



**KNOWLEDGE TRANSFER FOR INSTITUTION AND HUMAN RESOURCES
EMPOWERMENT TO DEVELOP ECOTOURISM IN PASIR MENDIT, JANGKARAN
VILLAGE, TEMON DISTRICT, KULON PROGO REGENCY**

Istiana Rahatmawati^{1*)}, Johan Danu Prasetya²⁾, Yohana Noradika Maharani³⁾, Stevanie Happitasyari⁴⁾

¹⁾ Department of Management, Faculty of Economics and Business, UPN Veteran Yogyakarta

²⁾ Environmental Engineering, Faculty of Mineral Technology, UPN Veteran Yogyakarta

³⁾ Disaster Management, Faculty of Mineral Technology, UPN Veteran Yogyakarta

⁴⁾ Department of Accounting, Faculty of Economics and Business, UPN Veteran Yogyakarta

*E-mail: rahatmawati@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan ekowisata Wana Tirta Pasir Mendit, Desa Jangkar, Kecamatan Temon, Kabupaten Kulon Progo. Transfer pengetahuan telah digunakan dalam mengembangkan lembaga dan pemberdayaan sumber daya manusia. Wana Tirta Pasir Mendit dirancang untuk melakukan kegiatan edukasi, melibatkan masyarakat dalam mengelola konten media sosial, menciptakan kurikulum pendidikan (Sekolah Mangrove) untuk siswa, dan mencari relawan yang dapat memberikan pengetahuan tentang mangrove kepada pengunjung. Pemasaran digital dapat digunakan untuk mempromosikan ekowisata Wana Tirta Pasir Mendit melalui pembuatan situs web, konten media sosial, dan optimisasi Google Maps. Oleh karena itu, keterlibatan pemuda lokal dalam pengembangan proyek ekowisata Wana Tirta Pasir Mendit dapat berkontribusi pada peningkatan kapasitas sumber daya manusia dan menarik wisatawan melalui pemberdayaan pemuda, pengembangan kapasitas, pengenalan budaya lokal, dan pengembangan produk pariwisata. Untuk meningkatkan kapasitas sumber daya manusia dan menarik wisatawan ke ekowisata Wana Tirta Pasir Mendit melalui promosi digital, keterlibatan pemuda lokal dalam pengembangan proyek sangat penting. Untuk mengukur efektivitas transfer pengetahuan dalam pemberdayaan lembaga dan sumber daya manusia, beberapa metode telah digunakan, termasuk evaluasi kompetensi dan penilaian kinerja. Studi ini menemukan bahwa transfer pengetahuan efektif dalam pemberdayaan lembaga dan sumber daya manusia di ekowisata Wana Tirta Pasir Mendit.

Kata Kunci: transfer pengetahuan; pemberdayaan lembaga; sumber daya manusia; ekowisata.

ABSTRACT

The research aims to develop Wana Tirta Pasir Mendit ecotourism, Jangkar Village, Temon District, Kulon Progo Regency. Knowledge transfer has been used in developing institutions and human resources empowerment. Digital marketing can be used to promote Wana Tirta Pasir Mendit ecotourism through the creation of a website, social media content, and optimization of Google Maps. Therefore, the involvement of local youth in the development of the Wana Tirta Pasir Mendit ecotourism project can contribute to the improvement of human resources capacity and attract tourists through youth empowerment, capacity development, introduction to local culture, and the development of tourism products. To increase the capacity of human resources and draw tourists to Wana Tirta Pasir Mendit ecotourism through digital promotion, local youth involvement in the project's development is crucial. To measure the effectiveness of knowledge transfer in empowering institutions and human resources, several methods had been used, including competency evaluation, and performance assessment. The study found that knowledge transfer is effective in empowering institutions and human resources of Wana Tirta Pasir Mendit ecotourism.

Keywords: knowledge transfer; institution empowerment; human resources; ecotourism.

I. INTRODUCTIONS

The entire southern coast of Yogyakarta province was intended to be a stunning display, pleasant to be seen, and harmonious in maintaining the sustainability of the ecosystem when Sri Sultan Hamengkubuwana X established the entrance gate of the province facing the Indian Ocean and Memayu Hayuning Bawono became the determination for development in the Yogyakarta province. The lives of coastal communities cannot be considered prosperous, though, as the sea waves actually erode the southern coast. Wana Tirta Pasir Mendit, Jangkaran Village, Temon District, Kulon Progo Regency is a potential ecotourism destination in Indonesia. Ecotourism is a sustainable tourism model that prioritizes the conservation of natural areas and the promotion of cultural heritage. Institutions and human resources empowerment are essential to develop Wana Tirta Pasir Mendit ecotourism.

Wana Tirta Pasir Mendit ecotourism stands out as a potential ecotourism destination because of its lagoon, which is similar to Pasir Beach. This unique feature attracted tourists whose seeking a different ecotourism experience. Additionally, the beach offers sustainable ecotourism activities, such as mangrove planting to prevent abrasion and protect the ecosystem surrounding beach environment.

Abrasion is a process of coastal erosion caused by various factors, such as waves and currents, which can have significant negative impacts on the environment. Indonesia as an archipelagic state, coastal erosion is a common phenomenon that can lead to the loss of coastal land and cause damage to the environment. The impact of abrasion on the shores of Wana Tirta Pasir Mendit ecotourism can affect the local community in several ways, including the loss of coastal land, environmental degradation, economic loss, and health risks.

This study investigates the use of knowledge transfer for institutional and human resource empowerment in the development of ecotourism at Wana Tirta Pasir Mendit. The study goes over the various facets of empowerment theory and how ecotourism development can benefit from it. It also looks at the various knowledge-transfer strategies and instruments and how to apply them to support eco-friendly travel. Knowledge transfer, institutional support, and human resource empowerment can be combined to build a sustainable ecotourism sector in Wana Tirta Pasir Mendit ecotourism that benefits the environment and the surrounding community.

The study aims to address the lack of information dissemination about Wana Tirta Pasir Mendit ecotourism, the lack of mangrove planting areas, and shrimp ponds that damage the surrounding environment. The study also aims to promote sustainable tourism practices and enhance the quality of life for the local community through the development of ecotourism activities. The study seeks to achieve these aims by conducting educational activities, involving the community in managing social media content, creating an education curriculum (mangrove school) for students, and finding volunteers who can provide knowledge about mangroves to visitors. Additionally, the study aims to use digital marketing to promote Wana Tirta Pasir Mendit ecotourism through the creation of a website, social media content, and the optimization of Google Maps. The involvement of local youth in the project's development is also considered crucial for increasing the capacity of human resources and attracting tourists to Wana Tirta Pasir Mendit ecotourism through digital promotion.

II. THEORETICAL REVIEW

2.1 Knowledge Transfer

The sharing or distribution of knowledge as well as the supply of resources for problem-solving are referred to as knowledge transfer. The practical issue of moving knowledge from one area of the organization to another is known as knowledge transfer in organizational theory (Head of Publication Service OECD, 1996). Knowledge transfer is based on a number of theories, such as constraint violation, compilation, and analogy. On a range of transfer tasks, human performance is predicted by each theory in unique and recognizable ways. The hypothesis that there are distinct and identifiable mechanisms of transfer is supported by research findings (Nokes, 2004; Schwartz & Te'eni, 2011).

Transferring knowledge from one area of your business to another can be accomplished practically through knowledge transfer. It can be used with your business systems and company culture. Starting with an understanding of how knowledge is transferred from one person to another is the best approach to transfer knowledge within an organization. Writing, telling, or showing are some of the different approaches that can be used in this situation. Technology, culture, measurement, and infrastructure are all combined in an efficient knowledge transfer strategy to facilitate knowledge sharing throughout the organization. Three transfer scenarios were used to test three theories of knowledge transfer: constraint violation, knowledge compilation, and analogy. It was demonstrated that each theory could accurately predict human performance in unique ways across a range of transfer tasks. The study's findings are consistent with the theory that there are various, distinct mechanisms of transfer. Every mechanism must be included in a general theory of transfer in a way that adheres to principles (Nokes, 2004).

Different perspectives on the explicitness of knowledge, geographical distance or location, and the incapacity to identify and express "compiled" or highly intuitive competencies are some of the obstacles that make knowledge transfer

difficult (Nonaka & Takeuchi, 1995). It is important to distinguish between information and knowledge, as it is not technically feasible to "transfer" experiential knowledge to another individual (Denzin, 2008).

The infrastructure and facilities around Wana Tirta Pasir Mendit ecotourism still require attention. Some examples of identified conditions include the lack of physical infrastructure, the threat of abrasion, and the lack of facilities. In addition, there is a shortage of marketing and promotion efforts for Wana Tirta Pasir Mendit ecotourism, which can hinder the potential for tourism development in the area. To address these issues, efforts are needed to improve physical infrastructure, manage the threat of abrasion, and enhance facilities and marketing and promotion efforts to support the development of ecotourism at Wana Tirta Pasir Mendit ecotourism.

There are various methods and tools for knowledge transfer, including training, mentoring, and communities of practice. These methods and tools can be used to facilitate knowledge transfer in a multigenerational workforce and drive a culture of excellence through effective knowledge transfer.

To summarize, the transfer of knowledge from one area of the organization to another can be effectively achieved through knowledge transfer. Taking into account how knowledge is passed from one person to another is the best approach to transfer knowledge. Infrastructure, measurement, culture, and technology are all combined in an efficient knowledge transfer strategy. Three theories of knowledge transfer—knowledge compilation, constraint violation, and analogy—were examined in three different transfer scenarios. The findings lend credence to the idea that there are several distinct and identifiable mechanisms of transfer.

2.2 Empowerment Theory

Empowerment theory is a framework that aims to promote the development of confidence, autonomy, and self-efficacy in individuals and communities. According to Zimmerman (2000), empowerment is a theoretical framework that explains the process and outcomes of attempts to exert influence and control over one's life and surroundings, as well as a value orientation for community work. The foundation of empowerment theory is a problem-solving model that includes goal-setting, problem-solving and identification, definition of strengths, and social worker role-playing as well as intrapersonal, interpersonal, and community interventions (East, 2016).

Workplaces that give their staff members access to resources, information, encouragement, and chances for professional development foster employee empowerment. Developing the abilities, know-how, and mindset necessary for people to take charge of their life, make wise decisions, and overcome obstacles is the process of empowerment. Active involvement in collaborative governance committees can lead to empowerment as it fosters member confidence, zeal, and professional growth (Larkin et al., 2008).

In this case, knowledge transfer can be an effective tool to strengthen "outside-in thinking" by facilitating the exchange of knowledge and experience between local communities and parties involved in local economic development. In maintaining fair economic sharing, knowledge transfer can also help local communities to acquire the skills and knowledge necessary to take an active role in local economic development. Therefore, knowledge transfer can be an important tool in achieving and maintaining equitable economic sharing at Wana Tirta Pasir Mendit ecotourism.

In the context of ecotourism development at Wana Tirta Pasir Mendit ecotourism, the concept of community empowerment can be the key of success to establish sustainable local economic development. Community empowerment can be carried out through local village economic development, mapping local economic potential, and village economic development, which can increase community participation in ecotourism development and strengthen "outside-in thinking" in ecotourism development practices. Apart from that, community empowerment can also help improve the skills and knowledge of local communities in managing ecotourism sustainably, so as to strengthen human resource capacity and increase community participation in ecotourism development. Thus, the concept of community empowerment can be an effective tool in achieving sustainable local economic development and strengthening ecotourism development at Wana Tirta Pasir Mendit ecotourism.

Community empowerment theory can provide valuable insights. Through empowerment, local communities can be actively involved in the management and development of ecotourism, so that they can improve social welfare and strengthen community participation in decision making regarding the management of natural resources and the environment. The concept of empowerment can also inform practical approaches by encouraging community participation in ecotourism development, strengthening local capacity, and increasing awareness of the importance of environmental conservation. Apart from that, community empowerment can also help overcome barriers to knowledge transfer by strengthening local community awareness and knowledge regarding environmental conservation and sustainable management of ecotourism. By applying the empowerment concept, it is hoped that ecotourism development at Wana Tirta Pasir Mendit ecotourism can run sustainably and provide equitable benefits for local communities.

The foundation of empowerment practice is the person-in-environment viewpoint, which acknowledges the interconnectedness and reciprocal influence of people and groups. The main goals of empowerment interventions may

be to support people in gaining psychological self-efficacy or coping mechanisms for adjusting to their current social environment (East, 2016).

In conclusion, empowerment theory is a framework designed to support the growth of self-efficacy, autonomy, and confidence in both individuals and communities. A person can become more empowered by having access to knowledge, tools, assistance, and chances for professional and personal development. The foundation of empowerment practice is a problem-solving model that includes goal-setting, problem-solving and identification, definition of strengths, and social worker role-playing as well as intrapersonal, interpersonal, and community interventions. The main goals of empowerment interventions may be to support people in gaining psychological self-efficacy or coping mechanisms for adjusting to their current social context.

2.3 Ecotourism

A type of tourism known as "responsible" travel to natural areas that promotes environmental preservation and enhances the quality of life for the local population is called ecotourism. But a common misconception about ecotourism is that it refers to any type of tourism that involves the natural world (Global Ecotourism Network, 2016). The goal of ecotourism is to bring visitors into low-impact, non-consumptive, locally focused settings in order to preserve species and their habitats, particularly in less developed areas (Fennell, 1999).

Though there is a great divide between the theory and reality of ecotourism, in theory it is the best and most promising form of travel. A positive change could be brought about by implementing policies and procedures that bridge the gap between ecotourism theory and practice. By outlining the potential causes of failure, the theoretical framework and conceptual approach of ecotourism can be linked to its successful implementation (Dimitriou, 2017; Ross & Wall, 1999).

The concept of sustainable ecotourism development emphasizes the importance of involving local communities, preserving the environment, and improving community welfare. Several important points that can be connected to the context of the Wana Tirta Pasir Mendit ecotourism study include Community Participation, Community Empowerment, Environmental Sustainability. By connecting these concepts, the development of Wana Tirta Pasir Mendit ecotourism can be directed at involving local communities, empowering them, and paying attention to environmental sustainability. This can create ecotourism that provides benefits to local communities while preserving the natural and cultural environment.

The notion and surroundings of ecotourism have undergone significant changes over time, with the main determinants being conservation, education, ethics, sustainability, impacts, and local benefits. In order to promote educational opportunities and an appreciation of the natural environment within its related cultural context, ecotourism is run in compliance with industry best practices (Chiutsi et al., 2011). As it attempts to preserve the natural, cultural, and other tourist resources for ongoing use by future generations, ecotourism has been called the perfect form of travel (Dimitriou, 2017).

III. RESULTS AND DISCUSSION

This research is one of the efforts to realize the uniqueness of Yogyakarta with its local wisdom. The research location is on Wana Tirta Pasir Mendit ecotourism, Jangkaran Village, Temon District, Kulon Progo Regency, which is the westernmost area of the Yogyakarta province. Unlike the beaches on the east side, Wana Tirta Pasir Mendit ecotourism is not as famous as other tourist destinations due to its frequent abrasion and the river that often overflows during the rainy season and when high waves come. On the other hand, the location of Wana Tirta Pasir Mendit ecotourism seems isolated at the western end. Although the road facilities are relatively narrow, four-wheeled vehicles can still pass through.

Beach erosion can cause coastline shrinkage, social environmental damage, and economic losses for coastal communities. Until the end of 2021, there were 44 coastal abrasion disasters in Indonesia, which shows that abrasion is a serious threat that needs attention in disaster mitigation efforts. Although specific information regarding river overflows around Wana Tirta Pasir Mendit ecotourism was not found in the search results, river overflows can cause erosion and environmental pollution in coastal areas, which also needs to be considered in the context of ecotourism management.

By paying attention to this information, it can be concluded that coastal erosion and river overflows have a significant impact on the environment and communities around Wana Tirta Pasir Mendit ecotourism. Therefore, in developing ecotourism, it is important to take into account mitigation and adaptation efforts to the threat of abrasion and river overflows to ensure environmental sustainability and the welfare of local communities.

Promoting sustainable tourism practices and enhancing the quality of life for the local population in Pasir Mendit, Jangkaran Village, Temon District, and Kulon Progo Regency require the development of ecotourism activities. The definition of ecotourism has focused on conservation, education, ethics, sustainability, impacts, and local benefits as the

primary variables. The concept and context of ecotourism have evolved and contested. Ecotourism is run in line with industries best practices to promote education and awareness for the natural world in the context of local wisdom.

In the context of ecotourism development at Wana Tirta Pasir Mendit ecotourism, the concepts of knowledge transfer and community empowerment can be linked to practical steps taken to strengthen ecotourism development. Some practical steps that can be taken. Training programs can help improve the skills and knowledge of local communities in managing ecotourism sustainably, so as to strengthen human resource capacity and increase community participation in ecotourism development. Community empowerment can be done through developing the local village economy, which can increase community participation in ecotourism development and strengthen "outside-in thinking" in ecotourism development practices. Improving the quality of infrastructure and facilities as well as community training can help local communities develop ecotourism in a sustainable manner, as well as increase community participation in ecotourism development. Mapping local economic potential can help local communities identify existing resources and potential, so that they can be utilized optimally to develop ecotourism.

By implementing these practical steps, it is hoped that ecotourism development at Wana Tirta Pasir Mendit ecotourism can run sustainably and provide equitable benefits for local communities while preserving the natural and cultural environment. The concepts of knowledge transfer and community empowerment can be effective tools in achieving sustainable local economic development goals and strengthening ecotourism development in the area.

The research team conducted education on mangrove planting and the release of Tukik (baby turtles) at Wana Tirta Pasir Mendit ecotourism site. They recorded the Tukik release activity and conducted interviews with LPDP PK-208 scholarship recipients, attended by the Kulon Progo Marine and Fisheries Office, Kulon Progo Tourism Office, Indonesian Navy, Sea Scout, and local communities.

A total of 70 Tukik of the Lekang turtle species were released into the sea. The head of the Kulon Progo Marine and Fisheries Office, Mr. Trenggono Trimulyo, stated that the Tukik release activity was one of the efforts to maintain the survival of turtles in Wana Tirta. Mr. Muljono, as a representative of the Indonesian Navy, also stated that the Indonesian Navy is ready to help preserve the environment in Wana Tirta.

Mangroves play a crucial role in the ecosystem as they provide a habitat for various marine species, protect the coastline from erosion, and filter pollutants from the water. It also roles as a spawning ground, nursery ground, and feeding ground for Tukik.

The institution's empowerment is done by installing a signboard at the Wana Tirta Secretariat so that visitors or institutions who want to collaborate can easily find the location. They assisted in the form of smartphones and website creation to facilitate digital marketing. They also create an organizational structure with certain tasks in every department. Along with technological developments, Gen Z recruitment is needed to strengthen digital marketing. The collaboration with universities, tourism services, environmental services maritime and agricultural services, the Indonesian Navy, and other related institutions to strengthen relations.

Each department in the organizational structure has specific responsibilities related to their functional areas. For example, in a functional structure, the marketing department is responsible for the marketing strategy and promotion of the Wana Tirta Pasir Mendit ecotourism or services, while the finance department is responsible for managing the Wana Tirta Pasir Mendit ecotourism's finances. While the human resources (HR) department is responsible for human resource management, including recruitment, training and development of employees. In a functional organizational structure, each department has specific tasks to perform according to their area of expertise. These tasks include strategy implementation, financial management, marketing, and human resource management. Each department is responsible for specific tasks that support the achievement of overall company goals.

To improve the capacity of human resources, the researchers provided Digital Marketing Training at the Wana Tirta Secretariat. The training was attended by local youths. The material was delivered by competent speakers in their field of study. The purpose of this training was to provide insight to young people in Wana Tirta Pasir Mendit ecotourism. This training also aims to improve the participants' capacity in digital marketing so that they can attract tourists to visit Wana Tirta through digital promotion. The participants were given material on digital marketing introduction, basic marketing concepts, digital presentation, internet marketing, landing page optimization, such as offering educational tour packages, how to plant mangroves, the function of mangroves, and processing mangrove products. The researchers also created a website for Wana Tirta Pasir Mendit ecotourism. This is expected to help the managers of Wana Tirta Pasir Mendit ecotourism in promoting the tourist attraction through digital media.

During the discussion session, the youths stated that currently, the content on Instagram is only limited to introducing Wana Tirta to preserve nature and making identity videos of Wana Tirta. The problem faced is how these youths can consistently create content. There are several things that can be optimized on Instagram, such as tagging the Instagram accounts of the institutions that carry out activities there, creating interesting captions, and providing detailed information.

Recruitment of the youths involves several important steps to ensure that they fit the way this generation interacts and purchases products or services. The youths tends to use social media as a source of information and guidance in shopping. Therefore, marketing via social media is important to reach the youths market. The youths is often looking for attractive rewards and loyalty programs. Therefore, offering an attractive loyalty program can help reach the youths's market and ensure they come back. The youths has a need for fast and flexible things to do. Therefore, offering products or services that suit these needs can help reach the youths market. The youths often changes trends, so it is important to adjust marketing strategies according to the latest trends. Providing good, engaging content can help reach the youths market and ensure they come back.

Most of the residents of Pasir Mendit are farmers and fishermen with low education and less prosperity. Some of them do not understand the ecosystem so they change the place of mangrove cultivation for other economic activities. Several problems faced are the lack of information dissemination about Wana Tirta Pasir Mendit ecotourism, the lack of mangrove planting areas, and shrimp ponds that damage the surrounding environment. The land used as a shrimp pond was formerly an arboretum (a place where various trees are planted and bred for research or education purposes).

To overcome these problems, the management of Wana Tirta Ecotourism is designed to conduct educational activities. The community participates in managing social media content, creating an education curriculum (mangrove school) for students, and finding volunteers who can provide knowledge about mangroves to visitors. However, the location of Wana Tirta Pasir Mendit ecotourism is far, making it a consideration for volunteers to come regularly, so it is hoped that at least one or two rooms can be provided as a place for volunteers. In addition, digital marketing is carried out by creating a website (containing general profiles, articles, stories, etc.), creating social media content, and optimizing Google Maps.

Education and training can help increase people's understanding of ecosystems and the importance of maintaining environmental balance needed. Education and training can be carried out through formal and non-formal education programs, such as seminars, workshops and training. Mapping local economic potential can help local communities identify existing resources and potential, so that they can be utilized optimally to develop ecotourism and increase public awareness about the importance of maintaining environmental balance. The use of social media can help increase public awareness about the importance of maintaining environmental balance. Through social media, information about ecosystems and the importance of maintaining environmental balance can be spread more easily and quickly. Environmental awareness campaigns can help increase public awareness about the importance of maintaining environmental balance. This campaign can be carried out through various media, such as print media, electronic media and social media.

By implementing these solutions, it is hoped that society can better understand the importance of maintaining environmental and ecosystem balance. Apart from that, these solutions can also help increase public awareness about the importance of maintaining environmental balance and strengthen ecotourism development in the area.

IV. CONCLUSION

Conclusions can be drawn from the information and discussion of the application of knowledge transfer, institutional empowerment, and human resource development to the development of Wana Tirta Pasir Mendit ecotourism.

- a) The development of ecotourism in Pasir Mendit, Jangkarán Village, Temon District, Kulon Progo Regency is essential to promote sustainable tourism practices and improve the well-being of the local community. Knowledge transfer and human resources empowerment are essential to develop ecotourism in Pasir Mendit, Jangkarán Village, Temon District, Kulon Progo Regency.
- b) The lack of information dissemination about Wana Tirta Ecotourism, the lack of mangrove planting areas, and shrimp ponds that damage the surrounding environment are some of the problems faced in the development of ecotourism in Wana Tirta. To overcome the problems, the management of Wana Tirta Ecotourism is designed to conduct educational activities, involve the community in managing social media content, create an education curriculum (mangrove school) for students, and find volunteers who can provide knowledge about mangroves to visitors.
- c) In order to enhance human resource capacity and draw tourists to Wana Tirta through digital promotion, then local youth involvement in the development of ecotourism is crucial.
- d) The researchers also provided Digital Marketing Training at the Wana Tirta Secretariat to increase human resource capacity. This training was attended by local youth, and the material was delivered by resource persons who were competent in their fields of study.
- e) Challenges such as lack of infrastructure and facilities, lack of training and skills among local residents and staff, and the need for a comprehensive marketing and promotion plan still need to be addressed.
- f) Researchers suggest optimizing Instagram by marking the Instagram accounts of institutions carrying out activities there, creating interesting captions, and providing detailed information. The involvement of local young people in creating content is very important, but consistency in creating content is a challenge.

- g) The involvement of local youth in the development of Wana Tirta Pasir Mendit ecotourism is very important to increase human resource capacity and attract tourists through digital promotions.

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