

LOCAL WISDOM-BASED TOURISM DEVELOPMENT MODEL

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Abstract: Global awareness of the value of preserving the environment and traditional ways of life is driving up demand for conservation tourism. Aiming to raise the economic status and living standards of their citizens, numerous nations are attempting to cultivate community-based tourism in preparation of this trend. Additionally, people will be inspired to improve many elements of their lives, such historical preservation and environmental conservation, knowing that visitors will be visiting their towns.

Research in the fields of tourism and community empowerment are combined to create community-based tourism (CBT) (Local Wisdom). The aim of this study is to apply the Structural Equation Model (SEM) method to construct the notion of a tourism development model based on local wisdom. Because there are multiple explanations for real-world phenomena in the field, CBT research is multifaceted.

INTRODUCTION

Many nations are working to promote community-based tourism to raise the standard of living for their citizens and boost their economies as a result of the growing worldwide awareness of the significance of protecting the environment and the traditional way of life. Furthermore, they will be inspired to better many facets of their lives, like preserving their customs and culture, knowing that visitors will be visiting their hometowns.

Sustainable tourism emphasizes responsible tourism operations that meet current human needs and aspirations without compromising the potential to meet future human needs and aspirations. It does so by applying economically viable (economic), environmentally viable (environmental), socially (socially acceptable), and technologically appropriate (appropriate technology) principles.

Development that is sustainable for tourism is one which preserves and enhances potential to fulfill future needs while simultaneously catering to the needs of visitors and local communities. Natural resource management, which includes managing forests, land, and water, managing development's effects on the environment, and developing human

resources are all factors in sustainable development, which maximizes the advantages and suitability of available natural and human resources. Institutional instruments from the public, commercial, non-governmental, and international sectors must be incorporated in order to meet this requirement.

In local wisdom, the term "local wisdom" refers to a particular collection of knowledge, values and practices gained from the experiences and adaptations of a group of people living in a particular location. These experiences provide certain patterns of thought and action as a way to live in harmony with their environment, with others, and with themselves.

RESEARCH METHODS

This study uses a literature review or literature review. Literature review serves as a foundation for research activities and provides concepts, frameworks, or directions for analyzing and classifying facts collected in research. The literature review also includes descriptions of theories, results, and other research materials obtained from reference materials. Researchers seek data from journals and articles that have been published to be used as a solid basis for discussion of the relationship between customer experience and satisfaction on their desire to return to a tourist spot. Snyder (2019) states that literature review is a research method that aims to collect and take the essence of previous research and analyze several expert reviews written in text.

This study chose a semi-systematic approach for its review process. The semi-systematic approach tends to look at how research topics in a particular field evolve over time. Snyder's (2019) recommendations, namely designing the review, conducting the review, analysis, and writing the review, are the steps followed by the authors in conducting the literature review. At the analysis stage, the information that needs to be discussed is selected, the information present in the articles is compared, and a review is conducted to ensure the quality of the literature analysis process. Next, choosing how to write the results of the analysis to suit the research objectives. After selecting the literature, the researcher takes the important parts of each work that has been read thoroughly during the review process until the writing is presented in accordance with the research objectives.

RESULTS AND DISCUSSION

Structural Equation Modeling (SEM) modeling concept

Community-based research (CBT) is usually a combination of research in tourism and research in community empowerment (local wisdom). CBT research is multi-dimensional, meaning that practical phenomena in the field can be described by various economic and agricultural dimensions, known as indicators or observable variables.

A complete SEM modeling essentially consists of a measurement model and a structural model. The measurement model, also known as the measurement model, is intended to ascertain the dimensions developed on a factor. The relationship structure model establishes or explains the causality or relationship between the factors. Several steps need to be taken to create a complete modeling (Ferdinand, 2002; Ghozali, 2005; Wijanto, 2008; Wijaya, 2009).

Theory-based model development: The first step in developing a theoretical SEM model is to find or develop a model that has a strong theoretical basis. After that, the model is empirically validated through SEM analysis programming. Therefore, to obtain theoretical justification for the developed model, a researcher must conduct a series of scientific explorations through in-depth literature review. SEM analysis cannot be used if it does not have a solid theoretical basis. Hypothesis development, which is based on theories, forms the basis for the relationship between latent variables and their indicators.

Development of path diagrams to show causal relationships. In this second step, the theoretical model that has been built in the first step will be depicted in a path diagram. The path diagram will make it easier for researchers to see the causal relationship being tested. In SEM modeling, researchers work with constructs, namely concepts that have sufficient theoretical footing to explain various forms of relationships. In this stage, we will determine the flowchart in terms of the various constructs that will be used and look for variables to measure the constructs.

Convert the path diagram into a series of structural equations and measurement model specifications. Once a theory or theoretical model has been developed and depicted in a path diagram, researchers can begin to convert the model specification into a series of equations.

Community Empowerment

The community approach model has become the standard for the tourism development process in peripheral areas, where involving the community is a very important factor for the success of tourism products. D'amore provides model guidelines for community-based tourism development, namely;

- Identifying development priorities carried out by local residents (residents)
- Promoting and encouraging local residents
- Involving local residents in the industry
- Local capital investment or entrepreneurship is needed
- Resident participation in a wide range of events and activities
- Tourism products to reflect local identity
- Address problems that arise before further development

The points above summarize the community approach. Local communities must be "involved", so that they can not only enjoy the benefits of tourism and further support tourism development where the community can provide lessons and explain in more detail about their history and uniqueness. Empowerment of local communities is a very important paradigm in the framework of the development or management of cultural and tourism resources. The importance of community empowerment in these developments is underlined by Murphy (1985), who views cultural and tourism activities as "community-based activities", namely that the resources and uniqueness of local communities in the form of both physical and non-physical elements (traditions and culture) inherent in the community are the main driving elements of cultural and tourism activities themselves; on the other hand, local communities that grow and coexist with a tourist attraction cannot be denied have actually become part of an ecological system that relates to cultural and tourism resources.

The Concept of Local Wisdom and Culture

Local wisdom consists of two words, local and wisdom. According to John M. Echols and Hassan Syadily's Indonesian English Dictionary, local means local, and wisdom equals wisdom. In general, local wisdom, or local wisdom, can be defined as local (local) concepts that are wise, full of wisdom, valuable, and embedded and followed by members of the community.

According to Wagiran (2012), local wisdom refers to at least three ideas: (1) local wisdom comes from old experiences that are used to indicate one's behavior; (2) local wisdom cannot be separated from the environment of its owner; and (3) local wisdom is flexible, open, and always changing with the times. Local wisdom as a tool and idea develops along with human social development in its sociocultural context, especially historical factors. Therefore, local wisdom always exists in every reality of society, and the value system of local tradition norms is its source.

Koentjaraningrat, 2010; says that local wisdom is closely related to culture and has three forms: ideas, actions, and artifacts. Local wisdom covers the space of ideas and notions, the space of practices, and the physical space, according to this definition. To explore local wisdom in society, it is important to pay attention to these three dimensions. This research will definitely use the conceptual framework of local culture when collecting data.

From a basic philosophical perspective, Wagiran says that wisdom can be divided into two parts: the first consists of abstract concepts, thoughts, and intellect; the second includes a variety of knowledge, perspectives, values, and practices of the community obtained, both from previous generations and from current experiences. including also its relationship with modernizing societies or other cultures. b) local wisdom consisting of concrete objects, such as artifacts that provide symbolic meaning and decorate human life.

Local Wisdom and Culture includes all types of knowledge, beliefs, understanding, or human insight in running their lives from various perspectives, such as political, economic, social, cultural, religious, and environmental, as well as activities carried out by local communities to answer various problems to meet their needs.

Local wisdom refers to a community's ability to understand and adapt to its environment. Local wisdom is the worldview, knowledge, and life strategies used by local communities to solve problems and fulfill their needs. In foreign languages, it is often referred to as local policy, "local knowledge", "local knowledge", or "local wisdom". Each community has local wisdom, which helps them adapt to their daily lives. Local wisdom usually appears in the form of natural and social balance to achieve harmonization (Yenrizal, 2012).

Local Wisdom in Tourism Development

Local wisdom is a collection of knowledge, values, and norms derived from the experience and adaptation of a group of people living in a particular location. This particular pattern of thought and action is produced as a way to live in harmony with their environment, with each other, and with themselves (Djajadi, 2014). Local wisdom can be tangible (e.g., traditional artworks, texts, or advice) or intangible (e.g., value systems, songs, or advice). Based on its type, local wisdom consists of governance, value systems, procedures, and special provisions, such as sensitive areas and sacred areas or buildings.

Walker (1996) states that the incorporation of local wisdom in tourism development can benefit local communities in economic, physical, and socio-cultural terms. 1. Economic, which includes employment opportunities, job diversity, and increased income for residents and regions; 2. Physical environment, which includes maintaining historical buildings and cultural and natural heritage, building new infrastructure, and increasing flora and fauna conservation efforts; and 3. Socio-cultural, which includes efforts to maintain local cultural values, increase visits to tourist attractions, and maintain local traditions.

There are several approaches that can be used in the development of local wisdom-based tourism (Sastrayuda, 2010). The first is a participatory planning approach, which involves all theoretical and practical aspects of planning and development of tourism area sustainability; the second is the approach to the potential and characteristics of the availability of cultural products that can support the sustainability of tourism area management; and the third is a community empowerment approach, which provides facilities that are able to support sustainability.

Pendit (2006) includes marine tourism into the category of nature tourism. According to Erickson (2001), to develop natural tourism that incorporates elements of local wisdom must go through several stages of development. These stages include identification of resources, investigation of existing potential, creation of a program plan and its management, product development, communication and marketing, and research. This research only conducted the first and second stages because they were adjusted to the relevance of the study location which is still at the exploration stage. The stage of engagement in terms of tourist destination development has just entered this stage. This is in accordance with Butler's (1980) opinion.

The model development process involves analyzing the profile of the poor, the profile of access and control over the activities developed in the tourist village, and the factors causing the powerlessness of the poor. In addition, the program analysis is aimed at increasing the participation of the poor in the development of local wisdom-based tourism villages and designing the empowerment of the poor. The model development process also includes development, evaluation, revision, pilot testing, analysis, revision, and implementation. To realize the independence of the poor, further development is needed. The most important thing is for the poor to be more involved and actively participate in various activities that increase income and welfare.

Community Based Tourism (CBT)

Community-based tourism (CBT) is the development of tourism with a high level of local community involvement and can be accounted for from social and environmental aspects. Communities need recognition for their work, their creativity, and they expect tourists to provide recognition for the products they produce (Hermantoro, 2014).

World Wide Found for Nature (WWF) states Community Based Tourism (CBT) as "A form of tourism where the local community has a substantial control over and involvement in its development and management; and a major proportion of the benefits remain within the community." If interpreted freely, community-based tourism can also be interpreted as the provision of products, services, knowledge and skills that can be found in the local community, and offered by local actors/steakholders themselves ("Kyrgyz Community Based Tourism," n.d., accessed on August 15, 2016).

Cox in Pitana (2009) says that "Tourism development is based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment." Therefore, any destination development undertaken should adopt content that reflects the values of local wisdom, including in the development of tourist attractions, safety, and tourist facilities. Community Based Tourism (CBT) is considered a suitable platform to realize a quality and sustainable tourism village. Local communities can continue to work according to their character, and tourists can enjoy it. That way, the works of local communities can add to the richness of the destination, while tourists can enjoy it to their satisfaction, then it is hoped that it will have an impact on the loyalty of these tourists in traveling.

The definition of community based tourism (Muallisin, 2007) is tourism that recognizes cultural, social and environmental sustainability. This form of tourism is managed and owned by the community to help tourists raise their awareness and learn about the local way of life. Community Based Tourism has a different concept from mass tourism. Community Based Tourism is a tourism development model that assumes that tourism should be based on the awareness of the values of community needs in an effort to build tourism that is more beneficial to the needs, initiatives and opportunities of local communities.

Table 1 of Indicators and Variables in Structural Equation Modeling (SEM)

No	Variable	Conceptual Definition of Variables	V	Indicator
1	Tourism Village Development	Walker (1996) states that the incorporation of local wisdom in tourism development can benefit local communities in economic, physical, and socio-cultural terms.	X1.1 X1.2 X1.3	Economy Physical Environment Social Culture
2	Tourist Attraction	According to Law of the Republic of Indonesia Number 10 of 2009, tourist attraction can be defined as everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that become the purpose or destination of tourist visits.	X2.1 X2.2 X2.3 X2.4 X2.5	Natural Tourism Areas Man-made Tourism Areas Facilities & Infrastructure Kaw. Cultural Tourism Arts Products and Facilities
3	Community Empowerment	Murphy (1988) emphasizes the importance of community empowerment in such developments, stating that cultural and tourism activities are "community-based activities", meaning that the resources and uniqueness of local communities, including physical and non-physical elements (traditions and culture), are the main drivers of cultural and tourism activities themselves.	X3.1 X3.2 X3.3 X3.4 X3.5 X3.6 X3.7	Identify development priorities Promoting and encouraging local residents Involvement of local people in industry Local capital investment or entrepreneurship Resident participation in events Tourism products reflect local identity Address problems that arise prior to further development
4	Local Wisdom Cluster	The tourism cluster system is a sustainable means of Indonesia's economic development to develop local tourism wisdom into tour packages.	X4.1 X4.2 X4.3 X4.4	Cultural arts cluster Religious tourism cluster Historical tourism cluster Local specialty souvenir cluster.
4	Local Wisdom	According to John M. Echols and Hassan Syadily's Indonesian English Dictionary, "local" means local, and "wisdom" means wisdom. Local wisdom can be cultural (values, norms, ethics, beliefs, customs, customary laws, and special rules), and diversity in social practices based on cultural wisdom (Haryanto, 2014:212).	Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6	Values Norms Ethics Belief Customs Customary Law
5	Community-based Tourism	<i>Community-based tourism recognizes cultural, social, and environmental survival (Muallisin, 2007). This type of tourism is owned and managed by the community. It helps tourists learn about the local way of life. According to the tourism development model known as CBT, tourism should start with an awareness of the values of the community's needs in order to build tourism that is more favorable to the needs, initiatives, and opportunities of the local community.</i>	Y2.1 Y2.2 Y2.3 Y2.4 Y2.5	Melibatkan Masyarakat Luas Manajemen pariwisata yang baik Kemitraan yang kuat baik ke dalam dan ke luar Keunikan atraksi Konservasi lingkungan tidak terabaikan
6	Kesejahteraan Masyarakat	Efforts to improve community welfare in accordance with the World Bank program are carried out through three poverty alleviation strategies (UNDP, 2006). The three poverty alleviation strategies include: (1) Expanding opportunities (promoting opportunities) for the economic activities of the poor, (2) Facilitating empowerment by developing institutions for the poor through the removal of social barriers to poverty alleviation, (3) Expanding and deepening safety nets (enhancing security) so that the poor have the ability to manage the risk of negative effects of strengthening macroeconomic stabilization policies.	Y3.1 Y3.2 Y3.3	Expanding opportunities (promoting opportunity) Facilitating empowerment processes Widening and deepening the safety net (enhancing security)

Source: Analysis Result, 2023

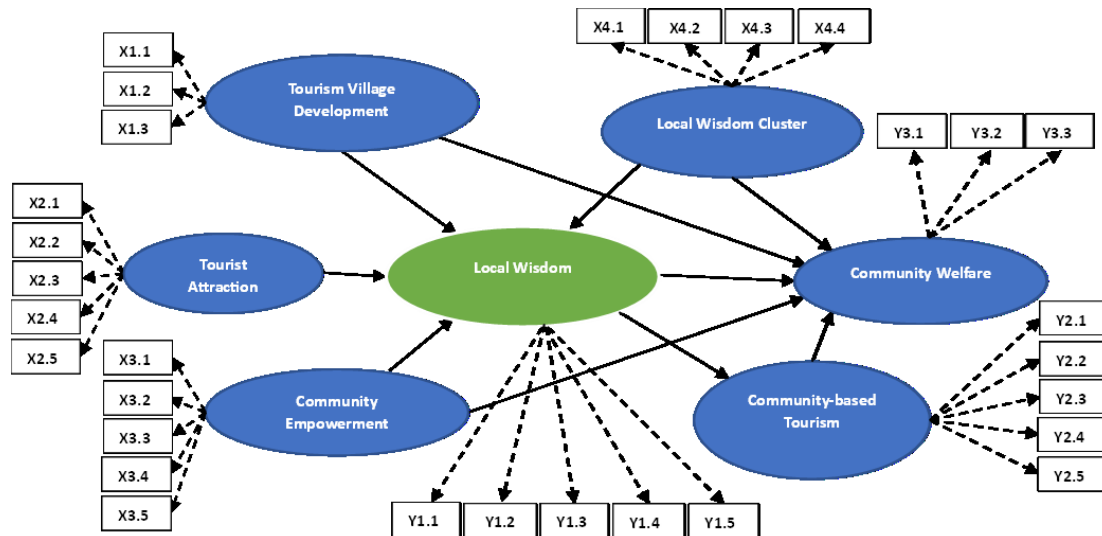


Figure 1 Path Diagram of Theoretical Model

CONCLUSION

Structural Equation Modeling (SEM) is a data analysis technique used to explain the relationship between variables in research. This technique is not used to create a theory, but rather to examine and validate a model.

Local Wisdom is very important because every tourist village development has the potential to develop its area and has a need that always increases its tourist attractiveness. If the tourist area is well managed, local wisdom will lead to Community Base Tourism. According to this development model, tourism must begin with an awareness of the values of community needs to build tourism that is more favorable to the needs, initiatives, and opportunities of local communities. These needs require passion and a desire to fulfill them quickly. Management, management ability, motivation, and risk-taking courage are some of the components of entrepreneurship.

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