

ABSTRACT

The development of cultural tourism in Danau Lamo Village, Muaro Jambi Regency has two sides. On the one hand, cultural and historical potential such as Koto Mahligai Temple, Begambang art, and other local cultures are opportunities to improve community welfare. However, on the other hand, tourism management still faces various problems, such as lack of community participation, less than optimal digital promotion, limited human resources, and weak coordination between stakeholders. Therefore, the implementation of adaptive governance is needed so that tourism development can run more effectively and sustainably. This study aims to assess the extent to which adaptive governance is applied in the development of cultural tourism in Danau Lamo Village and how tourism promotion efforts are carried out. This study uses a qualitative approach with data collection techniques through interviews, observations, and documentation. The results of the study show that in the polycentric and multi-layered institution indicators, the village government has collaborated with various parties, but coordination is still not optimal. In the participation and collaboration indicators, the involvement of the local community and youth is still low, so that cultural activities have not developed actively. For the independent organization and network indicators, cultural communities such as Mahligai Budaya have been formed, but have not been able to encourage consistent innovation. Meanwhile, in the learning and innovation indicators, promotion through social media has begun, but has not been managed professionally and sustainably. Therefore, a more adaptive collaborative strategy and digitalization of promotion are needed to encourage the development of sustainable cultural tourism in Danau Lamo Village.

Keywords: *adaptive governance, cultural tourism, community participation, innovation, Danau Lamo Village*