

RESEARCH ARTICLE

COMMUNITY, GOVERNMENT, AND MEDIA PARTNERSHIP PARTICIPATION (TRIPLE HELIX) IN INCREASING THE EXISTENCE OF CITIIS GALUNGGUNG TOURISM

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ABSTRACT

This research aims to increase the partnership participation of local communities, local government, and media (triple helix) in increasing the existence of Citiis Galunggung tourism. The method used in this research is a case study research method with a qualitative approach. Data collection techniques were carried out through interviews with three-helix actors, and focus group discussions (FGD) regarding partnership participation between the community, government, and media to increase the existence of Citiis Galunggung tourism. The research results show that there are three patterns of partnership participation carried out by the community, government, and media (triple helix) which are running optimally, however, we found the need for a more structured sustainable support capacity from these three helix actors so that the existence of Citiis Galunggung tourism can be maximized.

KEYWORDS

partnership, triple helix, participation, tourism, community empowerment

1. INTRODUCTION

The tourism sector is one of the business opportunities that can be relied on as an alternative sector to boost the Indonesian economy. This can be seen from the fact that the lifestyle of Indonesian people today prefers to travel both within and outside the country, at local and regional levels. Various tourist destinations in Indonesia are always interesting to visit because of their beautiful natural features, the friendliness of their residents towards visiting guests, and the uniqueness of their local culture which is an added value for local, regional, and foreign visitors. The various roles of tourism for a region can take the form of contributions to gross domestic product (GDP), foreign exchange earnings, and employment. According to Nugroho (2020), the tourism sector's contribution to the Indonesian economy is very large in the form of its contribution to GDP, foreign exchange earnings, and employment. Juridically, Law Number 10 of 2009 concerning Tourism and Culture mandates that one of the objectives of tourism activities is an effort to preserve nature, the environment, and resources based on the principles of preserving nature and the environment, empowering local communities, and ensuring integration between sectors, between regions, between the center and the regions which form one systemic unit within the framework of regional autonomy and integration between stakeholders. In its implementation, tourism product development in Indonesia is carried out through various kinds of discourse, including discourse on sustainable tourism development and community-based tourism discourse (Prasiasa, 2013: 95).

Tasikmalaya Regency has a variety of tourist attractions that can be utilized and empowered by the local community and government. Starting from mountains, and rivers, to religious tourism. However, empirically, Tasikmalaya Regency does not yet have a superior tourist attraction even though its natural and environmental potential is abundant. One of them is Citiis Galunggung tourism which is not widely known by the public. This

Citiis Galunggung tourist attraction has great potential because it is located close to Cipanas Galunggung which is located at Mandalagiri, Padakembang District, Tasikmalaya Regency. This indicates that there are several problems faced in the local tourism sector that may generally occur in Indonesian tourism, namely: lack of quality human resources as managers, lack of publicity both in the media and social media, incomplete infrastructure, lack of investment, and lack of attention. environmental aspects, to overlapping regulations. Overlapping regulations further exacerbate the less-than-optimal management of local tourism, resulting in continuous restructuring which results in difficulties in developing human resources and the environment as a tourist attraction. Seeing this, the researcher tried to plan research related to the participation of community, government, and media partnerships (triple helix) in increasing the existence of Citiis Galunggung tourism.

It is felt that this three-actor partnership pattern could be a solution because it involves all parties as triple helix actors (community, local government, and media) within it. Partnership is a formal collaboration between individuals, groups, or organizations to achieve a task or goal (Hizair, MA., 2013). Partnership as an implementation strategy of the collaborative government principle can use the triple helix partnership model so that it can create competent human resources, and natural resources that have potential for community-based tourism and are competitive so that they can advance tourism in their region. In essence, the triple helix partnership model has been defined as the new dominant framework that informs development policy and is seen as an all-encompassing problem-solving formula for driving technoscientific progress (Shinn, 2002).

The advantage of the triple helix partnership model is that it takes traditional forms of institutional differentiation between universities, industry, and government as its starting point. As such, the model considers the expanding role of the knowledge sector concerning the

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broader infrastructure, politics, and economy of society. Salfitrie R. Maryunani (2019) shows a significant view of how the three strands of the triple helix concept can work collaboratively. This illustrates that when human resource factors centered on technology and people's managerial abilities are low, it is difficult to make improvements in a short time. Many people think that societal progress can only be achieved through economic growth which is mainly supported by advances in science and technology. However, science and technology alone cannot be a panacea for development problems. Therefore, achieving the goal of transforming the science and technology production framework in developing countries requires great efforts and strong commitment from triple helix actors so that they can participate actively in community development.

The triple helix partnership model can simply be interpreted as a model with three parties who synergize and collaborate. The triple helix partnership model contains collaborative activities in which there are steps from three actors involved to obtain better results than before and achieve problem resolution. The concept of the triple helix partnership model in this research is based on three parties, namely the local community, local government, and the media as actors who can contribute to the development of Citiis Galunggung tourism. This perspective comes from a perspective published in the mid-1990s under the name triple-helix, which is an elaboration concept involving the relationship of three stakeholders, namely: universities, communities, and government. From the beginning, the triple helix seemed to be defined differently in the context of its development because it was adapted to the needs of the countries that used it. However, the triple helix model framework is consistent in that its interests remain the same, namely to encourage knowledge-based economic and social development. So this model offers a generic perspective for understanding the mechanisms by which innovation complexity can be described (Etzkowitz & Leydesdorff, 2000; Leydesdorff & Etzkowitz, 1996). The essence of the triple helix model in this research is the dynamic relationship between local communities, local government, and the media as actors. The argument is that these three actor dynamics must be taken into account to put science and technology to work for innovation, namely the dynamics of the market economy (society as manager of the local natural environment), the dynamics of knowledge and information production (media as a promotional tool), and governance at various levels (local government as policy maker). It is through this solution approach that researchers assess that partnership participation in these three actors (triple helix) can contribute positively to increasing the existence of the Citiis Galunggung tourist attraction.

Based on the background above, this research aims to explore how partnership participation between local communities, local government, and media as triple helix actors can improve the existence of Citiis Galunggung tourism.

2. LITERATURE REVIEW

The triple helix concept is a systemic approach that emphasizes the dynamic relationship between industry, academia, and government (Casas & Luna, 1999; Etzkowitz & Leydesdorff, 2000; Leydesdorff & Etzkowitz, 2001), and the increasingly entrepreneurial role of universities

in technological innovation (Etzkowitz, 2002; Etzkowitz et al., 2000). Etzkowitz & Leydesdorff (2000: 109) claim that in the Triple Helix model, universities can play an enhanced role in innovation in an increasingly knowledge-based society. The triple helix model, representing the relationship between universities, industry, and government, has been widely adopted in entrepreneurship research to understand the dynamics of innovation and entrepreneurial activity in a knowledge-based economy (Kim, Kim, and Yang, 2012). The triple helix model pivots on three interrelated helices, representing national innovation systems: academia/university, industry, and state/government (Etzkowitz et al. 2007).

In simple terms, the triple helix model can be interpreted as a model with three parties who synergize and collaborate. The triple helix partnership model contains collaborative activities in which there are steps from three actors involved to obtain better results than before and achieve problem resolution. This means that there are ongoing transformations within each helix, which simultaneously shape each other in a way that can lead to stabilization along the trajectory. However, many selection and intervention mechanisms are carried out simultaneously, leaving room for uncertainty and opportunity (Etzkowitz & Leydesdorff, 2000: 113). So the triple helix model provides a picture of an innovation system that is constantly changing and its parts reinvent themselves in interaction with other helices.

Feola, et.al (2017) stated that each helix, which acts in synergy with others, has a special role in encouraging entrepreneurship. First, governments, at various levels (supranational, national, and local), must adopt a set of rules to promote and support innovative start-ups. In particular, the government plays a central role in determining a set of normative rules and conditions for the implementation of entrepreneurial activities. Likewise, the government's role also includes providing financial incentives and physical infrastructure, such as incubators and science parks (Fini et al. 2011), which have proven to be key elements in encouraging start-up entrepreneurship and innovation. Second, universities must promote policies and instruments (Smilor and Gill, 1986; Fayolle and Klandt, 2006; Mustar and Wright, 2010; Fini et al. 2011).

Previously, Etzkowitz and Leydesdorff (2000) stated that the triple helix would provide a methodological basis for analyzing the dynamics of innovation that occur between industry, government, and research. So in particular the triple helix model has become the new dominant framework that informs development policy and is seen as an all-encompassing problem-solving formula to encourage technoscientific progress (Shinn, 2002). Therefore, this triple helix framework currently dominates the discourse on science, technology, and innovation in developing countries. According to Amir & Nugroho (2013) the triple helix model is currently the dominant perspective that drives how science, technology, and innovation are structured structurally in developing countries. In developing or developing countries, such as in Asia, the triple helix model is often used as a policy tool for the development of science and technology. This model was widely developed in the UGI (University-Government-Industry) framework which plays a synergistic role and influences each other in these three actors.

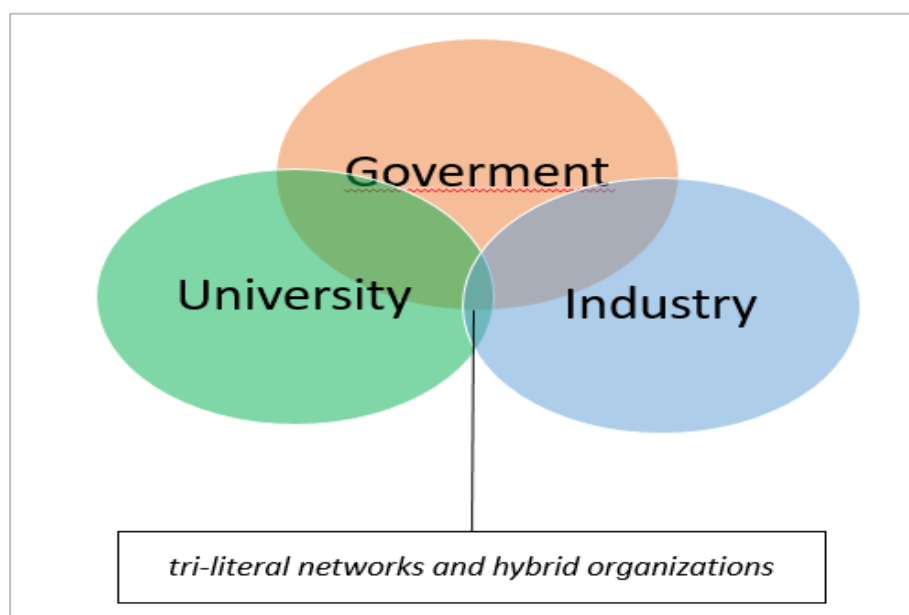


Figure 1: Triple Helix Model of University-Industry-Government Relations (Source: Etzkowitz and Leydesdorff, 2000, p. 111).

Furthermore, Cheng, et.al (2017) stated that the triple helix analysis framework will include independent and interactive relationships between universities, government, and industry. Reviewing the literature in recent years, the triple helix model is widely considered as a viable model for approaching the dynamics of UGI collaboration (Leydesdorff and Etzkowitz, 1996; Etzkowitz and Leydesdorff, 2000). This model has been widely used since it was proposed, especially in knowledge and innovation-based economic research (Fogelberg and Thorpenberg, 2012; Strand and Leydesdorff, 2013; Ivanova and Leydesdorff, 2014; Kim and Lee, 2016). New ideas, concepts, and methods have been added to expand and enrich the triple helix model.

The advantage of the triple helix model is that it takes traditional forms of institutional differentiation between universities, industry, and government as its starting point. Thus, the model considers the expanding role of the knowledge sector concerning the broader infrastructure, politics, and economy of society (Leydesdorff & Etzkowitz, 1996, p. 280). Many people think that societal progress can only be achieved through economic growth which is mainly supported by advances in science and technology. However, science and technology alone cannot be a panacea for development problems. Therefore, achieving the goal of transforming the science and technology production framework in developing countries requires great efforts and strong commitment from triple helix actors so that they can participate actively in community development.

Subsequent studies criticized the triple helix model as having weaknesses. One of the acute weaknesses in the triple helix framework studied by Amir & Nugroho (2013) is its limited ability to overcome social, economic, and environmental problems that plague society. Apart from that, the triple helix operates rather mechanistically: the role of government is often limited to being a facilitator of the business environment and capital; the industry functions primarily as a funnel to the market; and universities produce knowledge products that are largely relevant only to the exploitable market. Therefore, this model is considered somewhat disappointing, because the triple helix model does not include the role of the third sector, namely citizens. Even though citizens or society also play an important role in the innovation system, more than just being intermediaries (Howells, 2006).

Previous research discussed the triple helix model framework as a partnership based on universities, government, and industry (Etzkowitz et.al 2007; Cheng, et.al 2017; Feola, et.al 2017). In essence, this framework is the dynamics of innovation in knowledge-based economic activities. After reviewing the triple helix framework (university, government, and industry) which does not include the role of the citizen sector. Even though citizens or society also play an important role. Therefore, the researcher tried to elaborate on the main framework concept by changing the helix actors from university-government-industry to society, government, and media as helix actors in this research. This is adapted to the research objectives which assume that society must be involved in the triple helix framework. This is the novelty (state of the art) in this research.

3. METHOD

The method used in this research is a case study method with a qualitative approach. The method used in this research is a case study research method with a qualitative approach. Data collection techniques were carried out through observation, interviews with three Helix actors, and focus group discussions (FGD) regarding partnership participation between the community, government, and media to increase the existence of Citiis Galunggung tourism. Data collection techniques were carried out qualitatively. Primary data was obtained from FDG, in-depth interviews, and field observations. According to Purnama (2015), in social research, those who want to know qualitatively can use measuring tools, one of which is focus group discussions (FGD). This research was carried out in May-December 2023, located at Citiis Galunggung whose address is Mandalagiri Village, Padakembang District, Tasikmalaya Regency.

4. RESULTS AND DISCUSSION

4.1 Pattern of Community Participation

The pattern of community involvement or participation in supporting the management and existence of tourist attractions can be said to be active, especially in initial construction, cooperation activities, road repairs, and maintaining security. The public's response generally supports the existence of the Citiis Galunggung tourist attraction, because they revealed that from an economic perspective, the community began to experience an increase after the construction of this tourist attraction. People can participate in trading various kinds of food around tourist attractions, marketing their homemade palm sugar products and typical local

handicrafts. Community participation in managing tourist attractions is through cooperation if there are road repairs, taking part in selling in the surrounding area, and taking part in maintaining environmental safety. Support also comes from the community in the community surrounding the tourist attraction, especially local youth organizations. Representatives from the community also reported the same thing that the construction of tourist attractions had an impact on the community's economic sector. There was an increase in the income of every resident around the tourist attraction by distributing MSME products such as palm sugar and agricultural products such as vegetables. In general, it can be said that community participation supports the existence of the Citiis Galunggung tourist attraction. However, unfortunately, the community also agreed to reveal that there had been no realization of good funding from the local government starting from 2020 due to the COVID-19 pandemic which hit at the beginning of 2020.

4.2 Government Participation Patterns

Government participation in supporting the existence of tourist attractions is considered quite supportive (for example regarding licensing). Most respondents reported that local government support exists, but it does not appear to be optimal. For example, road construction was only carried out at the beginning of the construction of a tourist attraction, but not anymore. They also reported that the local government's response to the management of the Citiis Galunggung tourist attraction was existing but less than optimal, especially in road construction. Until now, the obstacle in developing the Citiis Galunggung tourist attraction is inadequate road access. This was also confirmed from the results of our interviews with local government officials, in this case representatives from the Tourism Office. They stated that there had not been continuous communication between the management and the government regarding the development of tourist attractions over the last 2 months. The social media accounts for the Citiis Galunggung tourist attraction are also not running well, resulting in the marketing or promotion of the tourist attraction being inadequate as expected. Communication between the management and the government is still passive due to the absence of activity reports from the management. It is hoped that the regional government can form a new pokdarwis (tourist area group) so that it can support the progress and existence of the Citiis Galunggung tourist attraction.

4.3 Media Participation Patterns

Local media participation in promoting tourist attractions is quite supportive but not yet optimal. This is because coverage of tourist attractions is not consistently carried out to promote tourist attractions. The media suggests that it is important to be aware of the public around tourist attractions so that their thinking is not to just build tourist buildings, but to make a tourist attraction a place where visitors are happy with the tourist attraction. At this point, the media underlines the comfort of visitors. The media also stated that the existence of the Citiis Galunggung tourist attraction could help increase family income, especially by providing school supplies for children, to increase income in daily life, and to obtain business and employment opportunities. The media also confirmed previous findings that there had been no realization from the government of road access funding from the year before COVID-19.

The media stated that the participation that must be carried out in the Citiis Galunggung tourist village includes: the need for collaboration with large communities or from outside to sponsor or fund tourist attractions, the need for travel business people who can make Citiis Galunggung one of the choices of tourist destinations, the importance of building community awareness in terms of developing an attraction that exists in the village, such as the potential of existing culture or customs and collaborating with parties who can collaborate together to advance Citiis tourist attractions, the management structure in the tourist village must exist and be separate in collaboration with The existing BUMDES stake holders have their respective duties in managing tourist attractions, utilizing the potential of tourist attractions, for example waste from tourist attractions can be created (for example: plastic waste is made into bricks which can later be used as a creative object), developing the Citiis Galunggung tourist attraction in the future can be used as a village tourism travel package (for example, visitors can see the customs or culture in the village, take part in making typical food, or watch cultural performances from the village).

The three patterns of partnership participation carried out by the community, government, and media (triple helix) have been running optimally, but we found the need for a more structured sustainable support capacity from these three-helix actors so that the existence of

Citiis Galunggung tourism can be maximized. Universities are still positioned as producers of knowledge to establish relationships with other actors in the triple helix model. Currently, knowledge is also produced outside academic institutions. Business firms, government agencies, public institutions, citizens, and consumer groups, among many others, are all producers, users, and innovators of knowledge at the same time. However, in Indonesia currently, the triple helix partnership model has not been widely adopted in community development efforts, in contrast to developed countries where the triple helix has been quickly adapted, especially in developed countries, and has become a policy norm for advancing science and technology for knowledge-based economic development (Amir & Nugroho, 2013).

This article explains how representatives from the community as a supporting resource for managing the Citiis Galunggung tourist attraction, the government as the party that regulates policy regulations, and the media as a supporting source in terms of promotion of the Citiis Galunggung tourist attraction contribute to each other in increasing the existence of tourism. Meanwhile, higher education institutions act as mediators to bring together the three helix actors so they can discuss achieving their goals, and jointly analyze the factors and conditions that encourage interaction and collaboration between the three. Through the meeting of these three actors, we found that the trust built between these Helix actors towards improving the Citiis Galunggung tourist attraction is important. This is in line with previous findings by Michele Coletti, (2019) who stated that trust is needed for interaction, while helix actors must agree on collaboration rules. As within the scope of the organization, the participating parties are interdependent and begin to consider themselves as part of a larger system.

The role of universities in this research is as a unifier of the three components or actors of the helix. However, uniting the three is not an easy thing. As Gausdal and Nilsen (2011) stated, uniting the components of the triple helix model is not a guarantee of success. When the nature and goals of helix actors are heterogeneous, collaboration will not be spontaneous or smooth (Huxham, 2003). However, through this research, we at least found that in general the participation of the three helix actors in increasing the existence of the Citiis Galunggung tourist attraction does not overlap. Community-Government-Media both want to advance the Citiis Galunggung tourist attraction, but there is no clarity on sustainable and more structured participation so the management of the tourist attraction seems to be running individually.

Community participation (in this case the local community) plays a significant role in the development of tourist attractions. With the existence of tourist attractions in the area, the local community feels helped. The community agrees that they are starting to have additional family income so that in return they are voluntarily ready to be asked for help at any time by the management and participate in maintaining the environment and security of the tourist attraction area. On the other hand, we found that people still do not fully understand the potential of tourist attractions, especially in the use of tourist attractions. This is because no party has provided education to the public regarding the potential that can be developed in advancing tourist attractions. Apart from that, the public is also confused regarding the management of tourist attractions which are now handled by BUMDES. Apart from that, in general, people still complain that road access to tourist attractions has not yet been completed.

5. CONCLUSION

Based on the research results above, this research concludes that there are three patterns of partnership participation carried out by the community, government, and media (triple helix) to support the existence of the Citiis Galunggung tourist attraction which has been running optimally, but there is a need for a more structured sustainable support capacity from the three-helix actors. by their respective roles so that the management of tourist attractions and increasing the existence of Citiis Galunggung tourism can be maximized. In general, the three-helix actors (community, media, and government, in this case, DISPARPORA) both want to advance the Citiis Galunggung tourist attraction, but there is no clarity on sustainable and more structured participation so that the management of the tourist attraction seems to be running individually. The suggestions from this research are:

1. The importance of clear partnership participation so that tourist attraction management strategies can be maximized;
2. The management of tourist attractions which are currently managed by BUMDES should be thoroughly socialized by the government to the community so that people know the benefits and their portion in

supporting the existence of tourist attractions;

3. There is a need for empowerment or education to the community regarding the management of tourist villages so that later they can collaborate with BUMDES in realizing opportunities for developing the Citiis Galunggung tourist attraction.

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