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*Research Article*

# Creative Economic Development in Increasing Sustainable Tourism Potential in Pampang Cultural Village Samarinda

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**Abstract.** This study examines the role of the creative economy in enhancing sustainable tourism potential in Pampang Cultural Village, Samarinda, Indonesia, and identifies strategic priorities for its development. Pampang Cultural Village is recognized for its rich cultural heritage preserved by the Dayak Kenyah community, which serves as a valuable tourism asset. Despite this potential, the contribution of creative economy activities to tourism development has not been fully optimized. Therefore, a comprehensive analysis is needed to formulate effective development strategies. This research employs a mixed qualitative–quantitative approach using the SWOT-AHP method. SWOT analysis is utilized to identify internal strengths and weaknesses as well as external opportunities and threats affecting creative economy development. Subsequently, the Analytic Hierarchy Process (AHP) is applied to determine the priority level of each strategic factor and alternative strategy. The findings indicate that the village possesses significant creative economy potential in cultural performances, handicrafts, culinary products, traditional fashion, and cultural souvenirs. Cultural authenticity emerges as the primary strength, while limited innovation capacity and digital marketing skills remain the major weaknesses. The results further reveal that the highest-priority strategy is the development of innovative creative tourism products rooted in Dayak Kenyah cultural heritage while preserving cultural authenticity. This strategy should be supported by digital promotion, human resource capacity building, stakeholder collaboration, and improvements in tourism infrastructure to achieve sustainable tourism development.

**Keywords:** Creative Economy; Cultural Tourism; Pampang Cultural Village; Sustainable Tourism; Tourism Development.

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## 1. Introduction

Sustainable tourism has emerged as a strategic approach in destination development due to its emphasis on balancing economic growth, socio-cultural preservation, and environmental protection. The concept aims to ensure that tourism development generates long-term benefits for local communities while preserving cultural identity and environmental quality for future generations (UNWTO). Within this context, cultural tourism destinations require particular attention because their attractiveness depends heavily on the authenticity and sustainability of local cultural assets (Setyaningsih et al., 2024). Pampang Cultural Village in Samarinda, Indonesia, is known for maintaining the customs of the Dayak Kenyah community through cultural performances, traditional architecture, rituals, and handicrafts. It is one cultural destination with substantial potential for sustainable tourism development.

Previous studies on tourism development in cultural villages have employed various approaches, including community-based tourism models, destination management frameworks, and cultural preservation strategies. Examined sustainable community-based tourism in Pampang Village by focusing on local residents' perceptions regarding tourism

sustainability (Priatmoko et al., 2021). Investigated the government's role in fostering creative economy development in Pampang Cultural Village through institutional and policy perspectives (Anggelin et al., 2022). Meanwhile, Santoso et al. (2022) highlighted the role of creative economy integration in strengthening rural tourism competitiveness through innovation system approaches. These studies collectively indicate that creative economy development can support tourism growth, improve local welfare, and strengthen destination attractiveness.

However, each of these approaches presents both strengths and limitations. Community-based tourism approaches effectively encourage local participation and social inclusion but often lack strategic mechanisms for product innovation and market expansion. Government-led institutional approaches provide policy support and infrastructure development but may face implementation constraints due to bureaucratic inefficiencies and limited stakeholder collaboration. Innovation system approaches promote systemic economic integration but often remain generalized and insufficiently contextualized to the socio-cultural characteristics of specific cultural tourism destinations. Consequently, existing studies have not comprehensively examined how creative economy development can be strategically optimized to enhance sustainable tourism potential in Pampang Cultural Village through an integrated economic, socio-cultural, institutional, and environmental perspective.

Based on these limitations, the primary research problem addressed in this study is the lack of an integrated strategic framework for developing the creative economy to support sustainable tourism in Pampang Cultural Village. Although the destination possesses strong cultural assets and tourism attractiveness, the optimization of creative economy potential remains limited due to low product innovation, inadequate digital promotion, weak institutional support, and insufficient integration between creative economic activities and tourism destination management (Anggelin et al., 2022).

To address this issue, this study proposes an integrated analytical approach to examine the development of the creative economy in enhancing sustainable tourism potential in Pampang Cultural Village. The study adopts a multidimensional sustainable tourism framework encompassing economic, socio-cultural, institutional, and environmental dimensions to analyze the current conditions, identify development barriers, and formulate strategic recommendations for destination stakeholders. To address this issue, this study proposes an integrated analytical approach to examine the development of the creative economy in enhancing the potential for sustainable tourism in Pampang Cultural Village. This study adopts a multidimensional sustainable tourism framework encompassing economic, socio-cultural, institutional, and environmental dimensions to analyze current conditions, identify development barriers, and formulate strategic recommendations for destination stakeholders. Referring to Kuntariningsih (2026) The concept of sustainable tourism development, which emphasises a balance between economic rewards, environmental sustainability, and social justice, was developed as a result of knowledge of the detrimental effects of mass tourism.

The contributions of this study are threefold. First, it enriches the literature on sustainable tourism and creative economy by providing empirical evidence from a cultural tourism destination in Indonesia. Second, it offers an integrated analytical framework for assessing creative economy development in sustainable cultural tourism contexts. Third, it provides practical recommendations for local governments, tourism managers, and communities in formulating strategic policies for sustainable tourism development based on local creative potential.

This is how the rest of the paper is structured. The pertinent research on sustainable tourism and the growth of the creative sector is reviewed in Section 2. The research approach used in this study is described in Section 3. The results and comments are presented in Section 4. The study is finally concluded in Section 5, which also provides suggestions for further research.

## 2. Literature Riview

Numerous earlier studies have looked at the connection between sustainable tourism and the growth of the creative economy from various angles. Analyzed sustainable community-based tourism in Pampang Cultural Village and found that community participation significantly supports tourism sustainability, although the study did not specifically address creative economy optimization (Priatmoko et al., 2021). Highlighted that integrating creative economy into tourism development can improve destination

competitiveness and local economic resilience, but their study focused on agrotourism rather than cultural tourism destinations (Santoso et al., 2022). Examined institutional support for creative economy development in Pampang Cultural Village and identified governance and infrastructure barriers, yet the study did not comprehensively assess its impact on sustainable tourism (Anggelin et al., 2022). Proposed a conceptual model of creative-based tourism village development but lacked empirical application in specific cultural destinations (Setyaningsih et al., 2024).

Based on these studies, existing research has not comprehensively analyzed the strategic role of creative economy development in enhancing sustainable tourism potential in Pampang Cultural Village through integrated economic, socio-cultural, institutional, and environmental dimensions. By offering an integrated analysis of creative economy development as a tactic to boost sustainable tourism in Pampang Cultural Village, this study seeks to close this gap.

**Sustainable Tourism Theory**

Sustainable tourism refers to tourism development that balances economic, socio-cultural, and environmental interests to ensure long-term destination viability and community welfare (UNWTO). This concept emphasizes that tourism growth should not compromise environmental resources or local cultural identity. sustainable tourism is increasingly viewed as a strategic framework for achieving resilient destination management in response to environmental and socio-economic challenges (Baloch et al., 2023). In cultural destinations, sustainable tourism also serves as a mechanism for preserving heritage while enhancing visitor satisfaction (Setyaningsih et al., 2024).

**Creative Economy Theory**

Creative economy is defined as an economic system that generates value through creativity, knowledge, innovation, and cultural assets (UNCTAD, 2022). In the tourism sector, creative economy enhances destination competitiveness by transforming local traditions and cultural expressions into marketable tourism experiences (Richards, 2021). Note that creative economy development can foster local entrepreneurship, strengthen place branding, and diversify tourism offerings [10]. Furthermore, creative-based tourism products are increasingly recognized as drivers of authentic visitor engagement and economic sustainability (Santoso et al., 2022).

**Cultural Tourism Development**

Cultural tourism development involves utilizing cultural heritage, traditions, and local identity as strategic tourism assets to create meaningful visitor experiences while supporting local livelihoods (0ECD, 2022). Effective cultural tourism development requires balancing commercialization with authenticity to avoid overexploitation of cultural resources (Richards, 2021). Moreover, involving local communities in destination planning and management is essential to ensure equitable benefit distribution and long-term sustainability (Priatmoko et al., 2021; Luci & Trunfio, 2022).

**Previous Studies and Research Gap**

Previous studies have confirmed the importance of creative economy in supporting tourism sustainability. For instance, Santoso (2022) found that creative economy integration improves destination competitiveness and local economic resilience. Identified institutional and infrastructural barriers in developing creative economy in Pampang Cultural Village (Angelin et al., 2022). Meanwhile, emphasized the role of creative tourism in enhancing authentic visitor experiences and destination differentiation (Duxbury et al., 2021). Despite these findings, prior studies have largely examined creative economy, tourism sustainability, and cultural destination development separately. Limited research has comprehensively analyzed how creative economy development can enhance sustainable tourism potential in Pampang Cultural Village through integrated economic, socio-cultural, institutional, and environmental dimensions. This gap underpins the present study.

## 3. Research Method

In order to identify strategic priorities for the growth of the creative economy and increase the potential for sustainable tourism in Pampang Cultural Village, Samarinda, this study uses a hybrid qualitative–quantitative approach with the SWOT-AHP method. The Analytic Hierarchy Process (AHP) is used to establish the priority weight of each component and strategic alternative, while SWOT analysis is used to identify internal and external strategic factors influencing the development of the creative economy.

**Research Procedur**

The research procedure consisted of five stages. First, strategic factors related to creative economy development and sustainable tourism were identified through a literature review, field observations, and preliminary interviews. Second, the identified factors were classified into four dimensions of the SWOT analysis, namely Strengths, Weaknesses, Opportunities, and Threats. Third, expert respondents, including tourism managers, local government officials, academics, and community leaders, were asked to evaluate the relative importance of each SWOT factor through pairwise comparison questionnaires. Fourth, priority weights were calculated using the Analytic Hierarchy Process (AHP) to rank the strategic factors and determine the most influential variables affecting the development process. Finally, the weighted SWOT factors were integrated to formulate strategic development priorities aimed at strengthening sustainable tourism through the enhancement of the creative economy in Pampang Cultural Village

**SWOT – AHP Model**

The AHP weighting process follows Saaty's pairwise comparison method:

$$A = (a_{ij})_{n \times n} \quad \text{(I)}$$

Where:

$A$= Pairwise comparison matrix

$a_{ij}$= Relative importance of factor $i$to factor $j$

The priority vector is calculated by:

$$Aw = \lambda_{\max} w \quad \text{(II)}$$

Where:

$w$= Priority weight vector

$\lambda_{\max}$= Maximum eigenvalue of the matrix

Consistency of judgments is measured using:

$$CR = \frac{CI}{RI} \quad \text{(II)}$$

Where:

CI = Consistency Index

CR = Consistency Ratio

RI = Random Index

A consistency ratio of CR < 0.10 indicates acceptable consistency.

## 4. Results and Discussion

### Identification of Creative Economy Potential in Pampang Cultural Village

**Tabel 1.** Internal Strategic Factors for Creative Economy Development in Pampang Cultural Village

| Code | Internal Factors |
|---|---|
| (Stengths) | |
| S1 | Authenticity of Dayak Kenyah culture as the main tourism attraction |
| S2 | Regular cultural performances for visitors |
| S3 | Availability of local handicraft products |
| S4 | Active community participation in cultural preservation |
| S5 | Strong cultural destination identity and recognition |
| (Weaknesses) | |
| W1 | Limited innovation in creative economy products |
| W2 | Low digital marketing capability among local actors |
| W3 | Inadequate packaging and branding of local products |
| W4 | Insufficient tourism support infrastructure |
| W5 | Limited training and mentoring for creative entrepreneurs |
| (Opportunities) | |
| O1 | Growing trend of cultural and experiential tourism |
| O2 | Government support for creative economy and tourism villages |
| O3 | Expansion of digital tourism promotion platforms |
| O4 | Potential collaboration with travel agents and influencers |
| O5 | Increasing tourist interest in authentic local products |
| (Threats) | |
| T1 | Competition from other cultural destinations in Kalimantan |
| T2 | Risk of excessive cultural commodification |
| T3 | Rapid changes in tourist preferences |
| T4 | Dependence on seasonal/event-based visitation |

| | |
|---|---|
| T5 | Threat of cultural degradation due to modernization |

Source:Author'sestimation

The analysis shows that Pampang Cultural Village possesses significant creative economy potential that can support sustainable tourism development. Several creative economy subsectors identified include traditional handicrafts, cultural performances, local culinary products, traditional fashion, and cultural-based souvenirs. Among these subsectors, cultural performances and handicrafts emerge as the most prominent due to their strong representation of Dayak Kenyah cultural identity and direct integration with tourism activities. These findings indicate that local cultural assets constitute the primary foundation for creative economy development in the destination.

**SWOT Analysis of Creative Economy Development**

**Tabel 2.** AHP priority Weight of Key Strategic Factors

| Strategic Factor | Weight | Priority Rank |
|---|---|---|
| Cultural authenticity | 0,215 | 1 |
| Growing demand for cultural tourism | 0,183 | 2 |
| Limited product innovation | 0,154 | 3 |
| Low digital marketing capability | 0,128 | 4 |
| Government support | 0,117 | 5 |

Source:Author'sestimation

The SWOT analysis reveals that the main strength of Pampang Cultural Village lies in the authenticity and uniqueness of Dayak Kenyah culture, which serves as a distinctive competitive advantage for tourism development. Additional strengths include active community participation in cultural preservation, regular cultural performances, and the existence of traditional creative products.

However, several weaknesses constrain development efforts, including limited innovation in creative economy products, inadequate digital marketing skills among local actors, unattractive product packaging, and insufficient tourism support infrastructure. These limitations reduce the competitiveness of local creative products in broader tourism markets.

From the external perspective, opportunities include increasing demand for authentic cultural tourism experiences, government support for creative economy programs, expansion of digital tourism platforms, and growing consumer interest in local cultural products. Conversely, threats consist of competition from other cultural tourism destinations, risks of cultural commodification, and changing tourist preferences.

**AHP Weighting Results**

**Tabel 3.** SWOT Strategy Matrix

| Strategy Type | Strategic Formulation |
|---|---|
| SO Strategy | Develop innovative creative tourism products based on Dayak cultural heritage to capitalize on increasing demand for cultural tourism |
| WO Strategy | Improve innovation capability and digital marketing skills of local creative economy actors through targeted training programs |
| ST Strategy | Strengthen destination branding emphasizing cultural authenticity to compete with similar destinations |
| WT Strategy | Establish cultural preservation regulations to prevent excessive commercialization of local traditions |

Source:Author'sestimation

The AHP analysis indicates that cultural authenticity is the most influential factor in developing the creative economy for sustainable tourism enhancement, with the highest priority weight among all identified factors. This is followed by the increasing trend of cultural tourism demand and the need for innovation among local creative economy actors. The consistency ratio of the pairwise comparison matrix is below 0.10, confirming that the expert judgments used in this study are consistent and reliable.

**Tabel 4.** Strategic Priority Ranking Based on SWOT-AHP Analysis

| Rank | Strategic Priority | Final Score |
|---|---|---|
| 1 | Development of innovative cultural-based creative tourism products | 0,321 |
| 2 | Training on product innovation and digital marketing for local SMEs | 0,254 |
| 3 | Strengthening digital branding of Pampang Cultural Village | 0,201 |
| 4 | Enhancing stakeholder collaboration | 0,145 |
| 5 | Improving tourism support infrastructure | 0,079 |

Source:Author'sestimation

### Strategic Priority Formulation

Based on the integrated SWOT-AHP analysis, the highest-priority strategy is the development of innovative creative tourism products derived from Dayak Kenyah cultural heritage while maintaining cultural authenticity. This strategy is considered the most effective because it simultaneously utilizes the destination's strongest internal asset and responds to the increasing demand for authentic cultural tourism experiences. Previous studies have also shown that cultural-based innovation and creative tourism products contribute significantly to destination competitiveness and sustainable tourism growth (Carvalho et al., 2022; Dias et al., 2023).

Other strategic priorities include strengthening digital promotion and destination branding, improving the capacity of local creative economy actors through training and mentoring programs, enhancing stakeholder collaboration among government and local communities, and improving tourism support infrastructure. The use of digital technology and collaborative governance has become increasingly important in strengthening tourism resilience, expanding tourism markets, and supporting sustainable destination management (Sigala, 2023). Furthermore, stakeholder collaboration is essential for improving local participation, innovation capability, and long-term tourism sustainability (Stylidis et al., 2021).

### Discussion

The findings indicate that creative economy development plays an important role in enhancing sustainable tourism potential in Pampang Cultural Village. The transformation of cultural assets into creative tourism products can increase destination attractiveness while generating economic benefits for local communities. This finding is consistent with Wong et al. (Wong et al., 2024), who state that creative tourism strengthens destination competitiveness through the integration of local culture, innovation, and stakeholder participation. In addition, the authenticity of Dayak Kenyah culture emerged as the main strategic factor in improving tourism competitiveness, as tourists increasingly seek authentic and culture-based tourism experiences (Intakarn et al., 2026).

The study also reveals that product innovation and digital promotion are priority strategies in sustainable tourism development. The utilization of social media and digital platforms can improve destination visibility and expand the marketing of local creative economy products (Mananda et al., 2025). Furthermore, collaboration among government, local communities, businesses, academics, and media is essential to support infrastructure development, human resource capacity building, and sustainable tourism management (Tarigan et al.,2025). However, challenges such as limited innovation capability, low digital literacy, and the risk of excessive cultural commodification must still be addressed to ensure the long-term preservation of local cultural heritage.

### Comparison

Compared with previous studies, this research provides a more integrated analysis of creative economy development in supporting sustainable tourism at Pampang Cultural Village. Primarily emphasized community participation in sustainable tourism development, whereas the present study extends the discussion by identifying strategic creative economy subsectors and prioritizing development strategies through the SWOT-AHP method (Priatmoko et al., 2021). Similarly, focused on institutional and governance challenges in fostering creative economy development, while this study goes further by quantifying strategic priorities and linking them directly to sustainable tourism enhancement (Angelin et al., 2022).

Compared with Santoso et al. (2022), who examined creative economy integration in agrotourism through a system dynamics approach, this study offers a more destination-specific strategic framework tailored to cultural tourism settings, particularly in destinations with strong heritage preservation characteristics. In addition, while Setyaningsih (2024) proposed a conceptual model for creative-based tourism village development, the present research provides empirical evidence and practical strategic prioritization based on expert evaluation.

Therefore, the main contribution of this study lies in its integrated SWOT-AHP framework, which not only identifies strategic factors affecting creative economy development but also ranks strategic priorities to support sustainable tourism enhancement in a specific cultural destination context. This makes the study more operational and practically applicable for destination managers and policymakers.

## 4. Conclusions

This study examined the development of the creative economy in enhancing sustainable tourism potential in Pampang Cultural Village, Samarinda, using the SWOT-AHP approach. The findings reveal that Pampang Cultural Village possesses strong creative economy potential derived from its authentic Dayak Kenyah cultural heritage, particularly in cultural performances, handicrafts, culinary products, and traditional cultural-based souvenirs. Among the identified strategic factors, cultural authenticity emerged as the most influential strength, while limited innovation capacity and digital marketing capability were identified as the main internal constraints.

The integrated SWOT-AHP analysis indicates that the highest strategic priority for strengthening sustainable tourism in Pampang Cultural Village is the development of innovative creative tourism products based on local cultural heritage while maintaining authenticity. Supporting strategies include strengthening digital promotion, improving the capacity of local creative economy actors, enhancing stakeholder collaboration, and improving tourism support infrastructure. These findings demonstrate that optimizing creative economy development can serve as an effective strategy to improve tourism competitiveness while supporting economic, socio-cultural, and institutional sustainability.

The study contributes to the literature by providing an integrated strategic framework for analyzing creative economy development in cultural tourism destinations through the SWOT-AHP method. Practically, the findings offer strategic recommendations for local governments, tourism managers, and community stakeholders in formulating sustainable tourism development policies based on local creative potential.

However, this study is limited to a single case study in Pampang Cultural Village and relies on expert judgment in determining strategic priorities, which may introduce subjectivity. Future research is recommended to expand the analysis to comparative cultural tourism destinations and incorporate broader stakeholder perspectives or quantitative validation methods to strengthen the generalizability of findings.

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