

The Penta Helix Model in the Implementation of Digital Economy in Indonesia's Super Priority Destinations (DSPs)

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ABSTRACT

The Initiative of the Government of Indonesia to establish Super Priority Destinations (DSPs) was fostered by economic development with a focus on the tourism industry. This was due to the role of the digital economy, undertaken by the actors of the Penta Helix, and crucial in driving economic growth in these tourism destinations. Therefore, the purpose of this research was to examine the implementation of the Penta Helix model in the context of the digital economy within these DSPs. This was qualitative research centered around two locations, namely Danau Toba and Labuan Bajo. Data were collected through interviews and focus group discussions (FGD) involving the Penta Helix actors in these two locations. The result showed that there are differences between the Penta Helix model in DSPs tourism compared to the conventional model used in regular tourism areas.

JEL Codes:

Keywords: Tourism Destinations; Penta Helix Model; Digital Economy; Digital Tourism; Super Priority Destination.