahmafritria & Purboyo, 2021; Vrontis et al., 2022). By leveraging these strategies, Pringsewu Regency can effectively enhance its creative economy, support MSME growth, and promote overall economic development.

Conclusion

The revitalization of Pringsewu Regency's economy is focused on enhancing village productivity through a collaborative effort involving various stakeholders. This process necessitates a coordinated approach where the government provides essential infrastructure and support, related agencies align their efforts with government initiatives, the community actively participates in and implements revitalization programs, and MSMEs benefit from training and skill development to boost their business operations. The transition to digitally-based MSMEs represents a promising strategy for

improving business efficiency and increasing sales in Pringsewu Regency. The existing robust internet infrastructure supports this shift, enabling effective digital marketing and broader market reach. By leveraging these technological advancements, Pringsewu can significantly enhance its economic prospects, foster local business growth, and contribute to the overall development of the region.

References

- Abutabenjeh, S., & Jaradat, R. (2018). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners. *Teaching Public Administration*, 36(3), 237–258. <https://doi.org/10.1177/0144739418775787>
- Aminullah, E., Fizzanty, T., Nawawi, N., Suryanto, J., Pranata, N., Maulana, I., Ariyani, L., Wicaksono, A., Suardi, I., Azis, N. L. L., & Budiatri, A. P. (2024). Interactive Components of Digital MSMEs Ecosystem for Inclusive Digital Economy in Indonesia. *Journal of the Knowledge Economy*, 15(1), 487–517. <https://doi.org/10.1007/s13132-022-01086-8>
- Aulia, B. U., & Siswanto, V. K. (2018). MSME (Micro Small Medium Enterprise) development strategy with LED approach in the Dolly ex-red light district. *IOP Conference Series: Earth and Environmental Science*, 202(1), 012056. <https://doi.org/10.1088/1755-1315/202/1/012056>
- Azmi, H. N. H., Wijaya, B., Wijaya, M. I. H., Novandaya, Z., & Kurniawati, H. (2021). Mapping Urban-Rural Linkage in Promoting Sustainable Regional Development to Support Rural Creative Economy Entrepreneurs. *IOP Conference Series: Earth and Environmental Science*, 887(1), 012023. <https://doi.org/10.1088/1755-1315/887/1/012023>
- Barashok, I. V., Rudenko, L. L., Shumakova, E. V., & Orlovskaja, I. V. (2021). Digitization: New possibilities for the Tourism industry. *IOP Conference Series: Earth and Environmental Science*, 666(6), 062059. <https://doi.org/10.1088/1755-1315/666/6/062059>
- Barusman, A. R. P., & Rulian, E. P. (2020). Customer satisfaction and retention and its impact on tourism in hotel industry. *Utopia y Praxis Latinoamericana*, 25(1), 117–126. <https://doi.org/10.5281/zenodo.3774581>
- Buteau, S. (2021). Roadmap for digital technology to foster India's MSME ecosystem—opportunities and challenges. *CSI Transactions on ICT*, 9(4), 233–244. <https://doi.org/10.1007/s40012-021-00345-4>
- Elkhwesky, Z., El Manzani, Y., & Elbayoumi Salem, I. (2022). Driving hospitality and tourism to foster sustainable innovation: A systematic review of COVID-19-related studies and practical implications in the digital era. *Tourism and Hospitality Research*, 24(1), 115–133. <https://doi.org/10.1177/14673584221126792>
- Fatimah, F., Djazuli, A., & Fauzi, F. (2021). Micro, small, and medium enterprises (MSMEs): The emerging market analysis. *Accounting*, 7(7), 1521–1528. <https://doi.org/10.5267/j.ac.2021.5.019>

- Gyimah, P., & Adeola, O. (2021). MSMEs sustainable prediction model: A three-sector comparative study. *Journal of the International Council for Small Business*, 2(2), 90–100. <https://doi.org/10.1080/26437015.2021.1881933>
- Habiburahman, H., Alam, I. A., & Dunan, H. (2019). MSMEs Empowerment and Development Strategy Model. *Review of Integrative Business and Economics Research*, 8(2), 324–332. <http://buscompress.com/journal-home.html>
- Hojeghan, S. B., & Esfangareh, A. N. (2011). Digital economy and tourism impacts, influences and challenges. *Procedia - Social and Behavioral Sciences*, 19, 308–316. <https://doi.org/https://doi.org/10.1016/j.sbspro.2011.05.136>
- Ihsaniyati, H., Setyowati, N., & Pardono. (2020). Strategy of Improving the Farmers' Adoption to Temanggung Robusta Coffee's Geographical Indication Standard. *IOP Conference Series: Earth and Environmental Science*, 519(1), 012036. <https://doi.org/10.1088/1755-1315/519/1/012036>
- Ilavarasan, P. V. (2019). Present and future of the use and impact of information and communication technology in informal microenterprises: Insights from India. *The Electronic Journal of Information Systems in Developing Countries*, 85(3), e12091. <https://doi.org/https://doi.org/10.1002/isd2.12091>
- Islami, N. N., Wahyuni, S., & Puji, R. P. N. (2021). Digital Literation of Micro, Small and Medium Enterprises (MSMEs) in Jember District. *IOP Conference Series: Earth and Environmental Science*, 747(1), 012097. <https://doi.org/10.1088/1755-1315/747/1/012097>
- Kesa, D. D., & Pranita, D. (2021). MSME Development Strategy for Providing Information through Central Banking Microsite Web Based. *Journal of Physics: Conference Series*, 1783(1), 012052. <https://doi.org/10.1088/1742-6596/1783/1/012052>
- Konina, N. (2021). Introduction: At the Dawn of the Fourth Industrial Revolution— Problems and Prospects. In N. Konina (Ed.), *Digital Strategies in a Global Market: Navigating the Fourth Industrial Revolution* (pp. 1–12). Springer International Publishing. https://doi.org/10.1007/978-3-030-58267-8_1
- Liu, Z., Lu, Y., Shen, M., & Peh, L. C. (2021). Transition from building information modeling (BIM) to integrated digital delivery (IDD) in sustainable building management: A knowledge discovery approach based review. *Journal of Cleaner Production*, 291, 125223. <https://doi.org/https://doi.org/10.1016/j.jclepro.2020.125223>
- Makri, C., & Neely, A. (2021). Grounded Theory: A Guide for Exploratory Studies in Management Research. *International Journal of Qualitative Methods*, 20, 16094069211013654. <https://doi.org/10.1177/16094069211013654>
- McConney, A., Ayres, R., Hansen, J. B., & Cuthbertson, L. (2003). Quest for Quality: Recruitment, Retention, Professional Development, and Performance Evaluation of Teachers and Principals in Baltimore City's Public Schools¹. *Journal of Education for Students Placed at Risk (JESPAR)*, 8(1), 87–116. https://doi.org/10.1207/S15327671ESPR0801_5

- Müller, K., Rammer, C., & Trüby, J. (2009). The role of creative industries in industrial innovation. *Innovation*, *11*(2), 148–168. <https://doi.org/10.5172/impp.11.2.148>
- Petraşcu, D., & Tîeanu, A. (2014). The Role of Internal Audit in Fraud Prevention and Detection. *Procedia Economics and Finance*, *16*, 489–497. [https://doi.org/https://doi.org/10.1016/S2212-5671\(14\)00829-6](https://doi.org/https://doi.org/10.1016/S2212-5671(14)00829-6)
- Pranita, D., Kesa, D. D., & Marsdenia. (2021). Digitalization Methods from Scratch Nature towards Smart Tourism Village; Lessons from Tanjung Bunga Samosir, Indonesia. *Journal of Physics: Conference Series*, *1933*(1), 012053. <https://doi.org/10.1088/1742-6596/1933/1/012053>
- Purwanto, E., Sjarief, R., Dawan, A., & Tannady, H. (2020). The Heritage Tourism Development As the Sustainable Development Goal of the Enclave Settlement: A Preliminary Research. *IOP Conference Series: Materials Science and Engineering*, *990*(1), 012010. <https://doi.org/10.1088/1757-899X/990/1/012010>
- Rahmafritria, F., & Purboyo, H. (2021). The integration of local creativity-based tourism by the LED approach. *IOP Conference Series: Earth and Environmental Science*, *683*(1), 012117. <https://doi.org/10.1088/1755-1315/683/1/012117>
- Rosyid, R., Dewantara, J. A., & Purwaningsih, E. (2020). Pancasila Character Education in Teaching Materials to Develop College Students' Civic Disposition. *Proceedings of the 2nd Annual Civic Education Conference (ACEC 2019)*, 325–330. <https://doi.org/10.2991/assehr.k.200320.063>
- Roulston, K. (2011). Working through Challenges in Doing Interview Research. *International Journal of Qualitative Methods*, *10*(4), 348–366. <https://doi.org/10.1177/160940691101000404>
- Rudwiarti, L. A., Pudianti, A., Emanuel, A. W. R., Vitasurya, V. R., & Hadi, P. (2021). Smart tourism village, opportunity, and challenge in the disruptive era. *IOP Conference Series: Earth and Environmental Science*, *780*(1), 012018. <https://doi.org/10.1088/1755-1315/780/1/012018>
- Sharma, S. K., Sengupta, A., & Panja, S. C. (2019). Grounded Theory: A Method of Research Inquiry. In R. N. Subudhi & S. Mishra (Eds.), *Methodological Issues in Management Research: Advances, Challenges, and the Way Ahead* (pp. 181–201). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78973-973-220191012>
- Singh, D. (2019a). Implementation of technology innovation in MSMEs in India. *Journal of Science and Technology Policy Management*, *10*(3), 769–792. <https://doi.org/10.1108/JSTPM-06-2018-0065>
- Singh, D. (2019b). Implementation of technology innovation in MSMEs in India. *Journal of Science and Technology Policy Management*, *10*(3), 769–792. <https://doi.org/10.1108/JSTPM-06-2018-0065>
- Soegoto, A. S., Soegoto, D. S., & Pasha, M. S. (2020). Empowerment Digital Strategies for Medium Small Enterprises. *Journal of Physics: Conference Series*, *1477*(7), 072003. <https://doi.org/10.1088/1742-6596/1477/7/072003>

- Srinivasan, R., & Lohith, C. P. (2017). Introduction to MSMEs. In R. Srinivasan & C. P. Lohith (Eds.), *Strategic Marketing and Innovation for Indian MSMEs* (pp. 1–8). Springer Singapore. https://doi.org/10.1007/978-981-10-3590-6_1
- Thukral, I. S., Von Ehr, J., Walsh, S., Groen, A. J., Van Der Sijde, P., & Akmaliah Adham, K. (2008). Entrepreneurship, Emerging Technologies, Emerging Markets. *International Small Business Journal*, 26(1), 101–116. <https://doi.org/10.1177/0266242607084656>
- Vrontis, D., Christofi, M., Pereira, V., Tarba, S., Makrides, A., & Trichina, E. (2022). Artificial intelligence, robotics, advanced technologies and human resource management: a systematic review. *The International Journal of Human Resource Management*, 33(6), 1237–1266. <https://doi.org/10.1080/09585192.2020.1871398>
- Zhao, W. (2009). The Nature and Roles of Small Tourism Businesses in Poverty Alleviation: Evidence from Guangxi, China. *Asia Pacific Journal of Tourism Research*, 14(2), 169–182. <https://doi.org/10.1080/10941660902847229>
- Zhou, Y. (2022). The Application Trend of Digital Finance and Technological Innovation in the Development of Green Economy. *Journal of Environmental and Public Health*, 2022(1), 1064558. <https://doi.org/https://doi.org/10.1155/2022/1064558>