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Enhance Entrepreneurship Opportunity Through Tourism Site Development

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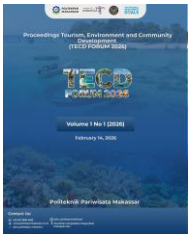
ABSTRACT

Tourism sector plays a crucial role in driving economic activity, not just in one area, but also in opening significant opportunities for business creation, along with the increasing development and improvement of tourism locations. The development and improvement of tourism locations are considered to be pioneers in increasing entrepreneurial initiatives among local communities. Through the created tourism attractions, the number of visitors will increase and have various needs that are not always prepared for before visiting. At this point, the community has business opportunities to meet these needs. This study was conducted with the aim of analyzing entrepreneurial opportunities created through the development and improvement of tourism sites. This study applied a qualitative method with a literature study approach. The data sources used were an accumulation of research articles, reviews, and other library sources selected through an inclusion process. The data were required to be research or reviews published within the last 10 years, have been peer-reviewed, be in Indonesian or English, and have a DOI identifier. The results of this study indicate that the increase in community entrepreneurship will not be directly visible, but the increase in visitors that occurs as a positive impact of tourism location development will gradually increase community initiatives to play a role as economic actors. Furthermore, through this development, communities will also adapt to market dynamics, consumer behavior, and other demands, making businesses more resilient in the event of significant changes in conditions. This research demonstrates the vital role of tourism sites as a driver of the community's economy.

Keyword: Economic Development; Employment; Entrepreneurship; Opportunities; Tourism Site

INTRODUCTION

The tourism sector is one sector with the potential to contribute to the economy, particularly the local economy. The focus on the local economy is explained by the locations of tourism sites, which are generally located in rural or remote areas (Mukti & Fadlurrahman, 2025). The tourism sector's contribution can potentially increase household income, create non-agricultural jobs, and strengthen micro-enterprises.



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However, this potential depends on the ability and capacity of local communities to realize it (Vitriani et al., 2017). The tourism sector plays a role not only as an instrument for poverty alleviation and strengthening welfare but also has the potential to replace the agricultural sector.

Several contributions from the tourism sector can be found in previous research. Tourism sites in rural areas encourage tourists to stay, allowing residents to capitalize on opportunities by providing accommodation and hospitality services such as homestays, tour guides, local transportation, culinary delights, and souvenirs (Aminuddin et al., 2022). Furthermore, the implementation of Community-Based Tourism (CBT) has also been shown to improve well-being and contribute to poverty reduction through equitable distribution of benefits (Suyatna et al., 2024).

The economies of each region generally share similarities, particularly in rural areas that rely heavily on primary sectors such as agriculture. The tourism sector exists not only as a supplementary economic activity but also as a pioneer in creating new jobs, such as accommodation, food and beverage, micro, small, and medium enterprises (MSMEs), and other services (Fafurida et al., 2022). In 2022, the tourism sector contributed 3.9% of national GDP, through the development of MSMEs, such as locally processed food, handicrafts, and tour guide and village transportation services (Loking et al., 2024).

Furthermore, the tourism sector is also a crucial player in creating a multiplier effect in rural areas. The economic cycle that begins with tourist visits then becomes a pathway for communities to develop entrepreneurship and strengthen the local economy (Novandi & Adi, 2021). Previous research has shown that if villages properly manage their tourism sites, this will become a driving force for development, contributing to the community's economic productivity (Jane & Pawitan, 2025). These contributions come in the form of basic infrastructure development, such as clean water, roads, and communication networks. All of this infrastructure will support economic activity in the village.

The contribution of the tourism sector generally reflects the equitable benefits that communities receive from tourism sites. In depth, the tourism sector plays a crucial role as a stimulus, not only through government intervention but also through the significant benefits provided by the tourism sites themselves (Rosalina et al., 2024).

Human Resource (HR) development is a benefit or opportunity created by the existence of tourism sites in a region (Nurlena et al., 2021). The existence of tourism sites encourages communities to adapt to the needs of tourists. In this process, the government's role in developing community empowerment programs will improve community skills, create entrepreneurial opportunities, and strengthen long-term economic independence (Zhu et al., 2023).

Entrepreneurial opportunities in this context have significant potential for success, given the increasingly diverse needs of tourists in the modern era. Practicality has become a lifestyle that encourages tourists to be more minimalist in their travels. This attitude then becomes a path to creating entrepreneurial opportunities that can be taken by the community at tourism sites (Rosalina et al., 2024). These entrepreneurial opportunities can also be developed from the selling point of local attractions or community culture. Items with local characteristics are something that cannot be found anywhere else, thus having their own value (Sasongko & Azzizi, 2024). Therefore, the development and management of tourism sites is considered a strategic step in developing entrepreneurial opportunities for local communities.

This research examines the significance of the tourism sector and the changing lifestyles of people who increasingly demand convenience. Furthermore, modern lifestyles, coupled with exposure through social media, encourage the desire to visit "viral" destinations, including aesthetic and beautiful tourist sites. While this behavior is viewed as consumerist, it should also be an opportunity for producers, in this case, local communities residing near tourist sites.

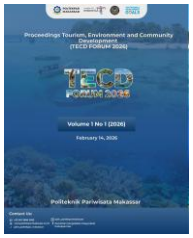
This reflection calls for an in-depth analysis of the entrepreneurial potential and opportunities that can be achieved through the development and management of tourism sites. This study aims to analyze the entrepreneurial opportunities created through the development and management of tourism sites. The results will illustrate the importance of the tourism sector, the opportunities created by tourism sites, and potential approaches that can be implemented to equip communities with the skills and expertise to become entrepreneurs.

RESEARCH METHODS

This research was conducted using a qualitative approach based on relevant empirical data. This approach predominantly uses research and review articles as data sources to interpret phenomena and develop arguments that are relevant and aligned with the research objectives. (Lune & Berg, 2017).

The data sources used were not selected randomly, instead, the data were selected through inclusion criteria to select the data that best suited the objectives of this research. In selecting research articles and review articles to be used in compiling the research results, the following inclusion criteria were used: (1) The articles used were published within the last 10 years; (2) They used Indonesian and English; (3) They had gone through a peer-review process; (4) They had Digital Object Identifiers or DOIs; and (5) The selected articles were limited to articles that discussed tourism, entrepreneurship, and the tourism sector.

After collecting the data, the data analysis technique used in this study, although this study uses a qualitative approach, will be described using descriptive statistics. (Bazeley, 2021) Meanwhile, the data obtained through the inclusion process will be



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processed using deductive reasoning to limit the potential for the discussion to stray too far from the focus of this study.

In addition, the data analysis techniques used are also aimed at highlighting weaknesses, strengths, and potential approaches that can be steps in developing or designing policies for the tourism sector to strengthen and encourage the economy, especially in rural areas. (Gadakh et al., 2025).

RESULTS AND DISCUSSION

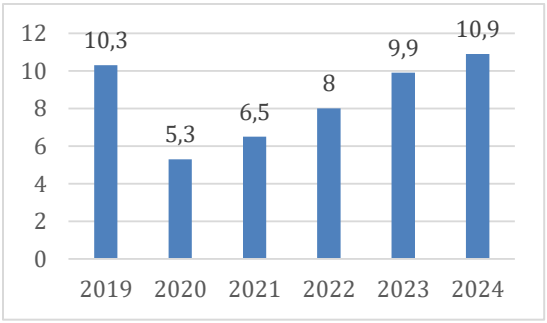
After conducting this research, several things were discovered that were deemed essential and aligned with the research objectives. In line with these findings, the presentation of the results will be divided into several sections according to the stated problem formulation.

Overview of Tourism Sector

The tourism sector is one of the sectors that contributes significantly to a country's economic growth. (Madhumini, 2024) Economic growth generated through tourism is not a direct impact, but rather a complex process that has a continuous impact. The drive to meet the needs of tourists is a fundamental factor underlying the community's adaptability to capitalize on the various business opportunities available. (OECD, 2020).

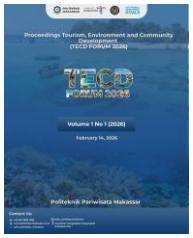
The World Economic Forum explains that the tourism sector's contribution will continue to increase, especially with the inclusion of other sectors, particularly accommodation, food, and beverages. Based on data obtained from the World Tourism Barometer by UN Tourism, the following is a snapshot of tourism's contribution to global GDP from 2019 to 2024, showing an upward trend since 2020.

Figure 1. Tourism Contribution Toward GDPs



This data shows that tourist interest in traveling has an increasing trend from 2020 to 2024. The decline that occurred in 2020 is explained by the restrictions that occurred as a result of the spread of the virus, limiting travel both domestically and internationally.

Furthermore, the outlook report also demonstrates the performance and achievements of investment realization in Indonesia's tourism sector over the past five years. These investments demonstrate tourism development with robust infrastructure, building a strong global brand, and supporting the exposure of tourism sites through various tourism programs and activities (Apriyanti et al., 2024). This upward trend serves as a benchmark for determining the optimization and



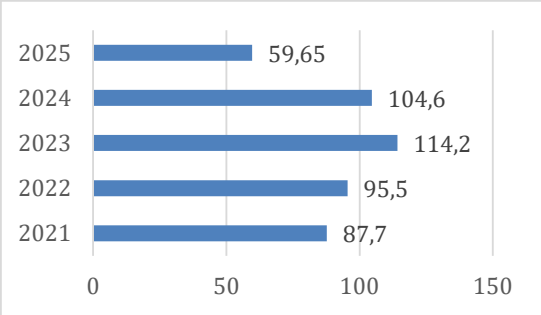
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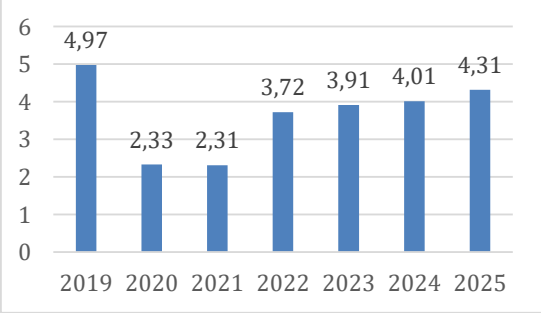
improvement of tourism performance by ensuring destination readiness in various aspects, such as infrastructure support capacity, regulatory certainty, and thematic tourism attractions (Yang et al., 2025). This investment, on an ongoing basis, aims to increase the attractiveness of new growth for regions with productive tourism sites.

Figure 2. Investment Performance of Tourism Sectors in Indonesia



The contribution of the tourism sector in Indonesia has also shown an increasing trend over the past six years. This development not only demonstrates the sector's performance but also demonstrates that it is a crucial sector that consistently makes a significant contribution to the Indonesian economy.

Figure 3. Tourism Sectors GDP Contributions



The tourism sector cannot be excluded from various interrelated economic activities (Absari et al., 2025). Tourist travel is a necessity and has been widely accommodated by many digital applications that make it easier for tourists to find transportation and hotel accommodation, as well as various useful information that makes it easier for tourists to plan their trips in a more structured and scheduled manner (Nurwahidah et al., 2025).

Contributions of Tourism Sectors

Long-term analysis on tourism sector from 1995 to 2017 shows that GDP and the tourism sector in Indonesia exhibit a causal relationship that indirectly confirms the Tourism-Led Growth model (Mardhani et al., 2021). The contribution of the tourism sector is also explained by the link between tourist consumption, tourism investment, and government spending focused on developing the tourism sector to support economic growth (Hariyani, 2018). The tourism sector creates various derivative economic activities that improve the community's economy, such as restaurants, transportation, crafts, guide services, and homestays (Panggabean & Sipahutar, 2019). This sector also has a strong multiplier effect on micro-enterprises and employment.

Ecotourism studies in various locations in Indonesia show that ecotourism is a concept that improves the economy in rural and remote areas by creating sustainable livelihoods, increasing the

capacity of local communities, and fostering entrepreneurial growth (Surya, 2024). Rural-Based Tourism, demonstrated in rural and remote areas, demonstrates a significant contribution between rural tourism and local economic development, often reflected in micro-enterprise opportunities and waste management that enhances community livelihood specialization (Utomo et al., 2020). Furthermore, the tourism sector is also expected to be a supporting sector aimed at reducing poverty in underdeveloped areas by creating jobs and encouraging local economic empowerment, as well as strengthening MSMEs (Murtiana, 2025).

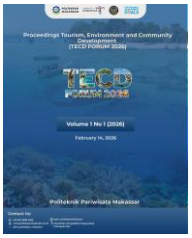
Previous studies have highlighted the tourism sector's potential to create entrepreneurship, increase income, and foster village economic growth (Utami et al., 2023). Tourism creates numerous opportunities, including improving the performance of Village-Owned Enterprises (BUMDes) and strengthening sustainable community-based entrepreneurship (Jane & Pawitan, 2025). Local governments optimize tourism performance by strengthening youth entrepreneurship and women's entrepreneurship through souvenir, culinary, outbound, and educational initiatives (Untari & Suharto, 2020).

Village tourism development can expand the market for local MSMEs, increase the number of consumers, encourage product innovation, and build an entrepreneurial ecosystem based on village-owned enterprises (BUMDes) and collaboration between stakeholders to achieve greater impact (Mastuki et al., 2025). Optimizing tourism to increase entrepreneurship is generally associated with the concepts of rural tourism, sustainable tourism, and training-oriented empowerment (Pahrudin & Ali, 2024).

Approaches to increasing entrepreneurial opportunities through the tourism sector have been widely demonstrated to strengthen local communities. In several regions, women have been found to play strategic roles as business managers, tourism promoters, and cultural preservers through micro-enterprises, which are crucial for local economic growth and family well-being (Sirad et al., 2025). The government can focus on improving community capacity to manage homestays, create appealing culinary delights, transform crafts into locally valuable souvenirs, and provide assistance with recreational and transportation services. These efforts will support employment in rural areas through community empowerment (Surya, 2024).

CONCLUSION

This research confirms that the development and management of tourist destinations play a strategic role in encouraging entrepreneurial opportunities at the local community level. Tourism not only contributes directly to



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economic growth but also operates through a gradual mechanism that begins with increasing tourist visits, changing consumption patterns, and community adaptation to market needs. The results of the literature review indicate that the increase in community entrepreneurial activity is not instantaneous but rather develops in line with the intensity of economic interactions created around tourist destinations. Thus, the tourism sector serves as an important catalyst in building local economic resilience, particularly in rural areas and areas with limited non-agricultural productive sectors.

The implications of this research's findings suggest that tourism development policies should not only focus on increasing visitor numbers but also on creating an inclusive and sustainable entrepreneurial ecosystem. Local governments and relevant stakeholders need to focus interventions on strengthening human resource capacity, facilitating access to capital, and mentoring micro and small businesses growing around tourist destinations. Furthermore, integrating the concept of community-based tourism can be a practical approach to ensuring a more equitable distribution of economic benefits while increasing community participation and ownership in destination management. In the long term, this strategy has the potential to strengthen destination competitiveness and create businesses that are more adaptive to market changes and global tourism dynamics.

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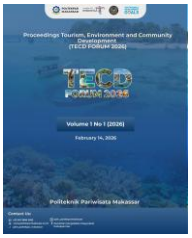
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