Exploring the Impact of Social Media Promotion and Cultural Identity on Community Empowerment in Tribal Tourism Destinations

Priyanka Chowrasia* and Isita Lahiri†

Abstract

This research paper examines the power of social media promotion and cultural identity on the representation of tribal tourism destinations and their subsequent impact on the empowerment and well-being of tribal communities. The study proposes a conceptual model to support tribal empowerment, focusing on the Toto Tribe. A standardized feedback form was administered using a 5-point Likert scale to 300 randomly selected participants. Reliability and validity tests were conducted, followed by structural model testing using PLS-SEM in R Studio. Results revealed that social media promotion significantly influences tourism (β = 0.289, t = 4.098, CI: 0.169–0.429), while tourism positively impacts tribal empowerment (β = 0.340, t = 4.854, CI: 0.212–0.479). The R^2 values for Tourism (0.099) and Tribal Empowerment (0.116) indicate modest explanatory power. The analysis underscores the role of social media in elevating cultural representation and promoting sustainable development, while acknowledging its limitations in a quantitative analysis of selected community factors.

Keywords: Cultural Identity, Social Media Promotion, Community Empowerment, Tribal Tourism, Development, Scheduled Tribe.

1. Introduction

Social media has evolved into a transformative tool, offering diverse opportunities to empower individuals and communities (Al'Uqdah et al., 2019). Yet the major impact of social media on the empowerment of tribes in the Indian context is still under-researched (Al'Uqdah et al., 2019). From a broader perspective of tribal empowerment, tourism has emerged as an

---

* University of Kalyani, Kalyani, West Bengal, India; pchowrasiamba22@klyuniv.ac.in

† University of Kalyani, Kalyani, West Bengal, India; isitalahiri@gmail.com

opportunity-driven force for socio-economic development, that significantly influences the quality of life of tribal population (Li & Hunter, 2015; Kumar et.al., 2025). In the era of the digital world, where dependency of the younger generation on social media platforms has increased for acquiring information related to travel destinations (Dina & Sabou, 2012; Munar & Jacobse, 2013). The adaptation of social media to promote tourism activities helps to appeal to diverse demographics and also serves as a strategic tool to attract a wider audience (Alghamdi & Wahid, 2024).

Previous research has highlighted the substantial role of tourism in empowering tribal communities. To further support the impact of tourism, a case study by Ivanovic (2015) was conducted in South Africa, demonstrating how community-based tourism can help in uplifting the indigenous communities. However, the successful implementation and realization of the positive impacts of community-based tourism are contingent upon the continuous support of local communities (Utami et al., 2019). This collaboration, in turn, is mediated by the quality of experience and tourist satisfaction levels (Altunel and Erkurt, 2015). The idea behind the above statement is clarified in a study performed by Binoj et al. (2018), which states the increasing influence of cybernetic and digital tools for the support of tribal development and acts as a catalyst for empowerment. Moreover, Kaitano (2020) also asserted that empowering tribal communities through sustainable tourism helps in the achievement of SDG12, which emphasizes responsible utilisation and consumption patterns.

Despite the enormous impact of tourism, its potential for tribal upliftment remains underexploited. Specifically, there is a notable absence of literature in relation to a comprehensive and integrated model that provides a pathway for the empowerment of the tribal community through social media and tourism. Currently, tourists actively use social media platforms to seek authentic and unique experiences while selecting their travel destinations (Butler, 2017; Karagöz & Uysal, 2022). The competition within the tourism industry has intensified. In order to optimize its effect, the role of social media is involved in enhancing tourism promotion by applying a cost-efficient strategy to reach a global audience, highlighting tribal destinations, and encouraging sustainable visitation practices. Boosting tourism not only supports economic recovery but also presents an opportunity to drive the economic empowerment of tribal communities by showcasing rich and diverse cultural heritage (Lagos & Wang, 2023). The fusion of technology with cultural tourism will open new avenues for tribal communities to assert their cultural identity and to achieve economic benefits.

However, there is a significant gap that persists in understanding how tribal cultural identity and social media can be effectively linked to foster tribal empowerment through tourism. Addressing this gap requires

a rethinking of development strategies that specifically focus on how the distinct cultural identities of tribal groups can be positioned as assets within the tourism sector. This research investigation considers the ramifications of social media promotion and cultural identity on community empowerment within the context of Tribal Tourism. Drawing on previous research and the proposed conceptual model, this study seeks to provide an in-depth understanding of how tourism shaped by social media and cultural identity can empower tribal communities. The contribution of this study lies in three critical areas: (1) proposing a structured pathway for the sustainable upliftment of tribal communities; (2) examining cost-effective strategies for tribal tourism promotion with the support of social media, and (3) formulating initiatives for policymakers that align tribal empowerment with sustainable tourism.

2. Review of Prior Studies

2.1. Social Media Promotion and Its Role in Tourism

The emergence of social media has revolutionized communication, facilitating the seamless exchange of thoughts and ideas across vast populations (Van Dijck, 2012). It provides a variety of services, such as acting as a networking tool, serving as a platform for marketing, among others (Pereira Correia et al., 2014). It's a cost-effective feature that surpasses the traditional means and substantially impacts promotional efforts (Kumar et al., 2017). While its effect in the field of tourism is also appreciable, the research by Yasa et al. (2020) suggested that for the country's economic advancement, the Ministries of Tourism and Education should adopt a proactive strategy in leveraging social media for promotional purposes.

With the support of the AIDA model, Damanik (2020) also showcased how social media significantly affects tourism marketing development. Its influential role helps in selecting tourists' destination choices (Wang and Yan, 2022). Its intervention also helps to advocate for enhancing information quality in Tourism (Kim et al., 2017). The effectiveness of social media in tourism marketing enables the user to obtain accurate and confident information regarding their destination choice (Gabriel & Shuayb, 2022). The mediating role of social media in guiding visitors' destination choices highlights its pivotal role in the tourism industry's advertising (Chatterjee and Dsilva, 2021; Senyo and Ha, 2022; Alsoud et al., 2023).

H_1: Social media promotion significantly affects Tribal Tourism by attracting tourists to visit tribal places.

2.2. Role of Cultural Identity in the Development of Tourism

Uniqueness acts as a tool that grants an advantage by distinguishing and attracting crowds (Brush et al., 2001). This feature serves as a tool for promoting the tourism industry and attracting tourists to tribal destinations. The involvement of cultural identity as a defining trait of scheduled tribes acts as a gateway to entice tourists to visit, interact, and connect with these communities (McIntosh et al., 2002). This effectively captures the tourists' attention and amplifies social influence, aligning with previous discussions (Cohen-Hattab and Kerber, 2004).

Leveraging cultural identity as a tool to raise awareness about a place, leads to increased visitor numbers (Stankova et al., 2015). Furthermore, the unique aspects of a location, its distinctive cultural identity, and appealing environmental features collectively foster a stronger sense of connection between tourists and the place (Karsono et al., 2015).

In addition to cultural uniqueness, local traditions and architectural distinctiveness contribute to cultural restoration and economic empowerment through tourism, particularly within a competitive landscape (Putra, 2018). The integral role of perceived value mediates between tourists' intentions to revisit places, and the quality of the tour guide helps the tourism sector (Cheng et al., 2019). A direct and substantial relationship between tourists' desire for uniqueness and their behavioral intentions within heritage tourism plays an important part in the flourishing of Tourism (Karagöz & Uysal, 2022).

H_2: Cultural Identity significantly affects Tribal Tourism by attracting tourists to the tribal places.

2.3. Impact of Tourism on the Empowerment of the Community

The foundation of sustainable tourism hinges upon community participation and collaboration with governing bodies (Dangi & Petrick, 2021). Engaging locals in revitalizing their cultural heritage helps to empower communities and foster sustainable tourism (Wilson et al., 2001; Sutawa, 2012). A study conducted by Kim and Chen (2006) illustrates Taiwan's regional growth driven by tourism and emphasizes how government intervention in resource allocation contributed to national economic advancement.

Although the lack of knowledge and technology hinders empowerment, locals point to cognitive and infrastructural barriers (Das, 2012). The capacity of tourism to generate income for local populations can lead to economic development in those areas (Alghizzawi et al., 2018).On the contrary, Nepal et al. (2019) revealed that tourism sector expansion contributes to gross capital formation and economic output growth, stressing the need to align national policies with energy and environmental policies to foster

sustainable tourism. Consequently, it is evident from this discourse that a locality's tourism can drive empowerment among its residents. Despite the significance of tourism in empowering tribal communities, limited literature exists from this perspective.

H_3: Tribal Tourism has a significant effect on Community Empowerment.

3. Statement of the Problem

The existing research literature in this area has focused on Tourism as a factor for tribal empowerment, but the impact on the ground is not significant. Therefore, it becomes imperative to construct a model that facilitates Tribal Empowerment in a more accessible and affordable way. This paper endeavors to incorporate the roles of social media promotion and cultural identity in bolstering tourism by increasing tourist visits to tribal areas, thereby evaluating its impact on tribal empowerment. Taking into account the gaps revealed through the literature review, the present study aims to address the following objectives:

1. Investigate the influence of social media promotion and cultural identity on the identification of Tribal tourism.

2. Assess the impact of Tribal tourism on community empowerment within the Tribal
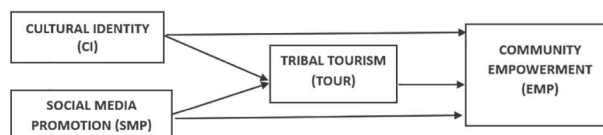

Figure 1: Conceptual framework

4. Hypothesis Formulation

The literature review highlights tourism's potential for tribal empowerment, yet it overlooks the roles of social media promotion and cultural identity in this context. Therefore, establishing a model to illustrate the dynamic role of tourism in empowering tribal communities becomes crucial. The study's objectives are based on the above-reviewed literature and have served as the basis for establishing the respective propositions:

H_1: Social media promotion significantly affects Tribal Tourism by attracting tourists to visit tribal places.

H_2: Cultural Identity significantly affects Tribal Tourism by attracting tourists to the tribal places.

H_3: Tribal Tourism has a notable influence on Community Empowerment.

H_4: Social Media Promotion significantly affects the Community Empowerment of the Tribal.

H_5: Cultural Identity significantly affects the Community Empowerment of the Tribal.

5. Methodology

5.1. Research Design, Constructs & Questionnaire

The study employs a cross-sectional research design characterized by data collection at a single point in time, laying the groundwork for subsequent in-depth investigations (Wang & Cheng, 2020). The target population comprises residents belonging to the Toto tribe residing in the Alipurduar District of West Bengal. Using a probability sampling method, the researchers gathered samples through a self-administered questionnaire to establish robust statistical inferences about the entire group.

The questionnaire design aligns with the study's hypotheses. Firstly, questions about social media promotion aim to gauge its role in positively promoting the village adopted from Aljumah et al. (2022), Damanik (2020) & Yasa et al. (2020). Secondly, inquiries related to cultural identity focus on demonstrating how the distinctness of Toto culture attracts visitors, as adopted from Eniola (2020) & Cheng et al. (2019). The third set of variables, Tribal Tourism, encompasses circumstances meant to allure tourists to visit, stay, and relish the area, which are adapted from Chouhan (2022). Finally, variables related to Tribal Empowerment aim to illustrate the financial benefits derived when tourists visit the tribe's location, adopted from Wani et.al. (2024).

5.2. Sample Procedure

The sample size for this study was established based on the Krejcie and Morgan (1970) method for definite total populations. According to this method, when the total population is less than 1,300, the ideal sample size is 297. To facilitate data collection, researchers sought collaboration from the village head, who provided house numbers for the study to collect the samples. A lottery method was then applied to randomly select households as participants. Selected households received the questionnaire in Bengali, and with the assistance of a guide, data collection commenced. 300 questionnaires were distributed among residents of the Toto tribe in the Alipurduar District of West Bengal, of which 274 were usable responses. The researcher designed the questionnaire using a five-point Likert rating scale, where '1' denoted 'Strongly deny,' and '5' indicated 'Strongly Support.'

5.3. Data Analysis

Formal data analysis was conducted using RStudio software, employing Structural Equation Modeling to explore and confirm statistical relationships among variables. To ensure the robustness of our measures, reliability was assessed using Cronbach's Alpha (CA), while validity was established through both convergent and discriminant validity tests. The structural model was then evaluated via hypothesis testing and the R2 values.

6. Results

6.1. Survey Participant Information

The demographic profile of the respondents (see Table 1) is summarized based on gender, age, and education. Among the participants, 41% were male (112 respondents) and 59% were female (162 respondents), demonstrating a female majority in the sample. Regarding age distribution, 50% of the answerers (138 individuals) were in the age group of 20–30, followed by 35% (97 individuals) in the 30–40 years category. Additionally, 12% (32 individuals) were between 40–50 years, while only 3% (7 individuals) were 50 years or older, reflecting a predominantly younger population. Regarding educational qualifications, 60% of the respondents (165 individuals) had completed high school, 27% (73 individuals) had secondary education, and 13% (36 individuals) were graduates. These findings suggest that a larger part of the respondents were proportionate adolescents and had attained at least Upper secondary level.

Table 1: Descriptive features of participants

Dimensions	Items	Frequency	Percentage
Gender	Male	112	41%
	Female	162	59%
Age	20-30 years	138	50%
	30-40 years	97	35%
	40-50 years	32	12%
	50-elder	07	3%
Education	High school	165	60%
	Secondary education	73	27%
	Graduate	36	13%

6.2. Measurement Model

The measurement model includes four constructs: Social Media Promotion (SMP), Cultural Identity (CI), Tribal Tourism (TOUR), and Community Empowerment (EMP). All indicator loadings (see Table 2) exceeded the acceptable benchmark of 0.6, demonstrating good reliability (Hair et al., 2022). SMP items showed loadings between 0.637 and 0.814, while CI items

ranged from 0.627 to 0.967. The TOUR construct had loadings between 0.729 and 0.897, and EMP items ranged from 0.732 to 0.860. The findings affirm the suitability of the indicators in capturing their corresponding constructs.

Table 2: Showing variables with their respective factor loadings

Variable	Items		Indicator Loading
Social Media Promotion (SMP)	I have recently watched a vlog of my village tour on YouTube.	SMP 1	0.814
	There are lots of positive comments on the video relating to our village.	SMP 2	0.637
	I used to post about my area on the social media platform.	SMP 3	0.707
	Social media promotion helps others to know about our place.	SMP 4	0.741
Cultural Identity (CI)	Our history and heritage are two of my preferences when choosing a destination.	CI 1	0.670
	The Toto language spoken over here is the uniqueness of our community.	CI 2	0.967
	The bamboo houses over here are so unique and different.	CI 3	0.627
Tribal Tourism (TOUR)	The guide is available in my place for tourists.	TOUR1	0.897
	The main tourist spots here are the Betel Nut Full Mountain and the river.	TOUR2	0.819
	Homestays and picnic spots are available in all seasons.	TOUR3	0.729
Community Empowerment (EMP)	I earn some extra money when tourists come.	EMP 1	0.860
	There are more employment opportunities because of the tourists.	EMP 2	0.732
	The government paid more attention after the tourists started coming.	EMP 3	0.845

Table 3 presents the credibility and rationality measures for the four constructs. The Cronbach's α scores for factors range from 0.713 to 0.760, marking satisfactory internal dependability, because they are above the commonly recognized cutoff of 0.7. The AVE values for the constructs range from 0.529 to 0.669 and are above 0.5, confirming good convergent validity (Hair et al., 2017). Likewise, the Indicator Consistency (Rhoc) values regarding each dimension, ranging from 0.807 to 0.857, demonstrate high Latent construct stability and reliability. These results suggest the assessment model is psychometrically sound for the constructs under study.

Table 3: Showing the Cronbach Alpha, Average Variance Extracted (AVE), and Rhoc that help in determining the Convergent validity

Factors	Cronbach Alpha	AVE	Rhoc
Social media Promotion (SMP)	0.713	0.529	0.817
Cultural Identity (CI)	0.754	0.592	0.807
Tribal Tourism (TOUR)	0.760	0.669	0.857
Community Empowerment (EMP)	0.754	0.664	0.855

Table 4 presents the HTMT, which is used to confirm construct distinctiveness in the study. The HTMT values measure how distinct the constructs are from one another. In this table, all HTMT values are well below the commonly accepted benchmark of 0.85, indicating good discriminant validity. Specifically, the HTMT values between Social Media Promotion (SMP) and Cultural Identity (CI)(0.168), SMP and Tribal Tourism (TOUR)(0.362), and SMP and Community Empowerment (EMP) (0.371) are all relatively low, suggesting that these constructs are sufficiently distinct. Similarly, the values for the relationships between Cultural Identity (CI) and Tribal Tourism (TOUR) (0.138), and Tribal Tourism (TOUR) and Community Empowerment (EMP) (0.403) further confirm that the constructs are independent of one another. These results demonstrate that the measured elements in this study are discriminant valid.

Table 4: Construct distinctiveness using HTMT

	Social media promotion (SMP)	Cultural Identity (CI)	Tribal Tourism (TOUR)	Community Empowerment (EMP)
Social Media Promotion (SMP)				
Cultural Identity (CI)	0.168			
Tribal Tourism (TOUR)	0.362	0.138		
Community Empowerment (EMP)	0.371	0.162	0.403	

Table 5 presents the divergent validity assessment using the Fornell & Larcker (1981) criterion. Based on this criterion, a construct has divergent rationality if the square root of its AVE surpasses the association between that construct and any other structure in the representation. In this table, the diagonal values represent the square root of the AVE for each construct: Social Media Promotion (SMP) (0.728), Cultural Identity (CI) (0.770), Tribal Tourism (TOUR) (0.818), and Community Empowerment (EMP) (0.815). The diagonal values exceed the off-diagonal correlation values, indicating that the constructs are sufficiently distinct. Therefore, this confirms that the constructs in the study demonstrate adequate divergent validity.

Table 5: Divergent validity using Fornell & Larcker, 1981 criterion

	Social Media Promotion (SMP)	Cultural Identity (CI)	Tribal Tourism (TOUR)	Community Empowerment (EMP)
Social Media Promotion (SMP)	0.728			
Cultural Identity (CI)	0.120	0.770		
Tribal Tourism (TOUR)	0.300	0.128	0.818	
Community Empowerment (EMP)	0.313	0.147	0.340	0.815

For accepting a model fit (Hu & Bentler,1999), the value of CFI should be equal to or >0.09, whereas the value of CFI =0.917, which is a good fit, and TLI 0.891 (Shi et al., 2019). According to Browne and Cudeck (1992), RMSEA < 0.09 is a good indicator (RMSEA = 0.069), and SRMR =0.062, which satisfies the essential criteria.

6.3. Structural Model

Hypothesis testing results determine the level of significance of the data. The researcher adopted the structural model under PLS-SEM to verify the proposed proposition via the bootstrapping approach. Constructing the results reveals a statistically strong and meaningful association between Social Media Promotion (SMP) and Tribal Tourism (TOUR) (beta=0.289, and t-value= 4.098), which means the increased use of social media for promotion will hype the tourism of tribal places. Therefore, H_1 is supported. Besides this, Tribal Tourism (TOUR) and Community Empowerment (EMP) also show a positive and significant relationship with others (Beta=0.340, T Statistics =4.854). Thus, H_3 is supported. Table 6 below shows the direct results of the proposed hypotheses.

Table 6: Direct effect of Social Media Promotion and Cultural Identity on Tribal Tourism and Community Empowerment of Tribals.

		BETA	Standard Deviation	t-value	2.5% C. I	97.5% C. I	Results
H_1	Social Media Promotion (SMP)-> TribalTourism (TOUR)	0.289	0.071	4.098	0.169	0.429	**Supp.**

H₂	Cultural Identity (CI) ->TribalTourism (TOUR)	0.094	0.114	0.821	-0.210	0.222	**Not Supp.**
H₃	Tribal Tourism (TOUR) ->Community Empowerment (EMP)	0.340	.070	4.854	0.212	0.479	**Supp.**

The indirect results divulge that there is a positive and significant relationship between Social Media Promotion (SMP) and Tribal Empowerment (EMP), having (Beta= 0.098, T statistics=2.643) that supports H₄. Additionally, it also revealed the lack of a significant association between Cultural Identity (CI) and Tribal Empowerment (EMP) (beta =0.032, t-value = 0.782).

Table 7: Indirect Impact of Social Media Promotion and Cultural Identity on Community Empowerment of Tribals

		BETA	**SD**	**T STATISTICS**	**2.5% CI**	**97.5% CI**	**Decision**
H₄	Social Media Promotion (SMP) ->Community Empowerment (EMP)	0.098	0.037	2.643	0.045	0.183	Supp.
H₅	Cultural identity (CI) ->Community Empowerment (EMP)	0.032	0.041	0.782	0.072	0.089	Not Supp.
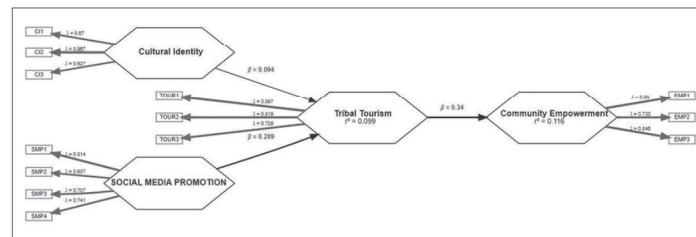
Figure 2: Structural Model examining Social Media Promotion and Cultural Identity impact on Tribal Tourism and Community Empowerment.

The structural model uses the VIF value to test collinearity. The VIF values (see Table indicate no multicollinearity issues, as all estimates are under the brink of 5, ensuring construct independence.

Table 8: Shows the VIF value

	VIF
Social Media Promotion (SMP)	1.69
	1.39
	1.35
	1.20
Cultural identity (CI)	1.45
	1.51
	1.61
Tribal Tourism (TOUR)	1.63
	1.64
	1.42
Community Empowerment (EMP)	1.48
	1.47
	1.68

As mentioned in Table 9, results show that Tribal Tourism (TOUR) and Community Empowerment are affected by 9.9% and 11.6% respectively. The value of R-squared is a measure of explanatory power that explains the variance in the endogenous variable explained by the exogenous variable. The values of R^2=0.092 & 0.112 above explain the variance concerning Tribal Tourism (TOUR) and community empowerment (EMP) by social media and cultural identity. In general, the value of R2 is high, but the small value still has the power to explain the model (Huberty, 1994).

Table 9: R^2 and Adjusted R^2

	R^2 VALUE	AdjR^2
Tribal Tourism (TOUR)	0.099	0.092
Community Empowerment (EMP)	0.116	0.112

7. Discussion and Conclusion

The influence of social media on cultural tourism has gained considerable traction in recent years, particularly in the context of underrepresented communities. As highlighted in previous research (Hanna et al., 2011; Bakshy, 2012), social media function as a powerful tool of storytelling, cultural promotion, and transforming traditional narratives. This study delves into its potential by focusing on the Toto Tribe, exploring how social media promotion and cultural identity can contribute to the development of tribal tourism and ultimately lead to community empowerment. However, there is a need for the involvement of community efforts to encourage tourism in their place (Goodwin, 2002), which will provide a more efficient way to restore their culture and language and empower them.

The findings emphasize that social media promotion significantly drives tribal tourism by showcasing the unique traditions, practices, festivals,

and landscapes of tribal life to a broader audience. Platforms like YouTube allow for real-time engagement, user-generated content, and participatory marketing that traditional media often fails to capture. Tourists today seek authentic, offbeat experiences, and social media has made it easier to bridge the gap between tribal destinations and interested travelers.

However, while cultural identity remains central to the essence of tribal communities, its impact on tourism appears limited unless actively communicated. When culture is not mediated by technology or lacks visibility, it often struggles to impact tourism flows. This points to a key insight that the cultural pride and preservation efforts must be linked with strategic digital promotion to generate tangible economic and social benefits. Culture is the content, but social media is the platform that amplifies it.

Furthermore, the research affirms the transformative role of tribal tourism in empowering communities. Tourism not only brings revenue but also helps to gain respect, recognition, and renewed pride in indigenous practices (Shrestha et al.,2025). When tourists engage meaningfully with tribal traditions, it validates the community's identity and incentivizes cultural continuity. Tourism also creates employment opportunities in areas such as handicrafts, local cuisine, homestays, and eco-tourism initiatives (Chatterjee et.al., 2024). An important takeaway from this study is the indirect yet significant contribution of social media to empowerment, through its influence on tourism. By building interest and attracting visitors, social media lays the groundwork for economic upliftment and increased community participation (Zheng & Chou, 2024).In contrast, the influence of cultural identity alone, without effective dissemination, does not yield the same empowerment outcomes, highlighting a need for synergy between tradition and technology.

Despite the relevance of earlier studies, the living conditions and socio-economic challenges of many tribal groups, including the Toto Tribe, remain largely unaddressed. This study fills that gap by offering evidence-based insights into how structured, sustainable, and culturally respectful tourism, supported by social media, can lead to genuine empowerment. It also calls for more community-led efforts, where local stakeholders are trained and involved in promoting their culture, ensuring that the welfare of tourism is upheld within the society.

In conclusion, while cultural identity defines the essence of tribal life, its intentional promotion through digital platforms transforms it into a force for empowerment. When these elements are combined with inclusive tourism strategies, they can pave the way for sustainable development, cultural revitalization, and social equity in tribal areas.

8. Implications

This paper offers a holistic perspective on tribal empowerment, primarily leveraging social media promotion to enhance awareness and appreciation to tribal communities. This approach provides a significant way of preserving and safeguarding traditional practices, languages, art, and customs within the community. The collaboration of social media promotion and cultural identity provides an opportunity for the stakeholders to craft sustainable tourism practices that nurture pride and empowerment of the tribal populace. The involvement of influencers in promoting cultural diversity and responsible tourism will help in attracting more tourists. Additionally, providing community workshops focused on training locals to use their own social media accounts for tourist attractions will yield superior results. These insights are crucial for policymakers and tourism authorities to devise strategies prioritizing cultural preservation and community welfare, forming a foundation for developing regulations and guidelines to promote responsible tourism practices.

References

A. Pereira Correia, P., García Medina, I., Fabiola González Romo, Z., & S. Contreras-Espinosa, R. (2014). The importance of Facebook as an online social networking tool for companies. *International Journal of Accounting & Information Management*, *22*(4), 295-320. https://doi.org/10.1108/IJAIM-08-2013-0050

Al'Uqdah, S. N., Jenkins, K., & Ajaa, N. (2019). Empowering communities through social media. *Counselling Psychology Quarterly*, *32*(2), 137-149. https://doi.org/10.1080/09515070.2017.1407747

Alghamdi, G., & Wahid, N. A. (2024). The Use of Social Media Marketing Activities to Promote a Tourism Destination: A Review. *Advances in Social Sciences Research Journal*, *11*(7), 246-59. DOI:10.14738/assrj..117.17320

Alghizzawi, M., Salloum, S. A., & Habes, M. (2018). The role of social media in tourism marketing in Jordan. *International Journal of Information Technology and Language Studies*, *2*(3), 59-70. http://journals.sfu.ca/ijitls.

Aljumah, A. I., Nuseir, M. T., & El Refae, G. A. (2022, November). Exploring the Effect of Social Media Marketing and Destination Image on Destination Loyalty in Covid-19 Times: Sequential Mediating Role of Brand Love and Brand Loyalty. In *2022 International Arab Conference on Information Technology (ACIT)* (pp. 1-8). IEEE. https://doi.org/10.1109/ACIT57182.2022.9994189

Alsoud, M., Alfdool, S., Trawnih, A., Helalat, A., & Mahrakani, N. (2023). Social media marketing activities and tourists' purchase intention. *International Journal of Data and Network Science*, *7*(2), 677-686. http://dx.doi.org/10.5267/j.ijdns.2023.3.004.

Altunel, M. C., & Erkurt, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, *4*(4), 213-221. https://doi.org/10.1016/j.jdmm.2015.06.003.

Bakshy, E., Rosenn, I., Marlow, C., & Adamic, L. (2012, April). The role of social networks in information diffusion. In *Proceedings of the 21st International Conference on World Wide Web* (pp. 519–528). https://doi.org/10.1145/2187836.2187907.

Binoj, S. S., Sujatha, J. S., & David, I. (2018). Tribe development through empowerment and technology. *Organization and Management: Scientific Quarterly*. http://dx.doi.org/10.29119/1899-6116.2018.44.3.

Browne, M. W., & Cudeck, R. (1992). Alternative ways of assessing model fit. *Sociological Methods & Research*, *21*(2), 230-258. https://doi.org/10.1177/0049124192021002005.

Brush, C. G., Greene, P. G., & Hart, M. M. (2001). From initial idea to unique advantage: The entrepreneurial challenge of constructing a resource base. *Academy of Management Perspectives*, *15*(1), 64–78. https://doi.org/10.5465/ame.2001.4251394.

Butler, R. (2017). The tourist experience: can destinations maintain authenticity?. *Worldwide Hospitality and Tourism Themes*, *9*(6), 617-626. https://doi.org/10.1108/WHATT-09-2017-0044

Chatterjee, J., & Dsilva, N. R. (2021). A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha. *Tourism Critiques: Practice and Theory*, *2*(1), 74–90. https://doi.org/10.1108/TRC-09-2020-0017.

Chatterjee, P., Chakrabortty, N., & Ghosh, S. (2024). Rural Tourism and Homestays in India: Impact on Local Economy, Culture and Ecology. *International Journal of Tourism & Hospitality Reviews (2024): n. pag*, *11*(2), 12-18. https://doi.org/10.18510/ijthr.2024.1122.

Cheng, Y. S., Kuo, N. T., Chang, K. C., & Chen, C. H. (2019). How a tour guide interpretation service creates intention to revisit for tourists from mainland China: the mediating effect of perceived value. *Journal of China Tourism Research*, *15*(1), 84–104. https://doi.org/10.1080/19388160.2018.1517067.

Chouhan, V. (2022). Developing a sustainable tribal tourism model vis-à-vis the tribal region of Rajasthan. *Journal of Tourism, Heritage & Services Marketing*, *8*(1), 58-63. https://doi.org/10.5281/zenodo.6594696

Cohen-Hattab, K., & Kerber, J. (2004). Literature, cultural identity and the limits of authenticity: A composite approach. *International Journal of Tourism Research*, *6*(2), 57-73. https://doi.org/10.1002/jtr.470

Dangi, T. B., & Petrick, J. F. (2021). Enhancing the role of tourism governance to improve collaborative participation, responsiveness, representation, and inclusion for sustainable community-based tourism: A case study. *International Journal of Tourism Cities*, *7*(4), 1029-1048. https://doi.org/10.1108/IJTC-10-2020-0223

Das, S. K. (2012). An analysis of constraints in women empowerment in Tribal area: Evidences from Assam. *Asian Journal of Research in Social Sciences and Humanities*, *2*(4), 61–74. https://api.semanticscholar.org/CorpusID:147325514.

Dina, R., & Sabou, G. (2012). Influence of social media in choice of touristic destination. *Cactus Tourism Journal*, *3*(2), 24-30.

Eniola, A. A. (2020). Cultural identity and entrepreneurial performance. In *Entrepreneurship as empowerment: Knowledge spillovers and entrepreneurial ecosystems* (pp. 23-44). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-550-720201004

F. K. Damanik, W. P. Tarigan and O. Oh, "Influence of Social Media on Tourist Decision Making," *2020 International Conference on Information Management and Technology (ICIMTech)*, Bandung, Indonesia, 2020, pp. 181–184, doi: 10.1109/ICIMTech50083.2020.9211203.

Gebreel, O. S. S., & Shuayb, A. (2022). Contribution of social media platforms in tourism promotion. *International Journal of Social Science, Education, Communication and Economics (SINOMICS JOURNAL)*, *1*(2), 189-198. https://doi.org/10.54443/sj.v1i2.19.

Goodwin, H. (2002). Local community involvement in tourism around national parks: opportunities and constraints. *Current Issues in Tourism*, *5*(3-4), 338-360. https://doi.org/10.1080/13683500208667928.

Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, *1*(2), 107–123. https://doi.org/10.1504/IJMDA.2017.087624.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203.

Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, *54*(3), 265-273.https://doi.org/10.1016/j.bushor.2011.01.007.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, *6*(1), 1-55. https://doi.org/10.1080/10705519909540118.

Huberty, C. J. (1994). A note on interpreting an R2 value. *Journal of Educational and Behavioral Statistics*, 351-356. https://doi.org/10.2307/1165398.

Ivanovich, M. (2015). The role of tribal authorities in rural tourism development in South Africa: the case of the Kingdom of the Rain Queen. *African Journal for Physical Health Education, Recreation and Dance*, *21*(sup-2), 37-54.https://hdl.handle.net/10520/EJC182969.

Kaitano, D. U. B. E. (2020). Tourism and sustainable development goals in the African context. *International Journal of Economics and Finance Studies*, *12*(1), 88-102. https://doi.org/10.34109/ijefs.202012106.

Karagöz, D., & Uysal, M. (2022). Tourists' need for uniqueness as a representation of differentiated identity. *Journal of Travel Research*, *61*(1), 76-92.https://doi.org/10.1177/0047287520972804.

Karsono, B., Indira, S. S., & Deni, D. (2015). The significance of uniqueness, comfort, Security, and safety to place attachment. *Jurnal Teknologi*.

Kim, H. J., & Chen, M. H. (2006). Tourism expansion and economic development: The case of Taiwan. *Tourism Management*, *27*(5), 925-933.https://doi.org/10.1016/j.tourman.2005.05.011.

Kim, S. E., Lee, K. Y., Shin, S. I., & Yang, S. B. (2017). Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo. *Information & management*, *54*(6), 687-702. https://doi.org/10.1016/j.im.2017.02.009

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, *30*(3), 607-610. https://doi.org/10.1177/001316447003000308.

Kumar, V., Agarwala, T., & Kumar, S. (2025). Rural tourism as a driver of sustainable development: a systematic review and future research agenda. *Tourism Review*. https://doi.org/10.1108/TR-03-2024-0172

Kumar, V., Choi, J. B., & Greene, M. (2017). Synergistic effects of social media and traditional marketing on brand sales: Capturing the time-varying effects. *Journal of the Academy of marketing Science*, *45*, 268-288. https://doi.org/10.1007/s11747-016-0484-7

Lagos, K., & Wang, Y. (2023). International tourism and poverty alleviation: cross-country evidence using panel quantile fixed effects approach. *Journal of Travel Research*, *62*(6), 1347-1371. https://doi.org/10.1177/00472875221119978.

Li, Y., & Hunter, C. (2015). Community involvement for sustainable heritage tourism: a conceptual model. *Journal of Cultural Heritage Management and Sustainable Development*, *5*(3), 248–262.https://doi.org/10.1108/JCHMSD-08-2014-0027.

McIntosh, A. J., Hinch, T., & Ingram, T. (2002). Cultural identity and tourism. *International Journal of Arts Management*, pp. 39–49. https://www.jstor.org/stable/41064754.

Munar, A. M., & Jacobsen, J. K. S. (2013). Trust and involvement in tourism social media and web-based travel information sources. *scandinavian Journal of Hospitality and Tourism*, *13*(1), 1-19. https://doi.org/10.1080/15022250.2013.764511

Nepal, R., Al Irsyad, M. I., & Nepal, S. K. (2019). Tourist arrivals, energy consumption and pollutant emissions in a developing economy–implications for sustainable tourism. *Tourism Management*, *72*, 145-154. https://doi.org/10.1016/j.tourman.2018.08.025.

Putra, I. D. G. A. D. (2018). Evoking traditions and creating uniqueness: Traditional settlements and tourism in a disruptive era. In *4th International Conference on Indonesian Architecture and Planning Design and Planning in Disruptive Era* (pp. 308-315).

Senyao, S., & Ha, S. (2022). How social media influences resident participation in rural tourism development: A case study of Tunda in Tibet. *Journal of Tourism and Cultural Change*, *20*(3), 386-405. https://doi.org/10.1080/14766825.2020.1849244.

Shi, D., Lee, T., & Maydeu-Olivares, A. (2019). Understanding the model size effect on SEM fit indices. *Educational and Psychological Measurement*, *79*(2), 310-334. https://doi.org/10.1177/0013164418783530.

Shrestha, R. K., Decosta, J. P. L. E., & Whitford, M. (2025). Reimagining community-based indigenous tourism: Insights from the traditional knowledge of indigenous Newars of Nepal. *Tourism Management*, *108*, 105110.https://doi.org/10.1016/j.tourman.2024.105110

Stankova, M., & Vassenska, I. (2015). Raising cultural awareness of local traditions through festival tourism. *Tourism & Management Studies*, *11*(1) 120-127.

Sutawa, G. K. (2012). Issues on Bali tourism development and community empowerment to support sustainable tourism development. *Procedia Economics and Finance*, *4*, 413-422.https://doi.org/10.1016/S2212-5671(12)00356-5.

Utami, M. M., Taufik, H. E. R., & Bhakti, W. N. (2019, October). Village Tourism: The Implementation of Community-Based Tourism. In *2019 International Conference on Organizational Innovation (ICOI 2019)* (pp. 537-542). Atlantis Press. https://doi.org/10.2991/icoi-19.2019.94

Van Dijck, J. (2012). Facebook as a tool for producing sociality and connectivity. *Television & new media*, *13*(2), 160-176. https://doi.org/10.1177/1527476411415291

Wang, X., & Cheng, Z. (2020). Cross-sectional studies: strengths, weaknesses, and recommendations. *Chest*, *158*(1), S65-S71. https://doi.org/10.1016/j.chest.2020.03.012.

Wilson, S., Fesenmaier, D. R., Fesenmaier, J., & Van Es, J. C. (2001). Factors for success in rural tourism development. *Journal of Travel Research*, *40*(2), 132-138. https://doi.org/10.1177/004728750104000203.

Yasa, N. N. K., Giantari, I. G. A. K., Setini, M., Sarmawa, W., Rahmayanti, P., & Dharmanegara, I. (2020). Service strategy based on Tri Kaya Parisudha, social media promotion, business values, and business performance. *Management Science Letters*, *10*(13), 2961-2972. doi: 10.5267/j.msl.2020.5.029

Yasa, N., Giantari, I. G. A. K., Setini, M., Sarmawa, W., Rahmayanti, P., & Dharmanegara, I. (2020). Service strategy based on Tri Kaya Parisudha, social media promotion, business values, and business performance. *Management Science Letters*, *10*(13), 2961-2972. http://dx.doi.org/10.5267/j.msl.2020.5.029

Zheng, Z. Q., & Chou, R. J. (2024). Rebuilding the resilience of mountainous rural communities by enhancing community capital through industrial transformation: A case study from rural Fujian, China. *Habitat International*, *149*, 103086.