

SUSTAINABLE STRATEGY TOWARD COMMUNITY LIFE SATISFACTION IN HERITAGE TOURISM

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Article Info	Abstract
Keywords: community satisfaction, empowerment of local community, heritage site, sustainable tourism, urban landscape.	This research aims to form a model strategy for community life satisfaction by developing sustainable tourism in cultural heritage sites. This research used mixed method: qualitative method by in-depth interviews with four respondents from local communities, MSMEs, <i>Kawasan Cagar Budaya Nasional (KCBN) Muaro Jambi</i> , government involved in heritage site tourism activities and analyzed using QDA Miner. The quantitative method was by distributing questionnaires using purposive sampling to 200 respondents, and data were processed using SmartPLS to build a holistic model of community life satisfaction in heritage sites. The results of this research are: firstly, social culture and urban landscapes contribute to community satisfaction; secondly, social culture and urban landscape have a significant positive influence on sustainable tourism; thirdly, through sustainable tourism, community life satisfaction will be formed. This research has relevant implications for providing a deeper understanding of the impact of sustainable tourism in improving community life satisfaction in heritage sites by integrating natural values and urban landscape and empowering the local community.
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INTRODUCTION

The World Tourism Organization and the European Travel Commission (ETC) (2020) report that demographic and tourism changes emphasize changes in modern society that create new challenges and opportunities for tourism development. The National Tourism Sector in 2022 contributed 3.26% of GDP; in 2020-2021, it decreased to 2.24% and 2.4% due to the Covid-19 pandemic. Previously, in 2018-2019, it was 4.5% and 4.8%. It means that this sector has quite an impact on national GDP. National income from the foreign exchange side of the tourism sector in 2018 was USD 16.43 Billion; in 2019, it increased to USD 17.76 Billion. A significant decrease occurred in 2020 to USD 3.38 Billion. The following year, there was also a decrease, namely USD 0.49 Billion. In 2022, foreign exchange earnings from the tourism sector increased to USD 4.26 Billion. It was targeted that there would be an increase in 2023 because the impact of Covid-19 began to subside. Their impacts were positive impacts such as job creation, other sources of income, and encouragement of social and spiritual; negative impacts in the form of economic vulnerability, income leakage, spatial polarization, seasonal nature of work, and the allocation of economic resources as well as on the physical environment (Chenavaz et al., 2022; Kowalczyk-Anioł, 2023; S. Liu et al., 2021).

Based on data from the Jambi Provincial Statistics Agency in 2022, Regional Original Income (PAD) in 2018 amounted to IDR 4.2 Trillion. In 2019, it amounted to IDR 1.6 Trillion, a significant decrease from the previous year. In 2020, Jambi Province's PAD amounted to IDR 1.55 Trillion, PAD in 2021 amounted to IDR 1.56 Trillion, and in 2022 amounted to IDR 1.78 Trillion. Based on the data obtained, when compared to the year before Covid-19, Jambi Province's PAD has not returned to normal. The following Table 1 shows that the number of domestic tourist trips in 2021 to Jambi Province still needs to be higher.

Table 1. Number of Trips by Indonesian Tourists to Jambi Province in Million

No	Province	Number of Indonesian Tourist Trips					Average	Rating
		2017	2018	2019	2020	2021		
1	Aceh	4.41	6.52	25.52	4.74	5.47	9.33	4
2	North Sumatra	9.36	10.35	63.58	13.44	16.40	22.63	1
3	West Sumatra	5.48	6.40	19.41	7.19	8.29	9.36	3
4	Riau	5.15	5.55	23.13	5.44	6.19	9.09	5
5	Jambi	1.91	2.24	10.72	2.40	2.97	4.05	7
6	South Sumatra	5.95	6.14	19.38	5.63	6.35	8.69	6
7	Bengkulu	1.95	2.02	6.10	1.46	1.60	2.63	10
8	Lampung	6.00	6.88	17.96	7.87	8.66	9.47	2
9	Kep. Bangka Belitung	3.83	5.20	4.54	0.86	0.98	3.08	8
10	Kep. Riau	3.81	4.61	5.12	0.44	0.49	2.89	9

Source: Central Bureau of Statistics, 2022

Jambi Province is in seventh place or the four lowest provinces, with an average visit of 4.05 million on Sumatra Island. Nationally, Jambi province is in 19th place with an average number of visits of 4.05 million. According to the latest data in 2021, Jambi Province was visited by 2,973,777 visits, compared nationally with 603,020,000 visits. Jambi Province only contributed 0.49% of tourist visits nationally. The Jambi Province heritage site was still the leading destination in the Covid-19 pandemic era until the

transition period and post-Covid-19. During tourism activities, tourists only focus on tourist objects (temples), and their stay is relatively short. Thus, this tourism activity does not have an impact on the local community. When there is a closure of the area, tourists are reluctant to come and visit supporting destinations in buffer villages around the Jambi Province heritage site area because the visitors still focus on heritage sites, not on culture, the environment, the ecosystem, and natural tourism in buffer villages. Therefore, this tourism does not have an impact on the environment, local communities, and MSMEs.

Sustainable tourism must consider environmental and societal impact (Ghobakhloo et al., 2022; Wibowo & Hariadi, 2022). One approach to achieving sustainable tourism is through transforming the urban landscape and incorporating natural values and resources to improve the performance of micro, small, and medium enterprises (MSMEs) in tourist areas. The urban landscape is the result of actions, reactions, and interactions between humans and the environment, with three components that influence each other: society, culture, and economy (Keshtkaran, 2019). Wibowo and Hariadi (2022) showed that integrating creative industries and tourism can produce sustainable tourism destinations. This research found that community and stakeholder participation can improve sustainable tourism. Dahmiri et al. (2023) stated the natural wealth of culinary, local culture, and supporting ecosystems still needs to be exploited because the community is still not optimal in getting income and benefits from tourism, and few tourists visit the supporting villages as a tourism environment and ecosystem. A lot of tourism potential can be developed, such as agro-tourism of duku plants, which have a distinctive taste that surpasses other types of duku. X. Zhang et al. (2022) found that tourism should provide benefits to local communities. Therefore, it can be concluded that tourism opens up opportunities for local communities to earn additional income from tourist visits.

The sustainable tourism model emphasizes the importance of tourism development that is non-threatening to local communities' environment, economy, and socio-culture (Goeldner & Ritchie, 2011). This concept emphasizes the importance of integrated and sustainable tourism development in the long term. Sustainable tourism is a process of meeting current needs without reducing the ability of future generations to meet future needs. According to GSTC (2023), four pillars of sustainable tourism development are sustainable management, socio-economic impacts, cultural and environmental impacts (including resource consumption, pollution reduction, and biodiversity and landscape conservation). Meanwhile, according to Regulation of Minister of Tourism and Creative Economy No. 9 of 2021 (2021), the scope of sustainable tourism destination guidelines includes sustainable management, social and economic sustainability, cultural sustainability, and environmental sustainability.

This research aims to develop a holistic model of community life satisfaction through sustainable tourism in the Jambi heritage site. Community life satisfaction can be reflected through progress in education, health services, social insurance, and public infrastructure (Boakye et al., 2021; Huang et al., 2022; Kanwal et al., 2020; Yin et al., 2023). According to Yin et al. (2023) and L. Zhang et al. (2022), community life satisfaction includes three dimensions education, health and insurance, and public infrastructure. Community life satisfaction is also seen from the income index, the quality of community security, and the quality of the environment (Urtasun & Gutiérrez, 2006).

Previous research conducted by Ashraf et al. (2020), Ivars-Baidal et al. (2023), and Streimikiene et al. (2021) related to the implementation of sustainable tourism in various



destinations but do not consider the elements of community satisfaction, especially the life satisfaction of local communities. The local community at tourist attractions is an essential element (Kim et al., 2021; Richards, 2020). Community life satisfaction in tourism development is often ignored even though it contributes to sustainable tourism. Additionally, this research also analyzes the concept of urban landscape in improving community life satisfaction and sustainable tourism. The urban landscape in sustainable tourism in heritage sites is also rarely found, especially in its relationship to community satisfaction.

METHODOLOGY

This research used sequential mixed methods. This method was carried out by in-depth interviews to obtain qualitative data, followed by quantitative data using a survey (Creswell & Creswell, 2017). This research focused on the National Tourism Strategy Heritage Site (KSPN) area of Jambi Province as a buffer village namely; Desa Muaro Jambi, Desa Danau Lamo, Desa Kemingking Luar, Desa Kemingking Dalam, Desa Baru, Desa Olak Kemang and Desa Lambur. The research stage is shown in Figure 1.

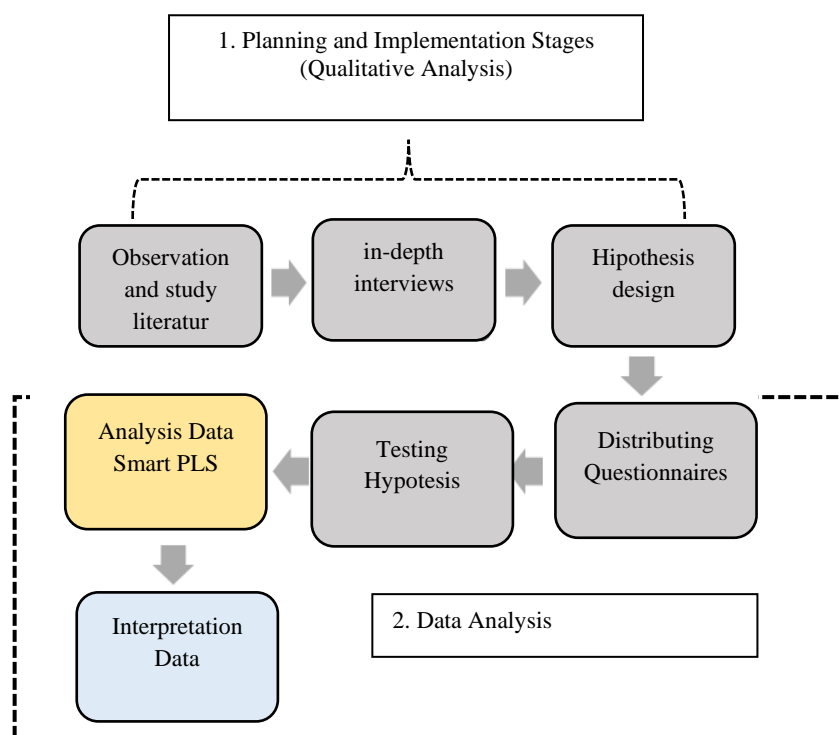


Figure 1. Research Stage
Source: Author's analysis, 2023

Planning and Implementation Stages

Observation

Observation through preliminary studies, analysis based on the latest relevant topics, and reviewing topics and research gaps that will provide research novelty.

In-depth Interviews

The initial step was to conduct in-depth interviews with local communities, MSMEs, Kawasan Cagar Budaya Nasional (KCBN) Muaro Jambi administrators, and the government. An in-depth interview was conducted to understand factors that may affect community life satisfaction at heritage tourism sites, with a particular emphasis on the Muaro Jambi National Cultural Heritage Area. In-depth interviews sought to establish the application of urban landscape and sustainable tourism in achieving community life satisfaction within heritage sites.

In-depth interviews with local communities would offer insight into their perceptions and experiences regarding the impact of heritage tourism on community life satisfaction and their needs and expectations regarding the development of heritage site tourism. In addition, understanding the percentage of the local community involved in these activities and forms of local community contribution is necessary. Interviews with MSMEs were conducted to assess the effect of tourism on their income and business growth. Information to collect includes the type of products or services offered, changes in demand along with tourism development, and challenges in exploiting economic opportunities from the tourism sector.

In this regard, heritage site management and conservation strategies were discussed during the interview, mainly about applying urban landscape and sustainable tourism concepts within KCBN Muaro Jambi. Information in the form of policies and programs already or to be executed, heritage area management challenges, and steps toward the involvement of local communities and MSMEs in tourism management and development were sought. The interviews with the government discussed policies and support for developing sustainable tourism and improving community life satisfaction around heritage sites. Therefore, the information solicited related to government programs, collaboration with other parties, and successes and challenges in implementing the urban landscape and sustainable tourism concepts.

Observation, documentation, and data were analyzed qualitatively using QDA Miner. QDA Miner is a qualitative research tool that organizes, annotates, codes, and analyzes documents and images (Cicea et al., 2021; Fornari & da Fonseca, 2023; Tani-Yildiz & Tam, 2023). QDA Miner helps researchers import documents, such as interview transcripts, books, legal documents, photos, and other visual materials (Frimpong et al., 2021; Kloess & Van der Bruggen, 2023). The intuitive interface enables efficient annotation and coding, helping quickly identify themes and patterns (Frimpong et al., 2021). The main advantage of QDA Miner is its integration with WordStat and SimStat, which provides flexibility in analyzing textual and numerical data (Das & Mishra, 2021). However, the tool's main drawback is that it lacks collaboration features, which can be an obstacle for teams that need regular project updates (Alsamarraie & Ghazali, 2023).

Hypothesis Design

Based on the results of in-depth interviews and analysis using QDA Miner, the factors that can help build community life satisfaction in cultural heritage tourism are urban landscape, empowerment of local community, integration of natural values, socio-cultural and sustainable tourism.



Urban Landscape and Community Satisfaction

Urban landscape transformation results from actions and reactions between humans and the environment. Three components of interaction between humans and the environment influence each other, namely society, culture, and economy (Keshtkaran, 2019). It is a general concept or the same important component, namely what leads to the unification of the people of a region and its differences with other regions "perceived uniqueness of a place" (Arrage & Chamra, 2022; He et al., 2023; Huai et al., 2022). Egoz (2012) described the urban landscape as a "spatial character," which evaluates physical entities that can be analyzed according to established criteria. This concept shows lifestyle, interactions and activities, values and beliefs, city affiliation with geographical location, time, climate, economy, society, and community politics (Aminzadeh, 2015). Urban landscape describes all physical and social elements in the urban environment, including buildings, parks, roads, and public facilities (Rigolon, 2016). The urban landscape reflects the cultural characteristics, history, and economic growth of a city or urban area (Ziyae, 2018). In the context of sustainable tourism, urban landscapes are crucial for creating interesting and meaningful tourism experiences for tourists and maintaining the quality of life of local communities (Lerario & Di Turi, 2018).

H1: Urban landscape had a positive impact on community life satisfaction

Integration of Natural Values and Community Satisfaction

Integration of natural values refers to efforts to consider the importance of the natural environment in tourism development (Ferretti & Comino, 2015). It includes preserving ecosystems, sustainable management of natural resources, and reducing negative impacts on the environment (Mondal & Palit, 2022). In the context of sustainable tourism development, the integration of natural values is the main focus to ensure that tourism provides economic benefits without disturbing the balance of the natural environment, which is a tourist attraction (Streimikiene et al., 2021). The integration of natural values in community life satisfaction at cultural heritage sites plays an essential role in creating a sustainable and harmonious environment (S. Zhang, Xiong, et al., 2023). Respecting and preserving natural resources around cultural heritage sites not only protects natural beauty but also improves the quality of life of the local community (Jang & Mennis, 2021). Maintaining the beauty of natural landscapes around heritage sites can provide recreational and educational spaces for the community to strengthen their connection with cultural and natural heritage (Maxim & Chasovschi, 2021).

H2: Integration of natural values had a positive impact on community satisfaction

Empowerment of Local Community and Community Satisfaction

Empowerment of the local community refers to the active participation and involvement of local communities in tourism development and management (Shafieisabet & Haratifard, 2020). Through collaboration with local communities, inclusive decision-making, and local economic empowerment, tourism can provide more sustainable benefits for local communities (Park & Kim, 2016). Empowerment of the local community at cultural heritage sites is essential to improve community life satisfaction (Purnomo et al., 2020). Through collaboration, community members can strengthen the local economy

through sustainable tourism, creating authentic tourism products and services, and using revenue to improve public services and infrastructure (Rahman & Baddam, 2021).

H3: Empowerment of the local community had a positive impact on community satisfaction

Socio-Cultural and Community Satisfaction

Socio-cultural refers to social and cultural factors in a society, including norms, values, customs, and relationships between individuals and groups (Chirkov, 2020). In the context of sustainable tourism, the integration of cultural values and local wisdom plays a paramount role because it supports the authenticity of tourism experiences, encourages local community participation, and promotes respect for cultural diversity (Mathew & Sreejesh, 2017). Sustainable tourism development that considers socio-cultural aspects aims to preserve and enrich cultural heritage and respect the needs and desires of local communities (Oluwatuyi & Omotoba, 2016). Social culture is a key element that must be considered in tourism development (Malek & Costa, 2014). The rich cultural heritage and diversity of local community traditions demand a sensitive and inclusive approach (Udejaja et al., 2020).

H4: Socio-cultural had a positive impact on community satisfaction

Sustainable Tourism Mediates the Relationship between Community Satisfaction

Sustainable tourism mediates the relationship between community life satisfaction variables by ensuring that tourism development provides equitable and sustainable benefits for local communities (Khalid et al., 2019). Sustainable tourism aims to improve the quality of life and community life satisfaction of local communities. By paying attention to socio-cultural values, integration of natural values, and urban landscape management, sustainable tourism can be an effective intermediary in improving the socio-economic conditions of local communities and supporting sustainable development (Y. Zhang et al., 2018).

Sustainable tourism can positively impact the optimization of infrastructure, improve public services, and increase community life satisfaction (Kartsan, 2022). Sustainable tourism supports increased community life satisfaction that focuses on poverty alleviation is essential for reducing absolute poverty in China (K. Wang et al., 2020). Increasing community life satisfaction can encourage tourism development because community life satisfaction can increase community support for tourism development, thereby accelerating the progress of the tourism economy (Khan et al., 2020). Community life satisfaction can increase demand for tourism, which ultimately expands the local tourism market (Calero & Turner, 2019).

H5: Sustainable tourism had a positive impact on community satisfaction

H6: Sustainable tourism can mediate the relationship between urban landscape and community satisfaction

H7: Sustainable tourism can mediate the relationship between the integration of natural values and community satisfaction

H8: Sustainable tourism can mediate the relationship between the empowerment of the local community and community satisfaction

H9: Sustainable tourism can mediate the relationship between socio-cultural and community satisfaction

Based on theory and previous research that has been explained at the hypothesis development stage, the relationship between variables in this research is in the following figure 2:

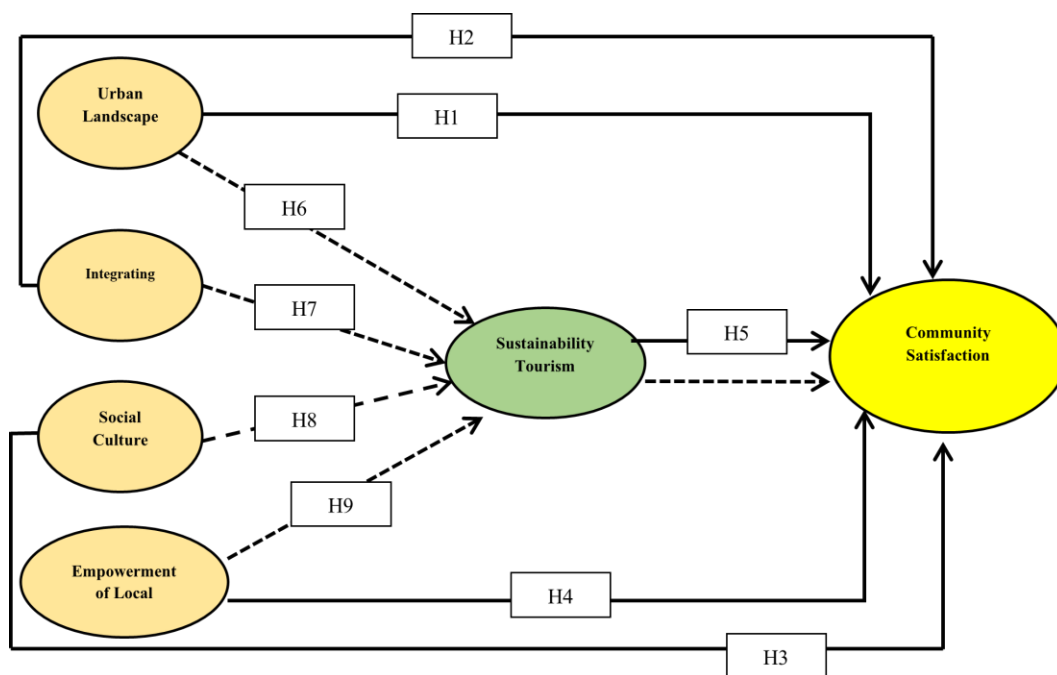


Figure 2. Hypothesis Development
Source: Author's analysis, 2023

Survey and Sample

The survey was used to obtain accurate and valid information and understanding about sustainable tourism, urban landscape, and community life satisfaction in Jambi Province. Hair et al. (2019) and Hoelter (1983) argued that a minimum sample of 200 or more is needed for accurate results. The process of selecting samples based on specific criteria, which in this research involved visitors to heritage sites in 2022 who were still living around heritage sites in KCBN Muaro Jambi. This approach ensured that the selected respondents have direct and recent experience with cultural heritage sites in Jambi Province. The specific sample selection is also related to limited resources and time available for research. By focusing on visitors still in the heritage site area, researchers can ensure that the data collected is relevant and reliable because respondents are directly involved with the research location. This approach also reduces bias and ensures that research results accurately depict the heritage site.

This research collected data from visitors to heritage sites in Jambi Province by distributing questionnaires directly. The researchers designed a questionnaire about visitor experiences and perceptions of community life satisfaction around cultural heritage site tourism. The questionnaire was designed in understandable language and consisted of

questions using a 1-5 Likert scale. Data were collected at the Muaro Jambi heritage site for several days, especially on weekends and national holidays when the number of visitors increased. Each visitor was given a brief explanation of the research objectives and asked to participate by completing a questionnaire.

Visitors were given time to complete the questionnaire on-site, with an estimated completion time of 15-30 minutes. After visitors had finished filling out the questionnaire, they were asked to return it to the research team at the exit or collection point provided. Of the 250 questionnaires distributed, 200 were returned complete and ready for analysis, indicating a high response rate of 80%.

This research developed a questionnaire based on previous research concepts; the variable of sustainability tourism is measured by economic, social-cultural, and environmental aspects (Blancas & Lozano-Oyola, 2022; Lozano-Oyola et al., 2012; Yuedi et al., 2023). The urban landscape is measured through the dimensions of aesthetics, function, identity, and ecology (Keshtkaran, 2019). The natural value integration is measured by nature conservation, utilization of natural resources, environmental education, and awareness (Rawluk et al., 2017). Social and cultural measured by preserving local culture, maintaining culture, and awareness of the uniqueness of socio-culture (Maziliauske, 2024). Local community empowerment is measured through access to information and communication, involvement in decision-making, and participation in activities (Shafieisabet & Haratifard, 2020). The community life satisfaction variable is measured through income level, health and insurance, education, and public infrastructure (Kanwal et al., 2020; Urtasun & Gutiérrez, 2006; Yin et al., 2023).

This research used the Likert scale to carry out measurements. The Likert scale measures individuals' or groups' attitudes, opinions, and perceptions about social phenomena. With a Likert scale, the variables being measured are translated into variable indicators. These indicators then become the basis for preparing instrument items, which can be statements or questions. Each answer to the instrument item using a Likert scale ranges from negative to positive. Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).

Data Analysis

Data analysis consisted of average descriptive statistical analysis and Structural Equation Model (SEM) inferential statistics using SmartPLS software to formulate a sustainable tourism model through urban landscape transformation, integrated value, nature, and culture to increase community satisfaction based on the steps below:

Measurement Model Analysis (Outer Model)

The measurement model analysis (outer model) aims to evaluate the construct variables studied, the validity (accuracy), and the profitability (reliability) of a variable. Internal consistency analysis is a form of reliability used to assess the consistency of results across items on the same test. Internal consistency testing uses composite reliability values with the criteria that a variable is said to be reliable if the composite reliability value is >0.60 . Assuming that (Hair et al., 2019):

1. If the Cronbach's Alpha value is >0.60 , then the statement items in the questionnaire are reliable.
2. Composite reliability is used to measure the consistency of indicator blocks by



looking at the composite reliability value, namely 0.7, so the measurement model in this research is reliable.

3. The AVE value must be equal to or greater than 0.5. The AVE value describes convergent validity, meaning that one latent variable can explain more than half of the variance of its indicators on average.

Structural Model Analysis (Inner Model)

The inner model analysis aims to test the research hypothesis. This research used the coefficient of determination test (R-Square) to evaluate the accuracy of a model's predictions. In other words, to evaluate how variations in the value of the dependent variable are influenced by variations in the value of the independent variable in a path model and hypothesis testing to see direct and indirect effects.

FINDINGS AND DISCUSSION

QDA Miner Analysis

Based on the results of in-depth interviews and the QDA Miner analysis carried out on the KCBN's response, the culture is an essential core of the restructuring of Muaro Jambi Temple (Figure 3). It is hoped that the preservation of cultural heritage will provide an economic impact, such as increasing employment opportunities; apart from that, the involvement of the local community must be able to maintain a sustainable nature which will ultimately improve community life satisfaction and the surrounding community (Figure 4).

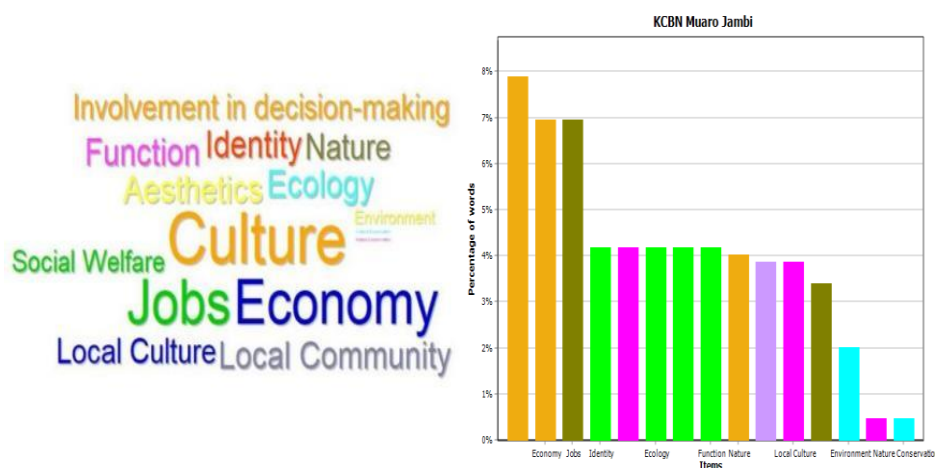


Figure 3. Result in in-depth Interviews with *KCBN Muaro Jambi*

Source: QDA Miner, processed data, 2023

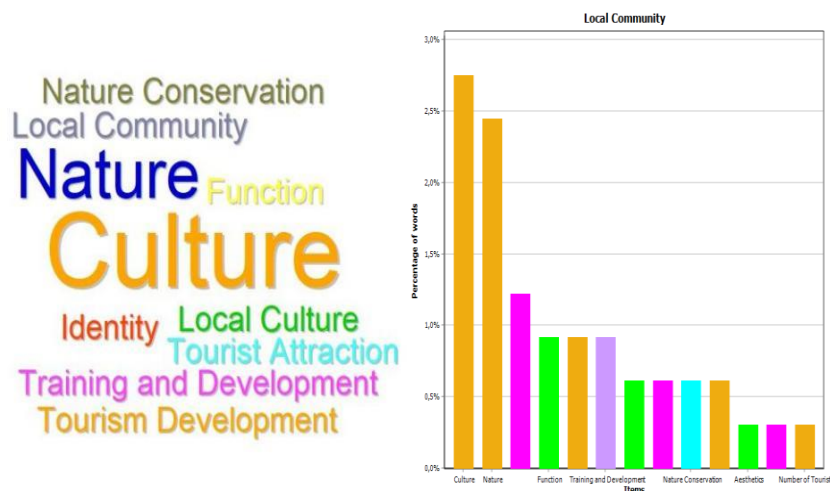


Figure 4. Result in in-depth Interviews with Local Community
Source: QDA Miner, processed data, 2023

The responses of MSME showed that local culture is an essential core of the restructuring of Muaro Jambi Temple (Figure 5). The arrangement with the urban landscape concept will help the growth of tourism by preserving the environment and culture. What is interesting about this interview is that the problems MSMEs face are product uniqueness, product marketing, innovativeness, and product quality, which still need to be improved.

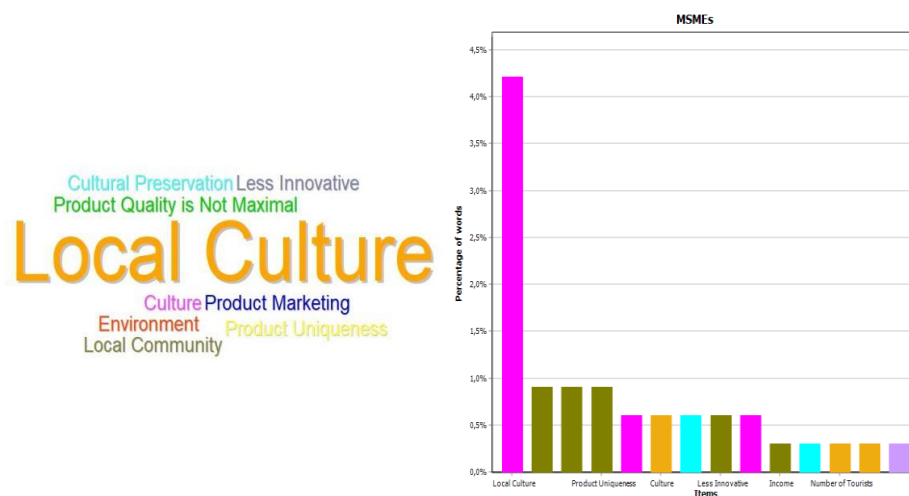


Figure 5. Result in in-depth Interviews with MSMEs
Source: QDA Miner, processed data, 2023

The government's response to the rearrangement of Muaro Jambi Temple is expected to have an impact on local communities and local products by preserving nature, culture, the environment, and culture so that it will create harmonious tourism, authenticity has an impact on tourist attraction, increasing tourists and income (Figure 6).

Culture
Local Products
Cultural Preservation
Local Community
Environment
Nature Conservation

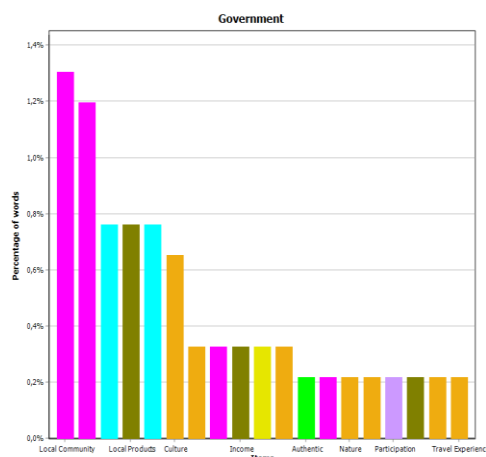


Figure 6. Result in in-depth Interviews with Government

Source: QDA Miner, processed data, 2023

Quantitative Analysis

Respondent Characteristics

The characteristics of the respondents showed that the majority were female (52.7%) and male (47.3%). The largest age group is in the 21-30 age range (53%), followed by 41-50 (26%). Most respondents work in the government sector (58%), with 18% in the private sector, 16% from the local community, and the rest in MSMEs and travelers. Regarding income, 55% earn 11-15 million, and most respondents have a master's degree (67%).

Table 2. Characteristics of Respondents

Characteristics	Criteria	Amount	Proportion (%)
Gender	Man	95	47.3
	Woman	105	52.7
	Total	200	100
Age	10-20 Years	22	11
	21-30 Years	106	53
	31 - 40 Years	20	10
	41-50 Years	52	26
	61 -70 Years	0	0
	71 - onwards	0	0
	Total	200	100
Work	Government	116	58
	Private	36	18
	MSMEs	8	4
	Local Community	32	16
	Traveler	8	4
	Total	200	100
Income	1-5 million	62	31
	6-10 million	28	14
	11-15 million	110	55
	Total	200	100
Education	Elementary School	2	1
	Junior High School	2	1
	Senior High School	26	13
	Bachelor	36	18

Characteristics	Criteria	Amount	Proportion (%)
	Masters	114	67
	Total	200	100

Source: Respondent data, 2023

Measurement Model Analysis (Outer Model)

Internal Consistency Analysis

Table 3. Internal Consistency Analysis

Variable	Indicator	Loading Factor	Cronbach's Alpha	(rho_a)	Composite Reliability	Average Variance Extracted (AVE)
Sustainability Tourism	Economic Aspects	0.720	0.815	0.845	0.874	0.636
	Social and Cultural Aspects	0.730				
	Environmental Aspects	0.870				
Urban Landscape	Aesthetics	0.711	0.896	0.919	0.929	0.768
	Function	0.901				
	Identity	0.938				
	Ecology	0.935				
Natural Value Integration	Nature Conservation	0.755	0.812	0.825	0.890	0.731
	Utilization of Natural Resources	0.876				
	Environmental Education and Awareness	0.925				
Social and Cultural	Preserving Local Culture	0.849	0.822	0.829	0.893	0.736
	Maintaining Culture	0.863				
	Awareness of the uniqueness of socio-culture	0.861				
Community Satisfaction	Income Level	0.939	0.931	0.932	0.956	0.879
	Health and Insurance	0.935				
	Education and Public Infrastructure	0.939				
Empowerment of Local Community	Access to Information and Communication	0.923	0.884	0.898	0.928	0.812
	Involvement in Decision-Making	0.924				
	Participation in Activities	0.854				

Source: Processed data, 2023

Based on the internal consistency analysis data in Table 3, the results show that the variables integration of natural values, community satisfaction, empowerment of local community, social culture, sustainable tourism, and urban landscape have met the criteria so that the statement items and models in this research are valid and reliable.

Structural Model Analysis (Inner Model)***Coefficient of Determination (R-Square)***

The values of community satisfaction, empowerment of the local community, and social culture on the variables of sustainable tourism is 0.728. The R-squared value of 0.728 indicates variations in the variable values. Sustainable tourism can be explained by variations in the integration of natural values, community satisfaction, empowerment of the local community, and social culture 72.8%.

Table 4. Coefficient of Determination (R-Square)

	R-square	R-square Adjusted
Community Satisfaction	0.707	0.689
Sustainable Tourism	0.728	0.716

Source: Processed data, 2023

Based on Table 4, the results show the influence of the variables of integration of natural values, community satisfaction, empowerment of local community, and social culture on the variable of sustainable tourism of 0.728. The r-square value of 0.728 indicates variations in the variable values. Sustainable tourism can be explained by variations in the integration of natural values, community satisfaction, empowerment of the local community, and social culture 72.8%.

The influence of the integration of natural values, community satisfaction, empowerment of the local community, socio-culture, and sustainable tourism variables to public welfare of 0.707. The r-square value of 0.707 indicates that the variation in the value of the Y2 variable can be explained by the variation in the values of integration of natural values, community satisfaction, empowerment of local community, socio-culture, and sustainable tourism amounting to 70.7%.

Once the r-square value of each variable is known, as shown in the r-square table, the predictive-relevance value can be obtained using the following formulation and calculations:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1)(1 - R^2_2) \\
 Q^2 &= 1 - (1 - 0.707^2)(1 - 0.728^2) \\
 Q^2 &= 1 - (1 - 0.49)(1 - 0.53) \\
 Q^2 &= 1 - (0.51 \times 0.47) \\
 Q^2 &= 1 - 0.24 \\
 Q^2 &= 0.76 \qquad \dots(1)
 \end{aligned}$$

The calculation results of the predictive-relevance value of 0.76 or 76% show that the diversity of data that the model can explain is 76%. The remaining 24% is explained by other variables yet to be contained in the model and errors. These results mean that this research model is feasible because it has relevant predictive value to be used for hypothesis testing.

1. Direct Influence

This research has carried out hypothesis testing with the help of SmartPLS to build a sustainable tourism research model in the heritage site area of Jambi Province.

Table 5. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values
Integration of Natural Values → Community Satisfaction	-0.149	-0.142	0.157	0.950	0.342
Integration of Natural Values → Sustainable Tourism	0.147	0.143	0.117	1,258	0.208
Empowerment of Local Community → Community Satisfaction	0.104	0.092	0.147	0.703	0.482
Empowerment of Local Community → Sustainable Tourism	0.091	0.088	0.109	0.839	0.402
Socio-Cultural → Community Satisfaction	0.300	0.298	0.096	3,132	0.002
Socio-Cultural → Sustainable Tourism	0.267	0.270	0.087	3,064	0.002
<i>Sustainable Tourism</i> → Community Satisfaction	0.704	0.716	0.118	5,948	0,000
<i>Urban Landscape</i> → Community Satisfaction	0.421	0.419	0.135	3,118	0.002
<i>Urban Landscape</i> → Sustainable Tourism	0.435	0.440	0.105	4,159	0,000

Source: Processed data, 2023

Based on the results of data processing (Table 5), the results obtained are:

- Socio-cultural variables have a significant influence on community satisfaction; it can be seen from the coefficient value of 0.300 and the p-value below 0.05 with a value of 0.002.
- Socio-cultural has a significant influence on sustainable tourism; it can be seen from the coefficient value of 0.267 and the p-value below 0.05 with a value of 0.002
- Sustainable tourism has a significant influence on community satisfaction; it can be seen from the coefficient value of 0.764 and the p-value below 0.05 with a value of 0.000
- Urban landscape has a significant influence on community satisfaction; it can be seen from the coefficient value of 0.421 and the p-value below 0.05 with a value of 0.002
- Urban landscape has a significant influence on sustainable tourism; it can be seen from the coefficient value of 0.435 and the p-value below 0.05 with a value of 0.000.

2. Indirect Influence

An indirect influence test was carried out to test the sustainable tourism variable mediating between urban landscape, natural integration, empowerment of the local community, and socio-culture on community life satisfaction in the heritage site area in Jambi Province.



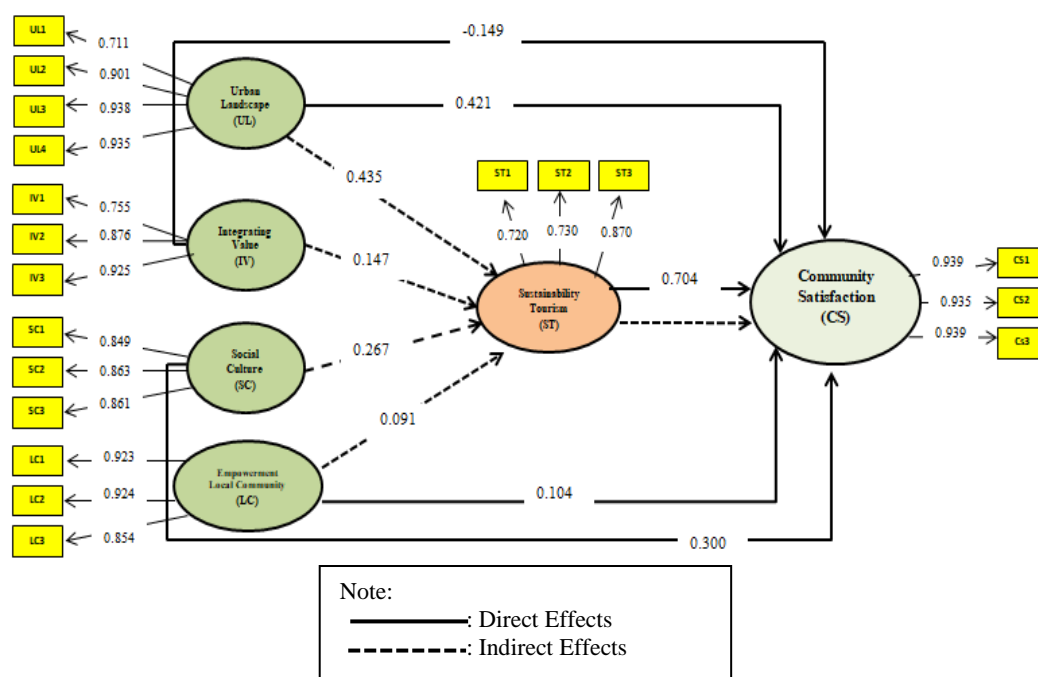
Table 6. Output Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (O/STDEV)	P- values
Integration of Natural Values → Community Satisfaction	0.104	0.105	0.090	1.151	0.250
Empowerment of Local Community → Community Satisfaction	0.064	0.061	0.079	0.811	0.417
Socio-cultural → Community Satisfaction	0.188	0.192	0.069	2.719	0.007
Urban Landscape → Community Satisfaction	0.307	0.314	0.091	3.372	0.001

Source: Processed data, 2023

Based on the indirect effect test results obtained (Table 6), the following results were obtained that:

- Sustainable tourism variables can mediate the relationship between social-cultural and community satisfaction. It can be seen from the p-value, which is below 0.007.
- The sustainable tourism variable can mediate the urban landscape and community life satisfaction relationship. It can be seen from the p-value, which is below 0.001.

**Figure 7.** Holistic Model of Community Life Satisfaction in Heritage Site

Source: Processed data, 2023

Discussion

Urban Landscape towards Sustainable Tourism

This research found that urban landscape has a significant positive influence on sustainable tourism; it can be seen from the coefficient value of 0.435 and the p-value below

0.05 with a value of 0.000. This research found that a sustainable urban landscape has a positive and significant impact on the concept of Sustainable Tourism in heritage site areas. The results of this research have important implications for sustainable tourism development, especially in historical areas.

This research found that sustainable urban landscapes in heritage site areas strategically support and promote sustainable tourism. The urban landscape includes various elements, including the arrangement of urban parks, preservation of green space in urban areas, use of buildings with environmental awareness, and public facilities that support the sustainable tourism paradigm (Keshtkaran, 2019). The findings of this research emphasize the need to integrate sustainability principles in the planning and development of urban areas. This effort includes developing and maintaining urban green spaces that uphold sustainability and steps to reduce negative impacts on the environment. Infrastructure development that aligns with Sustainable Tourism principles is also a paramount point.

Urban landscapes can create sustainable economic opportunities for local communities living in heritage site areas (He et al., 2023). With the growing interest of the world community in sustainable tourism destinations, local economies can grow through the tourism sector (Yarza Pérez & Verbakel, 2022). Urban landscapes can support sustainable tourism in creating a healthier and more comfortable environment for residents, with the consequence of increasing welfare (Dong, 2019). Urban landscape management that supports sustainable tourism is a determining factor in achieving harmony between tourism growth and environmental preservation in heritage site areas. The application of sustainable environmental ethical principles is critical in efforts to achieve this harmony.

Collaboration between government, the private sector, and local communities is essential in maintaining and developing a sustainable urban landscape (Apak & Gürbüz, 2023). The government has a central role in formulating policies that support the principles of sustainable tourism, while the private sector can contribute through investment in infrastructure that supports this concept. The active involvement of local communities in the planning and implementation process of projects that support sustainability is also a critical factor in this overall dynamic. The results of this research strengthen our understanding of the role of a sustainable urban landscape in supporting the principles of Sustainable Tourism in heritage site areas. Through wise preservation and urban landscape development efforts, heritage site areas can grow while maintaining environmental integrity and providing sustainable economic and social benefits for all parties involved.

Urban Landscape Towards Community Satisfaction

This research found that urban landscape has a significant favorable influence on community satisfaction; it can be seen from the coefficient value of 0.421 and the p-value below 0.05 with a value of 0.002. The heritage site area has unique architectural characteristics and cultural elements. Maintaining and designing an urban landscape that suits the character of the historic area, residents and visitors will feel more connected to the cultural heritage which can improve the quality of life of local people by providing a stronger sense of pride and identity.

Heritage site areas often become essential tourist attractions. In heritage site areas, the government and area managers can attract tourists (Wu & Xiao, 2016). Better tourism contributes to the local economy and can indirectly improve the welfare of local



communities through increased employment and income (Alizadeh & Hitchmough, 2019). Applying an urban landscape that follows the character of the heritage site area can preserve the natural environment and cultural diversity, which are valuable assets that can provide long-term benefits for the community and promote understanding and respect for history and cultural heritage (Wu & Xiao, 2016).

Revitalization of the Muaro Jambi Temple National Cultural Heritage Area (KCBN) with harmonizing cultural heritage's authenticity with natural ecosystems. Harmonization of this ecosystem will create a balance between nature and culture. The biodiversity at KCBN Muaro Jambi has a historical value that is assumed to resemble a complex of parks, canals, and lakes. Biosecurity has economic value and is a source of community life, medicine, and traditional cooking.

Additionally, the area around the Muaro Jambi Temple is often used as a research object for various scientific disciplines, such as archaeology, history, and anthropology, as well as biodiversity. The revitalization of KCBN Muaro Jambi Temple is in line with national priorities following Law Number 15 of 2017 concerning the advancement of culture by carrying out reconstruction, revitalization, restructuring (urban landscape), preservation, and development.

Social Culture towards Community Satisfaction

This research found that social culture has a significant positive influence on community satisfaction; it can be seen from the coefficient value of 0.300 and the p-value below 0.05 with a value of 0.002. The heritage site reflects cultural and historical aspects inseparable from the daily lives of local people (Y. Liu et al., 2022). Maintaining and promoting cultural elements provides opportunities for communities to maintain cultural identity (Koufodontis & Gaki, 2022). Heritage site areas often become popular tourist destinations, so maintaining and maintaining the unique cultural and social elements in heritage site areas is paramount because it can attract more tourists and create local economic and employment opportunities (Hosseini et al., 2021). Economic growth indirectly improves the welfare of the people living in the surrounding area. Apart from economic benefits, the social and cultural elements preserved in heritage site areas often become a strong basis for forming solid communities (Islam, 2022). Social norms that respect cultural heritage and local culture are essential in creating an environment that supports community well-being (Z. Wang & Le, 2022).

There are several unique heritage sites in Jambi Province, such as the Muaro Jambi Temple, which is the largest enshrinement site in Southeast Asia at 3,981 hectares, the oldest campus, the center of Buddhist civilization, the study center for 5 (five) fields of science known as Panca Widya, is in the center in the middle of community settlements, plantations, mining. This is, of course, different from Prambanan Temple and Borobudur Temple, which are far from residential areas. Atisha Maha Guru once lived and studied here in the 7th century. Ancient boats were found in Lambur Village, East Muaro Sabak District, East Tanjung Jabung Regency, Jambi Province. The archaeologists in this discovery suspect that the ancient boat is around 700 years old and closely related to the Srivijaya Kingdom. The Batu House in Olak Kemang Village is the legacy of a propagator of Islam in Seberang City in the 18th century named Sayyid Idrus Hasan Al-Jufri, Nicknamed Prince Wiro Kusumo. The style and shape of this house is a combination of

Chinese, Arabic, Malay, and European. These three objects have been designated as cultural heritage

Heritage site areas can improve welfare through social involvement (Anra & Sadzali, 2017). Social and cultural activities, such as cultural festivals, community gatherings, and arts activities, provide a sense of purpose, excitement, and social interaction. The presence of cultural elements in the heritage site area provides better educational opportunities and cultural awareness for local communities to better understand history, art, and cultural values, which can increase their sense of identity and well-being (Wicaksono et al., 2021). The involvement of local communities in cultural activities in heritage site areas can improve social and emotional aspects of well-being, strengthen social relationships, and provide joy through participation in cultural and social events.

Socio-Cultural towards Sustainable Tourism

This research found that the influence of social-cultural has a positive and significant influence on sustainable tourism; it can be seen from the coefficient value of 0.267 and the p-value below 0.05 with a value of 0.002. The findings of this research have significant implications in the context of sustainable tourism development. The research results show that social and cultural elements are crucial in achieving sustainability in the tourism industry (Tariq & Hassan, 2023). There is a strong emphasis on considering and preserving cultural values, historical heritage, and social interactions as integral elements in planning and implementing sustainable tourism strategies.

Tourism destinations are often home to priceless cultural heritage, such as historic buildings, traditional artistic practices, and cultural celebrations. Therefore, to achieve sustainable tourism, it is essential to implement strong protective measures, including preserving traditions, restoring historic buildings, and promoting arts and culture (Mbilima, 2021). This preservation is not only about preserving the destination's identity but also generates positive economic impacts and creates job opportunities related to cultural preservation.

The findings of this research also underline the need to respect and maintain social and cultural values in sustainable tourism development. As tourism grows, it is essential to strike the right balance between economic growth and cultural and social life protection. This development must include social and cultural dimensions in addition to environmental aspects. Through this approach, tourism can become a motor for economic development, cultural preservation, and forming a sustainable society. With a forward-looking approach, tourism can become a tool for preserving and promoting local communities' cultural richness and community satisfaction.

Sustainable Tourism towards Community Satisfaction

This research found that the influence of sustainable tourism has a significant positive influence on community satisfaction, it can be seen from the coefficient value of 0.764 and the p-value below 0.05 with a value of 0.000. The research results confirm that a sustainable tourism approach significantly impacts the community's welfare in the heritage site area. Sustainable tourism encourages protecting and preserving the natural environment and cultural heritage as core elements in tourism development.



The existence of tourism should provide prosperity for the people around it. However, this does not necessarily happen, for example in the Muaro Jambi Temple area, the community needs to utilize it optimally so that inequality is still found. and monthly income is below the prosperous standard of living, ranging from Rp. 300,000-Rp. 900,000 per head of family/month; in the villages of Lambur and Olak Kemang. It is also the case that there is very minimal impact, and tourism activities contribute to improving community satisfaction, so the research team concluded that this phenomenon is interesting to study. With the concept of a sustainable strategy model, it is hoped that tourists will not only focus on visiting the heritage site areas of Jambi Province but also on areas around the buffer that have very interesting culinary, cultural, and natural potential. Suppose this tourism can be developed with a sustainable model. In that case, this will also mean that tourists will stay longer in Jambi Province because many exciting destinations can be visited in one travel period.

Environmental protection and cultural heritage to achieve tourism sustainability, emphasis is often placed on protecting the natural environment and preserving cultural heritage (H. Wang et al., 2022). Wise management of tourist areas, strict environmental protection policies, and maintenance of historic buildings are essential elements to preserve cultural heritage and the natural environment, creating a healthy environment for local communities (Chenavaz et al., 2022).

The principles of sustainable tourism also positively impact sustainable economic opportunities for local communities by creating stable employment opportunities in the tourism sector, the growth of local businesses, and increasing income within the community (Li et al., 2021). This positive economic contribution is essential in improving community life satisfaction in heritage site areas. Respecting local culture and involving local communities in tourism decision-making are essential because they can listen to community aspirations, maintain cultural authenticity, and empower communities to actively participate in industrial tourism (Blancas & Lozano-Oyola, 2022).

The Mediating Role of Sustainable Tourism between Social Culture and Urban Landscape on Community Satisfaction

Sustainable tourism appears as a mediating element that combines interactions between socio-cultural aspects and the urban landscape and their impact on community life satisfaction variables in heritage site areas. Sustainable tourism principles and practices act as intermediaries that facilitate harmonization between urban landscape and culture, forming a complex interweaving with significant implications for the level of well-being of local communities (Chenavaz et al., 2022).

Sustainable tourism promotes the protection and preservation of socio-cultural elements that have significant value in heritage site areas, including preserving traditions, arts, and cultural heritage (Sugiyama, 2019). The sustainable tourism paradigm seeks to preserve the integrity of local culture and avoid excessive commercialization, leading to the cultivation of a strong sense of identity (Li et al., 2021). Sustainable tourism also encourages sustainable urban landscape development, such as wise urban planning, urban green space maintenance, and infrastructure supporting a healthy environment (He et al., 2023).

The strong relationship between sustainable tourism, socio-cultural aspects, and urban landscape positively impacts community life satisfaction variables. This paradigm

generates local economic opportunities through the tourism sector, creates stable employment opportunities, improves the quality of life, and strengthens a strong sense of identity among residents. Socio-cultural aspects and urban landscape - interact in a holistic work series that creates a supportive and sustainable environment for the heritage site area (Szromek, 2022). The mediator role played by sustainable tourism on urban landscape and culture can holistically increase the level of community life satisfaction and maintain environmental integrity and cultural heritage in heritage site areas (Rabelo & Bernus, 2015).

Sustainable tourism promotes sustainability principles to minimize negative impacts on the natural environment in heritage site areas. Conserving biodiversity, wise use of resources, and implementation of environmental practices that support long-term ecological sustainability. Sustainable tourism provides empowerment opportunities for local communities, enabling local communities to be actively involved in tourism activities. It includes training, business opportunities, and cultural heritage preservation (Dorobantu & Nistoreanu, 2012). Sustainable tourism provides residents with greater access to economic benefits and development opportunities.

Sustainable tourism also contributes to increased cultural awareness among local communities, potentially resulting in a deeper understanding of history, art, and cultural values, ultimately enriching experiences and improving individual well-being (Elvina & Zebua, 2019). Sustainable tourism provides sustainable economic benefits and welfare for local communities, including increased income, expanded access to services and infrastructure, and sustainable job creation (Wicaksono et al., 2021). The role of sustainable tourism in connecting these elements creates a broad and beneficial environment, which includes the environmental, social, and economic sectors, not only improving the welfare of people in heritage site areas but also supporting the preservation of the natural environment and cultural sustainability, creating a sustainable positive impact for all communities and destinations.

The urban landscape has a paramount role in supporting sustainable tourism in the Muaro Jambi Temple area, especially in the context of harmonization between cultural and natural heritage. By involving design elements such as parks, pedestrian paths, and open space arrangements, the urban landscape helps maintain the natural beauty around the temple while strengthening the authenticity and beauty of culture in the KCBN Muaro Jambi area. Thoughtful arrangements can create the right balance between natural and cultural aspects so that tourists can enjoy an authentic and memorable experience. Additionally, urban landscapes also have a paramount role in maintaining biodiversity by paying attention to local ecosystems, and natural habitats and promoting environmental sustainability. In addition, because the KCBN Muaro Jambi area has many crowded zones, the urban landscape helps regulate the flow of visitors, manage tourist density, and maintain a balance between visitors and the surrounding environment. Thus, the urban landscape not only functions as an aesthetic element but also strengthens tourism attractiveness protects cultural and natural heritage, and improves the overall quality of the tourist experience.

The urban landscape has a significant impact on the community life satisfaction of local communities in the KCBN Muaro Jambi. Sustainable urban landscape development creates new economic opportunities for local communities, such as jobs in the tourism sector, environmental care services, and creative industries related to tourism. This increases the income and standard of living of local people, as well as providing



opportunities for skills development and general welfare improvement. Additionally, a good urban landscape also creates friendly and safe public spaces for residents, improving the quality of life of local communities. With good recreational facilities, gathering places, and transportation facilities, local communities can better enjoy the benefits of tourism and strengthen social ties between them. Therefore, urban landscape development not only contributes to sustainable tourism development but also has a positive impact on the community life satisfaction of local communities, ultimately creating a more inclusive and sustainable environment. Urban landscapes facilitate immersive and educational tourist experiences, helping to increase understanding and appreciation of cultural heritage. Urban landscape creates conservation zones and protects historic sites by assisting in the physical preservation of cultural heritage. A balanced urban landscape between modern development and cultural heritage preservation creates harmony between the past and the present, maintaining the relevance and life of cultural heritage in the urban context that continues to develop at KCBN Muaro Jambi.

The concept of developing sustainable tourism at heritage sites involves efforts to preserve, restore, and develop cultural heritage as an integral part of sustainable tourism practices (Kim et al., 2021). This concept focuses on empowering local communities and ensuring the sustainability of a tourist destination, especially those related to historical sites (Labadi et al., 2021). The key to the concept of developing sustainable tourism at heritage sites is that policymakers must integrate cultural heritage management into tourism planning and development so that they can protect and strengthen the unique attraction of the heritage site (Loulanski & Loulanski, 2011; Nocca, 2017).

The findings of this research align with those found by Dans and González (2019) that social and cultural values positively influence sustainable tourism in Altamira, Spain. This research also found the same research results as Urtasun and Gutiérrez (2006), and Yin et al. (2023) that a sustainable tourism approach can improve the quality of life of communities in heritage site areas as a whole, where local communities can enjoy a maintained environment, stable economic benefits, and a solid cultural identity. This research confirms that sustainable tourism preserves natural and cultural heritage and creates tangible benefits for local communities living in heritage site areas. This research supports previous findings (Yarza Pérez & Verbakel, 2022; S. Zhang, Lin, et al., 2023) that urban landscapes in cultural heritage site areas preserve cultural heritage and improve community satisfaction. This research reveals that green spaces and parks designed with historic elements in mind can foster community pride and local identity, which in turn is positively related to community satisfaction.

CONCLUSION

The result of this research shows that socio-cultural and urban landscapes positively affect sustainable tourism and community satisfaction. Variables of sustainable tourism also mediate the complex relationship between socio-cultural and urban landscapes in community satisfaction. Mechanisms and practices relating to sustainable tourism mediate the positive influence of socio-cultural aspects on community life satisfaction and vice versa for the effect of urban landscapes on community satisfaction. In this respect, the relation that comes up as a primary determinant factor in improving community life satisfaction conditions refers to socio-culture, the urban landscape, and sustainable tourism.

This demands an approach that is holistic and integrated in the promotion of sustainable development within the framework of sustainable tourism.

Promoting sustainable tourism can be enhanced by cooperation between the government, local communities, and other relevant parties by emphasizing socio-cultural and urban landscape aspects affecting community satisfaction. Building a destination image concerning local culture and the environment might attract more tourists who support sustainable development. It is within the capacity of governments and stakeholders to make their investment in the preservation of cultural heritage and urban landscapes through the maintenance of historic sites, development of urban parks, and improvement in infrastructure and urban planning that sustains cultural character. Moreover, community life satisfaction can be enhanced by providing cultural and environmental training and education to the local communities to help people understand that their local culture needs to be preserved and that living principles support sustainable tourism. By doing this, they can contribute affirmatively towards developing environmentally friendly tourism with good impacts on the local communities.

A sustainable area for tourism requires an approach that will easily integrate the local culture with the cityscape. This has been done by demarcating areas for tourism, developing environmentally friendly infrastructure, and initiating training programs to make residents actively participate in tourism. Such integration makes the area attractive to tourists and friendly to the locals, as it ensures the safeguarding of local identity and the least possible harm to the natural environment. Besides, including local communities in decision-making for sustainable tourism is very important. It engages people in processes through decision-making levels, gives chances for economic gains, and makes them willing to participate. Those are very anchor strategies for areas of sustainable tourism with cultural integration, community empowerment, and environmental responsibility at their core. While the holistic model of social and cultural heritage tourism emphasizes the urban landscape as the fundamental basis, it must be revised.

Cultural sites imply massive investments. This approach speaks, besides the tourists' experience at cultural sites, about the greatness of local customs, typical culinary delicacies, natural beauty, and attractions of surrounding villages, as well as evening attractions and programs organized by locals. Urban landscapes enable tourists to understand and enjoy destinations by supporting diversity and meeting various needs. If this model proves to be successful, with a focus on cityscapes, it will create affluent communities while sustaining cultural sites.

This research has relevant implications for developing sustainable tourism in cultural heritage areas. Provide a deeper understanding of the impact of tourism on community satisfaction. A holistic model integrating natural values, urban landscape, and empowerment of the local community in accepting sustainable tourism. The empowerment of local communities could enhance community life satisfaction and provide added value to local communities while providing a positive experience for tourists, strengthening tourism destination attractiveness, thus positively impacting the community in aspects of economic growth and sustainable development.

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