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## CROSS-CULTURAL CONSUMER LIFESTYLES AND SUSTAINABLE TOURISM IN RURAL COMMUNITIES IN PALEMBANG INDONESIA

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### ABSTRACT

**Objective:** To investigate how cross-cultural consumer lifestyles influence rural tourism with the aim of evaluating the effectiveness of sharing economy knowledge partnerships (SEKPs) aimed at achieving UN's Sustainable cities and communities goal (SDG 11) by transforming remote rural communities into sustainable tourism destinations in Indonesia.

**Theoretical Framework:** Draws on the concepts of consumer lifestyles, rural tourism, sharing economy, postcolonialism, cross-culturalism, sustainable cities and communities, to development a conceptual framework for the study.

**Method:** We adopt mixed research designs, involving questionnaire survey, observations, and semi-structured interviews between February-March 2022 in Indonesia. We asked participants about their willingness to collaborate to develop tourism in rural communities. The data collected was subjected to SPSS multiple regression and NVivo thematic content analysis.

**Results and Discussion:** We identified three factors influencing consumer lifestyles relating to UN's SDG11: 'collectivism', 'strategic orientation', and 'power-relationship'. We discussed these relational factors under seven thematic findings: 'performance orientation', 'thinking strategically', 'anxiety tolerance', 'integrative relationship', 'gender balance', 'relational tendency', and 'market dynamism'.

**Research Implications:** The findings have implications for theory and practice in the field of sustainable tourism destination development, considering the urgency for achieving SDG11. Future research would include a wider range of stakeholders in Indonesia and other Southeast Asia countries to enhance the generalisability of the findings.

**Originality/Value:** The adoption of a Postcolonial lens and a Cross-cultural perspective help to clarify the concepts of consumer lifestyles, the role of SEKPs, and importance of achieving UN's SDG11 in the transformation of rural communities into sustainable tourism destinations in Palembang, Indonesia.

**Keywords:** cross-cultural lifestyles, sustainable cities and communities, sustainable rural tourism, Palembang Indonesia, Sustainable Development Goals (SDG).

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## 1 INTRODUCTION

In tourism marketing strategy development, lifestyle analysis is a form of psychographic segmentation used to personalise consumer lifestyles, cross-cultural values, attitudes, and demographic characteristics into small sub-groups (Blokdyk, 2021), for effective marketing and development of tourism destinations in direct response to increasing globalization of tourism driving by rapid evolution and innovations in tourism technologies (Dixit, 2020; Pavlovich, 2003). In this context this study aims to critically evaluate the effectiveness of sharing economy knowledge partnerships (SEKPs) based on the UN's Sustainable cities and communities goal (SDG 11) for sustainable tourism development in Indonesia. We achieved this aim by answering two key research questions (RQs): Are consumers' lifestyles choices effectively aligned with the SDG11? (RQ1). To what extent does SDG11 inform the process of transforming remote rural communities into worldclass tourism destinations in Palembang, Indonesia? (RQ2). To answer these questions our overarching research objective is to critically understand how cross-cultural consumer lifestyles influence the achievement of SDG11 for rural tourism development.

Consumer lifestyle analysis based on consumers' perceptions about the effectiveness of tourism knowledge partnerships for developing sustainable rural tourism destinations with the ultimate aim of achieving the UN's SDGs has been underresearched (Walker *et al.*, 2019; Boluk *et al.*, 2024; Pavlovich, 2003). For example prior works by Brandão *et al.* (2020) on 'sustainable tourism development in small islands, and Djumrianti and Osseo-Asare (2021) on the adoption of a sharing economic framework for rural tourism development, do not specifically evaluate the impact of consumer lifestyle choices vis-a-vis the UN's SDG11. As such, we believe the answers to the above two research questions would enable sustainable tourism policymakers and developers, to specifically target both domestic and international stakeholders who want to see SDG11 for remote rural communities achieved successfully (Walker *et al.*, 2019; Brandão *et al.*, 2020).

The remaining parts of the paper comprises of five sections. First, we review extant literature to provide a conceptual framework for the study.



Second, we justify the adoption of mixed research methodology to answer the research questions. Third, we present the key results from the SPSS statistics and the NVivo thematic content analysis. Four, we discuss the findings, in light of the gaps in the literature, and finally, we provide conclusions, implications, limitations and identify key areas for further research.

## 2 THEORETICAL FRAMEWORK

The conceptual framework for the study draws on the urgent need to critically understand the interactions between tourism and other partnership fields e.g., consumer behaviour, marketing strategy (Dixit, 2020; Rodanthi & Maximiliano, 2020). The increasing uncertainties in the external environment, continue to undermine the effectiveness of tourism partnerships for sustainable development of rural tourism destinations (Joshi & Gupta, 2021; Morgan *et al.*, 2018). To unveil these uncertainties we adopt postcolonial theory about the lingering forms of power relationships between the colonizer (dominant partner) and the colonised (subservient partner) which makes it almost impossible for new tourism destinations to develop without relating it to the history of colonial rule in a particular country (Xin *et al.*, 2013; Echtner & Prasad, 2003; Isaac & Platenkamp, 2019).

### 2.1 CONCEPTS OF PARTNERSHIP AND SHARING ECONOMY FROM A POSTCOLONIAL PERSPECTIVE

According to Chambers and Buzinde (2015, p. 1) the notion of postcolonialism is a critical perspective which helps to expose the “existence and effects of dominant discourses”, practices or cross-cultures in tourism knowledge production (Elam, 2019; Darbellay, 2016). This confirms Urry’s (1990), argument that the “Other” in tourists’ gazes were fundamentally based on colonial myths or images which may perpetuate assumptions that prevent tourists, tourism policymakers, and tourism destinations from projecting their own self-determined identity, values, attitudes, and lifestyles (Tucker & Akama, 2009; Hall & Tucker, 2004).



From a postcolonial perspective, the term ‘partnership’ may be defined broadly as a power relationship between two or more partners who agree to work jointly or collaboratively to achieve a common goal e.g., UN SDG11 (McQuaid, 2000; Boluk *et al.*, 2024). The success or effectiveness of tourism partnership is dependent on the partners’ cross-cultural lifestyles, orientations, physical experience, personality, emotions, behaviours, social relationships, and spirituality (Ahn & McKercher, 2018). As a concept tourism knowledge partnership has been systematically described in terms its antecedents (e.g., tourism technologies), attributes (e.g., relational connections), and consequences (e.g., events) of the partnership (Chambers & Buzinde, 2015; Benson *et al.*, 2012).

The concept of ‘sharing economy’ is essentially a peer-to-peer (P2P) internet-based economic framework which enables private individuals or consumers to share their idle or underused goods and services e.g., parked car, spare apartment, bike, Wifi network, either for free or for a small fee (Belezas & Daniel, 2023; Möhlmann, 2015). P2P activities are short-term economic transactions, facilitated by a collaborative community-based online platform which connects buyers to sellers, and involves collaborating to acquire, provide, use, or share access to idle physical assets and services (Belezas & Daniel, 2023; Djumrianti & Osseo-Asare, 2021). Although, the sharing economic system is rapidly growing in urban communities in Indonesia, the same cannot be said for poor remote rural communities because of lack of internet infrastructure, lack of regulatory framework, and concerns about cybersecurity and abuses (Ritter & Schanz, 2019). These developments raise two generic and related research questions. First, ‘to what extent and for how long will the sharing economy framework continue to remain as a viable economic system for tourism development in the context of achieving SDG11? Second, ‘what are the cross-cultural relational lifestyle choices of stakeholders inhibiting or driving the success of the sharing economy knowledge partnership in Indonesia?

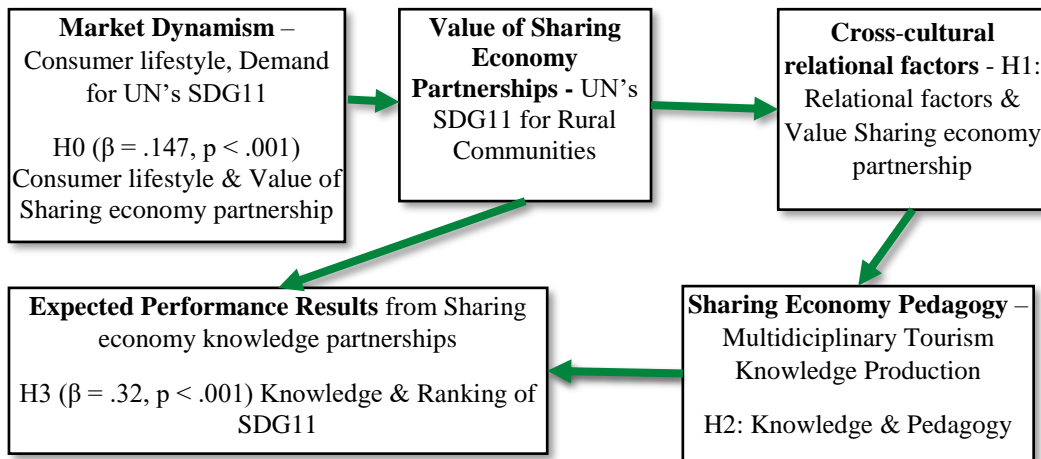
## 2.2 CONCEPTUAL FRAMEWORK - HYPOTHESES DEVELOPMENT

The conceptual framework in Figure 1 below is based on our

understanding of tourism partnership as a sharing economy knowledge system comprising of ‘inputs/antecedents’, ‘processes/attributes’, and ‘outputs/consequences’.

**Figure 1**

*Conceptual framework for the study*



Source: Various

**Market dynamism - Consumer lifestyles, SDG11, & Partnerships (H0)**

The increasing demand for UN SDG11 to be achieved in rural communities across the world, provides evidence of changing market dynamism which is expected to impact tourism development (Walker *et al.*, 2019; Olsen & Connolly, 2000). Since, tourism policies strategically response to changes in consumer lifestyles (De Wit, 2020; Walker *et al.*, 2019), we propose, the Null Hypothesis (H0) that: consumer lifestyles do not significantly impact the value of tourism partnership for achieving SDG11. Where ‘consumer lifestyle’ is an independent variable, and ‘value of tourism partnership’ is the dependent variable.

**2.3 CROSS-CULTURAL CONSUMER RELATIONAL FACTORS (H1)**

According to Debes and Habib (2011, p. 83) cross-cultural consumer relational factors “are a fundamental motivation on a tourist’s decision to visit a destination”. Since the correlation between ‘relational factors’ and ‘value of partnership’ might help identify the relational factors that are likely to support



achievement of SDG11 (Isaac & Platenkamp, 2019), we propose the Null Hypothesis (H1): cross-cultural consumer relational factors do not significantly impact the value of tourism partnerships. Where, 'relational factor' is the independent variable, and 'value of partnership' is the dependent variable.

**Sharing economy knowledge - integrated pedagogy (H2):**

A market-based view (MBV) of sharing economy knowledge (Makhija, 2003), directly relates the evolution of sharing economy knowledge to market forces e.g., consumer lifestyle changes. In contrast, a resource-based view (RBV), relates sharing economy knowledge development to organisational internal resources (Whittington *et al.*, 2019; Barney, 2001). Each perspective offers an alternative path-dependent way for creating a distinctive sharing economy knowledge set for achieving SDGs (Tribe, 2008). We therefore contend (H2) that: integrated approach to tourism knowledge does not significantly impact the value of partnership. Where 'integrated approach' (pedagogy) is the independent variable and the 'value of partnership' is the dependent variable.

## 2.4 EXPECTED PERFORMANCE RESULTS FROM TOURISM PARTNERSHIPS (H3)

Given the path-dependent nature of knowledge production in tourism, it is expected that partnership performance results would favourably or unfavourably impact the value of the sharing economy partnership (De Wit, 2020; Tribe and Liburd, 2016). Since the value of partnership in turn impacts the long-term effectiveness of future sharing economy partnerships (Whittington *et al.*, 2019), we propose (H3), that: expected performance result does not significantly impact the value of tourism partnership. Where 'performance result' is the independent variable and the 'value of partnership' is the dependent variable. The next section provides justification for choice of mixed reserach methodology to answer the key research questions.

## 3 METHODOLOGY

We adopted a mixed methodology underpinned by pragmatism philosophy. After successful ethical considerations, and piloting of the data





collection instruments, we proceeded with the main data collection in two-phases (Creswell & Plano Clark, 2017). First-phase, an exploratory online questionnaire survey to help identify the key cross-cultural consumer relational factors influencing the effectiveness of tourism partnerships. Second-phase, an evaluative semi-structured interviews to help evaluate the effectiveness of the sharing economy knowledge partnership using a set of criteria emerging from the survey (Easterby-Smith *et al.*, 2021).

### 3.1 QUESTIONNAIRE SURVEY

The questionnaire design comprises of five parts. Part A explores eleven demographic characteristics. Part B explores six cross-cultural relational factors: integration, gender, power, anxiety, thinking, and tendency linked to SDG11. Part C examines the performance of tourism partnerships. Part D addresses the issue of pedagogy in tourism. Finally, Part E looks at how market dynamics influences tourism partnerships (Echtner & Prasad, 2003). The questionnaire responses are subjected to SPSS statistical analysis (Pallant, 2013) - the results informed the interview phase below.

### 3.2 SEMI-STRUCTURED INTERVIEWS

The interviews were conducted between February and March 2022 in Indonesia, involving a total of nine (9) participants: Tourism Lecturer/TLI, Member of the Tourism Association/MTAI, Manager of a Tour & Travel firm/MTTS, Hotel Marketing Manager/MMHI, Leader of Tourism Destinations/LTDP, Tourism Experts (TE1, TE2), and Strategy Experts (SE1, SE2). Interviewees were asked specific questions relating to the four main themes emerging from the questionnaire survey. The interview data were subjected to NVivo thematic content analysis, and the results used to evaluate the effectiveness of the sharing economy knowledge partnerships against a set of criteria.



### 4 RESULTS AND DISCUSSIONS

For the Survey, we obtained a Response rate of 51.6% (64 out of 124 respondents). Tables 1 shows the descriptive statistics for all variables used.

Table 1

*Means and Standard deviations for all variables.*

All Sustainable Communities	Variables/SDG11 and Cities	Minimum	Maximum	Mean	Std. Deviation
1.	Age	1	6	4.03	1.480
2.	Gender	1	2	1.63	.488
3.	Stakeholder	1	7	3.94	2.225
4.	Religion	1	3	1.30	.494
5.	Marital status	1	2	1.42	.498
6.	Highest education	1	4	2.50	.909
7.	Idle property	1	6	2.64	1.665
8.	Subject expertise	1	4	1.39	.789
9.	Rural community of origin	1	8	1.69	1.296
10.	Employment	1	3	1.83	.918
11.	Work experience	1	4	2.45	1.379
12.	Integrative relationship	1	7	5.41	1.444
13.	Gender balance	1	7	4.92	1.483
14.	Power relationship	3	7	5.27	1.058
15.	Anxiety tolerance	3	7	5.58	1.081
16.	Strategic thinking	3	7	5.00	1.234
17.	Relational tendency	2	7	4.98	1.327
18.	Performance	3	7	5.95	1.075
19.	Pedagogy	4	7	5.86	1.037
20.	Market dynamics	3	7	6.00	1.127
21.	Partnership Quality	4	7	5.50	.854

Source: SPSS Output, Valid N (listwise) = 64

Factor analysis, reveal the data set, met three conditions: 1/many correlation coefficients are .30 and above, 2/Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of .710 is above the threshold of .610 or above, and 3/Bartlett’s Test of Sphericity value of 244.786 is significant (p = .001) (Sig. value is .05 or smaller) (Pallant, 2013). We identified three components: Component 1 (3.799, Cronbach’s Alpha (α) = .801), Component 2 (1.711, α = .748), and Component 3 (1.067, α = .798.), which explain a total of 73.069% of the variance and are therefore retained for regression analysis.





### 4.1 HIERARCHICAL MULTIPLE REGRESSION AND HYPOTHESES TESTS

Table 2 presents a summary of the hypothesised relationships and regression results. The regression Model 1 represents the regression with controls only, and this helps to verify whether the main regressors contributed to the explanatory power of the final model equation used (Model 2).

**Table 2**

*Results of regression analysis.*

Model 2 - Cross-cultural consumer factors as independent variables	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Testable Null Hypothesis (H)	Decision
(Constant)	-.188	.586		-.320	.751		
Integrative relationship	.118	.047	.199	2.54	.015	H1a*	Reject
Gender balance	.105	.040	.182	2.61	.012	H1b*	Reject
Power relationship	.043	.050	.053	.85	.401	H1c**	Accept
Anxiety tolerance	.158	.049	.200	3.22	.002	H1d*	Reject
Strategic thinking capacity	.198	.065	.287	3.08	.004	H1e*	Reject
Relational tendency	.099	.036	.154	2.76	.008	H1f*	Reject
Performance	.245	.059	.308	4.18	<.001	H3*	Reject
Pedagogy	.000	.063	.000	.00	.999	H2**	Accept
Market dynamics	.112	.048	.147	2.34	.024	H0*	Reject

Note: N = 64. Hypothesis\* = significant, positive/reject; Hypothesis\*\* = insignificant, positive/accept

From the results we can see that, overall, Hypotheses, H0, H1 and H3 are rejected, only H2 is accepted. We assessed the ability of the independent variables loading onto Components 1, 2 and 3 to predict the dependent variable (value of tourism partnership/VTP), after controlling for the influence of demographic variables. We entered the demographic variables at Step 1, which explained 18.6% (R Square value = .186) of the variance in VTP. After entry of the cross-cultural variables at Step 2 the total variance explained by the model was 92.6%, F (20, 43) = 26.876, p < .001. This means the cross-cultural variables explain an additional 74% of the variance in VTP, after the effects of the demographic variables are statistically controlled for (R squared change value = .740, F change (20, 43) = 47.753, p < .001). In the final model, only eight (8) out of the total of 20 independent variables make a unique statistically significant contribution (less than .05). In order of declining contribution to the total VTP (using 'absolute' standardised beta values): 1/performance (B = .308,





$p < .001$ ), 2/strategic thinking ( $\beta = .287$ ,  $p < .001$ ), 3/anxiety tolerance ( $\beta = .200$ ,  $p < .001$ ), 4/integrative relationship ( $\beta = .199$ ,  $p < .001$ ), 5/gender balance ( $\beta = .182$ ,  $p < .001$ ), 6/relational tendency ( $\beta = .154$ ,  $p < .001$ ), and 7/market dynamics ( $\beta = .147$ ,  $p < .001$ ). In this study, the effects of two cross-cultural factors ('power relationship' and 'pedagogy') are not statistically significant. In addition, only one demographic factor is statistically significant, namely 'gender/sex' of partners within the collaborative partnership ( $\beta = -.132$ ,  $p < .001$ ), the remaining 10 demographic variables did not make a unique contribution to the final equation.

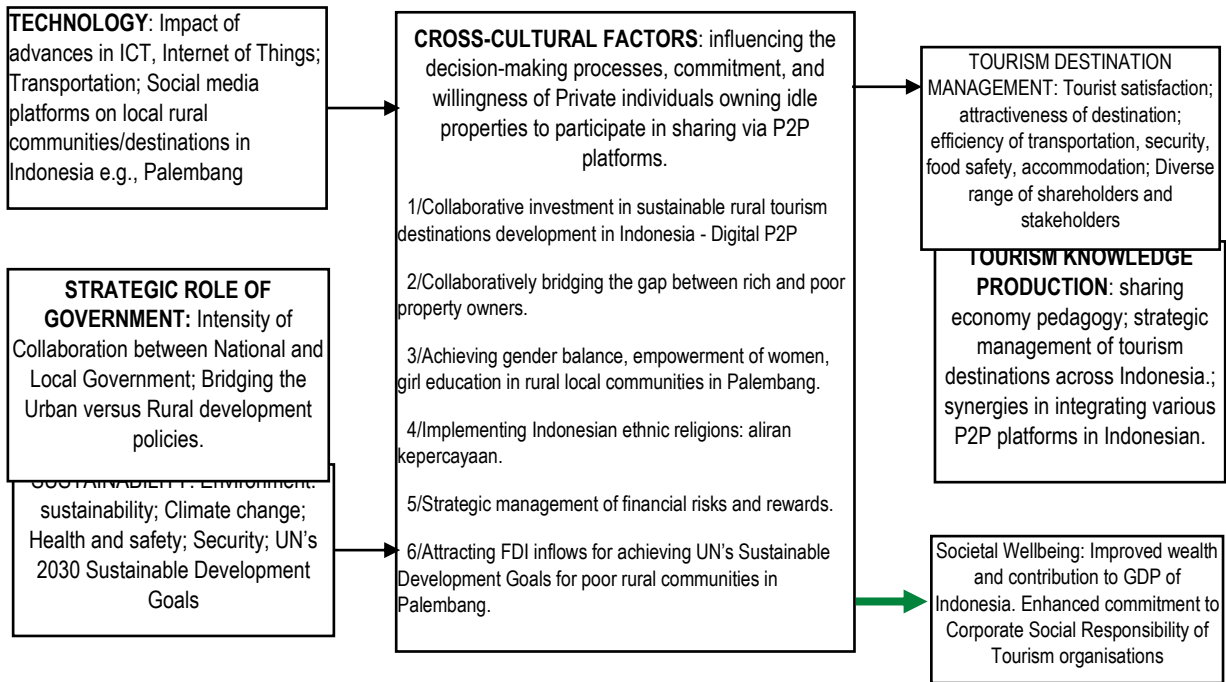
## 4.2 NVIVO THEMATIC CONTENT ANALYSIS

Figure 2 below presents a Holistic framework based on the research themes and new themes emerging from the analysis of the semi-structured interviews. For example, four new themes emerged from our empirical data. First, the 'strategic role of local and national governments' (Participant, MTTTS) is associated with sustainable investment in 'technologies which support 'peer-to-peer' (P2P) platforms or the sharing economy model for development' and helps to achieve the SDG11 for rural communities.



Figure 2

A Holistic Framework for Sharing Economy Knowledge Partnership Research.



Second, the advances in technologies coupled with the global drive towards SDG11 impact ‘cross-cultural relational factors’ e.g., tastes and preferences of both domestic and international tourists. Thirdly, the relevance of ‘tourism destination knowledge creation based on the concept of sharing economy’ comes into question, in terms of evolving critical understanding of tourism as a discipline. Finally, we identified ‘private individuals who own idle properties for sharing via P2P platforms’ (Participant, TLI), ‘temporary, voluntary, and willing sharing of properties’ (Participant, TE2), and ‘medium of exchange’ (Participants, SE2, TE1, and SE1), ‘policy harmonisation’ (Participant, MTAI), ‘Home Stay’ (Participant, MTAI), ‘Multiplier effects’ (Participant, MMHI), ‘collaboration across ministries’ (Participant, LTDP), ‘restrictive traditional practices’ (Participants, TE1 and SE2) and ‘Acceleration of Development of Disadvantaged Areas’ (Participant, TLI). The linkages between the thematic results, reveal that the value of tourism partnerships (VTP) between private individuals, the government and other stakeholders is critical to the effectiveness of sharing economy knowledge partnerships.

The Holistic framework (see Figure 2) is premised on three fundamental assumptions. First, that local and national governments have a strategic role in investing in innovative digital technologies for making P2P platforms effective





and in the long-term achieving sustainable development in all communities in Indonesia. Second, there is a need to acknowledge the influence of local and national government policies and initiatives on the cross-cultural relational factors prevalent across the diverse communities in Palembang and in Indonesia as a whole. Finally, that understanding of cross-cultural consumer lifestyles vis-a-vis SDG11 provides a more critical knowledge of the needs and expectations of poor rural communities when seeking to develop these communities into future world-class tourism destinations (see Table 3 below).

**Table 3**

*Emerging themes from Observational and Semi-structured interview data on Consumer lifestyle choices in Palembang, Indonesia.*

Emerging themes from observational and interview data on consumer lifestyles	Level of criticality to SDG11	Link to other UN SDGs
Global <b>partnerships</b> are extremely critical to achieving SDG11 in Palembang.	Extremely High/Rank 1	Climate, Marine, Ecosystems, Partnerships, Infrastructure
Access to <b>energy</b> , job creation are very highly critical to achieving SDG11.	Very High/Rank 2	Energy, Employment, Poverty, Hunger, Health
Inclusion, and gender balance in <b>education</b> , have become a high priority for SDG11	High/Rank 3	Education, Gender
Reliability of water supply, good sanitation, are a moderately high concern for <b>peace</b> .	Moderately High/Rank 4	Water, Inequalities of states, Settlements, Consumption, Peace

These findings complement those of Tribe and Liburd (2016) in providing critical understanding of the sharing economy knowledge required for sustainable rural tourism development. For example, we identify that the process of developing rural communities into attractive tourism destinations in Indonesia requires strong integrative collaboration between local and national government and private owners of idle properties - including accommodation, transportation, recreational facilities, financial services, safe food and healthcare facilities, security services, etc., to enhance the effectiveness of the sharing economy partnership (Belezas & Daniel, 2023; Djumrianti & Osseo-Asare, 2021; Möhlmann, 2015). Indeed, we confirmed the finding by Ritter and Schanz (2019) that ‘collaborative sharing’ explains the ‘integrative relationship’ between stakeholders in a sharing economy knowledge





partnership. This concept of collaborative sharing receives strong support from a Tourism Expert, who states that “the partnership between both local and national governments of Indonesia should aim at encouraging private individual members of poor remote rural communities in Indonesia to voluntarily and temporarily share their idle properties with all visitors” (Participant, TEI). The implication is that rural communities which engage in high level integrative collaborative relationship with the government and other stakeholders, are more likely to benefit from the adoption of a sharing economy model for new tourism destination development (Belezas & Daniel, 2023; Isaac & Platenkamp, 2019).

For rural communities in Palembang and in Indonesia to achieve the full benefits of collaborative sharing partnerships, our findings complement those of Heldt Cassel and Pashkevich (2018), and Ngwira, Tse, and Vongvisitsin (2020) on the need to address the critical role cross-cultural factors play in the development of tourism destinations across the world. As shown in Figure 2, this study identified three important categories of cross-cultural factors which are critical in the formulation of appropriate policies and strategies for developing new tourism destinations: First, an attitude towards adopting a collectivist approach to investment in tourism to help achieve sustainable growth in digital P2P innovations. More specifically, many remote and poor rural communities in Indonesia urgently need long-term investment in technology infrastructure, by attracting significant and sustained levels of FDI inflows for achieving UN’s SDG11 Sustainable cities and communities goal for poor rural communities. Second, a strategic orientation towards management of risks or uncertainties relating to cultural diversity in rural communities, by respecting both majority and minority cultural beliefs, values, norms e.g., Indonesian ethnic religions: aliran kepercayaan. Finally, a long-term orientation towards bridging the gap between the needs and expectations of rich and poor property owners and between women and men in Indonesian society. This would require achieving sustainable levels of gender balance, and empowerment of women through girl education in harmony with the aspirations of rural local communities. A key difference in this study is the fact that “most women travellers...look for promo tickets and discounts in advance before booking



travel tickets...and most men tourist are less interested in promos and discounts and spend most of their time on online games or communicating with friends” (Participant, MTAI). From a postcolonial perspective the role of gender is dependent on the nature of the ‘power-relationship’ between female and male in a society (Hofstede, Hofstede, & Minkov, 2010; Kugbonu, Mensah, & Nti, 2020). This study confirms there is a positive correlation between ‘power relationship’ and ‘effectiveness of the sharing economy knowledge partnership’ (Erdman, 2018; Isaac & Platenkamp, 2019). For example, an interviewee who is a Tourism lecturer in Indonesia opined that “the power relationship between men and women on Online platforms should be balanced to make both women and men less anxious...bearing in mind that in some rural communities in Indonesia there is still preference for traditional approaches e.g., word of mouth than using digital platforms for information processing and communicating with people” (Participant, TLI). This finding confirmed the view that participants who feel less anxious about using the Internet are more willing to engage in digital sharing platform activities (Möhlmann, 2015). The implication is that on Online platforms for sharing idle properties, a female participant, might play a subservient role, giving importance to a good relationship with male participants in supervisory roles, willing to collaborate and negotiate; while a male participant, might play a leading role, giving importance to competitiveness and differentiated gender roles (Chambers & Rakić, 2018; Ngwira *et al.*, 2020).

In brief, the above findings have two strategic implications for tourism knowledge partnership development based on the notion of sharing economy and its adoption as a framework for tourism destination development. First, the Indonesian government’s community-based tourism program “aimed at involving communities in developing their villages - needs further researching to critically understand the benefits and limitations of the concept of community-based tourism as part of the sharing economy framework for increasing rural competitiveness and incomes” (Participant, MTTTS). Second, the adoption of sharing economy model for the development of remote poor rural communities into future worldclass tourism destinations, need to focus on reconciling the paradox of private and public ownership of goods and services,





the paradox of shareholder value and stakeholder value (Belezas & Daniel, 2023; Whittington *et al.*, 2019), vis-à-vis the need for self-regulatory mechanisms and government interventions to sustain the growth of the sharing economy system in Indonesia. The next section draws on the above discussion of findings to conclude the paper - highlighting key areas for future research.

## 5 CONCLUSION

From our findings we conclude that the effectiveness of tourism knowledge partnership to successfully develop a tourism destination will depend on critical understanding of the antecedents, attributes, and consequences of the concept of partnership vis-à-vis the adoption of the sharing economy framework for tourism development (Möhlmann, 2015; McQuaid, 2000). Central to the effectiveness of tourism knowledge partnerships is the influence of cross-cultural relational factors prevailing in poor and remote rural communities in Indonesia (Ahn & McKercher, 2018). This paper has illustrated how the interaction between key cross-cultural relational factors influence the quality of collaboration between local, national, and international stakeholders, needed to make a sharing economy tourism knowledge partnership effective and efficient. Statistically, we conclude that cross-cultural relational factors influence the quality of collaboration between stakeholders in a declining order: 'performance orientation' ( $\beta = .308$ ), 'thinking strategically' ( $\beta = .287$ ), 'anxiety tolerance' ( $\beta = .200$ ), 'integrative relationship' ( $\beta = .199$ ), 'gender balance' ( $\beta = .182$ ), 'relational tendency' ( $\beta = .154$ ), and 'market dynamism' ( $\beta = .147$ ), make statistically significant contributions ( $p < .001$ ) to the quality of collaboration. In contrast, the effects of 'power relationship' and 'pedagogy' are statistically not significant. Thematically, however, three categories of cross-cultural factors are critical for developing new tourism destinations: a/collectivist approach to long-term investment in digital P2P platforms and supporting technologies. b/strategic orientation in the management of cross-cultural diversity by enhancing Indonesian ethnic religions: aliran kepercayaan. c/long-term orientation towards sustaining national and international agenda for empowerment of



women through girl education with a view to achieving a balanced ‘power-relationship’ between female and male in a society (Hofstede *et al.*, 2010; Kugbonu *et al.*, 2020).

From the statistical and thematic findings, we conclude there is a positive correlation between ‘cross-cultural relational factors’ and the ‘value of sharing economy knowledge partnership’ (Isaac & Platenkamp, 2019); which leads us to three strategic implications for rural tourism policy-makers. First, there is an extremely critical need to sustain long-term global partnerships infrastructural development, combating climate change, conserving oceans, and sustaining ecosystems in remote rural communities in Palembang - this will promote the achievement of SDGs on climate change/SDG13, marine resources/SDG14, ecosystems/SDG15. Second, there is urgent need to strategically reconcile the paradox of private and public ownership of goods and services e.g., inclusion, equality, and gender balance in education (SDG4/SDG5); access to water and good sanitation/SDG6, sustaining consumption/SDG12, and inclusivity in remote rural communities for a peaceful coexistence/SDG16 in Palembang. Finally, government interventions are urgently needed to give remote rural communities access to energy, create jobs, sustain agriculture, reduce poverty, ensure food security, improve healthcare and wellbeing - which are very highly critical for achieving the 2030 UN’s SDGs related to energy/SDG7, employment/SDG8, poverty/SDG1, hunger/SDG2, and health/SDG3 for remote rural communities across the world.

Our contribution lies in first clarifying the concept of partnerships and second, proposing a holistic cross-cultural research framework for evaluating the effectiveness of sharing economy-based knowledge partnerships required for developing tourism destinations in Indonesia, especially in Palembang. While we acknowledge the fact that the findings may have limited generalizability with respect to the sample size and the focus on tourism development in Indonesia, the paper has shed more light on the concept of tourism knowledge partnerships and sharing economy in tourism and partnership fields. Future research would aim to include a wider range of shareholder and stakeholder groups and extend the duration of the survey and interviews in Indonesia and other countries in the Southeast Asia region. Finally,



because prior studies on the quality of the collaborative relationships between tourism and other disciplines are fragmented and anecdotal, we hope our proposed holistic framework based on mixed methodology would provide deeper understanding of tourism knowledge creation based on the sharing economy construct, and further enhance Rodriguez-Giron and Vanneste's (2019) quest for an integrated framework to guide tourism studies - focusing on collaborative sharing economy knowledge partnerships.

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