

# The Impact of Global Trends on Tourism and the Creative Economy in Lampung Province

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## Abstract

**Purpose:** This study aims to analyze the influence of global trends on the development of tourism and creative business sectors in Lampung Province.

**Methodology/approach:** The research employs a qualitative approach through a systematic literature review, drawing data from scientific articles, research reports, books, and official statistical sources.

**Results/findings:** Global trends such as the rise in tourist visits, digitalization, and environmental awareness significantly impact local economic growth, tourism product diversification, and promotional activities in Lampung Province.

**Conclusions:** Global trends including the growth of tourist arrivals, diversification of tourism products, the emergence of digital tourism ambassadors, and increased environmental awareness have significantly influenced the tourism and creative business sectors in Lampung Province. These developments present both opportunities and challenges that require strategic adaptation and collaboration among local governments, business actors, and communities. By adopting digital technologies, promoting sustainable tourism practices, and leveraging cultural and natural resources, Lampung can strengthen its competitiveness and achieve sustainable regional development.

**Conclusion:** This study shows that adaptation to global trends supports tourism and creative economy development in Lampung Province through digitalization, diversification, and sustainability. The findings underline the role of local innovation and stakeholder collaboration in regional development and suggest the need for stronger digital capacity and sustainable tourism policies.

**Limitations:** This study is limited to literature-based analysis and does not include empirical field data to validate the findings.

**Contribution:** The research provides strategic recommendations for policymakers and business stakeholders to capitalize on global trends for developing sustainable tourism and creative industries in Lampung Province.

**Keywords:** *Creative Business, Global Trends, Lampung Province, Sustainable Development, Tourism*

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## 1. Introduction

Tourism and the creative economy are important sectors in Indonesia's economy, including in Lampung Province (Rusitati et al., 2019; Wahyudi, Wahyuningsih, & Palupi, 2022). These sectors play a significant role in increasing regional income, creating employment opportunities, and preserving local culture. However, global trends such as digitalization, climate change, and the COVID-19 pandemic

have brought substantial changes to the direction and management strategies of these sectors. A similar study by Ximenes, Utari Dewi, and Widnyani (2024) shows that local government strategies in developing sustainable tourism in Baucau, Timor-Leste, focus on enhancing digital promotion, human resource training, and collaboration among government, communities, and the private sector. These findings emphasize the importance of innovation and cross-sectoral synergy in strengthening regional tourism competitiveness amid global dynamics.

Tourism functions not only as a recreational activity but also as an instrument of economic development that contributes to foreign exchange earnings and community welfare Noviarita, Kurniawan, and Nurmalia (2021) Indonesia possesses substantial tourism potential due to its rich natural resources and cultural diversity. The government has demonstrated a strong commitment to developing the tourism and creative economy sectors through various policies and innovative programs (Faradis & Afifah, 2023; Faradis & Suwandana, 2023).

Lampung Province is one of the regions with prominent natural and cultural tourism potential. Leading destinations such as Tanjung Setia Beach, Pahawang Island, and Way Kambas National Park attract both domestic and international tourists. At the same time, the growth of the creative industry in Lampung particularly in the culinary, craft, and fashion subsectors has made a significant contribution to regional gross domestic product (Saputra, Lendra, Destrilia, & Wahyuni, 2022; Sari, Ridwansyah, & Anggraeni, 2024).

Despite its substantial potential, the development of tourism and the creative economy in Lampung continues to face global challenges, including changes in tourist preferences, the need for digital transformation, and post-pandemic impacts (Sinaga, Purwati, Akadiati, & Ariany, 2022; Unwto, 2024). Additional challenges include declining purchasing power, limited digital promotion, and the slowdown of creative business subsector growth (Anggarini, 2021; Daud & Novrimansyah, 2022). The local government has implemented various initiatives, such as social media-based promotion and cultural festivals; however, their effectiveness still needs to be strengthened through approaches that are adaptive to global trends (Kurnaz, Ön, & Yüksel, 2022).

Several previous studies have examined the contribution of tourism and the creative economy to regional economic development; however, most of these studies remain descriptive and have not provided empirical validation of the influence of global trends (Aulia, Randi, Alfatiha, Fatoriq, & Panorama, 2022; Pambudi, Masteriarsa, Wibowo, Amaliyah, & Ardana, 2020). In addition, the decline in household purchasing power due to the pandemic has adversely affected the economy and caused losses for MSMEs operating in the creative economy sector (Budiarto & Mulyana, 2020). Furthermore, global inflation, rising fuel prices, and geopolitical conflicts represent additional challenges affecting the tourism sector in the post-pandemic period (Fitriana & Putri, 2021). The Lampung Provincial Government continues to address these challenges through various programs and strategies aimed at recovering and developing the tourism and creative economy sectors after the pandemic.

This study examines several aspects related to the impact of global trends, including increased tourist arrivals (Bazneshin, Hosseini, & Azeri, 2015; Gomes & Montenegro, 2016; Šebela & Turk, 2014). Tourism product diversification Benur and Bramwell (2015); Lejárraga and Walkenhorst (2009); Wang, Li, Guo, and Xu (2016); Weidenfeld (2018), the role of digital tourism ambassadors Cardoso, Araújo, and de Almeida (2021); Edwards, Cheng, Wong, Zhang, and Wu (2017); Majid (2019), local economic growth Boccella and Salerno (2016); Shishmanova (2018); Waite and Gibson (2014) and environmental awareness (Ghaderi, Shahabi, Fennell, & Khoshkam, 2022; Mazhenova, Choi, & Chung, 2016; Stabler & Goodall, 1997). The information generated from this research is expected to serve as a foundation for developing appropriate policies and strategies for tourism and creative business development in Lampung Province.

In this context, it is important to consider and understand the impact of global trends on tourism and the creative economy in Lampung Province. How do global trends such as the increase in new tourist arrivals, technological transformation in communication and marketing, and changes in consumer

preferences and needs affect tourism and creative businesses in this province? Although several previous studies have discussed the contribution of tourism and the creative economy to economic growth in Lampung, most remain descriptive and have not provided local empirical validation of the impact of global trends on tourism and creative businesses in the region. Moreover, few studies have explicitly linked global trends such as digitalization, green tourism, and the role of digital tourism ambassadors with indicators of local creative economy growth. Previous research has also paid limited attention to regional policy adaptation in response to global changes in the tourism sector.

This study offers novelty by examining the relationship between global trends and local adaptation in the tourism and creative industry sectors in Lampung Province through a systematic literature-based approach that highlights digitalization and sustainability. Academically, this research contributes to the development of tourism glocalization theory by emphasizing the importance of community-based innovation and digital technology in responding to global trends. Furthermore, this study enriches the literature on regional adaptive strategies in the context of sustainable creative economy development.

Based on the above considerations, this study aims to examine in depth the impact of global trends on tourism and creative businesses in Lampung Province. By understanding these global trends, relevant stakeholders can take strategic measures to enhance the development of tourism and creative economy sectors in the province. Accordingly, the authors are motivated to conduct this study entitled “The Impact of Global Trends on Tourism and Creative Businesses in Lampung Province.”

## **2. Literature Review**

### ***2.1. The Concept of Tourism in Lampung Province***

Tourism is a term that encompasses various travel activities undertaken by individuals or groups for specific purposes (Camilleri, 2017). Tourism concepts and theories involve an understanding of travel phenomena, destination management, and their impacts on society and the environment (Hall & Williams, 2019). Tourism can be defined as a temporary movement of one or more persons to destinations outside their place of residence (Peters, 2012). The purpose of such travel is not to settle permanently or to earn a livelihood, but rather to satisfy curiosity, spend leisure time, or pursue other non-economic objectives (Frederick, 1993).

Tourism involves multiple sectors and dimensions, including spatial, business, academic, socio-cultural, and economic aspects (Tasci & Gartner, 2007). The tourism system comprises interactions among various elements, such as destinations, facilities, services, and visitors (Blangy & Mehta, 2006). Tourism theories help explain the phenomena and processes occurring within the tourism industry (Whang, Yong, & Ko, 2016). Several tourism theories focus on the concepts of tourist attractions, accessibility, and amenities, which are essential for understanding how tourism activities take place and how destinations influence tourists' experiences (Baloglu & McCleary, 1999).

The concept of tourism destination planning and management is critically important. It involves an understanding of tourist attractions, infrastructure, sustainability, and community participation (Seyfi, Hall, & Rasoolimanesh, 2020). Well-structured planning and sustainable management can ensure the long-term success of the tourism sector. Overall, tourism encompasses diverse aspects and requires a holistic approach to optimize its benefits for society, the environment, and the economy (Tasci & Gartner, 2007). Lampung Province has significant tourism potential and offers a variety of attractive destinations. Several popular tourism destinations in Lampung include:

1. Tanjung Setia Beach, located in West Lampung Regency, is well known as a surfer's paradise. The beach offers large and consistent waves, making it suitable for surfing enthusiasts.
2. Kiluan Beach, located in Tanggamus Regency, is famous for dolphin sightings that can be observed directly while sailing offshore. In addition, the beach offers beautiful natural scenery and a tranquil atmosphere.
3. Way Kambas National Park, located in East Lampung Regency, is home to rare species such as the Sumatran rhinoceros, elephants, Sumatran tigers, and sea turtles. Visitors can engage in activities such as jungle trekking, elephant riding, and wildlife interaction.

4. Kalianda Beach, located in South Lampung Regency, features charming coastal scenery with white sand and clear seawater, surrounded by green hills that enhance its natural beauty.
5. Pahawang Island, located in Pesawaran Regency, is a paradise for divers and snorkeling enthusiasts, offering stunning underwater landscapes with colorful coral reefs and diverse tropical fish.

In addition, Lampung also features other tourism destinations such as Mount Krakatau, Putri Malu Waterfall, and the traditional village of Pekon Pasawaran, which offers unique cultural experiences. With its diverse tourism potential, Lampung continues to develop its tourism sector to become one of Indonesia's prominent tourist destinations.

## 2.2. The Creative Economy in Lampung Province

The creative economy is an economic concept that emphasizes creativity and information as key drivers of value creation (Claire, 2009). In recent years, Indonesia's creative industry sectors such as fashion, film, advertising, animation, photography, and crafts have experienced rapid growth Chollisni, Syahrani, Dewi, Utama, and Anas (2022) the creative economy (Ekraf) refers to economic activities based on ideas, creativity, knowledge, and culture that generate high economic value and produce innovative and creative goods, services, or experiences. The creative economy has strong potential to drive economic growth, create employment opportunities, and improve public welfare (Sukarmijan & Sapong, 2014).

The concept of the creative economy was first introduced by John Howkins in his book *The Creative Economy: How People Make Money from Ideas* (2001). This concept has since evolved and been adapted by various countries, including Indonesia, with emphasis on national contexts and characteristics. In Indonesia, the creative economy is defined in Presidential Regulation No. 6 of 2015 on Creative Economy Development as “a state policy aimed at increasing the contribution of the creative economy sector to the national economic structure and enhancing national competitiveness.” The creative economy represents an important economic concept for promoting sustainable and inclusive economic development (Shishmanova, 2018). By developing the creative economy, Indonesia can enhance its competitiveness in the global market while simultaneously improving the welfare of its population.

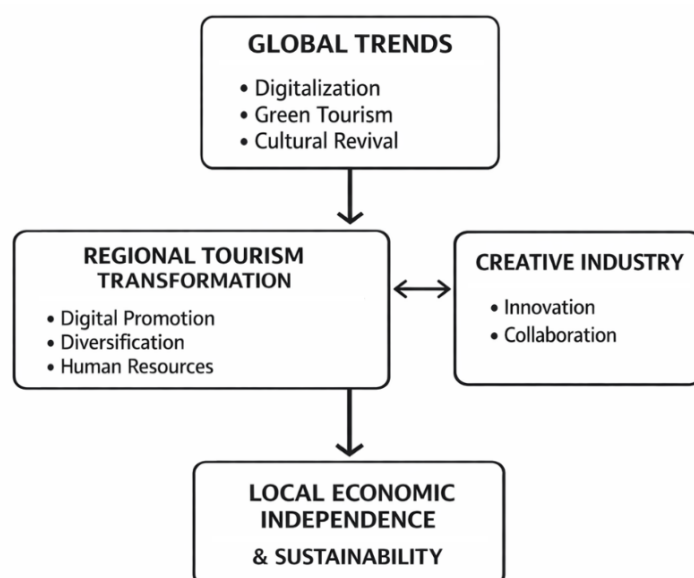


Figure 1. Conceptual Framework

Figure 1 illustrates the relationship between global trends such as digitalization, tourism product diversification, and environmental awareness and their local impacts in Lampung, including increases in tourist arrivals, growth in the creative economy, and improvements in community welfare.

### 2.3. Time Trend Analysis

Time trend analysis was conducted to illustrate changes in the number of tourists and the development of creative economy actors in Lampung Province during the period 2020–2024. The data indicate a significant increase across all main indicators, including domestic tourists, international tourists, and the number of creative economy actors.

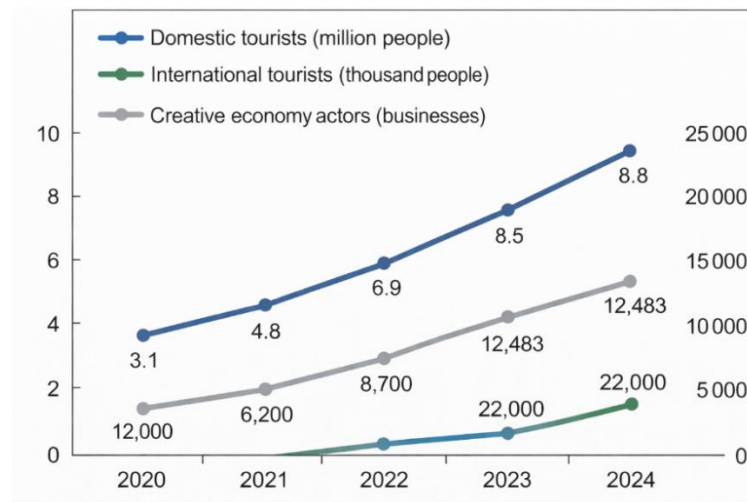


Figure 2. Tourism and Creative Economy Trends in Lampung Province, 2020–2024  
Source: Processed data from BPS Lampung (2024) and the Ministry of Tourism and Creative Economy of Indonesia (2025)

Figure 2 shows that since 2020, the number of domestic tourists has gradually increased from 3.1 million to 8.5 million in 2023, with a projected increase to 9.8 million in 2024. The number of international tourists has also experienced significant growth, rising from approximately 4,500 visitors in 2020 to more than 12,000 visitors in 2023. Meanwhile, the number of creative economy actors increased from 12,000 units to more than 22,000 business units.

These trends indicate that the tourism and creative economy sectors in Lampung have begun to recover in the post-COVID-19 period and are moving toward a phase of sustainable growth. Collaboration among local governments, communities, and relevant stakeholders plays a crucial role in supporting this recovery and ensuring long-term sectoral development.

### 3. Methodology

This study employs a qualitative approach using a literature review method (Moleong & Surjaman, 2014). A literature review is a research method that utilizes documents and other written sources to collect data (Sugiyono, 2022). This method was selected because it enables researchers to obtain comprehensive and in-depth information related to the research topic (Anggito & Setiawan, 2018). The primary data sources for this study consist of documents and written materials relevant to the research topic, including: scientific articles published in reputable academic journals or academic repositories; research reports conducted by research institutions or government agencies; books written by experts in the fields of tourism, creative industries, and global trends; statistical data obtained from official institutions such as the Central Statistics Agency (Badan Pusat Statistik/BPS) or the Tourism Office of Lampung Province; and official websites of international organizations, such as the World Tourism Organization (UNWTO) and the United Nations Conference on Trade and Development (UNCTAD).

The data collection techniques used in this study are as follows:

1. Literature search: The researchers conducted a systematic literature search to identify documents and written sources relevant to the research topic. The literature search was carried out through online databases such as Google Scholar, Elsevier, Emerald, and other academic platforms.
2. Document review: The researchers read and analyzed the collected documents and written sources. Notes and summaries were prepared to synthesize and organize the information obtained.

The data analysis techniques used in this study are as follows:

1. Content analysis: The researchers analyzed the content of the collected documents and written sources. Content analysis was conducted to identify key themes, emerging patterns, and findings relevant to the research topic.
2. Data synthesis: The researchers performed data synthesis to integrate findings from various data sources. This process aimed to produce comprehensive and in-depth conclusions regarding the impact of global trends on tourism and creative businesses in Lampung Province.

### 3.1. Systematic Review Flow (PRISMA)

To ensure that the literature review process was conducted systematically and transparently, this study follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach. This approach was applied to select literature relevant to the topic of the impact of global trends on tourism and creative businesses in Lampung Province.

Table 1. Systematic Review Flow (PRISMA Model)

Stage	Process Description	Number of Source
<b>Identification</b>	Literature searches were conducted through databases including Google Scholar, Elsevier, Emerald Insight, UNWTO, and BPS using keywords such as global trends, tourism, creative economy, Lampung, and sustainable development.	180
<b>Screening</b>	Duplicate records, non-scholarly sources, and literature irrelevant to the research context were removed.	112
<b>Eligibility</b>	Full-text evaluation of relevant articles based on their focus on global trends, tourism, and the creative economy.	56
<b>Included</b>	Articles that met the inclusion criteria were used for thematic analysis and synthesis.	34

The systematic review process was conducted using the PRISMA approach, which ensures transparent and traceable literature selection. Of the total 180 publications identified, 34 sources met the inclusion criteria and were used for analytical synthesis.

### 3.2. Theme Derivation in Data Analysis

Theme derivation in this study was carried out through manual coding of the selected literature. Each article was analyzed using a content analysis approach to identify relevant keywords, concepts, and interrelationships among variables. This process resulted in five main themes: increased tourist arrivals, tourism product diversification, the role of digital tourism ambassadors, local economic growth, and increased environmental awareness. These themes served as the foundation for the development of conceptual synthesis and the discussion of research findings.

## 4. Result and Discussion

Global trends in tourism and the creative economy in Lampung are currently experiencing positive growth. Lampung Province possesses abundant natural potential, including forests, plantations, beaches, and national parks. This makes Lampung an attractive tourism destination for both domestic and international tourists. In recent years, the Lampung regional government has undertaken various efforts to develop the tourism and creative economy sectors. Several new tourism destinations have been developed, such as Way Kambas Nature Tourism Park, the West Coast of North Lampung, and Kiluan Beach.

In addition, the development of the creative economy has become a major focus in Lampung. Various art and cultural events and festivals, such as the Lampung Krakatau Festival and the Lampung Wayang Festival, have successfully attracted tourists and served as promotional platforms for creative products originating from Lampung. Improved accessibility has also been a crucial factor in the development of

tourism and the creative economy in the province. The presence of Radin Inten II International Airport, which serves flights to and from various cities in Indonesia, has facilitated tourist access to Lampung. With these positive global trends in tourism and the creative economy, it is expected that Lampung can continue to maximize its natural potential and human resources to develop sustainable tourism and creative economy sectors. Consequently, Lampung can make a significant contribution to national economic growth while improving the welfare of local communities. The COVID-19 pandemic has had a major impact on the tourism and creative economy sectors in Indonesia and worldwide (Baparekraf RI, 2023). It has not only changed travel behavior but also shifted tourism trends. These changes have given rise to tourism megatrends that are expected to influence tourist behavior throughout 2023. The tourism and creative business industries are dynamic and closely interconnected sectors.

Global trends bring both positive and negative impacts on tourism and creative businesses. Business actors in these sectors must adapt to such trends in order to survive and grow (EIU, 2023). They are required to leverage technology to improve efficiency and reach wider markets. At the same time, they must preserve local cultural uniqueness and implement sustainable business practices (Binggeli, Chen, Köpke, & Yu, 2023). By understanding these trends, it becomes possible to anticipate how changes in tourist behavior will shape the future of the tourism and creative economy industries (OBG, 2023).

In the context of Lampung Province, with its rich natural and cultural attractions, the region has considerable potential to further develop tourism and creative businesses (Anggarini, 2021; Saputra et al., 2022; Septiyana et al., 2020). However, global trends such as increasing tourist arrivals, tourism product diversification, the role of digital tourism ambassadors, local economic growth, and environmental awareness have brought significant changes to the industry. Global trends have a substantial impact on tourism and creative businesses in Lampung Province. The following section outlines several of these impacts:

#### ***4.1. The Impact of Global Trends on Increased Tourist Arrivals***

Based on several previous studies, global trends have a significant impact on increasing tourist arrivals (Gössling, Scott, & Hall, 2018; Krasnokutskiy, Kulchitskij, Perova, Bystrova, & Khizhnaya, 2016; Wilkins, de Urioste-Stone, Weiskittel, & Gabe, 2018). The utilization of digitalization has become one of the main driving factors behind this growth (Khan, Su, Xiao, Zhu, & Zhang, 2021). Through online platforms, digital marketing, and tourist reviews, destinations can expand their market reach and attract new visitors. This finding is consistent with studies by Mulyantini, Surbakti, Maulana, and Wibawaningsih (2025); Sumiansi, Fadjar, Sutomo, and Wanti (2025) which indicate that the implementation of digital marketing and the attractiveness of tourism destinations have a positive and significant influence on tourists' visitation decisions. These efforts enable destinations to promote their natural beauty and uniqueness while also providing easier access to information and tourism service bookings. Furthermore, destinations that actively adapt to global trends and continuously innovate are better able to maintain their competitiveness amid the dynamics of the global tourism industry (Gössling et al., 2018).

In addition to digitalization, climate change also affects tourist visitation patterns and destination development (Richards, 2011; Rosselló & Santana-Gallego, 2014). Sustainable and environmentally friendly tourism practices such as nature-based tourism, environmental education, and adaptation to climate change impacts have become key concerns for modern tourists. By adopting green tourism and ecotourism approaches, destinations such as Lampung have significant opportunities to increase tourist arrivals while simultaneously promoting the growth of creative businesses in the regional tourism sector (Khan et al., 2021). Interpretatively, these findings emphasize that adaptation to global trends plays a crucial role in enhancing the attractiveness of tourism in Lampung, thereby supporting the research objective of understanding how global trends strengthen regional tourism development.

#### ***4.2. The Impact of Global Trends on Tourism Product Diversification***

Based on various literature reviews, global trends have been shown to encourage tourism product diversification across destinations (Benur & Bramwell, 2015; Purnomo, Wiradimadja, & Kurniawan, 2019; Saboori, Ghaderi, & Soleymani, 2023; Ziyadin, Litvishko, Dubrova, Smagulova, &



Suyunchaliyeva, 2019). Digitalization plays an important role in facilitating the creation of more diverse tourism products (Weidenfeld, 2018; Ziyadin et al., 2019). Through online platforms and social media, destinations can promote various types of tourism, including nature-based tourism, cultural tourism, culinary tourism, and educational tourism. In addition, personalization and the sharing economy enable tourists to obtain more authentic and interest-based experiences (Conti & Perelli, 2005). By continuously innovating and adapting to digital trends, tourism destinations can expand their markets and enhance their attractiveness (Purnomo et al., 2019).

Beyond digitalization, diversification is also influenced by climate change and growing awareness of sustainable tourism (Gichuki, Yobesia, & Kihima, 2020; Yap, Saha, Ndubisi, Alsowaidi, & Saleh, 2023). Nature-based tourism, ecotourism, and environmental education tourism are increasingly favored by modern travelers (Vumbunu, Viviers, & du Plessis, 2022). This trend requires destinations to offer tourism products that are environmentally friendly and adaptive to changing climate conditions. In Lampung Province, global trends have also shaped increasingly diverse tourist demands and encouraged creative business actors to develop more unique tourism products and services, such as culinary tourism, cultural festivals, and region-specific handicrafts. This indicates that global trends not only create new opportunities but also accelerate the transformation of the creative economy in Lampung. Thus, this study demonstrates a direct link between global trends and the enhanced capacity of the local creative economy.

#### ***4.3. Empirical Support and Local Cases in Lampung Province***

Based on data from the Central Statistics Agency (BPS) of Lampung Province (2024) and the Lampung Provincial Tourism Office, tourist arrivals have increased significantly following the COVID-19 pandemic, reaching 8.52 million domestic tourists and 12,483 international tourists in 2023, compared to 6.9 million domestic tourists and 8,700 international tourists in 2022. This increase reflects the recovery of the tourism sector in line with global trends toward sustainable tourism and the growing interest in nature-based destinations such as Pahawang Island, Kiluan Bay, and Tanjung Setia Beach.

At the same time, the creative economy sector has experienced rapid growth. According to the Ministry of Tourism and Creative Economy of Indonesia (Baparekraf RI, 2023), Lampung is home to more than 22,000 creative economy actors, with leading subsectors including culinary arts, crafts, fashion, and local music (Madnasir, Marwin, Hanif, & Susanto, 2024). These data demonstrate that global trends such as digitalization, creative innovation, and sustainable tourism have had tangible impacts on increasing tourist numbers and community income in Lampung Province. Bandar Lampung City and Pringsewu Regency have emerged as centers of creative economy growth, particularly for products based on local raw materials such as coffee and banana-based processed goods. Interpretatively, this section reinforces empirical evidence that global trends not only have conceptual implications but also generate direct effects on income growth and community welfare in Lampung.

#### ***4.4. The Impact of Global Trends on the Growing Role of Digital Tourism Ambassadors***

In the era of globalization and rapid advancements in information technology, digitalization trends have had a substantial impact on the tourism and creative economy sectors (Imaddudin, Sinaga, Efendi, Koerniawaty, & Amir, 2023). The role of digital tourism ambassadors has become increasingly important in promoting tourism destinations and creative products, including in Lampung Province. Through social media and online platforms such as Instagram, YouTube, and TikTok, digital tourism ambassadors are able to enhance destination visibility and outreach while creating direct interactions with tourists.

They actively provide information, respond to inquiries, and build personal connections that strengthen the positive image of Lampung's tourism destinations. Moreover, digital marketing trends have encouraged new forms of creativity and innovation in tourism promotion Majid (2019), including the use of modern photography and video technologies, as well as collaborations with local creative industry actors to produce engaging and distinctive content.



Global trends have also increased the influence of digital tourism ambassadors in shaping tourist perceptions and strengthening collaboration with tourism and creative economy stakeholders (Majid, 2019; Morand, Cardoso, Pereira, Araújo-Vila, & de Almeida, 2021). Through such partnerships, industry actors can leverage digital media to expand promotional reach and increase sales of local creative products. Therefore, the Lampung Provincial Government and business actors need to strategically utilize the potential of digital tourism ambassadors through creative promotion, sustainable tourism campaigns, and regional branding enhancement. This section links the research findings to the main objective of providing an in-depth understanding of how adaptation to global trends can serve as a policy foundation for strengthening the competitiveness of tourism and the creative economy in Lampung Province.

#### ***4.5. The Impact of Global Trends on Local Economic Growth***

The literature indicates that global trends have complex impacts on local economic growth (Kolesnikov, Zernova, Degtyareva, Panko, & Sigidov, 2020; Mega, 2025). To maximize positive impacts and minimize negative effects, appropriate strategies are required from local governments and business actors. These strategies include improving digital literacy, strengthening technological infrastructure, developing globally competitive local products and services, adapting to climate change, and implementing sustainability principles in tourism and the creative economy. Through such measures, global trends can become drivers of inclusive and sustainable local economic growth (Wu, Zhu, & Zhu, 2018).

In the context of Lampung Province, global trends have contributed to the growth of the tourism and creative economy sectors through increased international tourist arrivals Rogerson and Nel (2016), diversification of tourism products and destinations, and the development of creative industries such as design, fashion, and the arts (Low & Isserman, 2009). However, increasing international competition Maharaj and Rambali (1996) requires Lampung to continuously innovate while preserving environmental sustainability and local cultural heritage (Tomaney, 2010). Strategic measures such as infrastructure investment, digital promotion, and strengthening human resource capacity Capello, Caragliu, and Fratesi (2015) are essential to ensure sustainable growth in Lampung's tourism and creative economy sectors.

As tourist numbers and demand for local products increase, creative businesses in Lampung have substantial opportunities to grow and contribute to improved community welfare. Rinaldi, Ramadhani, and Ramadhani (2025) found that although hotel tax collection effectiveness in Samarinda City is relatively high, its contribution to local revenue remains low because the tourism sector has not developed optimally. This finding underscores that tourism's success as a driver of regional economic growth depends not only on fiscal revenue but also on adaptive destination management strategies and innovation aligned with global trends.

#### ***4.6. The Impact of Global Trends on Increased Environmental Awareness***

Numerous studies indicate that global trends have complex impacts on increasing environmental awareness (Aswani, Lemahieu, & Sauer, 2018; Carvalho, Tracana, Skujiene, & Turcinaviciene, 2011). Overall, the positive impacts tend to outweigh the negative ones, although significant challenges remain. Consequently, all stakeholders government, business actors, and communities must collaborate to enhance environmental awareness and take concrete actions to ensure ecosystem sustainability (Ilea, 2017). Digitalization plays a crucial role in this process. Through the dissemination of information via social media and the internet, environmental issues can be communicated widely (Díaz-López et al., 2023). Digital platforms also facilitate activism and public participation in environmental conservation efforts (Jayadinata et al., 2021). In addition, digital technologies are used to monitor environmental conditions and develop innovative solutions to global climate challenges (Braun, Cottrell, & Dierkes, 2018).

Beyond digitalization, environmental awareness has increased due to the tangible impacts of climate change, such as natural disasters and extreme weather events, which have heightened public concern for environmental preservation (Rogerson & Nel, 2016). This heightened awareness has also generated

pressure on governments and business actors to take concrete actions in addressing climate change (Masalimova et al., 2023). trends have further reinforced sustainability and environmental conservation awareness, as reflected in tourists' growing preference for environmentally responsible tourism activities (Boccella & Salerno, 2016; Shishmanova, 2018; Waitt & Gibson, 2014). In Lampung Province, this phenomenon presents a strategic opportunity for tourism and creative businesses to adapt to green trends through environmentally friendly product innovation and sustainable tourism promotion. With appropriate strategies and cross-sectoral collaboration, Lampung can leverage global trends to enhance environmental awareness, strengthen the tourism sector, and promote local economic growth.

#### 4.7. Synthesis of Global Trend Impacts on Local Outcomes in Lampung Province

To provide a comprehensive overview of the relationship between global phenomena and their influence on tourism and the creative economy at the regional level, a synthesis table was developed. This table presents a comparison between prevailing global trends and the resulting local impacts in Lampung Province based on literature analysis and empirical data.

Table 2. Synthesis of Global Trend Impacts on Local Outcomes in Lampung Province

Global Trend Aspect	Global Description	Local Impact in Lampung Province	Sources/Citations
<b>Increase in Tourist Arrivals</b>	Global trends toward sustainable tourism and post-pandemic recovery have driven the growth of international tourist mobility.	The number of domestic tourists increased from 6.9 million (2022) to 8.52 million (2023), while international tourist arrivals rose to 12,483 visitors.	(BPS Lampung, 2024; UNWTO, 2024)
<b>Tourism Product Diversification</b>	Global destinations have expanded tourism offerings such as ecotourism, cultural tourism, and culinary tourism.	Lampung has developed nature-based tourism (Pahawang Island, Kiluan Bay), cultural tourism, and local festivals such as the Lampung Krakatau Festival.	(Benur & Bramwell, 2015; Purnomo et al., 2019; Saputra et al., 2022)
<b>Digitalization and Digital Tourism Ambassadors</b>	Technological globalization has expanded the role of digital ambassadors and online promotion.	Digital tourism ambassadors in Lampung actively promote destinations through Instagram, TikTok, and YouTube, enhancing positive destination image and tourist interaction.	(Kurnaz et al., 2022; Majid, 2019; Morand et al., 2021)
<b>Local Economic Growth</b>	Tren global mendorong integrasi ekonomi kreatif dan pariwisata berbasis komunitas.	More than 22,000 creative economy actors are active in Lampung, with leading subsectors including culinary arts, crafts, fashion, and local music.	(Boccella & Salerno, 2016)
<b>Increased Environmental Awareness</b>	Global awareness of sustainable tourism and conservation has grown rapidly.	Lampung has begun developing environmentally friendly tourism and conservation education initiatives, such as those in Way Kambas National Park..	(Aswani et al., 2018; Ghaderi et al., 2022)

<b>Socio-Cultural Transformation</b>	Global trends emphasize the importance of preserving local culture within modern tourism.	Tourism and creative economy actors in Lampung innovate through local cultural products such as Lampung coffee and traditional handicrafts.	(Sari et al., 2024; Wahyudi et al., 2022)
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Source: Data processed by the authors (2025)

The synthesis results presented in the table above indicate that each global trend has a direct impact on the tourism and creative economy sectors in Lampung. For example, digitalization enhances tourism promotion through digital ambassadors, while the green tourism trend encourages the development of environmentally friendly tourism initiatives, such as those implemented in Way Kambas National Park.

## 5. Conclusions

### 5.1. Conclusion

This study demonstrates that global trends have a tangible influence on the development of the tourism and creative economy sectors in Lampung Province. Adaptation to global trends such as digitalization, tourism product diversification, and environmental awareness has contributed to increased tourist arrivals and the growth of community income. From an academic perspective, this study contributes to the literature on tourism globalization and the creative economy by highlighting the importance of local innovation and collaboration among stakeholders. The findings further reinforce the understanding that global influences can be adapted into regional development strategies that emphasize cultural potential and local resources.

From a policy perspective, the results provide valuable insights for the Lampung Provincial Government in strengthening the tourism and creative economy sectors through enhanced digital literacy, technology-based promotion, and the development of sustainable tourism. Collaboration among government institutions, business actors, academics, and local communities should be further intensified to ensure that local innovations are able to compete at the global level. For future research, it is recommended to employ quantitative approaches or in-depth interviews with key stakeholders to validate the findings and enrich understanding of regional adaptation to global trends.

### 5.2. Suggestions

Based on the findings of this study, it is recommended that the Lampung Provincial Government further strengthen digital transformation and sustainable tourism initiatives to enhance the competitiveness of the tourism and creative economy sectors. Efforts should focus on improving digital literacy, expanding technology-based promotion, and encouraging tourism product diversification that aligns with global trends and local potential. In addition, stronger collaboration among government institutions, business actors, academia, and local communities is necessary to support innovation and ensure inclusive and environmentally responsible development. Future studies are encouraged to adopt quantitative or mixed-method approaches to empirically validate the impact of global trends on tourism growth, creative economy performance, and community welfare in Lampung Province

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