STRATEGIC DEVELOPMENT OF TOURISM BASED ON LOCAL WISDOM IN REGIONAL PLANNING: A CASE STUDY OF NORTH AND CENTRAL LOMBOK REGENCIES

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ABSTRACT

This study aims to design a strategic development plan for tourism based on local wisdom in North Lombok and Central Lombok Regencies, focusing on Sade and Bayan Villages. The research emphasizes the importance of considering the implications of the findings in tourism policies and digital promotion strategies. Data were collected using a mixed-method approach, including in-depth interviews, questionnaires, and field observations. The analysis was conducted using the SWOT and AHP methods to determine strategic priorities. The findings indicate that the main weakness lies in inadequate infrastructure conditions, while the primary strength is the unique appeal of local cultural attractions. Recommended key strategies include improving infrastructure, enhancing public facilities, optimizing digital promotion, and providing training for the local community. These findings offer concrete recommendations for local governments, stakeholders, and tourism business operators in supporting the sustainable management of local wisdom-based tourism.

Keywords : Local Wisdom-Based Tourism, Regional Planning, SWOT Analysis, AHP Analysis.

ABSTRAK

Penelitian ini bertujuan untuk merancang rencana pengembangan strategis pariwisata berbasis kearifan lokal di Kabupaten Lombok Utara dan Kabupaten Lombok Tengah, dengan fokus pada Desa Sade dan Desa Bayan. Studi ini menekankan pentingnya mempertimbangkan implikasi temuan dalam kebijakan pariwisata serta strategi promosi digital. Pengumpulan data dilakukan dengan pendekatan metode campuran (mixed-method), yang mencakup wawancara mendalam, kuesioner, dan observasi lapangan. Analisis data dilakukan menggunakan metode SWOT dan AHP untuk menentukan prioritas strategis. Hasil penelitian menunjukkan bahwa kelemahan utama terletak pada kondisi infrastruktur yang kurang memadai, sementara kekuatan utama adalah daya tarik unik dari budaya lokal. Strategi utama yang direkomendasikan mencakup peningkatan infrastruktur, pengembangan fasilitas publik, optimalisasi promosi digital, serta pemberian pelatihan bagi masyarakat lokal. Temuan ini memberikan rekomendasi konkret bagi pemerintah daerah, pemangku kepentingan, dan pelaku usaha pariwisata dalam mendukung pengelolaan pariwisata berbasis kearifan lokal secara berkelanjutan.

Kata kunci: Pariwisata Berbasis Kearifan Lokal, Perencanaan Wilayah, Analisis SWOT, Analisis AHP.

INTRODUCTION

Tourism has emerged as a strategic sector in the global economy, contributing more than 10% of the world's Gross Domestic Product (GDP), according to the World Tourism

Organization (WTO, 2023). In Indonesia, tourism is a significant driver of economic growth (David et al., 2024), particularly in regions rich in natural and cultural potential. Lestari and Yusra (2022) highlight that Lombok Island is one of Indonesia's premier destinations with substantial potential for developing tourism based on local wisdom, particularly in Bayan Village (North Lombok) and Sade Village (Central Lombok).

Bayan Village is renowned for the ancient Bayan Beleq Mosque, which holds historical significance in the spread of Islam, while Sade Village stands out for its traditional Sasak houses and distinctive weaving traditions (Lestari & Yusra, 2022). Culturally driven development not only supports the preservation of local traditions but also enhances local government revenue and improves community welfare. However, challenges such as inadequate infrastructure, low community participation, and limited digital promotion remain significant barriers to sustainable tourism development. As presented in Table 1, which details the contribution of local government revenue and the tourism sector in 2023 based on data from the Central Bureau of Statistics and one Data NTB (2023), disparities exist in the economic impact of tourism across Lombok. North Lombok's tourism sector contributed 34.14% to local government revenue, whereas East Lombok accounted for only 21.79% (see figure 1).
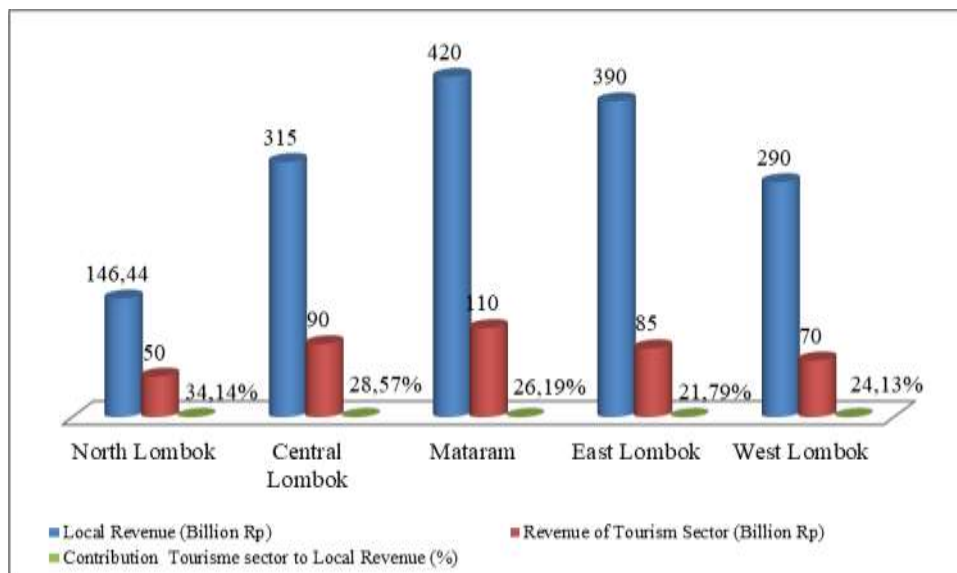
Figure 1. Contribution of the tourism sector to local government revenue in 2023
Source: Central Bureau of Statistics of East Lombok Regency 2023, One Data NTB 2023

This disparity underscores the challenges in ensuring equitable infrastructure development and tourism management. Therefore, a strategic approach is required to optimize the

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potential of local wisdom-based tourism in these tourism villages. Previous studies have demonstrated that local wisdom-based tourism development has a positive impact on the economic and social sustainability of communities (Zhang et al., 2021; Azwar et al., 2023; Zunaidi et al., 2022; Susanto et al., 2022). Martono & Arifin (2022), Khan et al. (2021), and D'Arco et al. (2021) argue that local culture can serve as a sustainable tourism attraction if managed through an integrated strategy aligned with regional planning. However, tourism development in Bayan and Sade Villages faces several challenges, particularly in terms of infrastructure, digital promotion, and local community engagement.

According to Butler's (1980) Tourism Area Life Cycle (TALC) Theory, Bayan and Sade Villages are currently in the growth stage, necessitating management optimization to ensure long-term sustainability. Ngudiyono et al. (2022) emphasize the importance of digital promotion in enhancing the attractiveness of culturally based destinations, particularly for international tourists. Nonetheless, the adoption of technology in these villages remains limited. In addition, Thomas (2024) highlights the critical role of education and training for local communities in fostering effective tourism management and governance. The sustainable tourism framework proposed by Bramwell & Lane (1993) underscores the balance between economic growth, environmental preservation, and cultural heritage protection, making it particularly relevant for Bayan and Sade Villages in safeguarding traditional practices amid modernization.

In the context of regional planning, the development of tourism based on local wisdom must be carried out in an integrated and sustainable manner. This requires an approach that combines the management of existing natural and cultural resources with adequate infrastructure development, as well as the empowerment of local communities as the main managers and beneficiaries of the tourism sector. Therefore, this study aims to identify strengths, weaknesses, opportunities, and threats (SWOT analysis) in the development of tourism based on local wisdom in North Lombok and Central Lombok Regencies and formulate development strategies that can be applied to support sustainable regional planning. Therefore, this study aims to Identify the Strengths, Weaknesses, Opportunities, and Threats (SWOT) in the development of local wisdom-based tourism, with a specific focus on infrastructure, community participation, and digital promotion, (2) Formulate

strategic priorities using the Analytical Hierarchy Process (AHP) to support sustainable regional planning in Bayan and Sade Villages. The findings of this study are expected to provide strategic recommendations for promoting sustainable local wisdom-based tourism governance in Indonesia, integrating economic development principles with regional tourism planning and policy implementation. Thus, this research is not only important to explore the potential of tourism based on local wisdom, but also very urgent to ensure that the development of the tourism sector can be carried out in a fair, equitable, and sustainable way. In addition, the results of this study are expected to strengthen tourism-based regional development policies and planning that not only prioritize economic benefits, but also maintain cultural and environmental sustainability which is the main attraction of tourism destinations in Lombok.

LITERATURE REVIEW

This study is based on five key theoretical frameworks: sustainable tourism, the tourism area life cycle (TALC), local wisdom, community empowerment, and digital technology in tourism promotion, which collectively form the conceptual foundation for understanding the sustainable management of community-based tourism destinations. Sustainable tourism emphasizes the balance between economic growth, environmental conservation, and cultural preservation. Holden (2013, 2016) highlights the necessity of active stakeholder engagement to prevent environmental and cultural degradation caused by overtourism, as demonstrated in various global cases (Dodds & Butler, 2019). This principle underscores the urgency of tourism management that is not solely economically driven but holistically sustainable, ensuring long-term benefits for local communities.

Butler's (1980) Tourism Area Life Cycle (TALC) Theory maps the development of tourist destinations from the exploration stage to stagnation, with external variables such as globalization and technology influencing the cycle's trajectory (Uysal et al., 2023). Technological adaptation can extend the growth phase of destinations (Agarwal, 2002); however, strategic management remains essential to mitigate the risk of declining attractiveness and overdependence on mass tourism. In addition, local wisdom encompasses customs and traditions that define a destination's cultural identity (Vitasurya, 2016; Maryani & Indrianty, 2024). While authentic experiences attract tourists, excessive commercialization may dilute the intrinsic cultural value (Semwal, 2024). Pardosi et al.

(2024) and Kusumastuti et al. (2024) emphasize the role of local wisdom in fostering environmental sustainability and educating tourists, making it a strategic element in destination management and regional economic resilience. Community empowerment involves local participation in tourism planning, management, and promotion, contributing to economic and social welfare improvements (Mathew, 2022). Dolezal & Novelli (2022) and Guo et al. (2018) argue that community-based tourism (CBT) initiatives can enhance local incomes and preserve cultural heritage through knowledge transfer and skill development, ensuring that local populations benefit directly from tourism activities.

Finally, digital technology has transformed destination marketing through social media and interactive platforms (Sigala et al., 2012; Yuan et al., 2022). Digital-based marketing strategies effectively attract younger tourists (Yuan et al., 2022; Liu et al., 2023), although they must be balanced with sustainability considerations to prevent excessive pressure on destinations (Deb et al., 2024; Gretzel & Stankov, 2021). The integration of smart tourism ecosystems is crucial for enhancing competitiveness while maintaining environmental and cultural sustainability.

RESEARCH METHODOLOGY

This study employs a mixed-method approach, integrating both qualitative and quantitative methods. The objective is to identify and analyze three key aspects in the development of local wisdom-based tourism in Bayan and Sade Villages: infrastructure, community participation, and digital promotion. The selection of SWOT and Analytical Hierarchy Process (AHP) methods is based on their effectiveness in strategic planning and decision-making within tourism studies (Jeon & Kim, 2011). Additionally, this study applies data triangulation to enhance the reliability and validity of findings by cross-referencing results from interviews, questionnaires, and field observations (Franc, 2018).

The data collection process involves multiple complementary techniques to ensure comprehensive insights into the dynamics of tourism development. First, semi-structured interviews are conducted with key stakeholders, including government officials, community leaders, artisans, and tour guides, to assess perceptions regarding infrastructure conditions, community engagement, and digital promotion strategies. These qualitative insights provide a contextual understanding of local tourism governance and highlight

potential policy gaps. Second, field observations are employed to assess the physical state of infrastructure, including road accessibility, public facilities, and digital connectivity, as well as to document community participation in tourism-related activities such as handicraft production and guided tours. Additionally, observations facilitate an evaluation of existing digital marketing strategies implemented by tourism stakeholders.

To supplement qualitative findings, structured questionnaires are distributed to tourists and local residents to quantitatively measure their perceptions of infrastructure quality, the extent of community involvement, and the effectiveness of digital tourism promotion. The use of survey data allows for statistical validation of key variables influencing tourism development. Finally, document analysis is conducted to integrate secondary data sources, including reports from the Central Statistics Agency (BPS), government publications, and previous academic research, thereby strengthening the empirical foundation of the study.

This study employs multiple analytical techniques, namely SWOT analysis and Analytic Hierarchy Process (AHP). The SWOT analysis is conducted using the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices. The IFAS matrix evaluates internal factors (strengths and weaknesses), while the EFAS matrix assesses external factors (opportunities and threats). The analysis follows these steps:

a. Identification of internal and external factors based on interview findings, observations, and questionnaire data.
b. Weighting factors (scale 0–1) based on their level of importance.
c. Scoring factors (scale 1–4) to determine their impact on tourism development.
d. Multiplying weights by scores to derive final IFAS and EFAS values for strategy formulation.

Furthermore, analytic Hierarchy Process (AHP) method is employed to prioritize strategic recommendations generated from the SWOT analysis. Infrastructure, community participation, and digital promotion are evaluated based on their relative importance weights, ensuring an objective ranking of policy priorities. Then, this research is also equipped with data triangulation analysis. Data triangulation analysis is applied by comparing interview, observation, and questionnaire data to validate findings. This method strengthens research reliability by aligning perspectives from multiple data sources, thereby reducing potential biases and inconsistencies.

RESULTS AND DISCUSSION

SWOT Analysis: IFAS Matrix

The SWOT analysis using the Internal Factor Analysis Summary (IFAS) matrix reveals that the primary strength of tourism development in Bayan and Sade Villages is their rich local wisdom, with a weight of 0.15, a score of 4, and a total weighted score of 0.60. Other supporting factors include positive economic impacts and high community participation, each with a weight of 0.10, a score of 3, and a total of 0.30. Traditional dances and handicrafts serve as unique cultural attractions, enhancing tourist visits. The strong cultural heritage in both villages holds significant potential for sustainable tourism development, supported by economic benefits and the strong social capital embedded in community participation.

Table 1. SWOT Analysis: IFAS Matrix

Internal Factors	Weight	Score	Weighted Score	Remarks
Strengths:				
1. Local wisdom as a tourist attraction	0,15	4	0,60	Primary tourism appeal
2. Positive economic impact	0,10	3	0,30	Generates economic benefits
3. High community participation	0,10	3	0,30	Strong community support for tourism
Total Strengths	0,25	10	1,20	
Weaknesses:				
1. Poor road infrastructure	0,20	2	0,40	Roads are damaged and slippery in rain
2. Limited public facilities	0,20	2	0,40	Lack of toilets and rest areas
3. Weak digital promotion	0,25	1	0,25	Unstable internet connectivity
Total	0,65	5	1,05	

Source: Processed Data, 2024.

The findings indicate several key weaknesses, particularly poor road infrastructure (weight 0.20, score 2, total 0.40), insufficient public facilities (weight 0.20, score 2, total 0.40), and limited digital promotion (weight 0.25, score 1, total 0.25). The damaged roads, lack of public amenities, and weak digital marketing strategies due to technological limitations pose significant challenges in enhancing tourist satisfaction and attracting younger visitors, who increasingly rely on digital platforms for travel decisions.

SWOT Analysis: EFAS Matrix

The External Factor Analysis Summary (EFAS) matrix evaluates opportunities and threats in the external environment. The main opportunities include government policy support (weight 0.15, score 4, total 0.60), growing interest in cultural tourism (weight 0.15, score 4, total 0.60), and digital infrastructure expansion (weight 0.10, score 3, total 0.30), which create opportunities for infrastructure development, tourism promotion, and market expansion. However, major threats include competition from other destinations (weight 0.20, score 2, total 0.40), road deterioration due to weather conditions (weight 0.20, score 2, total 0.40), and funding limitations (weight 0.20, score 1, total 0.20), which hinder infrastructure investment and require innovative branding strategies to maintain a competitive edge. To mitigate these threats, diversified funding sources and the utilization of Corporate Social Responsibility (CSR) initiatives from local businesses are recommended (Jeon & Kim, 2011).

Table 2. SWOT Analysis: EFAS Matrix

| External Factors	Weight	Score	Weighted Score	Remarks
Opportunities:				
1. Government policy support	0,15	4	0,60	Tourism development programs
2. Growing cultural tourism trends	0,15	4	0,60	High tourist interest in cultural experiences
3. Digital infrastructure expansion	0,10	3	0,30	Potential collaboration with service providers
Total Opportunities	0,35	11	1,50	
Threats:				
1. Competition from other destinations	0,20	2	0,40	Presence of similar destinations
2. Road deterioration due to weather	0,20	2	0,40	Heavy rainfall worsens road conditions
3. Limited financial resources	0,20	1	0,20	Budget constraints for infrastructure projects
Total Threats	0,60	5	1,00	

Source: Processed Data, 2024.

Strategic Positioning Based on the IFAS-EFAS Matrix

The strategic positioning analysis of Bayan and Sade Villages is illustrated in Figure 1, combining internal strengths and weaknesses with external opportunities and threats to provide a strategic roadmap. Based on the IFAS and EFAS calculations, the X-axis value is derived by subtracting Weaknesses (1.05) from Strengths (1.20), yielding 0.15, while the Y-axis value is obtained by subtracting Threats (1.00) from Opportunities (1.50), yielding 0.50. These calculations place the villages in Quadrant I, indicating their

readiness for growth through a culturally driven and policy-supported strategy. The findings suggest that an Aggressive Strategy (SO) is the optimal approach, focusing on leveraging cultural assets, improving infrastructure, and enhancing digital marketing efforts.
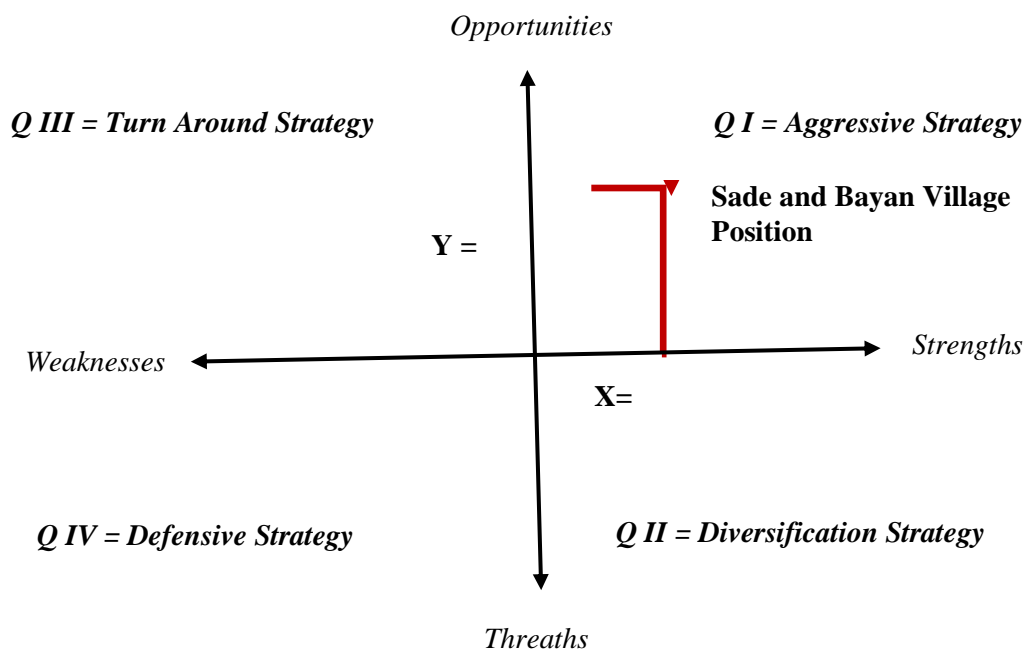
Figure 2. SWOT Matriks IFAS-EFAS Sade and Bayan Village (Strategic Positioning)
Source: Processed Data, 2024.

SWOT Strategies

Based on the SWOT framework, strategic recommendations include Strength-Opportunity (SO) strategies, such as regular cultural events supported by government initiatives and engaging local communities in cultural tourism packages (Riyandito, 2022). Weakness-Opportunity (WO) strategies emphasize addressing infrastructure weaknesses by proposing road improvement projects and collaborating with internet service providers for enhanced digital marketing (Jeon & Kim, 2011). Strength-Threat (ST) strategies involve developing a unique branding identity for the villages to reduce competitive pressures, while allocating tourism revenues for infrastructure maintenance to reinforce strengths against external threats (Sari et al., 2024). Lastly, Weakness-Threat (WT) strategies focus on securing alternative funding sources, such as CSR initiatives and private investment, while leveraging cost-effective social media marketing to mitigate promotional limitations (Faeni et al., 2024).

Table 3. SWOT Analysis Strategy Formulation

Internal / External Factors	*Opportunities*	*Threats*
Strengths	**SO Strategy** (*Strength-Opportunity*): 1. Developing regular cultural events with government support. 2. Integrating local communities into cultural tourism packages, including handicrafts, traditional arts, and heritage-based experiences.	**ST Strategy** (*Strength-Threat*): 1. Establishing a distinctive destination branding strategy to enhance competitive advantage and market positioning in the tourism sector. 2. Allocating tourism-generated revenue for the maintenance and development of local infrastructure to ensure long-term sustainability and regional economic resilience.
Weaknesses	**WO Strategy** (*Weakness-Opportunity*): 1. Proposing priority road improvement programs with policy support to enhance accessibility and regional economic integration. 2. Collaborating with internet service providers to strengthen digital marketing initiatives and improve tourism competitiveness.	**WT Strategy** (*Weakness-Threat*): 1. Securing alternative funding sources, including Corporate Social Responsibility (CSR) initiatives and private investors, to finance the development of tourism infrastructure. 2. Utilizing cost-effective social media marketing strategies, leveraging local influencers to enhance destination visibility and attract a broader tourist market.

Source: Processed Data, 2024.

Analytic Hierarchy Process (AHP) for Criteria Comparison

The AHP method is applied in this study to perform a criteria comparison, allowing for a structured assessment of the relative importance of key aspects in the development of local wisdom-based tourism. The criteria comparison is conducted using a pairwise comparison matrix. As presented in Table 5, the AHP results indicate that Opportunities (O) hold the highest priority weight (0.52), followed by Strengths (S) (0.27), Threats (T) (0.13), and Weaknesses (W) (0.08). These findings highlight the necessity of optimizing available opportunities while strategically addressing weaknesses. The implementation of community training programs and the expansion of cultural tourism activities are expected to integrate strengths with opportunities effectively. Meanwhile, threats and weaknesses should be mitigated through infrastructure enhancement and funding diversification. This analysis provides a systematic and data-driven framework for determining priority actions in local wisdom-based tourism development.

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Table 4. AHP Criteria Comparison Matrix

Criteria	S	W	O	T	Priority Weight
S	1	3	1/2	4	0,27
W	1/3	1	1/5	1/2	0,08
O	2	5	1	4	0,52
T	1/4	2	1/4	1	0,13

Source: Processed Data, 2024.

AHP Strategic Prioritization

As shown in Table 6, the AHP results reveal that the Strength-Opportunity (SO) strategy ranks as the top priority (weight 0.45), followed by the Weakness-Opportunity (WO) strategy (weight 0.25), Strength-Threat (ST) strategy (weight 0.20), and Weakness-Threat (WT) strategy (weight 0.10). This prioritization underscores the importance of leveraging strengths and maximizing opportunities over other strategic approaches.

Table 5. AHP Strategic Prioritization Analysis

Strategy	Final Weight
SO	**0,45**
WO	0,25
ST	0,20
WT	0,10

Source: Processed Data, 2024.

AHP Diagram Visualization

The AHP diagram in Figure 2 illustrates the synergy between internal potential, such as cultural heritage, and external opportunities, such as cultural tourism trends and regulatory support, serving as the core focus of tourism development strategies. The AHP model emphasizes the Strength-Opportunity (SO) strategy, which prioritizes maximizing cultural assets through annual cultural events and digital promotion. Meanwhile, the Weakness-Opportunity (WO) strategy focuses on addressing infrastructure deficiencies to fully capitalize on external opportunities. This strategic approach ensures a structured and data-driven development plan, enhancing tourism attractiveness while promoting sustainable growth through cultural preservation and active community participation.
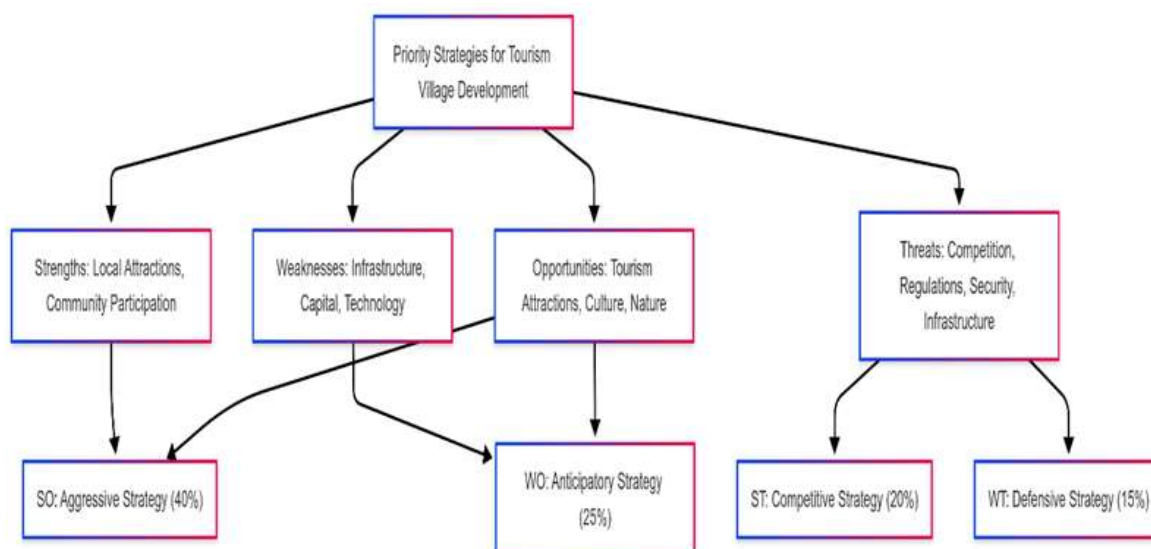
Figure 2. AHP Diagram Visualization
Source: Processed Data, 2024.

Data Triangulation

The data triangulation analysis, as presented in Table 7, reveals various dynamics in the management of culture-based tourism, based on insights gathered from interviews, surveys, and field observations. Interview findings highlight the significant appeal of local cultural heritage and the strong community participation in preserving traditions. Community leaders emphasize the need for active local engagement in tourism governance to fully leverage the potential of cultural tourism.

The survey results indicate that 72% of respondents express a strong preference for cultural tourism experiences, yet poor infrastructure emerges as the primary concern for 74% of respondents. Additionally, 68% of respondents perceive digital promotion efforts as inadequate, underscoring an urgent need to enhance tourism marketing through digitalization and technology adoption. Field observations further confirm that damaged road infrastructure and the lack of public facilities remain critical challenges in supporting destination development. Nevertheless, cultural attractions such as traditional dance performances and artisanal crafts continue to be the primary drivers of tourist interest.

To address these challenges, an aggressive Strength-Opportunity (SO) strategy is recommended. This strategy involves the sustainable development of cultural activities, including annual festivals to attract visitors from diverse regions (Ilieva et al., 2024; Mair

& Duffy, 2024). Additionally, digitalization and social media marketing should be prioritized to enhance competitiveness at both national and international levels (Kartinawati et al., 2024).

Furthermore, expanding tourism facilities by improving road infrastructure and public amenities is essential (Syafi'i et al., 2024). The creation of a distinctive culture-based tourism branding, such as the "Authentic Sasak Experience," could differentiate Bayan and Sade Villages from similar destinations. By implementing these strategies, local wisdom-based tourism is expected to contribute to economic growth while ensuring cultural preservation, aligning with the sustainable tourism framework (Ishak, 2024).

Table 6. Data Triangulation Analysis

Aspect	Interviews	Survey	Observation	Conclusion
Strengths	Strong appeal of local cultural heritage. High community participation in preserving traditions.	72% of respondents express interest in cultural tourism.	Cultural activities such as traditional dance and handicrafts are the main tourist attractions.	Local culture and community participation are the key strengths of the tourism villages.
Weaknesses	Poor road infrastructure. Limited digital promotion.	74% of respondents highlight infrastructure deficiencies. 68% consider digital promotion inadequate.	Roads are severely damaged, with minimal public facilities such as toilets and rest areas. Limited internet connectivity.	Infrastructure deficiencies and weak digital marketing are the primary weaknesses that need to be addressed.
Opportunities	Government support for tourism village development. Growing demand for cultural tourism.	80% of respondents support cultural tourism development through government collaboration.	Increasing trends in both international and domestic tourist arrivals.	Significant opportunities arise from cultural tourism trends and government policy support.
Threats	Competition with other destinations and limited funding for infrastructure maintenance.	65% of respondents perceive high competition with similar destinations.	Infrastructure is prone to damage during rainy seasons. Competitor destinations offer superior facilities.	The main threats stem from destination competition and deteriorating infrastructure.

Source: Processed Data, 2024.

The findings of this study indicate that Bayan and Sade Villages continue to face significant challenges in strengthening community capacity and managing tourism infrastructure, where infrastructure improvement and digitalization are key factors in enhancing the visitor experience and accessibility. Although digital platforms have started to be implemented, their utilization remains limited due to low digital literacy and restricted internet access (Purnamawati et al., 2024; Ngudiyono et al., 2022). The tourism model in Thailand demonstrates that community involvement in digitalization enhances tourism attractiveness, while infrastructure readiness, including health and safety facilities, plays a crucial role in sustainable tourism development (Yiamjanya et al., 2024; Bumyut et al., 2022). Future research could further enrich this discussion by incorporating case studies from other regions, such as destination management models in Thailand and Vietnam, which share similar cultural characteristics.

This study also confirms that the development of local wisdom-based tourism in Bayan and Sade Villages is currently in the growth stage of Butler's Tourism Area Life Cycle (TALC) Model (1980). This stage is characterized by increasing tourist interest, yet suboptimal management practices. The SWOT analysis reveals that poor road infrastructure and limited digital promotion remain major constraints, potentially delaying the transition to the consolidation stage within the TALC framework. Therefore, strategic interventions, including fundamental infrastructure development, community capacity enhancement, and digital promotion optimization, are crucial to ensuring that both villages maintain their growth trajectory and avoid stagnation. Moreover, the Analytic Hierarchy Process (AHP) results indicate that the primary development priority is leveraging local cultural strengths while addressing infrastructure weaknesses, aligning with TALC strategies for maintaining destination competitiveness.

These findings support the arguments of Uysal et al. (2023), who assert that optimizing infrastructure and digital promotion can extend the growth phase within the TALC model. Furthermore, the results align with the sustainable tourism framework proposed by Bramwell & Lane (1993), which emphasizes the balance between economic growth, environmental conservation, and cultural preservation. However, these findings diverge from the study by Zhang et al. (2021), which posits that community participation alone can resolve most challenges in cultural tourism development. In contrast, this study

demonstrates that infrastructure deficiencies and digitalization remain critical barriers in the context of Bayan and Sade Villages, necessitating integrated policy responses and strategic investments to achieve sustainable and inclusive tourism development.

CONCLUSION

Based on the results of the research, the development of tourism in Bayan and Sade Villages shows great potential that can be utilized through the richness of local culture, such as traditional dances and handicrafts, which attract tourists. High community participation and positive economic impact are also important supporting factors. However, the study also identified some significant weaknesses, especially related to poor road infrastructure, limited public facilities, as well as weak digital promotion. These challenges affect traveller satisfaction and the ability to attract younger visitors who rely on digital platforms to plan trips. The opportunities for tourism development in this village arise from the support of government policies, the growing trend of cultural tourism, and the expansion of digital infrastructure. However, the main threats come from competition from other destinations, deteriorating road conditions due to weather, and limited funds for infrastructure development. Therefore, sustainable tourism development requires strategies that optimize the local strengths of culture, while addressing the challenges of infrastructure and digital promotion.

Furthermore, the recommended strategies based on the results of this study are the development of regular cultural events with government support, improvement of road infrastructure, and the use of technology and digital promotion to strengthen the competitiveness of this destination. In addition, there is a need for alternative funding allocations through Corporate Social Responsibility (CSR) or private investment to support infrastructure improvements and strengthen destination management. Overall, to ensure the sustainability of tourism development based on local wisdom in Bayan and Sade Villages, It is necessary to take strategic steps which include infrastructure development, community empowerment, and optimization of digital promotion. This will ensure these villages can remain competitive and thrive in an increasingly competitive tourism market.

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LIMITATION AND RECOMMENDATION

This study has several limitations, including its restricted scope, which focuses solely on Bayan and Sade Villages, a short data collection period, and reliance on subjective data from interviews and questionnaires, which may introduce potential biases. Additionally, limitations in analytical technology have constrained the exploration of tourist behavior patterns and the effectiveness of digital strategies. Future research is recommended to expand the study scope to other destinations, employ longitudinal studies for continuous evaluation, and leverage big data and digital analytics to support more data-driven decision-making. Furthermore, enhanced collaboration between government entities, local communities, and industry stakeholders is essential to fostering sustainable local wisdom-based tourism development with broader economic, cultural, and environmental impacts.

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