

## Digital Marketing, Cultural Tourism, And Legal-Ethical Challenges: Implications for Social Entrepreneurship in Malaysia and Indonesia

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### ABSTRACT

This study explores the intricate relationships among digital marketing, cultural tourism, behavioral intention and the legal-ethical challenges facing social entrepreneurship in Malaysia and Indonesia, employing Partial Least Squares Structural Equation Modeling (PLS-SEM) for analysis. With an emphasis on small sample sizes, the efficacy of PLS-SEM is leveraged to assess the proposed relationships between constructs related to digital marketing strategies, cultural tourism appeal, behavioral intention and the legal-ethical frameworks impacting social entrepreneurial activities. A survey was administered to gather quantitative data from 132 respondents, comprising traveler within both nations. The analysis reveals significant positive associations between effective digital marketing practices and increased cultural tourism engagement, while also identifying legal-ethical challenges as critical mediator influencing social entrepreneurial success factor. The findings highlight the need for improved regulatory frameworks and ethical guidelines to bolster the effectiveness of digital marketing efforts in cultural tourism. Moreover, these insights offer implications for policymakers, educators, and practitioners aiming to enhance the sustainability of entrepreneurship within the tourism sector. This study adds to the growing body of literature on social entrepreneurship and underscores the vital role of digital marketing amidst evolving legal and ethical considerations, thereby contributing to academic discourse in the fields of marketing and entrepreneurship.

**Keywords:** Digital Marketing, Cultural Tourism, And Legal-Ethical, Social Entrepreneurship



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### INTRODUCTION

Social entrepreneurship in the realm of intangible cultural heritage is a complex field that encompasses resilience, innovation, and sustainability. External factors such as the COVID-19 pandemic have highlighted the need for creativity and reinvention in preserving intangible heritage (Roigé et al., 2021). Intangible cultural heritage plays a vital role in understanding cultural characteristics, traditional culture inheritance, and cultural protection, making it essential for tourism development (Zhang, 2023).

Entrepreneurship education that emphasizes the protection and development of intangible cultural heritage is crucial, particularly in art colleges, to ensure its continuity (Zhou et al., 2022). Due to its appeal to the public, intangible cultural heritage can strengthen people's spiritual connection to a place, enhance urban vitality, and contribute to sustainable development (Zhao & Zhou, 2018). Museums can form partnerships with practicing communities to interpret and exhibit cultural objects related to intangible heritage, thereby deepening the connection between intangible heritage

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and cultural institutions ("Museums and Intangible Heritage: The Dynamics of an 'Unconventional' Relationship", 2006). The transfer of knowledge and skills through generations in intangible cultural heritage traditions underscores their social, economic, and environmental value (Ounanian & Howells, 2022).

The rich cultural and artistic value of intangible cultural heritage makes it well-suited for tourism development, influencing tourists' perception of authenticity, satisfaction, and loyalty (Tian et al., 2020). Research on intangible cultural heritage has broadened to encompass theoretical frameworks, protection systems, economic and social impacts, innovation, tourism, and education, reflecting a growing interest in its diverse aspects (Liu et al., 2022). The application of spatial information technology and big data analysis can enhance the management and protection of intangible cultural heritage, addressing the evolving needs of its development (Sun, 2022; Zhang, 2024). Integrating intangible cultural heritage with other industries, such as artificial intelligence and digital marketing, can unlock its market value and drive cultural design innovation, reinforcing traditional culture while advancing cultural design practices (Xie, 2022). Intangible cultural heritage serves as a crucial resource for nurturing national identity, promoting cultural integration, and strengthening modern societies (Chmil et al., 2021). Public participation is essential for the conservation, inheritance, and sustainable development of cultural heritage, including intangible cultural heritage (Wang, 2023).

In addition, social media's explosive expansion has drastically altered how people live their lives (Liu & Zhang, 2019). Social media and other communication tools are widely used in this age of technological disruption to engage, communicate, and gather information that is necessary for everyone. Through social media, tourists can also share their experiences and serve as a resource for prospective tourists seeking information about tourism attractions (Gohil, 2015). In this regard, the promotion of tourist destinations is carried out through official online platforms (for example, the Web and social media). From a tourist destination trade perspective, tourists need space for dialogue and relationships in the form of social media as a means of sensory (multi-sensory) stimulation. Through social media platforms, tourists can capture travel story moments while visiting tourist destinations (Hays, 2013). Therefore, the success of social entrepreneurship in intangible cultural heritage hinges on its resilience, innovation, and sustainability, supported by entrepreneurship education, tourism development, and the integration of modern technologies. Harnessing the cultural, economic, and social value of intangible cultural heritage can lead to its effective preservation, transmission, and promotion for future generations.

## PROBLEM STATEMENT

The intersection of social entrepreneurship and cultural heritage presents a significant research gap that merits further exploration. Social entrepreneurship, defined as

the pursuit of social value creation through entrepreneurial principles, has gained traction in various sectors, including tourism and cultural heritage. However, the specific dynamics of how social entrepreneurship can enhance the preservation and promotion of cultural heritage remain under-researched. One of the primary areas of interest is the role of community participation in cultural heritage preservation. Research indicates that community involvement is crucial for mobilizing resources necessary for the conservation of cultural heritage sites (Sari et al., 2018). This aligns with findings that highlight the importance of social entrepreneurship in fostering community engagement and social innovation (Scuotto et al., 2022). The existing literature suggests a need for more empirical studies that explore how social entrepreneurship initiatives can effectively engage local communities in heritage preservation efforts, particularly in regions where cultural heritage is at risk (Li et al., 2022). Moreover, the impact of digital tools and social media on cultural heritage education and awareness is another under-explored area. Recent studies have shown that social media can significantly enhance public awareness and interest in cultural heritage, thereby promoting cultural tourism (Shao, 2023). However, there is a knowledge gap regarding the effectiveness of these digital platforms in fostering social entrepreneurship within the cultural heritage sector. Understanding how digital tools can be leveraged to create social value through cultural heritage initiatives could provide valuable insights for practitioners and policymakers (Sančani, 2023).

Furthermore, the sustainability of intangible cultural heritage through social entrepreneurship is an emerging field that requires more attention. The literature suggests that cultural entrepreneurs must embrace creativity and innovation to sustain their practices (Tan et al., 2019). However, there is limited research on the specific entrepreneurial skills and motivations that drive cultural entrepreneurs in preserving intangible heritage. Investigating these aspects could illuminate pathways for enhancing the sustainability of cultural practices while fostering social entrepreneurship (Nocca, 2017). Finally, the relationship between cultural heritage and economic viability poses another critical research gap. Balancing heritage protection with economic development is a complex challenge that requires innovative solutions (Qi, 2023). Studies have indicated that cultural heritage can serve as a form of capital that contributes to local economies, yet empirical evidence supporting this relationship is scarce (Pfeilstetter, 2014). Future research could explore how social entrepreneurship can bridge the gap between cultural heritage preservation and economic sustainability, providing a framework for integrating cultural values into economic development strategies (Barba-Sánchez & Molina-Ramírez, 2016).

In conclusion, the research gaps identified in the intersection of social entrepreneurship and cultural heritage encompass community engagement, the role of digital tools, the sustainability of intangible heritage, and

the balance between heritage preservation and economic development. Addressing these gaps through empirical research could significantly contribute to the understanding and practice of social entrepreneurship in the cultural heritage sector.

### Research Questions

- i. What is the impact of cultural tourism to the success factors of Social Entrepreneurship?
- ii. What is the impact of behavioral intention to visit on the success factors of Social Entrepreneurship?
- iii. What is the impact of digital marketing – Influencer to the success factors of Social Entrepreneurship?
- iv. What is the impact of digital marketing – social media to the success factors of Social Entrepreneurship?
- v. What is the impact of digital marketing - Website to the success factors of Social Entrepreneurship?
- vi. What is the impact of digital marketing - YouTube to the success factors of Social Entrepreneurship?
- vii. What is the impact of digital marketing – Vlog to the success factors of Social Entrepreneurship?
- viii. Is legal-ethics mediating the impact of cultural tourism, behavioral intention to visit, and digital marketing (Influencer, social media, website, YouTube, Vlog) to the success factors of Social Entrepreneurship?

### Research Objectives

- i. To investigate the impact of cultural tourism as the success factors of Social Entrepreneurship.
- ii. To identify the impact of intention to visit as the success factors of Social Entrepreneurship.
- iii. To investigate the impact of digital marketing – Influencer to the success factors of Social Entrepreneurship.
- iv. To investigate the impact of digital marketing – social media to the success factors of Social Entrepreneurship.
- v. To investigate the impact of digital marketing – Website to the success factors of Social Entrepreneurship.
- vi. To investigate the impact of digital marketing – YouTube to the success factors of Social Entrepreneurship.
- vii. To investigate the impact of digital marketing – Vlog to the success factors of Social Entrepreneurship.
- viii. To investigate whether legal-ethics mediates the impact of cultural tourism, behavioral intention to visit, and digital marketing (Influencer, social media, website, YouTube, Vlog) to the success factors of Social Entrepreneurship.

## LITERATURE REVIEW

### Social Entrepreneurship in Cultural Heritage

The field of social entrepreneurship in cultural heritage is an emerging area of research that highlights the potential for innovative solutions to address the challenges of preserving and promoting cultural assets. This synthesis will explore several key themes within this domain, including community engagement, the role of technology, and the balance between economic viability and cultural preservation.

Community engagement is a critical component of successful social entrepreneurship initiatives in cultural heritage. Research indicates that community-based cultural heritage tourism can provide meaningful and socially responsible experiences, which are essential for sustainable tourism development Sakdiyakorn & Sivarak (2015). This approach emphasizes the need for innovations that mitigate the negative impacts of tourism while fostering local participation (Stanikzai, 2024). Furthermore, the integration of local communities in the preservation process not only enhances the social fabric but also strengthens the economic viability of cultural heritage initiatives (Wang, 2024). By involving local stakeholders, social entrepreneurs can create a sense of ownership and pride, which is vital for the sustainability of cultural practices (Calabrò & Spina, 2013).

The role of technology, particularly digital tools, is increasingly significant in the preservation and promotion of cultural heritage. The use of artificial intelligence and innovative design can enhance the marketability of intangible cultural heritage products, thus broadening their appeal and accessibility (Xie, 2022). Additionally, mobile technology and digital storytelling have been identified as effective means of engaging younger audiences and fostering cultural knowledge (Tzima et al., 2020). The application of virtual reality and other immersive technologies can also play a pivotal role in making cultural heritage more accessible and engaging, thereby attracting a wider audience (Selmanović et al., 2020). However, it is crucial to ensure that these technological advancements are implemented in a culturally sensitive manner that respects the integrity of the heritage being represented (Savva et al., 2019).

Balancing economic viability with cultural preservation presents another significant challenge in the realm of social entrepreneurship. Sustainable tourism has been recognized as a potential driver for economic growth while simultaneously preserving cultural heritage (Stanikzai, 2024). However, the literature suggests that there is often an imbalance in how economic, social, and environmental dimensions are addressed in cultural-led projects (Nocca, 2017). This necessitates a more integrated approach that considers the multifaceted impacts of cultural heritage initiatives on local communities and economies. For instance, the valorization of cultural assets can lead to job creation and community development, but it must be managed carefully to avoid commodification and loss of cultural significance (ELYASI, 2023).

In conclusion, the intersection of social entrepreneurship and cultural heritage offers a rich area for further research. Key themes such as community engagement, the role of technology, and the balance between economic viability and cultural preservation underscore the complexity of this field. Addressing these themes through empirical studies and innovative practices can contribute significantly to the sustainable development of cultural heritage initiatives.

### Behavioral Intentions

In the context of the travel and tourism industry, the analysis of the factors influencing the behavioral intention is significant for DMOs to increase the tourist flow. The knowledge helps to address the need to target and promote relevant travel marketing communications in an appropriate manner so as to leading to travelers making the right decision to travel to a particular destination. In the case of destination marketing, behavioral intention defines the propensity of a potential traveler to visit a particular destination (Chen et al., 2023). It serves as an indication of how mentally prepared, willing and ready they are to undertake that travel experience. It enables the DMOs to anticipate travel decisions and come up with appropriate marketing strategies. Next, in identifying the behavioral intention in DMCM, there are some determinants that should not be overlooked. Hsu et al., (2005) established that the primary antecedent was the destination image Hsu et al (2005). This is a general view or feel of a destination by travelers through the appeal of the physical features, the type of facilities, its ambiance and people's culture. Perceived destination image is a strong determinant of attitude because it leads to positive expectations and hence positive attitude towards the destination. This included the debate on the antecedents of behavioral intention towards a destination which was a constant discussion. Hsu et al. (2020) highlighted perceived value as the primary factor, with role characteristics being secondary. The impression formed by the traveler regarding the benefits of a location vis-a-vis cost, involving money, time, or effort, will determine the marketing communication behavior of a tourist destination. Tourists are more inclined to visit and 3 stay in places that have higher perceived value, for instance, low cost, culturally authentic and experiential tourism (Hsu et al. , 2020).

Apart from that which has already been addressed, since the emotive aspect of a traveler is involved, that implies that an assessment of the degree to which the experience met his/her expectation, is a measure of satisfaction. High satisfaction results in positive Recommendations, repeat patronage and increased consumption (Taneja et al., 2023). The satisfaction will not only instill positive travel motivation but will also encourage further use of the service. Knowing the travelers' needs enables marketers to target their Digital Marketing messages and products appropriately. Therefore, it is hypothesized that:

H1: Behavioral Intentions has positive impact on the social entrepreneur success factor.

### Cultural tourism

Cultural tourism has emerged as a significant area of interest within the broader tourism industry, characterized by its focus on the exploration and appreciation of cultural heritage, traditions, and artistic expressions. This literature review synthesizes key findings from various studies to provide a comprehensive understanding of cultural tourism, its

challenges, and its potential for sustainable development.

One of the primary themes in the literature is the relationship between cultural tourism and sustainable development. Kuo and Wu highlight the potential of cultural heritage tourism to promote sustainable urban development, particularly in cities like Tainan, where the integration of cultural values into tourism strategies can enhance both visitor experiences and local community benefits Kuo & Wu (2013). This aligns with the findings of Stratan et al., who emphasize the importance of identifying cultural tourism potentials through cultural consumption among tourists, suggesting that a deeper understanding of tourist preferences can lead to more effective tourism development strategies (Stratan et al., 2015). The interplay between cultural heritage and sustainable tourism practices is crucial, as it fosters economic growth while preserving cultural identities and environments (Arkhypova, 2023).

Moreover, the quality of the tourist experience is a critical factor influencing the success of cultural tourism. Chen and Chen argue that experience quality, perceived value, and satisfaction are interlinked, with tourists seeking a holistic experience that encompasses leisure, culture, education, and social interaction (Chen & Chen, 2010). This notion is further supported by Muka and Cinaj, who assert that heritage tourism is driven by visitors' motivations and perceptions, highlighting the need for heritage managers to align their offerings with visitor expectations to enhance satisfaction and loyalty (Muka & Cinaj, 2015). The emphasis on creating memorable experiences is echoed in the work of Chen and Rahman, who discuss the role of cultural tourism in shaping destination loyalty through engaging and immersive experiences (Chen & Rahman, 2018).

The integration of creative elements into cultural tourism is another emerging trend. Sun and Shu explore the concept of creative cultural tourism, which involves the innovation of tourism products and the integration of cultural resources to create unique experiences for visitors (Sun & Shu, 2023). This perspective is supported by Al-Ababneh, who notes that creative cultural tourism can transform destinations that may lack traditional competitive advantages into attractive cultural hubs by leveraging their unique cultural assets (Al-Ababneh, 2020). The shift towards creative tourism reflects a broader trend in the industry, where the focus is not only on cultural heritage but also on the innovative presentation and engagement of that heritage.

Challenges in cultural tourism development are also prominent in the literature. Arkhypova identifies various obstacles faced by cultural tourism in the Carpathian region, including inadequate infrastructure and a lack of support for cultural heritage initiatives (Arkhypova, 2023). Similarly, Sakolnakorn et al. discuss the impact of poor transportation systems on tourism in Phuket, emphasizing the need for improved infrastructure to



enhance the overall tourist experience (Sakolnakorn et al., 2013). Addressing these challenges is essential for fostering a robust cultural tourism sector that can thrive in a competitive global market.

Furthermore, the role of technology in enhancing cultural tourism experiences cannot be overlooked. The application of digital tools and platforms has been shown to improve accessibility and engagement with cultural heritage. For example, Yang et al. discuss the use of digital twin technology in creating smart cultural tourism services, which can enhance visitor experiences and streamline tourism management processes (Yang et al., 2021). This technological integration can facilitate a more immersive and interactive approach to cultural tourism, appealing to a tech-savvy audience.

In summary, the literature on cultural tourism underscores its potential as a driver of sustainable development, the importance of visitor experience, the integration of creative elements, and the challenges that must be addressed for effective growth. As cultural tourism continues to evolve, ongoing research is essential to explore innovative practices and strategies that can enhance its impact on local communities and economies while preserving cultural heritage. Therefore, it is hypothesized that:

**H2:** Cultural tourism has positive impact on the social entrepreneur success factor.

#### **Influencer as a tool for digital marketing in tourism**

In recent years, influencer marketing has emerged as a significant tool in the digital marketing strategies of the tourism sector. Influencers, particularly on social media platforms like Instagram, have the capability to shape brand images, promote sustainable tourism, and enhance tourist engagement. This literature review synthesizes the existing research, offering insights into the evolving role of influencers in tourism marketing and proposes a hypothesis statement to guide future research. Studies indicate that the use of social media influencers significantly enhances the attractiveness of tourism destinations. Kilipiri et al. assert that influencer marketing on Instagram plays a pivotal role in promoting sustainable tourism, highlighting how influencers can leverage their reach to bolster the brand image of tourism destinations (Kilipiri et al., 2023). Additionally, Zhou emphasizes the importance of data-driven strategies in tourism marketing, which influencer campaigns can effectively exploit by targeting specific demographics and maximizing engagement through tailored content (Zhou, 2024). Kumar and Barua further explore digital innovations that facilitate audience engagement, revealing how influencers can utilize augmented reality and other digital tools to create immersive experiences for potential visitors (Kumar & Barua, 2024).

Moreover, the effectiveness of influencer marketing is underscored by its impact on consumer behavior. Studies show that social media interactions positively influence tourists' satisfaction and their subsequent decisions (Ai, 2024). For instance, Mallick discusses the

necessity for tourism businesses to harness the capabilities of digital platforms, asserting that influencers can effectively enhance consumer engagement by fostering a sense of community and trust (Mallick, 2023). This echoes findings from Deb et al., who highlight the critical factors of perceived usefulness and social media marketing in driving tourism business performance, suggesting that influencer marketing can significantly elevate the perceived value of tourism products (Deb et al., 2022).

The integration of influencer marketing with emerging digital technologies is vital for shaping the future of tourism marketing. As highlighted by Kerdpitak, leveraging digital strategies to promote tourism significantly enhances marketing effectiveness, as influencers can provide content that resonates more deeply with their audience than traditional marketing formats (Kerdpitak, 2022). This is echoed in the work of Zheng, which argues that social media innovations necessitate that marketers adopt new strategies that incorporate influencers as central figures in their promotional efforts (Zheng, 2023). Based on these syntheses, the hypothesis can be stated as follows:

**H3:** Digital marketing- influencer has positive impact on the social entrepreneur success factor.

#### **Social media as a tool for digital marketing in tourism**

The advent of social media has revolutionized the landscape of digital marketing, particularly within the tourism sector. As a platform with unique characteristics, social media offers tourism marketers the ability to engage with their audience on an unprecedented scale, fostering interactive communication and facilitating real-time feedback. The critical function of social media in tourism marketing can be encapsulated in its dual role as an information dissemination tool and a promotional platform that influences customer decision-making processes. Social media platforms such as Facebook, Instagram, and Twitter have become essential for tourism businesses, acting as primary channels for information flow and engagement. Sasana et al. emphasize that social media serves as a discussion forum that allows potential tourists to research destinations, thus aiding in their decision-making (Sasana et al., 2020). Alnajim and Fakieh further build on this by advocating for a structured approach in utilizing social media to enhance digital marketing strategies tailored for small and medium-sized enterprises (SMEs) in tourism (Alnajim & Fakieh, 2023). Their framework underscores the importance of understanding user behaviors and preferences derived from social media interactions.

Additionally, the experiential nature of travel makes social media a powerful medium for showcasing tourist experiences. Muskananfolo and Tawami highlight the pivotal role of official accounts in capturing and sharing user-generated content, which significantly aids prospective travelers in their planning endeavors (Muskananfolo & Tawami, 2020). Furthermore, the

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study by Alzaydi and Elsharnouby illustrates how social media influences destination attractiveness, suggesting that effective social media strategies can enhance travelers' perceptions and intentions to visit (Alzaydi & Elsharnouby, 2023).

Evidence suggests that the personalized experiences shared via social media also play a crucial role in shaping the reputation and appeal of tourist destinations. Hartanto et al. note that effective digital marketing through social media enhances destination visibility and brand image, reinforcing the importance of consistent and engaging content (Hartanto et al., 2022). This finding is corroborated by Zhang and Dai, who emphasize the critical role of social media analytics in understanding market trends within rural tourism (Zhang & Dai, 2024). From these insights, it becomes clear that a comprehensive understanding of social media dynamics is essential for tourism marketers aiming to enhance their digital strategies. Therefore, the hypothesis can be stated as follows:

**H4:** Digital marketing- social media has positive impact on the social entrepreneur success factor.

#### **Website as a tool for digital marketing in tourism**

The integration of effective digital marketing strategies, particularly website optimization, has been evidenced in recent literature. Haedar observes that targeted email marketing and website optimization significantly enhance tourism engagement (Haedar, 2023), while Deb et al. validate the substantial impact of perceived usefulness and website design on the overall success of tourism businesses (Deb et al., 2022). Furthermore, the study conducted by Wibawa et al. elucidates that employing digital platforms is not only effective for marketing but vital for sustaining the operation of tourism destinations (Wibawa et al., 2022).

In discussing website effectiveness, it is crucial to consider website quality factors that directly affect potential tourists' decision-making processes. Research by Mandal et al. suggests that website attractiveness—comprising analytical and interactive components—is fundamental for retaining user interest and facilitating bookings in the tourism sector (Mandal et al., 2016). This is further reinforced by findings from Alianto et al., who argue that website quality significantly shapes potential tourists' perceptions and expectations (Alianto et al., 2021). Therefore, optimizing these websites to improve user experience remains crucial for tourism marketing efforts. Ultimately, the cumulative perspectives presented in contemporary literature strongly support the hypothesis H5.

**H5:** Digital marketing- website has positive impact on the social entrepreneur success factor.

#### **YouTube content as a tool for digital marketing in tourism**

YouTube has emerged as a powerful tool in digital marketing, particularly within the tourism sector. It transcends traditional marketing mechanisms, making it

a preferred platform for reaching potential tourists through engaging visuals and user-generated content. Its significance is particularly evident in developing countries, where YouTube's influence can dramatically reshape perceptions of lesser-known destinations (Alam & Aqeel, 2025). This platform not only enhances brand recognition but also contributes to the construction of destination images, ultimately influencing travelers' intentions and behaviors (Chung & Kwon, 2024).

Recent studies have highlighted the essential role of YouTube as a marketing channel, where social media influencers play a vital role in promoting tourism. These influencers bridge the gap between travel experiences and consumer expectations, crafting narratives that resonate with followers. The emotional connections they forge through storytelling enhance the credibility of the content they produce, affecting travelers' perceived enjoyment and satisfaction (Choi, 2020; Ju, 2023). Additionally, the interplay of content characteristics, such as entertainment value and credibility, can significantly influence viewers' decision-making processes regarding travel destinations (Batzaya & Kim, 2023; Babalou et al., 2025). Engagement with YouTube content correlates positively with tourism intent. Research indicates that higher levels of engagement and interaction with YouTube tourism content led to greater intentions to visit featured destinations (Maral-Od et al., 2024). Successful marketing strategies often leverage this engagement, creating content that not only informs but also invites viewers to participate in the journey of exploration (Coronel, 2023). Furthermore, the application of strategic models such as the AIDA (Attention, Interest, Desire, Action) model to YouTube content illustrates how effective marketing can drive user behavior toward tourism consumption (Chung & Kwon, 2024). Therefore, a hypothesized statement could be formulated as follows:

**H6:** Digital marketing- YouTube has positive impact on the social entrepreneur success factor.

#### **Vlog as a tool for digital marketing in tourism**

The emergence of vlogs has transformed digital marketing in tourism, illustrating their multifaceted influence on destination promotion and tourist behavior. As user-generated content, vlogs provide authentic insights and narratives that traditional marketing channels often lack. A significant body of literature highlights the effectiveness of platforms like YouTube and TikTok in shaping destination images and driving tourist engagement (Alam & Aqeel, 2025), (Datu et al., 2025). Alam and Aqeel emphasize that YouTube vlogs have outperformed conventional marketing tactics, particularly for lesser-known destinations, owing to their capacity for personal storytelling and visual engagement (Alam & Aqeel, 2025). This assertion aligns with Li et al., who propose a Stimulus-Organism-Response (SOR) theoretical framework to analyze how travel vlogs impact potential tourists' decisions and perceptions (Li et al., 2022). The study suggests that the emotional responses elicited by vlogs serve as critical stimuli

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influencing tourist behavior, further substantiating the power of vlogs in tourism marketing.

Moreover, the rise of TikTok has reshaped direct consumer engagement, where Datu et al. highlight the platform's role as a source of grassroots travel advice that enhances trust among viewers (Datu et al., 2025). This phenomenon is pivotal in adapting marketing strategies to broaden visibility and attract a younger audience, thereby reflecting a clear shift in how destinations can leverage modern digital platforms to attract tech-savvy travelers. The innovative use of multilingual content in vlogs, as explored by Katahenggam et al., highlights how diverse linguistic approaches can cater to different market segments, enhancing a destination's appeal beyond local audiences (Katahenggam et al., 2025). Evolving digital marketing practices necessitate that tourism stakeholders embrace these modern forms of content. Singgalen's research corroborates this by identifying vlogs as essential tools that can effectively drive tourism intentions through strategic placements and relevant content delivery (Singgalen, 2024). Furthermore, with consumers increasingly influenced by digital narratives, as noted by Bačík et al., the integration of traditional and digital marketing methods becomes crucial for enhancing engagement, particularly among younger demographics (Bačík et al., 2025). As a hypothesis, it can be posited that:

**H7:** Digital marketing- Vlog has positive impact on the social entrepreneur success factor.

### **Legal-Ethical in digital tourism marketing**

The interplay between legal and ethical considerations in digital tourism marketing is an increasingly relevant topic as the industry evolves in response to the growing influence of digital technologies. This literature review synthesizes key studies that explore various dimensions of legal ethics within the realm of digital tourism marketing. Digital marketing is recognized as a transformative force in the tourism sector, driving not only engagement but also sustainability. Aman and Papp-Váry Aman & Papp-Váry (2022) emphasize that while digital marketing has garnered significant attention, there remains a gap in theoretical frameworks that guide its ethical implementation in sustainable tourism development. Their systematic literature review identifies 83 studies between 2015 and 2021, highlighting a need for ethically-oriented digital marketing strategies that align with sustainable practices.

Moreover, the ethical dimensions of digital marketing strategies in medical tourism further illustrate the importance of ethical guidelines, as observed by Ocak (Ocak, 2023). This comprehensive review underscores the significant influence of digital marketing on performance metrics in the medical tourism sector, prompting a dialogue on the responsibility of marketers to adhere to ethical standards in promoting health services across borders. Legal frameworks governing digital practices in the tourism industry also warrant

critical attention. In addressing the legal shifts prompted by technological innovations, Tassikas Tassikas (2021) investigates data protection and privacy concerns, which have become paramount in modern contract practices. The rapid rise of digital data processing calls for enhanced legal protection mechanisms to safeguard consumer rights and ensure compliance with regulatory frameworks. The article posits that the legal landscape is evolving to keep pace with technological advancement, thereby suggesting that ongoing research and adaptation of laws are essential.

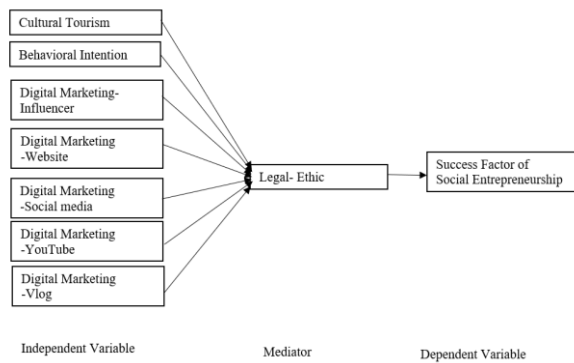
The need for a structured legal approach is echoed in the findings of Slipetskyi (Slipetskyi, 2025), who examines the role of legal regulation in fostering resilient tourism practices. This research suggests that harmonizing national and local legislation is critical to boost regional competitiveness. The integration of digital tools and regulatory responses in regional tourism development also highlights a concerted effort towards legal synergy in the governance of tourism. On another note, ethical considerations in digital marketing extend into the domain of consumer behavior. Zaman Zaman (2024) posits that integrating climate advocacy with privacy-conscious marketing significantly influences consumer decision-making in regenerative tourism, underlining the ethical imperative for marketers to consider the social and environmental consequences of their strategies. This perspective is vital for fostering responsible tourism practices that resonate with environmentally-aware consumers.

Furthermore, the complexity of contracts arising from digital tourism marketing necessitates a thorough understanding of the legal intricacies involved. Chibac Chibac (2024) explores the implications of digitalization on travel package contracts, framing the necessity for adaptive legal frameworks that reflect the evolving digital landscape. The study argues that digitalization should not merely be perceived as a trend, but as a critical component of the tourism economy that necessitates robust legal framing to protect consumer rights and foster ethical interactions. In conclusion, the ethical and legal landscapes of digital tourism marketing present critical facets that demand ongoing scholarly attention. The synthesis of these varied studies indicates a growing acknowledgment of the importance of legal and ethical frameworks in navigating digital marketing challenges, fostering sustainable practices, and ensuring consumer protection in the fast-evolving digital tourism environment. Based on the literature, it hypothesised that:

**H8:** Legal- ethics mediates the impact of cultural tourism, behavioral intention to visit, and digital marketing (Influencer, social media, website, YouTube, Vlog) to the success factors of Social Entrepreneurship.

### **THEORETICAL FRAMEWORK**





**Figure 1: Theoretical Framework**

## RESEARCH METHODOLOGY

### Research Design

This study is a quantitative method study and used a questionnaire to get input from respondents. The data from a traveler who are eighteen years old and above and at least once have visited Malaysia or Indonesia is selected for the analysis. The questionnaire has been developed in Google Form and been distributed to the respondents by adapting the convenient sampling method. Due to its long history as a globally renowned tourist destination, in Malaysia, Penang, Malacca, and Pulau Langkawi, and in Indonesia, Medan, Pontianak and Lampung are comprise the geographical area included in this study. The researcher shared the link of the questionnaire to the hotels in the areas stated above for the hotel management to share to their guest. The questionnaire comprised of ten sections. The detail of the section is as in the Table 1.

**Table 1 Summary of Questionnaire Section**

Section	Details	Scale	Source
1: Demographic	seven close ended questions		
2: Social entrepreneur success factor	five close ended questions	5 Likert Scale	Li et al., 2022
3: Cultural Tourism	eight close ended questions		Li et al., 2022
4: Behavioural Intentions	four close ended questions		Praswati et al., 2021
5: Digital Marketing website	eight close ended questions		Sumantri and Rahmat, 2023
6: Digital Marketing Social Media	eight close ended questions		Sumantri and Rahmat, 2024
7: Digital Marketing Influencer	five close ended questions		Sumantri and Rahmat, 2025
8: Digital Marketing Vlog	five close ended questions		Sumantri and Rahmat, 2026
9: Digital Marketing YouTube	five close ended questions		Yaqub et al., 2022

10: Legal - ethic	nine close ended questions		Limbu et al (2011)
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The determination of sample size is a critical element in quantitative research as it directly influences the power of the study to detect significant relationships and effects. Research conducted by Priyanath et al. highlights that there is considerable variability in recommendations for minimum sample sizes, particularly when employing structural equation modeling (SEM) as the primary analytic tool Priyanath et al. (2020). It is often suggested that researchers adhere to rules of thumb, such as the necessity of a minimum of 100 to 200 samples for studies utilizing SEM to ensure robust analytical outcomes. Additionally, studies illustrate the increasing reliance on judgmental sampling techniques in situations where the target population is well-defined, making it feasible to use 100-200 respondents effectively. For instance, the research by Bachri et al. demonstrates this practice by utilizing a sample size of 100 respondents to examine the influence of digital marketing on customer satisfaction (Bachri et al., 2023). Such methods allow for a focused analysis while maintaining a level of representational validity. Therefore, for this study the target respondents are between 100-200 respondents. After the screening, 132 respondents were used for data analysis.

### Analysis Technique

In this study, data analysis will use the Partial Least Square (PLS) approach. PLS is a constituent or version-based Structural Equation Modeling (SEM). PLS-SEM was established to appraise the study framework through two steps. First, the external model (measurement) is run for reliability and validity, including the appraisal of indicator reliability, inside consistency reliability, convergent validity, and discriminant validity. Second, the inner (structural) design will be appraised, and the hypothesis will be tested (Hair et al., 2017). Path analysis is conducted by comparing the theoretical and empirical models. The compatibility will result in the acceptance of the theoretical model as an alternative policy that can revise the empirical model. PLS will be used to describe the relationship between dimensions (Parmawati et al., 2018).

### Data Analysis

To assess the hypotheses in this study, the SmartPLS 4.0 software used partial least square-structural equation modelling (PLS-SEM). According to Fornell and Larcker (1981), PLS-SEM is a statistical analysis method for data exploration in the field of quantitative research that measures the observed variables obtained from instruments to ascertain their impact on latent or unseen variables. PLS-SEM was suggested by Hair et al. (2014) because it is a useful analysis tool for bolstering prediction models based on empirical data. Additionally, Vuong and Gao (2019) argued that PLSSSEM can compute p-values using a bootstrapping strategy if samples are independent and the data does not need to be regularly distributed.



### Descriptive Analysis

Out of the 132 participants, there were 57 male participants (43.2%) and 75 female participants (56.8%). In terms of age, participants were classified based on five broad age cohorts; 15-20, 21-30, 31-40, 41-50,  $\geq 51$ . The majority (49.4%) of the participants were within the ages 21-30, followed by those within 31-40 years (25.7%), 41-50 years were 14.9% and 5% for 15-20 & 51 years old and above. For the marital status, married recorded 75.6% and single 24.4%. In term of nationality, 52.5% Malaysian and 47.5% Indonesian.

### Reliability and Validity of Constructs

#### Measurement Model

To assess convergent and discriminant validity, confirmatory composite analysis was used to examine item loadings, Cronbach's alpha, average variance extracted (AVE), and composite reliability (CR) (Hair et al., 2020, Fornell & Larcker, 1981). The factor loadings

for every item with a value larger than 0.7 are shown in Table 3. It indicates that all indicators loaded significantly on their respective constructs. Every construct has AVE values that are significantly higher than 0.5 and Cronbach's alpha and CR values that are larger than 0.7. It indicates adequate convergent validity and strong internal consistency.

Hair et al. (2020) defined discriminant validity as the “the extent to which a construct is truly distinct from other constructs by empirical standards”. To evaluate discriminant validity and make sure that every construct in the measurement model is distinct from others, the Hetrotrait-Monotrait (HTMT) correlation ratio approach is employed. All of the resulting values are below 0.9, as shown in Tables 4, suggesting that each construct is distinct from the others. The findings of the study show that discriminant validity is completely attained.

**Table 2. Reliability and convergent reliability**

Construct	Item	Factor loading	Cronbach's alpha	CR	AVE
BE	BE 1	0.91	0.95	0.97	0.88
	BE 2	0.96			
	BE 3	0.95			
	BE 4	0.93			
CT	CT 1	0.89	0.97	0.98	0.83
	CT 2	0.95			
	CT 3	0.96			
	CT 4	0.64			
	CT 5	0.95			
	CT 6	0.96			
	CT 7	0.94			
	CT 8	0.94			
	CT 9	0.94			
DM Ifl	DM Ifl 1	0.97	0.97	0.98	0.94
	DM Ifl 2	0.98			
	DM Ifl 3	0.97			
DM SocM	DM SocM 1	0.93	0.97	0.98	0.87

	DM SocM 2	0.93			
	DM SocM 3	0.94			
	DM SocM 4	0.95			
	DM SocM 5	0.92			
	DM SocM 6	0.90			
	DM SocM 7	0.94			
DM Web	DM Web 1	0.88	0.97	0.97	0.88
	DM Web 2	0.93			
	DM Web 3	0.93			
	DM Web 4	0.92			
	DM Web 5	0.91			
	DM Web 6	0.93			
	DM Web 7	0.92			
	DM Web 8	0.91			
DMVlog	DMVlog 1	0.93	0.92	0.95	0.86
	DMVlog 2	0.95			
	DMVlog 3	0.92			
	DMVlog 4	0.95			
	DMVlog 5	0.95			
DMYtube	DMYtube 1	0.94	0.97	0.98	0.84
	DMYtube 2	0.90			
	DMYtube 3	0.95			
E	E 1	0.91	0.97	0.98	0.80
	E 2	0.80			
	E 3	0.89			

	E 4	0.94			
	E 5	0.93			
	E 6	0.89			
	E 7	0.93			
	E 8	0.93			
	E 9	0.90			
	E 10	0.84			
SE	SE 1	0.91	0.95	0.96	0.78
	SE 2	0.91			
	SE 3	0.84			
	SE 4	0.86			
	SE 5	0.89			
	SE 6	0.88			
	SE 7	0.91			

Note: BE = Behavioural Intention, CT= Cultural Tourism, DM Ifl = Digital Marketing Influencer, DM SocM = Digital Marketing Social Media, DM Web = Digital Marketing Website, DM Vlog = Digital Marketing Vlog, DM YTube = Digital Marketing Youtube, E = Ethic and SE = Social Entrepreneurship.

**Table 3. HTMT criterion**

Construct	BE	CT	DM Ifl	DM SocM	DM Web	DM Vlog	DM Ytube	E	SE
BE									
CT	0.87								
DM Ifl	0.84	0.82							
DM SocM	0.83	0.83	0.85						
DM Web	0.87	0.85	0.85	0.89					
DMVlog	0.86	0.84	0.87	0.85	0.82				
DMYtube	0.89	0.86	0.89	0.81	0.83	0.82			
E	0.88	0.84	0.89	0.87	0.85	0.83	0.86		
SE	0.59	0.60	0.63	0.63	0.66	0.60	0.67	0.68	

### Hypotheses testing

First, the effects of behavioural intention, cultural tourism, digital marketing influencer, digital marketing social media, digital marketing website, digital marketing vlog, digital marketing youtube, ethic to

social entrepreneurship has been analyzed. A bootstrapping with a sample size of 5000 and a significance level of 5% was applied to assess the path's significance. Further, the authors investigated the structural model's parameters. The coefficient of

determination (R<sup>2</sup>) quantifies the variation in the endogenous variable that is explained by the independent variable constructs (Breiman & Friedman, 1985). Chin (1998) demonstrated that R<sup>2</sup> values of approximately 0.19, 0.33, and 0.67, are generally considered as indicating weak, moderate, and substantial relationships, respectively. In the current study, the adjusted R<sup>2</sup> values for ethics and social entrepreneurship are 0.369, and 0.619, respectively, indicating that the structural model has an adequate prediction ability for these constructs.

Table 4 presents the results of the current study's proposed model, including standard deviations and t-

values. The findings indicate that behavioral intention ( $t = 1.231$ ,  $p < 0.001$ ), cultural tourism ( $t = 1.221$ ,  $p < 0.009$ ), digital marketing social media ( $t = 0.272$ ,  $p < 0.005$ ), digital marketing Vlog ( $t = 1.218$ ,  $p < 0.023$ ), digital marketing website ( $t = 2.215$ ,  $p < 0.027$ ) has a significantly positive impact on social entrepreneurship. Hence, H1, H2, H4, H5, and H7 are supported. However, digital marketing influencer ( $t = 0.536$ ,  $p = 0.592$ ) and digital marketing YouTube ( $t = 0.724$ ,  $p = 0.469$ ) have an insignificantly positive impact on social entrepreneurship. Hence, H3 and H6 are not supported. Lastly, the finding indicates that legal-ethic ( $t = 7.813$ ,  $p = 0.000$ ) has positive impact on social entrepreneurship and this support the H8.

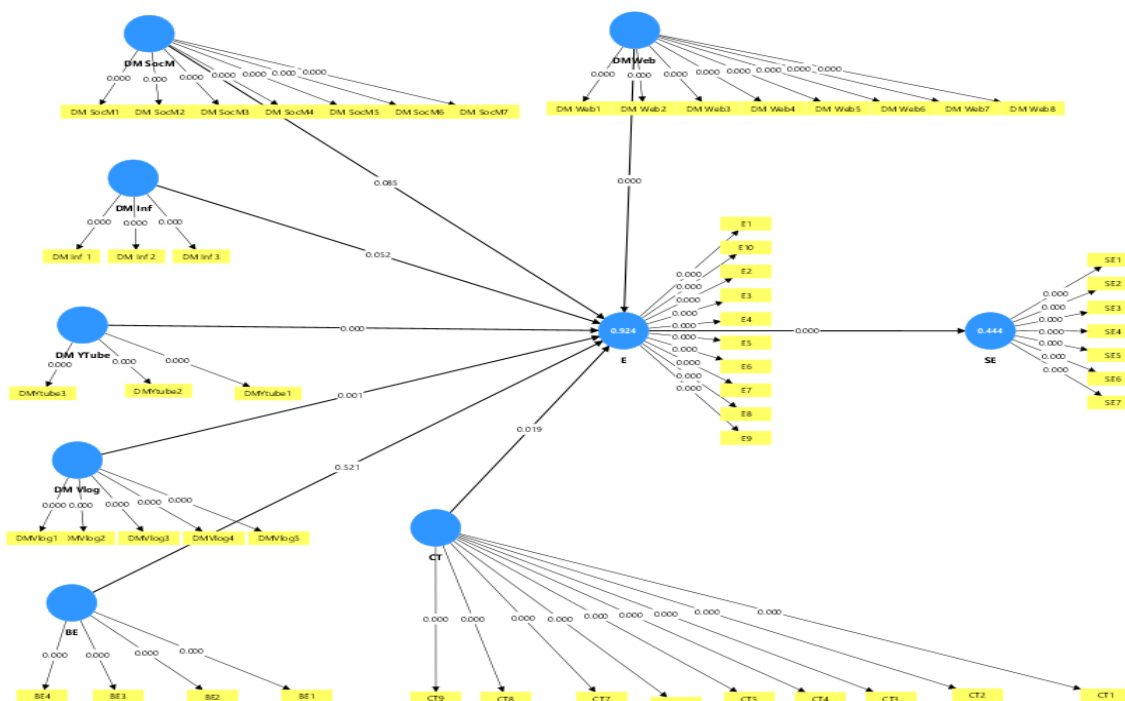


Fig 1. Measurement model (Source: Own elaboration based on smart PLS4).

Table 4. Hypothesis Testing

Path	Standard deviation	T values	P values	Result
BE -> SE	0.068	1.231	0.001	Significant
CT -> SE	0.072	1.121	0.009	Significant
DM Inf -> SE	0.187	0.536	0.592	Insignificant
DM SocM -> SE	0.221	0.272	0.005	Significant
DM Vlog -> SE	0.166	1.218	0.023	Significant
DM YTube -> SE	0.207	0.724	0.469	Insignificant
DMWeb -> SE	0.201	2.215	0.027	Significant
E -> SE	0.063	7.813	0.000	Significant

## DISCUSSION AND CONCLUSION

Based on the analysis outcome, in the context of Malaysia and Indonesia, the social entrepreneur success factor in tourism is influence by traveler behavioral intention, cultural tourism and the implementation of social media, website and Vlog as a tool of tourism digital marketing. In contrast, the YouTube content and Influencer as a tool of digital marketing is not significant to ensure the success of social entrepreneur in tourism. Legal-ethic element also mediate the relationship

between the social entrepreneur success factor and behavioral intention, cultural tourism and digital marketing (social media, Vlog, website, influencer & YouTube). In conclusion, the exploration of digital marketing, cultural tourism, and their associated legal and ethical challenges presents a compelling narrative for the future of social entrepreneurship in Malaysia and Indonesia. The dynamic interplay between these elements necessitates a nuanced understanding that can foster sustainable development, enhance cultural



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preservation, and ensure ethical practices in the rapidly evolving digital landscape.

The integration of digital marketing strategies into cultural tourism has shown to significantly enhance visibility and accessibility for local cultural assets, thereby opening new avenues for economic empowerment within rural communities. As highlighted by Imanuella et al. (2024), social entrepreneurship plays a pivotal role in rural development, particularly in post-independence Indonesia, where leveraging cultural heritage can drive local economic growth. By engaging in responsible digital marketing practices, social enterprises can stimulate interest in cultural tourism, fostering a sense of community while forging significant economic pathways. However, the ethical and legal frameworks governing this digital engagement are paramount. As observed by Madaoui (2024) and Jing-Jing et al. (2023), challenges surrounding data privacy, algorithmic bias, and accountability demand rigorous oversight and ethical guidelines to navigate the complexities introduced by technology. The necessity for transparent legal frameworks is further emphasized by Piva et al. (2024), who discuss how ethical dilemmas in healthcare require careful navigation to safeguard patients and maintain integrity within any entrepreneurial venture. These frameworks must not only adapt to technological advancements but also remain sensitive to cultural and local contexts, ensuring that the unique attributes of Malaysian and Indonesian societies are respected and upheld.

Moreover, findings from Amran et al. (2017) indicate a growing recognition of the importance of ethical practices in business operations across Indonesia and Malaysia, suggesting that ethical orientations can significantly enhance corporate credibility and customer trust. Integrating these insights into the operational ethos of social enterprises involved in tourism will be crucial to their success and sustainability. In summary, the legal and ethical challenges posed by digital marketing in cultural tourism necessitate a proactive, integrated approach by social entrepreneurs in Malaysia and Indonesia. This includes developing knowledge and strategies that ensure compliance with evolving regulations while fostering ethical practices that respect cultural integrity. By doing so, social enterprises can not only thrive but also contribute meaningfully to the socio-economic development of their communities, ultimately creating a more equitable and inclusive environment for future generations.

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