

## **ABSTRACT**

*Innovation is a top priority in the tourism marketing landscape, especially for tourist village destinations in the ever-evolving travel industry. This research explores the making of the interactive film model as a place identity framework for the development and promotion of sustainable development of tourism villages. Therefore, this study aims to describe the potential place identity concept of the interactive film model for Laksana Tourism Village as marketing communication innovation in relations to increase the competitiveness and sustainability of tourist village destinations. The Interactive Film Model approach leverages Virtual Reality (VR) technology to create immersive virtual experiences. This study uses a qualitative research approach, combining in-depth interviews and observation techniques to understand the situation and condition of tourism villages in making Interactive Film Models. The results of this study will reveal the potential of the Interactive Film Model to increase the attractiveness of tourist village destinations, enrich the identity of places, and promote sustainable tourism development. Collaboration between stakeholders and investment in technology and creativity will be key drivers. This approach will hopefully empower tourist villages and make it possible to compete effectively in the international tourism market while preserving culture and the environment.*

**Keywords:** *tourism village, interactive films, place identity*