Journal of Management, Entrepreneurship and Tourism
https://skillerindonesia.id/index.php/jmet

Vol. 2, No. 2:July 2024
E-ISSN: 3024-9899
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TITLE:

The title must be written briefly and clearly, and must show precisely the problem to be raised, not to provide a variety of interpretive opportunities, not to contain abbreviations that are not commonly used, not too long (no more than 12 words), Times New Roman, font size 14 pt.

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Article History
Received:
Revised:
Published:

Key Words :
one or more word (s) or phrase (s), that it's important, specific, or representative for the article.

Abstract: Abstract contains a brief description of the research objectives, methods used, instruments, data analysis techniques, and research results. The emphasis of writing abstracts is mainly on research results. Abstracts are written in English. Abstract typing is done single-spaced with margins that are narrower than the right and left margins of the main text. Keywords need to be included to describe the realm of the problem under study and the main terms that underlie the implementation of the research. Key words can be single words or a combination of words. The number of key words 3-5 words. These key words are necessary for computerization. Searching for research titles and abstracts is made easier with these key words.

Abstract: Purpose: This study analyzes human resource (HR) capacity-building strategies in the transformation of Denda Seruni Tourism Village, Indonesia. Specifically, it examines how these strategies overcome structural human capital constraints and institutional friction to achieve sustainable rural tourism development.
Design/methodology/approach: Grounded in Community-Based Tourism, Transformative Leadership, and Institutional theories, this study employs a qualitative single-case study design. Data were gathered through in-depth interviews (averaging 60 minutes) and participant observation with eight purposively selected informants, including the village head, *BUMDes* managers, the *Pokdarwis* chairperson, and five community members. The collected data were analyzed using Miles and Huberman's interactive model.
Findings: The findings reveal that HR capacity development was successfully executed through institution-based training, strategic institutional integration, transformative leadership, and community-based creative economy initiatives. These strategies systematically enhanced community competencies, minimized institutional friction, and contributed 25 percent to Village Original Revenue. However, structural

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challenges persist, particularly regarding gender-based participation disparities and slow digital technology adoption.
Research limitations/implications: This study is limited by its single-site qualitative nature, which may restrict the direct generalizability of the findings to structurally diverse regional contexts.
Originality/value: The theoretical novelty lies in conceptualizing a transformative-emancipatory rural leadership model that bridges formal decentralization policies with local human capital enhancement. Moving beyond general economic indicators, this study extends the literature by showing how cohesive synergy between transformative local leadership and institutional alignment serves as a critical boundary condition for sustainable tourism. It offers actionable, practical frameworks for rural destination managers seeking to resolve institutional friction in developing economies.

How to Cite: First author., Second author., Third author, etc.. (20xx). The title. *Journal of Management Entrepreneurship and Tourism, vol* (no). doi:https://doi.org/10.61277/jmet.vxxyyi

https://doi.org/10.33394/jmet.vxxyyi

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1. Introduction (12pt, Times New Roman)

The introduction must contain (in sequence) a general background, a state of the art as a basis for statements of scientific novelty from articles, statements of scientific novelty, and research problems or hypotheses. At the end of the introduction, the purpose of the article review must be written. In the format of scientific articles, the literature review is not permitted as in the research report but is manifested in the form of a state of the art study to show the scientific novelty of the article.

2. Research Method (12pt, Times New Roman)

The flow of research should be presented in this section complete with captions. Image captions placed as part of the image title (figure caption) are not part of the picture. The methods used in completing the study are written in this section. Basically, this section describes the way the research was done. The main materials must be written here: (1) research design; (2) population and samples; (3) sample collection techniques and instrumental development; and (4) data analysis techniques. The specification and type of tools and materials must be written in case the researches have been conducted by using them. The qualitative research, such as classroom action research, case studies, and so forth, need to mention the researcher attendance, research subject, and participated informants, as well as the methods used to explore the data, research location, research duration, and the description of research results validation.
It is suggested that the authors avoid organizing the article content into the smaller parts than second subheading in this section. However, in case of unavoidable factors, the writing style must follow the "Results and Discussion" section.

3. Result and Discussion (12pt, Times New Roman)

3.1 Result

3.2 Discussion

The results and discussion contain scientific research findings and discussions. Write down scientific findings obtained from the results of research that has been done but must be supported by adequate data. The scientific findings referred to here are not the results of the research data obtained. The

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scientific findings must be explained scientifically including: What scientific findings were obtained? Why did that happen? Why are trend variables like that? All these questions must be explained scientifically, not only descriptive if necessary supported by adequate scientific basis phenomena. In addition, it should also be explained in comparison with the results of other researchers who are almost the same topic. The results of the research and findings must be able to accommodate the research objectives in the introduction.

Table

The table is in the middle. Use times new roman and font size of 11. Horizontal lines in the middle of the table do not need to be displayed, only the headings and the last part are displayed, nor should there be vertical lines. Make sure you create the table correctly via the Insert Table menu. Tables should be referenced in the text by writing something like: '... (Tables are written with a big 'T').

Table 1 Title of the table, use case sentence (capital letters and bold)

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Try not to truncate the table on different pages unless the size exceeds one page. If you have to truncate, don't forget to rewrite the header row for each column, given the same table serial number, and replace the title with Continuation. The table title does not end with a period. Tables do not need to use vertical lines.

Picture

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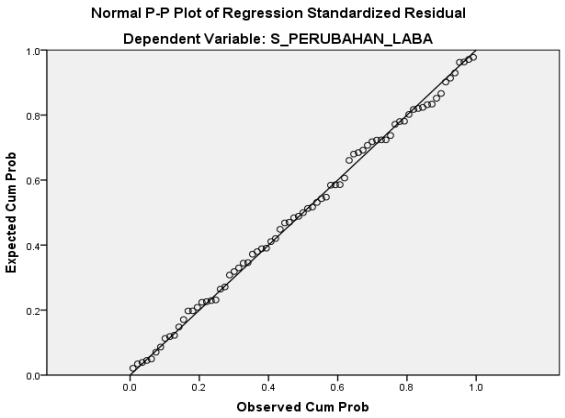

Picture 1 The title of the image **(also uses the sentence case, bold)**

4. Conclusion (12pt, Times New Roman)

The conclusion describes the answer to the hypothesis and / or the purpose of the research or scientific findings obtained. Conclusions do not contain repetitions of the results and discussion, but rather summarize the findings as expected in the objectives or hypotheses.

Recommendation (12pt, Times New Roman)

Recommendation describe things that will be done related to the next idea of the research. Barriers or problems that can influence the results of the research are also presented in this section.

Data Availability (12pt, Times New Roman)

The data used in this study are available from the corresponding author upon reasonable request. Due to ethical considerations and the confidentiality of participants' information, the raw data are not publicly available. However, processed data and supporting information relevant to the findings of this study may be provided to interested researchers for academic and non-commercial purposes, subject to approval by the authors.

Declaration of the Use of Artificial Intelligence (AI) (12pt, Times New Roman)

The authors declare that artificial intelligence-based tools were used only to support language refinement, grammar checking, and improvement of academic writing quality. The use of AI did not replace the authors' intellectual contribution, data analysis, interpretation of findings, or formulation of conclusions. All content, arguments, and scientific claims presented in this article were critically reviewed, verified, and approved by the authors.

Funding (12pt, Times New Roman)

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors. All research activities, including data collection, analysis, and manuscript preparation, were conducted independently by the authors.

Acknowledgment (12pt, Times New Roman)

This section can be written in case there are certain parties need to be acknowledged, such as research sponsors. The acknowledgment must be written in brief and clear. In addition, avoid hyperbole acknowledgment.

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All references referred to in the text of the article must be registered in the References section. The bibliography must contain reference libraries originating from primary sources (scientific journals and amounting to a minimum of 80% of the total bibliography) published in the last 10 (ten) years. Each article contains at least 20 (twenty) references. Writing a referral system in an article text and writing a bibliography should use a reference management application program, for example, Mendeley, EndNote, or Zotero, or others.

Guide to Writing References

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Journal articles: Umugiraneza, O., Bansilal, S., & North, D. (2016). Teachers' Confidence and Beliefs in Teaching Mathematics and Statistics Concepts. *International Scientific Researches Journal*, 72(9), 31-46

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