



## **Sustainable Tourism Development through Local Wisdom in Pentingsari, Yogyakarta**

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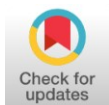
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### **Abstract:**

This study explores the pivotal role of local wisdom in fostering sustainable tourism development in Pentingsari Tourism Village, Yogyakarta, against the backdrop of mass tourism's threats to environmental integrity and sociocultural continuity. The research aims to identify key elements of local wisdom, examine their interaction with tourism practices, and assess their contribution to sustainability frameworks. Adopting a qualitative approach, data were collected through in-depth interviews, participant observation, focus group discussions, and document analysis, then analyzed using Miles and Huberman's interactive model supported by Interpretative Phenomenological Analysis to uncover emergent themes. Findings reveal that values such as gotong royong (mutual cooperation), environmental stewardship, Islamic ethical norms, and cultural preservation are deeply embedded in tourism governance and provide resilience against crises, including the 2010 Merapi eruption and COVID-19 pandemic. Community participation, particularly through youth organizations, strengthens cultural transmission and innovation, while partnerships with government, NGOs, and the private sector enhance institutional capacity and economic empowerment. Pentingsari demonstrates that prioritizing quality over quantity of visitors, developing nature-based educational tourism, and integrating traditional knowledge into modern tourism practices generate inclusive economic benefits, cultural pride, and ecological responsibility. The conclusion underscores that Pentingsari offers a replicable model of community-based tourism rooted in local wisdom, balancing cultural vitality, environmental care, and economic viability. However, the study also highlights challenges of cultural commodification, dependency on tourism markets, and ecological carrying capacity, suggesting the need for further research on scalability across diverse socio-cultural contexts.

**Keyword:** Local Wisdom, Sustainable Tourism, Pentingsari Tourism Village, Cultural Preservation.



## **INTRODUCTION**

Tourism is a pivotal driver of economic growth, stimulating sectors such as services, manufacturing, and infrastructure (Husein & Aisyah, 2024). In Indonesia, it ranks among the top foreign exchange earners, generating approximately US \$14 billion in 2023 and contributing 3.9% to GDP, with projections rising to 5.5% by 2025 (Gentala Institute, 2023; WTTC, 2024). This expansion is underpinned by strategic government

investment in infrastructure, marketing, and destination development. Yogyakarta, distinguished by its rich cultural heritage and vibrant communities, recorded over 24 million domestic trips and 6,728 international arrivals in 2024 (Badan Pusat Statistik Provinsi DIY, 2024). Within the region, nearly 199 tourism villages exist, with Sleman Regency hosting over 65 (Ministry of Tourism and Creative Economy, n.d.). These villages exemplify rural tourism models that integrate cultural immersion, local wisdom, and ecological sustainability.

Nonetheless, mass tourism's rapid growth threatens environmental integrity and sociocultural fabric, manifesting in habitat degradation, cultural commodification, displacement, and uneven economic benefits (Nainggolan, Prihadi, & Mulyana, 2024). Weak governance exacerbates these issues, fostering social inequity and skepticism about tourism's developmental role. Alternative tourism involves a niche segment of tourists with specific interests, distinct from mass tourism. The importance of managing visitor numbers and behaviors to ensure sustainability, particularly in tourism villages with unique environmental and cultural characteristics. This framework advocates for promotion, conservation, empowerment, and collaboration to maintain local values and ecosystems (Citra & Pitana, 2023).

Within this paradigm, Community-Based Tourism (CBT) places local populations at the core, promoting inclusive growth and equitable benefits through direct host-visitor interactions (Ernawati et al., 2017; Manaf et al., 2018). The Pentahelix communication model comprising government, academia, the private sector, communities, and media serves as an effective framework for implementing CBT through collaborative governance and shared responsibility (Yasir et al., 2021).

Tourism villages illustrate CBT principles by combining agro-tourism, ecotourism, and cultural tourism to offer immersive, small-scale experiences rooted in traditional knowledge and community life (Jegdić et al., 2017; Arida et al., 2019). These align with the Global Sustainable Tourism Council's (GSTC) framework encompassing management, socio-economic, cultural, and environmental sustainability dimensions.

Pentingsari Tourism Village in Sleman, Yogyakarta, epitomizes successful CBT, earning the 2023 ASEAN Tourism Award for its community empowerment and sustainable practices (Kompas.com, 2025). From 998 visitors in 2008 generating Rp 28 million, the village grew to over 32,000 visitors and Rp 4.95 billion revenue by 2024 (Ministry of Tourism and Creative Economy, n.d.). Despite its success, unchecked growth risks eroding local wisdom and environmental quality (Aji & Faniza, 2024). Local wisdom, an amalgam of cultural identity, ethical norms, and adaptive knowledge passed down generations forms the foundation of Pentingsari's sustainability ethos (Government of Republic Indonesia, Law No. 32/2009; Bahardur, 2018).

This research aims to (1) identify local wisdom elements within Pentingsari's tourism, (2) evaluate tourism's impact on these values, and (3) assess their role in sustainable tourism frameworks. The central inquiry is: How can Pentingsari's local wisdom be effectively integrated into sustainable tourism development?. By elucidating these cultural and environmental practices, this study seeks to inform policies and strategies that balance economic viability with cultural respect and ecological stewardship, offering actionable insights for local governments, NGOs, and community stakeholders. Academically, it contributes to bridging indigenous knowledge with sustainable tourism theory, enhancing rural community-based tourism practices in Indonesia.

## RESEARCH METHOD

This research adopts a qualitative approach utilizing Interpretative Phenomenological Analysis (IPA) to deeply understand the lived experiences and subjective meanings related to local wisdom and sustainable tourism in Pentingsari Tourism Village. IPA is a contemporary qualitative method characterized by phenomenological, hermeneutic, and idiographic principles, enabling researchers to interpret how participants make sense of their experiences (Smith et al., 2009; Hutagalung et al., 2021). Data collection involved multiple techniques to ensure rich and comprehensive insights. These included semi-structured interviews, informal conversations, direct observations, and focus group discussions (FGD). Such triangulation fosters robust data gathering, with interviews and conversations providing personal narratives, observations revealing contextual dynamics, and FGDs enabling collective perspectives on key themes (Braun, Clarke, & Gray, 2017).

The research was conducted in Pentingsari Tourism Village, located in Sleman Regency, Yogyakarta Special Region, Indonesia. The site was purposively chosen for its prominence as a model of community-based tourism integrating local wisdom and sustainability. Key informants were selected through purposive sampling based on their active roles and involvement in the village tourism management and cultural preservation. Nine participants ranging in age and position including village managers, cultural leaders, and local residents contributed detailed experiential knowledge.

Table 1. Purposive Sampling Research

Participant	Age	Role	Location
P1	33	Marketing Division Member	Pentingsari Hemlet
P2	52	Camping Ground Division Member	Pentingsari Hemlet
P3	26	Secretary 1 Division Member	Pentingsari Hemlet
P4	60	Local Community Member	Pentingsari Hemlet
P5	57	Village Manager (Chairperson)	Pentingsari Hemlet
P6	58	Activities Division Member	Pentingsari Hemlet
P7	68	Cultural Arts Division Member & Cultural Figure	Pentingsari Hemlet
P8	45	Secretary 2 Division Member	Pentingsari Hemlet
P9	45	Activities Division Member	Pentingsari Hemlet

Source: Author, 2025

Data analysis followed the iterative, interactive model proposed by Miles and Huberman (1994), encompassing three core activities:

1. Data Reduction: Filtering, selecting, and organizing raw data to condense complexity into manageable and focused information.
2. Data Display: Presenting reduced data in structured formats narratives, tables, diagrams to facilitate understanding and analysis.
3. Conclusion Drawing and Verification: Interpreting findings to develop themes and verifying their validity through cross-checking and reflective engagement.

The complete flow of the data analysis method of Conclusion Drawing and Verification is illustrated in the following figure:

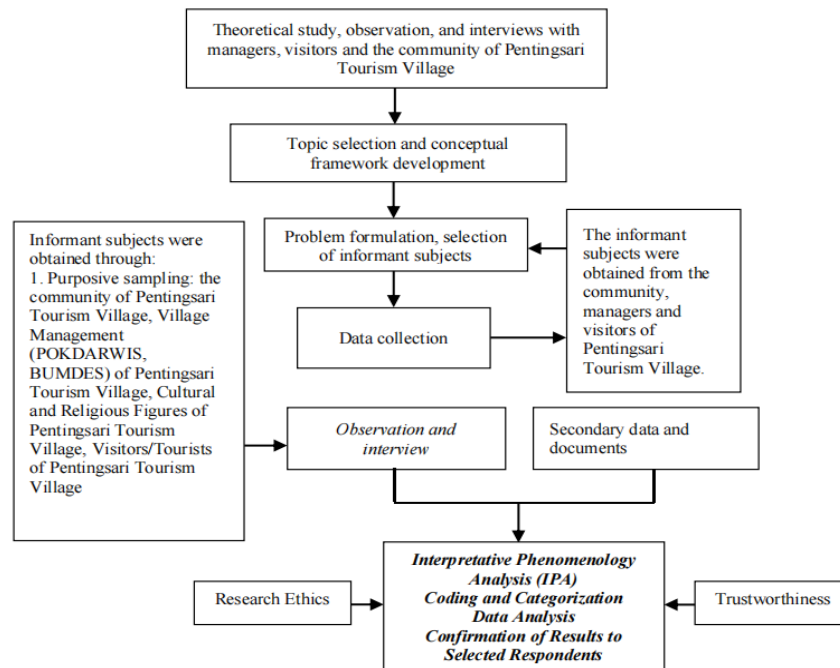


Figure 1. Data Analysis Method of Conclusion Drawing and Verification Adapted Smith (2009)  
 Source: Author, 2025

Transcriptions of interviews and discussions were meticulously coded to identify emerging themes and super-ordinate categories (Mekarisce, 2020). This rigorous process allowed for an in-depth interpretation of how local wisdom informs and shapes sustainable tourism development in the Pentingsari community. By applying IPA, this study not only explores external phenomena but also delves into the participants' subjective experiences, offering a nuanced understanding of the interplay between culture, community, and tourism sustainability.

## RESULTS AND DISCUSSION

These results highlight the crucial role of local wisdom and active community participation in achieving sustainable tourism development in Desa Wisata Pentingsari. They demonstrate how balancing cultural preservation, environmental stewardship, and economic growth can create authentic and resilient tourism experiences that benefit both residents and visitors.

### 1. Community Collaboration and Recognition in Pentingsari Tourism Development

This study shows that Pentingsari's sustainable tourism is built on integrating local wisdom supported by the pentahelix model, focusing on alternative tourism (educational tourism in Pentingsari) rather than mass tourism. Its unique historical and cultural heritage distinguishes it from mainstream tourism, while strong community cohesion ensures shared benefits and collective care. The community's resilience through crises like the 2010 Merapi eruption and COVID-19 has strengthened tourism continuity.

Islamic ethical norms guide respectful, culturally sensitive management. The emphasis on nature-based educational tourism suits local environmental capacity and attracts niche markets like schools. Collaboration with government, NGOs, and the private sector has enhanced capacity and visibility at national and international levels. Economic empowerment reduces urban migration and promotes inclusive growth.

Ongoing innovation rooted in tradition maintains competitiveness. Table X summarizes these components, mechanisms, and outcomes, offering a valuable framework for developing community-based sustainable alternative tourism.

Table 1. Framework of Pentingsari's Local Wisdom Integration into Sustainable Tourism

Local Wisdom Component	Mechanism in Tourism Practice	Sustainability Outcome	Key Years / Events
Historical and cultural heritage	Developed as educational tourism content and authentic village experiences	Preservation of cultural identity; differentiation from mass tourism	Oral history and traditional "Gedek" houses (since Japanese occupation, 1940s); ongoing cultural preservation efforts
Community cohesion (gotong royong)	Collective management of tourism activities and joint community decision-making	Equitable benefit-sharing; strong community support	Perkarang Indah Competition (early 2000s); Establishment of village tourism committee (2008); Post-Merapi eruption recovery (2010–2011)
Resilience to crises (Merapi eruption, COVID-19)	Recovery through mutual cooperation, infrastructure restoration, and tourism innovation	Enhanced adaptive capacity; sustained tourism continuity	Merapi eruption (October 21, 2010); Recovery and WCTE-UNWTO award (2011); COVID-19 pandemic (2019–2021)
Islamic ethical norms	Tourism regulations: event restrictions, prayer time observance, accommodation ethics	Social harmony; culturally sensitive tourism governance	Local regulations established during initial tourism development (2008) and ongoing adjustments
Alternative tourism positioning	Focus on nature-based educational and experiential learning tourism	Reduced environmental pressure; alignment with local capacity	Official establishment of tourism village (2008); Expansion of school-based market (2009–present)
Institutional and external partnerships	Collaboration with government, NGOs, CSR programs, and ASEAN initiatives	Capacity building; enhanced tourism quality	Core Tourism Program (early 2000s); PNPM Tourism (2009); CSR support from Bank BCA (since 2014); ASEAN Workshop (2019)
Economic empowerment	Provision of local employment; development of micro-enterprises; women's empowerment	Reduced urban migration; inclusive economic growth	Sustainable empowerment since tourism village establishment (2008), supported by PNPM and CSR programs
Innovation anchored in tradition	Benchmarking other tourism villages and continuous	Increased market competitiveness; sustainable tourism growth	Benchmarking Candi Rejo Village (2010s); International awards (2011, 2019);

Local Wisdom Component	Mechanism in Tourism Practice	Sustainability Outcome	Key Years / Events
	refinement of tourism products		Adaptations during COVID-19 pandemic

Source: Author, 2025

Strong collaboration between the community and management in Pentingsari has resulted in numerous regional, national, and international recognitions for sustainable and ethical tourism practices. Key achievements include:

Table 3. Pentingsari Achievements and Awards

No.	Year	Award / Recognition	Institution / Event
1	2008 (June)	Second Place, Tourism Village Competition	Sleman Regency
2	2009 (Nov)	First Place, Tourism Village Competition	Yogyakarta Special Region
3	2009 (Nov)	Special Award for Unique Natural Attractions	Yogyakarta Provincial Tourism Office
4	2011 (June)	Best Practice of Tourism Ethics at Local Level	WCTE-UNWTO
5	2011 (Sept)	Citra Pesona Wisata / Cipta Award	Ministry of Culture and Tourism
6	2011 (Sept)	Kedaulatan Rakyat Award, Tourism Pioneer Category	Local Media Award
7	2012 (Sept)	Citra Pesona Wisata / Cipta Award	Ministry of Tourism and Creative Economy
8	2012 (Dec)	National Best Community Empowerment Companion for Tourism Village	Ministry of Social Affairs
9	2013 (Nov)	Jury and Host, Indonesian Tourism Village Award Event	Ministry of Tourism and Creative Economy
10	2014 (Sept)	Jury, Indonesian Tourism Village Award Event	Ministry of Tourism and Creative Economy
11	2017 (Sept)	Green Bronze Award, Economic Benefits Category	Indonesian Sustainable Tourism Award (ISTA)
12	2018	Second Place, Tourism Village Festival – Independent Category	Sleman Regency
13	2019 (Sept)	Green Destination Award Top 100	Netherlands
14	2020	Certification and Award for Sustainable Tourism Village	CB ISTC, Ministry of Tourism and Creative Economy
15	2021	Inspirational Independent Tourism Village Award	Ministry of Tourism and Creative Economy
16	2022 (Feb)	ASEAN Sustainable Tourism Award (ASTA)	ASEAN, Cambodia
17	2023 (Feb 5)	ASEAN Tourism Award, Community-Based Tourism Category	ASEAN
18	2024	Best Performance Award for Partner Tourism Village	Bank BCA

Source: Author, 2025



These numerous awards and recognitions not only reflect Pentingsari's commitment to sustainable and community-driven tourism but also highlight the effectiveness of integrating local wisdom with collaborative governance. Such consistent achievements have strengthened the village's reputation and motivated continued innovation, community empowerment, and environmental stewardship in its tourism development. Currently, over 70% of Pentingsari's residents are empowered through community groups supporting 80 homestays (195 rooms), cultural performers, home industries, small shops, security personnel, and guides. Annual tourist visits have stabilized between 30,000 and 35,000, reaching 50,779 by mid-2023, generating approximately IDR 3.45 billion in income.

Ongoing innovation rooted in tradition enables Pentingsari to continuously refine its tourism offerings, maintaining competitiveness in a dynamic market. This comprehensive framework demonstrates how the operationalization of local wisdom through collective action and strategic partnerships effectively drives sustainable alternative tourism. Pentingsari's experience offers valuable lessons for community-based tourism initiatives seeking to balance cultural preservation, social equity, economic viability, and environmental stewardship.

## 2. Attractions of Pentingsari Tourism Village

Pentingsari Village aims to demonstrate that a tourism village's success relies not solely on its physical attractions but also on the community's commitment to advancing its social environment. The village prioritizes local wisdom and natural beauty as an experiential learning space rather than conventional entertainment tourism. Natural Attractions; Unlike other destinations boasting waterfalls or lakes, Pentingsari offers a well-preserved, fertile landscape on Mount Merapi's slopes, enriched by the 2010.



Figure 2. Four Punakawan as Iconic Figure In Pentingsari (Punakawan)

Sources: Author, 2025

The community manages productive agriculture and plantationssuch as salak, coffee, cacao, and tuberssupporting local food security. Flood-prone rice fields and rivers (Sungai Kuning and Sungai Pawon) serve as educational and trekking sites. Fish ponds and natural bridges further enhance the village's ecological appeal. Cultural Attractions, Pentingsari emphasizes simplicity and everyday rural life, fostering genuine social hospitality. Collective environmental stewardship is demonstrated through traditions like "Clean Friday," which also engages tourists. The village preserves local

herbal medicine practices and traditional children's games, countering the influence of digital culture. Javanese culture, intertwined with Islamic influences, persists in life-cycle rituals (birth, circumcision, marriage, death), attracting international visitors. Unique to Pentingsari is the focus on the *punakawan* puppetry figures (Semar, Bagong, Petruk, Gareng), presented through interactive workshops using dried grass puppets led by local youth, promoting community involvement and cultural preservation.

### 3. Accessibility of Desa Wisata Pentingsari

Pentingsari Tourism Village enjoys a strategic location on the slopes of Mount Merapi, making it easily accessible for visitors. The village is well connected through a provincial road that accommodates various types of vehicles, including large buses, which ensures smooth travel for both individual tourists and group visits. Its proximity to Yogyakarta (24.6 km), Magelang (52.2 km), and Surakarta (64.5 km) further enhances its accessibility, positioning it as a convenient destination for domestic and international travelers alike.

In addition to its connectivity, the surrounding environment offers a range of attractions that strengthen Pentingsari's appeal. Popular destinations such as Stone Henge, the Merapi Museum, Batu Alien, and the Mount Merapi National Park are located nearby, allowing visitors to combine their trip with diverse experiences. The well-known Merapi Jeep Tour is often integrated into travel itineraries, providing an adventurous complement to the cultural and natural attractions of the village itself.

Overall, the quality infrastructure and nearby tourism networks highlight Pentingsari's capacity to accommodate large numbers of visitors. This accessibility not only supports sustainable visitor flow but also enhances the village's potential as a competitive rural tourism destination. With strong linkages to major cities and surrounding attractions, Pentingsari is well positioned to attract a broad market segment, ranging from educational tours to leisure travelers seeking both nature and cultural immersion.

### 4. Facilities and Infrastructure of Pentingsari Tourism Village

Pentingsari Tourism Village maintains its rural authenticity by prioritizing educational and cultural tourism over commercialized entertainment. Visitors are offered an immersive experience through 60 homestays located in local houses, which provide modest yet secure accommodations while fostering direct interaction with village life. This homestay system not only delivers cultural enrichment for tourists but also strengthens community involvement by integrating tourism with local households.

The village also provides a natural camping ground that serves as a hub for outdoor learning, particularly popular among students and nature-oriented groups. Traditional *pendopos*, functioning as open-air pavilions, create spaces for communal gatherings, cultural learning, and social interaction. Moreover, Pentingsari has established specialized activity posts that enable hands-on experiences in traditional crafts and practices, including batik-making, Javanese dance, gamelan music, and agriculture. These facilities leverage the village's cultural assets while supporting educational tourism programs rooted in community knowledge.

To enhance visitor convenience, Pentingsari is equipped with clean public toilets and traditional food stalls that offer local culinary specialties. These amenities improve the overall travel experience while also contributing to the local economy by engaging



community members in tourism-related businesses. Collectively, the village's facilities reflect a strong commitment to sustainability and authenticity, ensuring that tourism development aligns with cultural preservation and community empowerment.



Figure 3. Educational Tourism Activities Planting Rice  
Source: Author, 2025

#### 5. The Essence of Sustainable Practices in Pentingsari

Local wisdom serves as a fundamental pillar in shaping the character and identity of a community, including within the context of sustainable tourism practices. Amidst the rapid growth of modern tourism, traditional values embedded in local cultures must be rediscovered and recontextualized not merely as cultural symbols, but as guiding principles in developing tourism that is environmentally responsible, socially inclusive, and oriented toward long-term resilience. Key sustainability principles practiced in Pentingsari are as follows:

- a. Local Wisdom in Pentingsari Tourism Village Toward Sustainable Tourism; Historically perceived as marginalized and underdeveloped, rural areas like Pentingsari have undergone significant transformation. Contrary to stereotypes of isolation and limited access, Pentingsari villagers now enjoy improved infrastructure, education, and health services, fostering connectivity with urban centers. Pentingsari, once a poor community vulnerable to volcanic eruptions, has evolved into a self-reliant tourism village. Its rich historical and cultural heritage rooted in Javanese traditions and the legacy of ancestral figures such as Eyang Kyai Jakarta forms a strong local identity. This identity fuels community pride and a sense of belonging, evidenced by returning migrants and active cultural participation. Residents demonstrate deep respect for ancestral wisdom, both tangible and intangible, integrating it into daily life and sustainable village management. Education and cultural transmission empower all generations to preserve and adapt local wisdom, ensuring continuity. The village tourism initiative serves as a dynamic platform for safeguarding this heritage, attracting visitors while engaging younger locals often less connected to traditional values.
- b. The Role of Ancestors in Instilling Simplicity, Mutual Cooperation, and Local Wisdo; Children in Pentingsari grow up immersed in nature, learning simplicity, mutual cooperation, and traditional herbal knowledge passed down by their elders. This heritage fosters community resilience and attracts visitors interested in authentic rural experiences. Strong kinship bonds create a familial environment where children

freely play and share resources. The village's natural, open spaces provide unique opportunities for experiential learning, highly valued by both locals and visitors. Environmental stewardship and ancestral rituals blend tradition and faith, reinforcing a deep respect for nature and culture that underpins sustainable tourism in Pentingsari.

- c. **Community Experience with Tourism in Pentingsari;** The tourism development in Pentingsari Tourism Village is rooted in the daily lives of its residents, who transformed routine activities like farming and cooking into educational tourism experiences. Initially lacking infrastructure and tourism knowledge, the community worked together to improve access roads and learned to manage tourism through the "Learning by Doing" approach. With support from training programs by the government and private sector (e.g., Bakti BCA), residents gained skills in guiding, homestay management, and local product development. Despite early limitations, their strong sense of unity and hospitality turned Pentingsari into a successful and authentic tourism destination, where guests are welcomed as part of the family. By 2024, the village welcomed over 3,000 visitors monthly, benefiting the local economy. Homestays treat guests like family, creating strong bonds and repeat visits, showcasing genuine community-based tourism built on local values.
- d. **Role of Cultural/Religious Leaders and Elders in Desa Wisata Pentingsari;** At the village tourism's beginning, many elders were skeptical, fearing cultural loss and community exclusion. The founders reassured them by committing to full local involvement and shared prosperity. Today, all tourism activities and decisions involve local groups youth organizations, farmer groups, women's associations, religious groups, and homestay owners with consensus reached through community deliberation (musyawarah). Elders are respected advisors, whose wisdom guides planning and conflict resolution, ensuring community ownership and preventing outside domination. As the late Mbah Mardi, a founder, said:, *"The community is the key to the success or failure of village tourism"*.
- e. **Community and Management Efforts to Preserve Local Wisdom in Pentingsari Tourism Village;** Pentingsari Tourism Village leverages simplicity and authenticity as its core attractions, focusing on traditional arts such as gamelan, dance, and wayang suket, preserved through community-led initiatives like the art pavilion. These activities offer immersive educational experiences, especially for students, fostering cultural appreciation. Traditional games like Gerobak Sodor and Egrang have been revitalized, serving both as tourist attractions and as a means to safeguard local values threatened by modern influences. The village's natural rural ambiance including the scents of native plants and traditional cooking methods and traditional culinary practices, such as tempeh and coffee making, provide interactive and informative experiences for visitors. Herbal beverages like wedang uwuh and secang, rich in spices and health benefits, are showcased to highlight indigenous knowledge and promote sustainable lifestyles. These efforts not only attract tourists but also strengthen community pride and commitment to preserving cultural heritage sustainably.
- f. **Community Perspectives and Experiences Toward Sustainable Tourism in Pentingsari Tourism Village;** Pentingsari is more than a tourist destination; it serves as a living laboratory of local wisdom, offering moral and social lessons embedded in rural life. Despite limited facilities, the community embraces simplicity, mutual help, and

environmental responsibility as core values. Environmental cleanliness is a serious priority. The village has earned multiple awards for cleanliness through routine communal activities like “Clean Fridays,” (Jumat Bersih) fostering social bonds alongside environmental care. Waste management is proactive, with organic waste composted and plastics segregated for recycling. Tourism-related waste challenges led to the formation of a community waste management group, SAWITRI, established with university support. Innovative solutions like a Reverse Vending Machine for plastic bottles, funded by CSR initiatives, promote responsible waste disposal and generate community income. Planning and coordination among village organizers are done through regular, inclusive meetings emphasizing smooth operations and youth involvement. Visitor numbers are managed carefully, with a daily cap to prevent overtourism and preserve the village’s rural character. The community embraces a “sufficiency” principle, prioritizing quality tourism over quantity to maintain sustainability and avoid negative impacts of mass tourism. It could be concluded that the results presented reveal the multifaceted role of local wisdom in shaping Desa Wisata Pentingsari’s sustainable tourism development. Community collaboration, cultural preservation, environmental stewardship, and thoughtful management emerge as key pillars supporting the village’s success. Building on these findings, the following discussion delves deeper into how these elements interact to balance tourism growth with cultural integrity and environmental sustainability, addressing both opportunities and challenges faced by Pentingsari in maintaining its unique identity amid evolving tourism demands.

6. Key Findings of the Conceptual Framework for Sustainable Tourism Development

The conceptual framework for sustainable tourism development in Pentingsari reveals the importance of participatory governance as a foundation for community resilience. Local stakeholders are actively involved in decision-making, ensuring that tourism development aligns with the aspirations and capacities of residents. This participatory approach not only strengthens trust between the community and tourism managers but also enhances collective ownership of tourism initiatives, making sustainability an integral part of everyday practice.

Another key finding is the village’s success in socio-economic diversification and cultural preservation. By developing homestays, traditional food stalls, and craft-based experiential activities such as batik and gamelan, Pentingsari reduces dependence on a single economic sector while preserving its cultural heritage. This diversification supports household income, nurtures cultural pride, and ensures that tourism benefits are distributed across different segments of the community.

At the same time, the integration of traditional practices into tourism strengthens local identity and distinguishes Pentingsari from more commercialized destinations. Environmental stewardship and experiential tourism development further consolidate Pentingsari’s sustainable model. The village emphasizes conservation through the maintenance of natural camping grounds and eco-friendly facilities, while also offering educational experiences tied to agriculture and environmental awareness.

Visitors are encouraged to engage with the environment responsibly, creating meaningful encounters that foster appreciation for nature and sustainability. Together, these dimensions demonstrate how Pentingsari embodies a holistic approach to

tourism, balancing environmental care, cultural vitality, and economic well-being to create a community-driven and resilient destination.

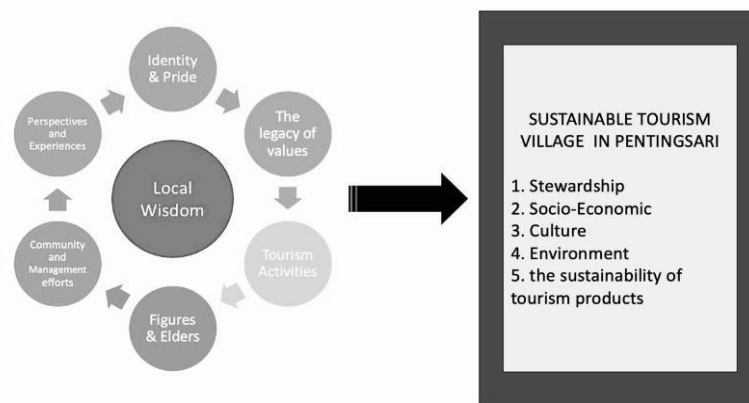


Figure 4. Findings of Sustainable Tourism Village In Pentingsari  
Source: Author, 2025

The conceptual framework depicted in the diagram holds significant relevance when examined in the context of Desa Wisata Pentingsari. The village's approach is fundamentally anchored in local wisdom, while rigorously adhering to the tenets of sustainable tourism and community-based tourism (CBT) empowerment.

- a. Local Wisdom as the Foundational Core; at the heart of the framework lies local wisdom, serving as the primary foundation of tourism development in Pentingsari. This is manifested through, The preservation of Javanese cultural heritage, including traditional arts, customary ceremonies, and indigenous culinary practices. Tourism activities designed not to alter local culture but to authentically showcase and promote it, thereby reinforcing cultural identity.
- b. Pentingsari Tourism Village stands as a model of sustainable tourism by successfully integrating key dimensions of sustainability into its development. Community stewardship is reflected in full local ownership, which fosters a strong sense of responsibility and belonging among residents. Socio-economically, the village enhances livelihoods through homestays, handicrafts, and other tourism-related enterprises that directly benefit the community.

## 7. Analytical Highlights From the Pentingsari Sustainable Tourism Framework

### a. Sustainable Management in Pentingsari Village Tourism (Stewardship)

The governance of tourism development in Pentingsari demonstrates an organized and participatory management system involving various community elements, government institutions, and youth organizations such as Karang Taruna IP3. This multi-stakeholder framework ensures clear task allocation and promotes inclusive decision-making processes, which strengthen community ownership and safeguard local wisdom within tourism development. Routine meetings prior to tourism activities reflect a collaborative planning approach, wherein responsibilities are assigned transparently and post-activity evaluations are conducted to improve future operations.

These findings align with theories on participatory governance (Arnstein, 1969) and stakeholder engagement (Freeman, 1984), highlighting that such inclusive governance enhances the social sustainability of tourism destinations. The adaptive

management strategies employed to address internal and external pressures, including changes in tourist behavior and environmental conditions, also illustrate the village's resilience in maintaining a balance between economic development and cultural-environmental preservation.

b. Socio-Economic Sustainability and Diversification (Socio-Economic)

Prior to tourism development, the local economy of Pentingsari heavily relied on agriculture. The advent of tourism has catalyzed economic diversification, providing new income streams through homestays, guiding services, culinary offerings, and local product sales. Data from community surveys show a near-universal engagement of households in tourism-related activities, indicating inclusive economic participation. One notable economic actor, "Omahe Simbok," strategically situated near key tourism facilities, serves as both a culinary cultural hub and an economic catalyst.

Traditional culinary products such as mie godok Jawa and wedang uwuh not only enhance tourist experiences but also act as vehicles for cultural transmission and economic empowerment. Interviews with homestay operators and guides reveal tangible socio-economic benefits, including home renovations and additional incomes, which have contributed to higher education access for youth in the village. These findings corroborate existing literature on tourism as a catalyst for rural economic development and poverty alleviation (Sharpley & Roberts, 2004).

c. Cultural Sustainability through Heritage Preservation and Community Engagement (Cultural)

The integration of cultural heritage preservation into tourism practices is a critical aspect of sustainability in Pentingsari. The village employs multifaceted approaches to protect historical sites, customs, and intangible cultural heritage, such as traditional performing arts and handicrafts. Participation of youth in cultural education programs fosters intergenerational transmission of cultural values, consistent with UNESCO's framework on safeguarding intangible cultural heritage (UNESCO, 2003).

Tourists are actively engaged in cultural experiences including gamelan playing and participatory performances featuring the four Punakawan characters. This participatory tourism model promotes structured authenticity (Ingold & Hallam, 2021), offering immersive yet respectful cultural interactions. Cultural site visitation serves dual roles of education and economic support, with guided tours enhancing visitor understanding and contributing funds toward cultural maintenance. This dynamic supports the dialectic between cultural commodification and preservation, as outlined in MacCannell's theory of staged authenticity (1973).

d. Environmental Sustainability Practices (Environmental)

Environmental sustainability efforts in Pentingsari encompass biodiversity conservation, sustainable resource management, and community-based waste management. The implementation of organic farming techniques, efficient irrigation, and local resource utilization demonstrates an integrated approach to natural resource stewardship. Waste management initiatives, such as segregated trash collection and organic composting, supported by community "Clean Friday" (Jumat Bersih) activities, exemplify collective environmental responsibility and serve as living demonstrations of local ecological values to visitors.



The introduction of the Reverse Vending Machine for plastic waste recycling through external partnerships illustrates innovation in aligning environmental goals with economic incentives. These practices are congruent with principles of community-based natural resource management (CBNRM) and environmental stewardship theories (Berkes, 2004), emphasizing the role of local participation in achieving long-term ecological sustainability.

e. Sustainable Tourism Product Development and Experiential Learning

Pentingsari's tourism products emphasize educational and experiential learning aligned with the Indonesian government's Merdeka Belajar initiative, promoting contextual and hands-on learning experiences. Tourists, particularly students, engage in workshops on traditional crafts, organic farming, and local culinary arts, enhancing their understanding of sustainable practices and local culture. Experiential learning opportunities, such as participation in agricultural activities and cultural performances, embody Kolb's experiential learning theory (1984), facilitating deeper comprehension and personal transformation.

The live-in homestay program strengthens social ties between visitors and hosts, fostering cultural empathy and providing direct economic benefits to families. Innovative programs, including the revival of "Ronda" night patrol as a tourism product and Ramadan cultural packages, showcase community creativity in product development and seasonality management. This holistic approach demonstrates the village's capacity to develop tourism products that are economically viable, culturally authentic, educationally valuable, and environmentally responsible.

## CONCLUSION

This study affirms that local wisdom in Pentingsari rooted in *gotong royong* (mutual cooperation), environmental stewardship, and cultural continuity plays a pivotal role in achieving sustainable tourism. Inclusive governance, with active participation from elders, youth (notably through Karang Taruna IP3), and local institutions, ensures that tourism development aligns with community values. Economically, tourism diversifies livelihoods without displacing agriculture, as initiatives such as homestays, culinary enterprises, and local product sales enhance household incomes and encourage broad community participation.

Culturally, heritage preservation is integrated into educational tourism, craft workshops, and cultural exchanges, particularly with student groups. Environmentally, practices such as "Jumat Bersih" (Clean Friday) and efficient resource management demonstrate ecological consciousness rooted in tradition. Pentingsari's commitment to quality over quantity, avoidance of mass tourism, and emphasis on educational engagement positions it as a model for community-based tourism. While Pentingsari offers a replicable framework for other rural destinations, further research is needed to assess the scalability of this model in different socio-cultural contexts and its long-term impact on youth engagement, cultural resilience, and ecosystem health.

While the success of Pentingsari Tourism Village is reflected in numerous national and international awards, it is equally important to balance these achievements with critical reflections on the challenges and limitations faced, such as risks of cultural commodification, potential dependency on tourism markets, and the ecological carrying capacity of the environment. The interpretation of tables and figures should therefore go

beyond restating quantitative data by highlighting analytical insights, such as the trend of increasing revenues accompanied by growing pressures on sustainability practices.

This underscores that although the Pentingsari model has been effective in its local context, its scalability to other rural settings remains uncertain, given diverse socio-cultural and ecological conditions. Theoretically, the study contributes to broader debates on sustainable tourism by positioning local wisdom not merely as cultural ornamentation but as a conceptual framework that challenges market-driven development paradigms and enriches the literature on community-based tourism and cultural sustainability. Accordingly, presenting arguments in a concise, connected manner with appropriate transitions can avoid a purely descriptive style while reinforcing the scholarly contribution of this research to both theory and practice.

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