



Exploration of Local Wisdom Based Tourism Potential in Cikakak Banyumas Tourism Village

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Abstract: *This study aims to explore the potential of local wisdom based tourism in Cikakak Tourism Village, Banyumas, and identify factors that can improve the success of sustainable tourism management. The method used was a qualitative approach with a case study design, which involved in depth interviews with tourism village managers, local communities, and tourists, as well as participatory observation of tourism activities in the village. The results showed that local wisdom, such as traditional arts, handicrafts, and sustainable natural resource management, are the main assets of the tourism village. However, the significant challenges faced are limited infrastructure, a lack of training for the community, and low awareness of the importance of cultural and natural preservation. This research recommends increasing the capacity of tourism village managers, empowering local communities, and developing infrastructure to support more sustainable and inclusive tourism activities. The implications of this research are expected to provide practical guidance for tourism village managers in creating sustainable, locally based tourism.*

Keywords: *local wisdom based tourism, Cikakak Tourism Village, sustainable tourism management*

1. Introduction

Sustainable tourism has become a global priority due to its potential to reduce environmental and cultural degradation. Many countries, including Indonesia, are now integrating local wisdom and ecological values into their tourism strategies. As a culturally diverse nation, Indonesia has great potential to develop tourism rooted in local traditions. However, this potential is often hindered by limited infrastructure, inadequate human resources, and weak alignment between tourism practices and cultural environmental preservation. This study focuses on Cikakak Tourism Village as a case that reflects national level issues, highlighting how local wisdom can be both a strength and a challenge in achieving sustainable tourism.

In Indonesia, the tourism sector is growing rapidly; however, not all regions have the capacity to manage their tourism potential sustainably. Cikakak Tourism Village, situated in Banyumas, boasts immense cultural and natural wealth, but has not yet fully leveraged this potential. The potential of this tourism village, although abundant, is often neglected due to a lack of knowledge and unorganized management. This has the potential to damage the local wisdom that should be the main attraction, as well as negatively impact the local economy and welfare.

Another major problem is the lack of integration between nature conservation and tourism management. Many tourist villages develop the sector without considering long term sustainability, leading to exploitation that harms both nature and local communities. Therefore, a more holistic approach is needed that can integrate local wisdom, sustainable tourism management, and community economic empowerment.

Previous research has demonstrated that locally based tourism can serve as an effective means to promote cultural and environmental preservation while fostering local economic empowerment. [Satria, 2021] in his research revealed that tourist villages that utilize local potential have the advantage of creating a more authentic and immersive tourist experience. This is under research conducted by [Rachmawati, 2020], which found that local wisdom based tourism can increase tourist attraction, both domestic and international, and contribute significantly to regional income.

In addition, [Hendrawan, 2019] emphasized the importance of an approach based on active community participation in tourism management as a way to ensure that the results can be felt equally by all parties. In this context, it is essential to understand how local communities, through sustainable tourism management, can utilize their cultural and natural potential to create added value that positively impacts their well being.

This research is fundamental because the tourism sector, particularly local wisdom based tourism, has significant potential for creating positive and sustainable impacts. Cikakak Tourism Village has the opportunity to become a model of successful local wisdom based tourism village management. With the increasing interest of tourists in more authentic experiences based on local culture, the development of local wisdom based tourism villages can be the right solution to address the existing global challenges. This research aims to explore the potential of local wisdom based tourism in Cikakak Tourism Village and provide a clearer picture of how effective management can generate economic and social benefits for the local community.

This research presents a novel approach to exploring the potential of local wisdom based tourism in Indonesia, particularly in Desa Wisata Cikakak. While considerable research has been conducted on tourism management and its sustainability, this study will focus on the potential and challenges faced by tourism villages in managing their local wealth to become sustainable tourism destinations. By adopting a more in depth and practical perspective on the village's local wisdom, this research aims to identify key elements that can lead to a successful local wisdom based tourism management model.

This research aims to explore the potential of local wisdom based tourism in Cikakak Tourism Village, identify key factors for its successful management, and

provide strategic recommendations for sustainable tourism that benefits the local economy while preserving cultural and environmental heritage.

The benefit of this research is to provide new insights for the development of tourism villages in Indonesia, especially those based on the potential of local wisdom. This research is expected to make an essential contribution to local governments and tourist village managers in developing policies and strategies that support sustainable tourism. In addition, this research will also provide practical guidance for local communities in managing and utilizing their local potential to improve their quality of life through the tourism sector.

The implication of this research is to provide a clear picture of how local wisdom based tourism can be effectively managed to create a sustainable and positive impact. This research is also expected to serve as a reference for formulating tourism policies that are more inclusive and based on local community empowerment, which other tourist villages in Indonesia can adopt.

2. Method

This study employed a qualitative approach to explore and understand the potential of local wisdom based tourism in Cikakak Tourism Village, Banyumas. The qualitative approach was chosen because it can provide an in depth understanding of the experiences, views, and perceptions of the community and tourism village managers regarding the potential of local wisdom in the village. This approach enables researchers to examine the various dimensions that influence the management and development of local wisdom based tourism more holistically.

This research design is a case study, focusing on Cikakak Tourism Village as the primary object of research. The case study was chosen because it allows researchers to investigate the phenomenon of local wisdom based tourism in a specific and in depth context, and to analyze the factors that influence tourism management in this tourist village. In this design, the researcher will collect in depth data and compile a narrative that describes the actual conditions in the field.

This research was conducted in Cikakak Tourism Village, located in Banyumas Regency, Central Java. This village was chosen as the research location because it has rich tourism potential, but has not been fully utilized to improve community welfare. The village has a variety of cultural and natural uniqueness that can be used as a tourist attraction, but its management still requires more attention to be sustainable. The research subjects consisted of:

1. Tourism Village Managers: Individuals or groups directly involved in tourism management at Cikakak Tourism Village, including the village head, tourism village group administrators, and local tourism business owners.

2. Local Community: Villagers who are involved in tourism activities or who feel the direct impact of local wisdom based tourism, such as farmers, craftsmen, and other residents.
3. Travelers: Visitors who have visited Cikakak Tourism Village and have experience with the local wisdom potential offered by the village.

The instruments used in this study were semi structured interviews and participatory observation. Semi structured interviews were conducted with ten key informants, each lasting approximately 45–60 minutes. Interviews were guided by a validated set of open ended questions and were recorded using a digital audio recorder, with prior informed consent. All recordings were transcribed verbatim and securely stored in password protected folders to maintain data confidentiality.

Participatory observation was conducted using a moderate participant approach, where the researcher engaged in tourism related activities without directly influencing the process. Field notes were systematically recorded during and after each observation session to capture contextual insights and behavioral patterns..

Data collection techniques in this research include several methods, namely:

1. In Depth Interviews: Interviews were conducted with tourism village managers, local communities involved in tourism, and tourists who have visited Cikakak Tourism Village. The questions asked will relate to their perceptions of the potential of local wisdom, the benefits derived from tourism, the challenges they face, as well as suggestions for more sustainable tourism development.
2. Direct Observation: Researchers will directly observe community interactions with tourists, as well as local wisdom based tourism practices in the field. This observation is conducted in various tourism related activities, including cultural festivals, local craft making, and nature based activities in tourist villages.
3. Documentation: Data collection was also conducted through existing documentation, including tourism village management reports, recordings of tourism activities, and visual documentation that reflects the potential of local wisdom in the village.

Data obtained through interviews and observations were analyzed using thematic analysis. This method involved coding and identifying recurring themes from the transcribed data to construct an in depth understanding of local wisdom based tourism in Cikakak Tourism Village. To ensure the validity of findings, the study employed source triangulation by comparing data across different informants and data collection methods. Member checking was conducted by presenting initial interpretations to selected participants for confirmation, and peer debriefing was done through discussions with fellow researchers.

Ethical research principles were strictly followed, including obtaining informed consent from all participants, ensuring voluntary participation, maintaining

anonymity, and securing all data in encrypted digital storage to protect confidentiality..

3. Results & Discussion

The study involved 30 respondents, consisting of three main groups: tourism village managers, local communities directly involved in tourism activities, and tourists who had visited Cikakak Tourism Village. The following table shows the distribution of respondents based on these groups:

Respondent Group	Number of Respondents	Percentage (%)
Tourism Village Manager	10	33.3
Local Community	15	50.0
Travelers	5	16.7
Total	30	100

Characteristics of Tourism Village Managers:

1. Age: The majority of managers are between 35 and 50 years old, with an average of more than 10 years of experience in tourism management.
2. Education: Most have an educational background in tourism or management.
3. Role: Tourism village managers are involved in decision making, planning, and implementing tourism activities within the village.

Characteristics of Local Communities:

1. Age: The majority are between 30 and 45 years old.
2. Occupation: Most are engaged in agriculture, handicrafts, or tourism related household enterprises.

Traveler Characteristics:

1. Age: The majority are between 25 and 40 years old, with most coming from major cities in Indonesia.
2. Purpose of Visit: Tourists come to enjoy the natural beauty and local culture and interact directly with the local community.

Based on in depth interviews with 10 Cikakak Tourism Village managers, the following main findings were found:

1. The Importance of Local Wisdom in Tourism Development: Managers stated that local wisdom is the main attraction of tourism villages, with activities such as traditional art performances, handicraft making, and sustainable management of natural resources being integral to the village's identity. They hope that more locally based activities can be integrated into the tour packages offered.

2. **Challenges in Management:** Managers identified several challenges, including a lack of training for local communities in sustainable tourism management and low awareness of the importance of cultural preservation among them. Additionally, limited infrastructure and inadequate promotion are also obstacles to attracting more tourists.
3. **The Role of the Community in Tourism Development:** Managers emphasize the importance of local communities' active participation in the development of tourism villages. They realize that local communities are the key to success in locally wisdom based tourism management, as they possess the knowledge and skills related to their local culture.

Findings from the Licensed Employee Questionnaire

A questionnaire distributed to 10 licensed employees working in the village tourism sector revealed that the majority of employees believed training in local wisdom based tourism management was still highly needed. The following table illustrates the level of employee satisfaction with the training provided:

Aspects Checked	Average Score (1 5)
Sustainable Tourism Management Training	3.7
Knowledge of Local Wisdom	4.0
Ability to Engage Local Communities	3.5
Skills in Tourism Village Marketing	3.8

The results of this questionnaire indicate that, although employees possess a sufficient understanding of local wisdom, they perceive a need for additional training in sustainable tourism management and local community involvement in tourism activities.

Observation Results

Direct observations were made at various tourism activities involving the local community, such as cultural festivals, handicraft making, and agricultural activities. Findings from the observations include:

1. **Interaction between Tourists and Local Communities:** Tourists are very enthusiastic in interacting with the local community, especially in activities that involve handicraft making and agricultural activities. However, there are constraints in terms of inadequate facilities that limit optimal support for these activities.
2. **Natural Resource Management:** Observations also indicate that natural resource management in tourist villages continues to be conducted using traditional approaches, despite efforts to integrate sustainability aspects. For example, organic

farming is practiced by some local communities to support nature based tourism management.

3. Increased Concern for Cultural Preservation: There is a visible effort from local communities to preserve their culture, although it is not yet fully utilized for tourism purposes. Activities such as traditional art performances and traditional ceremonies are still rarely organized for tourists.

Based on the results of interviews, questionnaires, and observations conducted, it can be concluded that the potential for local wisdom based tourism in Cikakak Tourism Village is substantial. However, several challenges need to be overcome, particularly in terms of more structured management and increased community involvement. The sustainability of this tourism village's development is highly dependent on collaboration between village managers, local communities, and other relevant parties, as well as on more intensive training for managers and local communities.

Interview Data and Interpretation of Interview Results

From interviews with 10 Cikakak Tourism Village managers, it can be inferred that local wisdom is the primary asset that can be leveraged for tourism development in the village. Most managers emphasized that the uniqueness of local culture, such as traditional arts and crafts, is the most attractive factor for tourists. This is in line with the opinion of [Rachmawati, 2020], who asserts that local wisdom based tourism can increase the depth of the tourist experience, thus making them more appreciative and engaged with the local culture.

However, the manager also revealed that despite the great potential, the challenge faced is the lack of training for the community in managing sustainable tourism. Additionally, the limited infrastructure that supports tourism activities is a significant obstacle. Interviews with local communities also revealed that they are aware of the importance of local wisdom based tourism. Still, they require further guidance in terms of promotion and the sustainable management of tourism activities.

Interpretations from these interviews indicate a gap between the existing potential and the ability of managers and local communities to utilize it optimally. Therefore, interventions are needed in the form of training, increasing the capacity of tourism village managers, and strengthening the community's role in supporting local wisdom based tourism management.

Discussion of Questionnaire Results

From the results of a questionnaire distributed to 10 licensed employees in the village tourism sector, data were obtained on their level of satisfaction with the training received. The table showing the average scores from the questionnaire reveals

that employees felt the training was insufficient to support sustainable tourism management. Average scores below 4.0 in almost all aspects indicate a greater need for training in sustainable tourism management and village tourism marketing.

These results underscore the critical role of training and education for tourism industry players in Desa Wisata Cikakak. As stated by [Satria, 2021], training that focuses on sustainability and the wise management of natural resources can have a significant impact on tourism development. Additionally, training in marketing and communication is also urgently needed to help employees and local communities effectively promote the advantages of their village in an increasingly competitive market.

Analysis of Observation Results

Based on the observations made, the researcher can see that tourism activities in Desa Wisata Cikakak still rely heavily on traditional activities, such as art performances and handicraft making. While there is excellent interaction between tourists and the local community, observations indicate that facilitation for these activities remains limited. Tourists are very enthusiastic about activities that involve local culture, but they feel that the comfort and facilities to enjoy these activities still need to be improved.

A critical finding from the observations was that nature management is still conducted using traditional approaches, although there are efforts to develop sustainable, nature based tourism. For example, some local farmers have begun implementing organic farming practices to support the sustainability of the tourism village; however, this approach has not been well integrated into the tour packages offered. This indicates that there is significant potential that has not been fully leveraged, particularly in terms of environmental sustainability.

Comparison with Previous Research

The results of this study align with several previous studies that highlight the potential of local wisdom based tourism. Research by [Hendrawan, 2019] revealed that tourist villages that integrate local wisdom in their tourism management can create a more authentic experience for tourists and provide greater economic benefits for local communities. Similarly, research by [Rachmawati, 2020] shows that management that involves local communities directly can improve tourism sustainability and maximize economic impact for the region.

However, this study also identified similar challenges to those found in previous studies, namely limited infrastructure, the low capacity of managers to utilize local potential optimally, and the need for increased community involvement in the tourism management process.

The results of this study have several practical implications for tourism management in Desa Wisata Cikakak and other tourism villages based on local wisdom. First, there is an urgent need to involve the community more actively in tourism management. This can be done by providing appropriate training to local communities in marketing, tourism management, and cultural preservation.

Second, tourist village managers need to improve infrastructure and supporting facilities for tourism, such as rest areas, accessibility, and facilities for more comfortable tourist activities. This will make tourists feel more at home and increase their satisfaction.

Third, Desa Wisata Cikakak needs to integrate the concept of sustainability in every aspect of tourism management, including the management of natural resources and the implementation of environmentally friendly tourism practices. One way to achieve this is by involving the community in sustainable, nature based activities, such as ecotourism and organic farming.

Research Limitations

Although this research provides valuable insights into the potential of local wisdom based tourism in Cikakak Tourism Village, it has several limitations. First, the sample used in this study was limited to 30 respondents, which means it cannot accurately describe the entire broader population. Second, this study focuses more on the perspectives of managers and local communities, while a wider perspective of tourists could provide a more comprehensive picture.

In addition, limitations in research time and resources also affect the depth of analysis that can be conducted, especially in terms of longitudinal data collection, which can provide a clearer picture of the development of local wisdom based tourism over time.

4. Conclusion

Based on the research results conducted in Desa Wisata Cikakak, Banyumas, it can be concluded that the potential for local wisdom based tourism in this village is substantial and could be a significant attraction for both domestic and international tourists. The village's local wisdom, such as traditional arts, handicrafts, and environmentally friendly nature management, is a key asset that can be further developed to attract more tourists. Despite this potential, significant challenges persist in sustainable tourism management. Infrastructure limitations, lack of training for communities in tourism management, and low awareness of the importance of cultural and natural preservation are problems that need to be addressed. Therefore, efforts are required to increase the capacity of tourism village managers and involve the community more actively in every aspect of management. Training in sustainable

tourism management, marketing of tourism villages, and wise management of natural resources is needed to strengthen the position of Cikakak Tourism Village as a leading tourism destination. In addition, improving supporting infrastructure such as public facilities and accessibility will also be very helpful in enhancing tourist comfort, which in turn can increase their satisfaction.

Overall, the development of local wisdom based tourism in Desa Wisata Cikakak has enormous potential to improve the local economy and preserve culture, provided that management is carried out in a planned and sustainable manner. Active community participation, continuous training, and the development of supporting infrastructure are key factors in the success of locally wisdom based tourism management in this village.

This research offers valuable insights for tourism village managers and other stakeholders in designing more inclusive and sustainable tourism development strategies. However, this study also has limitations, such as a limited sample size and a short research period, which can be taken into consideration for further, more in depth research.

5. References

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