

Collaboration of Local Wisdom and Contemporary Tourism as a Strategy for Sustainable Tourism Development in Batu City, East Java

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ABSTRACT

*This research explores the critical need for integrating local wisdom and contemporary tourism as a comprehensive strategy for sustainable tourism development in Batu City, East Java. With rapid modernization threatening cultural authenticity, this study addresses the urgent challenge of balancing economic growth with cultural preservation and environmental sustainability. This *[A1] *research *[A2] explores the integration of local wisdom and contemporary tourism as a strategy for sustainable tourism development in Batu City, East Java. Batu City, known for its natural beauty and rapid tourism growth, faces challenges related to sustainability, cultural erosion, and social impacts. By emphasizing local traditions, community engagement, and the preservation of cultural heritage, this research highlights the importance of local wisdom in enhancing tourist experiences while ensuring environmental sustainability. The methodology involves qualitative analysis through interviews with stakeholders, observations, and literature reviews. The findings suggest that effective collaboration among government, businesses, and local communities is essential for creating a sustainable tourism ecosystem. The research proposes practical recommendations for policy and community involvement to strengthen local tourism based on cultural values.*

KEYWORDS

Sustainable tourism, local wisdom, community engagement, cultural heritage, Batu City.



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INTRODUCTION

Batu City, located in the highlands of East Java, has long been known as one of the leading tourist destinations in Indonesia. Its stunning natural beauty, with towering mountain landscapes and green expanses of apple orchards, is the main attraction for tourists (Maghfirani, 2020). Since the early 2000s, the tourism sector in this city has experienced rapid growth with the presence of various modern tourist attractions such as Jatim Park, the Transport Museum, and agro-tourism (Aprianti et al., 2023). In addition to providing exciting recreational experiences, this development also creates economic opportunities for the local community. However, behind these advances, various challenges arise, especially related to the sustainability of tourism and negative impacts on the environment and social life of the local community (Abdul Sabaruddin, Adnan, & Maulid, 2024).

Massive infrastructure and tourism facilities development often impacts ecosystem changes and socio-cultural balance (Pristiyanto, Soesilo, & Lestari, 2021). For example, the

construction of new roads often leads to deforestation and loss of natural habitat, which ultimately threatens environmental sustainability (Marianne, 2013). In addition, waste from tourist activities, such as garbage from hotels and restaurants, further worsens the ecological condition in Batu City (Sendjaja, 2014). If not managed properly, the rapid pace of tourism development has the potential to erode local cultural identity and trigger changes in people's lifestyle oriented towards consumptive culture (Babu, Wulandari, Susanto, Tinggi, & Ambarrukmo, 2024).

In this context, the local wisdom of the people of Batu City is an important asset that can strengthen tourist attractions while maintaining sustainability (Damanik & Weber, 2024; Modestus Ziku, 2015). Artistic traditions, distinctive culinary offerings, and local cultural values not only have historical value, but can also provide authentic experiences for tourists (STIKOSA-AWS, 2021). Annual cultural festivals, such as the Apple Festival, are examples of how local traditions can be packaged into interesting tourist attractions while empowering the local community (Radar Batu, 2024). Unfortunately, the increasingly strong influence of foreign cultures makes this cultural heritage face the threat of erosion (Saragih, Tarigan, & Silalahi, 2024). Therefore, systematic efforts are needed to integrate local wisdom in tourism development strategies so that cultural values remain sustainable (Wikipedia, 2023).

One of the strategies that can be implemented is to increase community participation in each stage of tourism development (Bramwell & Lane, 2011). By providing training and assistance in the field of hospitality and community-based tourism management, the community can be empowered as the main actor in the tourism industry (Kumparan, 2021). This not only strengthens people's involvement in the economic sector, but also fosters a sense of ownership of the tourism potential in their area (Cavallini, Soldi, Friedl, & Volpe, 2016). For example, the development of community-based attractions such as handicraft workshops or traditional culinary tours can be a form of educational tourism that introduces local culture to tourists while creating jobs for the local community (OJS UNUD, 2023).

Although Batu City has a variety of modern and traditional tourist attractions, the integration between the two is still not optimal (Cohen & Cohen, 2012). Tourists tend to be more interested in contemporary tourist attractions, while the potential for tourism based on local wisdom still receives less attention (Ramadhan, 2022). The dynamics of tourism trends that continue to grow also demand new approaches in destination management strategies (Dobbs et al., 2013). Therefore, it is important to analyze how collaboration between modern tourism and local wisdom can be applied to create unique and sustainable tourism experiences (Dinas Pariwisata Kota Batu, 2023).

The success of this strategy is highly dependent on synergy between various stakeholders, including the government, tourism industry players, academics, and local communities (Hermina, 2023; Jackson, 2025; Jacob, 2023). This collaboration can be realized through policies that support the preservation of local culture, sustainable tourism education programs, and community-based ecotourism development (Sendjaja, 2014). With a directed and sustainable approach, Batu City has the potential to become a model for tourism development that is not only economically profitable, but also maintains the preservation of the local environment and culture (Wibowo, Suhartanto, & Chen, 2023).

Through the integration between tradition and modernity, it is hoped that Batu City can continue to develop as a sustainable tourist destination that is able to bring benefits to all parties. With the right strategy and commitment from all elements of society, existing challenges can be overcome, so that tourism in Batu City is not only a source of economic growth, but also a tool to preserve local wisdom and build a more inclusive and sustainable future (Gretzel, Sigala, Xiang, & Koo, 2015).

As a leading tourist destination in Indonesia, Batu City has great potential to continue developing while maintaining balance between the progress of the tourism industry and the preservation of local culture. Therefore, a tourism development strategy that integrates modern traditions and innovations is a crucial step in ensuring the sustainability of this sector. Collaboration of local wisdom and contemporary tourism as a sustainable tourism development strategy in Batu City, East Java is expected to be a model approach that not only strengthens tourist attractions, but also empowers local communities and preserves the environment (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). With synergy between the government, industry players, academics, and the community, Batu City can become a successful example in realizing tourism that is not only oriented to economic growth, but also to cultural and environmental sustainability for future generations (Kementerian Pariwisata dan Ekonomi Kreatif RI, 2020).

The purpose of this research is to find an integration strategy between local wisdom and contemporary tourism in supporting sustainable tourism in Batu City, identify the impact of modern tourism developments on the social, economic, and cultural sustainability of the community, and determine the role of local communities in sustainable tourism management based on local wisdom. In addition, this research aims to recommend a collaboration model between the government, business actors, and the community to strengthen tourism based on local wisdom, as well as identify challenges and opportunities in the implementation of community-based tourism in the region. The benefits of this research include theoretical contributions in the development of sustainable tourism theory, references for further research, as well as practical recommendations for governments and business actors in formulating policies and developing products in accordance with sustainability principles. In addition, this research also aims to increase awareness of the local community regarding the importance of preserving local wisdom and the environment, as well as encourage community empowerment through active participation in tourism management and create synergy between various parties to create an inclusive and equitable tourism ecosystem.

METHOD

This research adopts a qualitative approach with a descriptive method to analyze the collaboration between local wisdom and contemporary tourism in the development of sustainable tourism in Batu City, East Java. This approach was chosen because it is able to explore deep understanding of cultural values, community perceptions, and the implementation of sustainable tourism strategies. With a focus on Batu City as the main location of the research, the case study method allows for more in-depth analysis of the practices, challenges, and opportunities for integration between local wisdom and modern tourism in the area. This research was carried out over a time span from November 2024 to January 2025, covering various stages from planning to report preparation.

The data in this research was obtained from two main sources: primary and secondary data. Primary data was collected through in-depth interviews with tourism stakeholders, including the Batu City Tourism Office, tourist attraction managers, local communities, and tourists. Direct observation was carried out to observe the application of elements of local wisdom in tourism development. Meanwhile, secondary data was obtained from literature studies, government reports, and statistics from the Central Statistics Agency (*BPS*) related to the number of tourist visits and the economic impact of tourism. Data collection techniques include semi-structured interviews, participatory observations, and documentation from various sources to reinforce the research results.

Data analysis was carried out using the Miles & Huberman model, which consists of three stages: data reduction, data presentation, and conclusion drawing. This process aims to select, simplify, and organize data from interviews, observations, and documentation, as well as present data in the form of descriptive narratives, tables, or diagrams to provide clearer understanding. This research is expected to produce recommendations that are applicable to the development of the tourism sector in Batu City, by emphasizing the importance of integrating local wisdom and contemporary tourism to create sustainable tourism and support the welfare of local communities.

RESULTS AND DISCUSSION

Local Wisdom of Batu City that Is Still Going on Today

Batu City is not only known as a modern tourist destination, but also has various forms of local wisdom that are still preserved by its people. This local wisdom reflects the cultural values, traditions, and way of life of the Batu people that have survived in the midst of the times. Here are some forms of local wisdom that are still going on today:

a. Traditions and Culture of the Community

Bersih Desa is an annual tradition held by the Batu people as an expression of gratitude to God for the harvest and welfare, where they hold village Salvation with joint prayers and the distribution of traditional food, as well as cultural Kirab featuring Batu arts and puppet performances as a means of education and entertainment. On the other hand, Batu arts also include Reog Temas, which emphasizes energetic and attractive dances, different from Reog Ponorogo, and Reog Kendang which combines reog with kendang musical instruments to create a festive atmosphere. Kuda Lumping, or Jaranan, is often performed at traditional events and festivals, depicting the agility of horsemen with mystical elements. In addition, the tradition of Larung Sesaji at Coban Rondo Waterfall is carried out as a tribute to nature, by banning produce into the river as an expression of gratitude and prayer for welfare. All of these elements reflect the diverse and deep cultural richness of the Batu people.

b. Local Wisdom in Agriculture and Agrotourism

In Batu City, the organic farming system has long been applied by the community, especially in the cultivation of apples, strawberries, and vegetables. In this practice, they use natural fertilizers from livestock manure and compost, as well as manage water traditionally through an efficient natural irrigation system. Crop rotation is also applied to maintain soil fertility, creating a sustainable ecosystem. One of the tourist attractions that emerges from this local wisdom is the method of picking apples directly in the garden, where visitors are allowed to pick their own apples from the tree, providing a unique and fun educational tourism

experience. In addition, Batu City is also known as a producer of high-quality dairy cow milk, where people still maintain traditional ways of raising livestock. They milk manually in the morning and evening, and process milk into various products such as yogurt, cheese, and milk candy. In livestock management, the gotong royong system is an important part of the local culture, strengthening social ties among farmers and ensuring the sustainability of livestock practices in the area. All of these aspects show how the Batu people integrate local wisdom with sustainable farming and livestock practices.

c. Traditional Culinary Typical of Batu

Some of the Batu specialties that still survive and become icons of local wisdom reflect the rich culture and culinary of this area. One of them is Sticky Rice Tape, which is the result of fermenting black or white sticky rice wrapped in banana leaves, giving it a unique sweet and sour taste. In addition, Pure Cow's Milk is a typical drink that is widely sold in various stalls, offering freshness and high nutrition for visitors. At night, the Batu tourist area is filled with traders offering Pumpkin Seeds and Corn, creating a warm and local atmosphere. Rujak Cingur Khas Batu is also a favorite, using different petis from other regions, giving it a distinctive and appetizing taste. Not to forget, Apple Chips and various processed fruits are the superior products of MSMEs based on local agricultural products, serving healthy and delicious snacks. All of these foods are not only appetizing, but are also an integral part of the cultural identity of the Batu people who are rich in local traditions and wisdom.

d. Social Values and Local Wisdom in Daily Life

The people of Batu still uphold the value of mutual cooperation in various aspects of life, which can be seen in the construction of public facilities such as village roads and places of worship, as well as in the implementation of Siskamling (Environmental Security System) to maintain village security. Regular environmental clean-up service is also an important part of this tradition, creating a sense of community and collective responsibility among residents. In addition, the hospitality of the people of Batu is reflected in the distinctive greetings and manners, where the polite style of the East Javanese language is highly upheld. The culture of "tepa selira" or tolerance is the foundation of social interaction, especially when dealing with tourists, creating a warm and familiar atmosphere. The Sungkeman tradition is also preserved in various family events, especially during Eid al-Fitr or weddings, where people show respect to their parents and ancestors. All these aspects show how the Batu people integrate cultural values into their daily lives, making them an integral part of the rich identity of local wisdom.

e. Surviving Local Arts and Crafts

Batik's typical Batik displays the beauty of nature and agriculture as a source of inspiration, with unique motifs such as the apple motif which is the main icon of Batu City, the Mount Panderman motif which depicts the beauty of the mountains, and the Coban Rondo motif which symbolizes the strength and coolness of the waterfall. In addition to batik, bamboo and woven crafts are also an important part of local culture, where several villages in Batu still maintain expertise in making various products from bamboo, such as caping (farmer's hat), household furniture, as well as miniature traditional houses and decorations that reflect local wisdom. On the other hand, Wayang Potehi, although derived from Chinese culture, is still often played in Batu as a form of harmonious cultural acculturation between indigenous peoples and Chinese descendants, showing the acceptance and cultural diversity that exists in

the area. All of these elements contribute to the rich cultural heritage of Batu and reflect the strong and diverse identity of the community.

Contemporary Tourism in Batu City

In the last two decades, modern tourism such as Jatim Park, Museum Angkut, and BNS have become icons of Batu City. The educational and interactive tourism concept offered by these places is very attractive to tourists, especially families and children. However, the rapid development of modern tourism also has several negative impacts, namely (1) Changes in tourist preferences, where tourists are more interested in modern entertainment than cultural experiences; (2) Environmental impacts, such as increased energy consumption, waste, and massive land use for tourism infrastructure development.

The dominance of modern tourism has caused local wisdom to have less place in the Batu City tourism industry. As a result, community-based tourism and traditional culture are stagnating due to a lack of integration with current tourism trends.

Integration Strategy between Local Wisdom and Contemporary Tourism in Supporting Sustainable Tourism in Batu City, East Java

The integration strategy between local wisdom and contemporary tourism is a key factor in creating sustainable tourism in Batu City. With the rapid development of modern tourism such as Jatim Park, Museum Angkut, and Batu Night Spectacular (BNS), there has been a shift in the preferences of tourists who are more interested in entertainment-based tourism than cultural and traditional tourism.

Meanwhile, the local wisdom of Batu City, which is reflected in agrarian traditions, cultural arts, and socio-ecological wisdom, began to suffer degradation due to the lack of integration with the modern tourism industry. Therefore, there needs to be an effective strategy to combine these two elements so that Batu City tourism remains sustainable, inclusive, and highly competitive.

A. Challenges in the integration process

The process of integrating local wisdom with contemporary tourism in Batu City faces a number of significant challenges, namely changes in tourist preferences, degradation of local culture, inequality in tourism management, and environmental impacts. First, tourists now tend to look for modern, instant, and technology-based experiences, so cultural attractions experience a decrease in interest because they are considered less attractive than modern rides such as roller coasters. Second, local cultures such as traditional performing arts are starting to lose relevance due to a lack of innovation, with the younger generation preferring the modern tourism industry and neglecting cultural preservation. Third, inequality in tourism management can be seen from the dominance of large investors in the modern tourism sector, while community-based tourism is hampered by capital and market access issues, resulting in uneven economic benefits among local communities. Finally, the environmental impact of modern tourism development often comes at the expense of ecological balance, with local wisdom prioritizing sustainability not yet a priority in the tourism industry today.

B. Strategy for Integrating Local Wisdom and Contemporary Tourism

To overcome the challenges in integrating local wisdom and contemporary tourism in Batu City, several strategies can be implemented. First, revitalization and digitization of local wisdom can be done by adapting local culture to make it more attractive to the younger generation and modern tourists, such as packaging the Batu Apple Festival with the concept of digital storytelling and augmented reality (AR) to create interactive experiences, as well as promotion through social media and tourism platforms to attract the attention of millennials and Gen Z. Second, the development of tourist attractions based on local wisdom can be realized through the Village Thematic Tourism that combines cultural experiences with modern tourism, such as the Apple Tourism Village that offers organic farming education, and the Batu Art Village that integrates traditional performing arts with interactive theater. Local community empowerment is also very important, by providing skills training, strengthening locally-based MSMEs, and collaboration between the government and business actors to create policies that support cultural-based economic development. Finally, sustainability-based tourism should be the focus, by using environmentally friendly energy, implementing strict regulations in infrastructure development, and providing education to tourists about sustainable tourism practices through programs in conservation areas. All of these strategies are expected to create synergies between cultural preservation and sustainable tourism development.

C. Implementation and Positive Impact of Integration Strategy

If the above strategies are implemented effectively, it will have a positive impact on tourism in Batu City:

Table 1. Impact Analysis

Yes	Aspects	Positive Impact
1	Economics	- Increasing the income of local communities through the culture-based tourism sector. - Growing MSMEs based on local products as part of the tourism industry
2	Socio-Cultural	- Preserving local culture by adapting it into modern tourism concepts. - Increase the participation of the younger generation in preserving local traditions.
3	Milieu	- Reducing the negative impact of modern tourism by applying the principles of sustainable tourism. - Increase tourist awareness of ecotourism and environmental conservation.

Source: Researcher's Processed Data, 2024

The integration strategy between local wisdom and contemporary tourism is an important step in creating sustainable tourism in Batu City. Through cultural revitalization, innovation in tourist attractions, community empowerment, and the application of sustainable tourism concepts, Batu City can maintain its cultural identity while keeping up with global tourism trends.

With the collaboration between the government, the community, and tourism industry players, Batu City has great potential to become a sustainable tourism model that harmonizes between tradition and modernity, as well as an example for other tourist areas in Indonesia.

The impact of modern tourism development on the social, economic, and cultural sustainability of the people of Batu City, East Java.

The development of modern tourism in Batu City, East Java, has had a significant impact on the social, economic, and cultural aspects of the local community. Here is an in-depth analysis of these impacts:

a. Economic Impact

The development of modern tourism in Batu City provides a number of significant benefits, including increased income and employment opportunities for the local community. Many farmlands are being converted into tourism facilities, such as hotels, homestays, and restaurants, which create new jobs and increase people's incomes. In addition, this development also has a positive impact on the local government with an increase in Regional Original Revenue (PAD) and the influx of investment, which supports the development of infrastructure and public services in Batu City. All of this shows that tourism not only boosts the local economy, but also contributes to the overall progress of the region.

b. Social Impact

The development of modern tourism in Batu City has brought about significant changes in the structure of people's jobs, with many individuals who previously worked in the agricultural sector turning into entrepreneurs or workers in the tourism sector, such as homestay and restaurant managers. In addition, the increase in tourism activities contributes to improving the welfare and quality of life of the community through the improvement of infrastructure and public facilities. However, this positive impact needs to be managed properly to avoid social disparities, so that all levels of society can benefit from this tourism development.

c. Cultural Impact

The development of modern tourism in Batu City has a positive impact on improving the economy and community welfare, but it also raises social and cultural challenges that need to be considered. Local cultural transformation can occur, where people need to actively maintain and promote their culture so that it is not eroded by foreign culture that enters with the flow of tourism. In addition, the entry of outside cultures can lead to a shift in people's values and lifestyles, potentially affecting local cultural identity. Therefore, it is important for governments and communities to work together in managing these impacts, ensuring that tourism development does not sacrifice local cultural values and social cohesion, in order to achieve sustainable tourism development.

The Role of Local Communities in Sustainable Tourism Management Based on Local Wisdom

The role of local communities in sustainable tourism management based on local wisdom is essential to ensure that tourism not only provides economic benefits, but also preserves local culture and environment. Here is an in-depth analysis of the role.

a. Tourism Management and Implementation

Local communities play an important role as initiators and managers of tourist destinations, where they not only initiate but also manage and carry out various tourism activities. For example, at the Kapalo Banda Taram Tourist Attraction, the local community serves as initiators, implementers, facilitators, supervisors, and beneficiaries, indicating that their active involvement can increase attraction for tourists. In addition, empowerment through local wisdom in tourism not only serves to preserve cultural heritage, but also ensures that tourism activities are carried out in a sustainable manner. In Boti Village, the community uses the traditional house "Ume Kbubu" as a tourist attraction, introducing tourists to the cultural richness of the village. By integrating local wisdom, the village succeeds in preserving culture and traditions while ensuring that natural resource management is carried out in a sustainable manner.

b. Preservation and Promotion of Local Culture

The use of local culture as a tourist attraction is an important element in sustainable tourism, because it reflects the identity and uniqueness of an area. In this context, local culture not only serves to attract tourists, but also plays a role in preserving nature and supporting the socio-economic community. Tourism development should be enjoyable by the entire community, especially those living around destinations, and should be sustainable to ensure the well-being of local communities. The readiness of a destination in increasing the number of tourist visits greatly affects the success of tourism development, so it is important to involve the community in every stage of planning and implementation.

d. Conservation of the Environment and Natural Resources

Local Wisdom-Based Natural Resource Management to maintain the value of local wisdom in tourist areas, must involve community participation through community-based tourism activities. This can be done by building community groups that are active and concerned about tourist area conservation activities. Community involvement in this group is a form of community action that cares about tourist areas as well as other potential natural resources.

c. Capacity Building and Community Welfare

The empowerment and active participation of local communities is very important in the development of tourist villages, because the resources and uniqueness of traditions and cultures inherent in the community are the main drivers of these activities. The success of tourism village development depends on the level of acceptance and support of the local community. In addition, sustainable tourism development reflects a commitment to maintaining natural harmony, preserving cultural wisdom, and developing the local economy in a balanced manner. This allows management by local communities and entrepreneurs, so that the socio-cultural impact can be minimized. The active role of the community in tourism management based on local wisdom includes initiation and management of destinations, cultural preservation, environmental conservation, and improvement of economic welfare. This engagement not only ensures that tourism develops sustainably, but also that its benefits are felt directly by local communities, while preserving and promoting their cultural heritage.

A Collaboration Model Between the Government, Business Actors, and the Community in Strengthening Tourism Based on Local Wisdom in Batu City, East Java

Collaboration between the government, business actors, and local communities is the key to strengthening tourism based on local wisdom in Batu City, East Java. Here is a detailed analysis of the collaboration model:

a. The Role of Government

The government has an important role to play in developing tourism based on local wisdom through the provision of supportive policies and regulations, including strategic planning, standardization of service quality, and training for local tourism actors, as well as regulations that promote cultural and environmental preservation. In addition, the government is also responsible for providing infrastructure and supporting facilities, such as road access, transportation, and other public facilities, which increase accessibility and comfort for tourists, thereby strengthening the attractiveness of tourist destinations.

b. The Role of Business Actors

Business actors, including MSMEs and investors, play an important role in the development of tourism products and services that are unique and oriented towards local wisdom, such as tourist villages that highlight local traditions and culture to provide a different experience for tourists. In addition, they can also partner with the government and local communities to invest in tourism facilities, such as accommodation, restaurants, and other tourist attractions, which not only improve the quality of services but also create jobs for the local community.

d. The Role of Local Communities

Local communities play the role of guardians and promoters of local culture by being actively involved in tourism activities, such as being tour guides, artisans, or organizers of cultural events, which ensures that local wisdom is maintained and known by tourists. In addition, the active participation of the community in tourism management ensures that the economic and social benefits of tourism are felt directly by the local community, which can be strengthened through training, the formation of tourism awareness groups, and involvement in decision-making related to tourism development.

e. Pentahelix Collaboration Model

The Pentahelix approach involves five main elements: government, business actors, society (community), academics, and the media. Collaboration between these five elements can create positive synergies in the development of tourism based on local wisdom. Academics can contribute through research and education, while the media plays a role in the promotion and publication of tourist destinations. Effective collaboration between the government, business actors, and local communities is very important in strengthening tourism based on local wisdom in Batu City. Each party has complementary roles and contributions to achieve the common goal, namely sustainable tourism development and providing maximum benefits for all related parties.

Challenges and Opportunities in Implementing Community-Based Tourism in Batu City, East Java

The development of Community-Based Tourism (CBT) in Batu City, East Java, faces various challenges and opportunities that affect the success of its implementation. Here is an in-depth analysis of this:

a) Challenge

1. Limited Human Resources (HR)

Many local communities do not have adequate knowledge and skills in managing tourism. This can hinder the development and effective management of tourist destinations.

2. Lack of Facilities and Infrastructure

Supporting Infrastructure, which is a limitation of infrastructure such as road access, public facilities, and other basic services can reduce the attractiveness of tourist destinations and the comfort of tourists.

3. Competition with Other Destinations

Regional competitions that occur in Batu City must compete with other tourist destinations that offer similar attractions, so that uniqueness and added value are needed to attract tourists.

4. Capital and Investment Limitations

Lack of access to capital and investment can hinder the development of quality tourism facilities and services.

5. Lack of Community Participation

Low community participation in tourism planning and management can lead to a lack of sense of belonging and potentially lead to conflicts.

b) Chance

1. Rich Natural and Cultural Potential

Batu City has a beautiful natural landscape and a rich cultural heritage, which can be developed into a variety of unique tourism products.

2. Government Support

The Batu City Government has shown its commitment to supporting tourism development through various policies and promotional programs.

3. Local Economic Empowerment Opportunities

Community-based tourism can encourage the growth of Micro, Small, and Medium Enterprises (MSMEs), thereby improving the local economy.

4. Increased Environmental Awareness

The implementation of CBT can increase public awareness of the importance of preserving the local environment and culture.

5. Innovation and Creativity

There are opportunities to create innovative new tourism products based on local wisdom, such as educational tourism, agro-tourism, and traditional arts

Despite the challenges in implementing community-based tourism in Batu City, the opportunities that exist provide great potential for successful development. With the right strategies, such as human resource capacity building, infrastructure development, and

community empowerment, Batu City can harness its natural and cultural potential to develop sustainable and profitable tourism for the local community.

Data Exposure from in-depth interviews

a. Data from the Batu Tourism Office

1) Environmental Sustainability

Regarding the problems raised in the interview, is it possible to manage tourism in Batu Negara, in terms of the tourism office in maintaining Natural Resources Conservation, to manage the carrying capacity of the environment so that there is no overexploitation? And how to manage energy waste in an environmentally friendly way? and how efforts to reduce carbon footprint were obtained from the response description from the respondents as follows:

2) Environmental Sustainability in Batu City Tourism

"Natural Resources Conservation and Environmental Carrying Capacity Management. The Batu City Government through the Tourism Office consistently manages the carrying capacity of the environment to prevent excessive exploitation of natural resources. This is done by collecting and analyzing data on a regular basis to ensure that tourism activities remain within sustainable limits." Meanwhile, the approach carried out "This approach includes monitoring the number of tourists, the capacity of destinations, and the ecological impact caused by tourism activities." Regarding waste management, environmentally friendly waste management and energy "One of the main aspects in maintaining environmental sustainability is effective waste management." "The government has implemented a waste management system through the Reduce, Reuse, Recycle (TPS 3R) Waste Management Site facility, which aims to reduce the amount of waste generated by tourism activities". "In addition, education and socialization programs regarding waste management are also given to tourism business actors and the local community to increase awareness of the importance of a clean and healthy environment".

Regarding the issue of Carbon Footprint Reduction Efforts, it was conveyed that to reduce the impact of carbon emissions from the tourism sector, the Batu City Government has developed several initiatives, including: Development of Green Open Space (RTH): The government continues to expand and maintain RTH to improve air quality and maintain ecosystem balance. Encouraging the Use of Electric Vehicles: The Tourism Office together with relevant agencies support the use of electric vehicles as an alternative to tourist transportation. Vehicle Emission Test: This effort is carried out to control the exhaust emissions of motor vehicles operating in tourist areas to reduce air pollution. Development of Environmentally Friendly Tourism Infrastructure: Through the development of ecotourism-based accommodations such as eco-lodges, the government seeks to prioritize the use of renewable energy, water efficiency, and environmentally friendly materials in the management of tourist destinations. Starting from the data of interviews with the tourism office and related environmental agencies, it can be concluded that the Batu City Government has placed environmental sustainability as a priority in the development of the tourism sector. However, evaluation and policy improvement are still needed so that this sustainability can be maintained in the long term.

3) Social and Cultural Sustainability in Batu City Tourism

Preservation of Local Culture through Community Involvement with the Batu City Tourism Office program involves the community in tourism management to maintain local cultural values and traditions. The Batu City Tourism Office actively involves various elements of society, including the art community, cultural actors, and traditional leaders, in the management of culture-based tourism. This effort is realized through:

- a) Cultural heritage management, which includes data collection, preservation, and promotion of historical sites and cultural assets of Batu City.
- b) Facilitate cultural activities, such as art festivals, traditional performances, and cultural heritage exhibitions as part of tourist attractions.
- c) The provision of performance facilities and attractions, so that local art actors can display regional culture regularly and be integrated with the tourism industry.
- d) The establishment of cultural groups, including art studios and indigenous communities, to strengthen the cultural identity of Batu City in the tourism sector.

Education and Awareness of Tourists to Local Culture Tourists are given education about the importance of respecting local customs and culture. Regarding the community's response to the educational efforts, it was explained that the Batu City Tourism Office prioritizes education for tourists about local cultural values and customs through various strategies, including:

- a) Direct interaction with local communities, for example through cultural tours and community-based experiences in tourist villages.
- b) Providing information in tourist destinations, both in the form of information boards, brochures, and digital media, which explain local wisdom and visiting ethics.
- c) Digital and social media campaigns, which contain educational content on local culture and responsible travel etiquette.
- d) Educational tourism programs, such as art and cultural workshops, where tourists can participate in activities such as batik, learn traditional dances, or participate in traditional rituals.

The community's response to this effort has been very positive. Many residents feel more appreciated because tourists are starting to understand and respect local customs. In addition, tourists also get a more in-depth and authentic experience during their visit to Batu City.

Community Empowerment and Job Creation, about How is the Batu City Tourism Office's efforts in creating jobs for the local community through the tourism sector? Have the programs that have been carried out proven to be successful? The Batu City Government is committed to improving the welfare of the local community through tourism-based job creation. Some of the key strategies that have been implemented include:

Skills training in the tourism sector, including hospitality, destination management, digital marketing, to technical expertise such as tour guides and homestay management. The use of forest areas for community-based tourism, which allows local residents to be involved as ecotourism managers, nature tour guides, or other tourism service providers. Partnerships with tourism business actors, by encouraging hotel, restaurant, and tourist destination owners to recruit more workers from the local community. Support for tourism-based

MSMEs, such as local artisans, regional cuisine, and other creative businesses, so that they can develop and become part of the Batu City tourism ecosystem.

These programs have shown positive results, with increased community involvement in the tourism sector and increased employment opportunities for local residents. This not only has an impact on improving the community's economy but also strengthens local cultural identity in the tourism industry.

With these various steps, social and cultural sustainability in Batu City tourism can be maintained, while providing direct benefits to the local community.

4) Economic Sustainability

Regarding economic sustainability, is there an effort to encourage the Local Economy through local MSMEs to contribute to the tourism sector? Data shows that every tourism event is always tried and can be the main marketing vehicle for the MSME sector for tourists who visit tourist attractions

Meanwhile, related to the business of diversifying tourism products, the Pariwisata Office develops various types of tourism (for example, ecotourism, cultural tourism, and agrotourism) so that it does not depend on just one sector, please explain. All tourism business opportunities are developed and facilitated to develop. Meanwhile, related to whether the economic benefits are evenly distributed and not only enjoyed by large investors, so far the agency has seen that Batu city tourism is always used with the principle of economic justice for the equitable distribution of people's welfare

5) Sustainable Tourism Governance and Policy

Regarding governance and policies, data can be obtained on the existence of Sustainability-Based Regulations and Policies, has the Government set strict rules on the capacity limits of tourists and destination management, showing that regional spatial planning and cracks are guidelines and Ripparda material is important to be a guideline.

Regarding the existence of Multi-Stakeholder Collaboration, whether the Government, the private sector, the community, and academics have worked together in tourism management. It shows that pentahelical cooperation has been carried out. Facilitation of tourism associations is carried out and promotional agencies are developed. Has the government conducted periodic monitoring and evaluation of the impact of tourism on a regular basis so that policies can be adjusted to needs, it is proven that periodic monitoring has been carried out

6) Technology and Innovation in Tourism

Regarding technology and innovation, it can be seen from the results of the following interview, How are Tourism Digitalization activities for destination promotion and management? Disparta has a very good application for the promotion and marketing of the tourism and creative industries. Regarding the concept of Sustainability, it has been carried out in controlling the number of tourists through a capacity-based reservation system. Until now, system development is still being carried out. In Smart Tourism Development, has the use of applications and data to improve the tourist experience while maintaining the sustainability of destinations been carried out? Various social media have been used as partners and digital vehicles that are easily accessible to tourists.

7) Local Community Engagement and Empowerment

Regarding community empowerment, it can be explained as follows: Has the community been actively involved in every stage, from planning, management, to evaluation?. They see involvement through the existence of pokdawrsllwis and tourism village administrators. About How to Train and Build Community Capacity Through Education Related to Travel Management, Hospitality, and Digital Marketing? That the Service conducts bintek and other human resource capacity development. Regarding the existence of Strengthening Local Leadership to play a role in the management of tourist destinations, it is felt that they have played a sufficient role.

8) Preservation of Local Culture and Wisdom

Regarding the use of media for the promotion of Traditions and Customs, using art, culinary, and cultural festivals as tourist attractions, it has been carried out in various forms of events, including human resources and cultural arts actors. Meanwhile, in maintaining the commodification of Excessive Commodification, it is done by maintaining that culture is not only a commercial object, but still maintains its original value. The development of human resources and important institutions continues to be developed to become a medium in the preservation of original local culture. Meanwhile, the Tourist Education Step, by providing understanding to tourists to respect local social norms and customs. These steps are carried out through social media information and interactive positive information conveyed to the tourist.

9) Clear Governance and Regulation

Regarding the existence of institutions in sustainable tourism management, there has been a Community-Based Institution, which is in the form of forming groups or cooperatives that manage tourism collectively. To increase the role of the Government and NGOs in encouraging policies that support the sustainability of community-based tourism, institutional development and the provision of legalization identification numbers for cultural arts groups are carried out to facilitate access and sustainable development.

b. Data from Tourists and the people of Batu

1) The Potential of Local Wisdom

Regarding the potential that exists, tourism development in Batu City is felt to be very important local wisdom. Local wisdom that is known and seen its potential for integration in modern tourism in Batu City, it is believed that tangible local wisdom (in real form) such as apple orchards, strawberry gardens, selecta recreational parks which have been hiding places for Indonesian officials since the Dutch era need to be maintained. Meanwhile, intangible local wisdom such as the friendliness of the people of Batu City, the art of Bantengan dance, the classical admonitions of Batu City will be very interesting, If processed properly, local wisdom will be very attractive to tourists and become a characteristic that tourists long for to visit areas that have very thick local wisdom.

2) Tourism Sustainability Challenges

The challenge of tourism sustainability in Batu City is felt that tourism promotion has not been maximized from the community and the government. There has not been a maximum community empowerment based on local wisdom, so the impression is that Batu City tourism does not have distinctive characteristics, so it is the same as other

city tourism. The negative impact that tourists and the public see from tourism activities on the environment in Batu City, is that when tourism is well in Batu City, the number of tourists increases but is not accompanied by adequate infrastructure so that the social impact is quite felt. Such as severe traffic jams during long holidays, garbage everywhere due to inadequate garbage cans. The influence of the social and cultural aspects of the local community in Batu City, in the economic field is felt to have a positive effect on the people of Batu City, namely increasing the income of traders and other tourism businesses. Socioculturally, the people of Batu have become heterogeneous because there are also immigrants from other cities.

3) Strategy for Sustainable Tourism

Their thoughts on the most effective strategy to create sustainable tourism in Batu City are: (1) Support from the Batu City government as a whole by collaborating with MSMEs etc.; (2) The empowerment of the tourism activist community must be maximized, for example, there are frequent events, tourism training, etc.; (3) The involvement of local communities in the development of sustainable tourism is felt that the role of local communities has not been maximally partnered with by the city government. What the community and tourists feel is the best practice in the development of sustainable tourism that can be applied in Batu City is that the Batu City Government holds tourism events such as flower exhibitions in the Block office area to introduce Batu as a city of flowers. The existence of the Bantengan carnival event, which actually when viewed from the perspective of tourism, should be an attraction for tourists, although currently it does not seem to be optimal

5) Synergy between Stakeholders

How important is synergy between the government, business actors, and local communities in the development of tourism based on local wisdom, is felt as very important. In their view, the best way to increase collaboration between the government and local communities in the tourism sector, synergizing between city governments, the private sector and the community must be improved. The role of business actors in supporting sustainable tourism development in Batu City is felt by business actors as the main figures in the development of tourism in Batu City by becoming investors both small, medium and large investors

CONCLUSION

This research shows that collaboration between local wisdom and contemporary tourism in Batu City has become the main strategy in the development of sustainable tourism. Efforts to integrate cultural values and traditions by local governments, local communities, and other stakeholders can be seen in various aspects of tourism, such as attractions, culinary offerings, and destination management systems. Although the Batu City government has adopted policies to support sustainability—including environmental management, local economic empowerment through *MSMEs*, and cultural preservation—challenges such as limited community participation in decision-making, cultural commercialization risks, and suboptimal digitalization systems still need to be addressed. Initiatives related to environmental sustainability, such as carrying capacity monitoring and conservation regulations, are showing

progress, but evaluating the impact of tourism on the environment still requires clearer quantitative data. On the social and cultural side, the participation of local communities in tourism activities needs to be increased so that the benefits of tourism can be felt equally. In terms of economic sustainability, although diversification of tourism products and strengthening *MSMEs* are priorities, the effectiveness of these policies needs to be further studied to ensure fair distribution of benefits, while more integrated governance between governments, communities, and the private sector is indispensable for optimal tourism management.

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