

## FINANCIAL MANAGEMENT AND ACCOUNTING PRACTICES OF GAYO COFFEE MSMEs IN SUPPORTING SUSTAINABLE TOURISM IN ACEH, INDONESIA

Admita<sup>1\*</sup>, Jamaludin<sup>2</sup>, Reza Imani Syawal<sup>3</sup>, Bayu Anggara Sajangbati<sup>4</sup>, Dini Murniaty<sup>5</sup>

<sup>1\*,2,3,4,5</sup> Politeknik Sahid, Jakarta, Indonesia

Correspondence: [admita2112@gmail.com](mailto:admita2112@gmail.com)

| Article Info                                                                                                                                                                                                                                                                                         | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Keywords:</b><br/>           financial management, accounting practices, MSMEs, Gayo coffee, sustainable tourism.</p> <p><b>Received:</b><br/>           October 13, 2025</p> <p><b>Approved:</b><br/>           January 13, 2026</p> <p><b>Published:</b><br/>           January 31, 2026</p> | <p>This study explores how financial management practices and accounting strategies implemented by Gayo Coffee Micro, Small, and Medium Enterprises (MSMEs) in Aceh contribute to sustainable tourism development. Using a descriptive qualitative design, this research analyzes primary data obtained from semi-structured interviews and secondary data from the Central Bureau of Statistics (BPS), Bank Indonesia, Kemenparekraf, and relevant academic literature. Data were analyzed using thematic analysis and triangulation. The findings indicate that financial management among Gayo Coffee MSMEs remains informal yet adaptive, dominated by manual bookkeeping and cooperative-based financing. While the adoption of digital financial tools such as QRIS and e-wallets has improved transaction transparency and operational efficiency, limitations in accounting literacy and standardization—particularly related to SAK EMKM—continue to constrain strategic financial decision-making among MSMEs. The study highlights the need for improved financial education, digital literacy, and sustainability-oriented accounting practices to strengthen MSME contributions to tourism competitiveness, community welfare, and environmentally responsible production.</p> |

### How to cite:

Admita., et al. (2026). Financial management and accounting practices of Gayo coffee MSMEs in supporting sustainable tourism in Aceh, Indonesia. *International Journal of Travel, Hospitality and Events*, 5(1), 32-42.

<https://doi.org/10.56743/ijothe.v5i1>

## INTRODUCTION

Tourism has increasingly become a strategic sector supporting Indonesia's national economic transformation, contributing significantly to GDP growth, employment creation, and local community empowerment. In recent years, the integration between tourism and creative local industries has played a central role in shaping sustainable regional development. One sector that illustrates this synergy strongly is the Gayo Highlands in Aceh, where coffee production intersects with cultural and experiential tourism. This integration positions Gayo Coffee not only as an agricultural commodity but also as a tourism asset that enhances destination attractiveness and community-based economic growth.

Gayo Coffee, cultivated primarily in Aceh Tengah and Bener Meriah, has gained global recognition for its distinctive flavour profile, organic cultivation methods, and unique geographical characteristics. The product's authenticity is legally protected through Geographical Indication (GI) certification, emphasizing its environmental sustainability and cultural value. According to the Central Bureau of Statistics (BPS, 2024), more than 2,800 active MSMEs operate within the Gayo coffee value chain, engaging in production, processing, distribution, and tourism-related activities. These enterprises play a crucial role not only in strengthening regional export performance but also in diversifying tourism experiences through plantation tours, cupping workshops, cultural exchanges, and coffee-based creative industries.

The linkage between coffee and tourism has also generated significant socio-economic impacts. BPS (2024) recorded that coffee-tourism clusters in the Gayo Highlands produced over 3,200 local jobs, with approximately 48 percent filled by women and youth. This indicates that tourism-linked MSMEs foster inclusive economic participation, contributing to gender empowerment and rural youth employment. The rise in global demand for sustainable and ethically produced coffee further supports Gayo's competitiveness and tourism relevance.

Despite these opportunities, many structural problems persist particularly related to financial management and accounting systems among MSMEs. A large proportion of Gayo Coffee MSMEs still rely on traditional financial management practices, such as manual bookkeeping, informal sales records, and non-standard expense tracking. These practices hinder financial transparency, limit access to credit, and reduce the ability to scale and innovate. Moreover, literacy regarding SAK EMKM (Standar Akuntansi Keuangan untuk Entitas Mikro, Kecil, dan Menengah) remains low, leading to inconsistent financial documentation and inadequate reporting standards. OJK (2023) also highlights that Aceh's financial literacy index among MSMEs remains below the national average, indicating systemic constraints that impact business resilience.

Previous studies (Hasan & Yusuf, 2022; Rahman & Sari, 2023; Suharto, 2023) underline that financial literacy and standardized accounting practices are key determinants of MSME sustainability, particularly in tourism-oriented regions. Transparent financial systems support ethical business practices, reinforce trust between producers and tourists, and facilitate access to financing instruments needed for expansion. Digital financial tools efforts such as QRIS adoption, e-wallet integration, and mobile-based bookkeeping have shown improvements in financial efficiency and accountability; however, these practices are not yet uniformly adopted across MSMEs in rural Aceh.

In the context of sustainable tourism, financial management is more than an administrative necessity; it is a foundation for accountability, business continuity, and environmentally responsible operations. Strong accounting systems enable MSMEs to monitor profit allocation, manage cost structures, evaluate investment feasibility, and align operations with sustainability goals. Sustainability accounting, including the incorporation of social and environmental metrics, is becoming increasingly important as global tourism trends shift toward ethical, traceable, and eco-friendly product consumption.

Despite the growing relevance of sustainable finance, there is a lack of research exploring how financial management practices of rural coffee MSMEs contribute specifically to sustainable tourism development in Aceh. Existing studies tend to focus on production, marketing, or tourism impacts but seldom analyze financial behaviour as an integrated element supporting tourism resilience.

Therefore, this study aims to fill that gap by analyzing the financial management practices and accounting strategies of Gayo Coffee MSMEs and their contributions to sustainable tourism development. This research seeks to understand:

1. how MSME owners plan, record, and manage financial activities;
2. the extent of accounting literacy and adoption of standardized practices;
3. the role of digital financial tools in supporting transparency and operational efficiency; and
4. how financial practices align with principles of sustainable tourism, including community welfare, environmental responsibility, and long-term economic resilience.

By synthesizing institutional reports, academic literature, and cooperative-level insights, this study contributes to a deeper understanding of financial mechanisms that enable MSMEs to thrive within a tourism-dependent economy. It also provides a foundation for policymaking, capacity building, and digital financial interventions aimed at strengthening sustainable tourism ecosystems in rural Indonesia.

## **METHODS**

### **Research Design and Approach**

This study employed a qualitative descriptive research design using a case study approach. This approach was chosen to obtain an in-depth understanding of financial management and accounting practices among Gayo Coffee Micro, Small, and Medium Enterprises (MSMEs) and to examine their role in supporting sustainable tourism development. The qualitative descriptive design allows the study to systematically describe real conditions and practices without manipulating variables or testing causal relationships.

### **Setting**

This study was conducted in the Gayo Highlands, specifically in Aceh Tengah and Bener Meriah Regencies, which represent the main production centers of Gayo Coffee and are simultaneously growing as coffee-based tourism destinations. The research was carried out between January and June 2024, focusing on Micro, Small, and Medium Enterprises (MSMEs) involved in coffee production, processing, and tourism-related activities such as plantation tours, cupping workshops, and coffee souvenir ventures. The target population consisted of

Gayo Coffee MSMEs registered under local cooperatives and government programs that integrate agriculture with sustainable tourism development.

### Participants / Sample

This study employed purposive sampling, as commonly applied in qualitative research to select information-rich participants who have direct experience with the phenomenon under investigation (Creswell, 2018; Patton, 2015). The sample consisted of five MSME owners operating under the Gayo Coffee Cooperative network and two officers from the Central Aceh Tourism Office. Participants were selected based on their involvement in financial management, adoption of digital financial tools (such as QRIS), and participation in tourism-related activities.

Secondary data were obtained from institutional reports published by BPS (2023; 2024), Bank Indonesia (2023), Kemenparekraf (2024), and cooperative documentation from Koperasi Baitul Qiradh Baburrayyan.

### Instruments and Measures

Data were collected using semi-structured interview guidelines designed to explore financial planning, bookkeeping practices, accounting literacy, cooperative-based financing mechanisms, and the use of digital financial tools among MSMEs. In addition, documentary analysis was conducted to examine financial records, government reports, sustainability publications, and relevant academic literature. In this study, digital financial tools refer specifically to QRIS, e-wallets, mobile banking services, and basic digital bookkeeping applications utilized by MSMEs for transaction recording and financial management.

Key measures in this study include:

1. Financial management behaviors: budgeting, record-keeping, and cost allocation
2. Accounting practices: use of SAK EMKM, documentation quality, and standardization
3. Digital financial tools adoption: QRIS usage, mobile bookkeeping, and e-wallet integration
4. Tourism-linked sustainability indicators: eco-friendly practices, community participation, and traceability

These measures were aligned with previously published frameworks on MSME financial literacy and sustainable tourism (Hasan & Yusuf, 2022; Suharto, 2023; World Bank, 2022).

### Data Collection Procedures

Primary data were collected through semi-structured interviews conducted onsite and via phone communication. Each interview lasted between 45 and 60 minutes and focused on operational financial routines, challenges in documentation, cooperative experiences, and the perceived influence of tourism on financial practices. Secondary data were obtained through systematic searches of BPS statistical releases, Bank Indonesia reports, Kemenparekraf's tourism development publications, and peer-reviewed journals. Additional documents such as cooperative financial reports, MSME digital transaction logs, and sustainability certification records were examined to complement the qualitative findings.

This data collection approach follows a qualitative descriptive methodology, utilizing purposive data sources and triangulation to enhance credibility and analytical depth (Creswell, 2018; Patton, 2015; Denzin, 1978).

### **Data Analysis Techniques**

This research employed thematic analysis to identify patterns related to financial management, accounting practices, digital financial tools, and sustainability integration. The analysis followed the interactive data analysis model proposed by Miles and Huberman (2014), which consists of three stages: data reduction, data display, and conclusion drawing.

1. Data Reduction: grouping interview transcripts, institutional reports, and documents into thematic categories such as financial literacy, digital financial tools adoption, cooperative systems, and sustainability practices.
2. Data Display: organizing emerging themes into matrices and narrative summaries to examine relationships between MSME financial behavior and tourism development.
3. Conclusion Drawing and Verification: synthesizing findings to evaluate how financial management practices contribute to sustainable tourism outcomes and to identify gaps in accounting literacy and standardization.

The thematic coding process followed the principles of qualitative thematic analysis as outlined by Braun and Clarke (2006). Coding was performed manually and analytically interpreted through cross-referencing with Stewardship Theory and sustainable finance frameworks to ensure conceptual alignment and analytical rigor.

### **Validity and Reliability**

To ensure trustworthiness, this study applied source triangulation by comparing interview data with official reports from BPS, Bank Indonesia, and Kemenparekraf, as well as cooperative documentation. Reliability was strengthened by cross-verifying responses among MSME owners and ensuring consistency in secondary data extracted from government statistical publications. The study followed Creswell's (2018) qualitative descriptive guidelines, emphasizing accuracy, transparency, and contextual interpretation. Triangulation also included validation of digital transaction data (QRIS logs) against participant narratives to ensure alignment between reported and actual financial practices.

## **RESULT AND DISCUSSION**

Digital financial tools in this study refer to QRIS, e-wallets, mobile banking services, and digital bookkeeping applications. This section presents the empirical findings and analytical interpretation of financial management and accounting practices among Gayo Coffee MSMEs, particularly focusing on how these practices support sustainable tourism development in Aceh Tengah and Bener Meriah. Results are described based on thematic patterns emerging from interviews, institutional reports, and documentary analysis, followed by an integrated discussion referencing existing theories and literature. Interview results indicate that two out of five MSMEs actively used QRIS for tourism-related transactions, while the remaining MSMEs remained cash-dependent due to internet limitations and limited digital literacy. In percentage terms, this indicates that 40% of interviewed MSMEs had adopted QRIS for tourism-related

transactions, while 60% remained predominantly cash-based, mainly due to limited internet connectivity and low digital literacy. This pattern reflects broader regional conditions reported by Bank Indonesia (2023), which notes that QRIS adoption among rural MSMEs in Aceh remains uneven despite national-level growth.

### **Financial Management Behavior of Gayo Coffee MSMEs**

The findings indicate that financial management among Gayo Coffee MSMEs remains predominantly informal yet community-oriented. Most MSME owners maintain handwritten ledgers or simple Excel sheets to record daily income and expenses, while formal budgeting and long-term financial planning are rarely applied. This condition is consistent with BPS (2024) data showing that 68% of MSMEs in the Gayo region have not adopted standardized accounting practices.

These findings are in line with previous empirical studies indicating that MSMEs in rural and tourism-oriented regions tend to rely on informal financial management due to limited accounting literacy and resource constraints (Rahman & Sari, 2023; Hasan & Yusuf, 2022). Similar patterns were also observed in coffee-producing regions such as Toraja and Kintamani, where MSMEs prioritize operational continuity over formal financial documentation (Suharto, 2023).

Despite these challenges, Gayo Coffee MSMEs demonstrate adaptive strategies to maintain business continuity through cooperative-based financial systems. Cooperatives such as Koperasi Baitul Qiradh Baburrayyan and Koperasi Arinagata Gayo Mandiri provide access to pooled financing, capital rotation mechanisms, and fair-trade certification. This finding supports previous research emphasizing the role of cooperatives in strengthening MSME resilience, reducing financial risk, and sustaining production quality in tourism-linked agricultural sectors (World Bank, 2022; Zahra & Malik, 2023). Cooperative participation has also been shown to enhance collective bargaining power and support sustainable tourism activities through improved product consistency and trust-building with visitors (Suharto, 2023).

### **Digital Financial Tools and Financial Transparency**

A key empirical finding is the increasing use of digital financial tools. Bank Indonesia (2023) recorded a 35% increase in QRIS adoption among MSMEs between 2022 and 2023. MSME owners reported that QRIS and mobile banking improve transaction accuracy, reduce cash-handling errors, and simplify reporting—enhancing accountability demanded by tourism operators and certification bodies.

Digital financial tools also support traceability, which is important for eco-conscious tourists and specialty coffee buyers who prioritize transparency in supply chains. The alignment between digital financial tools and sustainability confirms literature stating that digital tools enhance trust and service quality in tourism settings (Maskur, H., 2024).

### **Accounting Literacy and Standardization Challenges**

Although adoption of digital financial tools has increased, accounting literacy remains uneven. Few MSMEs apply SAK EMKM consistently. Interviews revealed that MSME owners perceive accounting primarily as a compliance requirement rather than a tool for decision-

making. One MSME owner noted that QRIS was mainly used during cupping sessions with tourists, while daily plantation-level transactions remained cash-based.

This mismatch reduces MSME capacity to evaluate production costs, determine pricing strategies, or prepare financing proposals. The limited adoption of standardized accounting systems contributes to information asymmetry, which is problematic when dealing with cooperatives, financial institutions, or tourism stakeholders. This aligns with Agency Theory, which argues that weak reporting reduces transparency and trust. Practical challenges were evident in daily operations. For example, one MSME owner reported that although QRIS was utilized during tourist-facing activities such as cupping sessions, plantation-level transactions—including labor payments and input purchases—remained unrecorded or cash-based. As a result, production costs were estimated rather than calculated, limiting the accuracy of pricing strategies and profit evaluation.

### **Contribution of MSME Financial Practices to Sustainable Tourism**

Financial management constitutes a critical mechanism in supporting the integration between coffee production and tourism activities. MSMEs with better financial discipline tend to:

1. Allocate specific budgets for tourism-related innovation (e.g., cupping workshops, homestay readiness).
2. Maintain transparent financial statements required for partnerships with tour operators.
3. Record sustainability practices such as organic production costs and waste management.

This supports the notion that financial transparency enhances destination credibility and aligns with sustainability principles promoted by Kemenparekraf (2024). Additionally, tourism exposure increases MSME investment in product quality, packaging, and visitor experiences.

### **Socio-Economic Impacts and Community Empowerment**

Quantitative indicators reinforce the socio-economic importance of Gayo Coffee MSMEs. BPS (2024) reports that tourism-linked MSMEs generate more than 3,200 jobs, with 48% occupied by women and youth. This reflects a strong social sustainability dimension, where MSMEs contribute to inclusive development.

Evidence also shows that MSMEs participating in financial literacy and digitalization programs experience an average income increase of 18%. This demonstrates that improved financial practices directly support sustainable livelihoods.

### **Comparative Positioning and Theoretical Implications**

Compared with other coffee regions such as Toraja and Kintamani, Gayo MSMEs exhibit:

1. stronger cooperative participation,
2. higher adoption of digital financial tools rates, and
3. deeper integration between agriculture and tourism.

These characteristics reflect the influence of community stewardship and social capital key elements in Stewardship Theory. They also highlight the need for accounting standardization to reduce agency problems across the tourism supply chain.

From an international perspective, Gayo's cooperative-driven financial ecosystem resembles Vietnam's Buon Ma Thuot, where community mechanisms compensate for limited formal financial literacy.

### Discussion Summary

The findings confirm that MSME financial management is a decisive factor in supporting sustainable tourism ecosystems. When financial literacy, digital transparency, and cooperative-based governance intersect, MSMEs become more resilient, competitive, and aligned with sustainability goals. However, gaps remain in accounting standardization, long-term financial planning, and consistent digital reporting.

### CONCLUSION

Without immediate and coordinated improvements in accounting standardization, digital financial capability, and institutional support, Gayo Coffee MSMEs face an increasing risk of exclusion from higher-value tourism markets that demand transparency, traceability, and sustainability compliance. The absence of structured financial reporting and consistent digital transaction records limits MSMEs' ability to access formal financing, participate in tourism partnerships, and meet sustainability certification requirements. Therefore, timely intervention is essential to prevent structural marginalization of rural MSMEs and to ensure the long-term sustainability of Gayo Coffee as a strategic asset within Indonesia's sustainable tourism agenda.

This study confirms that financial management and accounting practices constitute fundamental pillars shaping the resilience, competitiveness, and sustainability of Gayo Coffee MSMEs within the tourism ecosystem. Although financial practices among MSMEs remain largely informal, the gradual adoption of digital financial tools and the presence of cooperative-based governance have contributed to improved transaction transparency and operational adaptability. However, limited accounting literacy, weak application of SAK EMKM, and the absence of standardized financial documentation continue to constrain strategic decision-making, access to capital, and long-term business planning.

The findings further demonstrate that the integration of digital financial tools, cooperative systems, and sustainability-oriented accounting practices creates a positive synergy that strengthens MSME participation in tourism value chains, enhances community empowerment, and supports inclusive regional economic development. Nevertheless, without systematic improvements in accounting standardization, human resource capacity, and digital infrastructure, the potential socio-economic benefits of tourism-driven MSME development cannot be fully realized. Strengthening these dimensions is therefore not optional but imperative for sustaining Gayo Coffee MSMEs in an increasingly competitive and sustainability-driven tourism environment.

## **Policy and Managerial Implications**

### **Structured Financial and Digital Literacy Programs**

Government agencies, higher education institutions, and cooperatives are encouraged to implement structured and tiered financial and digital literacy programs tailored to the specific needs of MSMEs. These programs should cover basic bookkeeping, cost calculation, the application of SAK EMKM, and introductory sustainability accounting. Training effectiveness should be evaluated through measurable outcomes, such as participants' ability to produce simplified financial statements within a defined training period (e.g., three to six months).

### **Context-Appropriate Accounting Implementation**

Rather than promoting complex accounting systems, policymakers should encourage the adoption of simplified SAK EMKM-based reporting models that are appropriate for the operational scale and capacity of small coffee MSMEs. These models should be supported by continuous mentoring and cooperative-level supervision to ensure consistency, usability, and long-term adoption.

### **Strengthening Rural Digital Infrastructure**

Local governments and financial institutions should prioritize the development of reliable internet connectivity and affordable digital accounting applications in rural coffee-producing areas. Strengthening digital infrastructure is essential to support wider adoption of digital financial tools, including QRIS, digital receipts, and mobile bookkeeping systems.

### **Transparent Cooperative Financial Governance**

Coffee cooperatives are encouraged to adopt integrated digital financial information systems to enhance transparency in fund allocation, certification expenses, and revenue-sharing mechanisms. Clear and accessible financial reporting will help reduce agency problems, strengthen accountability, and increase trust among cooperative members.

### **Integration of Financial Reporting into Tourism Programs**

Tourism authorities should incorporate basic standardized financial reporting requirements as a prerequisite for MSME participation in tourism promotion programs, exhibitions, and sustainability-related certifications. This requirement should be accompanied by targeted technical assistance and digital tools training to ensure that MSMEs are able to meet reporting standards despite existing limitations in accounting literacy and digital readiness.

### **Future Research Directions**

Based on the findings of this study, future research should extend the current qualitative insights through quantitative validation involving larger and more diverse samples of tourism-linked MSMEs. Financial management practices among Gayo Coffee MSMEs remain largely informal, cooperative-dependent, and uneven in the adoption of digital financial tools, limiting the ability to empirically assess their direct impact on business performance and

tourism competitiveness. Future studies are encouraged to develop financial performance and accounting maturity models to examine the causal relationships between accounting practices, financial transparency, and tourism sustainability outcomes. While Agency Theory explains the risks of information asymmetry arising from weak accounting practices, Stewardship Theory may better capture the cooperative-based governance and collective accountability observed among Gayo Coffee MSMEs.

## REFERENCES

- Agustini, N. W., Budarma, I. K., Dharma Oka, I. M., Widhari, C. I. P., & Widana, I. P. K. A. (2023). Green tourism-based CSR as practiced by Melasti Beach Management, Badung. *International Journal of Travel, Hospitality and Events*, 2(3), 238–247. <https://doi.org/10.56743/ijothe.v2i3.300>
- Bank Indonesia. (2023). Financial inclusion report for MSMEs in agricultural sectors. Bank Indonesia.
- Badan Pusat Statistik. (2023). Aceh Tengah in figures 2023. BPS Aceh.
- Badan Pusat Statistik. (2024). Indonesian coffee statistics 2023. BPS Indonesia.
- Cahyani, K. E., Harwindito, B., & Octavia, V. F. (2024). Differences in healthy lifestyle and healthy food consumption among Millennials and Generation Z. *International Journal of Travel, Hospitality and Events*, 3(2), 157–167. <https://doi.org/10.56743/ijothe.v3i2.377>
- Dewi, A. P. N., Budarma, I. K., Sutarna, I. K., Wijaya, I. N. C., & Sudarmini, N. M. (2024). Sustainable MICE model: Case study at Four Points by Sheraton Bali Ungasan. *International Journal of Travel, Hospitality and Events*, 3(2), 138–150. <https://doi.org/10.56743/ijothe.v3i2.371>
- Fairtrade International. (2021). Fairtrade living income reference price for coffee from Aceh, Indonesia: Explanatory note. Fairtrade International.
- Farlian, T., & Masthura, Z. (2021). Analysis of factors affecting the volume of coffee export in Central Aceh to the United States. *Agriekonomika*, 10(2), 169–172.
- Hasan, F., & Yusuf, A. (2022). Accounting literacy and financial performance among small enterprises in Indonesia. *Asian Journal of Accounting Studies*, 12(3), 210–225.
- Hasyim, W. (2025). Rural areas of Aceh Highlands: Living income study. International Coffee Organization (ICO).
- Kementerian Koperasi dan UKM. (2023). Laporan tahunan UMKM 2023: Inklusi keuangan dan digitalisasi. Kemenkop UKM.
- Kementerian Pariwisata dan Ekonomi Kreatif. (2024). Coffee tourism development report: Sustainable tourism in Aceh. Kemenparekraf.
- Kevin, G. Y., & Evelyn, K. (2025). Exploring the use of PMS in a new hotel: A case study in Nio Garden Hotel Sumbawa. *International Journal of Travel, Hospitality and Events*, 4(2), 150–162. <https://doi.org/10.56743/ijothe.v4i2.529>
- Maskur, H., Budarma, I. K., & Sutarna, I. K. (2024). Visitor perceptions of service quality in promoting environmental sustainability at Umbul Bening Water Park, East Java. *International Journal of Travel, Hospitality and Events*, 3(3), 255–262. <https://doi.org/10.56743/ijothe.v3i3.426>
- Murhadi, N., & Wahyuni, N. (2024). Digital media marketing communication at Jakarta National Monument attractions. *International Journal of Travel, Hospitality and Events*, 3(2), 117–126. <https://doi.org/10.56743/ijothe.v3i2.374>
- Kartika, N. M. A. W., & Mudana, I. G. (2023). Implementation of sustainable tourism at Ketapang Beach, Lampung. *International Journal of Travel, Hospitality and Events*, 2(3), 201–210. <https://doi.org/10.56743/ijothe.v2i3.298>
- Otoritas Jasa Keuangan. (2023). Indonesia financial literacy index 2023. OJK.

- Rahman, A., & Sari, D. (2023). Financial management behavior of MSMEs in Indonesia. *Journal of Economics and Business Research*, 18(2), 145–160.
- Suharto, R. (2023). Sustainable coffee tourism in Indonesia: A case of Gayo Highlands. *Tourism and Culture Journal*, 9(1), 33–48.
- UNESCO. (2020). Geographical indications and traditional products: The Gayo coffee case study. UNESCO.
- World Bank. (2022). Microfinance and MSME growth in Indonesia. World Bank Group.
- Yulianti, N., & Nugroho, A. (2022). Adoption of digital finance among Indonesian MSMEs: Barriers and opportunities. *Journal of Small Business Strategy*, 32(1), 45–61.
- Zahra, F., & Malik, I. (2023). Sustainable financial management in rural tourism MSMEs: A qualitative approach. *Journal of Tourism Economics and Management*, 6(3), 102–119.

### FIRST AUTHOR PROFILE

**Admita, M.Ak.** Lecturer at Politeknik Sahid Jakarta with research interests in MSME accounting, sustainable tourism, financial literacy, and rural economic development.