

ABSTRACT

The decrease in the number of foreign tourists and tourism foreign exchange receipts due to the COVID-19 pandemic shows how vulnerable Indonesia's tourism sector is to a global crisis. Before the pandemic, the number of tourists visits and foreign exchange receipts showed a significant upward trend, but since the COVID-19 pandemic, travel restrictions and the closure of tourist destinations have caused the number of tourists to plummet drastically, which has a direct impact on the tourism industry and the creative economy. This situation further emphasizes that a sustainability-based tourism model is urgently needed so that the industry is less dependent on foreign tourists and more resistant to external shocks.

This study aims to find out and analyze the influence of community empowerment on sustainable tourism development and creative economy in Bandung. In addition, it is also to analyze how community empowerment, sustainable tourism development, creative economy, and community wellbeing can affect each other. Therefore, good business management is needed.

In this study, the data analysis used was descriptive with a quantitative approach. The data analysis technique used is Partial Least Squares (PLS). Partial Least Squares (PLS) is a multifaceted data analysis technique that focuses on modeling the relationships between variable blocks.

The results of this study indicate that Community Empowerment has a significant influence on Sustainable Tourism Development and the Creative Economy. Sustainable Tourism Development and the Creative Economy have a significant influence on Community Wellbeing. Sustainable Tourism Development can mediate the effect of Community Empowerment on Community Wellbeing. The Creative Economy can also mediate the effect of Community Empowerment on Community Wellbeing.

Through this research, it is expected that the government can strengthen community empowerment policies by providing skills training, improving market access, and encouraging collaboration between the government, the community, and the private sector. This is important for creating fairer and more sustainable economic opportunities in tourism and the creative economy.

Keywords: *community empowerment, sustainable tourism development, creative economy, community wellbeing, management*